UNIVERSITI MALAYSIA KELANTAN

HOSPITALITY

FUTURE HORIZON: ADVANCING STUDENT-LED INNOVATIONS AND RESEARCH IN SUSTAINABLE HOSPITALITY, TOURISM AND WELLNESS

e- Proceeding
Hospitality, Tourism & Wellness Colloquium 8.0
(HoTWeC 2024)

Faculty of Hospitality, Tourism and Wellness

Chief Editor
Norizan Musa

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DEAN'S FOREWORD

Assalamualaikum w.b.t and Salam Sejahtera.

It is with great pride and gratitude that I present the E-Proceeding of the Final Year Research Project (PPTA) for the February 2023/2024 session, published in conjunction with the Hospitality, Tourism, and Wellness Colloquium 8.0 (HoTWeC 8.0). This proceeding reflects the dedication, creativity, and hard work of our students and lecturers, who have successfully transformed their ideas into meaningful research findings.

I would like to commend the Final Year Research Project students for their commitment and perseverance throughout their research journey. Completing a group research project is no small task, and your effort stands as proof of your determination and teamwork. My heartfelt gratitude also extends to the Chief Editor and the editorial team for their hard work and dedication in ensuring the successful compilation and publication of this proceeding. Your contributions have been crucial in maintaining the quality and excellence of this publication. In addition, I wish to thank the coordinators and supervisors of PPTA from the Faculty of Hospitality, Tourism, and Wellness (FHPK). Your guidance and support have been instrumental in helping the students achieve this success. This accomplishment is truly a result of the collective effort from everyone involved.

The Final Year Research Project (PPTA) is an important part of our students' academic journey. It provides a platform for them to develop research skills, address real-world challenges, and contribute valuable insights to their fields. These experiences not only prepare them for future careers but also inspire lifelong learning and curiosity. I hope this E-Proceeding, showcased through HoTWeC 8.0, will serve as a valuable reference and inspire further collaboration between academia and the industry. Congratulations to everyone involved in making this publication a success, and may it open doors to more remarkable achievements in the future.

Thank you.

ASSOCIATE PROFESSOR DR. MOHD FADIL BIN MOHD YUSOF
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DEPUTY DEAN'S OF ACADEMIC FOREWORD

Assalamualaikum w.b.t and greetings,

All praise to Allah SWT for His blessings, allowing us to publish the E-Proceeding of the Final Year Research Project (PPTA) for the February 2023/2024 session, held in conjunction with the Hospitality, Tourism, and Wellness Colloquium 8.0 (HoTWeC 8.0), Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK). This publication serves as a platform to celebrate the achievements of our students by sharing their research outcomes with the academic and industry communities.

I would like to express my deepest appreciation to the Final Year Research Project students who have shown exceptional commitment and dedication in completing their group research. Their success reflects their resilience, hard work, and ability to apply theoretical knowledge in meaningful research.

My heartfelt thanks also go to the PPTA coordinators from the Faculty of Hospitality, Tourism, and Wellness (FHPK) for their continuous effort in ensuring the smooth execution of this project. Special gratitude is extended to all supervisors who have guided and supported the students throughout their research journey. Your contributions have been invaluable in shaping this achievement.

The Final Year Research Project (PPTA) is a core component of our academic program at FHPK, UMK. It aims to equip students with essential research, analytical, and problem-solving skills. Through this project, students gain firsthand experience in tackling real-world challenges, preparing them to excel in their future professional careers.

Finally, I hope this publication, highlighted through HoTWeC 8.0 by the year 2024, will serve as a valuable reference and inspiration for the academic and industry communities. May this collaborative effort continue to drive academic and professional excellence in the future.

Thank you.

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CHIEF EDITOR PREFACE

As the Chief Editor of the E-Proceeding Hospitality, Tourism and Wellness Colloqium 8.0 (HoTWeC 8.0), it is with great pride that I present this compilation of research findings. This publication embodies the collective efforts, dedication, and collaboration of final year research students, supervisors, empirical paper reviewer, and various stakeholders from the Faculty of Hospitality, Tourism, and Wellness (FHPK), Universiti Malaysia Kelantan. The Final Year Research Project is a crucial milestone in our students academic journey, conducted over two stages: PPTA I in the first semester (February 2023/2024) and PPTA II (September 2023/2024) in the second semester. Under the expert guidance of their supervisors, students navigate the complexities of research from identifying significant issues and developing research frameworks to conducting fieldwork, analyzing data, and presenting their findings. These efforts not only enrich the students academic experience but also contribute valuable insights to the fields of hospitality, tourism, and wellness.

This publication would not have been possible without many individuals and groups' unwavering support and contributions. I want to express my deepest gratitude to the following:

- The Dean **(**Associate Professor Dr. Mohd Fadil Mohd Yusof) for providing strong leadership and unwavering support;
- The Deputy Dean of Academic (Dr. Nor Syuhada Zulkefli) for their guidance and commitment to academic excellence;
- Former Deans (Professor Dr. Khairil Wahidin Awang & Associate Professor Dr. Roslizawati Che Aziz); Deputy Dean of Academic (Dr. Ruzanifah Kosnin) with the trust placed in me as the coordinator of PPTA and for laying the foundation of excellence that continues to inspire us.
- Head of the Tourism Department and Former Head of the Hospitality, Tourism and Wellness Department, each of whom has provided support.
- The Coordinators PPTA and Editors member from the Departments of Hospitality, Tourism, and Wellness, whose dedication and teamwork ensured the successful completion of this e-proceeding.

I also extend my heartfelt appreciation to the Library UMK for the various support in references and publications. Appreciation is also extended to government and non government departments, respondents who generously shared their time, insights, and cooperation throughout the data collection process. Their contributions have been instrumental in shaping the outcomes of these research projects. This e-proceeding is a testament to our collective pursuit of knowledge and our commitment to preserving and sharing the valuable insights generated by our students' research. I hope this publication will serve as a resource for current and future scholars, sparking new ideas and inspiring further exploration in these dynamic fields.

Once again, my sincere thanks to everyone who contributed to this effort. Together, we celebrate the success of this endeavor as a reflection of our shared dedication to academic excellence.

Sincerely,

DR. NORIZAN MUSA
Chief Editor, E-Proceeding HoTWeC 8.0;
Lead Coordinator Final Year Research Project (PPTA 1& PPTA II)
Semester September & February 2023/2024
Faculty of Hospitality, Tourism, and Wellness
Universiti Malaysia Kelantan.

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It is our pleasure to present this volume, which consists of selected papers based on presentations from the Hospitality, Tourism, and Wellness Colloquium 8.0, held on May 23th 2024, at Universiti Malaysia Kelantan (UMK). The primary objective of the colloquium was to explore within a generative framework for various acquisition contexts across a broad spectrum of topics and components within the fields of Hospitality, Tourism, and Wellness.

This colloquium was organized and supported by the Faculty of Hospitality, Tourism, and Wellness (FHPK), Universiti Malaysia Kelantan. We would like to extend our heartfelt gratitude to the dedicated colloquium organizing committee, which comprised to lead and team members, chief jury, judge member, empirical paper reviewers, administrative staff and all the students from Final Year Research Project (PPTA I & PPTA II) who contributed directly or indirectly to the success of this Colloqium and this publication.

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HoTWeC 8.0 2024
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Nur Hafizah Muhammad
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Study of Factors That Influencing the Usage of Food Delivery Services Among Students in University Malaysia Kelantan

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Abstract: This research aims to identify the factors that influencing the usage of food delivery services among students at University Malaysia Kelantan. A lot of studies have been conducted related to online food delivery where there are some foods that are unhealthy, unbalanced and can cause chronic disease. Objective of this study are to study the impact of the ease of use, time saving orientation and various choices towards the usage of food delivery services. Using quantitative method, the questionnaire through Google Form was distributed to the 376 respondents. The data was analyse using Statistical Package for Social Sciences (SPSS). There is a significant relationship between ease of use, time saving orientation and various of choice and the usage of food delivery services. The results of this study have helped to improve the state of the economy by creating job opportunities and providing a platform for merchants to sell their goods.

Keyword: Ease of Use; Time Saving Orientation; Various of Choices; Food Delivery Services

1.0 Introduction

Southeast Asia has a big market for meal delivery services. While the food market is a trillion-dollar business, the delivery market is only a small fraction of this market (Kandasivam, 2017). This offered a significant chance for further development. The meal delivery company is expected to generate USD 956 million in yearly revenue by 2022, making it one of the fastest expanding sectors in the food market (EC Insider, 2018). Urban consumers' changing needs may be connected to the growth of online meal delivery services. These consumers employ food delivery services for a variety of reasons, but surprisingly, the requirement for simple, quick meals before or after a challenging week of duty seems to be the most common one. Whether a customer is cooking for themselves, going out to eat, or visiting a restaurant and purchasing food to take home or to work, the abundance of readily available food delivery services relieves them of the burden of organizing and planning their meals. Food delivery services have significantly altered consumer behaviour to the point where using them has become commonplace, especially for urban consumers. The modern pace of life and the chance to try out new restaurants that food delivery provides have led to an increasing number of people using food delivery services in recent years. Online food delivery is a practical choice for a lot of busy city residents during a hectic workday. Customers can buy food without leaving their homes or workplaces, demonstrating how the online food delivery services save their time and provide convenience.

Online meal ordering is the new outing out, replacing take-out and dining out. Malaysia's online food delivery sector is expected to generate $2.31 billion in sales by 2023 (Statista, 2023). There are several meal delivery businesses in Malaysia, many of which also provide online food delivery services. Among the businesses is Food Panda, the first delivery service to launch a major campaign in Malaysia. Additional companies operating in the market include Domino's Pizza, Grab Food, AirAsia Food and Shopee Food. The rise of food delivery services on the internet may be related to the evolving needs of urban consumers. The online food delivery services are slowly but surely impacting the food and beverages industry because of its potential to grow the business, ensuring higher employee productivity, delivering order accuracy and building an important customers database (Moriarty, 2016).

Food delivery system basically a process which allows a restaurant or any companies to take in and handle internet orders. However, the ways and times at which people place their meal delivery orders have been influenced by several factors such as wars, technological advancements, and changing labour and work patterns. The first online restaurant delivery services entered in 1995. The service known as Worldwide Waiter provided home or office delivery and gathered over sixty eateries within the San Francisco Bay area (Jackson, 2021). One of the founders had an unexpected reason for founding the business. He claimed that ordering food to his specifications was the inspiration behind Worldwide Waiter, even though convenience and time savings were nice advantages to be considered.

Food delivery became extremely popular in the 2000s. With the rise in popularity of smartphones, food delivery apps have taken over the delivery services market. If an employee decided they did not want to cook after work, they could order food from their phones and have it delivered right to their desks with just a few taps on their phones. (Josh, 2022). As previously stated, the phone call marked the start of the meal delivery process. The procedure was to call an eatery, place the order, have the restaurant prepare the order, and then deliver it to the customer (Norris, 2020). In addition to the food quality, they also needed to consider the delivery service.

The second generation of the evolution of demand food delivery services are mobile marketplace. The percentage of leisure time that people spent on the internet was growing every day. Therefore, every industry now has an online presence due to the explosive growth of internet-enabled devices (Rigdon, 2023). The next generation of evolution in food delivery services is

a complete services environment. Second generation aggregators also began providing customers with delivery services or logistics. This trend was initiated by several apps, including Rappido, Swiggy and UberEats. There is a big change at the restaurant. The restaurant is no longer required to create its own website or app. They only need to advertise their eatery on the apps to take orders. Expanding one's social media presence is also appropriate at this time. To interact with their target audience and establish a connection, restaurants must use social media (Chen, 2023).

The fourth generation of the evolution of demand food delivery services are cloud kitchens. Every industry experience change, and online delivery services are no exception. The cloud kitchens are also known as the ghost restaurant. There is no physical presence of these kitchens. (Colpaart, 2023). Restaurants will be able to generate a lot of revenue with this model. The next generation and millennial are big users of food delivery apps. This generation comprises the largest customer segment when it comes to Internet services. Popular on-demand meal delivery services feature a variety of eateries where patrons can contrast menus, costs, and cuisines in addition to viewing reviews left by prior patrons.

In Malaysia, the food and beverage industry are experiencing a new trend which is online ordering for meal delivery that allows you to place orders from anywhere, not just when you're eating out. FoodPanda is an international online marketplace for food delivery and ordering, operating in 43 countries. Foodpanda continues to grow rapidly, working with over 45,000 restaurants worldwide (Hassan, 2018). This food app has begun to change the way customers view restaurants, making it the only way to order from multiple restaurants. The food menu will be provided through an online food ordering system with the support of smart mobile applications and delivery of food products to customers (Baba et al., 2023).

There are many different types of businesses in Malaysia, including food delivery companies that provide food delivery services online. FoodPanda, the first delivery service to launch aggressively in Malaysia, is one of them. Other competitors in the online meal delivery market include DeliverEat, Uber Eats, Honestbee, Shogun2U, FoodTime, Dahmakan, and Mammam. Big cities such as Kuala Lumpur, Penang, Johor Bahru, and the Klang Valley where most consumers use this food delivery service (Lau & Ng, 2019). When using mobile applications to order food delivery, users have discovered that the data they create and companies and the perception of use is significantly influenced by the quality of the system, which is largely because the quality of the system and the quality of the design affect the usefulness and convenience to the user (Lee et al., 2017).

The online food delivery market has been thriving since the mid-2000s, due to the rise of internet technology and the lifestyle of the general public towards e-commerce. In 2025, Online food delivery is expected to reach a global output value of USD 200 billion (Nguyen, 2021). In determining that the traditional market and the online market are both maintaining sales, but nowadays the younger generation is more inclined to shop via the Internet because they often use it in their daily lives (Nguyen, 2021). In addition, a person searches for methods to cut down on time consumption when they feel as though they don't have enough time for daily activities like work and play. Food delivery via the Internet saves time but sometimes takes longer due to situations such as slow delivery riders, traffic jams, or other technical problems (Kajandren, 2023). This can take more time than save time which can inconvenience the user and can increase stress.

Until now, there are a lot of studies have been conducted related to online food delivery systems such as the effect of exposure to food sent through food delivery applications where there are some foods that are unhealthy and unbalanced and can cause chronic disease risk factors. Risks associated with obesity are foods that do not have many nutrients and contain a lot of saturated fat, added sugar, and sodium (Partridge et al, 2020). The sharing of continuous physical location through the Global Positioning System (GPS) or Geolocation system provides benefits for some irresponsible individuals who can determine the exact location of the customer, this is a major risk concern for users (Suhartanto et al, 2018). Therefore, the panic button needs to be included in the mobile online food delivery application to stop the delivery immediately if there is any identification or scammer in the user's GPS location. The financial risk that occurs is the possibility that the customer will lose money due to the purchase of unsuitable goods and services online. If customers think that the product or service they buy online is of low quality, they are more likely to view their purchase as financially risky.

Therefore, because their expectations and the actual quality of the goods and services offered have yet to be met, consumers who use online food delivery services for the first time will face a higher risk (Suhartanto et al, 2018). Many staff have received job opportunities from food delivery online. However, due to the commission structure and online food delivery system, delivery drivers frequently rush to seize this chance, which exacerbates traffic congestion. Also, food delivery people sometimes ignore traffic lights to meet the delivery deadline and earn the highest commission and this can increase the risk of road accidents (Li et al, 2020). The users especially those who use the online food delivery service system will face some problems with the application such as the price of food offered, cost of food, and delivery cost when using food delivery services that can be accessed through the internet (Aryani et al, 2022).

The results of this study have helped to improve the state of the economy by creating job opportunities and providing a platform for merchants to sell their goods. From a social perspective, online food delivery has a good effect on the relationship between consumers and a high level of food quality (Nguyen, 2021). Therefore, the online food delivery market is very competitive in decision-making, and stakeholders evaluate their company carefully to ensure that it survives and moves forward. Therefore, this evaluation can be considered a complex decision-making process to take into account the impact of various aspects on online food delivery's business operations based on sustainable development today.

Today's society, especially university students, tend to stay at home when they are free to surf the web all day. They can be difficult to cook because some of them live in residential colleges where they are not allowed to cook (Hooi, 2021). In addition, life as a student does not have enough time to complete their academic responsibilities and extracurricular activities. With the availability of food delivery apps, they simply order food over the Internet and cashback is also available for delivery, rewards, great deals, and discounts, as well as various options and conveniences.

2.0 Literature Review

2.1 Ease of Use

Ease of use can be understood as thinking about whether the new technology will significantly improve the quality of life of the public in general, while the perception of ease of use can be considered as an individual assessment of whether it is difficult to learn and accept the use of the latest technology (Dong et al., 2017). The application makes it much easier for people to find ways to cut down on time spent when they find themselves short on time because of daily tasks like work and study. Therefore, the company will keep its promise by giving full trust to the customer and this will have a great impact on the repurchase behaviour of customers in the e-commerce industry because all communication and transactions take place in the environment (Kartika et al., 2019). To conduct a transaction in e-commerce, both parties—the seller and the buyer must have a strong level of trust in each other. To foster a positive consumer perception of restaurants and online food delivery services, business owners need to make sure that their food delivery applications are easy to use and offer order tracking. This means that orders can be tracked from the point of sale to the customer's delivery location without causing any inconvenience (Koiri et al., 2019) and (Saad, 2020).

2.2 Time Saving Orientation

Time saving orientation is the significant aspect that influences students to use online food delivery services. When a person discovers that their everyday activities, including job and leisure are taking up too much of their time, they will search for opportunities to save time. They will prefer food served to them quickly without any effort (Yeo et al.,2017). Among the primary contributing factors impacting students to use online food delivery services is time saving. Because customers may make purchases without having to physically leave their current location, internet shopping is regarded as time-saving. The convenience makes online purchasing more favourable, unlike traditional purchases, as customers spend less time waiting and experience less pressure (Gupta, 2019). The benefit of online delivery is that it saves time. Time spent outside is considered as a luxury activity (Dazmin & Ho, 2019). In addition, customers do not have to drive outside, deal with traffic, find parking, or wait in line to make a payment, which makes traditional offline purchasing methods slower than online shopping. The services are user-friendly and more convenient because customers can simply view and record their orders using the website or mobile application (Maimaiti et al.,2018).

2.3 Various of Choice

One well-known business where a lot of people can make money is the meal delivery service. People are working too hard to feed their families healthful food. They stay in relaxing hotels and do not cook because they are too focused on their jobs. Eateries made delicious food and formed a partnership with exterior meal delivery services. Furthermore, based on the various restaurants that offer delivery services to that specific location, food delivery services can reach customers in a variety of places (Goh et al., 2017). Consumers use meal ordering apps and enjoy the delectable cuisine. Because of various choices, customers can place meal orders from any location. According to Pigatto et al (2017), the development of specialized businesses that offer online delivery services, allowing potential customers to simply select their favourite meal or restaurant in comparison to other eateries or retail establishments. In order to provide customers with the greatest experience possible, the meal delivery system is updated with new features based on user needs. The youngsters are more likely using online food delivery services due to their curiosity about how the application functions for them (Prabowo & Nugroho, 2018).

2.4 Food Delivery Services

The act of ordering food online from a nearby restaurant or food cooperative is done via a website or app. Like online consumer product ordering, many of them let customers keep accounts with them to facilitate ordering on a regular basis. Food delivery services and courier services are comparable in that the customer receives their ordered food from the restaurant, either through the restaurant's employees or through delivery agents employed by the food ordering company. Therefore, this is dependent on the channel that a customer uses to place their order. When restaurant owners collaborate with the internet to conduct business, the online ordering system becomes more effective (Okumus & Bilgihan, 2017).

2.5 Research Hypotheses

The hypotheses in this study are to determine whether is there any relationship between independent variables (ease of use, time saving orientation and various of choice and dependent variable (the usage of food delivery services):

H1: There is a significant relationship between ease of use and the usage of food delivery services in University Malaysia Kelantan.

H2: There is a significant relationship between time saving orientation and the usage of food delivery services in University Malaysia Kelantan.

H3: There is a significant relationship between various of choice and the usage of food delivery services in University Malaysia Kelantan.

2.6 Research Framework

Figure 1 below displays the research framework for this study

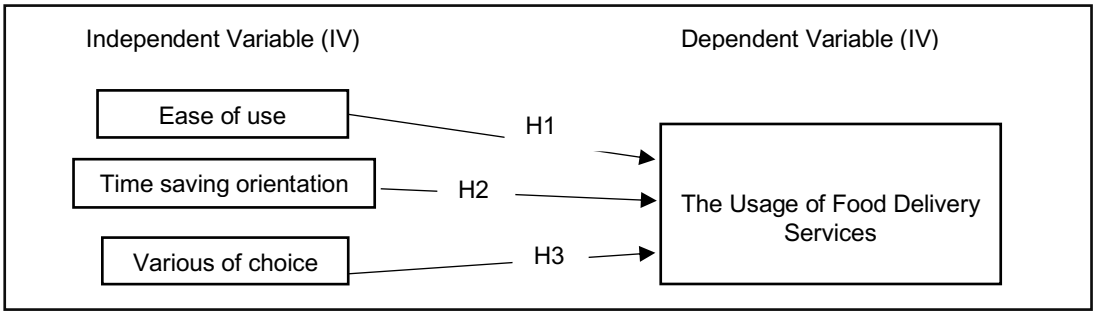

Figure 1: Research Framework

3.0 Methodology

3.1 Study Design

The researcher has distributed a questionnaire through Google Form to collect data and then the data will be analysed using the Statistical Package for the Social Sciences (SPSS). Therefore, the respondents of this study are students of University Malaysia Kelantan (Kota, Bachok, and Jeli Campuses). The quantitative method uses a 6-point Likert-type scaling ranges from 1 (strongly disagree) to 6 (strongly agree) to evaluate the factors that influence the use of food delivery services. Since this study involves a group of people who represent a larger population, the statistics used facilitate and speed up the researcher in the process of analysing the data. In addition, the researcher can also identify the relationship between the dependent variable and the independent variable by using a questionnaire.

3.2 Target Population

According to this study, a group of UMK students who use meal delivery services in Kelantan—either actively or passively—are the study's target demographic. Because UMK Kelantan is located near metropolitan regions and its population are more likely to use e-hailing services, it was chosen for this study. The Office of Student and Alumni (HEPA) of University Malaysia Kelantan reports that 17,092 people call UMK home, including students enrolled on the three campuses of Campus Jeli, Campus Bachok, and Campus Kota. This demographic will be selected due to their proximity to cities and higher likelihood of using meal delivery services.

3.3 Sample Size

The size of the sample is the study have been used to test the hypothesis in conducting the research. Quantitative studies can be determined by using certain calculation procedures taking into account sampling errors and significant trends in the study to be conducted. To support the study further, samples from students at the Kota Campus (8,117), Bachok Campus (7,385), and Jeli Campus (1,590) of University Malaysia Kelantan will be collected. For the 23/24 session, University Malaysia Kelantan has 17,092 total students enrolled. Therefore, the number of respondents who will answer this questionnaire is a total of 376 students from three campuses.

3.4 Sampling Method

The sampling method is a technique for choosing a small group of subjects for research out of a large population. According to Tuovilla (2020), sampling is the process which researchers selected a certain quantity of observations for statistical analysis from a large group of people. During the data collection phase, the researchers selected a subset of the population for additional analysis. Non-probability sampling and probability sampling are the two categories of sampling technique. By using a random selection process, probability sampling takes a sample from the entire group. Each member of the population would be equally likely to be chosen for the sample. The population is representing the complete population by employing this way. Because probability sampling is random, it is more beneficial for conducting quantitative research. Non-probability sampling is a method of selecting a sample from a population without the use of random selection. The sample that was selected has been adjusted and determined by the researcher's opinion or by other considerations.

The probability sampling method is chosen to conduct the study, which is simple random sampling. The survey will be handed out to a target of students at University Malaysia Kelantan who are using food delivery apps. A survey via Google Form

will be shared throughout social media such as WhatsApp, Telegram and Facebook to reach out to any students that are using food delivery services.

3.5 Data Collection

Researchers have decided the method used for data collection is through the online survey using WhatsApp application, Facebook group and Telegram. We distribute the data collection by sending a Google Form link to a personal or group WhatsApp account, Facebook group and Telegram to reach respondents. From there, the researchers get their help to redistribute the link to other respondents. The questionnaire was distributed to 376 respondents. The reason why WhatsApp, Facebook and Telegram is chosen as the method of data collection because that application can make it easier for us to reach the respondents. In addition, that application is one of the most important communication applications for every responder, and it also saves costs. For the method used for data collection, we take respondents from UMK students in three campuses which is Campus Kota, Bachok and Jeli. However, we also get a respondent by face-to-face distribution, especially from students who stayed on this campus.

Based on this analysis, a questionnaire was developed as a research tool. A questionnaire is a set of questions designed to get more information from participants about their views, experiences, and beliefs (Bhandari, 2021). The questionnaire was available in both Malay and English. The three components of the questionnaire utilized in this study are A, B, and C. In Section A, a demographic variable is collected to reveal details on the composition and characteristics of the sample. The purpose of this closed-ended part is to gather personal information from the respondent, such as gender, age, race, campus and year of students. Section B, an independent variable, displays the factors influencing usage food delivery services, including the ease of use, time-saving orientation, and various of choice. The dependent variable in Section C is the degree to which customers at University Malaysia Kelantan are satisfied with the meal delivery services.

3.6 Data Analysis

There are three categories of data analysis used in this study which is reliability analysis, descriptive analysis and Pearson's Correlation Coefficient. The Statistical Package for the Social Sciences (SPSS), has been used by the researcher in this study to analyse the data. Quantitative data management and analysis have been done using the SPSS. This technique is the most popular statistical method that can readily enable complicated data transformation and testing.

One of the most important analyses for determining the degree of the linear relationships between the independent and dependent variable is Pearson Correlation Coefficient. The aim of this study is to investigate the potential correlation between the dependent variables (DV) which is the usage of food delivery services among students in University Malaysia Kelantan and the independent variables (IV) which are ease of use, time saving orientation and various choices. The researchers have figure out the relationship between the direction of association between the independent variables (IV) and the dependent variable (DV) and the correlation has been identified.

4.0 Results

4.1 Demographic characteristics of respondents

Table 1: Demographic Characteristics of Respondents

Item	Frequency (n)	Percentage (%)
GENDER		
Male	177	31.1
Female	259	68.9
AGE GROUP		
19-22	114	30.3
23-25	216	57.4
26-28	32	8.5
29 years old and above	14	3.7
RACE		

Malay	202	53.7
Chinese	66	17.6
Indian	39	10.4
Others	69	18.4
CAMPUS		
City	247	65.7
Bachok	63	16.8
Jeli	66	17.6
YEARS OF STUDENTS		
Year 1	54	14.4
Year 2	91	24.2
Year 3	210	55.9
Year 4	21	5.6
TOTAL	376	100

Table 1 displays demographic analysis of 376 respondents where most of them are female with number 259 respondents (68.9%) compared to male 177 respondents (31.1%) from the total of the sample. The highest frequency respondent's age is 23-25 years with 216 respondents (57.4%) while the lowest frequency are 29 years old and above with 14 respondents (3.7%). This indicates that female respondent from age 23-25 years old are more likely involved in this study. For the race, the highest respondents are Malay with 202 respondents (53.7%) while the Indian has the lowest frequency with 39 respondents (10.4%). Majority of respondents are from City Campus with 247 respondents (65.7%) while the lowest frequency of campus is Bachok Campus with 63 respondents (16.8%). For year of students, Year 3 are most involved in this study with 210 respondents (55.9%) while the lowest frequency is from Year 4 with 21 totals of respondents (5.6%). This shows that Malay students Year 3 from Campus Kota are the active user of food delivery services in University Malaysia Kelantan. Consequently, the data shown accurately consider the real demographic analysis of the factors influencing the usage of food delivery services among students in University Malaysia Kelantan.

4.2 Descriptive analysis

Table 2: Descriptive Analysis for Factors Influencing the Usage of Food Delivery Services Among Students in University Malaysia Kelantan

Variable	Items	N	Mean	Standard Deviation
Food Delivery Services	The variety of food delivery services offers can satisfy every consumer.	376	4.99	0.338
	The helpful staff of food delivery services makes me order through online often.	376	4.97	0.418
	Accurate online order processing is guaranteed by a powerful order management system offered by food delivery services.	376	4.99	0.273
	Delivery staff are reliable and consumers do not have to worry about eating the food they ordered.	376	4.98	0.322
	The discount or promotion like free shipping or a discount of 2 give me opportunity to save money apart from saving time and energy.	376	5.01	0.330
Ease of Use	Food delivery makes me easily find food items.	376	5.01	0.322
	Food delivery apps have a search button to help me in my search.	376	5.01	0.273
	I can complete a transaction without much hassle.	376	5.00	0.334
	I can read reviews before purchasing online which helps me to select the right restaurant.	376	5.03	0.210

	The use of food delivery services is less stressful for me to find food and beverages late at night.	376	5.01	0.273
Time Saving Orientation	Food delivery services help me manage my time more effectively as a student.	376	5.00	0.318
	The user-friendliness of food delivery service apps or websites greatly influences the speed and ease of placing orders.	376	5.01	0.273
	Delivery time is important when choosing a food delivery service because it directly affects the overall experience and customer satisfaction in enjoying the food delivered.	376	5.02	0.223
	Streamlined menu options are preferred one of delivery apps to facilitate quicker decision-making and ordering processes.	376	5.00	0.236
	Customer support improves the perception of food delivery services as time efficient by addressing any issues and ensuring the delivery process runs smoothly.	376	5.01	0.257
Various of Choice	I prefer standard shipping over express.	376	4.96	0.424
	I often make special requests for my food orders.	376	4.96	0.436
	I feel very important the user interface and ease of navigation on food delivery apps or websites.	376	5.00	0.296
	I always see real-times updates during the delivery process.	376	4.99	0.372
	For me, there are several factors that affect the choice of food delivery services such as distance, food price, and others.	376	5.02	0.261

Table 2 displays mean and standard deviation of independent variable and dependent variable that was conducted in this study. The highest value of mean in dependent variable was acquire by Question 5 with 5.01 (Standard Deviation = 0.330) where the respondents agreed that the discount or promotion like free shipping or a discount give them opportunity to save money apart from saving time and energy. Simultaneously, Question 2 has the lowest value of mean with 4.97 (Standard Deviation = 0.418) which indicates the respondents are consent that the helpful staff of food delivery services makes them order through online often.

Independent variable for ease of use that had the highest value of mean acquire by Question 4 with 5.03 (Standard Deviation = 0.210) which show that the respondents agreed that they can read reviews before purchasing online which helps me to select the right restaurant. Meanwhile, the lowest value of mean acquired by Question 3 with 5.00 (Standard Deviation = 0.334) which show that the respondents agreed that they can complete a transaction without much hassle.

Question 3 have the highest value of mean for the independent variable of time saving orientation with 5.02 (Standard Deviation = 0.223) which indicates that delivery time is important when choosing a food delivery service because it directly affects the overall experience and customer satisfaction in enjoying the food delivered. At the same time Question 4 display the lowest value of mean with 5.00 (Standard Deviation = 0.236) which reflects that streamlined menu options are preferred one of delivery apps to facilitate quicker decision-making and ordering processes.

The highest value of mean for independent variable various of choices is Question 5 with 5.02 (Standard Deviation = 0.261) which displays the respondents are agreed that there are several factors that affect the choice of food delivery services such as distance, food price, and others. While the lowest value of mean for various of choice acquired by Question 2 with 4.96 (Standard Deviation = 0.424) which shows that the respondents prefer standard shipping over express.

4.3 Reliability Test

Relationship between Ease of Use, Time Saving Orientation, Various of Choice and the Usage of Food Delivery Services Among Students

Table 3: Reliability Analysis

Variable	Cronbach's Alpha	N of Items
Ease of Use	0.787	5
Time Saving Orientation	0.794	5
Various of Choices	0.762	5
Food Delivery Services	0.920	5

No of respondent(n) =376

The actual reliability test of the utilizable questionnaire for the 376 respondents' approach after the reliability test evaluation for the pilot test. Table 3 above shows the reliability analysis for the three factors related to the usage of food delivery services. All of the variable, which is ease of use, time saving orientation and various of choice have a strong reliability which score for Cronbach's Alpha value are 0.787, 0.794, 0.762 respectively. The usage of food delivery services for University Malaysia Kelantan which indicate an excellent reliability with the 0.920 Cronbach's Alpha value.

4.4 Pearson's Correlation Analysis

Table 4: Pearson's Correlation Analysis

Hypothesis	Result	Findings of Data Analysis
H1: There is a significant relationship between ease of use and the usage of food delivery services in University Malaysia Kelantan.	r = .701** p = .000 Strong	H1: Accepted
H2: There is a significant relationship between time saving orientation and the usage of food delivery services in University Malaysia Kelantan.	r = .653** p = .000 Strong	H2: Accepted
H3: There is a significant relationship between various of choice and the usage of food delivery services in University Malaysia Kelantan.	r = .674** p = .000 Strong	H3: Accepted

Based on Table 4 which illustrates that Pearson's Correlation was carried out to examine the hypothesis on ease of use, time saving orientation, various of choice and the usage of food delivery services among students in University Malaysia Kelantan. At the 0.01 significance level, all hypotheses provided are accepted. In addition, all of the hypotheses are supported as the final results display that independent variables: ease of use, time saving orientation, and various choices have a strong and positive correlation with the usage of food delivery services among students in University Malaysia Kelantan.

5.0 Discussion

In conclusion, this study has conducted the factor that influencing the usage of food delivery services among student in University Malaysia Kelantan. Based on the findings, the results are different from the previous study as they are only taking the respondent from campus Kota while this study are taking the respondents from the 3 campuses. Besides that, this study also uses the delivery services that are up to date. There are some recommendations for the future researchers to make an advance for conduct future study.

For the goal of this study, quantitative methodology is employed. However, we all agree that researchers must distribute the link of Google form containing the question for the survey as soon as possible. This method is to ensure the researchers have a long period of time for collecting the data and get enough respondents. Besides that, the future researcher can blast the link not only through all the social media platforms, but they can collect the data by face-to-face distribution. In other words, this study can be enhanced by having more respondents fill in to join the survey.

Furthermore, certain goals are not appropriate for every study methodology. While doing research with particular demographics, for example, it's crucial to pay close attention to the nature and duration of interviews. When constructing test tasks for a usability test, the intended user group should be taken into mind. It is imperative that you consider the group under investigation, the research's purpose, and the anticipated outcome that you hope to achieve.

Apart from that, researchers suggest the future researcher use this framework using other independent variables to be tested with a dependent variable which is the usage of food delivery service among students. Moreover, future researcher can use the other population which is easier for them to reach the respondents. It is to ensure that the respondents easily acknowledge and recognize the topic that they involved.

6.0 Conclusion

To conclude, this study was conducted to evaluate the factors that influencing the usage of food delivery services among students in University Malaysia Kelantan. There are three independent variables in this study which is ease of use, time saving orientation and various of choice. The researchers have stated that the questionnaire was give out to 376 respondents which is University Malaysia Kelantan's student using Google Form and face-to-face distributions. The respondents are answering the question in order to help the researchers complete the survey. The researcher gathers all facts and information using quantitative approach which helps in saving time and money.

The data from the questionnaire survey were examine using numerous kinds of methods including reliability analysis, descriptive analysis and correlation analysis. In this study, the researcher also used a software named Statistical Package for Social Science (SPSS) to examine the data from the questionnaire. All the three hypotheses in this study also accepted. Moreover, this study has listed the limitations and recommendation for the future research to help them make a better research.

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Conflicts of Interest

There is no conflict of interest in this study.

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Factors That Affecting Generation Z's Perception on the Application of Artificial Intelligence (AI) in the Hotel Industry

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Abstract: Artificial intelligence (AI) is making significant inroads into the hotel industry, revolutionizing various aspects of operations and customer service. Here is some ways AI is being utilized in the hotel industry. The purpose of this study is to present potential directions for future research on artificial intelligence applications in the hospitality sector. The following article will go through a few important aspects that are innovative, useful, and easy to use. In addition, the viewpoint of generation Z will be discussed to offer additional information on how to address the elements that will help the hotel business as a whole through the use of artificial intelligence. Generation Z around Malaysia were targeted respondents and a total of 384 respondents were successfully respondent through the online survey. Data collected was analyzed by using Statistical Package for Social Science (SPSS) version 29.0. In this study, descriptive, reliability tests and correlation analyses were utilized to process the data. Researchers want to get a deeper insight into the variables affecting the way that Generation Z perceives the use of AI in the hotel industry through this study.

Keyword: Perception, Generation Z, Artificial Intelligence, Hospitality

1.0 Introduction

In the digital age, youths inhabit virtual worlds and navigate them with ease. As a result, it's critical to keep an eye out for emerging digital trends among the youth. What they do now will matter tomorrow, for that reason. (Johnson, 2023). According to the demographic survey results released by the United Nations in 2019, people born after 1995 have become the most populous generation in the world, accounting for 32% of the world's population, and will be the main force in the consumer market in the future. Generation Z has been in an environment where the Internet has developed rapidly since they were young, and they are the well-deserved "digital generation". As "digital natives", the information they have been exposed to since childhood shows diversified characteristics.

There are many generations from before to now. There have been 10 generations so far. Generation Z is the human beings born between 1995 and 2012. (Robinson, 2017). With millennials coming before them and Generation Alpha following, Gen Z is now the second-youngest generation. Like every other generation, Gen Z's upbringing has influenced their conduct. Today's youth have grown up amid concerns of an impending economic collapse, epidemic lockdowns, and climatic calamity. The internet had only become widely used when the first members of Generation Z were born. The first generation to have grown up with the internet ingrained in daily life is known as "digital natives".

According to Shejale (2018), he stated that Generation Z has witnessed the popularity of the Internet and mobile Internet and is known as the "Internet natives". The digital world is as real as the "real" world to Generation Z. In the digital age, youths inhabit virtual worlds and navigate them with ease. As a result, it's critical to keep an eye out for emerging digital trends among the youth. What they do now will matter tomorrow, for that reason. (Johnson, 2023). As "digital natives", the information they have been exposed to since childhood shows diversified characteristics. Regarding the discussion of self-interest, they have a deeper pursuit. Generation Z hangs out on major social media platforms around the clock and has ubiquitous mobile networks and popular mobile devices. The ease of information availability and efficiency in using the Internet are significantly higher than other generations. Therefore, compared to other generations, Generation Z prefers items that are full of technology and bring practical convenience to their real lives.

Windblah (2022) stated that Generation Z do not know the importance of artificial intelligence that is offered by the hotel industry, so they were not aware about the use of artificial intelligence. Besides that, some generations of Z might know how artificial intelligence works but do not know how to use it properly. The problem that was discovered for the Factors that Affecting Generation Z's Perception on the Application of Artificial Intelligence (AI) in the Hotel Industry. First, ease of use. A few sectors of the hospitality industry are using robots to completely replace human workers and remove them from employment. These days, the sectors that allow customers to plan tasks like cleaning rooms and other in-room services use these kinds of advanced technologies. (Samal, 2020). Besides that, usefulness also influences the Factors that Affecting Generation Z's Perception on the Application of Artificial Intelligence (AI) in the Hotel Industry. The technology known as artificial intelligence (AI) is transforming numerous industries due to its numerous useful applications that significantly enhance efficiency, discernment, and user satisfaction. The application of AI in the hotel sector is especially beneficial. Artificial intelligence (AI)-powered platforms, like chatbots and virtual assistants, streamline customer interactions by allowing reservations, providing personalized recommendations, and promptly and correctly handling queries. The technical term of innovativeness is the capacity and inventiveness to create new things; this statement emphasizes the dual nature of the quality, but it only touches on a small

portion of its significance for the expansion and sustainability of businesses. Using artificial intelligence chatbots on social media platforms, one of the hotel's innovations allows guests to ask questions and receive nearly instantaneous responses, seven days a week, twenty-four hours a day. The hotel requires this because it offers a response time that is nearly hard to achieve through face-to-face interactions. (Barten, 2024).

According to the research, even the factors had a significant impact on influencing generation Z's perception. The aspect investigated in this study was ease of use, usefulness and innovativeness. There are three objectives of this research which are to identify the relationship between ease of use and Generation Z's Perception on the application of Artificial Intelligence (AI) in the Hotel Industry., to identify the relationship between usefulness and Generation Z's perception on the application of Artificial Intelligence (AI) in the hotel Industry and to identify the relationship between innovativeness and Generation Z's perception on the application of Artificial Intelligence (AI) in the Hotel Industry.

2.0 Literature Review

2.1 Ease of Use

The hospitality industry has always been a competitive arena where customer satisfaction and operational efficiency are paramount. In recent years, the adoption of artificial intelligence (AI) has revolutionized this sector, bringing numerous benefits that enhance both guest experience and hotel management. The ease of use of AI in the hotel industry can be attributed to several factors, including advanced technology, user-friendly interfaces, and comprehensive support systems. A study by Morosan (2018) found that the majority of AI and robotics tools have been developed for use in businesses. Nonetheless, during the past ten to fifteen years, consumers have used a variety of robotics- and AI-based systems to assist them in making more informed financial decisions and enjoying a flawless hotel experience. To facilitate AI adoption and implementation, it is necessary to have a thorough understanding of the technology, its characteristics, and its application. AI technologies go beyond simple task automation to the ability to learn and make decisions on their own (Tussyadiah, 2020).

AI is thus capable of automatically handling large amounts of complex data, searching for patterns, and making appropriate and timely decisions. While research into AI in tourism is gaining traction, it is still insufficient and requires further investigation (Tussyadiah, 2020). The experiences of Generation Z can be enhanced while requiring less human labor by utilizing AI technologies. Because of this, a lot of companies in the hospitality industry have increased their technological investments recently to boost growth and revenue (Loureiro, 2021). Artificial intelligence is being used in everything from chatbots to digital assistants to intelligent service desks, facial recognition, digital assistants, intelligent check-in procedures, and service robots. This is a major shift in the way services are provided. (Foris, 2020). For example, AI technologies such as chatbots and virtual assistants have made it easier for hotels to manage routine tasks. Chatbots, powered by natural language processing, can handle a variety of inquiries from booking reservations to answering frequently asked questions. This automation reduces the workload on staff, allowing them to focus on more complex tasks that require a personal touch. The integration of AI into Property Management Systems (PMS) has also streamlined operations by automating tasks such as check-ins, check-outs, and room assignments. One of the most significant impacts of AI in the hotel industry is its ability to enhance the guest experience. AI-driven personalization uses data analytics to tailor services to individual preferences. For example, AI can analyze previous guest interactions and preferences to offer customized recommendations for dining, activities, and room amenities. This level of personalization creates a more engaging and satisfying experience for guests.

The ease of use of AI in the hotel industry is a testament to the advancements in technology and the commitment of the hospitality sector to enhance both operational efficiency and guest satisfaction. With its ability to streamline operations, personalize guest experiences, manage resources efficiently, improve decision-making, and enhance security, AI has become an indispensable tool for modern hotels. As AI technology continues to evolve, its integration into the hospitality industry is expected to grow, bringing even more innovative solutions to meet the demands of both guests and hoteliers.

2.2 Usefulness

Artificial intelligence refers to intelligence performance produced by robots to support human job management. Artificial intelligence is also defined in various ways; however, it generally refers to machines and robotics (Saleh, 2019). Its usefulness is to accomplish objectives, support human labor, and raise an organization's level of operational efficiency. Hoteliers are searching for a way to automate routine questions from guests. The potential of artificial intelligence (AI) to optimize internal operations and produce seamless, tech-savvy guest experiences while also increasing customer satisfaction and operational excellence is what makes the technology so valuable to the hotel industry. Hotels that use AI will be in a better position to stay competitive and lead the way towards change and innovation (Lacalle, 2024).

2.3 Innovativeness

The hotel industry, long known for its commitment to providing exceptional guest experiences, has embraced the transformative power of artificial intelligence (AI) with remarkable innovation. AI's integration into hotel operations has not only streamlined processes but has also revolutionized how hotels interact with guests, manage resources, and enhance security. According to Rios and Ciobanu (2019), hotels benefit from complex innovation strategies that include both technological and non-technological components, as well as tangible and intangible sources of innovation. Emphasized the need for management

innovation in the hospitality industry (Nieves, 2015), while González-González & García-Almeida, (2021) explored frontline employee-driven innovation in hotels. We found that artificial intelligence gives a great impact on the hotel industry to expand their business worldwide. It also can help the hotel industry give better services, can maintain their competitiveness and give their visitors better service. (Hollander,2023). As artificial intelligence enters the mainstream, application is becoming available along the entire value chain. AI application is possible along the guest's entire customer journey, such as self-optimizing revenue management, customizing additional offers, and voice interaction with a higher output quality than what humans could do. (Berger, 2018) One of the most groundbreaking innovations of AI in the hotel industry is its ability to deliver highly personalized guest experiences. AI systems analyze vast amounts of data, including guest preferences, past stays, and social media activity, to tailor recommendations and services. For instance, AI can suggest dining options, local attractions, and room preferences based on individual guest profiles. This level of customization enhances guest satisfaction and loyalty, as guests feel understood and valued. AI-driven smart rooms also represent a significant leap in hotel innovation. These rooms are equipped with IoT (Internet of Things) devices and AI systems that allow guests to control lighting, temperature, entertainment, and other amenities through voice commands or mobile apps. Smart rooms can also adapt to the preferences of returning guests, adjusting settings to create a comfortable and personalized environment automatically. Additionally, AI can monitor energy usage in real-time, optimizing consumption and reducing costs while promoting sustainability. The deployment of autonomous service robots in hotels is a cutting-edge application of AI. These robots can perform various tasks, such as delivering room service, providing information, and assisting with luggage. Equipped with advanced navigation systems, they can efficiently navigate the hotel premises and interact with guests in multiple languages. By taking over routine tasks, service robots free up human staff to focus on providing more personalized and high-touch services.

2.4 Generation Z

Generation Z, often referred to as Gen Z, encompasses individuals born approximately between 1997 and 2012. This cohort follows the Millennials (Generation Y) and precedes Generation Alpha. As digital natives, Gen Z has grown up in an era dominated by rapid technological advancements and the internet, which have significantly shaped their behaviors, attitudes, and worldview. Understanding the unique characteristics and influences of Gen Z is essential for comprehending their impact on society and the economy. Bound to be born approximately between the mid-1990s and the early 2010s, Generation Z perceives the world through a unique lens shaped by technological immersion, social consciousness, individuality, and a quest for authenticity. Growing up in the digital era, they are native to technology, seamlessly integrating it into their daily lives.Gen Z is the first generation to grow up with the internet and digital technology as integral parts of their daily lives. From a young age, they have been exposed to smartphones, social media, and instant access to information. This digital immersion has influenced their communication styles, learning preferences, and social interactions. Unlike previous generations, who adapted to digital technology, Gen Z has never known a world without it, making them inherently adept at navigating and utilizing digital platforms. As active social media users and content creators, Gen Z can play a crucial role in shaping public perception of AI.

Their influence can help dispel myths and promote responsible development of technology. Raised in an era of technological innovation and economic uncertainty, Gen Z exhibits strong independent and entrepreneurial tendencies. They value self-reliance and are keen on developing skills that allow them to navigate a rapidly changing job market. Many Gen Z individuals are attracted to gig economy opportunities, freelancing, and entrepreneurial ventures. They are adept at leveraging digital tools to create, promote, and manage their own businesses or personal brands.

2.5 Research Hypothesis

The hypothesis is also a provisional response to your untested research questions. It’s crucial to base your hypothesis on the research goal as well. By entering the research’s independent and dependent variables, the researcher will construct the hypothesis. Therefore, a hypothesis must contain the following four components: a research purpose, two variables: a dependent and an independent variable. For this research paper which is titled “Factors that Affecting Generation Z's Perception on the Application of Artificial Intelligence (AI) in the Hotel Industry”.

H1: There is a relationship between ease of use and Generation Z’s Perception on the Application of Artificial Intelligence (AI) in the Hotel Industry.
H2: There is a relationship between usefulness and Generation Z’s Perception on the Application of Artificial Intelligence (AI) in the Hotel Industry.
H3: There is a relationship between innovativeness and Generation Z’s Perception on the Application of Artificial Intelligence (AI) in the Hotel Industry.

2.6 Research Framework

The researchers have proposed a framework to study Generation Z perception towards the hotel industry's use of artificial intelligence (AI), based on the previous literature review. Hence, as seen below, the structure.

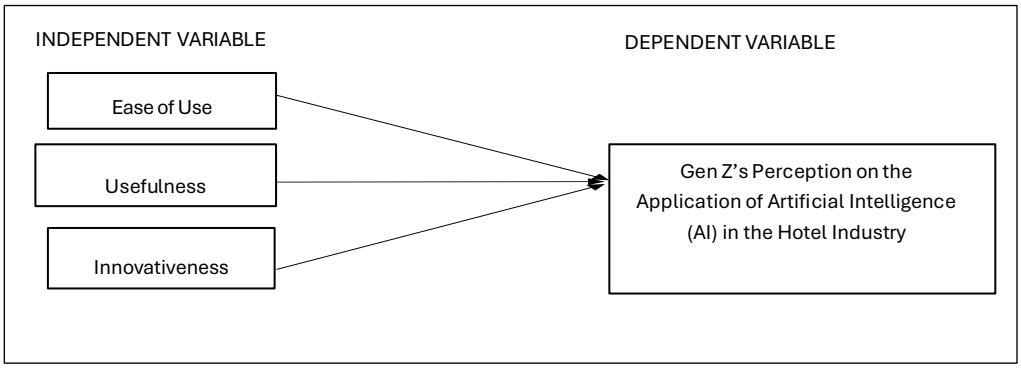

Figure 2.1 Conceptual Framework of Ease of Use, Usefulness and Innovativeness toward Generation Z's perception on Artificial Intelligence in the hotel

3.0 Methodology

3.1 Study Design

This study's design incorporates the relationship between ease of use, usefulness, and innovativeness and generation Z's perception on application of artificial intelligence in the hotel industry in Malaysia. This study will use quantitative research among generation Z in Malaysia. A descriptive study design helps to address the research question and fulfill the research objectives.

3.2 Target Population

The study target population is Generation Z in Malaysia which means our target population started with people who were born from 1997 until 2012 meaning to say people who are 12 years old until 27 years old. The population of Malaysia is predicted to be 33.4 million, according to the Department of Statistics Malaysia (2023). According to Insider Intelligence (2023), Gen Z has a percentage of 33.3%, Millennials 34.7%, Gen X 25.6% and the smallest percentage is Baby Boomers which is 12.9%. This research targeted Generation Z as our respondent.

3.3 Sample Size

As suggested by Krejcie and Morgan (1970), 384 respondents would be the ideal amount to represent the factors that affect Generation Z's perception on the application of artificial intelligence in the hotel industry. Therefore, 384 respondents from the Malaysian population in total filled out the poll.

3.4 Sampling Method

For obtaining information from respondents and guaranteeing representation of the larger population from which they are recruited, sampling is essential. To get accurate estimates and draw statistical conclusions about the population, the right sampling strategies must be chosen, such as probability sampling, which is what this study did. To pick participants objectively and accurately, probability sampling—more specifically, simple random sampling—makes it possible to identify the variables that influence Generation Z's adoption of AI in the Malaysian hotel business. Researchers can enhance the validity and reliability of study findings by ensuring that the sampled group appropriately reflects the characteristics of the larger research population, all while saving time and costs by utilizing such approaches.

3.5 Data Collection

Online questionnaires that employed Google forms were used as the initial data collection technique in this investigation. Because it is free and user friendly, the researcher used this platform of technological tools. In addition, it makes it simpler for researchers to get all the information from generation Z. Three components make up the questionnaire created to collect data from generation Z. Questionnaires were also used as the primary data gathering tool in this investigation. Respondents are required to answer five questions in each of the five sections. To gather information about the population of generation Z in Malaysia, a questionnaire was made available to them.

3.6 Data Analysis

SPSS is being used to analyze massive amounts of data to answer the questions posed. Data analysis is the methodical use of logical or statistical techniques to characterize, represent, compress, summarize, and analyze data to derive information that is meaningful. The Statistics for Social Sciences (SPSS) Tool is a statistical data analysis software tool. SPSS (Statistical Software for the Social Sciences) is a statistical package that includes descriptive and bivariate statistics, as well as numerical forecasts for group identification. Researchers conduct descriptive, frequency, correlation, and reliability analysis.

4.0 Results

4.1 Demographic characteristics of respondents

Table 1: Demographic characteristics of respondents

Characteristics	Sub-Category	Frequency	Percent (%)
Age	19 to 21 years old	55	14.3
	22 to 23 years old	167	43.5
	24 to 25 years old	97	25.3
	26 to 27 years old	65	16.9
Ethnicity	Malay	179	46.6
	Chinese	164	42.7
	India	33	8.6
	Bumiputera	8	2.1
Current education level	Secondary school	71	18.5
	STPM/Foundation/Diploma	83	21.6
	Undergraduate (Degree)	218	56.8
	Postgraduate	12	3.1
Gender	Male	166	43.2
	Female	218	56.8

In the results section, the demographic profile of respondents based on the questions asked in the questionnaire is presented. It indicates that most respondents, 43.5 percent of respondents were between the ages of 22 to 23 years old, and 25.3 percent were between the ages of 24 to 25 years old with 97 respondents. Next, the ethnicity is divided into four groups which are Malay, Chinese, Indian, and Bumiputera. Malay has the highest percentage 46.6 percent with 179 respondents, followed by Chinese with 42.7 percent with 164 respondents, meanwhile, the Indian group has the third highest proportion of 8.6 percent with 33 respondents. The lowest respondent is from Bumiputera with 2.1 percent.

The current education level is divided by group wish: Secondary schools, STPM / Foundation / Diploma, Undergraduate (Degree) and Postgraduate. Undergraduates have the highest percentage which is 55.4 percent with 218 respondents. The second highest percentage is STPM / Foundation / Diploma which are 21.6 percent with 83 respondents, followed by Secondary school 18.5 percent with 71 respondents. Out of 384 applications, 3.1 percent are from Postgraduate, with 12 answers recording the lowest number. Meanwhile, there are 384 respondents in all, with 166 males and 218 females interested in answering the online questionnaire. The gender ratio is 56.8 percent and 43.2 percent, respectively.

Moreover, the highest percentage that answered this survey is from students with 54.2 percent or 208 respondents. Private sector workers have the second highest percentage, 26.0 percent, with 100 respondents. Following that 12.8 percent or 49 responses work as self-employed. Furthermore, 3.4 percent or 13 responses served in government. Meanwhile, only 3.6 percent of respondents are not employed.

4.2 Descriptive Analysis

i. Objective 1: To identify the relationship between ease of use and the application of Artificial Intelligence among Generation Z in the hotel industry.

The first objective is to examine the relationship between ease of use and Artificial Intelligence (AI) application among Generation Z in the hotel industry. The study found a strong relationship, with most respondents highly valuing ease of use, reflected in an average mean score of 4.63. Generation Z, being digital natives, prefers intuitive and user-friendly technology, aligning with their expectations for seamless interactions. This ease of use is a crucial factor influencing their perception and adoption of AI in hotels. If AI applications are user-friendly and require minimal effort, Generation Z is more likely to adopt and view them positively in the hospitality sector.

ii. Objective 2: To identify the relationship between usefulness and the application of Artificial Intelligence among Generation Z in the hotel industry

The second objective is to explore the relationship between usefulness and the perception of AI applications among Generation Z in the hotel industry. The study found a strong relationship, with respondents highly valuing usefulness, indicated by an average mean score of 4.92. According to Nwanonyiri (2023), Generation Z perceives AI positively if it offers advantages such as efficiency, personalized services, and improved guest experiences. The perceived usefulness of AI significantly influences Generation Z's perception and adoption of AI in hotels. They are attracted to technology that enhances user experience and provides practical benefits, aligning with their expectations for improved services, optimized operations, and innovative experience in the hospitality sector.

iii. Objective 3: To identify the relationship between innovativeness and the application of Artificial Intelligence among Generation Z in the hotel industry

The third objective is to investigate the relationship between innovativeness and the perception of AI applications among Generation Z in the hotel industry. The study found a strong relationship, with respondents highly valuing innovativeness, indicated by an average mean score of 4.86. According to Doyle (2019), Generation Z, as digital natives, is attracted to cutting-edge, creative, and sophisticated technology. They have high expectations and are more receptive to contemporary technologies like AI in hospitality. The results emphasize the importance of identifying and utilizing innovative and leading technologies to gain a competitive market advantage, suggesting that the perceived innovativeness of AI significantly influences its acceptance and positive perception among Generation Z.

Table 2: Descriptive Statistic

Variables	**N**	**Mean**	**Std. Deviation**
Ease of Use	384	4.5938	0.87755
Usefulness	384	4.8896	0.87679
Innovativeness	384	4.8313	0.74474
Factor That Affecting Generation Z's Perception on Application of Artificial Intelligence in Hotel Industry	384	4.8349	0.86856

Table 2 shows the mean and standard deviation analysis for the independent variable and dependent variables. The dependent variable was generation Z's perception on the application of artificial intelligence in the hotel industry. Ease of use, usefulness and innovativeness were independent variables. The mean score for the five ease of Use items, as shown in the table above, varied from 4.56 to 4.63. The fourth item," I don't notice any inconsistencies as I use it.," had the lowest mean, 4.56 (SD=1.305). The second question, " Using it is so easy that I can recover from mistakes quickly and easily," had a mean score of 4.57 (SD: 1.196). Followed by the third item "Artificial intelligence is flexible that can change over time and across situations" obtained a total mean of 4.62 (SD=1.129). Next, the fifth item which is " It requires the fewest steps possible to accomplish what I want to do with it" got a meaning of 4.58 (SD=1.114). Finally, the first item which is " Artificial intelligence is easy to use in the hotel industry with or without instructions." Recorded the highest means of 4.63 (SD=1.073), making it the highest item overall. These five items had mean scores that ranged from 4.77 to 5.08 for independent variable usefulness. For example, " The use of AI saves time when using it." had the highest mean score for the second item, 5.08 (SD=1.085). The first item, " AI technology helps the hotel industry to be more effective," came in second with a mean of 4.96 (SD=1.112). Next, the third item, " AI technology in the hotel industry can provide customer satisfaction " had a mean score of 4.84 (SD=1.146). "AI can help to improve hotel productivity" is the last item, with a mean of 4.79 (SD=1.112). Finally, the fourth item, " AI technology can help

hotels reduce cost.," had the lowest mean of 4.77 (SD=1.236).

Next, the mean score for the five innovativeness items, as shown in the table above, varied from 4.73 to 4.91. The first item “This application of AI as perceived by generation Z is beneficial in some service within hotels' ' had the highest mean, 4.91 (SD=0.762). The fourth item, " Generation Z using AI to support sustainability initiatives in the hotel industry," came in second with a mean of 4.90 (SD=1.081). Next, the item “Implementing AI based solutions for enhancing safety and security” had a mean score of 4.83 (SD=1.139). Followed by the first item “By developing artificial intelligence (AI) application can prioritize generation Z experience” that had mean score 4.79 (SD=1.178). Lastly, the second item “A conservation of artificial intelligence (AI) system is designed to understand and speed up the response between the customer and the hotel service” had the lowest mean score that is 4.73 with SD=1.113.

Lastly, the statistical mean and standard deviation for factors that affect generation Z’s perception on the application of artificial intelligence in the hotel industry are shown in the figure. This segment consists of five questions. The highest mean is 4.96 for the question “Automated check-in/checkout systems improve efficiency and convenience for guests”. The highest standard deviation is 1.159 for the question “Guests feel more secure about their privacy with the implementation of AI powered services”. Next, the question “Guests feel more secure about their privacy with the implementation of AI powered services” had the lowest mean which is 4.69 with standard deviation 1.159. The lowest standard deviation is 1.065 for the integration of AI technology in hotels positively impacts operational efficiency.

4.3 Pearson Correlation Analysis

Table 3: Pearson Correlation Analysis

Correlations	Value
Perfect Positive Correlation	+1
No Correlation	0
Perfect Negative Correlation	-1

Pearson’s correlation analysis was one of the most significant analyses that looked at the linear relationship between the two variables. This study’s objective was to determine whether there were any correlations between the dependent variables which are generation Z’s perception on the application of artificial intelligence in the hotel industry and the independent variables which are ease of use, usefulness and innovativeness. The researcher must decide what level of association strength is appropriate if the relationship is significant.

Hypothesis 1

H1: Ease of use has a positive relationship with generation Z’s perception on the application of artificial intelligence (AI) in the hotel industry.

The p-value was less than 0.01 and below the threshold of significance of 0.01. A strong positive association between ease of use and generation Z’s perception on the application of artificial intelligence in the hotel industry may be seen in the correlation coefficient of 0.762.

Hypothesis 2

H2: Usefulness is positively associated with generation Z’s perception on the application of artificial intelligence in the hotel industry.

The p-value was less than the significant level of 0.01 at 0.01, or 0.01. The 0.800 correlation value indicated a strong positive relationship between usefulness and generation Z’s perception on the application of artificial intelligence in the hotel industry.

Hypothesis 3

H3: Innovativeness has a positive relationship with generation Z’s perception on the application of artificial intelligence in the hotel industry.

The p- value was less than the significant level of 0.01 at 0.01, or 0.01. Innovativeness and generation Z’s perception on the application of artificial intelligence in the hotel industry were strongly positively correlated, according to the correlation coefficient of 0.778.

To ascertain the linear relationship between the two variables listed as the study’s goals, researchers performed correlation analysis. The findings of the correlation analysis are presented in Table 8, which showed a very strong correlation between the ease of use, usefulness, innovativeness and generation Z’s perception on the application of artificial intelligence in the hotel industry.

5.0 Discussion

The purpose of the study was to ascertain the connection between ease of use, usefulness, innovativeness, and generation Z’s perception on the application of artificial intelligence (AI). The goal of this study is to understand the connection

between ease of use, usefulness, and innovativeness of generation Z's perception on the application of artificial intelligence (AI) in the hotel industry.

Because this study was restricted to generation Z in Malaysia, it was unable to reach a respondent because not all generation Z in Malaysia can be respondents who want to answer questions or receive questionnaires from the researcher, therefore this study suggests that more studies on the perception of generation Z toward the application of artificial intelligence (AI) in Malaysia should be conducted. The findings of this study show the need for additional research on generation Z's perception of Artificial Intelligence (AI) in Malaysia. Future studies on generation Z's perception of artificial intelligence applications can compare the results with this study. This research may produce different findings.

The investigation then focused on generation Z in Malaysia. 384 total replies to the survey is useful and can be checked. According to Krejcie and Morgan (1970), a larger sample size could be used to assess the millions of generation Z in Malaysia if the number is quite reliable. Consequently, future researchers should increase their sample size to increase the validity and reliability of their studies.

Furthermore, the use of a quantitative technique approaches rather than having people respond to a scale questionnaire online. A study approach known as the quantitative method aims to gather and examine numerical data in order to better understand people's social reality. As a result, various methods can produce various outcomes for future research.

Finally, future researchers need to be aware of possible variables affecting the perception of generation Zs on the application of artificial intelligence in the hotel industry because the factors can be changed. The aim of the study is to understand how ease of use, usefulness, and innovativeness are related to generation Z's perception of artificial intelligence (AI) in the Hotel Industry.

6.0 Conclusion

In a nutshell, generation Z's perception on the application of artificial intelligence was thought to be impacted by ease of use, usefulness and innovativeness. These three criteria were addressed simultaneously to increase the perception of generation Z, as this was the one of the most important factors affecting Generation Z's perception on the application of Artificial Intelligence in the hotel industry. To improve the Malaysian hotel industry, the tourism ministry, MOTAC, and hotel agencies should collaborate to achieve memorable memories and to meet the standard of generation Z about artificial intelligence. The hotel service must be in high condition, 5 stars rated and full of originality to attract and gain positive feedback from generation Z. Future studies should prioritize a well-balanced population sample. An unbalanced sample would result in inconsistencies in the results, favoring just one group. Then, to get precise, accurate and consistent results, the sample size should be increased. Future research may also investigate including additional factors to find more traits that encourage generation Z to use artificial intelligence. Knowing additional elements that influence generation Z perception on the application of artificial intelligence aided the hotel industry in upgrading its application on artificial intelligence to attract generation Z and expand the hotel sector.

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Conflicts of Interest

There is no conflict of interest in this study.

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Factor Affecting Intention to Use Social Media Marketing Among Cafe Owners in Malaysia

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Abstract: This study investigates the factors influencing the intention to use social media marketing among café owners on the East Coast of Malaysia. The research examines the relationships between attitude, subjective norms, and perceived behavioural control, and their impact on café owners' intentions to adopt social media marketing strategies. Using both online and face-to-face surveys, data was collected from 100 respondents and using SPSS. The study concludes that all three factors namely attitude, subjective norms, and perceived behavioural control play significant roles in shaping café owners' decisions to utilize social media marketing. The results provide valuable insights into the application of social media marketing strategies in the Malaysian café industry.

Keyword: social media, cafe owners, marketing, food and beverage, Malaysia

1.0 Introduction

Malaysia's food and beverage (F&B) industry was an active sector that highlighted the nation's varied tastes and rich culinary legacy (Khairina Fikri, 2019). Malaysia's F&B sector provided a cuisine adventure that combined Malay, Chinese, Indian, and indigenous elements because of its multicultural makeup. All businesses engaged in the processing, packaging, and distribution of raw food ingredients were included in the food and beverage industry. Based on Gcadmin (2020), there were many different types of food and beverage industries like fine dining restaurants, fast service restaurants, traditional restaurants, cafes, and others.

Social media platforms are increasingly ubiquitous and indispensable for consumers and businesses alike these days. Social media marketing uses social media and social networks, such Facebook, Instagram, and Twitter, to advertise goods and services, interact with current clients, and attract new ones. Nair (2011) asserts that social media platforms facilitate the easy sharing of material, content, way of thinking, views, and insights. Social media platforms alter how companies interact with suppliers, internal staff, and other key stakeholders in addition to how they reach and engage with customers.

Based on Koay et al. (2020), interaction is one of the factors influencing usage intention in social media marketing. Any type of contact between a brand and people on social media is referred to as social media engagement. Likes, comments, direct messages, tags, and even followers are examples of interactions. Engaging in social media conversations may also help you engage with customers and manage the reputation of your company. More individuals are using social media to find businesses, find out more about things, and even make purchases directly on the site as social commerce grows. This is so that individuals may communicate with one other without being limited by space or time when using social media.

There are three objectives of this research:

1. To examine the relationship between attitude with intention to use social media marketing among cafe business owners.

2. To examine the relationship between subjective norms with intention to use social media marketing among cafe business owners.

3. To examine the relationship between perceived behavioural control with intention to use social media marketing among cafe business owners.

This study would include new knowledge on the social media field. The finding would add new knowledge on the factors affecting the use of social media. People who would get this benefit must be the students and don't forget people who are newest about running their business, especially the owners of business. From this study they would gain more benefits and become more efficient in future in dealing with any kind of problems.

The outcomes of this study would help the cafe owners to plan and strategize their marketing, so that they are able to attract more customers to their cafe shop or even to be successful in their business. Furthermore, this study also would've opened their mind to think out of the box in formulating a strategy beside having many competitors to run the similar business.

2.0 Literature Review

2.1 Attitude

Attitude refers to an individual's positive or negative evaluation of performing a specific behaviour. In marketing, attitude plays a critical role in shaping the intention to adopt new tools or platforms, such as social media marketing (Ajzen, 1991). When individuals believe that a particular behaviour will lead to favorable outcomes, their attitude toward performing that behaviour becomes more positive. In the context of social media marketing, café owners with a positive attitude toward the benefits of using platforms like Facebook, Instagram, and Twitter are more likely to adopt these strategies (Boateng & Okeo, 2019).

Studies on marketing adoption show that attitude is shaped by perceived usefulness and perceived ease of use (Davis, 1989). For small businesses, the ease with which owners can integrate social media into their existing operations and the perceived effectiveness in reaching customers can significantly affect their willingness to engage with these platforms. Hwang et al. (2021) found that businesses with a positive attitude toward social media engagement often see increased customer loyalty, better brand reputation, and enhanced market reach. These businesses benefit from word-of-mouth advertising and social proof, which are crucial for sectors like food and beverage, where customer experience and reviews hold high value.

2.2 Subjective Norms

Subjective norms refer to the perceived social pressure to perform or not perform a behaviour (Ajzen, 1991). In the context of social media marketing, café owners may be influenced by their perceptions of what important stakeholders such as customers, competitors, and peers—think about using these platforms. According to Kim and Karpova (2020), subjective norms are strong predictors of behaviour, particularly in situations where social approval is essential.

Social media marketing is often seen as essential for businesses in competitive industries, such as the F&B sector. The pressure to conform to the marketing practices of competitors or to meet customer expectations can significantly influence café owners' decisions. For example, Arora and Kishor (2019) found that subjective norms play a major role in businesses' decisions to adopt luxury marketing practices, and this influence is equally applicable to digital marketing tools. Café owners may feel the need to maintain an active online presence because their competitors are using similar strategies, or because their customers expect them to be available and responsive on social media platforms.

2.3 Perceived Behavioural Control

Perceived behavioural control (PBC) is the extent to which individuals believe they can perform a particular behaviour, based on their access to resources and their confidence in their abilities (Ajzen, 1991). In the case of café owners, PBC is influenced by their familiarity with social media tools, the availability of time and resources, and the ease with which they can integrate these tools into their existing operations. According to Aurora and Kishore (2019), PBC is a core determinant of behavioural intention, particularly in contexts where adopting new technologies is perceived as complex or resource intensive.

The study by Ham et al. (2015) highlighted that businesses with high perceived control over social media tools are more likely to implement these strategies effectively. They tend to invest in learning how to use platforms like Instagram or Facebook to engage customers and promote their products. In contrast, businesses with low perceived control may be hesitant to adopt social media marketing due to a lack of confidence in their ability to use these platforms effectively. This hesitation can be further compounded by resource constraints, such as insufficient staff or lack of time to manage social media accounts.

2.4 Conceptual Framework and Hypotheses

The conceptual framework for this study is based on the Theory of Planned Behaviour (Ajzen, 1991), which posits that intention is influenced by three primary factors: attitude, subjective norms, and perceived behavioural control. In this framework, the independent variables are attitude, subjective norms and perceived behavioural control while the dependent variable is the intention to use social media marketing among café owners.

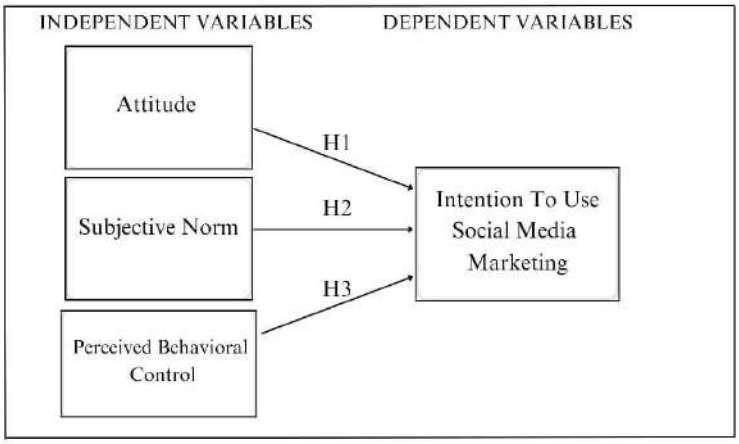

Figure 1: Conceptual Framework dapted from Jamil Bojei (2013)

Research Hypotheses:

i. H1: Attitude toward social media marketing positively influences the intention to use social media marketing.
ii. H2: Subjective norms positively influence the intention to use social media marketing.
iii. H3: Perceived behavioural control positively influences the intention to use social media marketing.

Despite the growing importance of social media in the F&B sector, there is limited research focusing specifically on the adoption of social media marketing by café owners in Malaysia. Existing studies predominantly focus on larger organizations or on the consumer side of social media interactions. This leaves a gap in understanding how small and medium-sized enterprises (SMEs), such as independent cafés, navigate the complexities of adopting digital marketing strategies. Furthermore, as social media platforms evolve, new trends such as influencer marketing and social commerce emerge, which require up-to-date research on how these trends affect SMEs.

3.0 Methodology

3.1 Study Design

This research employed a quantitative approach, using a survey design to gather data from café owners on the East Coast of Malaysia. The study focused on analysing the relationships between the independent variables (attitude, subjective norms, and perceived behavioural control) and the dependent variable (intention to use social media marketing).

3.2 Target Population

The target population for this study included café owners in Kelantan, Terengganu, and Pahang. These states represent a mix of urban and rural settings, providing a diverse backdrop for understanding how social media marketing is adopted in different business environments. According to Statista (2023), there are approximately 4,780 cafés in Malaysia, with over 100 located in the East Coast region.

3.3 Sample Size

A sample size of 100 respondents was chosen for this study. Following Roscoe's (1975) rule of thumb, this sample size is sufficient to provide reliable results for a behavioural study.

3.4 Sampling Method

Purposive sampling, a type of non-probability sampling, was used to select respondents who were café owners and active decision-makers in their businesses. This method ensured that the participants had relevant experience and insights into the factors influencing the adoption of social media marketing.

3.5 Data Collection

Data was collected through both online (Google Forms) and face-to-face surveys. The questionnaire consisted of closed-ended questions aimed at assessing the respondents' attitudes, subjective norms, perceived behavioural control, and intention to use social media marketing.

3.6 Data Analysis

The data was analysed using SPSS, employing descriptive statistics, reliability tests (Cronbach's Alpha), and Pearson correlation to examine the relationships between the variables.

4.0 Results

4.1 Demographic characteristics of respondents

The demographic information of the 100 respondents was analyzed which included gender, age, race, and educational background. These results are as presented in the table below.

Table 1: Demographic Profile

Variable	Description	Frequency	Percent
Gender	Male	50	50.0
	Female	50	50.0
Age	20-29 years old	21	21.0
	30-39 years old	54	54.0
	40-49 years old	22	22.0
	50 years old and above	3	3.0
Race	Chinese	6	6.0
	Indian	1	1.0
	Malay	93	93.0
Educational Background	Bachelor's degree	47	47.0
	Master's degree	2	2.0
	SPM	26	26.0
	STPM/Diploma/Matriculation	25	25.0

Out of the 100 participants, 50% were male and 50% were female. The frequency in Table 1 shows that the majority of respondents (54%) were from the second age category, ranging from 30 to 39 years old. In terms of ethnicity, Malay participants made up the highest proportion at 93%, followed by Chinese at 6%, and Indian at 1%. Most respondents (47%) held a bachelor's degree, while 26% had completed their SPM. Additionally, 25% of respondents had qualifications at the STPM, Diploma, or Matriculation level. Only 2% of participants held a master's degree, representing the smallest proportion of respondents.

4.2 Descriptive Analysis

Table 2: The mean and standard deviation for independent and dependent variables

Variable	N	Mean	Standard Deviation
Intention to Use	100	4.20	0.782
Attitude	100	4.28	0.835
Subjective Norm	100	4.31	0.739
Perceived Behavioral Control	100	4.14	0.793

Table 2 presents the mean and standard deviation for both the independent and dependent variables, along with the number of respondents, as shown in Table 4.6. Among the independent variables, subjective norms had the highest mean (4.31), followed by perceived behavioral control (4.14). The dependent variable, intention to use social media marketing, had a mean of 4.20.

4.3 Reliability Test

In this study, the researchers utilized SPSS to conduct a reliability test on the data collected from 100 respondents. Based on the SPSS results, Cronbach's Alpha was used to assess the reliability of the survey questions. The researchers determined whether the questions were reliable, valid, and appropriate for the respondents based on this result.

Table 3: Reliability results for independents and dependent variables

Variable	Cronbach's Alpha	Value N of Items
Independent Variable: Attitude	0.586	5
Subjective Norm	0.643	5
Perceived Behavioral Control	0.585	5
Dependent Variable: Intention to Use	0.600	5

The reliability of both independent and dependent variables in the study was measured using Cronbach's Alpha. Cronbach's Alpha values greater than 0.5 are considered satisfactory for internal consistency, while values above 0.7 indicate strong reliability.

For the independent variables, the first variable, Attitude, which included 5 items, had a Cronbach's Alpha value of 0.586. The second variable, Subjective Norm, also consisting of 5 items, had a Cronbach's Alpha of 0.643, indicating acceptable internal consistency. The final independent variable, Perceived Behavioral Control, comprised 5 items and had a Cronbach's Alpha of 0.585.

Regarding the dependent variable, Intention to Use, which also consisted of 5 items, the Cronbach's Alpha was 0.600. This indicates that the internal consistency for the dependent variable is acceptable. Overall, the Cronbach's Alpha values suggest that the reliability coefficients for the independent and dependent variables in this study are satisfactory.

4.4 Pearson Correlation Coefficient

Table 4: Intention to use

Dependent Variable	Pearson Correlation	Independent Variables		
		Attitude	Subjective Norm	Perceived Behavioural Control
Intention to Use	r	0.439	0.370	0.289
	Sig. (2-tailed)	<.001	<.001	.004
	N	100	100	100

The Pearson correlation coefficient, significant value and 100 samples are displayed in table 4.12. According to the table, the value for attitude and subjective norm consists of less than 0.001 which reflect that variables are significant to intention to use. While perceived behavioral control value consists of more than 0.001. Furthermore, Pearson correlation value reflects that subjective norm has low positively which been 0.289 than attitude 0.439 and perceived behavioral control 0.370 related to intention to use in this study.

5.0 Discussion

The results of this study provide strong support for the hypothesized relationships between attitude, subjective norms, perceived behavioural control, and the intention to use social media marketing among café owners in Malaysia. The analysis shows that all three factors significantly influence intention, with attitude being the strongest predictor. This finding aligns with previous studies, such as Boateng and Okeo (2019) and Hwang et al. (2021), which emphasize the central role of attitude in shaping the adoption of marketing technologies.

The positive relationship between subjective norms and intention also confirms the findings of Kim and Karpova (2020), who suggest that businesses are highly sensitive to social pressures when adopting new marketing practices. Café owners in this study may feel compelled to maintain an online presence due to the expectations of customers, who increasingly rely on social media for information on where to dine. The café industry, which relies heavily on word-of-mouth and customer reviews, places considerable emphasis on maintaining a positive online image, further amplifying the influence of subjective norms.

Perceived behavioural control, although less influential than attitude and subjective norms, still plays a significant role in shaping intention. Café owners who feel confident in their ability to manage social media accounts, or who have access to necessary resources (e.g., staff trained in social media management), are more likely to adopt these marketing tools. This finding is consistent with the work of Aurora and Kishore (2019), who emphasize the importance of self-efficacy in adopting new business practices.

Compared to similar studies on social media adoption in other industries, the results of this research are consistent with the general trends observed across small businesses. Studies conducted in other sectors, such as retail and hospitality, have found that attitude is often the strongest predictor of intention, particularly when business owners believe that adopting new technologies will result in tangible business benefits (Koay et al., 2020; Ham et al., 2015).

However, there are some notable differences in the role of perceived behavioural control. In larger organizations or industries where, digital infrastructure is more robust, perceived behavioural control tends to have a stronger influence on adoption decisions. In the café industry, where resources are often limited, the influence of perceived behavioural control may be less pronounced, as café owners rely more on external pressures (i.e., subjective norms) and their intrinsic attitudes toward social media marketing.

5.1 Limitations and Future Research

This study has several limitations that should be acknowledged. First, the sample size of 100 respondents, while sufficient for a preliminary analysis, limits the generalizability of the findings. A larger sample size, incorporating café owners from different regions of Malaysia, could provide a more comprehensive understanding of the factors influencing social media marketing adoption. Additionally, the use of purposive sampling, while practical for this study, introduces the potential for bias, as respondents may not be fully representative of the broader population of café owners.

Future research should aim to expand the scope of this study by including a more diverse range of participants and exploring other variables that may influence social media adoption, such as technological readiness or the impact of external factors like the COVID-19 pandemic on digital marketing practices. Additionally, qualitative studies could offer deeper insights into the specific challenges café owners face when managing their social media platforms, providing a more nuanced understanding of the barriers to adoption.

6.0 Conclusion

This study provides valuable insights into the factors influencing café owners' intention to adopt social media marketing on the East Coast of Malaysia. Attitude, subjective norms, and perceived behavioural control all play significant roles in shaping this intention, with attitude being the most influential. Future research should explore other regions and consider larger sample sizes to further validate these findings.

Acknowledgement

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Conflicts of Interest

There is no conflict of interest in this study.

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The Relationship Between Social Media Marketing and Customers' Intention to Visit Fast Food Restaurant in Malaysia

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Abstract: This study examines the relationship between social media marketing and customers' intention to visit fast-food restaurants in Malaysia. The three independent variables analysed in relation to customer intention are authentic information, captivating content, and responsiveness in social media marketing. The problem statement underscores the need for further investigation in this area. Fast-food customers were selected as respondents due to their active engagement with social media marketing, which is prevalent across various platforms. A quantitative approach was employed, utilizing convenience sampling to collect data. The data were analysed using Pearson correlation through the Statistical Package for the Social Sciences (SPSS). The findings revealed significant relationships between all three variables and customers' intention to visit fast-food outlets. The results of this study contribute to the existing knowledge of customer intentions, specifically within the fast-food context in Malaysia.

Keyword: Authentic Information, Captivating Content, Responsiveness, Social Media Marketing, Customer Intentions

1.0 Introduction

The food and beverage (F&B) industry is a vital sector in Malaysia's economy, surpassing industries such as recreation services, culture, education, and transport in terms of total revenue contribution and employment rates (Monika, 2014). Its strategic importance lies in its role in driving economic growth and stability, positioning it as a cornerstone of Malaysia's economic development (Sunny, 2022). As one of the largest contributors to the country's Gross Domestic Product (GDP), the food and beverage services sector generated RM 67.1 billion (81.1%) in 2017, highlighting its significance in the national economy (Department of Statistics Malaysia [DOSM], 2023).

The historical development of Malaysia's fast-food industry traces back to the opening of the first fast-food restaurant, A&W, in 1963 on Jalan Tunku Abdul Rahman, Kuala Lumpur (Investment Analysis, 2009). The rapid expansion of this sector was further accelerated by the entry of global fast-food chains such as Kentucky Fried Chicken (KFC), Burger King, McDonald's, and Pizza Hut (Asgari, 2011). As consumer lifestyles evolve, a rising trend has emerged in Malaysian households opting for takeaway food, emphasizing the necessity of the food and beverage industry in contemporary society (Hossein, 2011).

Fast-food outlets have become prevalent in Malaysia, shaping consumer behaviour and food purchasing patterns through cultural ideologies influenced by historical contexts, routines, and visual preferences (Anand, 2011). The success of these establishments often stems from their ability to adapt their menus and implement marketing strategies such as online ordering, group discounts, and promotions to attract a diverse customer base (Saeed, 2012). Modern marketing tools, including dedicated applications like McDonald's App and Pizza Hut Malaysia App, cater to a broad demographic, particularly children, who are drawn to the fun environments and value meals offered (Goyal & Singh, 2007).

Despite the widespread integration of social media in marketing, the actual Return on Investment (ROI) from these efforts remains ambiguous, with metrics like visit frequency, web traffic, and online engagement being challenging to quantify (Guesalaga, 2016). The growing importance of social media in restaurant marketing has led to increased interest in understanding its effectiveness and overall impact on restaurant performance. Consequently, restaurant owners are increasingly demanding measurable returns on their marketing investments, raising concerns about whether social media marketing effectively translates into increased sales and profitability (Choi, 2019; Kim, 2019).

Given the competitive nature of the fast-food industry, understanding the factors that influence customers' intentions to visit these establishments is crucial. While social media marketing is widely adopted, its impact on consumer behaviour within the Malaysian fast-food context has not been thoroughly investigated. The uncertainty surrounding the effectiveness of social media strategies necessitates a deeper exploration into how elements such as authentic information, captivating content, and responsiveness influence customer intentions. Thus, this study aimed to: 1) determine the relationship between the authenticity of information in social media marketing and customer intention to visit fast-food restaurants; 2) examine the relationship between captivating content in social media marketing and customer intention to visit fast-food restaurants; and 3) examine the relationship between the responsiveness of social media marketing and customer intention to visit fast-food restaurants.

This study is significant as it addresses the relationship between social media marketing and customer intention, particularly within the fast-food sector in Malaysia. By examining the interplay between social media attributes and customer intentions, this research will provide valuable insights for business operators, enabling them to understand better the requirements for effective social media marketing. The findings will assist in formulating targeted marketing strategies aimed at attracting more customers and enhancing overall business performance.

2.0 Literature Review

2.1 Food and Beverage Industry

The food and beverage (F&B) industry is one of the largest and fastest-growing sectors globally, significantly impacting Malaysia's economic and cultural landscape. The diverse cuisines influenced by Malay, Chinese, Indian, and other ethnic groups highlight Malaysia's rich culinary heritage and contribute to its status as a popular tourist destination (Euromonitor International, 2023). With an expanding middle class and increasing disposable incomes, there is a rising demand for dining experiences, particularly in the fast-food segment (Department of Statistics Malaysia [DOSM], 2023). Fast food in Malaysia reflects a unique blend of Western influences and local flavours, exemplified by dishes like the *McSpicy* burger and the *Nasi Lemak burger* (The Edge Markets, 2023).

2.2 Social Media Marketing

The advent of social media has transformed marketing strategies across industries, particularly in the fast-food sector. Social media marketing facilitates direct engagement with consumers, enhancing brand visibility and reputation (Chen & Lim, 2018; Tafesse, 2018). Marketers have recognized the importance of establishing enduring relationships through online platforms, which are increasingly used for advertising and reaching diverse audiences (McClure & Seock, 2020; Wang et al., 2019). Despite the substantial literature on social media marketing, there remains a gap in understanding its direct impact on consumer purchasing decisions, particularly in the context of fast food (Hasan & Sohail, 2021).

2.3 Independent and Dependent Variables

2.3.1 Authentic Information

Consumers are now more discerning about marketing tactics and increasingly expect transparency from brands. Authenticity in marketing not only builds trust but also encourages future purchases (Ashley & Tuten, 2014). However, many brands fail to include critical verifiable information, which diminishes consumer confidence (Napoli et al., 2022). Thus, it is essential for fast-food restaurants to present authentic information effectively through their marketing channels.

2.3.2 Captivating Content

Content marketing is a highly effective strategy in engaging audiences, enhancing brand awareness, and increasing customer satisfaction (Järvinen & Taiminen, 2020). Customers now anticipate compelling and relevant content from their preferred brands, making it vital for fast-food outlets to create engaging narratives that resonate with their audience (Pikuła-Małachowska, 2022).

2.3.3 Responsiveness in Social Media

Responsiveness is crucial in fostering customer loyalty and satisfaction. A study by Shahzad et al. (2020) indicated that prompt responses to consumer feedback significantly enhance brand loyalty among Millennials. Therefore, effective communication and responsiveness on social media platforms are vital for fast-food chains to maintain strong customer relationships.

2.3.4 Customer Intention to Visit

Customer intention to visit refers to the desire and willingness to physically go to a restaurant to purchase products or services (Chen & Li, 2020). This intention is influenced by various factors, including customer satisfaction, perceived value, and the effectiveness of marketing strategies (Wilson, 2019). Previous research has established that a positive dining experience can lead to repeat visits and recommendations, making it essential for fast-food restaurants to understand the drivers of customer intentions.

2.4 Conceptual Framework and Hypotheses

While existing literature has explored various aspects of social media marketing, there is limited research focusing specifically on its influence on customer intentions within the Malaysian fast-food context. This study aims to fill this gap by examining how the authenticity of information, captivating content, and responsiveness in social media marketing impact customers' intentions to visit fast-food restaurants. By addressing these aspects, the study will provide valuable insights for business operators in the fast-food industry, enabling them to refine their marketing strategies to better attract and engage customers.

The study is based on a conceptual framework that links social media marketing attributes (authentic information, captivating content, and responsiveness) to customer intention to visit fast-food restaurants, as displayed in Figure 1.

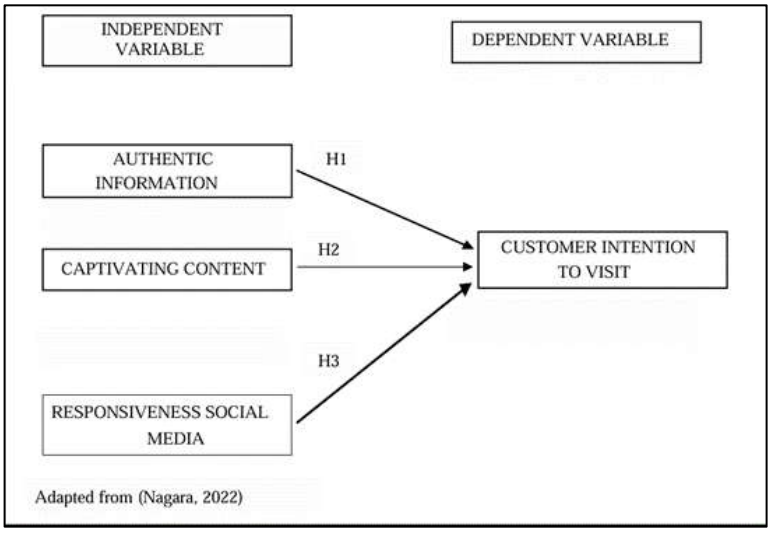

Figure 1: Conceptual Framework

The following hypotheses have been formulated:

H1: Authentic information is positively related to customer intention to visit fast-food restaurants.
H2: Captivating content is positively related to customer intention to visit fast-food restaurants.
H3: Responsiveness in social media marketing is positively related to customer intention to visit fast-food restaurants.

3.0 Methodology

3.1 Study Design

This study focuses on the relationship between social media marketing and customers' intentions to visit fast-food restaurants in Malaysia. A quantitative research approach was employed to analyse a population of Malaysian consumers who frequent fast-food establishments. This method is beneficial for generalizing findings to a larger population or sub-population, as it involves a randomly selected, larger sample size.

3.2 Sample Size

The sample size for this study consisted of 299 respondents who visit fast-food restaurants and engage with them via social media. According to Roscoe's rule of thumb, a sample size greater than 30 and less than 500 is suitable for most behavioural studies, while sizes exceeding 500 may lead to Type II errors (Sekaran & Bougie, 2016).

3.3 Sampling Method

This study utilized convenience sampling as the primary sampling technique. Convenience sampling was chosen due to its practicality in collecting data from readily available respondents. This method allows researchers to quickly and cost-effectively gather information from individuals who can provide relevant insights. The goal of this study is to determine the relationship between social media marketing and customer intention to visit fast-food restaurants in Malaysia, and convenience sampling facilitates the efficient completion of surveys (Hair, 2007).

3.4 Data Collection

Data were collected through a survey questionnaire administered via Google Forms. The survey included questions related to both independent and dependent variables of the study. A link to the Google Forms survey was shared through various channels, enabling potential respondents to access and complete it easily. The use of Google Forms allows for the efficient creation of straightforward questions and the collection of diverse data in a manageable format. The data gathered will be visually represented in graphs to illustrate the relationship between social media marketing and customer intention to visit fast-food restaurants in Malaysia (Kanesh Gopal, 2022).

Research instruments are tools used to gather data from research subjects. In this study, questionnaires were the primary instrument for collecting information regarding the relationship between social media marketing and customer intentions to visit fast-food restaurants in Malaysia. The questionnaire comprises three sections: the first section assesses the demographic characteristics of the respondents; the second section measures the independent variables which are authentic information, captivating content, and responsiveness to social media; and the third section evaluates the dependent variable customer intention to visit.

3.5 Data Analysis

Descriptive analysis was employed to summarize the characteristics of the collected data without making assumptions about its representation of a larger population (Cooper, 2019). Demographic factors analysed include gender, marital status, age, educational qualification, and frequency of restaurant visits. The independent variables considered in this study are authentic information, captivating content, and responsiveness on social media, while the dependent variable is customer intention to visit fast-food restaurants. Reliability values of constructs were found to be within the range of 0.71 to 0.80 (Yasir, 2021). Reliability refers to the probability that a system or measurement will consistently perform its intended function under specified conditions (Meeker, 2022).

The Bravais-Pearson correlation coefficient was used to analyse the relationship of the data. The Pearson correlation is particularly suitable for assessing the association between two continuous variables that follow a bivariate normal distribution (Artusi, 2002). Recent research has proposed using the Pearson correlation coefficient (PCC) to characterize entanglement in various contexts, although its application has remained underexplored beyond specific cases (Urbasi, 2020).

4.0 Results

4.1 Demographic characteristics of respondents

This section presents the demographic results of the respondents, as outlined in Table 1.

Table 1: Demographic Profiles of the respondents

Items		Frequency	Percentage (%)
Gender	Female	176	59.1
	Male	123	31.5
Age	18-25 years old	217	72.6
	36-45 years old	60	20.1
	46-55 years old	16	5.4
	55 years old	6	1.3
Religion	Buddhist	47	15.9
	Hindu	80	27
	Islam	164	55.4
	Others	8	6.7
Race	Chinese	67	20.7
	Indian	74	24.7
	Malay	152	50.8
	Other	6	4.1
Occupation	Government	39	10.6
	Private	84	20.5
	Student	176	58.9

The table provides an overview of the respondents' profiles. Of the total respondents, 176 were female, and 123 were male. The majority of respondents fell within the 18 to 25 age group (72.6%), followed by those aged 36 to 45 (20.1%), 46 to 55 (5.4%), and 55 years and older (1.3%). In terms of religious affiliation, 164 respondents (55.4%) identified as Muslim, 80 (27%) as Hindu, and 47 (15.9%) as Buddhist. An additional 8 respondents (6.7%) identified with other religions. The survey received responses from 299 individuals, including 152 Malays (50.8%), 74 Indians (24.7%), 67 Chinese (20.7%), and 6 from other ethnic backgrounds (4.1%). The largest occupational group was students, representing 58.9% (176 respondents), followed by private sector employees at 20.5% (84 respondents), and government staff at 10.6% (39 respondents).

4.2 Descriptive analysis

Based on the results presented in Table 2, the mean scores for all items range from 4.0036 to 4.1714. The highest mean score, 4.1714, corresponds to item one: "I trust that fast food restaurants can improve their image on social media." This indicates that participants generally agree that fast-food restaurants can enhance their image through social media. The lowest mean score, 4.0036, is associated with item three: "I would read about fast-food restaurants in my social media groups." This suggests that participants tend to agree they would read about fast-food restaurants on social media, but less strongly compared to their belief in improving image.

Table 2: Descriptive analysis result for authentic information

Variables	Mean	Std. Deviation	N
I trust that fast food restaurant can improve their image on social media.	4.1714	0.78920	280
I always pay attention to the messages on my social media groups about fast-food restaurants.	4.0214	0.87554	280
I would read about fast-food restaurants in my social media groups.	4.0036	0.90597	280
I will accept that the business operators should be more concerned about delivering proper information about fast-food restaurants on social media.	4.1571	0.83190	280
The information about fast-food restaurants on my social media is valuable and useful.	4.0714	0.85629	280

Table 3: Descriptive result of captivating content

Variables	Mean	Std. Deviation	N
Interested content on social media can influence customers to visit fast-food restaurants.	4.1286	0.90275	280
Sharing content in the form of ads or live videos on social media is more interesting to attract customers.	4.1929	0.79331	280
I will always promote fast-food restaurants through digital banners and posters.	3.9857	0.96524	280
The content about fast-food restaurant platforms can be consumed by others daily.	4.0393	0.86875	280
The social media content usually leads people to follow their brands.	4.2571	0.75606	280

Table 3 presented the descriptive result for captivating content variable. The result showed that the mean scores for all items range from 4.0393 to 4.2571. The highest mean score, 4.2571, corresponds to item four: "The social media content usually leads people to follow their brands." This indicates that respondents generally agree that social media content encourages them to follow restaurant brands. The lowest mean score, 4.0393, is associated with the item: "The content about fast-food restaurant platforms can be consumed by others daily." While a score of 4.0393 still suggests some agreement, it is relatively the lowest among the items. This may indicate that respondents find the notion of daily content consumption less compelling compared to the other aspects.

Table 4: Descriptive result of responsiveness

Variables	Mean	Std. Deviation	N
I will visit the fast-food restaurants after seeing an advertisement on social media platforms.	4.0286	0.94995	280
I always look out for social media advertisements because they tell me what's new and popular.	4.1357	0.87752	280

I always use social media to gather information on fast-food restaurants.	4.0500	0.90657	280
If I am a fan of fast-food menus on social media, I will visit that fast food restaurant.	4.0750	0.89488	280
I am satisfied with viewing social media platforms.	4.1679	0.84478	280

The descriptive result for responsiveness in Table 4 indicated that the mean scores for all items range from 4.0286 to 4.1679. The highest mean score, 4.1679, is for item five: “I am satisfied with viewing social media platforms.” This suggests that respondents generally agree they are satisfied with using social media platforms. The lowest mean score, 4.0286, corresponds to item one: “I will visit fast food restaurants after seeing an advertisement on social media platforms because they tell me what’s new and popular.” While a score of 4.0286 still indicates some agreement, it is the lowest among the items. This may suggest that respondents are less likely to visit a restaurant solely based on advertisements promoting new or popular items.

4.3 Reliability Test

Table 5: Result for reliability test

Variables	Cronbach Alpha	No of items
Authentic Information	**0.893**	5
Captivating Content	**0.893**	5
Responsiveness social media	**0.893**	5
Customer Intention to visit fast food in Malaysia	**0.886**	5

The results in Table 5 indicate strong internal consistency for all the variables measured, as reflected by Cronbach's Alpha values. "Authentic Information," "Captivating Content," and "Responsiveness on Social Media" all have a Cronbach's Alpha of 0.893, suggesting that the items related to these constructs are highly reliable and consistently rated by respondents. Similarly, "Customer Intention to Visit Fast Food in Malaysia" has a Cronbach's Alpha of 0.886, indicating strong reliability, though slightly lower than the other variables. Overall, the high Cronbach’s Alpha values across all variables demonstrate that the items used in the survey were effective in capturing consistent responses from the participants.

4.4 Inferential Analysis

The Pearson correlation test was used in this study to examine the association between customer intention to visit fast food restaurants in Malaysia (the dependent variable) and the independent variables: authentic information, captivating content, and responsiveness on social media. The goal of this test is to determine the significance of the correlation coefficients and to identify which hypotheses should be accepted or rejected.

Table 6: Pearson Correlation Coefficients Result

Hypothesis	Result	Conclusion
H1: There is a relationship between **authentic information** with customer intention to visit fast food restaurant in Malaysia.	r= 0.749** p=0.01 high positive correlation relationship	**Accepted**
H2: There is a relationship between **captivating content** with customer intention to visit fast food restaurant in Malaysia.	r= 0.802** p=0.01 high positive correlation relationship	**Accepted**
H3: There is a relationship between **responsiveness social media** and customer intention to visit fast food restaurant in Malaysia.	r= 0.784** p=0.01 high positive correlation relationship	**Accepted**

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

The results show that the Pearson correlation coefficient for authentic information is 0.749, indicating a strong positive correlation with customer intention to visit fast food restaurants in Malaysia. This suggests that as the authenticity of information shared on social media increases, so does the likelihood of customers visiting these restaurants. Similarly, the Pearson correlation coefficient for responsiveness on social media is 0.784, also reflecting a high positive correlation with customer intention. This means that fast food brands that are more responsive on social media platforms tend to attract more customers.

Additionally, the Pearson correlation coefficient for captivating content is 0.802, showing the highest positive correlation among the variables. This implies that captivating social media content is a significant factor in influencing customer intention to visit fast food restaurants. All independent variables—authentic information, captivating content, and responsiveness—

exhibited strong correlations, with coefficients ranging from 0.70 to 0.90, indicating their significant impact on customer intentions.

In summary, the study confirms a significant positive association between authentic information, captivating content, and responsiveness on social media with customers' intention to visit fast food restaurants in Malaysia. These results highlight the importance of these social media marketing factors in shaping customer behavior.

5.0 Discussion

The results of this study demonstrate that various elements of social media marketing (authenticity, captivating content, and responsiveness) significantly influence customers' intentions to visit fast-food restaurants. These findings suggest that effective social media marketing strategies are essential for attracting and engaging customers in the fast-food industry.

Firstly, the positive relationship between the authenticity of information and customer intention to visit fast-food restaurants highlights the importance of trust. This result aligns with the findings of Alves et al. (2016), who reported that 86% of customers consider the credibility of information on social media as a key factor in deciding which brands to support. The consistency in these results across different studies suggests that authenticity continues to be a universal driver of consumer behaviour. Fast-food restaurants that prioritize transparency and reliable information can foster customer confidence, leading to increased patronage. This finding is particularly relevant in the age of misinformation, where customers are more critical of the content they consume online. Future research could explore how specific types of authentic content, such as user-generated posts or brand storytelling, impact customer intentions in different demographic groups.

Secondly, the captivating content in social media marketing shows a strong relationship with customer intention to visit fast-food restaurants. This finding is consistent with research by Christodoulides et al. (2020), which identified content marketing as a powerful tool for boosting engagement and consumer satisfaction. The similarity of these results across different contexts highlights that creating engaging, visually appealing, and relevant content is a key strategy for brands aiming to attract customers. However, it is worth noting that the effectiveness of captivating content may vary across platforms. For example, what works on Instagram may differ from what performs well on Twitter or TikTok. Future studies could explore platform-specific strategies or investigate the types of content (e.g., promotional, educational, or interactive) that are most effective in driving customer engagement.

Thirdly, the study revealed that responsiveness in social media marketing also significantly impacts customer intention to visit fast-food restaurants. This finding is consistent with Shahzad et al. (2020), who found that 72% of Millennials are more loyal to brands that respond quickly to their queries on social media. The similarity between the results suggests that responsiveness remains a crucial factor for customer satisfaction and brand loyalty, particularly in the fast-paced nature of social media communication. However, the degree of responsiveness may vary across different types of interactions, such as responding to customer complaints versus engaging with positive feedback. Future research could further examine how the tone, speed, and quality of brand responses impact customer loyalty and conversion rates.

Despite the valuable insights from this study, there are some limitations that should be acknowledged. Firstly, the study focuses exclusively on the fast-food industry in Malaysia, limiting the generalizability of the findings to other sectors or regions. Future studies could broaden the scope to explore how social media marketing influences customer intentions in different industries or countries. Secondly, this study primarily utilized quantitative methods, which may not fully capture the depth of customer experiences and perceptions regarding social media marketing. Incorporating qualitative methods, such as interviews or focus groups, could provide a more comprehensive understanding of how social media marketing shapes customer behaviour. Lastly, the rapid evolution of social media platforms and trends presents a challenge for the long-term relevance of these findings. As social media continues to change, future research should consider how emerging platforms and content formats (e.g., short-form videos, live streams) affect customer engagement and behaviour.

6.0 Conclusion

In conclusion, this study highlights the importance of authenticity, captivating content, and responsiveness in social media marketing as critical factors influencing customer intention to visit fast-food restaurants. By addressing the identified limitations and conducting further research, future studies can offer more refined insights into the dynamic relationship between social media marketing and customer behaviour in the fast-food industry and beyond.

Conflicts of Interest

There is no conflict of interest in this study.

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Exploring the Impact of Social Media Engagement and Trust on Customer Visit Intentions to Hotels in Malaysia

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Abstract: This study investigates the impact of social media marketing on consumers' intentions to visit hotels in Malaysia, focusing on two key factors namely customer involvement in social media and customer trust in social media. These factors are treated as independent variables, while the dependent variable is the customer's intention to visit. The objectives of the study are to examine the factors influencing customers' visit intentions and to assess their satisfaction with hotels in Malaysia. Additionally, the study aims to understand how hotels can enhance their reputation through repeat visits driven by social media engagement. A quantitative research approach was employed, utilizing a questionnaire distributed to 264 respondents through convenience sampling. Data collection was conducted using both physical questionnaires and Google Forms. The significance of the study is also explored, highlighting the advantages of customer engagement and trust in social media for the hotel industry. The findings will provide insights into how customer involvement and trust in social media impact visit intentions, offering valuable implications for improving customer relationships and increasing the reputation of hotels in Malaysia.

Keyword: Customer engagement, customer trust, visit intention, social media marketing, hotel industry

1.0 Introduction

The hospitality industry is a vast sector encompassing a wide range of economic activities directly or indirectly related to travel and tourism. Within this sector, the hotel industry focuses specifically on guest accommodations and lodging services. While the hospitality industry covers multiple sectors, the hotel industry is primarily concerned with providing overnight accommodations, meals, and related services to travellers and tourists. For this study, a hotel is defined as an establishment offering such services, with a core target market of travellers or tourists.

Customer engagement refers to how businesses build relationships with customers to foster loyalty and brand awareness. This can be achieved through marketing campaigns, web content, and especially through social media platforms (Barney & Biscobing, 2023). Social media, according to Dollarhide (2010), encompasses various technologies that enable users to share ideas and information. In the hospitality industry, customer engagement is crucial as it enhances visit intentions and raises awareness of hotel services, particularly in Malaysia. Customers often share reviews, suggestions, and comments through social media, which influences the decisions of other potential customers and draws attention to hotel services. Additionally, satisfied customers may recommend hotels, restaurants, and online delivery services to friends and colleagues, amplifying the reach of these businesses.

Customer engagement via social media also provides valuable feedback, enabling companies to improve their services. As noted by Blend Brahim, Ahmad, and Dima (2021), many businesses use social media platforms like Facebook, Instagram, and Twitter to engage consumers, giving rise to new marketing strategies known as Social Media Marketing (SMM). SMM is particularly appealing in the hospitality sector due to the wide range of tools it offers for promoting services. It involves creating, delivering, and sharing valuable content that benefits both companies and their stakeholders. SMM has proven to be a cost-effective strategy, allowing hospitality businesses to increase profitability while gaining valuable insights into customer opinions.

Customer trust is another key factor influencing purchase intentions and consumer behaviour, especially in online communities. According to Umair, Sajjad, Muhammad, and Abdul (2021), trust can be built on credibility, which is linked to a brand's reputation, or benevolence, which reflects consistent positive interactions between buyers and sellers. Trust plays a pivotal role in shaping both purchase intentions and actual consumer behaviour. In online communities, trust fosters meaningful interactions and encourages users to expand their network. Purchase intentions, which reflect consumers' attitudes toward future purchases, are influenced by trust and can serve as a reliable predictor of consumer behaviour.

Overall, social media marketing has been shown to have a significant impact on consumers' purchase intentions, particularly through the use of social networking sites. The interaction between customer engagement, trust, and marketing strategies via social media platforms is critical for driving customer behaviour and improving business performance in the hospitality industry. Thus, the goal of this research is to examine the relationship between customer engagement and trust on social media with their visit intention to hotels in Malaysia.

2.0 Literature Review

2.1 Customer Engagement on Social Media

In today's digital age, social media has become a dominant platform for hospitality businesses to showcase their services and engage with potential customers. It allows users to explore, compare, and evaluate various offerings, making it a crucial tool for customer engagement. Social media users can be broadly categorized into two groups: passive and active users. Passive users primarily consume content without contributing, whereas active users engage through likes, comments, shares, and discussions. These interactions are crucial as they influence customer perceptions and decision-making processes. One of the study's survey questions explored how individuals use social media to share their hotel experiences, including their opinions on services, the frequency of website visits, perceived risks in online bookings, and trust in booking platforms. The goal was to understand how these social media interactions affect consumer behavior in the hospitality industry (Fei Hao, 2020).

This study aims to uncover why customers are interested in staying at hotels in Malaysia in the future, focusing on the factors that drive them to book accommodations. The research primarily examines the services offered by hotels, such as the friendliness and helpfulness of staff, to determine their impact on customer satisfaction. Services play a significant role in shaping consumer preferences and overall satisfaction, influencing their choice of hotels. A deeper understanding of which services attract and retain guests is essential for hotels aiming to enhance customer experience. A study by the University of Macedonia, Greece (Tsiotsou, 2020), highlighted the importance of customer engagement, emphasizing that active participation fosters stronger relationships with customers and creates value for both parties. This distinction between active and passive engagement provides valuable insights for hotel managers seeking to optimize their social media strategies.

2.2 Customer Trust on Social Media

In the fast-evolving digital landscape, social media has become a pivotal tool for shaping customer trust, especially in the hospitality industry. The level of trust that customers place in a brand is directly influenced by their social media interactions. Positive engagements often lead to greater brand loyalty, influencing customers' perceptions of the quality of services provided by hotels. Satisfied customers are more likely to recommend businesses that consistently offer exceptional experiences. According to a Nielsen study, 92% of consumers trust recommendations from friends and family over advertisements, highlighting the importance of social endorsements (Edelman, 2020). Similarly, 68% of consumers trust online reviews as reliable sources of information, and positive reviews significantly influence purchase decisions (McKinsey & Company, 2020). These findings underscore the role of trust in consumer behaviour, where greater trust results in increased brand loyalty and advocacy.

For businesses, building and maintaining trust on social media requires a commitment to transparency, engagement, and consistency. Companies that prioritize these aspects, along with data security, can cultivate a strong foundation of trust, contributing to long-term success in the digital space (Casaló, 2021). As social media continues to grow in importance, maintaining customer trust remains a critical element in driving business success, particularly in the hospitality sector.

2.3 Visit Intention

A tourist's intention to visit a particular destination is influenced by several factors, including personal preferences and satisfaction with previous experiences. "Visit intention" refers to a person's desire or plan to visit a specific destination or engage in a type of tourism. A study by Almahdi et al. (2022) found that tourists' intentions to visit were driven by their enjoyment of the destination and other motivating factors. However, the study noted that audience satisfaction with social media posts alone did not directly correlate with visit intentions. Instead, enjoyment derived from engaging content on social media could positively impact consumer intention (Yusra et al., 2023).

In this context, young people are particularly influenced by social media in shaping their travel decisions. For instance, green hotels, which offer eco-friendly and comfortable accommodations, are gaining popularity due to social media recommendations. In contrast to earlier concerns that social media might negatively affect the hotel industry, recent studies suggest it plays a vital role in driving business by influencing customer perceptions and increasing hotel visits (Yadav et al., 2019). Social media platforms thus serve as powerful tools for promoting travel and enhancing consumer interest in specific destinations, particularly in the context of Malaysia's hotel industry.

2.4 Conceptual Framework

The conceptual framework of this study is as illustrated in Figure 1. In the conceptual framework, two types of variables are examined: independent and dependent variables, as illustrated in Figure 1. The independent variables in this study are customer engagement on social media and customer trust on social media.

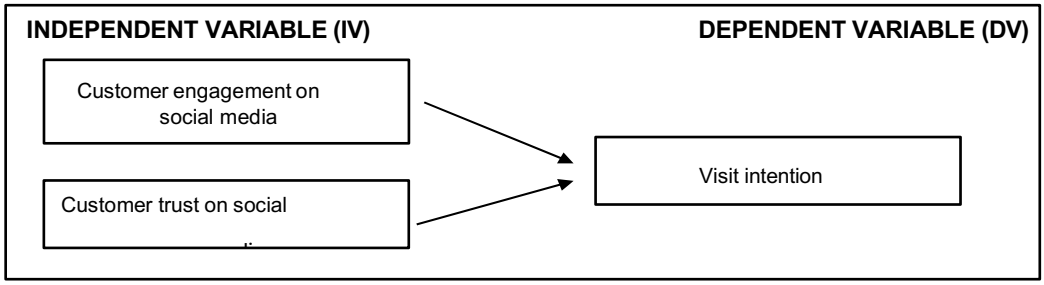

Figure 1: Conceptual framework of customer engagement and customer trust

3.0 Methodology

3.1 Study Design

The study's design focuses on identifying the factors that influence customers' intention to visit hotels in Malaysia. A quantitative research approach was selected for this purpose, as it involves the collection of numerical data to identify patterns, formulate hypotheses, explore causality, and generalize findings. This method allows for a structured analysis of the relationships between variables such as customer engagement, trust, and visit intention, providing a clear, data-driven understanding of the factors at play.

3.2 Target Population

The study's target group consists of customers who plan to book hotels through social media platforms and use these channels to research their options. This group includes individuals who actively engage with social media to explore hotel possibilities and participate as respondents in the study. Their behaviour in using social media as a decision-making tool is central to understanding how online engagement and trust impact their intention to visit hotels in Malaysia.

3.3 Sample Size

Participants for the study were selected using specific criteria designed to capture a diverse representation of consumers who actively use social media to book hotels. These criteria ensured that respondents had relevant experience with both social media platforms and hotel booking processes, aligning with the study's objective to understand the factors influencing visit intention. A total of 264 respondents were selected, a sample size considered sufficient according to Roscoe's Rule of Thumb, which recommends that 30 to 500 participants are adequate for most studies. This sample size provides sufficient statistical power to detect meaningful patterns while remaining practical in terms of cost and feasibility, ensuring that the results can be generalized effectively to the target population.

3.4 Sampling Method

The researcher employed a non-probability sampling method, specifically convenience sampling, to select participants for the study. In this approach, the sample was chosen based on subjective criteria rather than random selection. Convenience sampling is often driven by factors that make data collection easier for the researcher, such as accessibility, geographical proximity, familiar contacts, willingness of participants to take part, or being part of a specific group (Kumar, 2014). This method was chosen to ensure efficient data collection while balancing time and resource constraints.

3.5 Data Collection

Data for this study was collected using a questionnaire as the primary research instrument. The survey was administered through the web-based platform Google Forms, offering a convenient and efficient method for participants to respond. The target respondents were travellers planning to stay in hotels in Malaysia. The questionnaire was carefully designed on Google Forms to ensure ease of use and accessibility. It was distributed across multiple channels, including email campaigns, online forums, and social media platforms, to maximize reach and participation. This approach facilitated real-time data collection and analysis, allowing the research team to quickly identify patterns and trends among potential hotel guests. The survey was structured to capture relevant factors influencing hotel preferences, with a strong focus on ensuring both representativeness and accuracy in the responses (Salama et al., 2020).

3.6 Data Analysis

The collected data was analysed using the Statistical Package for the Social Sciences (SPSS) version 20.2, a widely recognized software for data analysis in social science research. SPSS was chosen for its efficiency in processing large datasets

and its ability to generate clear visual representations of data, such as tables and pie charts. This software facilitated the quantitative analysis by allowing researchers to compute descriptive statistics to summarize the data and present an overview of key variables. Additionally, reliability statistics were employed to assess the consistency and dependability of the survey instruments. Pearson's correlation analysis was used to examine the relationships between variables, particularly to assess the strength and direction of associations between customer engagement, trust on social media, and visit intention. These methods were selected to ensure robust analysis and accurate interpretation of the data, aligning with the study's objectives to identify factors influencing hotel visit intentions in Malaysia. Study method (qualitative or quantitative). The authors have to explain study design.

4.0 Results

4.1 Demographic characteristics of respondents

The results for the demographic characteristics of the respondents are summarized in Table 1. This table provides a clear breakdown of the data related to gender, age, race, marital status, and monthly income, offering a detailed demographic profile of the study participants. The tabulated data highlights the diversity within the sample and provides insight into the population under study.

Table 1: Demographic Profile of Respondents

Variable	Description	Frequency	Percentage (%)
Gender	Male	82	31.5
	Female	178	68.5
Age	20-30 years old	163	62.7
	31- 40 years old	59	22.7
	41-50 years old	28	10.8
	51-60 years old	10	3.8
Race	Malay	227	87.3
	Chinese	16	6.2
	Indian	9	3.5
	Others	8	3.1
Marital status	Single	162	62.3
	Married	92	35.4
Income Level	Below RM 1000	100	38.5
	RM 1000 – RM 3000	84	32.5
	RM 3001 – RM 4000	40	15.4
	RM 4000- RM6000	23	8.8
	More than RM 6000	13	5

The investigation included a frequency analysis of demographic data from Section A of the questionnaire, completed by 264 respondents. The demographic profiles, shown in Table 1, included gender, age, race, status, and monthly income. Of the respondents, 178 were female (68.5%) and 82 were male (31.5%). The age distribution was 62.7% between 20-30 years, 22.7% between 31-40 years, 10.8% between 41-50 years, and 3.8% between 51-60 years. In terms of race, 87.3% were Malay, 6.2% Chinese, 3.5% Indian, and 3.1% other. Regarding marital status, 62.3% were single, 35.4% married, and 3% other. For monthly income, 38.9% earned less than RM1000, 32.3% earned RM1000-RM3000, 15.4% earned RM3000-RM4000, 8.8% earned RM4000-RM6000, and 5% earned more than RM6000.

4.2 Reliability Test

The result of the reliability test is presented in Table 2. This table displays the Cronbach Alpha values for each of the variables, providing an indication of their internal consistency and reliability.

Table 2: Result of Reliability Test

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Customer engagement	5	0.734	Very good
Customer trust	5	0.828	Good
Visit intention	5	0.829	Good

The Cronbach Alpha results for the three variables in this study, which are customer engagement, customer trust, and visit intention, are displayed in Table 2. The Cronbach Alpha values range from 0.734 to 0.829, indicating varying levels of internal consistency. According to the criteria outlined by Hair et al. (2017), customer engagement is classified as having "very

good" reliability, while customer trust and visit intention are rated as "good." Therefore, all variables in this study demonstrate acceptable reliability, suggesting they are likely to produce valid results.

4.3 Pearson Correlation

The results in Table 3 display the analysis of 264 samples, including the significant values and Pearson correlation coefficients for customer engagement, customer trust, and visit intention. The table shows that both customer engagement and customer trust had p-values less than 0.001, signifying a strong, statistically significant relationship between these variables and visit intention. Furthermore, the Pearson correlation coefficients reveal that while customer trust is moderately positively associated with visit intention, customer engagement does not exhibit a positive correlation with visit intention. In conclusion, the findings validate both hypotheses, confirming the significance of customer trust in shaping visit intentions, while customer engagement shows a different relationship than initially anticipated.

Table 3: Result for Pearson Correlation Coefficient

		Customer engagement	**Customer trust**
Visit intention	Pearson correlation (r)	0.245	0.679
	Sig. (2-tailed)	<0.001	<0.001
	N	264	264

5.0 Discussion

This study aimed to explore the relationship between social media consumer interaction and trust in the context of hotel visits in Malaysia. The findings underscore the significant role that social media engagement plays in shaping travel intentions. Active participation on social media, such as posting reviews, leaving comments, and interacting with hotel-related content, was found to be positively associated with a higher likelihood of choosing to stay at a hotel. Consumers who engage more frequently with social media content related to hotels tend to form stronger connections and heightened interest, which increases the likelihood of booking a stay. These results align with previous studies that emphasize the importance of interactive and engaging social media content in fostering customer loyalty.

The study also highlighted that customer trust is a critical factor in influencing visit intentions. Elements like positive customer reviews, transparent communication, and trustworthy, consistent information shared by hotels play a key role in building trust. When customers perceive a hotel as reliable, their confidence in the establishment grows, increasing the chances of choosing it for their stay. This reinforces the idea that trust is an essential element of consumer decision-making, particularly when it comes to online purchases and reviews.

Additionally, the research examined the interplay between customer trust and social media engagement, demonstrating a positive correlation between the two. Higher levels of engagement on social media often lead to greater trust, and increased trust can drive more engagement, creating a positive feedback loop that enhances the hotel's reputation and appeal. This cyclical relationship underscores the importance of building both trust and engagement to strengthen customer loyalty and influence travel decisions.

This study is not without limitations. First, the sample size of 264, while adequate according to Roscoe's Rule of Thumb, might not fully capture the diversity of Malaysia’s population, particularly in terms of regional, cultural, and socio-economic variations. A larger and more geographically diverse sample could provide deeper insights into how these factors influence social media engagement and trust in the context of hotel bookings.

Second, the study relied heavily on self-reported data, which may be subject to bias, such as overreporting positive experiences or underreporting negative ones. Future research could incorporate actual behavioral data from social media platforms to validate the self-reported findings and offer a more objective assessment of consumer behavior.

Lastly, the study focused primarily on general social media platforms without considering how different platforms (e.g., Instagram, Facebook, or TikTok) may vary in their influence on customer engagement and trust. Future studies should explore platform-specific effects to provide more targeted insights for hotel marketers.

6.0 Conclusion

In conclusion, this study highlights the significant role of social media engagement and trust in shaping hotel visit intentions in Malaysia. It provides practical insights for hotel marketers on leveraging social media to enhance customer relationships and attract more bookings. However, future research should expand on these findings by addressing the study's limitations and exploring new dimensions of consumer behaviour in the hospitality industry.

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Conflicts of Interest

There is no conflict of interest in this study.

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Awareness of Food Safety Among University Student in Malaysia

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Abstract: Awareness of food safety among university students is crucial for maintaining a healthy student life. This study assesses students' knowledge, attitudes, and practices regarding food safety through a structured survey, considering age, gender, and cultural background for a representative analysis. The methodology involves quantitative approach by using cross-sectional surveys with a diverse sample of 384 respondents as suggested by Krejcie & Morgan. A structured questionnaire which has been translated into Google Form had been distributed through social media account like WhatsApp, Instagram and Facebook. Data is analysed using descriptive and inferential statistics, ensuring ethical standards. The findings provide a comprehensive picture of students' food safety awareness, essential for developing effective educational programs.

Keyword: Food safety; Awareness; Knowledge; Attitude; Practices

1.0 Introduction

Food poisoning, caused by consuming contaminated food or water, leads to symptoms like vomiting, diarrhea, fever, and abdominal cramps (Healthline, 2015), often due to improper cooking, contaminated tools, and incorrect food storage (NHS, 2017). In Malaysia, foodborne infections are a major public health concern, particularly in restaurants (Mohsen et al., 2020). The rise in food poisoning cases highlights the need for better food handling practices (Liyana et al., 2018), with contaminated food causing over 200 illnesses and significant deaths annually (MOH, 2019). Ensuring food safety supports national health and economies, impacted by global factors like food trade and climate change (WHO, 2015). Our study evaluates the knowledge, attitudes, and practices of food handlers in Malaysian restaurants to prevent food poisoning (Aziz & Dahan, 2013). Understanding these factors is crucial as dining out becomes more popular in Malaysia.

1.1 Problem Statement

Food safety is a critical global issue involving the prevention of harmful agents in the food supply chain, with millions of illnesses and deaths reported annually, especially in developing countries (WHO, 2002). Food poisoning, a type of foodborne illness, causes gastrointestinal symptoms like diarrhea and stomach discomfort due to contaminants such as bacteria, viruses, parasites, and chemicals (WHO, 2018). College students are particularly at risk due to their reliance on outside food, leading to increased cases of food poisoning, which are often caused by improper food handling and preparation (Ajmal, 2015). Despite food hygiene training, improper practices persist, contributing to a high incidence of foodborne illnesses in Malaysia (MOH, 2007). This study examines university students' knowledge, attitudes, and practices regarding food poisoning to understand and mitigate these risks (Yusof et al., 2018).

1.2 Significance of the Study

This study will highlight students' food safety knowledge and practices, emphasizing the growing importance of food safety in the industry. Educated students can significantly reduce the risk of food poisoning by adhering to proper hygiene and identifying unsafe practices in food handlers. Consumers, especially students who frequently eat out, will benefit from this research by ensuring that food handlers follow safe practices, thereby preventing foodborne diseases. By assessing food industry operators' knowledge and practices, this study aims to help consumers make safer eating choices. Furthermore, food safety awareness is crucial for future researchers. With a strong understanding of food safety, researchers can design better studies, minimize contamination, and mentor others in safe practices. This prepares them to address evolving food safety challenges and contribute effectively to public health.

2.0 Literature Review

2.1 Overview of Food Safety

Food safety refers to the conditions and practices that preserve the quality of food to prevent contamination, spoilage, and transmission of foodborne diseases. Food safety measures are the standards and guidelines that must be adhered to during the manufacture, processing, storage, transportation, and preparation of food in order to guarantee its edibility and safety. Food safety is important for development because it protects the environment, improves food safety and improves public health. Food

safety has been designated by the World Health Organization as a public health priority worldwide to manage and prevent foodborne diseases (Mohsen et al., 2020).

According to Courtney et al. (2016) when it came to food safety, young adults only followed half of the advised practices when cooking. Common food hygiene problems seen in this age group include not having food thermometers, keeping refrigerators and freezers colder than is recommended, and not washing your hands enough when handling food. Young people' higher frequency of acute gastrointestinal illnesses and foodborne diseases, as well as the comparatively higher reporting of suspected food poisoning, may be related to food mishandling and inadequate food hygiene standards.

2.2 Factors Influencing Awareness of Food Safety

2.2.1 Knowledge

Ensuring the safe handling of food in school feeding programmes remains a big challenge in many countries, considering that many of these school feeding schemes are often regarded as poverty and hunger alleviation initiatives (Jomaa et al., 2011). Furthermore, the available resources of most schools involved in school feeding programmes are sometimes inadequate to support the proper implementation of food safety systems from World Food Programme (2012). Food safety assurance in food service establishments depends heavily on the availability of adequate infrastructure, appropriate management support and commitment, as well as knowledgeable and skilled food handlers (Mkosi et al., 2013).

The main goal of this study is to develop and evaluate an empirical framework for evaluating how students' knowledge affects their adherence to hygienic-sanitary practices, which include maintaining a clean kitchen, preventing foodborne illnesses, and personal hygiene. The suggested model also looks into the mediating effect of students' attitudes in the relationship between their knowledge of food safety, and how they handle food in university settings. So, training, the most widely used strategy to improve food safety (Medeiros et al., 2011), may be effective.

2.2.2 Attitude

The Organisation for Economic Cooperation and Development (2018) defines skill sets as human qualities or underlying attributes coupled with practical or specialised competences that enable the performance of a job. Divergent viewpoints exist on the meanings of skills. While some may view skills as a combination of a person's aptitudes, attitudes, and personality traits, Azevedo et al. (2012) considered them as results or performance benchmarks.

Moreover, university students' attitudes regarding food safety are greatly influenced by peer behaviour and social norms. Positive attitudes can be reinforced by seeing their peers prioritize safe food handling, fostering a social atmosphere where responsible food handling is valued and accepted. On the other hand, if there is a lack of knowledge or if risky behaviour becomes accepted among students, negative attitudes might surface. Misinterpretation and bad attitude can also be led by superficial knowledge which may result in increasing detrimental practices (Mizanur, 2012).

2.2.3 Practice

Practice is the act of performing a behaviour repeatedly in order to help acquire and eventually master a skill. Moreover, it is frequently a crucial component of a career that aims to improve skills. The practice includes all of the guidelines and precepts that practitioners follow, which serve as the foundation for their responsible behaviour (Lammi, 2018). The Food Safety and Standards Authority of India (2017) states that maintaining appropriate food safety and personal hygiene standards at all times is imperative for anyone handling food in order to guarantee the safety of the food served to customers. In order to avoid food contamination throughout the serving process, this is essential.

Moreover, Sani & Siow (2014) posit that improved food handling and safety practices result from organizations supporting and providing enough resources for food safety training, which in turn enhances its efficacy in the workplace. Food handlers' practices can contribute to a decrease in foodborne disease outbreaks in addition to providing sufficient information and enforcing strict regulations.

2.3 Research Framework

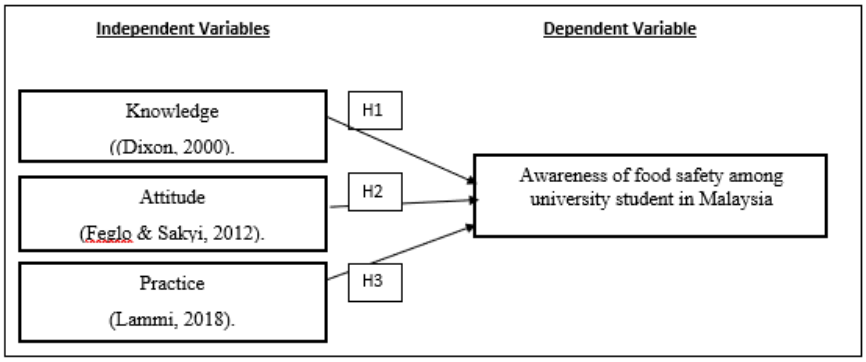

Figure 1: Research Framework

Figure 1.0 illustrates this study research framework that indicates this research's dependent variable (DV) and independent variable (IV). The independent variable is the knowledge, attitude and practice in food safety among university student in Malaysia. Furthermore, the dependent variable for this study focused on the awareness of food safety among university student in Malaysia. dependent variable for this study will be influenced by the independent variable. In addition, there are three independent variables determined as major factors in this study, including knowledge, attitude and practice. Therefore, the figure above illustrates the relationship between the factors that affect awareness of food safety among university student in Malaysia.

2.4 Research Hypothesis

The literature review highlighted independent variables like knowledge, attitude and practice of food safety among university students in Malaysia. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H1: There is a relationship between the knowledge in food safety and awareness of food safety among university student in Malaysia.
H2: There is a relationship between attitude in food safety and awareness of food safety among university student in Malaysia.
H3: There is a relationship between practice in food safety and awareness of food safety among university student in Malaysia.

3.0 Methodology

3.1 Study Design

A descriptive research approach had been used to conduct the study and collecting all the necessary data. Next, in order to gather important data for this study a quantitative research methodology had been applied. Due to the fact that quantitative surveys which used closed questions, data may be easily accessed and converted into numbers, statistics, graphs and charts (Thakur, 2021).

3.2 Target Population

The target population for this study is several public university students in Malaysia. As stated by Kementerian Pendidikan Tinggi (2022), the total number of public university students in Malaysia is 595,706 which is 229,918 male and 365,706 female. Identification of the target demographic for a testing programme is crucial when selecting a sample.

3.3 Sample Size

Every Malaysian public university student who is willing to answer has received a questionnaire from the researcher. The sample size for this study is 384 respondents, representing a population of almost 1,000,000 public university students in Malaysia, according to the Krejcie & Morgan table.

3.4 Sampling Method

This study's sampling frame had been chosen using non-probability sampling, a convenience sampling technique. Convenience sampling is a non-probability sampling technique where samples are selected from the population only on the basis of their ease of accessibility for the researcher. Testing a sample that is representative of the local population is an ideal setting for research. But in many other studies, the population is too big to study and account for everyone. Because it is quick, inexpensive, and accessible, convenience sampling is the most commonly used non-probability sampling technique among researchers. The researcher gives questionnaires to all available university students in Malaysia who are willing to answer.

3.5 Data Collection

The questionnaire is the main method for data collection for this study. Researcher had used Google Forms as a medium to collect the data because it is easy and quick to send questionnaires to respondents. By posting a link to the relevant Google Form question, anyone who receives the link to the Google Form can see the question, but the answers of the marked respondents had been remain private because only the researcher would acknowledge them. A survey was specially sent to all Malaysian university students to ask about their experiences with food poisoning.

3.6 Data Analysis

The study employed the statistical package for social science (SPSS), version 24, to examine the data that was gathered. With regard to descriptive analysis, SPSS is a programme that can explain how independent and dependent variables relate to one another. and association. Large data sets are processed quickly by the programmed, which also assists academics in carrying out intricate statistical studies. As a result, reliability analysis is helpful for researchers and will aid in data analysis. Three methods of analysing data include reliability analysis, descriptive analysis, and Pearson's correlation coefficient.

4.0 Results

4.1 Demographic Characteristic of Respondents

Table 1: Demographic Analysis

Demographic Profile	Frequency	Percentage (%)
Gender		
Male	163	42.2%
Female	221	57.6%
Age		
18-21 years' old	91	23.7%
21-25 years' old	283	73.7%
26-above year's old and above	10	2.6%
Race		
Malay	329	85.7%
Chinese	37	9.6%
Indian	18	4.7%
Others	0	0%
Employment		
Student	357	93.0%
Self-employment	22	5.7%
Unemployment	3	0.8%
Other	2	0.5%
Marital Status		
Single	375	97.7%
Married	9	2.3%
University		
UM	25	6.5%
UKM	19	4.9%
USM	29	7.6%
UPM	35	9.1%
UTM	16	4.2%
UITM	54	14.1%
IIUM	8	2.1%
UUM	26	6.8%
UMS	10	2.6%
UNIMAS	11	2.9%
UPSI	24	6.3%

UMT	19	4.9%
UMK	94	24.5%
UTHM	14	3.6%
Educational Level		
Diploma	76	19.8%
Degree	302	78.6%
Master	6	1.6%
PhD	0	0%
Monthly Income		
None	234	60.9%
Less than RM500	108	28.1%
RM500- RM1000	29	7.6%
More than RM1000	13	3.4%

Table 1 shows the frequency of demographic analysis, where the majority of female respondents are 163 respondents (42.2%), while there are 221 male respondents, which is 57.6%. For the results of the age of the respondents, 18–21 years recorded a total of 91 respondents with 23.7%. While respondents aged between 21 and 25 years showed a frequency of 283 respondents (73.7%), Furthermore, respondents aged 26 and over showed a total of 10 people (2.6%). The race of the respondents showed that the majority of respondents who answered this questionnaire were Malaysians, namely 328 people (85.7%), Chinese 37 people (9.6%), and Indians 18 people (4.7%). The occupation of the respondents shows that the majority of respondents who answered this questionnaire are students: 357 people, equal to 93.0%, self-employed 22 people (5.7%), unemployed 3 people (0.8%), and others. 2 people equals 0.5%. The marital status of respondents shows that the majority of respondents who answered this questionnaire are single, namely 375 people (97.7%), and 9 people (2.3%) are married. Next, the majority of Malays responded to this survey: 154 people (59.2%), followed by Indians: 55 people (21.2%). For respondent data from universities in Malaysia, it shows that Universiti Malaysia Kelantan has the largest number of respondents, which is 94 people, or 24.5%. Universiti Malaya, which is 25 people, equals 6.5%. Universiti Kebangsaan Malaya, which has 19 respondents, equal to 4.9%. Universiti Sains Malaysia, which has 29 respondents, equal to 7.6%. Universiti Putra Malaysia, which has 35 respondents, or 9.1%. University Technology Malaysia, which is 16 people, equal to 4.2%. Universiti Teknologi Mara, which has 54 respondents, or 14.1%. International Islamic University of Malaysia, which has 8 respondents, equal to 2.1%. Universiti Utara Malaysia, which is 26 people, equals 6.8%. University Malaysia Sabah, which has 10 respondents, or 2.6%. Universiti Malaysia Sarawak, which is 11 people, equal to 2.9%. Universiti Pendidikan Sultan Idris, which is 24 people, equals 6.3%. Universiti Malaysia Terengganu, which has 19 respondents equal to 4.9%, and Universiti Tun Hussien Onn Malaysia, which has 14 respondents equal to 3.6%. The level of education of the respondents who answered this questionnaire indicated that the majority indicated the highest degree, which is a total of 302 respondents, equal to 19.8%. Diploma, which is 76 people, equals 19.8%, and Masters, which is 6 respondents, equals 1.6%. Finally, the monthly income of university students shows that there are no 234 respondents (60.9%) less than RM599 and 108 respondents (28.1%), 29 respondents (7.6%) earn RM500-RM1000, and income greater than RM1000 is 13 respondents, equal to 3.4%.

4.2 Descriptive Analysis

Table 2: Descriptive Analysis

Variables	Items	Mean	SD
Awareness of food safety	I know what a foodborne illness is.	4.57	0.588
	Common symptoms of foodborne illness is diarrhoea or vomiting	4.42	0.685
	If food looks neat and smells good, it is always safe to eat	4.48	0.775
	It is important to understand food safety.	4.55	0.594
	There are times in a week when you eat outside of the campus	4.39	0.788
	There are students who get food poisoning because of the food at the university.		
	You will blame the food handler if poisoning occurs	4.53	0.704
	The University Health Centre is the main place to go if you have diarrhoea	4.48	0.726
Knowledge in food safety	I have heard of food safety	4.63	0.625
	Lack of good food hygiene is the cause of disease	4.51	0.632
	I know of any food borne illness	4.56	0.683
	I think the need for regular health checks are a necessity	4.51	0.751
	It is wrong to eat canned food if the can lid is swollen or tight	4.53	0.669
	In addition to holding your hands under running water, someone should also wash them with soup before touching food to get rid of bacteria	4.56	0.643
	The best way to avoid food poisoning from fresh fruits and vegetables are to wash them with cold running water	4.46	0.743
	I am aware that food borne diseases are infectious and toxic	4.53	0.685
Attitude in food safety	Before eating, one should wash their hands	4.67	0.557

	Students who have unclean/untrimmed nails can cause pollution to their food	4.55	0.603
	Students should cover them mouths with a napkin when they sneeze or cough, to avoid cross contamination	4.56	0.664
	I am worried about heavy metal contamination in food	4.45	0.717
	You are concerned about the transfer of plasticizers in food containers and packaging materials	4.59	0.627
	I am concerned about the safety of eating in the college canteen.	4.55	0.660
	I am ready to improve your knowledge of food safety	4.63	0.590
	I am concerned about pesticide residues in vegetables	4.61	0.602
Practice in food safety	It is necessary to check the expiration date on food packaging before buying kitchen items	4.68	0.520
	I think it is important to make sure food is cooked well before eating	4.58	0.637
	The catering management should educate and train their employees about personal hygiene and food safety on are regular basis	4.57	0.638
	I look at the sensory characteristics of food when buying it.	4.57	0.638
	Always ensure food purchases are clean and fresh	4.60	0.617
	I do not eat raw or raw eggs and food made from eggs	4.39	0.872
	I guess the food is to see if it is safe or not	4.59	0.684
	I dry my hands with a paper towel or tissue after washing them	4.49	0.712

The results in Table 2 show a descriptive analysis of the dependent variable, which is awareness of food safety, which shows the item "I know what food-borne diseases are." has the largest mean score (M = 4.57, SD = 0.588). However, the item "There is a time in the week you eat outside the campus" had the lowest mean score (M = 4.39, SD = 0.788). While the independent variable, which is knowledge of food safety, explains the item "I have heard about food safety," it has the largest mean score (M = 4.63, SD = 0.625). However, the item "The best way to avoid food poisoning from fresh fruits and vegetables is to wash them with cold running water" showed the lowest mean score (M = 4.46, SD = 0.743). Next, the attitude towards food safety shows that the item "Before eating, you should wash your hands" has the largest mean score (M = 4.67, D = 0.557). However, the item "I am concerned about heavy metal contamination in food" had the lowest mean score (M = 4.45, SD = 0.717). Finally, for food safety practices, the item with the largest mean, "Need to check the expiration date on food packaging before buying kitchen items," has the largest mean score (M = 4.68, SD = 0.520). However, the item "I do not eat raw eggs and food made from eggs" has the lowest mean (M = 4.39, SD = 0.872).

4.3 Reliability Analysis

Table 3: Reliability Analysis

Variables	Cronbach's Alpha	No. of Items
Awareness of Food Safety	0.871	8
Knowledge of Food Safety	0.876	8
Attitude of Food Safety	0.875	8
Practice of Food Safety	0.837	8

Table 3 shows the results of reliability analysis based on dependent variables and independent variables which include food safety awareness (0.871), food safety knowledge (0.867), food safety attitude (0.875), and food safety practices (0.837). According to Cronbach's Alpha coefficient scale, all these variables show excellent coefficients and the questionnaire is reliable to use.

4.4 Pearson's Correlation Coefficient Analysis

Table 4: Pearson's Correlation Coefficient Analysis

Hypothesis	P-Value	Result (Supported/Non Supported)
H1: There is positive relationship between knowledge in food safety and awareness of food safety	r = 0.786, P = <0.001	Strong & Accepted
H2: There is positive relationship between attitude in food safety and awareness of food safety	r = 0.744, P = <0.001	Strong & Accepted
H3: There is positive relationship between practice in food safety and awareness of food safety	r = 0.718, P = <0.001	Strong & Accepted

Table 4 presents a Pearson correlation analysis based on the hypothesis regarding university students' awareness of food safety in terms of knowledge, attitude, and practice. The results show that H1 has a significant value of less than 0.05, causing the researcher to accept the alternative hypothesis instead of the null hypothesis. Similarly, H2 has a value that is also less than 0.05, resulting in the rejection of the null hypothesis and the acceptance of the alternative hypothesis. Finally, H3 shows a significant value of less than 0.05, indicating a highly significant association, and thus, the researcher rejects the null hypothesis and accepts the alternative hypothesis. Consequently, the p value consistently falls below 0.05, thereby supporting all hypotheses.

5.0 Discussion

The discussion of this study highlights the importance of understanding food safety awareness among university students. Comparatively, other studies have also found varying levels of knowledge and practices related to food safety among different demographics. The reluctance of participants and challenges in data collection observed in this study are consistent with similar research, suggesting a broader issue in engaging young adults in food safety discussions.

The current work's limitations, such as participant reluctance and the reliance on online surveys, suggest several areas for improvement. Future studies could enhance participation by addressing privacy concerns and offering incentives. Additionally, employing mixed methods, combining online surveys with in-person interviews where feasible could improve data reliability. Researchers should also consider longitudinal studies to track changes in awareness and practices over time, providing deeper insights into the effectiveness of educational interventions.

5.1 Recapitulation of the Finding

5.1.1 Knowledge in Food Safety

Research objective 1: To examine the relationship between knowledge and awareness of food safety among university students in Malaysia.

Research question 1: Is there any relationship between knowledge and awareness of food safety among university students in Malaysia.

According to the results, there is a high positive correlation between knowledge and awareness of food safety. It showed that awareness of food safety was at 1 and knowledge was shown at 0.786. Therefore, H1 is accepted for this study.

5.1.2 Attitude in Food Safety

Research objective 2: To examine the relationship between attitude and awareness of food safety among university students in Malaysia.

Research question 2: Is there any relationship between attitude and awareness of food safety among university students in Malaysia.

Based on the result in Pearson Correlation, there is a positive relationship between attitude in food safety and awareness of food safety. The results showed a high positive correlation between attitude in food safety and awareness of food safety in which the dependent variable was at 1 and the independent variable at 0.744. Hence, H2 is accepted in this research.

5.1.3 Practice in Food Safety

Research objective 3: To examine the relationship between practice and awareness of food safety among university students in Malaysia.

Research question 3: Is there any relationship between practice and awareness of food safety among university students in Malaysia.

As shown in the results of Pearson Correlation for practice in food safety, there is a positive relationship between practice in food safety and awareness of food safety. The results showed that the awareness of food safety was at 1 and practice in food safety was shown at 0.718. Thus, there is high positive correlation between the dependent variable and the third independent variable. Hence, it is also accepted for H3 in this research.

5.2 Limitation of the Study

Despite concentrated efforts to ensure the efficacy of our study on university students' awareness of food safety, several limitations emerged. One significant challenge was obtaining participants, as not all Malaysian university students were

interested in answering the questionnaire. Concerns about time, privacy, and motivation led to difficulties in data collection, taking over a month to compile responses. The unpredictability of respondent behaviour required researchers to use empathy and effective communication. Additionally, the methodology of using online surveys posed challenges, including verifying data accuracy and experiencing delays due to lengthy response times. Despite these obstacles, many students demonstrated admirable dedication and involvement in the study.

5.3 Recommendation for Future Research

This study used a causal research approach to examine relationships between variables, producing high-quality findings. Future researchers should build on this by including more independent variables related to food safety knowledge, such as trends in food safety awareness. Understanding the impact of technological advancements and social media can help anticipate future changes and develop proactive strategies. Researchers and policymakers can promote food safety by monitoring progress and refining interventions based on comprehensive tracking of various factors. This approach addresses research gaps, providing a more thorough understanding of food safety awareness and leading to effective solutions.

To evaluate the effectiveness of intervention strategies for improving students' food safety awareness, researchers should conduct randomized controlled trials. These trials can compare the impact of workshops, seminars, and online courses on participants' knowledge, attitudes, and behaviours. Data collection can include pre- and post-intervention surveys and observational studies of food handling practices. Qualitative methods such as interviews and focus groups can provide insights into participants' experiences and perceived effectiveness of interventions. By comparing different interventions, researchers can identify the most effective strategies, aiding policymakers, educators, and health professionals in making informed decisions.

6.0 Conclusion

This study assessed factors influencing food safety awareness among 384 Malaysian university students. It found that knowledge, attitude, and practice significantly contribute to food safety awareness, with strong correlations between these factors. Data collection via Google Forms and analysis using SPSS ensured an efficient evaluation.

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Conflicts of Interest

There is no conflict of interest in this study.

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Factors Influencing the Awareness of Traditional Food Heritage Among University Students in Kota Bharu

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Abstract: The awareness of traditional food heritage among university students is a vital aspect that can encourage various positive outcomes in maintaining the cultural diversity. The preservation of food heritage is crucial for maintaining cultural diversity and fostering community among younger generations, yet research on this topic is limited. Moreover, most of the previous studies do not include factors such as age, cultural background and social influence. This study aimed to examine the awareness of food heritage among university students in Kota Bharu. Using a quantitative approach, data was gathered from 250 students at numerous Kota Bharu universities. The analysis of the data was done with SPSS version 29. The current study investigated the relationships between variables using a Pearson correlation analysis. The results showed a modest degree of awareness, and there were notable correlations found between food heritage awareness and variables such age, cultural background and social influence. Students who were exposed to social media and took part in cultural events showed higher levels of awareness. The results indicate to the necessity of improved educational initiatives and cultural events in order to assist university students develop a more profound awareness and respect of gastronomic history.

Keyword: Age, Cultural background, Social influence, Food heritage awareness

1.0 Introduction

Food heritage encompasses a collection of material and cultural aspects, including agricultural products, ingredients, cuisines, techniques, recipes, and eating traditions (Tibere, 2013). In Malaysia, it is closely related with classic and traditional foods that are consistently made and consumed across generations (Wahid Mohamed & Sirat, 2009). Kelantan, known as the "cradle of Malay culture," boasts a distinct culinary heritage that significantly influences its tourism (Syahida & Zainal, 2014). Despite this, research on Kelantan's food heritage and its impact on tourism is limited (Ismail, 2016). Previous studies indicate that the current generation is less likely to practice traditional food ways, leading to a loss of culinary knowledge (Zuccoli et al., 2022; Kim, 2022). Additionally, the younger generation's adoption of digital technologies has diminished their interest in traditional food practices (Chitrakar et al., 2022).

The importance of food heritage as an aspect of cultural preservation has been highlighted in numerous studies. Researchers such as Duruz (2010) and Bessière (2013) emphasized that food culture is not only a marker of identity but also a significant contributor to community cohesion. However, the interplay between modernization, global influences, and local culinary practices often leads to the marginalization of traditional food ways, as noted by Maciel and Wallendorf (2020). This trend can be observed in Malaysia, where rapid urbanization and globalization contribute to the younger generation's shift away from traditional food consumption, as discussed by Lee and Prideaux (2014).

Kelantan, with its unique gastronomic offerings, serves as a critical case study in understanding how local food heritage intersects with tourism and identity. However, the limited academic attention to the region's food heritage, particularly in the context of youth engagement, highlights a gap in current literature. Research that explores the factors influencing younger generations' awareness and practices regarding traditional food ways, such as age, gender, and academic background, is needed to address the preservation of culinary heritage diversity (Syahida & Zainal, 2014; Ismail, 2016).

Based on the existing issues, this study aimed to examine the relationship between age, cultural background and social influence towards university students' awareness. The findings of this research can provide insights into preserving traditional food practices. The findings of this study are expected to be useful for sustaining Kelantan's food heritage, thereby enhancing the region's cultural identity and diversity. Furthermore, understanding the influences on food heritage awareness among younger generations will offer strategies for cultural sustainability and tourism development, contributing to the broader discourse on the role of food heritage in cultural resilience.

2.0 Literature Review

2.1 Age

The societal expectations, norms, and opportunities available to individuals are often shaped by age, creating distinctions in roles and responsibilities across various age groups. For instance, adolescence is typically associated with education and identity exploration, while adulthood may focus more on career development and family responsibilities

(Cunningham & Bailey, 2020). These age-related phases influence the way individuals interact with cultural heritage, including their engagement with traditional food customs.

In terms of food heritage awareness, age plays a crucial role in how individuals relate to and engage with their cultural culinary traditions. As people age, their connection to food heritage evolves, shaped by their life experiences, changing societal influences, and intergenerational dynamics (Smith et al., 2012). Younger individuals may view traditional food differently than older generations, who may have a more established connection to cultural cuisine due to their longer exposure and involvement in maintaining culinary traditions (Jones & Williams, 2021). Additionally, food heritage is often passed down through families, with older generations playing a key role in teaching and preserving cultural food practices (Peterson et al., 2020).

Research suggests that individuals' understanding and attachment to food heritage are influenced by the life stage they are in. For example, younger generations may prioritize convenience and modern food trends, while older adults often emphasize tradition and authenticity in their culinary preferences (Zhang & Kim, 2021). These generational differences highlight the shifting encounters with food culture, where societal changes, technological advancements, and global influences alter the ways in which people experience and value traditional cuisine (Wilson et al., 2019).

2.1.1 Age and Food Heritage Awareness

Age is a key factor in shaping individuals' awareness and appreciation of food heritage, especially during emerging adulthood a phase critical for identity formation and consolidation, more so than earlier developmental stages like adolescence (Schwartz, 2016). This process is particularly relevant in the formation of national food identity, highlighting the importance of investigating how different age groups engage with and perceive traditional cuisine (Schwartz, 2016). Traditional cuisine as a vital component of cultural heritage, embodying the distinctive aspects of a culture, such as ingredients, cooking techniques, iconic dishes, and dining practices.

The preservation of this intangible cultural heritage is more complex than protecting physical artifacts, as it is intricately connected to values, beliefs, behaviors, and social norms, all of which are challenging to quantify, especially among the general public (Shariff et al., 2008). In recent years, there has been a growing public awareness and appreciation of traditional cuisine, underscoring the increasing importance of understanding food heritage (Hamzah et al., 2014; Ramli et al., 2015). Furthermore, the transmission of food heritage is critical in preserving cultural identity, and age plays a pivotal role in this process. Older generations often act as custodians of food heritage, ensuring the transfer of knowledge and practices to younger family members (Lee & Chang, 2022). However, younger generations may face challenges in fully embracing these traditions due to competing modern influences, which can dilute their understanding and appreciation of cultural culinary customs (Nguyen et al., 2021).

In summary, age not only marks the passage of time but also plays an essential role in shaping individuals' awareness and engagement with food heritage. Different age groups experience and value cultural food practices in diverse ways, influenced by personal experiences, societal changes, and generational shifts. Understanding these dynamics is crucial for preserving food heritage across generations, ensuring that traditional culinary customs remain a vital part of cultural identity. Thus, the proposed hypothesis is:

Hypothesis 1: Age has a positive influence on food heritage awareness.

2.2 Cultural Background

Cultural background encompasses the totality of experiences, beliefs, values, norms, traditions, and customs that shape an individual's identity within a specific cultural context. It reflects the collective influence of various societal factors, including heritage, language, religion, ethnicity, nationality, and social practices, all of which play a significant role in shaping an individual's worldview, behaviors, and interactions within their cultural milieu (Garcia et al., 2019). In the context of food heritage awareness, an individual's cultural background is a mosaic of influences derived from their upbringing, traditions, and social environment within a particular cultural setting.

This awareness is the result of generations of accumulated experiences, customs, beliefs, and culinary techniques passed down through one's cultural lineage. The richness of an individual's past plays a crucial role in shaping their understanding and appreciation of food heritage, influencing not only their cooking methods and taste preferences but also the importance they place on preserving traditional cuisines as part of their cultural identity (Chen et al., 2020). Cultural background thus serves as a guide, informing family customs, community celebrations, and daily experiences. It not only shapes personal food preferences but also fosters a deep sense of pride and connection to one's heritage through cuisine, strengthening cultural identity and communal bonds.

In this study, traditional cuisine is positioned as a central symbol of cultural heritage, encompassing various cultural elements such as ingredients, preparation methods, dishes, and food service practices. The preservation of this intangible cultural legacy poses significant challenges, as it is intricately tied to values, beliefs, behaviors, and societal norms, which are inherently difficult to measure, particularly among the general public (Shariff et al., 2008). Research by Hamzah et al. (2013), Jalis et al. (2020), Ramli et al. (2019), and Sompong and Rampai (2015) indicates a growing public awareness and understanding of traditional cuisine, reflecting an increased recognition of its cultural significance.

2.2.1 Cultural Background and Food Heritage Awareness

The relationship between cultural background and food heritage awareness is a dynamic and multifaceted interaction that deeply shapes individuals' perceptions and appreciation of traditional culinary practices. Cultural background, which encompasses elements such as ethnicity, nationality, and social customs, plays a critical role in influencing how people engage with and value their food heritage. Khan and Fazal (2016) emphasize the pivotal influence of cultural factors on consumers' food choices, illustrating the strong connection between cultural identity and culinary preferences. This connection often manifests through personal and communal food practices, which serve as expressions of cultural heritage and identity.

Additionally, Long and Strait (2010) explore the intricate link between cultural diversity and food, highlighting the role of traditional cuisine in preserving cultural heritage, particularly among immigrant populations. Food serves as a vehicle for maintaining cultural continuity, with heritage cuisine acting as a marker of identity for foreign-born individuals and their descendants. The preservation of traditional culinary practices thus becomes a key component of cultural survival, as it reinforces connections to one's cultural roots while adapting to new social environments. This relationship between cultural background and food heritage awareness underscores the importance of recognizing and sustaining traditional food practices as essential elements of cultural heritage and identity formation in a globalized world.

Recent studies continue to reinforce this connection, showing that awareness and appreciation of food heritage are not only influenced by cultural background but also by societal shifts, intergenerational transmission of knowledge, and the increasing global interest in authentic, traditional foods (Jalil et al., 2022; Lee & Chang, 2021). Therefore, the preservation of traditional cuisine is crucial, as it fosters cultural pride and contributes to the broader understanding and appreciation of cultural diversity. Thus, the researcher proposes a hypothesis:

Hypothesis 2: Cultural background has a positive influence on food heritage awareness.

2.3 Social Influence

As Rashotte (2007) explains, social influence refers to the changes in attitudes, beliefs, emotions, or behaviors resulting from social interactions. This process is distinct from conformity or authority-driven behavior, as individuals may adapt to social cues or expectations without necessarily adopting the associated values or beliefs. In addition, social influence also refers to the process through which individuals' thoughts, actions, and decision-making are shaped by the presence, actions, opinions, or expectations of others within their social environment. It involves a complex interplay of psychological, cultural, and contextual factors that guide human behavior, influenced by peers, authority figures, societal norms, media, and group dynamics (Johnson et al., 2019).

In the realm of food heritage awareness, social influence plays a crucial role in shaping how individuals perceive, engage with, and value their culinary heritage. The influence of social interactions, cultural traditions, and media depictions creates a network of factors that collectively mold an individual's relationship with their food heritage. According to Wong et al. (2021), peer relationships, family traditions, cultural norms, and community practices significantly impact how people view, appreciate, and preserve their food history. These external factors influence not only individual preferences but also societal attitudes toward traditional foods and culinary practices.

Family traditions surrounding food preparation and consumption are especially significant in transmitting food heritage across generations, embedding cultural values and practices within everyday life. Cultural norms and societal values, linked to specific cuisines or cooking techniques, further reinforce individuals' connection to their culinary history, encouraging the preservation of traditional foods (Lee et al., 2020). Media representations also play a pivotal role, shaping public perceptions of food heritage by highlighting or popularizing certain cuisines and food practices, which may either strengthen or dilute the appreciation of traditional culinary customs (Martinez & Silva, 2022).

Moreover, social circles, including peer influence and community involvement, contribute to individuals' evolving relationship with their food heritage. Group dynamics and social gatherings often serve as platforms for reinforcing or challenging traditional food practices, thereby influencing how individuals connect with their culinary roots (Ng et al., 2020). The collective impact of these social and cultural forces highlights the powerful role of social influence in maintaining or transforming food heritage awareness, emphasizing the need to consider the broader social environment when examining food-related behaviors and values.Understanding how social dynamics shape food heritage awareness is crucial for sustaining cultural identity through culinary traditions (Wong et al., 2021).

2.3.1 Social Influence and Food Heritage Awareness

In the context of food heritage awareness, social influence is multifaceted, operating through family traditions, community engagements, media representations, and even peer pressure. Research indicates that peer interactions, family customs, and communal activities play a central role in fostering awareness and appreciation of traditional foods. For example, a study by Smith and Jones (2018) highlights how social networks contribute to the transmission of food heritage by facilitating the sharing of traditional recipes, cooking techniques, and culinary knowledge.

Social influence also extends into the digital realm, where online communities and social media have become significant platforms for cultural exchange and culinary education. Johnson et al. (2020) note that social media has revolutionized the way people interact with food heritage, providing a space for sharing and discovering global culinary traditions.

Through platforms like Instagram, YouTube, and TikTok, individuals can learn about diverse cuisines, witness traditional food preparation techniques, and engage in conversations about food heritage.

Additionally, social influence within families plays a critical role in shaping food preferences and culinary knowledge. As Wong et al. (2021) suggest, family traditions surrounding food preparation and consumption are fundamental in maintaining a connection to food heritage. The repetition of cultural food practices, especially during holidays, festivals, or family gatherings, embeds these traditions into an individual's identity. Parents and grandparents often serve as the primary transmitters of culinary knowledge, ensuring that traditional cooking methods, ingredients, and dishes are preserved for future generations. The socialization process within families thus plays a vital role in ensuring the continuity of food heritage.

Community involvement is another key element of social influence in the context of food heritage awareness. Local markets, food festivals, and community-based cooking events serve as communal spaces where food heritage is celebrated and shared. These social gatherings reinforce cultural identity and allow for the collective transmission of culinary traditions. Lee and Chang (2021) argue that community-based food initiatives, such as cultural cooking classes or food heritage festivals, not only foster a sense of pride in local cuisine but also create opportunities for younger generations to engage with their culinary heritage in a meaningful way. These events help bridge generational gaps and ensure the preservation of food traditions in an increasingly globalized world.

Moreover, food heritage awareness is influenced by societal values and norms surrounding traditional foods. As global food trends evolve, the valorization of authenticity and sustainability has placed greater emphasis on preserving food heritage. Recent studies, such as those by Martinez and Silva (2022), highlight the rising interest in local, traditional foods as part of a broader movement towards sustainable consumption.

Understanding the various dimensions of social influence is essential for promoting the continued safeguarding of food heritage, especially in a rapidly globalizing world where culinary traditions face the risk of being lost or diluted. Through both direct and indirect social interactions, food heritage awareness can be strengthened, ensuring the preservation of cultural identity and the promotion of culinary diversity for future generations (Nguyen et al., 2021; Martinez & Silva, 2022). However, no empirical research looks at the role of social influence on food heritage awareness specifically in Kota Bharu. Thus, the researcher proposes a hypothesis:

Hypothesis 3: Social influence has a positive influence on food heritage awareness.

Based on the relationship between variables and research hypotheses, the conceptual framework in this study can be seen in Figure 1.

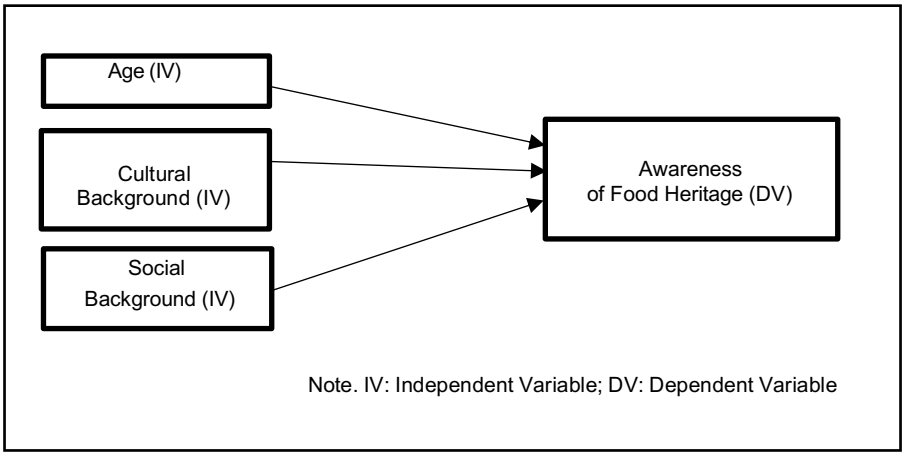

Figure 1: Conceptual Framework

3.0 Methodology

3.1 Study Design

This study employed a quantitative research design to assess food heritage awareness among university students in Kota Bharu and the factors influencing it. Quantitative methods were chosen for their ability to provide numerical data, enabling analysis of relationships between variables such as age, gender, academic background, and cultural exposure. According to Creswell (2018), quantitative research primarily uses survey instruments gathered from various individuals, organizations, or other units of analysis in cross-sectional or longitudinal studies. This approach allows for generalizing findings from a sample to a population. Quantitative research was deemed appropriate for this study due to its ability to capture and control a large number of variables, offering high external validity. Moreover, it provided the capacity to examine the problem from multiple perspectives, which was essential for identifying mismatches between demand and supply perspectives (Malhotra, 2012; Bhattacherjee,

2012). A cross-sectional survey design was used, allowing for the collection of data from a large sample within a specific period. This approach facilitated the examination of the relationships between independent variables (age, cultural background, and social influence) and the dependent variable (awareness of food heritage).

3.2 Target Population

The target population for this study consists of students enrolled in several prominent universities situated in Kota Bharu, Kelantan. These include Universiti Malaysia Kelantan (UMK), which is known for its focus on entrepreneurship and innovation across various academic fields; Universiti Teknologi MARA (UiTM), a public university that serves a large and diverse student population with programs ranging from the arts to the sciences; and Universiti Sains Malaysia (USM), which offers a comprehensive array of disciplines, with a particular emphasis on research and development.

This population was chosen due to the strategic importance of Kota Bharu as an educational hub in the region, attracting students from various parts of Malaysia. The students in these institutions come from a wide range of socio-economic, cultural, and academic backgrounds, making them an ideal population for assessing diverse perspectives related to the study's focus. Furthermore, the inclusion of students from these universities ensures a representative cross-section of the youth demographic, which is a critical group for understanding the broader trends in education, environmental awareness, and other factors under investigation in this research.

3.3 Sample Size

The sample size was a critical consideration for both the main data collection and the initial study phases. The minimum number of respondents required to address the research questions was determined based on the guidelines provided by Whitehead et al. (2015). According to Cooper & Schindler (2014) and Babbie (2014), a good sample design is representative of the population's characteristics. The sample size also accounted for acceptable levels of sampling error, with a margin of 5% (95% confidence) being considered acceptable (Rosenstein, 2019; Cooper & Schindler, 2014; Sanders, Verhulst, & Murdock, 2007). Whitehead et al. (2015) referenced Browne (1995) and Roscoe's (1975) rule of thumb for sample sizes, recommending at least 30 but fewer than 500 subjects.

3.4 Sampling Method

Purposive sampling was selected for this study due to its effectiveness in targeting a specific population that aligns directly with the research objectives. In this case, the study focuses on university students from specific institutions, including Universiti Malaysia Kelantan (UMK), Universiti Teknologi MARA (UiTM), and Universiti Sains Malaysia (USM). These students represent a critical demographic for examining the variables under investigation, as they are likely to have unique insights and experiences related to the study's focus. By deliberately selecting participants from this population, purposive sampling ensures that the sample is not only relevant but also representative of the key population of interest. Additionally, purposive sampling provides greater control over the selection process, which is particularly beneficial when the target population possesses specific characteristics that are crucial to the study. In the context of this research, university students are likely to exhibit distinct attitudes, knowledge, and behaviors related to academic and environmental practices, which are central to the research objectives. This method allows the researcher to intentionally focus on participants who meet the study's criteria, thereby improving the quality and depth of the data collected.

Moreover, purposive sampling is appropriate for exploratory and descriptive research, where understanding a specific phenomenon within a defined group is more critical than generalizing the findings to a broader population. In this study, the goal is not to generalize to all populations but to understand the attitudes, experiences, and behaviors of university students in Kota Bharu, making purposive sampling an ideal choice. This method allows for a deeper investigation of the specific variables within the chosen population, thereby producing insights that are both contextually rich and highly relevant to the study's objectives. Through purposive sampling, the study achieves a more accurate and focused exploration of university students' perspectives, contributing to the overall reliability and validity of the research findings.

3.5 Data Collection

Data collection for this study was conducted using a structured questionnaire, designed to assess students' awareness of food heritage and the factors that influence this awareness. The structured format of the questionnaire ensured that respondents were presented with consistent questions, facilitating comparability of responses and enabling the researcher to capture relevant quantitative data. This method aligns well with the objectives of the study, as structured questionnaires are known for their ability to systematically collect data that can be easily analyzed to draw meaningful conclusions (Babbie, 2014).

The questionnaire was distributed via online platforms, including Google Forms, which offered several advantages in terms of accessibility and convenience. Online distribution allowed for the questionnaire to reach a broad range of respondents across the selected universities Universiti Malaysia Kelantan (UMK), Universiti Teknologi MARA (UiTM), and Universiti Sains Malaysia (USM) ensuring a more representative sample of the student population. By leveraging online platforms, the study was able to overcome geographical barriers and tap into a diverse pool of participants without the logistical constraints associated with in-person data collection (Creswell, 2018).

Moreover, the use of widely used digital platforms such as WhatsApp, Instagram, and Facebook further enhanced the accessibility of the questionnaire, promoting a higher response rate. These platforms are commonly used by university students, making them ideal for reaching the target population efficiently. By disseminating the questionnaire through channels where students are already active, the study maximized engagement and participation, thereby improving the overall response rate. According to Saunders et al. (2016), utilizing familiar communication tools can significantly increase participation in survey-based research, particularly when the target demographic is digitally literate, as is the case with university students.

Additionally, the online method allowed respondents to complete the questionnaire at their convenience, which likely contributed to a higher level of engagement and more thoughtful responses (Malhotra & Birks, 2017). In terms of data quality, online questionnaires like Google Forms offer features such as automated data entry and easy export to statistical software, reducing the potential for human error in data transcription. This contributes to the reliability and validity of the data collected, as responses can be analyzed directly without manual handling (Zikmund et al., 2009). Furthermore, online platforms provide a certain level of anonymity and comfort, which may encourage more honest and accurate responses from participants, particularly when addressing personal perceptions or behaviors related to cultural heritage (Pallant, 2016).

3.6 Data Analysis

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS) software, which provided a structured approach to examining the dataset. The data analysis incorporated several key statistical techniques: (i) Descriptive statistics were applied to summarize the demographic characteristics of respondents, such as age, gender, and academic background. This approach offered a comprehensive overview of the respondent profiles and their levels of awareness concerning food heritage. Descriptive measures, including means, frequencies, and percentages, were utilized to identify trends and patterns within the data, facilitating a clearer understanding of how demographic variables influence awareness levels (Pallant, 2016). (ii) Pearson correlation analysis was used to investigate the relationships between demographic factors (e.g., age, gender, academic background) and awareness of food heritage. This method allowed the study to explore potential associations and determine whether demographic characteristics were related to variations in food heritage awareness. The strength and direction of these relationships were quantified, providing insight into the influence of demographic factors on the dependent variable (Field, 2013).

4.0 Results

4.1 Demographic characteristics

Table 1: Demographic Profile of Respondents

Demographic	Category	Frequency	Percent (%)
Gender	Male	69	27.6
	Female	181	72.4
Age	18-20	16	6.4
	21-30	226	90.4
	31-40	5	2
University	UITM	40	16
	UMK	197	78
	USM	13	5.2
Race	Malay	223	89.2
	Chinese	15	6
	Indian	5	2
	Others	7	2.8
Educational background	Undergraduate	246	98.4
	Postgraduate	4	1.6

Demographic characteristics of the respondents are shown in Table 1, where the majority of respondents were female (n = 181; 72.4%), the highest age of respondents was in the category of 21–30 years old (n = 226; 90.4%), the highest education level was undergraduate (n = 246; 98.4%) and the majority of respondents were Malay students (n = 223; 89.2%).

4.2 Descriptive analysis

Table 2: Mean Scores for Age, Cultural background and Social influence

Code	Variable	Mean	Standard Deviation
A1	Age significantly influences university student's level of interest in learning about food heritage.	4.17	.849
A2	Matured university students are more inclined to appreciate and preserve traditional food heritage.	3.98	.887

A3	Younger university students are generally more open to exploring food heritage.	4.26	.856
C1	I have knowledge about Malaysian heritage food.	4.22	.805
C2	A person's cultural background role in shaping students' food heritage awareness.	4.06	.853
C3	The cultural diversity within universities enhances students' food heritage awareness.	4.24	.860
S1	I was influenced by people around me which heritage food should I consumed.	4.14	.866
S2	I tend to consume heritage food because it went viral on the social media.	4.04	.917
S3	I consumed Malaysian food heritage that suggested by friends.	4.23	.902

Table 2 shows that age, cultural background and social influence owned by most respondents are at a high level. This is reflected in the mean of each variable, which has a value of more than 3.5 from the maximum value of 5.

4.3 Pearson's correlation analysis

Table 3: Result of Correlation Test

Variables	Correlations test	Awareness
Age	Correlation Coefficient	0.542
	Sig. (2-tailed)	0.00
	N	250
Cultural Background	Correlation Coefficient	0.553
	Sig. (2-tailed)	0.00
	N	250
Social influence	Correlation Coefficient	0.460
	Sig. (2-tailed)	0.00
	N	250
Word of Mouth	Correlation Coefficient	0.799
	Sig. (2-tailed)	0.000
	N	250

The first hypothesis (H1) was analyzed through Pearson correlation analysis. The results indicated that H1 was supported by the data. This provided evidence that age tended to influence awareness of food heritage. There was a positive relationship between awareness of food heritage and age. The correlation coefficient was 0.542, indicating a moderate relationship between the independent variable (age) and the dependent variable (awareness of food heritage). For the second hypothesis (H2), as seen in Table 3, there was a significant relationship between awareness of food heritage and cultural background. The correlation coefficient was 0.553, indicating a moderate relationship between the independent variable (cultural background) and the dependent variable (awareness of food heritage). The third hypothesis (H3) revealed that the correlation coefficient was 0.460, indicating a low relationship between the independent variable (social influence) and the dependent variable (awareness of food heritage).

5.0 Discussion

This study aimed to examine the factors influencing university students' awareness of food heritage in Kota Bharu, focusing on age, cultural background, and social influence. The findings contribute significantly to the growing body of literature on cultural heritage awareness, particularly within the context of younger generations and educational settings. The results align with previous studies, while also offering new insights specific to the Malaysian context, especially regarding the role of cultural background.

In this study, the correlation analysis reveals a moderate relationship between age and food heritage awareness ($p = 0.542$), suggesting that while age plays a role, its influence may not be as strong as cultural background or social influence. This aligns with findings by Kim et al. (2015), who noted that while age affects heritage awareness, other factors, such as cultural immersion and educational experiences, often outweigh the effects of age alone. The moderate correlation observed here implies that younger students may still maintain an awareness of food heritage, possibly due to their exposure to cultural festivals or university-led initiatives aimed at preserving local traditions.

The study identified cultural background as the most significant factor affecting students' awareness of food heritage, with a Pearson correlation coefficient of 0.553. This finding reinforces the conclusions of numerous scholars who have emphasized the critical role of cultural upbringing in shaping individuals' connection to traditional practices (Sims, 2009; Long, 2010). Cultural background encompasses a wide range of influences, including family practices, regional customs, and religious traditions, all of which contribute to the preservation and transmission of food heritage knowledge. In the context of Kota Bharu,

a region known for its rich Malay heritage, students with strong ties to their cultural roots are likely to possess a deeper understanding and appreciation of local food traditions.

Social influence, with a Pearson correlation of 0.460, also plays a substantial role in shaping students' awareness of food heritage. This finding aligns with studies that emphasize the importance of social interactions, peer influence, and community engagement in the transmission of cultural knowledge (Neves, 2010; Tandoh-Offin, 2018).

6.0 Conclusion

In conclusion, this study reinforces the importance of cultural background in shaping food heritage awareness among university students in Kota Bharu. While age and social influence are also relevant, the stronger correlation with cultural background suggests that deeply ingrained cultural practices and family traditions play the most significant role in maintaining food heritage awareness. The findings provide a foundation for future research and underscore the importance of cultural preservation efforts in educational and social contexts. The study's framework, grounded in a comprehensive review of existing literature, contributes to a nuanced understanding of how demographic and cultural factors interact to shape students' perceptions of their food heritage, offering practical implications for both researchers and policymakers.

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Conflicts of Interest

There is no conflict of interest in this study.

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The Influence of Food Safety Attributes on Customer Satisfaction with Ready-To-Eat Foods in Kota Bharu Hypermarkets

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Abstract: The increasing demand for convenient, Ready-to-Eat (RTE) food options in hypermarkets necessitates greater attention to food safety and quality. This study examines the relationship between food safety characteristics and customer satisfaction with RTE products in hypermarkets located in Kota Bharu. Despite the growing market for these products, there is a gap in understanding how elements such as package information, accurate labelling, and staff knowledge in food handling impact customer satisfaction. Addressing this gap, the study aims to assess how these factors influence customer satisfaction levels. Data was collected from 395 respondents through an online survey, and Statistical Package for the Social Sciences (SPSS) was utilized for analysis, employing Pearson Correlation and Descriptive Statistics. Results indicate a direct relationship between the identified factors and customer satisfaction, with significant challenges related to misleading packaging, improper labelling, and inadequate staff knowledge. The findings highlight the need for better management and training in hypermarkets to ensure higher customer satisfaction with RTE products. This study contributes to a deeper understanding of the connection between food safety and consumer satisfaction, offering insights for improving RTE food management in hypermarkets.

Keyword: Ready to eat food, Package information, Labelling, Staff Knowledge, Customer satisfaction

1.0 Introduction

Food safety has become a vital component of brand image management as consumers are increasingly vigilant about their dietary habits and the safety of food products. The global shift towards healthier eating and increased awareness of food safety issues have prompted retailers to focus on ensuring that food safety standards are met while maintaining affordability and access to nutritious food. Ready-to-Eat (RTE) foods, in particular, have gained prominence in the retail sector, especially in middle- and high-income countries where convenience plays a major role in consumer purchasing decisions. However, food safety remains a concern, as regular consumers are often unable to assess the safety of food products due to a lack of knowledge about the origin and handling of the components involved in RTE food production.

Hygiene practices and food safety assurances are critical factors influencing consumer satisfaction and their intention to repurchase from the same retailer. Despite these concerns, many supermarkets and hypermarkets face challenges related to food safety, such as improper labelling, microbial contamination, and expired or damaged packaging being sold to customers. These issues not only compromise consumer trust but can also lead to foodborne illnesses, tarnishing a retailer's reputation. A robust food control system is essential to mitigate these risks by ensuring compliance with national and subnational food safety regulations, but gaps still exist in the implementation and monitoring of these standards.

While previous research has focused on food safety from a regulatory perspective, there is a gap in understanding how specific food safety factors—such as package information, labelling accuracy, and staff knowledge in food handling—impact customer satisfaction with RTE products. Recent studies emphasize the importance of consumer trust in food safety, with findings showing that a lack of transparency in packaging and labeling can significantly decrease consumer loyalty (Lee & Park, 2023). Furthermore, hypermarkets often struggle with balancing cost-saving measures and maintaining food safety standards, which can result in long-term reputational damage if mishandled.

This study seeks to address this gap by evaluating the food safety aspects of RTE foods in hypermarkets, specifically in Kota Bharu, and their impact on customer satisfaction. By identifying key variables influencing consumer satisfaction, this research aims to provide actionable insights for hypermarkets to improve food safety practices and regain consumer trust. Ultimately, the findings will contribute to a more secure shopping environment, offering supermarkets a competitive advantage in the expanding retail industry.

2.0 Literature Review

2.1 Ready-to-Eat (RTE)

Ready-to-Eat (RTE) food refers to any food product that has been processed, prepared, and packaged for consumption without the need for further cooking. These products are designed for convenience, offering consumers a quick and easy meal solution, especially in today's fast-paced world where time for meal preparation is often limited. The appeal of RTE foods lies in their ability to meet the demands of modern lifestyles, making them an increasingly popular option in the retail industry. As the

demand for fresh, healthy, and convenient food options grows, so too does the market for RTE products, which has seen significant expansion in recent years (Euromonitor, 2023).

Several factors influence consumer preferences and satisfaction with these products, including the freshness of the food, packaging information, labelling accuracy, and the knowledge of staff handling the products. According to Ayhan (2011), RTE foods are highly susceptible to spoilage due to factors such as enzymatic browning, moisture loss, and microbial growth. Proper packaging and good manufacturing practices are crucial in mitigating these risks, ensuring the safety and quality of the food. The importance of packaging extends beyond just preserving the food; it also plays a key role in communicating product information, which has been shown to significantly influence consumer purchasing decisions.

In a recent study, it was found that packaging information, including expiration dates and ingredient lists, has a direct impact on customer satisfaction with RTE food (Lee & Park, 2023). Accurate and clear labelling is essential, as consumers rely on this information to make informed decisions about the safety and quality of the food they purchase. When packaging is misleading or labels are inaccurate, consumer trust can be compromised, leading to dissatisfaction. Moreover, staff knowledge in food handling is another critical factor. Employees who are well-trained in food safety practices contribute to higher levels of consumer confidence in the safety of RTE products, further enhancing customer satisfaction (Singh et al., 2022).

Previous studies have highlighted the correlation between food safety practices and customer satisfaction in the retail environment. Proper handling, clear labelling, and effective packaging are all significant factors that contribute to a positive customer experience with RTE foods. The convenience offered by these products is only valuable if consumers feel assured of their safety and quality. As such, retailers must prioritize food safety measures, including proper staff training and compliance with food safety regulations, to maintain customer trust and satisfaction.

In summary, RTE foods provide consumers with a convenient meal solution, but their success in the market hinges on the ability of retailers to ensure the safety and quality of these products. Factors such as packaging, labelling, and food handling practices are critical in shaping customer satisfaction. By addressing these aspects, retailers can not only meet the growing demand for RTE foods but also foster customer loyalty and trust.

2.2 Package Information

In the dynamic retail landscape, hypermarkets play a crucial role in shaping how customers interact with products. One of the key elements influencing this interaction is packaging information. Packaging serves as the first point of contact between a product and a consumer, significantly influencing purchasing decisions and customer satisfaction. Recent studies emphasize that effective packaging not only provides functional benefits but also fulfils emotional and psychological needs, thereby enhancing the overall shopping experience.

According to Teas and Agarwal (2000), packaging information plays a critical role in shaping customer perceptions of a product. Clear, well-organized, and visually appealing packaging can positively influence the shopping experience, as it communicates essential information such as product ingredients, expiration dates, and nutritional content. In the context of Ready-to-Eat (RTE) foods, this becomes even more important, as consumers increasingly prioritize convenience, safety, and healthfulness in their food choices (Singh et al., 2023).

Asadollahi (2011) further highlights that packaging serves both practical and emotional functions. On a practical level, it ensures product protection and informs consumers about the product's characteristics. On an emotional level, attractive and well-designed packaging can create a sense of trust and satisfaction, influencing consumer loyalty and repeat purchases. This dual function of packaging practicality and emotional appeal makes it a powerful tool in creating a lasting impression on customers.

A more recent study by Kumar and Sharma (2022) found that packaging transparency and accurate labelling are particularly important for RTE food products. Consumers are not only seeking convenience but also assurance that the products they purchase are safe and meet their health expectations. When packaging information is clear, detailed, and accurate, it helps build consumer trust, which in turn enhances satisfaction and brand loyalty. Conversely, misleading or incomplete packaging information can lead to customer dissatisfaction and mistrust, damaging the retailer's reputation in the long term.

Kotler (2006) emphasized the importance of product image, noting that the initial impression a consumer forms based on packaging often becomes the most lasting memory associated with a product. This concept remains highly relevant in today's competitive retail environment. Hypermarkets and RTE food brands must focus on creating a positive first impression through their packaging to ensure that consumers have a favourable perception of their products from the outset.

Moreover, recent research by Zhang and Chen (2023) underscores the growing importance of sustainability in packaging. Eco-friendly packaging has emerged as a significant factor influencing consumer purchasing decisions. In addition to clear and informative packaging, consumers are now considering the environmental impact of packaging materials, further complicating the relationship between packaging and customer satisfaction. Retailers that prioritize sustainable packaging practices alongside clear product information are more likely to attract and retain environmentally conscious consumers.

In conclusion, packaging plays a pivotal role in shaping customer satisfaction, particularly in the context of hypermarkets and RTE food products. It serves not only as a functional tool for conveying essential product information but also as a medium for creating an emotional connection with consumers. As consumer expectations continue to evolve, businesses must ensure that their packaging is both informative and visually appealing, while also addressing concerns about sustainability. By doing so, retailers can enhance customer satisfaction and build long-term loyalty. Thus, the proposed hypothesis is:

Hypothesis 1: Package information has a positive influence on customer satisfaction.

2.3 Proper Labelling

Proper labelling is a critical factor in providing consumers with essential information through packaging, especially in the context of Ready-to-Eat (RTE) food products. With the vast amount of information that consumers encounter daily and the speed at which purchasing decisions are made, it is crucial for packaging to quickly capture attention and convey clear, accurate information. Labelling serves as a primary communication tool between the product and the consumer, ensuring that customers can make informed decisions regarding the safety, nutritional content, and proper use of the product.

In today's health-conscious market, proper labelling plays a pivotal role in promoting food system sustainability and improving consumer awareness about healthy eating. According to Willett (2019), the inclusion of nutritional information on food packaging is essential for enabling consumers to make healthier choices. Accurate labels that provide clear details about ingredients, nutritional content, and allergens help consumers align their purchases with their dietary needs and preferences, which is particularly important for RTE foods that are often chosen for their convenience.

Furthermore, the design of packaging and the clarity of labelling instructions directly impact customer satisfaction. Creative and well-organized box designs, as highlighted by Lupton and Philips (2008), guide consumers on how to use the product effectively, improving the overall experience. In the context of RTE foods, clear instructions for preparation, storage, and consumption are essential to ensure that consumers can enjoy the product safely and conveniently. Poor labelling or lack of clarity can lead to confusion, dissatisfaction, and even potential health risks if critical information, such as allergens or expiration dates, is not properly communicated.

Recent studies have reinforced the importance of labelling in influencing consumer behavior and satisfaction. A study by Zhang and Li (2023) revealed that consumers tend to favour products with transparent and easy-to-understand labelling, particularly in the food sector. Proper labelling not only helps build trust between the consumer and the brand but also enhances the perceived value of the product. In contrast, misleading or incomplete labels can erode trust and lead to dissatisfaction, as consumers feel deceived when the product does not meet their expectations or fails to provide necessary information.

Additionally, with the growing emphasis on health and wellness, consumers are becoming increasingly aware of the nutritional content of the food they consume. Proper labelling, therefore, is no longer limited to basic information; it must also cater to the heightened demand for detailed nutritional data, such as calorie counts, fat content, and sugar levels. A recent survey by Smith and Rodriguez (2022) found that consumers are more likely to repurchase RTE food products with comprehensive nutritional labelling, as it allows them to make more informed and health-conscious decisions.

In summary, proper labelling is a significant determinant of customer satisfaction, especially in the RTE food market. It provides consumers with essential information about the product's ingredients, nutritional value, and usage instructions, enabling them to make informed decisions. As consumers become more health-conscious and demand greater transparency from food brands, the importance of accurate and clear labelling continues to grow. Retailers and manufacturers must prioritize proper labelling to enhance customer satisfaction and foster long-term brand loyalty. Thus, the researcher proposes a hypothesis:

Hypothesis 2: Proper labelling has a positive influence on customer satisfaction.

2.4 Staff knowledge

Staff knowledge in food handling is a critical factor influencing customer satisfaction, particularly in the Ready-to-Eat (RTE) food sector. Improper food handling practices can lead to contamination, posing significant health risks and damaging consumer trust in the product. When food is improperly prepared, handled, or stored, it creates an environment conducive to the growth of pathogenic microorganisms, including bacteria, viruses, and other foodborne pathogens (Fielding, 2001). Ensuring that staff are well-trained in food safety practices is essential for preventing these risks and maintaining a high level of customer satisfaction.

Foodborne illnesses remain a global public health concern, and inadequate food handling practices are a leading cause of such outbreaks. As Susanna (2018) points out, the knowledge and behavior of food handlers play a vital role in preventing contamination. Food handlers must be well-informed about food safety standards and strictly adhere to hygiene protocols to ensure the safety and quality of RTE products. Without proper education and training, food handlers may inadvertently contribute to the contamination of food, leading to negative consumer experiences and potential health risks.

The importance of food safety training is supported by Al-Shabib and Mosi (2016), who emphasize that proper education is key to motivating food handlers to follow correct procedures. Training programs that focus on food safety and hygiene not only improve the knowledge base of food handlers but also foster a culture of responsibility and attentiveness in food preparation. Recent research highlights that well-informed and skilled staff can significantly reduce the incidence of foodborne illnesses, ultimately leading to greater consumer confidence and satisfaction with RTE food products (Chen & Liu, 2022).

Additionally, a positive attitude and high level of awareness among food handlers have been shown to reduce the likelihood of foodborne illness outbreaks. A study by Davies and Wong (2023) found that employees who were regularly trained and evaluated on food safety practices were more likely to comply with health and safety regulations, leading to safer food handling and storage. This, in turn, improved customer satisfaction, as consumers felt reassured about the safety of the products they purchased.

Moreover, in today's competitive retail landscape, food safety has become a key differentiator for brands. Consumers are increasingly concerned about the hygiene and safety of the food they consume, especially in the RTE market. Retailers that

prioritize food safety training and ensure their staff are knowledgeable about food handling practices are more likely to build and maintain customer trust (Smith & Green, 2023).

In conclusion, staff knowledge in food handling is a crucial determinant of customer satisfaction in the RTE food industry. Proper training and education not only help prevent food contamination but also foster consumer confidence in the safety and quality of the product. As consumer expectations for food safety continue to rise, businesses must invest in ongoing training programs for their staff to maintain high standards of food handling and ensure customer satisfaction. Hence, the proposed hypothesis is:

Hypothesis 3: Staff knowledge has a positive influence on customer satisfaction.

Based on the relationship between variables and research hypotheses, the conceptual framework in this study can be seen in Figure 1.

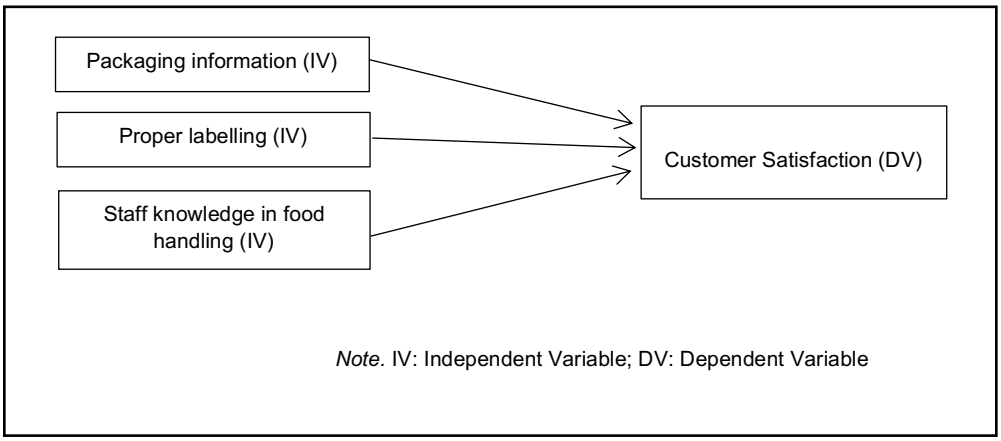

Figure 1: Conceptual Framework

3.0 Methodology

3.1 Study Design

This study employed a quantitative research design to investigate the impact of food safety attributes on customer satisfaction with Ready-to-Eat (RTE) products in hypermarkets located in Kota Bharu. Quantitative methods were selected due to their ability to generate numerical data that facilitates the analysis of relationships between key variables, including age, gender, academic background, and cultural exposure. As Creswell (2018) explains, quantitative research predominantly utilizes structured survey instruments to gather data from individuals, organizations, or other units of analysis in both cross-sectional and longitudinal studies. This approach enables researchers to generalize findings from a sample to a broader population, making it well-suited for this study's objectives.

The use of quantitative research was appropriate for this study due to its ability to manage and control multiple variables while maintaining high external validity. The design allowed for the identification of patterns and relationships between food safety attributes and customer satisfaction, which was critical for understanding discrepancies between consumer expectations and the practices of hypermarkets (Malhotra, 2012; Bhattacherjee, 2012).

A cross-sectional survey design was specifically employed, which enabled the collection of data from a large sample within a defined period. This design was ideal for examining the relationships between the independent variables packaging information, proper labelling, and staff knowledge and the dependent variable, customer satisfaction. By using this approach, the study effectively captured the current state of customer satisfaction with RTE products in hypermarkets, providing insights into the influence of food safety attributes on consumer experiences.

3.2 Target Population

The study population consists of individuals residing in Kota Bharu, Kelantan, which serves as the target demographic for gathering data and performing statistical analysis. According to the Department of Statistics Malaysia (2023), the population of Kota Bharu is approximately 575,400, with a nearly equal distribution of 287,500 males and 287,900 females. This population is diverse in terms of ethnic backgrounds, reflecting the broader demographic makeup of the region.

While the overall population size of Kota Bharu is known, this study focused on a specific group consumers of Ready-to-Eat (RTE) food products in hypermarkets whose exact size or characteristics were not precisely documented at the outset. This is referred to as an "unidentified population," meaning the group targeted for the research (i.e., RTE food consumers) does

not have readily available or detailed demographic data. In such cases, researchers aim to estimate characteristics of the broader population through representative sampling.

By using an unidentified population, the study leverages statistical sampling methods to gather insights from a subset of individuals, which will be used to generalize findings to the larger consumer base in Kota Bharu. This approach allows the research to overcome the lack of specific demographic data on RTE consumers, enabling a deeper understanding of customer satisfaction trends related to food safety attributes.

3.3 Sample Size

The sample size was a critical consideration for both the main data collection and the initial study phases. The minimum number of respondents required to address the research questions was determined based on the guidelines provided by Whitehead et al. (2015). According to Cooper & Schindler (2014) and Babbie (2014), a good sample design is representative of the population's characteristics. The sample size also accounted for acceptable levels of sampling error, with a margin of 5% (95% confidence) being considered acceptable (Rosenstein, 2019; Cooper & Schindler, 2014; Sanders, Verhulst, & Murdock, 2007). Whitehead et al. (2015) referenced Browne (1995) and Roscoe's (1975) rule of thumb for sample sizes, recommending at least 30 but fewer than 500 subjects.

3.4 Sampling Method

Purposive sampling was selected for this study because it is highly effective for targeting a specific population that directly aligns with the research objectives. The study focuses on customers who consume Ready-to-Eat (RTE) products in hypermarkets located in Kota Bharu, and purposive sampling allows the deliberate selection of individuals from this group. This ensures that the sample is not only relevant but also representative of the key population of interest—those who are engaged with the RTE food market and are directly impacted by food safety attributes.

Purposive sampling is particularly well-suited for exploratory and descriptive research, where the primary goal is to understand a specific phenomenon within a clearly defined group, rather than generalizing findings to the broader population. In this study, the focus is on examining customer satisfaction related to RTE food safety, packaging, and labelling within hypermarkets. The use of purposive sampling enables the researchers to focus on individuals with direct experience in purchasing and consuming RTE products, allowing for more precise and meaningful insights.

Additionally, purposive sampling allows for a deeper investigation into the specific variables within the chosen population. It enables the study to closely examine how factors like packaging information, proper labelling, and staff knowledge affect customer satisfaction. This targeted approach ensures that the insights gained are contextually rich and highly relevant to the research objectives, enhancing the reliability and validity of the findings. By concentrating on a specific subset of customers, purposive sampling enables the study to capture detailed information that might otherwise be diluted in a broader sampling method.

In summary, purposive sampling provides a focused and relevant selection of participants, ensuring that the study remains aligned with its objectives of exploring customer satisfaction in the RTE food sector. This method not only enhances the depth of the analysis but also strengthens the overall quality of the research.

3.5 Data Collection

The use of a structured questionnaire for data collection in this study was chosen for its systematic approach, which is well-suited to gathering consistent and comparable responses. The structured format ensured that all respondents were presented with the same set of questions, reducing the risk of bias and enabling the researcher to capture relevant quantitative data that aligns with the research objectives. Structured questionnaires are widely recognized for their ability to collect data in a format that is easily analysed, providing a clear path to draw meaningful conclusions (Babbie, 2014).

The study targeted residents of Kota Bharu who have visited supermarkets, and the questionnaire was an effective tool for reaching this group. In addition to traditional survey distribution methods, the researcher leveraged social media platforms such as WhatsApp, Instagram, and Facebook to increase the reach of the questionnaire. This multi-channel approach was critical in enhancing the accessibility of the survey, leading to a higher response rate. These platforms are popular among university students and the general public, making them ideal for efficiently reaching the target population. As Saunders et al. (2016) note, utilizing familiar digital communication tools can significantly boost participation in survey-based research, particularly when the demographic is digitally literate. In this study, university students and supermarket visitors in Kota Bharu were already active on these platforms, ensuring that the questionnaire reached the intended audience.

Furthermore, disseminating the questionnaire online allowed participants to complete it at their convenience, which likely contributed to higher engagement and more thoughtful responses. The flexibility of online surveys, as Malhotra and Birks (2017) point out, tends to improve the quality of the data collected because respondents are not rushed and can provide more considered answers. In addition, online tools like Google Forms offer automated data entry and easy integration with statistical software, minimizing human error during data handling and transcription. This not only streamlines the data collection process but also enhances the reliability and validity of the data, as it can be directly exported for analysis without the risk of manual input mistakes (Zikmund et al., 2009).

Another key advantage of the online method is the sense of anonymity and comfort it provides to respondents. This environment encourages more honest and accurate responses, particularly when dealing with sensitive topics or personal perceptions, such as those related to cultural heritage and personal behavior (Pallant, 2016). The perceived privacy afforded by online questionnaires helps reduce social desirability bias, where respondents might otherwise provide answers they believe are more socially acceptable rather than truthful.

In summary, the structured questionnaire, combined with the strategic use of social media platforms for distribution, ensured that the data collection process was comprehensive, efficient, and conducive to high-quality data. By leveraging digital tools and familiar communication channels, the study maximized its reach, increased engagement, and ensured that the data collected was both reliable and valid for the research objectives.

3.6 Data Analysis

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS) software, which provided a structured approach to examining the dataset. The data analysis incorporated several key statistical techniques: (i) Descriptive statistics were applied to summarize the demographic characteristics of respondents, such as age, gender, and academic background. This approach offered a comprehensive overview of the respondent profiles and their satisfaction on RTE. Descriptive measures, including means, frequencies, and percentages, were utilized to identify trends and patterns within the data, facilitating a clearer understanding of how demographic variables influence awareness levels (Pallant, 2016). (ii) Pearson correlation analysis was used to investigate the relationships between independent variables (packaging information, proper labelling, staff knowledge) and dependent variable (customer satisfaction). This method allowed the study to explore potential relations and determine whether the factors were related to variations on customer satisfaction. The strength and direction of these relationships were quantified, providing insight into the influence of demographic factors on the dependent variable (Field, 2013).

4.0 Results

4.1 Demographic characteristics

Table 1: Demographic Profile of Respondents

Demographic	Category	Frequency	Percent (%)
Gender	Male	254	64.4
	Female	141	35.7
Age	18-20	9	2.3
	21-23	97	24.6
	24-26	130	32.9
	27 and above	159	40.3
Race	Malay	313	79.2
	Chinese	57	14.4
	Indian	18	4.6
	Others	7	1.7
Occupation	Government	31	7.8
	Housewife	78	19.7
	Non-government	61	15.4
	Student	99	0.3
	Self employed	123	25.1
	Unemployed	3	0.7

Demographic characteristics of the respondents are shown in Table 1, where the majority of respondents were female (n = 254; 64.4%), the highest age of respondents was in the category of 27 and above years old (n = 159; 40.3%), the highest occupation was self-employed (n = 123; 25.1%) and the majority of respondents were Malay respondents (n = 313; 79.2%).

4.2 Descriptive analysis

Table 2: Mean Scores for packaging information, proper labelling and staff knowledge

Code	Variable	Mean	Standard Deviation
PI1	Consumers easily affected by the design and features of the packaging on ready-to-eat products.	4.34	.785
PI2	Consumers know the ingredients used in ready-to-eat food products if they meet the needs of consumers.	4.19	.696
PI3	Consumers are exposed to good packaging information on ready-to-eat food products for consumer satisfaction.	4.26	.741

PI4	I have knowledge about Malaysian heritage food. modern packaging are able to attract the attention of consumers to use ready-to-eat food products.	4.25	.663
PI5	Good information on packaging a characteristic that consumers see when choosing ready-to-eat food products.	4.23	.688
PL1	Clear and informative product labelling impacts your satisfaction in choosing ready-to-eat food products at hypermarkets.	4.40	.725
PL2	Consumers know the ingredients used in ready-to-eat food products if they meet the needs of consumers.	4.14	.714
PL3	Accuracy of nutritional information on product labels influences consumer's trust and satisfaction on ready-to-eat products.	4.31	.737
PL4	Consumers more satisfied with hypermarkets that provide multilingual product labels to accommodate diverse communities.	4.21	.722
PL5	Visual presentation of food safety information, such as the use of symbols and colour coding, impact consumer's ease of understanding and satisfaction with the labelled information.	4.26	.704
SK1	Current product awareness and consumer information delivery techniques that can improve the knowledge and ability of employees in handling goods in hypermarket	4.36	.783
SK2	Company to enhance the expertise and responsibility of its stock management department employees in order to surmount challenges and issues pertaining to expiration dates	4.11	.717
SK3	The knowledge staff get knowledge education about the handing of spoiled food.	4.26	.749
SK4	Business to take action against employees in raising awareness of efficient stock management, to ensure that employees always know the date or condition of a product.	4.18	.769
SK5	Crucial for a company to provide its personnel training on handling food.	4.21	.690

Table 2 shows that for packaging information, proper labelling and staff knowledge owned by most respondents are at a high level. This is reflected in the mean of each variable, which has a value of more than 3.5 from the maximum value of 5.

4.3 Pearson's Correlation Analysis

Table 3: Result of Correlation Test

Variables	**Correlations test**	**Customer satisfaction**
Packaging information	Correlation Coefficient	0.633
	Sig. (2-tailed)	0.00
	N	395
Proper labelling	Correlation Coefficient	0.732
	Sig. (2-tailed)	0.00
	N	395
Staff knowledge	Correlation Coefficient	0.791
	Sig. (2-tailed)	0.00
	N	395
Customer satisfaction	Correlation Coefficient	0.799
	Sig. (2-tailed)	0.000
	N	395

The first hypothesis (H1) was examined using Pearson correlation analysis. The findings indicated that H1 was supported by the data, demonstrating that packaging information likely influences customer satisfaction. A positive relationship was found between customer satisfaction and packaging information, with a correlation coefficient of 0.633, signifying a moderate connection between the independent variable (packaging information) and the dependent variable (customer satisfaction). For the second hypothesis (H2), as presented in Table 3, there was a significant relationship between proper labelling and customer satisfaction. The correlation coefficient was 0.732, indicating a moderate relationship between the independent variable (proper labelling) and the dependent variable (customer satisfaction). The third hypothesis (H3) revealed a correlation coefficient of 0.791, showing a positive relationship between the independent variable (staff knowledge) and the dependent variable (customer satisfaction).

5.0 Discussion

This study aimed to examine the influence of food safety attributes on customer satisfaction with ready-to-eat foods in Kota Bharu hypermarkets focusing on packaging information, proper labelling and staff knowledge. The findings contribute significantly to the growing body of literature on RTE food, particularly within the context of hypermarkets in Kota Bharu setting. The results align with previous studies, while also offering new insights specific to the Malaysian context, especially regarding the role of food safety.

In this study, the correlation analysis reveals a moderate relationship between packaging information and customer satisfaction ($p = 0.633$). This aligns with findings by Kim et al. (2015), who noted that consumers' attitudes towards chilled Ready-to-Eat foods are significantly influenced by packaging information. Key elements such as nutritional content, allergen warnings, and handling instructions enhance consumer confidence in the safety of these products (Smigic, 2023).

The study also identified proper labelling as the second significant factor affecting customer satisfaction of food safety, with a Pearson correlation coefficient of 0.732. In this study, a clear positive relationship was identified between proper labelling and consumer satisfaction regarding the safety of RTE foods at hypermarkets in Kota Bharu. As highlighted by Yu-Ping Wei (2021), food safety attributes, particularly accurate labelling, play a pivotal role in shaping consumer satisfaction. Factors like clear allergen information, expiration dates, and detailed handling instructions are crucial for maintaining consumer confidence. When labelling is perceived as reliable and comprehensive, consumers feel more assured about the safety of RTE foods.

Furthermore, proper food handling procedures and staff knowledge were found to be crucial for ensuring food safety. As noted by Susanna (2018), well-informed staff adhering to proper protocols significantly impacts the safety of food products. More recent research underscores this, showing that staff knowledge is a key determinant in consumer perceptions of food safety. A study by Johnson et al. (2022) revealed that staff training and adherence to food safety guidelines substantially reduced contamination risks in food establishments, contributing to higher consumer satisfaction. In the present study, staff knowledge, as evidenced by a Pearson correlation of 0.791, emerged as the most significant factor influencing customer satisfaction with food safety. This strong correlation highlights the importance of staff being well-trained in food handling procedures, proper storage, and hygiene practices. According to Lee and Kim (2023), consumers are more likely to trust the safety of Ready-to-Eat foods when they believe that staff have the expertise to handle and prepare food safely, underscoring the critical role of knowledgeable staff in food safety management. This suggests that hypermarkets and food establishments should prioritize continuous staff education and strict adherence to food safety protocols to maintain high levels of consumer trust and satisfaction.

6.0 Conclusion

The findings of this study on the influence of food safety attributes on customer satisfaction with Ready-to-Eat (RTE) foods in hypermarkets in Kota Bharu reveal that food safety plays a critical role in shaping consumer perceptions and satisfaction. Key attributes such as proper packaging information, clear labelling (including allergen warnings, expiration dates, and handling instructions), and the knowledge and practices of food handling staff were all positively correlated with customer satisfaction.

The study confirmed that accurate and comprehensive packaging information significantly enhances consumers' trust in the safety of RTE foods, leading to higher satisfaction. In particular, staff knowledge was identified as the most influential factor in ensuring food safety and boosting consumer confidence.

Despite some challenges in finding related research, this study contributes to the understanding of how various food safety attributes influence customer satisfaction in the context of RTE foods at hypermarkets. It emphasizes the importance of proper labelling, packaging, and staff training in food safety procedures.

Future research should explore additional factors, such as consumer perceptions of sustainability and environmental impact, to further enhance the safety and satisfaction of RTE foods in Kota Bharu. In addition, hypermarkets should continue to invest in food safety practices and staff education to maintain high levels of consumer trust and satisfaction.

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Conflicts of Interest

There is no conflict of interest in this study.

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Factors Affecting Customer Satisfaction Towards Online Food Delivery Services In Kota Bharu

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Abstract: Online food delivery (OFD) involves ordering food from restaurants through websites or mobile apps and having it delivered to a specified location. This study examines factors affecting customer satisfaction in Kota Bharu, focusing on product quality, time saving, and cost saving. For instance, delivery risks food losing quality, causing customer dissatisfaction, delays, and extra fees can hurt their value perception. An online survey was conducted using Google Forms to collect data from 384 respondents through social media platforms such as WhatsApp, Facebook, Instagram, and Telegram. The data for the current study used SPSS Version 29 to collect and analyse the data. The current study used a reliability test and a person's correlation analysis to test the variables. The results show that the independent variable product quality, time saving, and cost saving is significant and positively related to the dependent variable customer satisfaction.

Keyword: Product Quality, Time Saving, Cost Saving, Customer satisfaction

1.0 Introduction

The process of ordering food for pickup or delivery from a website or other application was known as online food delivery. Online food delivery is a developing new trend in Malaysia's food and beverage industry. Applications for food delivery are a substitute for eating out, and they're not limited to takeaways and eateries (Hooi, 2021). An increasingly popular trend in Malaysia's food and beverage business was online food delivery (Hooi, Leong, & Yee, 2021). The modern dining experience involves ordering food online, not limited to takeaway and dining establishments. There were numerous food delivery services in Malaysia, many of which offered applications for food delivery (Hooi et al., 2021). Food ordering and delivery services are now used through mobile applications rather than phone or online services due to the popularity of mobile devices, the growth of the Internet, platform service integration, and artificial intelligence (AI) technology (Song et al., 2021).

Since online food ordering was becoming more and more popular in Malaysia, Kota Bharu customers were becoming increasingly likely to utilize applications to place online food orders. It's encouraging to see how far technology has progressed since then and how this has allowed people to live in the internet era, where there are an increasing number of online food delivery services. In the meantime, Food Panda was the first business to enter the Malaysian market when it introduced an online food delivery service in 2012 (Roslan & Mohd Nawi, 2022). Since then, other businesses including GrabFood, Dahmakan, Delivered, ShopeeFood, Airasia Food, and others have gradually entered the food delivery market.

The food delivery industry is growing and has good potential in Malaysia and globally now (Alom et al., 2020). Furthermore, among millennials, the most popular applications are those for food delivery. They usually have no choice but to use their cell phones to cut down on the amount of time they spend buying food (Biswas, 2022). In addition, customers must have dependable internet access to food delivery apps to make ordering and paying for food easier for customers. Online food delivery was the preferred choice during busy workdays because it offered the advantage of allowing customers to enjoy food without the added time and effort of waiting for food or traveling back and forth. Online food delivery services offered customers convenience and time savings, as customers could order food from their homes or offices.

In a nutshell, the customers' experience was significantly impacted by food delivery services that operated online. The benefits offered by OFD apps are what primarily draw in new customers. Customers can purchase food and beverages via OFD apps, which offer nearly everything customers need at the press of a button. Patrons don't need to place their food orders over the phone or go out on their own. Customers can use these apps to look up all the restaurants in their area, view the menu, and choose the food or drinks they desire (Hans Tanto, 2021). This research was designed to determine the factors affecting customer satisfaction towards online food delivery services in Kota Bharu. One of the key factors that played a significant role in making customers satisfied was product quality. However, there is still limited study conducted by previous scholars.

2.0 Literature Review

2.1 Product Quality

According to Kotler and Keller (2019), product quality is related to the functional ability of a product that produces benefits for its customers. For companies in the online food delivery services sector, emphasizing quality is paramount. Quality serves as the cornerstone for competitive advantage, aligning customer needs with company objectives. In essence, successful companies in this sector are those that consistently deliver high-quality services that meet customer expectations. This commitment to quality not only fosters customer satisfaction but also encourages financial support, trust, loyalty, and long-term

commitment from satisfied customers (Hartanto, 2019). The product quality has a positive and significant effect on customer satisfaction (Tombeng et al., 2019).

2.2 Cost Saving

According to Prabowo and Nugroho (2018) through the invention of online food delivery service, customers can enjoy the lower price of food by using the website or mobile application to order food and use delivery service. The ability to compare prices, discounts, and special offers provided by different vendors on food delivery platforms enabled customers to save money. Sometimes, certain websites or applications will also offer a lot of promotion deal by implementing price discount on the meal that the customers ordered (Yeo et al., 2017). By using online food delivery services by ordering through websites or applications, customers can reduce their barriers like spending unnecessary transportation cost to get themselves to the physical store. Based on the previous research by Kotler and Amstrong in Friani et al. (2018) stated price is the amount of money exchanged for a product and service. Furthermore, prices are a number of values that consumers exchange for the number of benefits of owning or using an item or service. Cost is a major factor behind satisfaction and product loyalty. Cost saving has a positive relationship in shaping customer satisfaction towards online food delivery services in Kota Bharu.

2.3 Time Saving

Prabowo and Nugroho (2018) defined time saving as customers will have perceptions that the more an app can save their time or be used as quickly as possible, the easier the app can be used. Saving time was a significant factor influencing customer satisfaction concerning Internet food delivery services. Research conducted by Tse and Tan (2019) found that customers appreciate the ease of ordering food online and having it delivered right to their house while conserving time. Also, spending time to eat outside is considered a time-consuming and luxury activity (Dazmin & Ho, 2019). According to some previous studies, Wilson and Christella, (2019) accentuated that the convenience of the time has a relationship towards customer satisfaction levels.

2.4 Customer Satisfaction

According to Kotler and Armstrong (2020), satisfaction is defined as the customer's response to the performance of a product or service, whether it can meet needs plus expectations and added desires. Customer satisfaction plays a critical role in the success of online food delivery services in Kota Bharu. It serves not only as a key determinant of business success but also as a competitive advantage against other providers. In essence, customer satisfaction reflects how well these services meet customer needs. It encompasses the customer's evaluation of whether the delivered food and service meet expectations, exceed them, or fall short. A high level of satisfaction indicates that the service effectively fulfills customer needs, fostering comfort and loyalty, which are essential for sustained success in this competitive industry. Based on the results of previous research by Khadka and Maharjan (2017), customer satisfaction and loyalty represent a top priority of the company's success and profit. Customer satisfaction has a positive relationship in shaping customer loyalty towards online food delivery services in Kota Bharu.

Based on the relationship between variables and research hypotheses, the conceptual framework in this study can be seen in Figure 1.

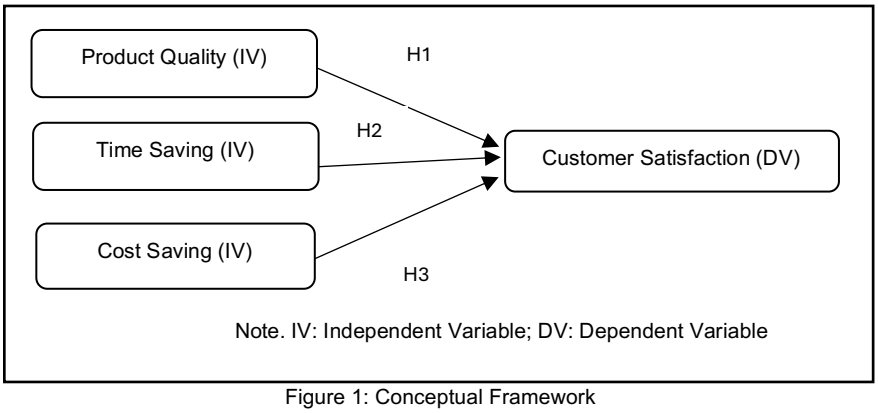

Figure 1: Conceptual Framework

3.0 Methodology

3.1 Study Design

According to Khanday and Khanam (2023), research design refers to the methodological framework and strategy that a researcher employs to cohesively integrate various components of the study to effectively tackle the research question. It provides directions on the specific techniques to use in conducting the research. Each researcher possesses a set of research questions that require evaluation, and research design assists in this process. It serves as an action plan on how the research should be conducted. This study employed quantitative research methods with participants from Kota Bharu. Descriptive study design helped to address the research question and fulfill the research objectives. The relationship between dependent and independent variables was better understood due to this study. Customer satisfaction towards online food delivery services was the dependent variable, whereas product quality, time saving, and cost saving were the independent variables. This study gathered information from primary sources. In addition, primary data was collected through questionnaires, surveys, and other methods.

3.2 Target Population

The study focuses on the community residing in Kota Bharu, Kelantan, encompassing individuals from diverse demographic backgrounds, including students, the self-employed, the employed, the unemployed, and others. The primary objective is to gain insight into the behaviors and preferences of Kota Bharu residents regarding online food and beverage services. The fieldwork was conducted exclusively within Kota Bharu, Kelantan, the capital and largest city of the state. Kota Bharu is characterized by a blend of modern amenities and traditional Malay culture, featuring a variety of neighborhoods, active commercial districts, educational institutions, and residential communities.

The study area encompasses the entirety of Kota Bharu, including its urban and rural areas. It provides a comprehensive backdrop for examining usage patterns and attitudes toward online food delivery services within a specific geographical and socio-cultural context. Through this targeted approach, the research aims to gather firsthand insights directly from residents deeply entrenched in the local environment, thereby facilitating a nuanced understanding of consumer behavior in online food and beverage services.

3.3 Sample Size

Knowledge of sampling methods is essential to design quality research. Critical questions are provided to help researchers choose a sampling method (Berndt et al., 2020). When conducting a research study, it is important to ensure that the sample accurately represents the target population as closely as possible, minimizing errors and avoiding any substitution or incompleteness. The method used to select this sample population from the target population is known as the sampling method. Roscoe's (1975) criteria for choosing a sample size have been widely used, recommending at least 30 but not more than 500 for most behavioral investigations to avoid Type II errors (Sekaran & Bougie, 2016). Roscoe's method is useful when a population list is unavailable. Additionally, for comparison analysis across subgroups (e.g., male/female, rural/urban), at least 30 responses per category are recommended.

3.4 Sampling Method

The researcher used purposive sampling, including only individuals who possessed the needed data or met specific criteria (Bougie & Sekaran, 2014). Primary data was collected via a questionnaire. Using purposive sampling, researchers select participants based on criteria relevant to the study's goals. This method is common in quantitative research to gain in-depth insights from individuals with specific traits or experiences. In this study, purposive sampling was employed as the questionnaire included screening questions, ensuring respondents had prior experience using online food delivery services in Kota Bharu.

3.5 Data Collection

Data for the study was collected through online questionnaires administered via the Google Forms platform. These questionnaires were distributed across various social media platforms including WhatsApp, Instagram, Telegram, and Facebook. The utilization of online questionnaires was deemed the most effective method for researchers to gather information from respondents. Respondents included customers aged 18 years and above who use online food delivery services in Kota Bharu. The primary aim of this data collection method was to fulfill the research objectives and gather the biographical data required from respondents through the completion of the questionnaires.

The research instrument utilized in this study primarily consists of a meticulously designed questionnaire, structured to gather quantitative data pertinent to the research topic. This questionnaire comprises three main sections. Section A focuses on demographics, capturing data such as gender, age, race, marital status, education level, occupation, income per month, frequency of online food delivery usage, and the platforms utilized for online food delivery. Section B outlines independent variables including product quality, time saving, and cost saving. Section C is dedicated to collecting data on the dependent

variable of customer satisfaction towards online food delivery, utilizing a six-point Likert scale for perceptual evaluations ranging from "Strongly Disagree" to "Strongly Agree." This structured questionnaire serves as a crucial tool for ensuring the precision and reliability of data collected, aligning with the research goals and objectives. Its careful preparation aims to minimize unanswered questions, thereby facilitating the generation of accurate and meaningful research outcomes.

3.6 Data Analysis

The collected data was analyzed using a combination of statistical tests and analytical approaches tailored to the research objectives. The primary method employed was descriptive statistics, aimed at highlighting the key characteristics of the data and providing concise summaries for each metric. Descriptive statistics allowed for a straightforward depiction of the data and facilitated its presentation in a comprehensible format, aiding in data interpretation and comprehension. Furthermore, the reliability of the tests used in the study was assessed to ensure consistency and accuracy. Reliability tests, focusing on both internal and external reliability, were conducted to evaluate the consistency of test findings across different objects and the degree to which measurements differed among multiple users. Specifically, Cronbach's alpha was employed to assess scale reliability and internal consistency. The acceptability range of Cronbach's alpha, as suggested by Nunnally and Bernstein (1994), falls between 0.7 and 0.8, providing a benchmark for evaluating the reliability of the tests utilized in the study.

Moreover, Pearson correlation analysis was utilized to examine the relationships between variables. Pearson's coefficient of correlation measures the covariance of two variables relative to their standard measurements, indicating the presence and strength of a linear relationship between them. A coefficient of 1 signifies an ideal linear relationship, while a correlation near zero suggests a nonlinear relationship. Positive correlations indicate that both variables tend to increase or decrease together, while negative correlations suggest an inverse relationship between the variables. This analytical approach allowed for the exploration of relationships between variables and provided insights into their interdependencies within the dataset.

4.0 Results

4.1 Demographic characteristics of respondents

Table 1: Demographic Characteristics of Respondents

Demographic Profile	Category	Frequency	Percent (%)
Gender	Male	191	49.7
	Female	193	50.3
Age	18 years old	74	19.3
	19-29 years old	193	50.3
	30-39 years old	73	19
	40-49 years old	32	8.3
	50 years old and above	12	3.1
Race	Malay	183	47.7
	Chinese	131	34.1
	Indian	63	16.4
	Others	7	1.8
Marital Status	Single	256	66.7
	Married	127	33.1
	Other	1	0.3
Education Level	SPM	75	19.5
	STPM Level	75	19.5
	Certificate Diploma	38	9.9
	Bachelor’s Degree	180	46.9
	Master’s Degree	15	3.9
	Work	1	0.3
Occupation	Students	212	55.2
	Self-employed	46	12
	Employed	114	29.7
	Unemployed	8	2.1
	Other	4	1
Income per Month	Below RM1000	183	47.7
	RM1001 – RM2000	100	26
	RM2001 – RM3000	62	16.1
	RM3001 – RM4000	37	9.6
	RM4001 – RM5000	1	0.3
	RM5001 and above	1	0.3
Have you ever ordered	Yes	363	94.5
Online food delivery service	No	21	5.5
Have often do you use	Every day	40	10.4
	1 – 3 per week	104	27.1

Table 1 shows the characterization of the respondents. Based on the data, 49.7% were male, 50.3% were female. 50.3% were between the ages of 19 to 29 years old, Malay has the highest percentage 47.7%. 66.7% had been categorized as single, and 46.9% from the bachelor's degree education level. It shows the highest number of respondents, 55.2% from the student category. An income of RM1000 and below as much as 47.7% and making up 94.5% answered "yes" who have used online food delivery services before. 41.1% used online food delivery monthly, and 68% chose Food Panda.

4.2 Descriptive analysis

Table 2 shows that all the respondents had the same sentiment towards all the items in this dimension for product quality of the independent variable. 6 Likert-scale questions were used in this section. First and foremost, the highest mean is 4.94, indicating that the food delivery app offers a wide selection of restaurants to respondents, who can select the food and restaurants in the delivery app. Conversely, it has two items with the lowest mean value of 4.83 that is respondents think the online menu caters to all tasters and this online service has a variety of menus for users. Furthermore, will be explained the food packaging is delivered well and the food delivery service is fast and efficient were agreed by the respondents. Each of the indicators B3 and B4 have a mean score of 4.93 and 4.88 respectively.

Moreover, table 2 also shows that all the respondents agreed to the statement in the questionnaire that was conducted for time saving of the independent variable. First of all, online food delivery can save time for me to go to work or class, which is the highest mean which is 4.94. In the meanwhile, ordering food online makes it easy for me to buy food, with the lowest mean being 4.75. In addition, respondents also agree at a mean score of 4.77 that online food delivery services make their daily lives easier. Besides that, respondents agree (M=4.80) that delivery time when ordering food is very fast and agree (M=4.82) that online food delivery can satisfy the community to always buy food at any time.

Furthermore, table 2 shows that all the respondents agree with every element about how cost saving affects customer satisfaction towards online food delivery services in Kota Bharu. The reason for the highest mean score of 4.77 in the table above is that respondents consider reasonable cost will result in customer satisfaction. The lowest mean score is 4.62, respondents consider the cost of delivery service reasonable with the quality of delivery. Next, the statement of the cost will affect customers who use online food delivery (OFD) and the respondents assume the cost set will affect the quality of the delivery service was agreed by respondents with a mean score of 4.71 and 4.67. On the other hand, the mean score of 4.72 scored by indicator D5 which is the cost offered will affect many choices when ordering online.

A descriptive analysis of customer satisfaction has been done in this section. With a mean score of 4.95 has two items, that is E1 and E4, respondents satisfied with the content available in the online food delivery (OFD) application and respondents would share online food delivery (OFD) with others if they satisfied with the service provided that has the highest mean score results. Though respondents did not face any problems (issues) when using online food delivery (OFD), it received the lowest mean score of 4.77. After that, the statement of the respondents satisfied with the quality of food delivered through online food delivery (OFD) and respondents satisfied with the overall process of online food delivery (OFD) was agreed by respondents with a means score of 4.88 and 4.89.

Table 2: Mean and Median for the Independent Variable (IV) and Dependent Variable (DV)

Product Quality (IV)	**Indicator**	**Mean Score**	**Standard Deviation**
The online menu caters to all tastes.	B1	4.83	.935
The online service has a variety menu for customers.	B2	4.83	.854
The food packaging was	B3	4.93	.890
delivered well.	B4	4.88	.878
The food delivery service is fast	B5	4.94	.864
Time Saving (IV)			
Online food delivery can save time for me to go to work or class.	C1	4.94	.864
Online food delivery service makes my daily life easier.	C2	4.77	1.006
Delivery time when ordering food is very fast.	C3	4.80	.919
Ordering food online makes it easy for me to buy food.	C4	4.75	.961
Online food delivery can satisfy the community to always buy food at any time.	C5	4.82	.901
Cost Saving (IV)			
I consider the cost of delivery service reasonable with the quality of delivery.	D1	4.62	1.057
I consider reasonable cost will result in customer satisfaction.	D2	4.77	.859
The cost will affect customers who use online food delivery (OFD).	D3	4.71	.954

I assume the cost set will affect the quality of the delivery service.	D4	4.67	1.018
The cost offered will affect many choices when ordering online.	D5	4.72	.911
Customer Satisfaction (DV)			
I am satisfied with the content available in the online food delivery (OFD) application.	E1	4.95	.881
I am satisfied with the quality of food delivered through online food delivery (OFD).	E2	4.88	.811
I did not face any problems (issues) when using online food delivery (OFD).	E3	4.77	1.033
I will share online food delivery (OFD) with others if I am satisfied with the service provided.	E4	4.95	.858
I am satisfied with the overall process of online food delivery (OFD).	E5	4.89	.844

4.3 Reliability Test

In this study, a reliability test has been conducted to evaluate Cronbach's Alpha values for each variable. Table 3 shows that the Cronbach Alpha values of the questionnaire were in the range of 0.888 to 0.931. Out of all the independent components, the lowest Cronbach Alpha value is associated with product quality. Furthermore, the time saving Cronbach Alpha score is 0.931. Time saving one of the independent variables, has the highest Cronbach Alpha value. In addition, the value of independent cost saving is at 0.910. Moreover, the customer satisfaction for the dependent variable shows the Cronbach Alpha value is 0.905.When compared to the table of The Alpha Cronbach Value (Konting et al., 2009), Cronbach's Alpha value is interpreted as having good reliability because the independent variable time saving and cost saving and the dependent variable customer satisfaction falls within the 0.91-1.00 range (Excellent), and the independent variable product quality within the range of 0.81-0.90 (Good), indicating exceptional performance. This suggests that the independent variables described above are trustworthy and are likely to be used.

Table 3: Results of Reliability Cronbach's Alpha of The Independent Variable (IV) and Dependent Variable (DV)

	Cronbach's Alpha	Strength of Association	Number of Items
Product Quality (IV)	0.888	Good	5
Time Saving (IV)	0.931	Excellent	5
Cost Saving (IV)	0.910	Excellent	5
Customer Satisfaction (DV)	0.905	Excellent	5

4.4 Pearson Correlation

The Pearson correlation analysis in Table 4 revealed significant positive relationships between several variables and customer satisfaction. Product quality showed a moderate positive correlation with customer satisfaction (r = 0.623), supporting H1. Time saving also demonstrated a moderate positive relationship with customer satisfaction (r = 0.616), confirming H2. Lastly, cost saving was moderately positively correlated with customer satisfaction (r = 0.632), validating H3. All hypotheses (H1–H3) were accepted, indicating that product quality, time saving and cost saving significantly.

Table 4: Results of Correlation Analysis

Variables	**Correlations test**	**Customer satisfaction**
Product quality	Correlation Coefficient Sig. (2-tailed) N	0.623 0.00 384
Time saving	Correlation Coefficient Sig. (2-tailed) N	0.616 0.00 384
Cost saving	Correlation Coefficient Sig. (2-tailed) N	0.632 0.00 384

5.0 Discussion

According to Kwong and Shuin-Yi (2017). This study is to investigate the relationship between product quality and customer satisfaction with online food delivery services in Kota Bharu. Online food delivery services can be seen to have their special features and roll through the customer's own experience. Besides that, the customers also think that the level of customer satisfaction refers to important aspects of this business for customer ratings, payment methods, food availability, and

human interaction. Therefore, customer satisfaction with home delivery service depends on the service quality of the delivery personnel, the perceived value of the service, and customers' trust in the service. Service quality could result in three possible outcomes regarding customer satisfaction if the actual service delivered is below expectation, customers will be dissatisfied; if the actual service delivered is equivalent to expectations, customers will be satisfied and if the service exceeds the customer's needs, they would be pleased or extremely satisfied (Uzir et al., 2020,2021).

Based on Yeo et al., (2017), many customers found it difficult to get food and to wait for it at restaurants. The customers would have liked food to arrive as quickly as possible and with little effort on their part. Customers could have had perceptions that the additional applications could keep their time or be used as speedy as possible, the easier the app may have been used (Prabowo & Nugroho, 2018). It could have taken the instance about the commonplace lifestyle or livelihood of major graduates. Other than cooking by themselves, the handiest way for them to enjoy their food was using an online food delivery service. The shop or restaurant would have delivered the food to customers on time as promised through the food delivery apps or websites since they were guaranteeing it to be fast and easy.

Customers evaluated the prices provided by different online food delivery service provider applications, and if one offered a lower price, customers saw it as a more efficient platform and customers usually chose channels with the best value, including channels that had attractive promotions such as having apps that had discounts and attractive promotions. Therefore, customers will evaluate the prices provided by different online food delivery service provider applications, and if one offers a lower price, customers will see it as a more efficient platform, Yeo et al., (2017). This includes food delivery platforms (Chen, 2020; Tandon et al., 2021; Yeo et al., 2017), platforms focused on food-sharing (Mazzucchelli et al., 2021; Michelini et al., 2018) and food waste reduction (Cane and Parra, 2020; Ciulli et al., 2020; Mattila et al., 2020), and food-saving apps (Fuentes et al., 2024). Many of the customers emphasize environmental, social, and economic sustainability in their online communication. To assess customer satisfaction with fast-food purchases, researchers Qin et al., (2010), Jin et al., (2012), Namin (2017), and Vasic et al., (2018) studied pricing in the fast-food business. Previous studies in the context of offline media have shown that the price of fast-food services was significant, sometimes more significant than the quality of service (Sunaryo et al., 2019). In the online fast-food industry, businesses should focus primarily on pricing and providing compelling reasons for customers to spend their money to increase customer satisfaction and foster brand loyalty.

The limitation of the current study was faced in doing research. It should be known that while doing research, there must be certain obstacles or obstacles faced in completing the research. By knowing the limitations faced, the research can be smoother in the future. This is because the limitations faced can be neutralized. A limitation is the way the research data collection technique is used. Insufficient experience will result in imperfection. If this happens, the data collected will not be accurate enough to be used in the study. It is important to learn and understand data collection methods to overcome this. Thus, the first limitation is the use of data collection techniques in the research. Next, the limitation was the current study conducted in quantitative research studies. However, to overcome this researcher needs to increase the sample size so that it is easier for statistical tests to identify the relationship and connection with the given data set. This is because the researcher only used social media platforms to overcome this method, therefore future researchers recommend doing this method of research which combines quantitative and qualitative for the future researcher. Thus, sample sizes are the next limitation in this study.

Based on the recommendations for further studies, researchers can conduct studies on the entire Malaysian population to obtain reliable feedback, which can help prevent bias in subsequent studies. Therefore, the researcher may decide to expand the test sample size. This is because only 384 respondents who are in Kota Bharu are considered in the current study. Future researchers may find it easier to determine reliability if they increase the sample size. As a result, respondents in the perspective of Kota Bharu can be presented effectively in the research conducted.

6.0 Conclusion

In a nutshell, customer satisfaction is significantly impacted by the quality of the platform and logistics services provided. This study indicates that product quality, time savings, and cost savings affect customer satisfaction towards online food delivery service in Kota Bharu. Out of the three independent variables, product quality had the highest value according to the study of the Pearson Correlation Coefficient. This shows that customers are very conscious of the quality of the product.

In conclusion, this study's objectives for research were all effectively met. 384 respondents completed the questionnaire, and all respondents provided all the data needed to finish this study. This study can serve as a reference for the e-commerce sector in the future to enhance its offerings in terms of quality and services. This study contributes to the understanding of the effects of customer satisfaction towards online food delivery service in Kota Bharu including product quality, time saving, and cost-saving.

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Conflicts of Interest

The authors declare no conflict of interest.

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The Impact of Online Review Towards Restaurant Selection

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Abstract: Restaurant selection is the most important attributes that customers use in deciding where to dine-out. Customers may use a variety of factors to evaluate the importance of attributes affecting their restaurants choice. The purpose of this study is to identify the impact of online review towards restaurant selection. The independent variables of this study are the number of online reviews, online reviews rating and restaurant attributes. This study has three objectives which is to determine the relationship between the number of online reviews, to determine the relationship between reviews rating and to identify the relationship between restaurant attributes towards restaurant selection. In this study, quantitative research method and questionnaires were used as research instrument to collect data using the platform individually through Google Forms. Besides, the data collected will be analysed using software, Social Statistics Software for Social Version 25 (SPSS Version 25). In conclusion, all the independent variables (number of online reviews, reviews rating and restaurant attributes) that have been studied in this study have a significant relationship on the dependent variables (restaurant selection). Therefore, this research can assist future scholars in exploring the connection between the number of online reviews, review ratings, and restaurant attributes in influencing restaurant selection among students at Universiti Malaysia Kelantan.

Keyword: Online Reviews; Review Ratings; Restaurant Attributes; Restaurant Selections

1.0 Introduction

Online reviews are a major factor in influencing customer decisions in this day and age of digital commerce and information accessibility. As per the study, online reviews constitute a form of electronic word-of-mouth, authored and posted by consumers on the internet. Researchers facilitate easy access to the perspectives and firsthand encounters of unfamiliar individuals concerning diverse products (Wang & Wang, 2020). The rapid expansion of e-commerce has led to an increasing focus on researching online product reviews. But the sheer number of evaluations on different platforms has made it difficult to properly analyse and make use of this abundance of data. Restaurants find it difficult to use the information gleaned from online reviews to make strategic decisions. To improve products, services, and customer satisfaction, it is necessary to extract actionable knowledge from the large pool of reviews using sophisticated analytical tools and processes.

A lot of academic study has been done on what online reviews mean for the restaurant business (DiPietro, Yan & Chau, 2015). When consumers have limited knowledge of a restaurant's quality-of-service system, they are more likely to read evaluations provided by others on social media platforms (Parikh et al., 2014). A plethora of elements must be considered when choosing a restaurant in the modern era. This is because a variety of factors might influence a restaurant's choices. Individuals in the modern period perform preliminary research about the destinations they intend to visit, whether for recreational or personal reasons. According to Roy et al. (2020), electronic word of mouth (eWOM) refers to any statement, positive or negative, about a product or business that is made by potential, current, or former customers and sent to a large group of people and organisations through the internet. Customers who have already bought a product or service write online reviews that include suggestions for that product or service. The primary goals of research are the development of action plans, the collection of actual evidence to support theoretical frameworks, and the advancement of knowledge within a specific domain of inquiry. The research aims to investigate the factors influencing restaurant selection among students at Universiti Malaysia Kelantan campus Pengkalan Chepa. The study focuses on three independent variables: the number of online reviews, review ratings, and restaurant attributes.

2.0 Literature Review

2.1 Restaurant Selection Number of Online Reviews

The quantity of online reviews indicates how many patrons have visited the restaurant and left comments about it online based on factors like whether or not the staff members there deliver good service and the costs the establishment charges is worthwhile whether or not the meal is provided. When choosing a restaurant, prospective customers regard online reviews as authoritative opinions, according to Parikh (2014). As an example, the quantity of online reviews can impact consumer purchasing intentions, with a substantial number of reviews often guiding consumers toward the purchase of a particular item or service (Park, Lee, & Han, 2007). Since a lot of bad evaluations won't persuade many people to visit the restaurant. More people will visit the restaurant if it receives more favorable reviews because of its high rating. In this study number of online review related with restaurant selection because of trust and credibility. Consumers often trust the opinions and experiences of

other customers. Positive reviews can enhance a restaurant's credibility and attract more customers. From reading other reviews on social media, potential restaurant consumers can know the food variety and service variety before choosing a particular restaurant to visit (Hanifati, A.N. 2015). The public will therefore embrace the location if it is appealing. People can use this to assist them decide the restaurant they wish to visit.

2.2 Review Ratings

In the hospitality business, online review ratings are regarded as a dependable method that can influence other consumers' decisions (Cheng & Loi, 2014). It also influences the number of people who conduct research on the restaurant on social media or any other outlet that provides online ratings. A lack of attention could be one of the factors influencing restaurant ratings. Due to the difficulty of collecting online review ratings, it has long been recognized in the hospitality sector that recognizing online customer review ratings is a crucial indicator of restaurant performance.

Restaurant ratings use notations such as stars or other symbols, as well as numbers, to evaluate restaurants in order of quality. Stars are commonly used on scales of one to three or five, making them a well-known and recognized symbol. When confronted with unknown locations, restaurant customers frequently rely on online reviews as an additional resource. These evaluations include both positive and negative consumer experiences. There are numerous ways to rate restaurant reviews. This is alleged because each restaurant has both online and offline review ratings. For example, internet ratings and reviews are displayed on the restaurant's social media profile when someone searches for the restaurant's name on Google, it displays the number of review ratings the establishment has earned as a star; the more stars the establishment has received, the more popular and well-regarded it is among the general public. In this study, online review ratings are used by consumers to guide the bulk of their decision-making when looking for a better restaurant to dine at. The reviews were acquired from a variety of platforms, including TripAdvisor.

2.3 Restaurant Attributes

Restaurant attributes are defined as certain restaurant elements that customers analyse and pick from while weighing their options, such as the menu, price range, location, parking accessibility, and overall culinary excellence. Oh, H., and Sparks, S. (1998) identified recommended presentation, menu diversity, and temperature as key sub-attributes determining satisfaction. There are restaurants that provide only Western food, only hot food, and so on. As a result, it is dependent on consumer tastes when it comes to the restaurant. In this study, restaurant qualities associated with restaurant selection are influenced by a variety of factors that contribute to the overall dining experience.

2.4 Restaurant Selection

Customers utilize restaurant selection factors to determine where to dine out. Every person makes their own decision while selecting a restaurant, taking into account the previously listed aspects. For instance, the number of online reviews, review rating and restaurant attributes in internet evaluations. Restaurant will obtain an exceptional response from the patrons who visit it if it satisfies every one of the requirements listed in the restaurant selection factors. Kim, M. Jeong and Jang (2007) suggest that a consumer's dining experience mirrors their perception of overall quality, and their individual opinion about a restaurant may influence the decisions of other consumers.

2.5 Conceptual Framework and Hypothesis

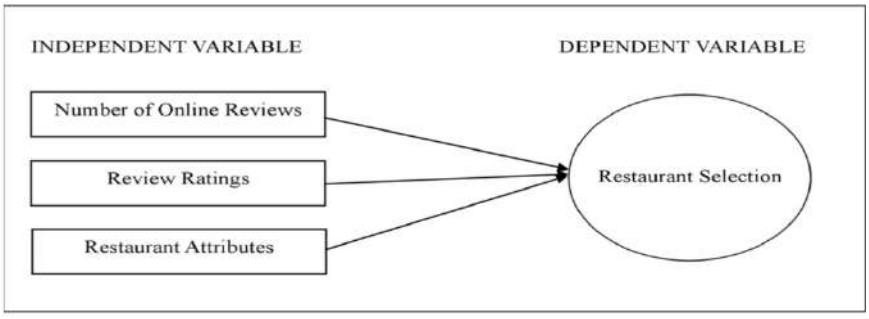

Figure 1: Conceptual Framework.

H1: There is a relationship between the number of online reviews on restaurant selection.
H2: There is a relationship between review rating on restaurants selection.
H3: There is a relationship between restaurant attributes on restaurant selection.

2.6 Research Gap

2.6.1 Quality and Trustworthiness of Reviews

Focuses on the number of reviews, ratings and restaurant attributes. The gap is it didnt look at how the quality and trustworthiness of review (like detailed vs short reviews) affect people decision. Future research could explore on how people decide which reviews to trust and how that influences customer choices.

2.6.2 Variety in Consumer Groups

The current study uses students from Universiti Malaysia Kelantan as the sample group. For the gap, this group not represent everyone. In future studies could include people of different ages, incomes and background to see if these factors change how online reviews impact restaurant selection.

2.6.3 Impact of Photos and Videos in Reviews

The current study only focuses mainly on written reviews. For the gap, with the popularity of platforms like Instagram and Tiktok, photos and videos are becoming more important. Future research could look at how visual content in reviews affect people's restaurant choices compared to just text reviews.

2.6.4 Timing of Reviews

The current study doesnt consider how the age of reviews affects their influence. In future research, could explore whether recent reviews are more influential than older ones and how the importance of reviews changes over time.

2.6.5 Psychological and Behavioral Factors

The current study doesnt explore the psychological reasons behind why people rely on online reviews. For the gap, future studies could investigate the psychological snd behavioral reasons (like trust, following others, decision-making processes) behind why and how online reviews affect people's behaviour. This could involve combining insights from marketing, psychology and behavioural science.

2.7 Research Question

RQ1: What is the relationship between the number of online reviews towards restaurant selection?
RQ2: What is the relationship between online review ratings and their impact on the selection of restaurants?
RQ3: What is the relationship between restaurant attributes and the impact of online reviews towards restaurant selection?

2.8 Purpose of The Study

The study aims to investigate how online reviews influence restaurant selection among students at Universiti Malaysia Kelantan, focusing on three key variables. Firstly, it examines the impact of the number of online reviews on students' decisions, assuming that a higher quantity may indicate greater popularity or reliability of a restaurant. Secondly, the study analyzes how review ratings, such as star ratings or numerical scores, affect students' perceptions of a restaurant's quality and attractiveness. Lastly, it explores specific restaurant attributes mentioned in reviews, such as food quality, service, ambiance, price, and location, to understand which attributes carry the most weight in students' decision-making processes. Through these investigations, the research aims to provide insights into the role of online reviews in shaping student preferences and choices regarding dining establishments, offering implications for both academic understanding and practical applications in the hospitality industry.

3.0 Methodology

3.1 Study Design

However, the research design process encompasses numerous interconnected decisions (Kassu Jilcha Sileyew, 2020). Based on the statement above, research design is the framework of research methods and techniques chosen by a researcher to conduct the study. There are three main types of design research which is data collection, measurement and data analysis. This approach is characterized by its structured design, which often includes the formulation of hypotheses, the use of standardized instruments for data collection, and statistical analysis to test the hypotheses. This study used quantitative research approach in data collection process.

3.2 Target Population

The people who respond are picked at random, and the study's target group is made up of students from different faculties at Universiti Malaysia Kelantan. This study is mostly about students at the Universiti of Malaysia Kelantan because those students are interested in eating at "viral" places that have a lot of reviews and how the restaurants look and feel so they can get a good picture. Digital feedback people provide online about items and services from customers of their choosing. The goal of this study is to find out how the number of online reviews, review ratings, and certain characteristics of a restaurant are related, as well as how online reviews affect people's choices restaurant selection.

3.3 Sample Size

The student population at Universiti Malaysia Kelantan in Campus Kota is projected to reach 8,000 students. This quantity has been chosen as the target population for the researcher's questionnaire, which will be sourced from the Universiti Malaysia Kelantan database. The study sample size was calculated using Krejcie and Morgan's table, which employs a set method for population estimation. The Kerjcie and Morgan table sample size for students who have to answer the questionnaire among university students in Campus Kota is 367 student's respondents based on a population of 8000 students.

3.4 Sampling Method

Non-probability sampling is a type of probability sampling in which it is not possible to figure out how likely it is that any given person will be chosen for a sample. It's the exact opposite of chance sampling that can't be measured. When using non-probability sampling, on the other hand, the researcher makes the choice instead of picking people at random. One type of non-probability method is sampling, in which a sample is taken from an easy-to-reach place. In the next step, called "snowball sampling," people who are already in the study find other people to join. 24 Sampling method research is a flexible way to expand the scope of studies and make them more useful for analysis. People should pay attention to a few probability sampling methods. One of them is simple random sampling. A simple random selection means that every person in the society has an equal chance of being chosen. The community as a whole should be in the sample area.

3.5 Data Collection

The researcher makes a poll about the study as part of the data collection method, which is a step towards getting the study's results. Questionnaires are the most cost- effective way because people only have to spend time answering the questions that are given. Also, respondents are not interviewed in person, and there are no costs associated with travelling to the study place. Because we are mostly interested in collecting data from afar, we made this questionnaire by quickly making one in the form of a Google form as a way to get the data we need.

3.6 Data Analysis

Data analysis is a systemic process that hinges on employing methodologies and approaches to extract meaningful insight from raw data, aligning them with the core objectives of a business. It involves delving into formation to convert metrics, facts, and figures into actionable initiatives for enhancement. Data analysis methods can be broadly classified into two main areas: quantitative data analysis methods and qualitative research data analysis methods. This study employs a quantitative research design. The analysis process further breaks down into distinct sections, namely descriptive analysis and Pearson Correlation analysis.

3.6.1 Descriptive Analysis

Descriptive analysis is being used to describe and summarize data from general or representative studies. To determine the level of collaboration, the researchers will do descriptive analysis. Descriptive analysis allows the researcher to communicate facts in a more effective and transparent manner.

3.6.2 Reliability Test

A reliability system is used to measure a system's stability and overall performance over the given time and with the different specific sets of testing conditions. Reliability refers to the degree to which finding have remained consistent over the years as well as a correct representation of the complete population studied and a studies instrument is considered straightforward while the study's findings can be replicated the use of comparable technique. Cronbach's Alpha is the most often applied measure for assessing a factor's usual inner dependability.

3.6.3 Correlation Test

Pearson's Correlation Regression evaluation is a numerical approach for estimating the overall importance of a courting between two variables, and its miles used to determine the hyperlink among two variables. A strong correlation suggests a widespread association among or more impartial variables, while a low correlation 32 suggests that the variables are simplest barely related. It is the process of determining the significance of a courting the use of effortlessly available statistical information. To decide the strength of the association among independent and dependent variables, Pearson's Correlation Coefficient is used.

4.0 Results

4.1 Demographic Characteristic Respondent

Research findings are illustrated through the demographic characteristics of the respondents, focusing on gender, ethnicity, state, faculty, and years of study.

Firstly, the gender distribution of the respondents reveals that out of the 379 participants, 159 were male and 220 were female. This translates to 42% male and 58% female respondents. Our initial target was to gather 376 responses, but we exceeded this goal and received 379 responses in total.

Regarding ethnicity, the survey results show a diverse racial composition among the respondents. Of the 379 participants, 268 identified as Malay, 71 as Chinese, 38 as Indian, 1 as Bumiputera Sabah, and 1 as Bugis. This means that Malays made up the majority at 70.7%, followed by Chinese at 18.7%, and Indians at 10%. The least represented ethnic groups were Bumiputera Sabah and Bugis, each constituting 0.3% of the respondents.

The distribution of respondents by state provides further insight into the demographic spread. The respondents hailed from various states, with the highest number from Kelantan (48 respondents), followed by Melaka (47), Perak (37), Pahang (36), Johor (34), Terengganu (29), Penang (23), Negeri Sembilan (20), Selangor (18), Kuala Lumpur (16), Perlis (15), Sabah (12), Sarawak (9), Putrajaya (7), and Labuan (3). Kelantan had the highest representation at 12.7%, while Putrajaya had the lowest at 1.8%.

Examining the faculty distribution, the respondents were categorized into three faculties: FHPK, FKP, and FPV. The majority, 230 respondents (60.7%), were from FHPK. The second largest group, consisting of 120 respondents (31.7%), was from FKP, and the smallest group was from FPV with 29 respondents (7.7%).

Lastly, the years of study at Universiti Malaysia Kelantan show that the majority of respondents were in their third year. Specifically, there were 60 first-year respondents, 85 second-year respondents, 210 third-year respondents, and 24 fourth-year respondents. This distribution indicates that third-year students constituted the largest group at 55.4%, followed by second-year students at 22.4%, first-year students at 15.8%, and fourth-year students at 6.3%.

In summary, this research provides a comprehensive overview of the demographic characteristics of our respondents, highlighting significant patterns in gender, ethnicity, state of origin, faculty affiliation, and years of study.

4.2 Descriptive analysis

A mathematical analysis was used in this study, and one part of it was to look at how often tests were given. The regularity of an event is the number of times it happens. Part A of the form asked people about their gender, race, state, school, and number of years of schooling, among other things. The types of people who filled out the poll were shown in a table and a pie chart.

The descriptive analysis includes 379 randomly selected respondents from University Malaysia Kelantan in Pengkalan Chepa. Furthermore, the researcher will compare the mean for each variable in each question, along with the replies using LikertScale, 1 as Strongly Disagree, 2 as Disagree, 3 as Neither/Nor agree, 4 as Agree and 5 as Strongly Agree.

Table 1: Descriptive analysis for Independent Variables

Independent variables	Mean	Standard deviation
Number of online reviews	4.47	0.843
Review ratings	4.37	0.833
Restaurants attributes	4.32	0.861

From the result that has been shown in the table, the highest mean for number of online reviews is 4.47. Students prefer to check the number of consumer reviews before making a selection. It has proven that the larger number of reviews will generally indicate that the restaurant has been visited by more people.

The highest mean in the table for review ratings was 4.37. It shows that students usually review the restaurant rating that is supported by trusted websites beforechoosing a restaurant because trusted websites often have mechanisms in place toensure the credibility of their reviews. The website may verify user accounts, moderate reviews for authenticity, and prevent fake reviews or manipulation of ratings.

The highest mean for restaurant attributes is 4.43. When students are dining with friends or classmates, it is common for individuals to have different food preferences. A restaurant with a diverse menu can accommodate the preferences of everyone in the group, making it easier to find a consensus on where to eat.

Table 2: Descriptive analysis for Dependent Variable

Dependent variables	Mean	Standard deviation
Impact of online review towards restaurant selection	4.36	0.847

The highest mean was 4.43. Restaurants with many positive reviews build a strong reputation for quality and satisfaction. These findings show that students may trust these establishments more, believing that they are more likely to have a positive dining experience based on the experiences of other.

4.3 Reliability Test

A reliability system is employed to evaluate a system's overall performance and stability over a specific period of time and in various testing scenarios. Before being distributed to 367 respondents via an online survey, the pilot test was carried out with 30 participants.

Table 3: Result of Reliability Test

Variable	Number of Item	Cronbach's Alpha
Online review	6	0.871
Review ratings	6	0.882
Restaurant attributes	6	0.876
Impact of online review	6	0.860

Table 3 displays the independent and dependent variables Cronbach's Alpha Coefficient values. The table above shows that all the variables were more than 0.7. As a result, the drawn conclusion can be trusted and used in this investigation. The ease-of-use variable, a factor that influenced impact of online review was measured using six questions. Cronbach's Alpha for this section's question (0.871) was good. As a result, the coefficients obtained for the question in the online review variable are reliable.

Following that, the test reliability outcome of Cronbach's Alpha coefficient is 0.882 which is considered good based on the review ratings variable. As a result, coefficients obtained for the usefulness question were trustworthy. Six questions were used to assess the restaurant attributes, and Cronbach's Alpha results (0.876) are satisfactory. As a result, the coefficient obtained for this question is also trustworthy. Finally, the reliability of the factors that affect Impact of online review on restaurant selection shows Cronbach's Alpha value is 0.860. This indicates that the questions are moderate and can still be reliable for the research.

5.0 Discussion

The first research question in this study identifies the relationship between the number of online reviews with the impact of online review in restaurant selection. This is also to answer the first objectives of this research and hypothesis. Hypothesis 1 proposed that there is a significant relationship between the number of online reviews on restaurant selection. From the findings, it showed that there is a strong positive relationship between number of online reviews with the impact of online review in restaurant selection. Basuroy et al. (2003) and Hlee et al. (2018) found that customers read product number reviews online to make informed purchasing decisions, reducing uncertainty and risk.

Hypothesis 2 proposed that there is a significant relationship between review rating on restaurants selection. the results demonstrated a very strong association between review rating and restaurant selection. Mariani et al. (2019) define online comments as brief text messages that convey customers' experiences with a business, and online ratings as rankings produced by websites based on customer evaluation.

Hypothesis 3 has the proposed that there is a significant relationship between restaurant attributes on restaurant selection. Previous studies in this field (Clark & Wood, 1998; Correia et al., 2008; Heung, 2002; Keyt et al., 1994; Soriano, 2002; Sulek & Hensley, 2004) identified atmosphere to be one of the significant qualities or factor groups.

In conducting this study, the students of Universiti Malaysia Kelantan in Pengkalan Chepa are study population. The student population at Universiti Malaysia Kelantan in Campus Kota is projected to reach 8,0000 students. This quantity has been chosen as the target population for the researcher's questionnaire, which will be sourced from the University Malaysia Kelantan database.

The researcher used the quantitative method to conduct this study, which means the researcher collected data using a google form. This is said to be so because of the scope of data collection.

There are several directions that can be taken by future researchers relevant to the impact of online review on restaurant selection. The provision of outstanding service to customers is the aspect that has room for improvement. It is important that your description conveys a sense of significance and encourages customers to investigate your product or service. Optimised listings enhance both your online presence and the traffic that you receive from search engines.

6.0 Conclusion

The results showed that students prefer to check the number of consumer reviews before making a selection, as a larger number indicates a restaurant has been visited by more people. However, students do not usually read consumer reviews because most reviews are not related to the restaurant, and they rarely select the restaurant after reviewing the highest number of reviews through trusted website.

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Conflict of interest

The authors of this study declare that there is no conflict of interest in this study.

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Study on Korean Cuisine Food Preference Among Malaysians Teenagers

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Abstract: This study introduces an improved approach to examining Korean cuisine preferences among Malaysian adolescents. Taste emerged as the most significant factor influencing their choice of Korean food in Malaysia, indicating that both taste and social experiences strongly impact eating behaviors. The main objective of this research is to identify the factors that influence Malaysian teenagers' preference for Korean cuisine. Utilizing a quantitative approach, the study was conducted in Malaysia, analyzing 384 questionnaires through SPSS version 23. Results identified four primary factors affecting food preferences: taste, cultural interest, nutrition, and social experience. Respondents varied in age, race, gender, region, and educational background. Taste had the highest p-value of 0.537, compared to other variables affecting the acceptance of Korean cuisine. Limitations and recommendations are discussed in the concluding chapters, providing guidance for future research. Further studies are recommended to explore additional factors and examine larger, more diverse populations to expand the understanding of Korean cuisine preferences among different demographic groups.

Keyword: Food Preference; Korean Cuisine; Taste; Cultural Interest; Nutrition; Social Experience

1.0 Introduction

This study aims to provide a comprehensive analysis of the factors influencing the food preferences of Malaysian teenagers, with a particular focus on Korean cuisine. It explores the correlation between social interests and food choices, aiming to understand how peer interactions, family influence, and community norms shape these preferences. Additionally, the research examines the role of social media platforms, such as Instagram, YouTube, and TikTok, in promoting Korean cuisine and fostering a sense of cultural curiosity among teenagers. The study also delves into the adaptability of traditional Korean flavours within a Malaysian context, assessing whether local taste preferences have influenced the reception and modification of Korean dishes. Furthermore, it investigates the cultural significance of Korean cuisine, evaluating how the growing popularity of Korean pop culture (Hallyu), including music, television dramas, and films, has impacted the desire for authentic Korean food experiences among Malaysian adolescents. Moreover, this study assesses the nutritional value of Korean cuisine and its role in shaping food preferences, considering whether health-conscious teenagers are more inclined to choose Korean dishes due to their perceived nutritional benefits. By examining these interconnected factors social, cultural, media influence, taste adaptability, and nutrition—the study aims to provide a holistic understanding of why Malaysian teenagers are drawn to Korean cuisine and offer insights into the broader cultural exchange occurring through food. This multi-dimensional approach will help in identifying future trends and areas for further research, including cross-cultural influences and the potential integration of Korean cuisine into Malaysia's diverse culinary landscape.

2.0 Literature Review

2.1 Taste

With the rise of the Korean Wave (Hallyu), including K-Dramas, K-pop, and other cultural exports, Korean cuisine has gained international popularity. This phenomenon has been well-documented in the literature, which highlights the global spread of Korean restaurants, the incorporation of Korean ingredients into global markets, and the influence of popular culture on the perception of Korean food (Kim, 2020; Lee & Park, 2019). The global appeal of Korean pop culture, commonly referred to as the "Hallyu" wave, has significantly contributed to introducing Korean cuisine to a broader audience (Choi, 2018). As K-pop, K-dramas, and other cultural elements have attracted fans worldwide, interest in Korean food has naturally followed, particularly among teenagers, including Malaysian adolescents (Seo, 2021; Ahmad & Rahman, 2020). Social media platforms, such as Instagram and YouTube, have further amplified the spread of Korean food culture. The visually appealing nature of Korean dishes, with their vibrant colours and intricate presentations, makes them highly shareable online, fuelling trends and inspiring global curiosity (Park, 2017). Additionally, food tourism, where individuals explore and experience diverse cuisines, has played a crucial role in increasing the international interest in Korean food (Kim & Yoon, 2020).

H1: There is a significant relationship between taste and the preference for Korean cuisine food among Malaysian teenagers

2.2 Social Experience

Social interest plays a pivotal role in shaping the food preferences of teenagers. According to Smith and Wang (2016), peer groups and family exert significant influence over dietary choices and eating habits. Understanding how social dynamics within Malaysian teenage communities contribute to the adoption of Korean cuisine can offer valuable insights into their food preferences. This research examines existing literature on social factors that impact food choices among adolescents, particularly focusing on how peer influence, family interactions, and social media affect the perception and acceptance of Korean cuisine among Malaysian teenagers. The study also explores the role of social experiences in shaping food preferences, drawing from previous research on how social dynamics impact food-related behaviour (Seo, 2021). By examining the cultural and social interactions that drive the adoption of Korean cuisine, researchers can better understand the social aspects of food preferences among Malaysian teenagers. This approach helps contextualize how social factors, such as peer influence, family involvement, and the powerful impact of social media platforms, contribute to the increasing popularity of Korean cuisine in Malaysia (Ahmad, & Rahman, 2020).

H2: There is a significant relationship between social experience and the preference for Korean cuisine food among Malaysian teenagers

2.3 Cultural Interest

Researchers have explored the cultural significance of food in Korean society, emphasizing the integral role of meals in social rituals, celebrations, and daily life. Korean cuisine holds profound cultural importance, shaped by the country's historical, geographical, and social traditions. Several aspects highlight this significance. Historically, Korean cuisine has deep roots, with culinary traditions dating back thousands of years. Various cooking techniques, including fermentation and pickling, have been preserved and passed down through generations, maintaining a rich and evolving culinary heritage (Kim & Lee, 2018). These techniques not only reflect the country’s agricultural history but also its adaptability and resourcefulness in food preservation. Another key aspect is the emphasis on balance and harmony in traditional Korean meals. The careful attention to balancing flavours, colours, and textures mirrors broader Korean cultural values that prioritize harmony in life, reflecting a holistic approach to well-being and social relationships (Choi, 2020). This cultural principle is evident in the preparation and presentation of meals, where aesthetic and sensory balance are as important as the nutritional content. In addition, Korean cuisine often focuses on health and well-being. It incorporates a wide variety of vegetables, lean proteins, and fermented foods, which contribute to a generally healthy diet. This approach to food aligns with the cultural emphasis on health and wellness, underscoring the belief that a well-balanced and nutritious diet is essential for maintaining physical and mental well-being (Park & Yoon, 2017). The inclusion of fermented dishes like kimchi, known for their probiotic properties, highlights the connection between food and health in Korean culture.

H3: There is a significance relationship between cultural interest and the preference for Korean cuisine food among Malaysian teenagers

2.4 Nutrition

The study of nutrition about Korean cuisine preferences among Malaysian teenagers requires an examination of existing research on various factors such as social experiences, taste, cultural interest, and the nutritional implications of consuming Korean food. A comprehensive understanding of the nutritional aspects of Korean cuisine, alongside these social and cultural influences, is essential to understanding Malaysian teenagers' dietary choices. This review seeks to integrate existing literature on nutrition with the broader context of food preferences, offering insights into the factors that drive the increasing popularity of Korean cuisine among Malaysian adolescents. By synthesizing current research, this study aims to provide a well-rounded analysis of how Korean cuisine, which often emphasizes health-conscious ingredients like vegetables, fermented foods, and lean proteins, aligns with nutritional preferences among teenagers. This multifaceted exploration will not only highlight the appeal of Korean food but also its potential nutritional benefits, reflecting broader trends in global food culture that resonate with Malaysian youth (Kim & Park, 2019; Lee et al., 2020).

H4: There is a significant relationship between nutrition and the preference for Korean cuisine food among Malaysian teenagers

3.0 Methodology

3.1 Study Design

This study will adopt a quantitative research approach to gather significant data, utilizing structured methods for ease of analysis. Quantitative surveys, which primarily rely on closed-ended questions, allow for the conversion of responses into measurable data, such as statistics, graphs, and charts, facilitating a clear and systematic presentation of findings (Thakur, 2021). Data collection methods will include the use of questionnaires designed to assess key factors such as taste preferences, social experiences, cultural interests, and nutritional considerations. Additionally, demographic information such as age,

ethnicity, and residential background will be collected alongside self-reported data on physical activity levels. These variables will help contextualize the respondents' preferences and provide a more comprehensive understanding of the factors influencing Korean cuisine choices among Malaysian teenagers (Smith & Brown, 2019). The quantitative nature of the study will ensure that the findings are statistically robust, allowing for generalizable insights into the broader population.

3.2 Target Population

The target population for this study includes individuals who are enthusiastic about the Korean Hallyu wave, particularly focusing on Malaysian teenagers who have a strong interest in Korean cuisine. The research will be conducted in Malaysia, specifically targeting areas with a high concentration of Korean cuisine enthusiasts among the youth. This includes urban centres and regions known for their vibrant cultural exchange and the popularity of Korean pop culture.

3.3 Sample Size

Participants for this study were selected based on their engagement with the Korean Hallyu wave, with a particular focus on Malaysian teenagers interested in Korean cuisine. The sample size was determined using the Krejci and Morgan (1970) table, which guided the distribution of 384 questionnaires to ensure statistical relevance. This sample size is appropriate given the total population of 2,509,231 Malaysian teenagers, comprising 1,217,326 teenage girls and 1,291,905 teenage boys. The chosen sample size allows for a representative analysis of the target population, aligning with the study's objectives to accurately capture the preferences and behaviours of Malaysian teenagers regarding Korean cuisine.

3.4 Sampling Method

In this research, probability sampling methods, namely simple random sampling were used. A simple random sample is a subset of the population selected at random. Every member of the population has an exactly equal probability of getting chosen using this sampling technique.

I. Online Questionnaire

This research relies on primary data collected through questionnaires. To proceed with the study, approximately 384 respondents are required to complete the necessary questionnaire. The researchers will distribute the survey to participants within their networks, utilizing platforms such as Telegram and WhatsApp to facilitate dissemination. A structured survey format will be employed to gather responses. The primary objectives of this study include addressing the research goals and collecting respondent data. Additionally, the study aims to determine the response rate for each question and assess the overall engagement of the surveyed individuals.

II. Research Instrument

The survey was created using Google Forms and distributed to Universiti Malaysia Kelantan students via Telegram and WhatsApp. To ensure clarity and ease of completion, the survey includes straightforward questions designed to minimize confusion for respondents. The researcher employs this questionnaire to gather detailed information and evidence, converting dynamic data into quantifiable responses. The questionnaire is organized into six sections: Sections A through F. Section A addresses respondents' background information, while Sections B, C, D, and E focus on independent variables—taste, cultural interest, social experience, and nutrition. The final section, Section F, explores the dependent variable, which is the interest in Korean cuisine among Malaysian youths.

3.5 Data Collection

The data collection procedure for this research is guided by criteria that address the research question: “What are the Korean cuisine food preferences among Malaysian teenagers?” The procedure involves defining the sample size and sampling method. The sample will consist of 200 Malaysian teenagers, randomly selected, aged between 13 and 19 years old. A combination of convenience and snowball sampling methods will be employed to gather participants. The survey questionnaire will be developed with two sections. The first section will gather demographic information, including age, gender, and ethnicity. The second section will focus on Korean cuisine preferences, utilizing a 5-point Likert scale to capture responses. A pilot test of the survey will be conducted with 20 randomly selected Malaysian teenagers to ensure that the questions are clear and comprehensible. Data collection will be carried out through online surveys, distributed via social media platforms such as Instagram and Facebook. The collected data will be analysed using descriptive statistics, including mean, standard deviation, and frequency distribution. The results will be interpreted to provide insights into Korean cuisine food preferences among Malaysian teenagers.

3.6 Data Analysis

The collected data was analysed using several methods to evaluate, clean, manipulate, and model the information effectively. These methods were chosen to uncover valuable insights, draw meaningful conclusions, and support decision-making.

3.6.1 Descriptive Statistics

Descriptive statistics were used to summarize and describe the main features of the dataset. This involved calculating measures such as means, standard deviations, and frequency distributions. These statistics provide an overview of the data and help in understanding the general trends and patterns related to Korean cuisine preferences among Malaysian teenagers.

3.6.2 Correlation Analysis

Correlation analysis was employed to explore the relationships between different variables, such as taste, cultural interest, social experience, and nutrition. This method helps identify how these factors are interrelated and how they collectively influence food preferences. By calculating correlation coefficients, the study could determine the strength and direction of these relationships.

3.6.3 Reliability Analysis

Reliability analysis was conducted to assess the consistency and dependability of the survey instrument. This involved calculating measures such as Cronbach's alpha to evaluate the internal consistency of the questionnaire items. Ensuring high reliability is crucial for validating the accuracy and stability of the responses collected. These methods were selected because they provide a comprehensive approach to analyzing quantitative data. Descriptive statistics offer a foundational understanding of the data, correlation analysis reveals the dynamics between variables, and reliability analysis ensures the credibility of the findings. Together, these approaches facilitate a thorough examination of the data, supporting the study's objectives and enhancing the reliability of the conclusions drawn.

4.0 Results

4.1 Demographic characteristics of respondents

In the initial phase of data collection, 30 questionnaires were prepared and distributed to respondents who had experienced Korean cuisine. This preliminary distribution aimed to assess the reliability of the questionnaire. Following this, a total of 384 questionnaires were distributed to respondents who had experienced Korean cuisine. Data analysis allowed the researchers to evaluate responses on a scale of 1 (strongly disagree) to 5 (strongly agree), providing insight into the degree of agreement for each item.

4.2 Descriptive analysis

Table 1: Descriptive Statistic

Variables	Mean (N: 384)	Deviation
Taste	26.44	4.932
Cultural Interest	23.21	4.290
Social experience	27.20	4.945
Nutrition	26.47	5.090
Food Preference	26.99	4.992

The number of respondents, as well as the independent and dependent variables' means and standard deviations, were displayed in Table 1. The greatest mean for the independent variables was social experience (27.20), followed by taste (26.44), nutrition (26.47), and cultural interest (23.21). The number of respondents, as well as the independent and dependent variables' means and standard deviations, were displayed in Table 4.1. The greatest mean for the independent variables was social experience (27.20), followed by taste (26.44), nutrition (26.47), and cultural interest (23.21). The mean for the dependent variable was 26.99.

4.3 Reliability Test

The Cronbach's alpha results for the independent variables (IV) and dependent variables (DV) in this study are displayed in Table 2. Every variable exceeds the 0.8 threshold. Cultural interest has the highest value of Cronbach's alpha which is 0.902 while the lowest value is taste which is 0.866. The results of questionnaires in accurate and reliable without errors from survey instruments.

Table 2: Result of Reliability Cronbach's Alpha for the Independent Variable (IV) and Dependent Variable (DV).

Variables	Number of Items	Reliability Cronbach's Alpha	Internal Consistency
Taste	7	0.866	Good
Cultural Interest	7	0.902	Excellent
Social experience	7	0.900	Good
Nutrition	7	0.893	Good
Food Preference	7	0.883	Good

4.4 Inferential Analysis

Table 3: Inferential Analysis

Hypotheses	Correlation Coefficient		Result
H1: Social experience – Food preferences	0.736	Moderate Positive	Accepted
H2: Taste – Food preferences	0.713	Moderate Positive	Accepted
H3: Cultural Interest– Food preferences	0.718	Moderate Positive	Accepted
H4: Nutrition– Food preferences	0.789	Positive	Accepted

**Significant level at 0.001 (2-tailed), p-Value (<.001)*

Table 3 displays the inferential analysis results, showing the correlation between various factors and food preferences. Social experience (0.736), taste (0.713), and cultural interest (0.718) all exhibit moderate positive relationships with food preferences, indicating that increased social experience, a greater appreciation of taste, and higher cultural interest are associated with stronger food preferences. Nutrition shows a stronger positive correlation (0.789) with food preferences, suggesting that better nutritional value significantly enhances food preference. All correlations are statistically significant at the 0.001 level (2-tailed), with p-values less than 0.001, confirming the robustness of these findings.

5.0 Discussion

5.1 Interpretation and Comparison of Results

The results of this study provide significant insights into the factors influencing Korean cuisine preferences among Malaysian teenagers. The positive correlations between social experience (0.736), taste (0.713), cultural interest (0.718), and nutrition (0.789) with food preferences suggest that these factors play a crucial role in shaping dietary choices. Specifically, the strong influence of nutrition on food preferences aligns with Park and Yoon's (2017) findings, which emphasize the impact of perceived health benefits on dietary decisions. The moderate positive relationships observed for social experience, taste, and cultural interest are consistent with Smith and Wang's (2016) research, which highlights the importance of social and cultural factors in determining food preferences.

The correlation between social experience and food preferences corroborates existing literature that links social interactions with dietary choices. According to Smith and Wang (2016), peer groups and social contexts significantly affect adolescents' food preferences, a finding that is supported by this study's results. Similarly, the emphasis on taste aligns with Thakur's (2021) assertion that sensory attributes are primary determinants of food choices, reinforcing the study's findings. The strong correlation between nutrition and food preferences contrasts with some studies that found less pronounced effects of nutritional value on food choices. For instance, some research has suggested that factors such as taste and social influences might overshadow nutritional considerations (Choi, 2020). However, the results of this study highlight the growing importance of health-conscious eating among teenagers, suggesting a shift towards greater awareness of nutritional benefits.

5.2 Limitations and Suggestions for Future Research

Despite these insights, the study has several limitations. Firstly, the sample was limited to Malaysian teenagers, which may not fully represent the diverse food preferences of adolescents in other regions or cultural contexts. Future research could expand the sample to include a broader demographic, including teenagers from different countries or regions, to compare preferences across cultures. Additionally, while the study focused on quantitative measures, incorporating qualitative methods such as interviews or focus groups could provide deeper insights into the reasons behind food preferences and the role of social and cultural influences. This mixed-methods approach could offer a more nuanced understanding of how these factors interact. Finally, the study used a specific set of variables (taste, social experience, cultural interest, and nutrition). Future research could explore other potential factors, such as economic influences or trends in food marketing, to provide a more comprehensive view of food preferences. Overall, while the study confirms the importance of taste, social experience, cultural interest, and nutrition in shaping Korean cuisine preferences among Malaysian teenagers, addressing these limitations and incorporating broader variables could enhance the robustness and applicability of future research findings.

6.0 Conclusion

This study provides a comprehensive analysis of the factors influencing Korean cuisine preferences among Malaysian teenagers. The findings reveal significant positive correlations between taste, social experience, cultural interest, and nutrition with food preferences. Specifically, the strong impact of nutritional value highlights the increasing importance of health-conscious eating among adolescents. These results are consistent with existing research, which underscores the roles of sensory attributes and social contexts in shaping dietary choices. However, this study also identifies certain limitations, including the sample's regional focus and the use of only quantitative measures. Future research could benefit from expanding the sample to include diverse demographics and incorporating qualitative methods to gain deeper insights. Additionally, exploring other influencing factors such as economic considerations or food marketing trends could provide a more holistic understanding of food preferences. Overall, the study's insights contribute valuable knowledge to the field of food preferences and can inform strategies for engaging Malaysian teenagers with Korean cuisine, particularly through highlighting nutritional benefits and cultural connections.

Conflicts of Interest

There is no conflict of interest in this study.

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The Effect of Service Quality Towards Customer Satisfaction in The Fast-Food Restaurant in Kota Bharu, Kelantan

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Abstract: This study focuses on customer satisfaction at fast-food restaurants in Kota Bharu, Kelantan. The study explores how reliability, empathy, tangibility, assurance, and responsiveness of service quality influence customer satisfaction. The research study was performed in Kota Bharu, Kelantan, adopting quantitative research methodologies. The convenience sample method was implemented to gather responses from respondents. The research's sample size was 384 respondents. The data generated was analysed using descriptive statistics, the reliability test, and the Pearson correlation test. Customer satisfaction and service quality are strongly affected by five service quality dimensions: reliability, empathy, tangibility, assurance, and responsiveness. The results completely support all of the variables considered in this study. Finally, service quality shares a significant impact on customer satisfaction at the highest level. Customers' satisfaction levels are significantly impacted by the quality of service delivered.

Keyword: Reliability; Empathy; Tangibility; Assurance; Responsiveness

1.0 Introduction

The fast-food industry has seen remarkable growth recently, becoming a central element of modern dining worldwide. This trend is particularly evident in Kota Bharu, a city known for its cultural diversity and economic vibrancy. As the number of fast-food restaurants increases in Kota Bharu, understanding the link between service quality and customer satisfaction is crucial for businesses aiming to thrive in this competitive environment. Service quality, encompassing assurance, responsiveness, empathy, reliability, and tangibles, fundamentally shapes customer perceptions and evaluations of fast-food establishments (Mohd Rofide, 2021; Naik, 2010). For fast-food operators in Kota Bharu, maintaining high standards in these dimensions is essential for securing customer loyalty and sustaining growth.

The rapid expansion of major fast-food chains like KFC, McDonald's, and Pizza Hut highlights the sector's robust growth in Malaysia. KFC, with over 600 outlets and a dominant market presence, exemplifies the industry's adaptability and reach (Quoquab, 2019; Xiao, 2016). Amidst this growth, exploring how service quality influences customer satisfaction presents both a challenge and an opportunity. This study aims to identify key elements of service quality that significantly impact customer satisfaction in Kota Bharu's fast-food sector. By examining these dimensions, the research seeks to provide actionable insights that can enhance operational strategies and customer experiences, benefiting fast-food establishments in Kota Bharu and similar markets across Malaysia.

Understanding the nuanced relationship between service quality and customer satisfaction is essential for fostering brand loyalty and maintaining a competitive edge in Malaysia's dynamic fast-food landscape. With KFC leading the market, the study seeks to uncover not only direct impacts of service quality on customer satisfaction but also indirect effects through factors like perceived value and emotional attachment (Yasin, 2019). By revealing these complexities, the research aims to offer fast-food operators comprehensive strategies to improve service performance and strengthen customer relationships. Ultimately, the goal is to equip businesses with the knowledge needed to excel in a competitive market, ensuring long-term success and resilience.

2.0 Literature Review

2.1 Customer Service

Customer satisfaction is a critical metric that gauges how well an organization's products or services meet the expectations and demands of its customers. It serves as a key indicator of customer loyalty and their likelihood to make repeat purchases, which in turn can predict revenue growth and business expansion. Scholars such as Kumar (2012), Lombard (2009), and Santouridis & Trivellas (2010) define customer satisfaction as the extent to which a service either meets or exceeds customer expectations. Hui and Zheng (2010) view it as an evaluation of perceived quality in specific transactions. Additionally, Danesh, Nasab, and Ling (2012) emphasize that customer retention plays a crucial role, indicating the likelihood of customers continuing to engage with a service provider in the future. Edgar & Sahadev (2011) suggest that customer retention reflects a customer's desire to repeatedly use a service from the same provider, highlighting the enduring importance of meeting customer needs and expectations for fostering satisfaction. Overall, customer satisfaction involves customers assessing their experiences against industry norms and their expectations, making judgments based on how well their needs have been met.

2.2 Reliability

Reliability in the context of fast-food restaurants encompasses the consistent delivery of promised services and the ability to meet customer expectations. It involves providing accurate information, effective problem-solving, and dependable customer service, ensuring that commitments regarding service provision, delivery times, pricing accuracy, and order fulfilment are consistently met. Studies emphasize that reliability significantly impacts customer satisfaction by fostering trust and confidence. This includes maintaining informed operating hours, knowledgeable staff, and efficient service delivery, which are crucial for retaining customers and enhancing their overall dining experience (Rizan et al., 2013; Mutinda, 2020; Penang & Kheng, 2010; Haming et al., 2019).

H1: Reliability has a positive relationship with customer satisfaction in fast-food restaurants.

2.3 Empathy

Based on Armstrong (2012) and Toosi and Kohonali (2011), empathy in fast-food restaurants involves providing personalized attention and understanding the unique needs of customers. This includes recognizing dietary preferences, addressing customers by name, and ensuring their comfort and satisfaction throughout their dining experience. The presence of empathy is crucial as it enhances customer perceptions of being valued and understood, contributing positively to overall customer satisfaction (Aftab et al., 2016; Zeithaml & Bitner, 2003). Therefore, this study hypothesizes that there is a significant relationship between empathy and customer satisfaction in fast-food restaurants.

H2: Empathy is positively associated with customer satisfaction in fast-food restaurants.

2.4 Tangibility

According to Puspita & Jihadi (2023), tangibility in fast-food restaurants encompasses the physical components and services that customers directly experience. This dimension includes the appearance of the building's interior and exterior, the cleanliness and attractiveness of staff members, and the overall ambiance. Tangibility plays a crucial role in shaping customer perceptions of service quality and the brand's image, influencing satisfaction levels significantly (Karki & Panthi, 2018). Studies emphasize that tangible aspects, such as the physical environment, equipment quality, and employee presentation, are pivotal in enhancing customer satisfaction in the restaurant industry (Panday & Nursal, 2021; Hanaysha, 2018). Researchers argue that customers often place high value on tangible aspects like cleanliness, atmosphere, and comfort, which can impact their overall dining experience and likelihood of returning (Lee & Dewald, 2016; Lee & Kim, 2021). Therefore, this study hypothesizes a significant relationship between tangibility and customer satisfaction in fast-food restaurants.

H3: Tangibility has a positive relationship with customer satisfaction in fast-food restaurants.

2.5 Assurances

Assurance in fast-food restaurants pertains to the service provider's ability to cultivate a sense of safety and confidence among customers through approachability, knowledgeability, and professionalism (Aftab et al., 2016). This includes ensuring customers feel comfortable with financial transactions and trusting staff recommendations about menu items (Zeithaml & Bitner, 2003). Festus et al. (2006) further define assurance as encompassing competence, politeness, and the ability to instill trust and confidence in the service provided. They emphasize that assurance also involves credibility and security, ensuring that customers perceive the restaurant as dependable and safe (Festus et al., 2006). Therefore, this study hypothesizes a significant relationship between assurance and customer satisfaction in fast-food restaurants.

H4: Assurance and customer satisfaction in fast food restaurants have a positive relationship.

2.6 Responsiveness

Responsiveness is crucial in determining service quality in fast-food restaurants, as highlighted by Song et al. (2022). It involves promptly addressing customer needs and concerns, which indirectly enhances perceptions of service quality and customer satisfaction. Customers value interactions with staff members who are proactive in assisting them, often prioritizing this interaction over food quality alone in their service evaluations. Studies by Karki & Panthi (2018) and Penang & Kheng (2010) emphasize that responsiveness is measured by how swiftly and effectively customer inquiries, complaints, and requests are handled. Mutinda (2020) further stresses that immediate problem resolution and timely service delivery contribute significantly to customer satisfaction. Therefore, this study proposes that there is a significant relationship between responsiveness and customer satisfaction in fast-food restaurants.

H5: Responsiveness is positively associated with customer satisfaction in fast-food restaurants.

2.7 The relationship between reliability, empathy, tangibility, assurances, and responsiveness on customer satisfaction in fast food restaurants in Malaysia.

Customer satisfaction is a pivotal measure of how well an organization's products or services align with the expectations and demands of its customers, crucially influencing customer loyalty, repeat purchases, and overall business growth. Scholars such as Kumar (2012), Lombard (2009), and Santouridis & Trivellas (2010) define it as the degree to which a service meets or surpasses customer expectations. Hui and Zheng (2010) view satisfaction as an assessment of perceived quality in specific transactions, while Danesh, Nasab, and Ling (2012) emphasize that customer retention indicates the likelihood of customers continuing to engage with a service provider. Edgar & Sahadev (2011) assert that customer retention reflects a customer's desire to repeatedly use a service from the same provider, underscoring the enduring significance of meeting customer needs and expectations to foster satisfaction. Ultimately, customer satisfaction hinges on customers evaluating their experiences against industry norms and their expectations, making informed judgments about their level of satisfaction based on how effectively their needs have been fulfilled.

2.8 Research Framework

The conceptual framework for this research is seen in Figure 1. The five (5) service quality dimensions that make up the independent variable that will be proposed are reliability, empathy, tangibility, assurances, and responsiveness. Customer satisfaction is the dependent variable.

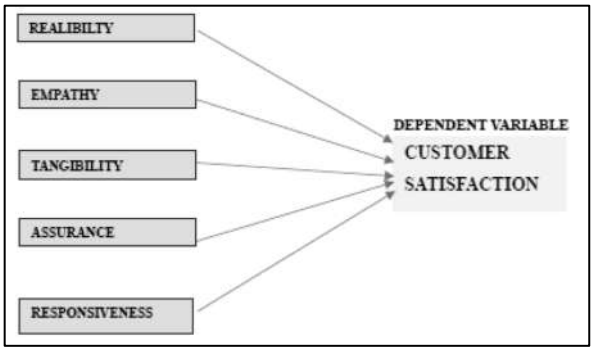

Figure 1: Research Framework

3.0 Methodology

3.1 Study Design

The design of this study incorporates The Effects of Service Quality Towards Customer Satisfaction In Fast-Food Restaurants. This research will use a quantitative survey among Kota Bharu, Kelantan residents. A descriptive study design helps answer research questions and fulfil the research objectives.

3.2 Target Population

The population under consideration for this study comprises customers who regularly or occasionally dine at fast-food restaurants in Kota Bharu, Malaysia. Population size and composition are important for understanding community dynamics and informing research and policy decisions in various fields, including public health and economics (Merriam-Webster, 2023). The focus is on individuals engaging with the fast-food restaurant industry in this specific geographical context, given the city's dynamic cultural diversity and economic activity. To ensure a comprehensive understanding, the study aims to include a diverse range of customers, considering factors such as age, gender, occupation, and cultural background.

3.3 Sample Size

The term "sample size" describes the total number of people or study participants from whose data will be gathered (Mwita, 2022). This numerical amount is commonly represented by the letter "n". Sample size and population size are directly related. The reference table supplied by Krejcie and Morgan (1970) will be used to calculate the sample size. The amount approximately one million people will take part in this survey. Thus, the most appropriate decision for this research would be to select 384 residents of Kota Bharu as the sample size.

3.4 Sampling Method

Sampling is a method used by academics to get information about a certain population by examining the results of a sample of people instead of concentrating on a small number of individuals (Turner, 2020). There are two types of sampling. Probability and non-probability of the various sample procedures used in this investigation. Probability sampling uses random samples, which makes it possible to derive significant conclusions about general demographics (Stratton, 2021). Research article construction and qualitative research are often associated with non-probability sampling (Taherdoost, 2016). This inquiry used a non-probability strategy, such as a straightforward sampling technique, as its sample design. Convenience sampling will be used by researchers in this investigation. Researchers will be able to gather data with the aid of convenience sampling. It is the most widely used sample procedure due to its extreme speed, ease of use, and affordability (Fleetwood, 2020). This approach was selected for this study due to the benefits and multiple sampling procedures applied when there are large populations.

3.5 Data Collection

An online questionnaire created with Google Forms was employed to collect data for this inquiry. Scholars utilize this technology tool platform since it is easy to use and cost-free. Researchers can also find it easier to obtain all details from Kota Bharu locals. The questionnaire designed to gather data from domestic tourists consists of five parts. Questionnaires were also employed as the main method of gathering data for this study. For each of the five question parts, respondents must provide ten answers. To collect information about Kota Bharu residents who like to eat fast food, questionnaires were given to them.

3.5.1 Research Instrument

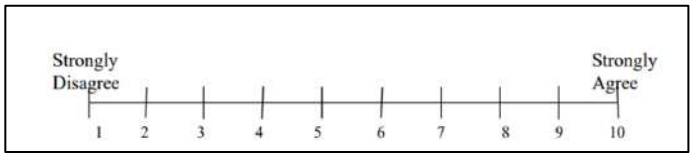

Figure 2: Likert Scale

Variable	Source of Measurement Items
Reliability	(Cronin & Taylor, 1992)
Empathy	(Sum,2009)
Tangibility	(Alamgir & Shamsuddoha, 2004)
Assurance	(Tesic, 2020)
Responsiveness	(Seth, 2005)

Figure 3: Source of Instrument

3.6 Data Analysis

To analyse the primary data, researchers will utilize Statistical Programmers for Social Science (SPSS) version 29.0. Tables and pie charts can be created with the SPSS is a program-based data processing and analysis window. Researchers were able to find information more quickly and easily and conduct quantitative analyses more quickly thanks to computers. To assess quantitative data, the researcher used regression, Pearson's correlation, reliability statistics, and descriptive statistics.

4.0 Results

4.1 Demographic characteristics of respondents

Table 1: Demographic Profile of the sample

Characteristic		Frequency	%
Gender	Male	171	44.5%
	Female	213	55.5%
Age	18 and below	10	2.6%
	19-25	260	67.2%
	26-35	91	23.5%
	50 and above	6	1.6%

Religion	Islam	195	50.8%
	Hindu	131	34.1%
	Buddha	32	8.3%
	Others	26	6.8%
Marital Status	Single	323	84.1%
	Married	61	15.9%
Occupation	Student	275	71.6%
	Self-Employed	41	10.7%
	Government Employee	28	7.3%
	Private Sector Employee	38	9.9%
	Unemployed	2	0.5%
Monthly Income	Lesser than RM1000	272	70.8%
	RM1000 - RM3000	61	15.9%
	RM3000 - RM5000	36	9.4%
	Greater than RM5000	15	3.9%
Have the previous visit.	Yes	384	100.0%
	No	0	0
How many times have visited previously in a month?	1-2 Times	203	52.9%
	3-4 Times	91	23.7%
	5-6 Times	29	7.6%
	Regularly	61	15.9%

Table 1 presents an overview of the respondent profile. The female respondents comprised 213 responses of the total respondents, while male respondents comprised 171 The age group from 19-25 years old had the highest percentage of responders (67.2%), followed by the age group from 26 to 35 years old (23.5%), the age group from 18 and below (2.6%), and the age group 50 and above (1.6%).384 people responded to the survey, consisting of 195 Muslims, 131 Hindus, 32 Buddhists, and 26 individuals of other religions. Muslims represented the majority at 50.8%, followed by Hindus at 34.1%, Buddhists at 8.3%, and others at 6.8%. The findings revealed that a substantial majority of the respondents were single, comprising 84.1% (323 respondents) of the sample, while 15.9% (61 respondents) were married, indicating smaller respondents of married individuals within the sample. Regarding occupation, students represented the largest group, accounting for 71.6% of the respondents. This was followed by self-employed individuals, who made up 10.7% of the sample. Private sector employees constituted 9.9% demonstrating a notable presence, while government employees accounted for 7.3% of the respondents. The unemployed represented the smallest group, comprising only 0.5% of the surveyed sample.

Moreover, Analysis of monthly income revealed that most respondents, 70.8% (272 respondents), earned less than RM1000, highlighting the prevalence of lower-income individuals within the sample. Earnings between RM1000 and RM3000 constituted 15.9% (61 respondents), while 9.4% (36 respondents) reported monthly incomes between RM3000 and RM5000. A smaller segment, 3.9% (15 respondents), had monthly incomes exceeding RM5000, indicating a minority of higher-income respondents. Furthermore, all 384 individuals surveyed have dined in fast-food restaurants in Kota Bharu, Kelantan. This suggests widespread familiarity with fast-food dining among the sample. The survey of 384 individuals shows that 52.9% dine at fast-food restaurants in Kota Bharu, Kelantan, 1-2 times a month. Another 23.7% dine 3-4 times monthly, while 7.6% visit 5-6 times, and 15.9% dine regularly

4.2 Descriptive analysis

4.2.1 Result 1

The reliability test plays an important role in identifying the stability and consistency of the data gathered. In this study, the reliability analysis is tested by Cronbach's Alpha Coefficient. Before the survey was distributed to 384 respondents through the online survey, the pilot test was carried out with 30 respondents.

Table 2: Result of Reliability Test

Variables	Frequency	Mean	Std. Deviation
Reliability	384	4.3182	0.66441
Empathy	384	4.3229	0.64952
Tangibility	384	4.3143	0.65159
Assurance	384	4.3396	0.64630
Responsiveness	384	4.3221	0.68047
Customer satisfaction	384	4.3612	0.66526

Table 2 indicates mean and standard deviation analyses for the independent and dependent Variables in this survey. The dependent variable was customer satisfaction in Fast-food Restaurants in Kota Bharu, Kelantan. Reliability, Empathy, Tangibility, Assurance, and Responsiveness were independent variables. Responsiveness shows the highest score with 4.3221 which indicates respondents agree with this aspect of service quality. Tangibility shows the lowest mean of 4.3143.

4.3 Reliability Test

The reliability test plays an important role in identifying the stability and consistency of the data gathered. In this study, the reliability analysis is tested by Cronbach's Alpha Coefficient. Before the survey was distributed to 384 respondents through the online survey, the pilot test was carried out with 30 respondents.

Table 3: Result of Reliability Test

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Reliability	10	0.950	Excellent
Empathy	10	0.959	Excellent
Tangibility	10	0.953	Excellent
Assurance	10	0.953	Excellent
Responsiveness	10	0.960	Excellent
Customer satisfaction	7	0.943	Excellent

Table 3 shows the independent variable and dependent variable's dependability scales in this survey. The table highlighted that all the variables were more than 0.9 which indicated the strength association was Excellent. As a result, the drawn conclusion can be trusted and applicable in this investigation. According to the data above, the Responsive variable was drawn highest Cronbach's Alpha Coefficient score of 0.960 with 10 questions. As a result, the coefficient shows that all 10 questions were accurate. Following Empathy Variable that affects customer satisfaction in the fast-food restaurants in Kota Bharu, Kelantan was measured using 10 questions and the result shows 0.959 which indicates excellent. Therefore, the coefficient determined for empathy is accurate. Moreover, Tangibility and Assurance Variable that affects customer satisfaction in the fast-food restaurants in Kota Bharu, Kelantan was measured using 10 questions and the result shows 0.953 which indicates excellent. Both variables show the same result Cronbach's Alpha coefficient. Therefore, the coefficient determined for empathy is accurate. Finally, the Reliability variable indicates the lowest score of 0.950, which is also excellent. The coefficients obtained for these 10 questions in measuring service quality that affects customer satisfaction were also reliable. Considering Cronbach's Alpha coefficient, the results for the variables exceeded 0.8, it can be considered that the survey is extremely trustworthy and can proceed.

4.4 Inferential Analysis

In this study, the independent variables (reliability, empathy, tangibility, assurance, and responsiveness) and the dependent variable (customer satisfaction) were tested using Pearson Correlation Analysis. The Pearson Correlation Analysis is an important test used to measure the linear relationship between variables. Besides that, Pearson Correlation Analysis is also used to determine whether the correlation coefficient is significant and to identify the hypothesis that should be accepted or rejected.

Table 4: Correlation between Reliability and Customer Satisfaction

		Reliability	Customer satisfaction
Reliability	Pearson Correlation	1	0.816**
	Sig. (1-tailed)		0.000
	N	384	384
Customer satisfaction	Pearson Correlation	0.816**	1
	Sig. (1-tailed)	0.000	
	N	384	384

**. Correlation is significant at the 0.01 level (1-tailed).

Table 4 shows the significant value and the Pearson correlation coefficients. The relationship between reliability and customer satisfaction is significant due to the p-value of 0.000 which is less than the alpha value of 0.05, ($p<0.05$). Besides that, the result showed that there is a positive relationship between reliability and customer satisfaction with the value of a correlation coefficient of 0.816 resulting in a high. As a result, hypothesis 1 is accepted and there is a significant positive relationship between reliability and customer satisfaction.

Table 5: Correlation between Empathy and Customer Satisfaction

		Empathy	Customer satisfaction
Empathy	Pearson Correlation	1	0.812**
	Sig. (1-tailed)		0.000
	N	384	384
Customer satisfaction	Pearson Correlation	0.812**	1
	Sig. (1-tailed)	0.000	
	N	384	384

**. Correlation is significant at the 0.01 level (1-tailed).

Table 5 shows a strong and statistically significant relationship between empathy and customer satisfaction. With a p-value of 0.000, well below the threshold of 0.05, and a correlation coefficient of 0.812 indicating a substantial positive association, the findings highlight empathy's pivotal role in enhancing customer satisfaction.

Table 6: Correlation between Tangibility and Customer Satisfaction

		Tangibility	**Customer satisfaction**
Tangibility	Pearson Correlation	1	0.841**
	Sig. (1-tailed)		0.000
	N	384	384
Customer satisfaction	Pearson Correlation	0.841**	1
	Sig. (1-tailed)	0.000	
	N	384	384

**. Correlation is significant at the 0.01 level (1-tailed).

Table 6 indicates the relationship between tangibility and customer satisfaction is significant due to the p-value of 0.000 which is less than the alpha value of 0.05, ($p<0.05$). Besides that, the result showed that there is a positive relationship between tangibility and customer satisfaction with a value of correlation coefficient 0.841 resulted as high. As a result, hypothesis 3 is accepted and there is a significant positive relationship between tangibility and customer satisfaction.

Table 7: Correlation between Assurance and Customer Satisfaction

		Assurance	**Customer satisfaction**
Assurance	Pearson Correlation	1	0.855**
	Sig. (1-tailed)		0.000
	N	384	384
Customer satisfaction	Pearson Correlation	0.855**	1
	Sig. (1-tailed)	0.000	
	N	384	384

**. Correlation is significant at the 0.01 level (1-tailed).

Table 7 shows that the relationship between assurance and customer satisfaction is significant due to the p-value of 0.000 which is less than the alpha value of 0.05, ($p<0.05$). Besides that, the result showed that there is a positive relationship between assurance and customer satisfaction with the value of correlation coefficient of 0.855 resulted as high. Hence, Hypothesis 4 is accepted and there is a significant positive relationship between assurance and customer satisfaction.

Table 8: Correlation between Assurance and Customer Satisfaction

		Assurance	**Customer satisfaction**
Assurance	Pearson Correlation	1	0.859**
	Sig. (1-tailed)		0.000
	N	384	384
Customer satisfaction	Pearson Correlation	0.859**	1
	Sig. (1-tailed)	0.000	
	N	384	384

**. Correlation is significant at the 0.01 level (1-tailed).

Table 8 highlighted a highly significant relationship between responsiveness and customer satisfaction, with a p-value of 0.000, indicating strong statistical significance. A correlation coefficient of 0.859 showed a robust positive association between responsiveness and customer satisfaction. This suggests that higher responsiveness leads to increased customer satisfaction. About 85.9% of customer satisfaction variation was attributed to responsiveness, highlighting its critical role in shaping positive customer experiences. As a result, hypothesis 5 is accepted and there is a significant positive relationship between responsiveness and customer satisfaction.

Table 9: Result of Pearson Correlation

Variable	Pearson Correlation	Conclusion
Reliability (H1)	0.816	Accepted
Empathy (H2)	0.812	Accepted
Tangibility (H3)	0.841	Accepted
Assurance (H4)	0.855	Accepted
Responsiveness (H5)	0.59	Accepted

The findings of the Pearson Correlation are presented in Table 9, which indicates a strong correlation between reliability, empathy, tangibility, assurance, and responsiveness towards customer satisfaction in Fast food restaurants in Kota Bharu, Kelantan.

5.0 Discussion

The purpose of this study was to determine the relationship between Reliability, Empathy, Tangibility, Assurance, and Responsiveness towards Customer satisfaction in Fast-food Restaurants in Kota Bharu, Kelantan. This study aims to delve into the elements of service quality influencing customer satisfaction and to offer practical recommendations for fast-food establishments to enhance their service delivery and elevate levels of customer satisfaction. The study's restriction is the broad use of Bitner's (1992) services cape model, which focuses on certain components of the physical environment. The physical environment's characteristics include reliability, empathy, tangibility, assurance, and responsiveness. Researchers examined a few factors related to the physical environment that may influence customer satisfaction. The physical environmental components of the services cape model include the atmosphere, location, or function, as well as signs, symbols, and artifacts. Only a few dimensions and items can be linked to the references given by the customer. As a result, this has become one of the researcher's restraints as they prepare to perform this research.

This current study was restricted to people in Kota Bharu, Kelantan, which led to a specific scope of study There are plenty of methodologies to investigate service quality's impact examining the impact of service quality on customer satisfaction. The statistical data for this study was acquired in Kota Bharu, Kelantan. As a result, future scholars can choose to study with greater scope, such as in Malaysia and other states. By broadening the scope of the study, future researchers will be able to assess the influence of service quality on customer satisfaction in Malaysia's fast-food restaurant industry or other particular states. This study used quantitative research, which resulted from restricted data, and utilized a standardized questionnaire with questions that were closed-ended. The researcher used a five-point Likert scale in the study (strongly disagree, disagree, neutral, agree, and highly agree). The respondents' response options are limited due to the researcher's options. The responses of individuals who were uncertain about the questions might accidentally skew them towards neutrality, causing the findings to be inaccurate. So, the future researcher can use qualitative approaches to examine how different aspects of service quality in customer satisfaction might be expanded to get more comprehensive outcomes. Qualitative approaches can give detailed information on the impact of service quality on customer satisfaction in the fast-food restaurant business. These approaches can help future researchers unearth finer information that quantitative methods may have missed.

Furthermore, this study is restricted to People Who visited Kota Bharu, Kelantan which led researchers to be unable to reach respondents because Fast-food restaurants in located all over the country, Increasing the scope can provide a better result. The knowledge acquired from this research study on satisfaction allows future researchers to conduct a comparison analysis of service quality and customer satisfaction across different cultures and regions within the fast-food business. This research will be interesting, and the future researcher will be able to differentiate between local and international customer opinions to enable new recommendations for fast-food companies on how to balance standardization and localization of service strategies. Moreover, this study was conducted in the Fast-food industry, thus, further research can be recommended to focus on Local foods, Heritage food in a state, and more. So that Future researchers can analyze different industries in food and beverage and the serving quality offered to the customers. Finally, future research should keep current on characteristics that may influence customer satisfaction, as these elements could improve. The objective of this research is to evaluate how the service quality characteristics of reliability, empathy, tangibility, assurance, and responsiveness affect customer satisfaction among the customers. The findings of the research, which examines the relationship between these service quality variables and customer satisfaction, have been approved. Furthermore, predictions could potentially be made regarding the influence of dependability, empathy, tangibility, assurance, and responsiveness on customer satisfaction in Malaysia.

6.0 Conclusion

The purpose of this study is to focus light on the variables of reliability, empathy, tangibility, assurance, and responsiveness to better understand the relationship between service quality and customer satisfaction in Kota Bharu's fast-food restaurant industry. To determine the factors influencing customer satisfaction at the fast-food restaurant Kota Bharu in Kelantan, a questionnaire survey was conducted. The present study has effectively addressed its research objectives, which included analyzing the impact of service quality on customer satisfaction in Kota Bharu's fast-food restaurant industry and investigating the relationship between reliability, empathy, tangibility, assurance, and responsiveness among these factors. Every one of the five (5) independent variables had a positive, significant connection with customer satisfaction, according to the results of tests for reliability, multiple linear regression, and Pearson correlation analysis. As a conclusion, the study's findings showed that responsiveness, tangibility, assurance, empathy, and reliability all had a big impact on customer satisfaction. The most important independent variable for influencing customer satisfaction out of these five (5) is responsiveness. When compared to other aspects, the study has found that customers prefer the responsiveness features offered by fast-food restaurants. Additionally, this study has included recommendations for future researchers as well as certain limits that have been satisfied. As a result, this study offered helpful information that future researchers or the fast-food restaurant sector may utilize to further explore the specific aspects of the services cape that affect customer satisfaction.

Conflicts of Interest

There is no conflict of interest in this study.

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Acceptance of Kelantan Traditional Food Among Local Tourists in Kota Bharu

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Abstract: This research investigates the acceptance of traditional Kelantanese food among local tourists in Kota Bharu, Kelantan. Renowned for its rich culinary heritage, Kelantan is synonymous with various unique and flavourful traditional dishes that appeal to both locals and visitors. Although some of these foods are available in other states, they are often perceived to lack the authenticity found in their place of origin. The study aims to assess local tourists' attitudes toward traditional Kelantanese food, examine the influence of subjective norms, evaluate perceived behavioural control, and analyse customer satisfaction with the consumption of these foods. Employing a quantitative research methodology, the study was conducted in Kota Bharu and seeks to provide insights into the factors that shape local tourists' acceptance and satisfaction with traditional Kelantanese cuisine.

Keyword: Traditional Kelantanese Food; Food acceptance; Theory of Planned Behaviour (TPB)

1.0 Introduction

Kota Bharu is the capital city of Kelantan, with a population of 2.001 million in 2018 (Department of Statistics Malaysia, 2020). Apart from being the administration centre for the state, Kota Bharu is also one of the top tourist cities in Malaysia. Kelantan was rich in traditional food and delicious food. Traditional food refers to foods that have been consumed for many generations and include all indigenous food plants found in that region or locality (European Union, 2007) while in other words, traditional foods are those foods originating locally in the area concerning the country, region, district or sub-district (Ohiokpehai, 2003). Traditional food is the expression of the cultures, history and traditions inherited from previous generations undergoing an evolution in culinary taste (Trichopoulou et al., 2007). Year by year, the traditional food of the multi-ethnic communities of Malaysia was assimilated in interesting ways around the nation and has developed into a distinct Malaysian traditional identity (Salleh, 2006).

Kelantan is known as the "Cradle of Malay Culture," thanks to its distinct cultural heritage, natural environments, the unrivalled hospitality of the locals, as well as its unique cuisines, all of which influence the state's tourism development (Syahida & Zainal, 2014). There are a few types of Kelantan food heritage that are still popular among consumers today, such as Nasi Kerabu, Laksam Kelantan, Ayam Percik, Kerabu Sare, Kuih Akok, Bahulu, and others. Furthermore, several foods have been designated as heritage foods by the Jabatan Warisan Negara portal, including Nasi Kerabu, Nasi Tumpang, Kuih Lompat Tikam, Budu, Akok and others. The study aims to determine local tourist attitudes towards Traditional Kelantanese Food in Kota Bharu, determine subjective norms, determine perceived behavioural control and examine the acceptance of Traditional Kelantanese Food among local tourists in Kota Bharu. Food consumption studies are predominantly concerned with understanding the determinants of various food-related behaviours, most commonly including liking, preference, choice and intake. Although many studies used these terms interchangeably, there are subtle differences between them. Food liking refers to 'the palatability or pleasure obtained from tasting a given food' (Giesen et al., 2010, p.966), whereas food preference 'assumes the availability of at least two different items.

2.0 Literature Review

Research dealing with various aspects of the theory of planned behaviour (Ajzen, 1985) is reviewed, and some unresolved issues are discussed. In the Theory of Planned Behaviour (TPB), it is revealed that individual behavioural intentions are determined by three aspects. The first aspect is, attitudes towards the behaviour, the second aspect is subjective norms, and the last aspect is perceived behavioural control (Ajzen, 2011). These factors are not necessarily actively or consciously considered during decision-making but form the backdrop for the decision-making process.

2.1 Traditional Food

Traditional foods are an expression of culture, history, and lifestyle. Even though we are living in a world of globalization, different dietary patterns between countries do exist, as Slimani et al. (2002) have reported. The study of traditional foods offers an important insight into dietary patterns and how these have been shaped through time. Traditional foods and patterns may have potential health properties which, importantly, have been tested over time. For instance, this has been shown for the traditional Mediterranean diet based on observational studies and physiological arguments (Willet, 2006) and even randomized trials (Estruch et al., 2006). For this reason, the current public interest in nutrition and healthy eating has contributed

to the increased demand for traditional foods, with a consequent increased interest among food manufacturers. Allende, Tomas-Barberan, and Gil (2006) have shown how the industry has tried to adjust when consumer pressure was developed towards fresh-cut plant products.

2.2 Attitude

Attitude is related to thoughts as well as to feelings and emotions. According to Cystal (1997), attitudes are the feelings people have about their language or the languages of others. Thus, attitude to language is a construct that explains linguistic behaviour in particular. Allport (1935) defines attitude as a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related (as cited in Baker, 1992, p. 11). Attitude is a convenient and efficient way of explaining consistent patterns in behaviour. It often manages to summarize, explain and predict behaviour (Baker, 1992, p. 52). It means that someone's attitude toward something can be seen from the way they say, and act related to the attitude object. Attitude implies evaluation, which is usually done on a bipolar continuum from favourable to unfavourable, or from positive to negative, which could comprise attributes such as good-bad, harmful-beneficial, pleasant-unpleasant, and likeable-dislikeable (Azjen, 2011). The attitude object can be any entity discriminated by the individual, from concrete objects to abstract ideas, persons, events and behaviours (Eagly, 1992; Maio & Haddock, 2004; Pratkanis & Greenwald, 1989). It can be concluded that attitude is related to thoughts as well as to feelings and emotions.

H1: There is a significant relationship between Attitude and acceptance of Kelantan traditional food among local tourists in Kota Bharu.

2.3 Subjective Norm

Subjective norms refer to the social pressures or perceived expectations from others that influence an individual's behavior (Ajzen, 1991). In the context of food consumption, subjective norms can play a pivotal role in shaping individual choices, as people often conform to the preferences and behaviors of their social groups, particularly in culturally significant contexts (Arvola et al., 2008). Research indicates that subjective norms are especially influential in the acceptance of traditional or local foods, where cultural identity and communal practices are strongly embedded (Chen & Raab, 2014). For Kelantan traditional food, which is deeply rooted in the region's cultural heritage, subjective norms are likely to significantly affect local tourists' acceptance. Local tourists often perceive that consuming traditional Kelantanese dishes, such as nasi kerabu or ayam percik, is a way of aligning with local customs and societal expectations. This social influence can stem from family, friends, or broader community expectations, reinforcing the value of traditional food consumption as part of a collective identity (Verbeke & Lopez, 2005).

Studies in food tourism have shown that subjective norms can encourage individuals to try traditional or regional dishes, even if they are initially unfamiliar with or hesitant about the food (Mak et al., 2012). In the case of Kelantan, local tourists may feel encouraged to experience the authentic flavors of the region as part of fulfilling a social expectation during their visit to Kota Bharu. As such, the significant relationship between subjective norms and the acceptance of Kelantan traditional food reflects the powerful role that social influence plays in shaping food choices, particularly in culturally significant settings. This highlights the need for tourism and food businesses to consider the social context in promoting traditional foods to local tourists.

H2: There is a significant relationship between Subjective Norms and acceptance of Kelantan traditional food among local tourist in Kota Bharu.

2.4 Perceived Behavioural Control

Perceived Behavioral Control (PBC) refers to an individual's perception of their ability to perform a behavior, which is influenced by their confidence in overcoming obstacles and their perceived control over the behavior (Ajzen, 1991). In the context of food consumption, PBC can significantly impact an individual's likelihood of trying and accepting new or traditional foods. When individuals feel they have the resources, knowledge, and opportunity to access and consume traditional foods, their acceptance of those foods tends to be higher (Povey et al., 2000). For local tourists in Kota Bharu, perceived behavioral control can play a crucial role in their acceptance of Kelantan traditional food. Kelantan, known for its distinctive cuisine, presents a range of traditional dishes that may be unfamiliar to some tourists. If local tourists believe they have the ability to experience these dishes—whether through accessibility, affordability, or understanding of the food—this perception can positively influence their acceptance (Cohen & Avieli, 2004). Research suggests that when individuals perceive that they have control over their food choices and believe they can easily engage with traditional cuisines, their willingness to try and enjoy these foods increases (Olsen et al., 2009).

In tourism studies, perceived behavioral control has been shown to affect food choice behaviors, particularly in terms of trying local and traditional dishes. Tourists who feel confident in their ability to access and enjoy traditional foods are more likely to incorporate these experiences into their travel activities (Gómez et al., 2016). Thus, for local tourists in Kota Bharu, higher perceived behavioral control regarding Kelantan traditional food is likely to be associated with greater acceptance and enjoyment of the region's culinary offerings. This underscores the importance of ensuring that tourists feel they have the means

and opportunity to experience traditional foods, which can enhance their overall satisfaction and engagement with the local food culture.

2.5 Customer Satisfaction

Customer satisfaction is a post-purchase evaluation of a service offering (Oh, 2000, Bolton and Drew 1991). A traditional definition of customer satisfaction followed the dis-confirmation paradigm of consumer satisfaction/dissatisfaction (CS/D), suggesting that CS/D is the result of interaction between the consumer's pre-purchase expectations and post-purchase evaluation (Cadotte et.al., 1987). Anton (1996) gave a more current approach. He defined customer satisfaction as a state of mind in which the customer's needs, wants, and expectations throughout the product or service life have been met or exceeded, resulting in future repurchase and loyalty. Some researchers support the idea that satisfaction can be measured from the perspective of performance evaluations, making the inclusion of the disconfirmation process needless. Furthermore, satisfaction does not only consist of a cognitive element but has to include an emotional element in determining customer satisfaction. Fornell discussed that customer satisfaction will be influenced if the demand and supply are different. Satisfaction will be low when the customer demand is heterogeneous, and the supply is homogeneous.

H4: There is a significant relationship between Customer Satisfaction and acceptance of Kelantan traditional food among local tourists in Kota Bharu.

2.6 Research Framework

The conceptual framework for this research is seen in Figure 1.

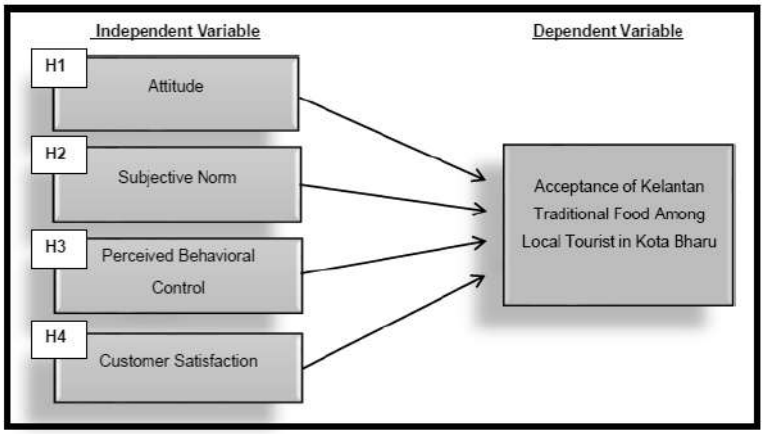

Figure 1: Research Framework

1.0 Methodology

3.1 Study Design

According to Pritha Bhandari (2020), a questionnaire is a series of inquiries or items intended to compile information regarding respondents' stances, philosophies, or ideas. Questionnaires allow users to collect quantitated/or qualitative data. Additionally, questionnaires have become a popular research instrument since they provide an affordable and successful method of gathering data from a lot of many. There are two types of research designs: qualitative research, which is a technique used in market research to gather information through open-ended questions and discussions with target consumers, and quantitative research, which gathers and analyses numerical data. This study will use quantitative research since it is more objective in examining and comprehending the relationship between the dependent variable (acceptance of Kelantan traditional food among local tourists in Kota Bharu) and the independent variable (attitude, subjective norms, perceived behavioural control, and customer satisfaction). To make this study easier to understand and more straightforward, we gathered the primary and secondary data that are required.

3.2 Target Population

Population refers to a nation's total population (Taherdoost, 2016). According to Alvi (2016), the target population consists of all participants who satisfy the requirements for the investigation of the study. A population is a group of individuals, objects, or objects of study that have the same characteristics (M. Fahmi, 2012). In this research, the study population is an essential factor in determining the number of respondents selected to obtain the information needed for this research. The

researcher chose the population of this study to consist of the local tourists in Kota Bharu, Kelantan. According to Malaysia's Domestic Tourism data, the number of tourists visiting Kelantan is 6,627,155 people. The reason to select them as the population is to know the acceptance of Kelantan traditional food among local tourists in Kota Bharu.

3.3 Sample Size

Sample size was the quantity of respondents that specialist browse from the population. The sample size was carefully chosen because the better the inspection, the more precious the information (Salkind, 2003). In this study, local tourist in Kota Bharu was chosen as a respondent of the research. The sample size is 384 respondents in Kota Bharu, Kelantan. The sample was based on Krejcie and Morgan (1970). According to the Krejcie and Morgan table, the determination of sample size is different based on different research designs. Krejcie & Morgan, (1970) may be used to determine the sample size where the target population is infinite. To streamline the process of determining the sample size for a finite population, (Krejce & Morgan, 1970) came up with a table using a sample formula for a finite population. The table provided the sample size needed and 388 is for the population greater than 1,000.

3.4 Sampling Method

A probability cluster sampling was chosen as the sampling design for the study. Cluster sampling is a sampling technique used when “natural” groupings are evident in a static population. In cluster sampling, the target population is first divided into clusters and a sample of the group is selected. The population is divided into clusters of homogenous units, usually based on geographical contiguity. In the study, the respondent is selected from local tourists in Kota Bharu, Kelantan to get the specific responses and meet the objectives of this research. There are 388 respondents were chosen for this study.

3.5 Data Collection

In this research, a questionnaire was employed to gather and collect data. The questionnaire was designed to translate dynamic data into a set of specific, measurable responses. It consists of six sections: A, B, C, D, E, and F. Section A addresses the respondents' background information, while Sections B, C, D, and E contain questions related to the independent variables, namely attitude, subjective norms, perceived behavioural control, and customer satisfaction. Section F focuses on the dependent variable, which is the acceptance of traditional Kelantanese food among local tourists in Kota Bharu. A 5-point Likert scale was used to assess the degree of agreement or disagreement among respondents regarding the statements. The Likert scale was chosen for its simplicity, ease of interpretation, and its ability to provide clear, measurable data.

3.5.1 Research Instrument

Table 1: Likert Scale

1	2	3	4	5
Strongly Disagree	Disagree	Natural	Agree	Strongly Agree

Table 2: Number of Instruments

Variable	Number of Item
Attitude	7
Subjective Norm	7
Perceived Behavioural Control	7
Customer Satisfaction	7
Acceptance of Kelantan Traditional Food Among Local Tourists in Kota Bharu	7

3.6 Data Analysis

Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. According to Shamoo and Resnik (2003) various analytic procedures “provide a way of drawing inductive inferences from data and distinguishing the signal (the phenomenon of interest) from the noise (statistical fluctuations) present in the data”. Data analysis is a process that highlights the information gathered. Data analysis included the use of analytical can conceptual analysis data to identify patterns, correlations and trends. Data analysis should be conducted in two ways which are qualitative and quantitative.

Qualitative research includes gathering information and knowledge about a particular situation based on observation and viewpoint such as an interview while quantitative research is a form of study that uses theoretical physics approaches to generate numerical data and concrete facts by collecting information from the questionnaire by the researcher might be organized into categories, ranked or quantified in term of units of measurement (Ahmad et al., 2019). This research will use quantitative research with descriptive analysis and reliability analysis.

4.0 Results

4.1 *Demographic characteristics of respondents*

Table 3: Demographic Profile of the sample

Characteristic		Frequency	%
Gender	Male	216	55.7%
	Female	172	44.3%
Age	21 years- 30 years	248	63.9%
	31 years- 40 years	52	13.4%
	41 years- 50 years	48	12.4%
	50 years above	20	5.2%
	Below 20 years	20	5.2%
Ethnic	Bidayuh	1	0.3%
	Chinese	86	22.1%
	Iban	7	1.8%
	Indian	99	25.5%
	Malay	195	50.3%
Marital Status	Single	258	66.5%
	Married	129	33.2%
	Other	1	0.3%
Occupation	Student	233	60.1%
	Self-Employed	14	3.6%
	Employed	113	29.1%
	Unemployed	28	7.2%
Monthly Income	Lesser than RM1000	272	70.8%
	RM1000 - RM3000	61	15.9%
	RM3000 - RM5000	36	9.4%
	Greater than RM5000	15	3.9%
States	Johor	44	11.0%
	Kedah	44	11.0
	Kelantan	16	4.2%
	Kuala Lumpur	18	5.3%
	Melaka	28	7.1%
	Negeri Sembilan	27	7.1%
	Pahang	28	7.3%
	Perak	34	8.8%
	Perlis	21	5.1%
	Pulau Pinang	18	4.6%
	Sabah	7	1.8%
	Sarawak	15	3.6%
	Selangor	54	14.0%
	Terengganu	34	8.8%

Table 3 provides a summary of the respondent profile, consisting of 388 individuals. Female respondents make up 55.7% of the sample, while male respondents represent 44.3%, with females being the majority. In terms of age distribution, the largest group is between 21 and 30 years old, accounting for 63.9%. This is followed by respondents aged 31 to 40 years (13.4%), 41 to 50 years (12.4%), those over 50 years (5.2%), and respondents below 20 years (5.2%). Regarding ethnicity, the majority of respondents are Malay (50.3%), followed by Indian (25.5%), Chinese (22.1%), Iban (1.8%), and Bidayuh (0.3%), with the Bidayuh being the smallest group.

The respondents come from various states, with Selangor contributing the most (14%) with 54 respondents, followed by Kedah (11.3%) and Johor (11%), each with 44 respondents. Kelantan has 16 respondents (4.2%), Kuala Lumpur 18 respondents (5.3%), and Melaka 28 respondents (7.1%). Negeri Sembilan (7.1%), Pahang (7.3%), and Terengganu (8.8%) all have around 27 to 34 respondents each. Perak also has 34 respondents (8.8%), while Perlis and Pulau Pinang have 21 (5.1%) and 18 (4.6%) respondents, respectively. The lowest number of respondents comes from Sabah (1.8%) with 7 respondents and Sarawak (3.6%) with 15 respondents. Marital status is divided into three categories: single, married, and others. The majority are single (66.5%), followed by married respondents (33.2%), and a small minority fall under "other" (0.3%). In terms of occupation, most respondents are students (60.1%), followed by employed individuals (29.1%), unemployed (7.2%), and self-employed (3.6%).

4.2 *Descriptive analysis*

Table 4: Result of Attitude

Items	Frequency	Mean	Std. Deviation
I enjoy trying Kelantan traditional food when I visit Kota Bharu.	388	4.13	0.601
I still appreciate and inherit traditional Kelantan food.	388	4.22	0.627
I believe that exploring Kelantan's traditional food enhances my cultural experiences in Kota Bharu.	388	4.29	0.633

I actively seek out opportunities to sample different Kelantan traditional dishes during my trips to Kota Bharu	388	4.15	0.681
I as a local tourist always look for or want traditional Kelantan food.	388	4.14	0.688
I am willing to spend extra time and effort to seek out authentic Kelantan traditional food experiences in Kota Bharu.	388	4.08	0.703
I feel that the availability of Kelantan traditional food adds value to the tourism experience in Kota Bharu	388	4.22	0.614

Table 4 shows the results of the descriptive analysis. Descriptive analysis is an important phase in data exploration that involves summarizing and describing the primary properties of a dataset. The respondents are 388 respondents. There are 7 questions for descriptive analysis which are part of (IV) attitude, subjective norm, and customer satisfaction. The mean for the first question for Attitude is (4.13). The mean for the second question is (4.22). The mean for the third question is (4.29). The mean for the fourth question is (4.15). The mean for the fifth question is (4.14). The mean for the sixth question is (4.08) and the mean for the last question is (4.22).

Table 5: Result of Subjective Norm

Items	Frequency	Mean	Std. Deviation
I feel affected by my peers to taste Kelantan traditional food while visiting Kota Bharu	388	4.03	0.638
I believe that people important to me (family and friends) would approve of me trying Kelantan traditional food during my visit to Kota Bharu.	388	4.18	0.647
The opinions of others influence my decision to try out Kelantan traditional food during my stay in Kota Bharu.	388	4.07	0.720
I as local tourists will tell others about the experience of traditional Kelantan food.	388	4.20	0.631
I as local tourists return to Kelantan to enjoy or get traditional Kelantan food.	388	4.21	0.673
I think that trying Kelantan traditional food in Kota Bharu would enhance my social acceptance in my local community.	388	4.15	0.654
I perceive a social norm that encourages local tourists to embrace the culinary heritage of Kota Bharu by trying their traditional food.	388	4.20	0.654

Table 5 shows the results of descriptive analysis for subjective norms. The mean for the first question for subjective norms is (4.03). The mean for the second question is (4.18). The mean for the third question is (4.07). The mean for the fourth question is (4.20). The mean for the fifth question is (4.21). The mean for the sixth question is (4.15) and the mean for the last question is (4.20).

Table 6: Result of Perceived Behavioural Control

Items	Frequency	Mean	Std. Deviation
I can easily find and access Kelantan traditional food outlets in Kota Bharu.	388	4.02	0.630
I feel confident in my ability to choose and order Kelantan traditional food when I dine out in Kota Bharu.	388	4.09	0.676
I perceive it's easy to include in my itinerary when I visit Kota Bharu to try traditional Kelantan food.	388	4.13	0.631
I have sufficient knowledge about Kelantan traditional food to confidently make decisions about trying it while in Kota Bharu.	388	4.02	0.740
I am confident that I can adapt to any unfamiliar aspects of Kelantan traditional food culture encountered during my visit to Kota Bharu.	388	4.10	0.647
I once felt disappointed or the last question is (3.91).d with my impression of traditional Kelantan food when I visited Kota Bharu.	388	3.91	0.801
I've received negative feedback from people around me about traditional Kelantan food which undermined my	388	3.91	0.781

Table 6 shows the result of descriptive analysis foe perceived behavioural control. The mean for the first question for perceived behavioural control is (4.02). The mean for the second question is (4.09). The mean for the third question is (4.13). The mean for the fourth question is (4.02). The mean for the fifth question is (4.10). The mean for the sixth question is (3.91).

Table 7: Result of Customer Satisfaction

Items	Frequency	Mean	Std. Deviation
I as local visitors respond well to all of the traditional foods found in Kelantan.	388	4.13	0.576
I as a local tourist able to accept well the uniqueness of traditional Kelantan food.	388	4.20	0.618
I think traditional Kelantan food meets the tastes and needs of local tourists.	388	4.14	0.630
I as local tourists accept the traditional way of preparing Kelantan food.	388	4.15	0.624
I as local tourists look for traditional Kelantan food every time they visit the state of Kelantan.	388	4.18	0.651
I believe that traditional Kelantan food has an aura or spirit that makes one like to enjoy it and want to try it.	388	4.22	0.637

I am sure that every local tourist who visits Kota Bharu will be amazed and want to try the unique Kelantan traditional food.	388	4.22	0.618

Table 7 shows the results of descriptive analysis for customer satisfaction. The mean for the first question for perceived behavioural control is (4.13). The mean for the second question is (4.20). The mean for the third question is (4.14). The mean for the fourth question is (4.15). The mean for the fifth question is (4.18). The mean for the sixth question is (4.22) and mean for the last question is (4.22).

Table 8: Result of Acceptance of Kelantan Traditional Food Among Local Tourists in Kota Bharu.

Items	Frequency	Mean	Std. Deviation
I am satisfied to try traditional Kelantan food.	388	4.17	0.581
Kelantan traditional food has its uniqueness.	388	4.31	0.590
I admit that traditional Kelantan food can be well received by me as well as local tourists.	388	4.24	0.627
I also admit that traditional Kelantan food is easy to find and find.	388	4.15	0.612
Traditional Kelantan food can only be obtained if you visit the state of Kelantan.	388	4.15	0.772
The traditional food of Kelantan is a relic from the past which has become a very valuable signature to the state of Kelantan.	388	4.22	0.59
I strongly support every local tourist that they will be satisfied and can have an amazing experience in trying the traditional food of Kelantan.	388	4.22	0.597

Table 8 shows the results of descriptive analysis for (DV) acceptance of Kelantan traditional food among local tourists in Kota Bharu. The mean for the first question for acceptance of Kelantan traditional food among local tourists in Kota Bharu is (4.17). The mean for the second question is (4.31). The mean for the third question is (4.24). The mean for the fourth question is (4.15). The mean for the fifth question is (4.15). The mean for the sixth question is (4.22) and mean for the last question is (4.22).

4.3 Reliability Test

There are four (IV) which are Attitude, Subjective Norm, perceived behavioural Control and Customer Satisfaction while the (DV) is acceptance of Kelantan traditional food among local tourists in Kota Bharu.

Table 9: Result of Reliability Test

Variable	Number of items	Cronbach's Alpha
Attitude	7	0.899
Subjective Norm	7	0.894
Perceived Behavioural Control	7	0.835
Customer Satisfaction	7	0.897
Acceptance of Kelantan traditional food	7	0.867

Table 9 shows the reliability test results for the study variables, measured using Cronbach's Alpha. All variables exhibit high internal consistency, with values exceeding 0.80, indicating strong reliability. Attitude has the highest Cronbach's Alpha at 0.899, followed by Customer Satisfaction at 0.897, and Subjective Norm at 0.894, all reflecting excellent reliability. Acceptance of Kelantan Traditional Food also demonstrates good reliability with a value of 0.867, and Perceived behavioural Control scores of 0.835, showing solid consistency. These results confirm that the 7 items used to measure each variable are reliable and consistent, ensuring the robustness of the data for further analysis.

4.4 Inferential Analysis

In this study, the independent variables (reliability, empathy, tangibility, assurance, and responsiveness) and the dependent variable (customer satisfaction) were tested using Pearson Correlation Analysis. The Pearson Correlation Analysis is an important test used to measure the linear relationship between variables. Besides that, Pearson Correlation Analysis is also used to determine whether the correlation coefficient is significant and to identify the hypothesis that should be accepted or rejected.

Table 10: Correlation coefficient attitude, subjective norms, perceived behavioural control, customer satisfaction and acceptance of Kelantan traditional food among local tourists in Kota Bharu.

Variables	Pearson Correlation
Attitude	.757**
Subjective Norm	.732**
Perceived Behavioural Control	.653**
Customer Satisfaction	.854**

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

Table 10 shows the Pearson Correlation results reveal strong positive relationships between the independent variables and the acceptance of Kelantan traditional food. Customer Satisfaction shows the strongest correlation at 0.854, indicating that higher satisfaction significantly increases acceptance. Attitude also has a strong positive correlation (0.757), suggesting that favourable attitudes toward traditional food are closely linked to higher acceptance. Subjective Norm follows with a correlation of 0.732, showing that social influences play a significant role in shaping acceptance. Perceived behavioural Control has a moderate positive correlation (0.653), indicating that individuals' perceived ability to access and consume traditional food also affects their acceptance. All correlations are statistically significant at the 0.01 level, underscoring the reliability of these relationships.

5.0 Discussion

The research helps in understanding the acceptance of Kelantan traditional food among local tourists in Kota Bharu. The information was collected by using the Google form. 388 respondents have been collected. There are some limitations which is some people did not cooperate to answer questions because they gave the reason that they were busy doing their work. Another limitation is, time constraints and awareness in the younger generation, which data was collected through an online questionnaire is also a limitation of this research. It can lead to poor data collection and an inability to accurately characterize healthy food choice behaviour. Furthermore, limitations in the use of questionnaires can lead to bias and confounding answers, due to a gap or misunderstanding between the respondent's understanding and concepts measured by questions. Furthermore, the honesty of the respondents in answering survey questions is assumed to be arbitrary, which may be a weakness in this study.

The recommendation for Acceptance of Kelantan traditional food among local tourists in Kota Bharu is Food is a fundamental aspect of culture, and traditional Kelantanese cuisine reflects the rich cultural heritage of the region. When local tourists appreciate and enjoy Kelantanese dishes, it helps preserve and promote the cultural identity of Kelantan. Tourism, including culinary tourism, is a significant contributor to the local economy in Kota Bharu. When visitors enjoy Kelantanese food, they are more likely to spend money at local eateries, markets, and food stalls, thereby supporting small businesses and contributing to the local economy. By using the Google form, it provides a convenient and efficient way to collect various types of data, including surveys, feedback, registrations, orders, and more. This data can be gathered in real time and stored securely in Google Drive, making it easily accessible for analysis and decision-making. The researcher can read and understand the data clearly about the tourist problems and their opinions. From the 388 respondents, the researcher can know about all the data using the SPSS which is the results of descriptive analysis, results of reliability test and result of inferential test. Traditional food is often deeply intertwined with a culture's history, customs, and values. It serves as a symbol of cultural identity and heritage, reflecting the unique flavours, ingredients, and cooking techniques passed down through generations. All young generations need to maintain traditional food among the younger generation in this modern era.

6.0 Conclusion

This chapter discusses about acceptance of Kelantan traditional food among local tourists in Kota Bharu. By using the Google form, the researcher collected 388 respondents to get the data. The independent variable (IV) is attitude, subjective norm, perceived behavioural control and customer satisfaction have a relationship with the acceptance of Kelantan traditional food among local tourists in Kota Bharu (DV). The result from data analysis illustrates that the independent variables (attitude, subjective norm, perceived behavioural control and customer satisfaction) are interrelated with the dependent variable of this study which is acceptance of Kelantan traditional food among local tourists in Kota Bharu. So, if it was interrelated, the results would show that local tourists may come again to visit Kota Bharu in case to repeat or get the Kelantan traditional food in future.

Conflicts of Interest

There is no conflict of interest in this study.

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Acceptance Towards Indian Traditional Cuisine Among Local Community in East Coast Malaysia

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Abstract: This research presents an improved approach to understanding the acceptance of Indian cuisine among the East Coast community in Malaysia. Various factors influence the culinary preferences and decision-making of different ethnic groups in this region. Price emerges as a crucial determinant, impacting the choices of all races residing in East Coast Malaysia. This study aims to elucidate the factors influencing the preferences for traditional Indian cuisine among diverse ethnicities in East Coast Malaysia. Conducted quantitatively, the study involved participants from Kelantan, Terengganu, and Pahang, offering insights into the culinary landscape of Malaysia's east coast. The findings shed light on how taste and price intersect to shape eating habits and preferences across different racial demographics. Understanding these dynamics is essential for enhancing the acceptance and appreciation of Indian cuisine within the multicultural fabric of East Coast Malaysia.

Keyword: Traditional Indian Cuisine; Food acceptance; Taste; Price; Eating Habits; Preferences

1.0 Introduction

The introduction sets the stage by exploring various facets influencing the acceptance of Indian cuisine, contextualised within the diverse culinary landscape of Malaysia's East Coast. The problem statement highlights several factors impacting food choices, including taste, hygiene, nutrition, and price. Krishnaswamy (2008) underscores the richness and diversity of Indian cuisine, emphasising its use of regional ingredients and cooking methods. Thunstrom & Nordstrom (2015) stress the centrality of taste in food consumption decisions, while Muehlhoff (2015) and Gale (2012) emphasise the importance of food hygiene and safety. Abraham (2002) and Misra (2011) discuss concerns regarding the nutritional content of Indian food, with a focus on sugar, carbohydrates, and salt. Lin and Guthrie (2007) and Brahmbhatt and Christiaensen (2008) shed light on the role of price in food acceptability, noting the challenges posed by the relatively higher cost of Indian cuisine. These factors collectively shape perceptions and preferences towards Indian food among diverse racial groups on Malaysia's East Coast.

The significance of the study lies in its academic and practical implications. Academically, it contributes to understanding the dynamics of traditional Indian cuisine acceptance and offers a foundation for future research endeavours. Practically, the study benefits both researchers and industry stakeholders. Researchers gain insights into the factors influencing food choices among different racial groups, while industry players, including food vendors and restaurants, can leverage the findings to enhance food quality, safety practices, and marketing strategies. Furthermore, the study's relevance extends to the tourism sector, as it sheds light on the cultural significance of Indian cuisine within Malaysia's multicultural context. By fostering awareness of proper food handling techniques and promoting food quality, the study contributes to the growth of the food industry and enhances the overall culinary experience for consumers. Overall, the study serves as a valuable resource for academia, industry, and policymakers alike, aiming to enrich the understanding and appreciation of traditional Indian cuisine in Malaysia's East Coast community.

2.0 Literature Review

The literature review delves into various factors influencing the acceptance of Indian cuisine, encompassing taste, hygiene, nutrition, and price. Scholars, including Drewnowski et al. (1999), Connors et al. (2001), and Krishnaswamy (2008), emphasise taste's pivotal role in food preferences and consumption decisions. Taste perception, influenced by factors like sweetness, bitterness, and savoury flavours, significantly impacts individuals' food choices, as discussed by various researchers (Duffy and Bartoshuk, 2000; Finlayson et al., 2012).

2.1 Indian Cuisine

India has some of the most varied cuisines in the world, distinguished by its deft and nuanced use of the wide variety of spices, fruits, grains, and vegetables that are grown throughout the country. Each geographical region's cuisine reflects the distinct demographics of the ethnically heterogeneous Indian subcontinent through a vast range of dishes and cooking methods. India's culinary traditions have been influenced by its culture and religious convictions. Many Buddhist, Jain, and Hindu communities are largely vegetarian. There are four main regional forms of Indian cuisine: North, East, South, and West. North India was impacted by the Mughal dynasty, which ruled India for 300 years before the British took over in the 1800s. South Indian cuisine is the antithesis of Northern Indian cuisine. South Indian cuisine mostly comprises rice served with a thin broth

called raita. Southern Indians love their steaming rice cakes and unique rice crepes. Rice is a staple of every meal, and lunches often consist of three courses with rice provided between them. Coconut is a staple in all South Indian cuisines. South Indians are united by their shared love of coconuts, the state's gastronomic symbol.

Indian ethnic food, also known as Mamak cuisine, is particularly prominent in West Malaysia's northern regions. The term "Indian cuisine" refers to the food traditions of Indian immigrants who moved from South India to the Malay Peninsula and Southeast Asia centuries ago. The term "mamak," derived from the Tamil word "maa-maa" meaning "uncle," highlights the cultural roots of this cuisine (Othman, 2007; Zawawi & Ibrahim, 2012). Indian Muslims have played a significant role in Malaysian dining culture, especially with their vibrant street food and al fresco dining experiences (Duruz & Khoo, 2015; Jalis, 2016).

Indian food began gaining prominence in the early 1900s when Indian Muslim vendors sold food door-to-door and later established stalls on busy streets (Aziz, Mohamed, & Rahman, 2017; Ali & Abdullah, 2012). Over time, these vendors enhanced their business with amenities like free Wi-Fi and parking, attracting more customers (Zawawi & Ibrahim, 2012). Despite being a smaller demographic, Indian Muslims have significantly impacted Malaysia's restaurant industry and gained widespread popularity (Aziz et al., 2017). Indian restaurants are especially favoured by Malaysians, including younger generations, as social hubs for watching football, socializing, and enjoying meals. These eateries are often crowded, particularly on weekends, reflecting their strong appeal and popularity among locals (Ibrahim et al., 2017; Othman, 2007).

2.2 Taste

Taste is a critical factor in food choice, significantly influencing individual food preferences and consumption decisions (Drewnowski et al., 1999; Duffy et al., 2009). According to Connors et al. (2001), flavour is a central element in the Food Choice Process Model, which also includes taste, health, cost, time, and social connection. Taste perception involves multiple senses: oral somatosensorial (touch, warmth, pain), true taste (salty, sweet, sour, bitter), and retro-nasal olfaction (smell through the oral cavity) (Duffy & Bartoshuk, 2000). Savoury flavours, often linked with higher protein content, are typically more influential than sweet tastes (Finlayson et al., 2012). Genetic diversity affects taste perception, with bitterness often correlating with higher nutrient content in vegetables (Duffy & Bartoshuk, 2000). While adults' food choices are less influenced by taste compared to children, who prefer sweeter foods, taste remains a dominant factor in food selection (Drewnowski, 1997). Taste is often prioritized over nutritional value, with unhealthy foods high in fat, sugar, and salt being perceived as tastier (Drewnowski, 1997a,b; Lennernas et al., 1997; Glanz et al., 1998). Indian cuisine, known for its diverse regional flavours and ingredients, has gained popularity in the West for its healthful and flavourful dishes (Bath, 2010).

H1: There is a significant relationship between taste and acceptance of the Indian cuisine

2.3 Hygiene

Hygiene encompasses practices aimed at maintaining health and preventing the spread of pathogens and is often confused with cleanliness. While cleanliness involves removing dirt and bacteria through activities like handwashing, hygiene broadly includes measures to stop disease transmission (Josfeena Bashir, 2019). In the restaurant industry, especially in Malaysia, hygiene is a critical factor influencing customer decisions. Cleanliness, including well-maintained restrooms, significantly impacts customer perceptions and their choice to dine at a restaurant (Bharath, 2015; Caterer and Hotelkeeper, 2014). Indian restaurants face heightened scrutiny regarding hygiene standards compared to other types of eateries in the United States (Reid, 1983).

Studies show that while many food handlers follow basic cleaning protocols, ongoing adherence to rigorous hygiene practices is crucial. The World Health Organization emphasizes that food handlers should maintain high standards of cleanliness and wear appropriate attire to foster customer confidence (World Health Organisation, 2009). Customer expectations for a clean dining environment have risen, with cleanliness directly affecting their perception of food quality and overall dining experience (Ali, Abdurahman, & Hamali, 2012; Metro News & The Star Online, 2018). Globalization has shifted consumer expectations, with a restaurant's physical environment now serving as a key indicator of quality and influencing customer satisfaction (Othman et al., 2009; Chang, 2000; Lim, 2010). Maintaining a clean restaurant not only meets customer expectations but also serves as a competitive strategy to enhance business appeal and create a distinctive dining atmosphere (Othman et al., 2018).

H2. There is a significant relationship between hygiene and the acceptance of Indian cuisine.

2.4 Nutrition

Nutrient and antioxidant levels vary across different foods, and a diverse diet is crucial for optimal health. Indian cuisine, rich in a variety of spices like cardamom, ginger, and turmeric, offers numerous health benefits and is known for its use of vegetables (Krishnaswamy, 2008; Ridge, 2007). In Malaysia, Nasi Kandar, a popular dish among the youth in Penang, includes rice, vegetables, and various side dishes, reflecting the region's appreciation for diverse and flavourful meals (Rais et al., 2013).

Vegetarian Indian diets, which are high in vegetables and spices, are associated with health benefits such as lower body mass index (BMI), reduced risk of diabetes, ischemic heart disease, and some cancers (Kwon et al., 2006). However, inadequate dietary variety and poor food choices can lead to chronic illnesses and a decline in quality of life, especially as individuals age (Payette & Shatenstein, 2005). Nutrient profiling, which assesses foods based on fat, sugar, fibre, and micronutrient content, helps in evaluating the nutritional quality of diets (Lustein & Davies, 2009). Access to nutritious food can

be hindered by factors such as low food proficiency, which includes insufficient cooking skills and nutrition knowledge (Vidgen & Gallegos, 2014; Burns et al., 2011).

H3. There is a significant relationship between nutrition and the acceptance of Indian cuisine.

2.5 Price

Price, as defined by Claessens (2015), is the amount charged for a good or service, determined by the agreement between the seller and buyer and influenced by market competition. Pricing is a critical component of the marketing mix, which also includes product, promotion, and place (Kokemuller, 2019). Consumers' perception of price and their sensitivity to it can vary, with some willing to pay regardless of cost if they are loyal customers (Al-Mamun, 2014). Menu prices, particularly in restaurants, must reflect perceived value, with larger portions often seen as better value for money (Grindy, 1999; Reid, 1983). Families with lower incomes may face higher food costs due to factors such as less access to cheaper suburban areas, limited shopping at cost-effective supermarkets, and higher prices in lower-income neighbourhoods (Kaufman, 1997). Rising global food prices, influenced by factors like inflation, increased dining out, and reduced farm value percentage, have also impacted local food prices, particularly for staples like wheat and rice (Townsend, 2008; Clousan, 1997).

H4. There is a significant relationship between price and acceptance of Indian cuisine.

2.6 Research Framework

The conceptual framework for this research is seen in Figure 1.

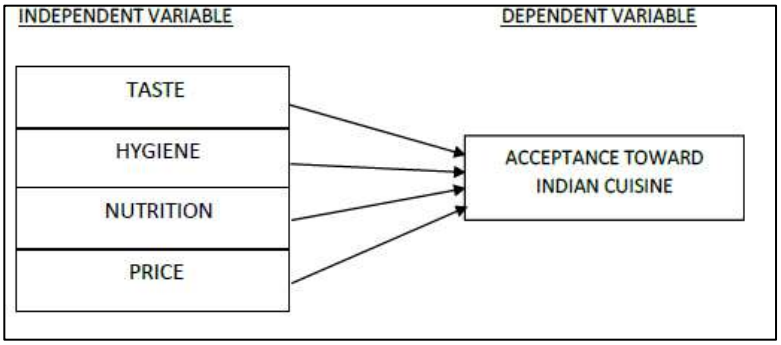

Figure 1: Research Framework

3.0 Methodology

3.1 Study Design

The research design is the framework for the methodologies and procedures chosen by researchers, guiding them to focus on the most relevant techniques and optimize study outcomes. It is crucial in determining how pertinent data will be collected, involving a series of interconnected decisions. According to Henry Manheim (1977), research design provides the conceptual foundation for these decisions and anticipates the numerous choices involved in data collection, processing, and analysis. This study uses quantitative techniques, which involve statistical data to examine correlations between gathered data. Topics include linkages, similarities, and interpretations of complex social phenomena, like human experiences. The quantitative approach is justified as it provides significant statistical results for useful observations. The control over experimental variables explains the differences between categories. Quantitative research, yielding continuous, distinct, and numerical data, will be employed in this study (Fatima, 2019).

3.2 Target Population

The target population of a study refers to the specific group that will be examined or treated, known as the study population of interest. These populations can be viewed as aggregate observations of entities united by shared characteristics. The term "population" encompasses the entire set of individuals, events, or subjects that researchers aim to investigate (Kumar, 2013). In this study, the demographic consists of people living in the east coast community of Malaysia who are fully accepting of Indian food. A sample is a randomly selected subset of this population. This smaller group possesses all the traits of the entire population and observations and assumptions about the sample data are used to make inferences about the larger population.

3.3 Sample Size

The sample size, denoted as N, refers to the number of participants or findings in a study. It influences the analysis's ability to conclude, the accuracy of estimations, and the overall study reliability. According to Salkind (2003), the sample size is carefully chosen by experts to ensure valuable information and thorough inspection. In this study, respondents are customers from Kelantan, Terengganu, and Pahang, three states on Malaysia's east coast. The sample size consists of 384 respondents from this region, determined using the Krejci and Morgan (1970) table. This table helps estimate the sample size for a finite population, stating that for a population of more than one million, the required sample size is 384.

3.4 Sampling Method

Researchers use sampling to conclude a population based on data from a subset, without examining every individual. Sampling techniques are divided into probability and non-probability sampling. Probability sampling involves selecting representative individuals from the population and includes methods like simple random, systematic, stratified, and cluster sampling. Non-probability sampling selects participants based on factors like convenience, availability, or specific traits. In this study, researchers initially used cluster sampling, a probability technique, to choose respondents from Kelantan, Terengganu, and Pahang on Malaysia's east coast. However, they opted for convenience sampling, a non-probability method, to select accessible respondents, saving time and money (Etikan, 2016). Questionnaires were distributed to the local community, and data was collected based on responses from randomly selected individuals on the East Coast.

3.5 Data Collection

Data can be acquired from primary and secondary sources. Primary data analysis involves gathering specific information directly from sources like clients, users, and research-related organizations. Secondary data analysis uses information gathered from published sources for the current research issue. In this study, primary data was collected through an online survey with 40 questions, targeting local communities on Malaysia's east coast. Secondary data was gathered from journals, textbooks, magazines, and online newspapers, aiming to provide descriptive data to elucidate the decision-making process. A pilot study was conducted by testing the questionnaire on a smaller sample to gather feedback for refinement before wider distribution. The questionnaire's purpose is to support the research team by providing justified and relevant data from participants.

3.5.1 Research Instrument

As for this researcher, the researcher questionnaire will gather and collect data and evidence. The questionnaire has been utilized to translate the dynamic data required into an arrangement of responses that can be measured. The questionnaire consists of three sections: A, B, C, D, E, and F. Section A has a questionnaire asking about the demography of the respondents, while sections B, C, D, and E contain questions containing the independent variables, which are taste, food hygiene, nutrition, and price. Finally, Section F comprises the item on the dependent variable, which is the acceptance of Indian cuisine among the community on the east coast of Malaysia. Researchers are currently using a 5-point scale to determine how strong and bad Indian cuisine is in the East Coast community. The Likert scale has been chosen because it is easy to construct the respondent to question the questionnaire, and at the same time, it's more relevant than it is now, and the respondent is easy to understand.

Table 1: Likert Scale

1	2	3	4	5
Strongly Disagree	Disagree	Natural	Agree	Strongly Agree

Table 2: Number of Instruments

Variable	Number of Items
Demography - Age - Occupation - Education - Race - Income Level	5
Taste	7
Hygiene	7
Nutrition	7
Price	7
Acceptance of Indian Cuisine	7

3.6 Data Analysis

Data analysis involves the systematic application of scientific methods to describe, explain, summarize, and evaluate data to extract useful information (Gogoi, 2020). In this research, data will be analysed using the Statistical Package for the Social Sciences (SPSS), a software tool for data entry and analysis that can generate tables and pie charts. SPSS supports both descriptive and bivariate statistics and can make numerical predictions for group identification. The researcher will use SPSS to conduct descriptive analysis, reliability analysis, and correlation analysis on the collected data.

4.0 Results

4.1 *Demographic characteristics of respondents*

Table 3: Demographic Profile of the sample

Characteristic		Frequency	%
Gender	Male	171	44.5%
	Female	213	55.5%
Age	19 years- 25 years	197	51.3%
	26 years- 35 years	119	31.0%
	36 years- 50 years	41	10.7%
	Under 18	27	7.0%
Race	Malay	211	54.9%
	Chinese	68	17.7%
	Indian	92	24.0%
	Other	13	3.4%
Marital Status	Single	258	66.5%
	Married	129	33.2%
	Other	1	0.3%
Occupation	Student	190	49.5%
	Self-Employed	48	12.5%
	Government	64	16.7%
	Private	63	16.4%
	Unemployed	19	4.9%
Monthly Income	Below RM1000	211	54.9%
	RM1000 - RM3000	80	20.8%
	RM3000 - RM5000	86	22.4%
	More than RM5000	7	1.81%

Table 3 provides a summary of the respondent profile, consisting of 384 individuals. Based on the findings from the results section of the study, the demographic characteristics of the respondents provide a detailed profile of the participants. The study encompassed 384 individuals, with a slight majority being female (55.5%) compared to male respondents (44.5%). Regarding age distribution, the majority fell within the 19–25-year category (51.3%), indicating a significant interest among younger adults in the acceptance of traditional Indian food. Ethnicity-wise, Malays constituted the largest group (54.9%), followed by Indians (24.0%) and Chinese (17.7%), highlighting diverse representation within the survey. In terms of occupation, students comprised the largest segment (49.5%), reflecting their notable interest in Indian cuisine. Income-wise, a substantial portion of respondents (54.9%) reported incomes below RM1000, suggesting affordability is a crucial factor influencing their dining choices.

4.2 Descriptive analysis

Table 4: Result of Taste

Items	Frequency	Mean	Std. Deviation
I like Indian cuisine because it is known for its bold and complex flavours.	384	3.91	0.962
I believe the taste of Indian cuisine is influenced by its cultural and historical roots, making it a unique culinary experience	384	4.01	0.959
I like the incorporation of fresh herbs and spices at different stages of cooking enhances the layers of flavour in Indian dishes.	384	3.92	1.051
I prefer Indian cuisine as it offers a balanced combination of sweet, sour, salty, and spicy.	384	3.92	1.011
I believe Indian desserts typically have a richer and more indulgent taste compared to Western desserts.	384	3.90	0.991
I prefer to eat Indian cuisine because the use of nuts and dried fruits in Indian cooking adds a delightful sweetness and texture to dishes.	384	3.86	1.021
I love to have condiments like chutneys and pickles as they play a crucial role in enhancing the overall taste experience of Indian meals.	384	3.86	1.033

Table 4 shows the mean, standard deviation, and number of respondents for independent variables based on taste. The supreme mean score is 4.01, which means most people on the East Coast prefer taste as an important influence when selecting Indian traditional cuisine. Meanwhile, the mean score that is the lowest is 3.86, which illustrates that East Coast people will not select Indian traditional cuisine as their diet choice.

Table 5: Result of Food Hygiene

Items	Frequency	Mean	Std. Deviation
I believe the usage of fresh ingredients is a key factor in maintaining hygiene standards in Indian cooking.	384	3.43	1.447
I chose Indian Cuisine because the hygiene standards in Indian restaurants are generally high.	384	3.39	1.353
I believe Indian cuisine's reputation for hygiene and cleanliness is well-deserved.	384	3.34	1.392
I am aware that Indian cuisine's reputation for hygiene has improved over recent years due to increasing awareness and education.	384	3.36	1.385
I believe that the level of cleanliness of Indian cuisine compares to other cuisines around the world.	384	3.39	1.352
I am convinced that the food that is consumed by Indian cuisine establishments meets high hygiene standards.	384	3.38	1.384
In my opinion, the traditional Indian cooking methods and ingredients contribute positively to the nutritional quality of the cuisine.	384	3.35	1.376

Table 5 shows the results of the mean, standard deviation, and number of respondents for the independent variable, which is food hygiene. The supreme mean score is 3.43, which means most people on the East Coast prefer food hygiene as an important influence when selecting Indian traditional cuisine. Thus, this means the greatest number of East Coast people consent that Indian restaurants should improve their standard of cleanliness in restaurant restrooms. Meantime, the mean score that is the lowest is 4.34, which indicates that East Coast people will not spend more money when their expectations are fulfilled.

Table 6: Result of Food Nutrition

Items	Frequency	Mean	Std. Deviation
I prefer Indian cuisine because it offers a wide variety of nutrient-rich dishes that contribute to a balanced diet.	384	3.90	1.013
I'm convinced that Indian dishes are known for their high protein content making them suitable for vegetarians and vegans.	384	3.92	1.018
I like the prices commonly used in Indian cooking, such as cumin, turmeric, and coriander, which offer not only flavour but also health benefits due to their antioxidant properties.	384	3.86	1.003
I love the way Indian cuisine emphasizes the use of whole grains like rice, wheat, and millet, which are rich in essential nutrients and fibre.	384	3.92	0.989
I believe that traditional Indian cooking methods and ingredients contribute positively to the nutritional quality of the cuisine.	384	3.88	1.037
I'm persuaded that the abundance of fresh fruits and vegetables in Indian dishes contributes to their nutritional value and supports overall health.	384	3.88	1.034
I believe the diverse use of spices in Indian cooking not only enhances flavour but also provides various health benefits due to their antioxidant and anti-inflammatory properties.	384	3.90	1.037

Table 6 it shows the mean, standard deviation, and number of respondents for independent variables based on nutrition. However, the two statements have the same supreme mean score of 3.92. This means that people on the East Coast have more knowledge about Indian traditional cuisine. At the same time, the mean score that is the lowest is 3.86, which means that the nutrition knowledge of East Coast people has less effect on their eating habits towards Indian traditional cuisine.

Table 7: Result of Price

Items	Frequency	Mean	Std. Deviation
I like Indian cuisine because it offers a range of options suitable for different budget levels.	384	3.96	0.961
I prefer Indian Cuisine because the price of Indian food in restaurants is generally affordable compared to other cuisines.	384	3.96	0.975
I'm convinced that imported ingredients used in some Indian dishes may contribute to higher menu prices.	384	3.93	0.986
I believe socioeconomic factors influenced the affordability of Indian cuisine for different demographics.	384	3.93	0.975
I believe that the price of Indian cuisine accurately reflects its value in terms of taste, quality, and dining experience.	384	3.94	0.979
I believe traditional Indian cooking methods, which may require slow cooking or marinating, can impact the price of dishes in restaurants.	384	3.91	0.954
The price of Indian dishes is often determined by factors such as the restaurant's reputation, location, or the availability of ingredients in the area	384	3.89	1.004

Table 7 shows the mean, standard deviation, and number of respondents for the independent variable, which is price. However, the two statements have the same supreme mean score of 3.96 Therefore, this means that most people on the East Coast will consider the price when purchasing Indian traditional cuisine. Meantime, the mean score that is the lowest is 3.89, which means that East Coast people were less able to estimate the exact price of Indian cuisine.

Table 8: Result of Acceptance of Indian Traditional Cuisine

Items	Frequency	Mean	Std. Deviation
I believe Indian cuisine is widely embraced by the residents or the community of the eastern coast of Malaysia.	384	3.97	1.001
I believe Indian cuisine is also widely enjoyed by the residents of the eastern coast of Malaysia.	384	4.01	0.934
I like Indian cuisine because its influences can be observed in traditional Malay cuisine on the eastern coast of Malaysia, indicating cross-cultural acceptance.	384	3.90	1.002
I love the way Indian restaurants on the eastern coast of Malaysia are frequented by both locals and tourists, suggesting a universal appeal and acceptance of Indian cuisine.	384	3.91	0.997
I prefer Indian-Malaysian fusion dishes that have gained popularity on the eastern coast of Malaysia, indicating acceptance of Indian flavours into local cuisine.	384	3.93	0.990
I believe that Indian cuisine has become an integral part of the culinary landscape on the eastern coast of Malaysia due to its widespread acceptance and popularity.	384	3.94	0.984
I believe communities on the eastern coast accept Indian cuisine in daily or weekend food choices.	384	3.92	1.001

Table 8 shows the mean, standard deviation, and number of respondents for the dependent variable, which is acceptance of Indian traditional cuisine, shown in Table 4.2.11. However, for the acceptance of Indian traditional cuisine, the supreme mean score is 4.01. Thus, this means that most people on the East Coast consent to consuming Indian traditional cuisine. Meantime, the lowest mean score is 3.90, which means that East Coast people have less confidence in Indian traditional cuisine.

4.3 Reliability Test

Table 9: Result of Reliability Test

Variable	Number of items	Cronbach's Alpha	Strength of Association
Taste	7	0.820	Good
Food Hygiene	7	1.259	Excellent
Nutrition	7	0.838	Good
Price	7	0.788	Good
Acceptance of Indian traditional food	7	0.795	Good

Table 9 shows the results from the reliability tests, presented in the study, and provides Cronbach's alpha coefficients for each variable assessed in the study. This coefficient serves as a measure of internal consistency, indicating how well the items in each variable correlate with each other. First, the taste variable, assessed through seven Likert scale questions, showed a Cronbach's alpha of 0.820. This shows good internal consistency between the taste-related questions, indicating that this item can measure taste perception in influencing the acceptance of traditional Indian cuisine among different ethnic groups. Second, the Food Hygiene variable achieved a very high Cronbach's alpha of 1.256. This very high value indicates excellent internal consistency among the seven Likert scale questions related to food hygiene. Thus, the questions effectively capture the perception of food hygiene and its impact on the acceptance of traditional Indian cuisine. Third, the Nutrition variable, also assessed through seven Likert scale questions, yielded a Cronbach's alpha of 0.838. These values indicate good internal consistency between the nutrition-related items, highlighting their reliability in measuring how nutrition influences the acceptance of traditional Indian cuisine. Fourth, the Price variable obtained a Cronbach's alpha of 0.788. This shows good internal consistency between the seven Likert scale questions that measure price perception and its influence on the acceptance of traditional Indian cuisine. Finally, the Acceptance of Traditional Indian Cuisine variable, assessed through seven Likert scale questions, yielded a Cronbach's alpha of 0.795. These values show good internal consistency between questions assessing the level of acceptance of traditional Indian cuisine among other races. In conclusion, the high Cronbach's alpha values observed across most of the variables (except Price which is still good) indicate strong internal consistency between the items comprising each variable. This strengthens the reliability of the study's findings, confirming that the questions effectively measure the intended construct in the context of influencing the acceptance of traditional Indian cuisine among diverse ethnic groups. These results underscore the robustness of the study's methodology and the validity of the conclusions drawn from the data.

4.4 Inferential Analysis

In this study, the independent variables (reliability, empathy, tangibility, assurance, and responsiveness) and the dependent variable (customer satisfaction) were tested using Pearson Correlation Analysis. The Pearson Correlation Analysis is an important test used to measure the linear relationship between variables. Besides that, Pearson Correlation Analysis is

also used to determine whether the correlation coefficient is significant and to identify the hypothesis that should be accepted or rejected.

Table 10: Inferential Analysis

Variables	Pearson Correlation
Taste	.844**
Food Hygiene	.652**
Nutrition	.841**
Price	.901**

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

Table 10 shows the Pearson Correlation results reveal strong positive relationships between the independent variables and the acceptance of Indian traditional food. Based on the results of inferential analysis utilizing Pearson correlation coefficients, the study investigated the relationships between independent variables and the dependent variable of acceptance of traditional Indian cuisine across diverse racial groups. Firstly, the correlation analysis revealed a very high positive relationship ($r = 0.844$, $p < 0.01$) between taste and acceptance of Indian traditional cuisine among 384 respondents. This indicates that perceptions of taste significantly influence acceptance levels, supporting Hypothesis H1. Secondly, perceptions of food hygiene also showed a moderately positive relationship ($r = 0.625$, $p < 0.01$) with acceptance, underscoring its significant role in culinary acceptance and confirming Hypothesis H2. Thirdly, nutrition exhibited a high positive relationship ($r = 0.841$, $p < 0.01$) with acceptance, highlighting its influence on culinary preferences and supporting Hypothesis H3. Lastly, Price demonstrated a very high positive relationship ($r = 0.901$, $p < 0.01$) with acceptance, emphasizing its critical role in shaping consumer choices regarding traditional Indian cuisine and validating Hypothesis H4. In conclusion, these findings provide empirical evidence that taste, food hygiene, nutrition, and price are pivotal factors influencing the acceptance of traditional Indian cuisine among different racial groups. This study enhances our understanding of consumer behaviour in multicultural culinary contexts, offering insights valuable for culinary marketing and cultural adaptation strategies.

5.0 Discussion

The study provides a comprehensive analysis of how taste, hygiene, nutrition, and pricing influence the acceptance of traditional Indian food among diverse populations on the East Coast. Each factor demonstrates a significant positive correlation with food acceptance, reflecting its impact on consumer preferences and choices. Taste is a fundamental determinant of food preference and acceptance. The study finds a strong positive correlation of 0.844 between taste and the acceptance of traditional Indian cuisine. This high coefficient suggests that the sensory qualities of food—such as flavour, aroma, and texture—are crucial in shaping consumer preferences. Research by Duffy and Bartoshuk (2000) underscores the importance of taste, distinguishing between oral somatosensory sensations (touch, temperature, and pain) and the perception of basic tastes (salty, sweet, sour, bitter). Retro-nasal olfaction, or the sense of smell through the oral cavity, also contributes to the overall taste experience. As such, the positive relationship between taste and food acceptance in this study highlights how sensory attributes can drive consumer choices and satisfaction.

Hygiene significantly influences consumer perceptions and acceptance of food. The study reports a positive correlation of 0.625 between hygiene and acceptance of traditional Indian food. This correlation reflects the importance of cleanliness in influencing dining decisions. As noted by Bharath (2015), patrons expect high hygiene standards in restaurants, and the perception of cleanliness can greatly affect their willingness to dine at a particular establishment. The correlation coefficient indicates that while hygiene is crucial, its impact is somewhat less pronounced compared to taste. However, maintaining high standards of hygiene remains essential for customer satisfaction and retention, as poor hygiene can deter potential customers and affect their overall dining experience (Caterer & Hotelkeeper, 2014).

Nutrition plays a pivotal role in food acceptance, as evidenced by a correlation coefficient of 0.841 between nutrition and the acceptance of traditional Indian cuisine. This strong correlation underscores the growing consumer awareness of the health benefits associated with various foods. Traditional Indian cuisine, known for its use of spices such as turmeric, ginger, and garlic, is often perceived as both flavorful and nutritious (Krishnaswamy, 2008). The study's findings align with research showing that a diet rich in spices and vegetables can contribute to overall health and well-being, influencing consumer acceptance and preference for such cuisines.

The study reveals a very strong positive correlation of 0.901 between pricing and the acceptance of traditional Indian food. This indicates that price is a significant factor in determining whether consumers will choose to eat traditional Indian cuisine. The high correlation coefficient reflects the sensitivity of consumers to price changes and the perceived value for money. As global food prices rise, local food prices, particularly for staple items like wheat and rice, have also increased (Townsend, 2008). The study suggests that price incentives or value-for-money perceptions can significantly impact consumer decisions and acceptance of traditional Indian food (Beneke, 2015). Operators of Indian restaurants must carefully consider pricing strategies to attract and retain customers, especially in a competitive market

6.0 Conclusion

In summary, the study highlights the interrelationship between taste, hygiene, nutrition, and pricing in influencing the acceptance of traditional Indian food. Taste remains the most significant factor, strongly affecting food acceptance, while

hygiene and nutrition also play critical roles. Pricing, with its strong positive correlation, further underscores the importance of economic considerations in consumer food choices. These insights offer several implications for restaurateurs and marketers. Firstly, prioritizing the enhancement of taste can substantially improve customer satisfaction and increase the appeal of traditional Indian cuisine. Ensuring high standards of hygiene is essential not only for compliance with health regulations but also for fostering consumer trust and repeat patronage. Additionally, emphasizing the nutritional benefits of traditional Indian food can attract health-conscious customers and differentiate restaurants in a competitive market.

Moreover, understanding the impact of pricing is crucial for developing effective pricing strategies that align with consumer expectations and market conditions. Offering value-for-money options can attract a broader customer base and enhance the restaurant's reputation. Overall, businesses can leverage these findings to refine their marketing strategies, optimize their menu offerings, and improve customer experiences. By addressing the critical factors of taste, hygiene, nutrition, and pricing, restaurants specializing in traditional Indian cuisine can better meet consumer needs, strengthen their market position, and achieve sustained success. This comprehensive approach not only enhances consumer satisfaction but also contributes to the broader goal of promoting diverse culinary traditions and improving public perception of ethnic cuisines.

Conflicts of Interest

There is no conflict of interest in this study.

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The Influence of Reviews in Online Booking Platforms Towards Guest's Decision to Reserve a Hotel Room

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Abstract: The purpose of this study is to examine at the influence of online reviews on hotel room reservations. With the growing popularity of online booking platforms, hotels must understand how guests make decisions and what aspects impact their selections. The goal of this study is to look at how online reviews affect guests perceived trust, value, and risk, as well as their booking intentions. To achieve this, a quantitative research methodology is in use to acquire insights from guests. Data collection is underway through the distribution of a questionnaire to individuals who utilize Malaysian booking websites. The collected data is being subjected to analysis using the SPSS to explore the relationships between variables and assess the proposed hypotheses. The study's findings offer important insights into the aspects that impact guests' decision- making process while reserving hotel rooms online. It emphasizes the significance of online reviews in establishing guest trust and perceived value, as well as the risk connected with online bookings. The report also provides practical advice for hotels on how to use online reviews to improve their guest's experiences and boost reservations. Thus, this study adds to the body of knowledge on the influence of online reviews on hotel room reservations and provides helpful information for hoteliers, particularly those in Malaysia, who want to establish effective online strategies and build their own internet booking systems.

Keyword: Online Review; Perceived Trust; Perceived Value; Perceived Risk; Online Booking Platforms

1.0 Introduction

Malaysia's rich natural resources and cultural diversity have significantly boosted its tourism industry. Despite the challenges posed by COVID-19, domestic tourism remained strong, with 65.1 million tourists in 2022 contributing RM 38.88 billion (Tourism Malaysia, 2023). As the number of hotel rooms increased from 322,700 in 2019 to 340,547 in 2022, understanding the impact of online reviews on hotel bookings became essential. Online reviews play a crucial role, with 81% of guests relying on them (Chua & Banerjee, 2019). Platforms like Booking.com and TripAdvisor provide detailed hotel information, making the booking process transparent and accessible (Tang et al., 2022). The integration of third-party booking platforms has streamlined reservations and enhanced trust through guest reviews, with future trends pointing towards personalized recommendations and virtual reality previews (Lacalle, 2023).

While online booking platforms offer convenience, the prevalence of fake reviews presents significant trust issues. Authentic reviews are essential, as fake ones can mislead guests and damage hotel reputations (Wee et al., 2018). Ensuring robust security measures and genuine reviews is crucial for building guest confidence. Additionally, perceived value and risk influence booking decisions, with guests considering both price and quality. Concerns about financial and data security can deter online reservations, making secure payment processes and data protection vital for encouraging bookings (Wai et al., 2019). This study aims to understand how online reviews influence hotel bookings and provide insights to improve guest experiences.

This research enhances the understanding of online interactions in hotel bookings and identifies factors that discourage online reservations. It offers strategies for hoteliers, especially in Malaysia, to improve their online presence. The study addresses the modernization challenges faced by traditional hotels, emphasizing the need for engaging online channels and suggesting improvements in website design and management to enhance competitiveness and support the national economy. Furthermore, it highlights the importance of honest online reviews and their impact on booking decisions, helping guests make informed choices and fostering a trustworthy review system.

2.0 Literature Review

2.1 Influence of Online Reviews

Online reviews play a crucial role in the hospitality industry by shaping guest perceptions and influencing hotel success. Factors such as the quality, volume, recency, and ratings of reviews significantly impact guest decision-making (Zheng et al., 2023). Positive reviews encourage bookings, while negative ones deter potential guests. Reviews are perceived as more dependable and trustworthy when they are detailed and recent, enhancing guests' intention to book (Mishra et al., 2023). Additionally, hoteliers and online booking services should acknowledge the value of guest evaluations and make efforts to enhance their authenticity to attract and retain guests (Wee et al., 2018).

2.2 Perceived Trust

Perceived trust in online reviews significantly affects guest behavior and decision-making. Guests rely on the authenticity and dependability of reviews, with positive and current reviews greatly influencing their attitudes and booking behavior (Wee et al., 2018). The presence of images or videos in reviews enhances their trustworthiness (An et al., 2020). However, fake reviews undermine trust, highlighting the need for platforms to maintain review integrity (Gavilán et al., 2018). This is crucial as many hotels question the authenticity of online reviews due to the prevalence of fake reviews, which can negatively impact guest confidence and the industry as a whole (Lappas et al., 2016).

2.3 Perceived Value

Perceived value, particularly in terms of quality and price, is a key factor in booking decisions. Value- added pricing, influenced by branding, marketing, and online reviews, enhances perceived value (Elphick, 2023). Guests' intention to book is positively correlated with perceived value, which is shaped by service quality and cost. Online reviews provide insights into service quality, directly affecting perceived value (Kim et al., 2017). Additionally, round-figure pricing can significantly impact booking decisions, with perceived value increasing if the price is deemed reasonable for the quality of service provided (Lacalle, 2023). Online reviews on booking platforms play a crucial role in determining perceived value, affecting the guest's decision to book a hotel room (Kopp, 2020).

2.4 Perceived Risk

Perceived risk, especially financial risk related to payment security, greatly impacts booking decisions. Guests are concerned about cybersecurity threats such as fraud and data breaches. Effective risk management and strong security measures are essential to mitigate these risks and build guest confidence. Modern risk management approaches, such as encryption and blockchain technologies, can enhance security and privacy, reducing perceived financial risk and positively influencing booking decisions (Wainstein, 2018). Hotels must implement these technologies to safeguard guest information and maintain trust (Sarmah, 2021).

2.5 Conceptual Framework and Hypotheses

The conceptual framework links perceived trust, perceived value, and perceived risk (independent variables) with the intention to book a hotel room (dependent variable).

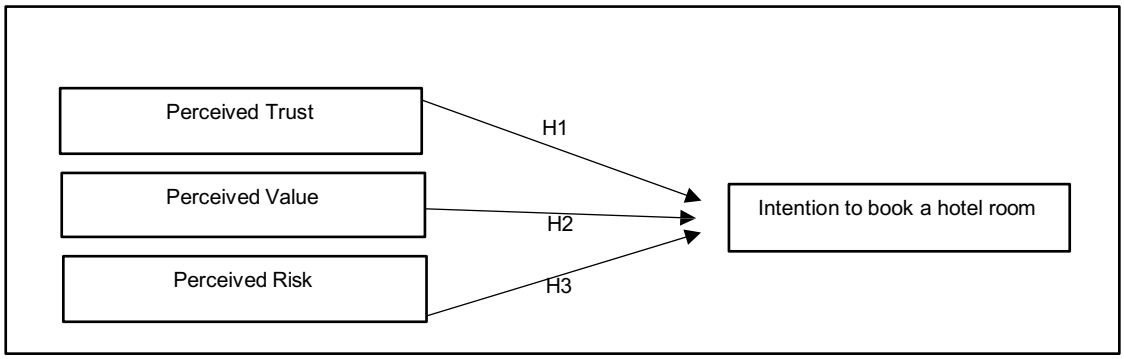

Figure 1: The Conceptual Framework of This Research

Hypotheses include:

H1: Significant relationship between perceived trust and booking decisions.
H2: Significant relationship between perceived value and booking decisions.
H3: Significant relationship between perceived risk and booking decisions.

2.6 Research Gap, Research Questions, and Purpose

Despite extensive research on online reviews, the interplay of trust, value, and risk in the Malaysian hotel booking context remains underexplored. The purpose is to provide actionable insights for hoteliers and booking platforms to enhance their strategies, ensuring higher guest satisfaction and increased bookings. This study addresses this gap by examining these factors' influence on booking decisions. Research questions include:

1. How does perceived trust in online reviews affect booking decisions?

2. How does perceived value influence booking decisions?
3. How does perceived risk impact booking decisions?

3.0 Methodology

3.1 Study Design

This study employs a quantitative research design to measure the impact of online reviews on guests' decisions to book hotel rooms. Quantitative methods involve collecting numerical data and using statistical analysis to understand relationships between variables. This approach allows for systematic data collection and analysis, enhancing the reliability and validity of findings. A descriptive research design is used to gather information from respondents who have used booking platforms in Malaysia through questionnaires, enabling the evaluation of correlations between perceived trust, value, risk, and booking intentions.

3.2 Target Population

The target population for this study comprises users of hotel booking platforms in Malaysia. These individuals have direct experience with online reviews, making them ideal for providing insights into how these reviews affect their booking decisions. The population includes a diverse demographic profile of various ages, genders, income levels, and educational backgrounds, primarily concentrated in urban areas with higher technological proficiency.

3.3 Sample Size

A sample size of 361 respondents is selected from a population of 6000 users of online hotel booking services, as determined by Krejcie and Morgan's (1970) table for sample size determination. This sample size ensures statistical power and representativeness, allowing for accurate estimation of relationships between guests' perceptions and their booking decisions. The chosen sample size enhances the reliability and generalizability of the study's findings.

3.4 Sampling Method

Convenience sampling, a non-probability sampling method, is used for this study. This approach involves selecting participants based on their availability and accessibility, making it suitable for engaging users of hotel booking sites. Convenience sampling allows for the inclusion of a diverse range of respondents, providing valuable insights from various demographic backgrounds and ensuring a broad representation of user experiences.

3.5 Data Collection

Data is collected using a comprehensive questionnaire developed to reflect the research objectives and hypotheses. The questionnaire, distributed via Google Forms, includes sections on demographic information, perceptions of online reviews, and booking intentions. The survey is disseminated through online platforms like WhatsApp, ensuring convenience and accessibility for participants. A pilot study with 40 respondents is conducted to refine the questionnaire, ensuring clarity and effectiveness. Ethical considerations, such as informed consent and participant privacy, are prioritized throughout the data collection process.

The research instrument is a questionnaire designed to collect data on perceived trust, value, risk, and booking intentions related to online hotel reviews. The questionnaire is divided into sections covering demographic data, perceptions of online reviews, and booking intentions. A five-point Likert scale is used to capture participants' attitudes and perceptions, ranging from "Strongly Disagree" to "Strongly Agree."

3.6 Data Analysis

The collected data is analyzed using statistical techniques, including descriptive analysis and Pearson correlation coefficient analysis. Descriptive statistics, such as mean, median, mode, and standard deviation, are used to summarize demographic information and basic characteristics of the data. Pearson correlation coefficient analysis examines the relationships between perceived trust, value, risk, and booking intentions, providing insights into the strength and direction of these relationships. Reliability analysis using Cronbach's Alpha is conducted to ensure the consistency and dependability of the questionnaire. The analysis is performed using the Social Sciences Statistical Program (SPSS), offering empirical insights into guest behavior and aiding stakeholders in improving marketing strategies and online platforms.

4.0 Results

4.1 *Demographic characteristics of respondents*

The survey collected responses from 361 participants. The majority of respondents (61%) were between 21 and 30 years old, indicating that younger adults are more influenced by online reviews when booking hotels. The ethnic breakdown showed that 83.1% of respondents were Malay, 11.1% were Chinese, 3.3% were Indian, and 2.5% were from other ethnicities. Regarding employment status, 41.6% of respondents were employed full- time, 38.2% were students, 13.6% were part-time workers, and 6.6% fell into other categories. Educational levels varied, with 41.8% having an STPM/Foundation/Diploma, 38.2% holding undergraduate degrees, 11.1% possessing postgraduate degrees, and 8.9% having secondary education. The frequency of using online booking platforms was also diverse, with 42.9% using them occasionally, 39.6% rarely, 13.3% frequently, and 4.2% very frequently.

4.2 Descriptive analysis

The descriptive statistics of perceived trust in Table 1 show that respondents generally find online reviews trustworthy, credible, and convincing, with all mean values above 3.5. The highest mean value (3.99) for Q1 indicates that respondents trust the reviews on online booking platforms when making hotel reservations. This highlights the significant role of perceived trust in influencing booking decisions.

Table 1: Descriptive Statistics for Perceived Trust

Item Description	N	Min	Max	Mean	Std. Deviation
Q1 -I think that reviews in online booking platforms when making hotel reservations is trustworthy.	361	1	5	3.99	0.73
Q2- I think that reviews in online booking platforms when making hotel reservations is credible.	361	1	5	3.86	0.85
Q3- I think that reviews in online booking platforms when making hotel reservations is believable.	361	1	5	3.96	0.79
Q4- I think that reviews in online booking platforms is convincing me when making hotel reservations.	361	1	5	3.98	0.89
Q5- I think people who give reviews about the hotel in online booking platform have a good knowledge of the hotel.	361	1	5	3.93	0.85

The descriptive statistics of perceived value, as presented in Table 2, offer insightful findings on respondents highly value amenities and services and consider price and overall value when evaluating hotels based on online reviews. The highest mean value (4.26) for Q2 indicates that respondents place great importance on amenities and services offered by hotels, aligning with the idea that perceived value significantly impacts booking decisions.

Table 2: Descriptive Statistics for Perceived Value

Item Description	N	Mini	Max	Mean	Std.Deviation
Q1 – I consider the price of a hotel room when evaluating the value of a hotel based on online reviews.	361	1	5	4.19	0.72
Q2-I consider the amenities and services offered by a hotel when evaluating the value of a hotel based on online reviews.	361	1	5	4.26	0.71
Q3- I worry that the hotel might not meet my expectations based on online reviews.	361	1	5	4.06	0.84
Q4- I found that the review about the hotel include all necessary details.	361	1	5	3.89	0.89
Q5- I would rely on reviews from online booking platform to give me a well-rounded understanding about the hotel quality and price.	361	1	5	3.93	0.90

The descriptive statistics of perceived risk displayed in Table 3 which are financial risk and data privacy are significant concerns for respondents when booking hotels online. The highest mean value (4.07) for Q2 reflects the respondents' worry about potential financial losses due to booking errors, cancellation fees, or unexpected charges, indicating that perceived risk is a crucial factor in their decision-making process.

Table 3: Descriptive Statistics for Perceived Risk

Item Description	N	Mini	Max	Mean	Std.Deviation
Q1 – I concerned about the security of my personal information when making hotel reservations through online booking platforms.	361	1	5	3.89	0.98
Q2- I concerned about potential financial losses due to booking errors, cancellation fees or unexpected charges when reserving a hotel online.	361	1	5	4.07	0.90

Q3- I feel confident with the safety management of the hotel based on the reviews provided.	361	1	5	4.06	0.84
Q4- Sharing personal information during online booking makes me feel vulnerable.	361	1	5	4.03	0.95
Q5- I concerned about the security of my payment details when booking online.	361	1	5	4.04	0.89

The descriptive statistics of intention to book a hotel room as presented in Table 4 indicate that online reviews significantly influence respondents' intentions to book hotel rooms. The highest mean value (4.24) for Q4 suggests that respondents highly rely on online reviews to gather information about hotels, reinforcing the importance of online reviews in their booking decisions.

Table 4: Descriptive Statistics for Intention to Book a Hotel Room

Item Description	N	Mini	Max	Mean	Std.Deviation
Q1 -I will probably book an online hotel room when travelling after reading the reviews.	361	1	5	4.17	0.74
Q2- I am willing to book an online hotel room when travelling after reading the reviews.	361	1	5	4.20	0.75
Q3- I intend to keep booking a particular hotel based on social media and online reviews.	361	1	5	4.17	0.74
Q4- The possibility for me to use online reviews to search information regarding a particular hotel is very high.	361	1	5	4.24	0.73
Q5- The possibility for me to recommend others to use social media and online reviews in searching for information regarding a particular hotel is very high.	361	1	5	4.11	0.75

4.3 Reliability Test

All variables show good to acceptable internal consistency, indicating that the measurement instruments used in the study are reliable. The highest Cronbach's Alpha (0.888) for the intention to book a hotel room suggests that the items consistently measure the respondents' booking intentions.

Table 5: Cronbach's Alpha Coefficient for Variables

Variables	Number of Item	Cronbach's Alpha	Internal Consistency
Perceived Trust	5	0.884	Good
Perceived Value	5	0.757	Acceptable
Perceived Risk	5	0.862	Good
Intention to Book a Hotel Room	5	0.888	Good

4.4 Pearson Correlation

The Pearson correlation coefficients indicate that perceived trust, perceived value, and perceived risk are significantly related to the intention to book hotel rooms. The moderate positive correlation for perceived trust (r =.566) and perceived value (r = .567) suggests that these factors have a substantial impact on booking decisions. The low positive correlation for perceived risk (r = .378) indicates a weaker but still significant influence.

Table 6: Pearson Correlation Coefficients

Hypothesis	Result	Finding of Data Analysis
H1 : There is significant relationship between perceived trust with intention to book hotel room	r = .566** p = .001 Moderate positive	H1 accepted
H2 : There is significant relationship between perceived value with intention to book hotel room	r = .567** p = .001 Moderate positive	H2 accepted
H3 : There is significant relationship between perceived risk with intention to book hotel room	r = .378** p = .001 Low positive	H3 accepted

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

5.0 Discussion

This section interprets the results of the study, compares them with findings from other similar research, and provides reasons for the observations. Firstly, the study reveals that online reviews significantly influence guests' decisions to book hotel rooms. This is consistent with previous studies, such as those by Chua & Banerjee (2019) and Mishra et al. (2023), which

highlighted the pivotal role of online reviews in shaping booking intentions. Additionally, these findings emphasize the importance of perceived trust, value, and risk in the decision-making process.

Furthermore, the results show a moderate positive correlation (r = .566) between perceived trust and the intention to book hotel rooms. This indicates that guests are more likely to make reservations if they trust the reviews they read. This finding aligns with research by Wee et al. (2018), which also found that trust in online reviews significantly affects booking behavior. The presence of detailed and recent reviews enhances trust, making guests feel more confident in their booking decisions. Thus, this supports the notion that maintaining the authenticity of reviews is crucial for hoteliers and online platforms.

Similarly, perceived value has a moderate positive correlation (r = .567) with booking intentions. Guests consider both the quality and price of the services when evaluating the value of a hotel, as supported by Elphick (2023) and Kim et al. (2017). The study reaffirms that value-added pricing and the inclusion of amenities are essential factors that enhance perceived value, thereby encouraging bookings. Hence, the high importance placed on amenities and services highlights the need for hotels to focus on these aspects to attract guests.

Perceived risk, particularly regarding financial security and data privacy, shows a low positive correlation (r = .378) with booking intentions. This finding is consistent with the work of Wainstein (2018) and Sarmah (2021), who emphasized that concerns about cybersecurity and payment security significantly impact booking decisions. The relatively lower correlation suggests that while perceived risk is a critical factor, it is not as influential as trust and value. However, it is still imperative for hotels to implement robust security measures to alleviate guests' concerns and build confidence in online booking systems.

Moreover, similar trends in the importance of online reviews are observed through comparing these findings with other studies. For instance, Tang et al. (2022) noted the transparency and accessibility provided by platforms like Booking.com and TripAdvisor, which resonate with these findings on the significance of detailed and recent reviews. However, this study also highlights the ongoing issue of fake reviews, which was less emphasized in some earlier studies. Thus, this discrepancy could be due to the increased awareness and occurrence of fake reviews in recent years, as noted by Gavilán et al. (2018).

As a result, the variations in the influence of perceived risk could be attributed to the evolving nature of online security threats and the increasing awareness among users. As online booking becomes more prevalent, guests are more informed about potential risks, leading to heightened concerns about security. This underscores the need for continuous improvement in security measures by hotels and booking platforms. Therefore, the study confirms the significant role of online reviews in influencing hotel booking decisions, with perceived trust and value being the most influential factors. The low positive correlation influence of perceived risk also highlights the importance of addressing security concerns. Hence, these findings provide actionable insights for hoteliers to enhance their online presence and booking strategies.

6.0 Conclusion

The study demonstrates that online reviews significantly influence guests' decisions to book hotel rooms. Specifically, perceived trust, value, and risk are key factors affecting booking intentions. Guests are more likely to book a hotel room if they trust the reviews, perceive high value in the services, and feel secure about the booking process.

However, one limitation of the study is the reliance on self-reported data, which can be biased by social desirability, where respondents provide answers, they think are more acceptable. Additionally, the sample size and demographic composition present limitations, as the study focused on 361 respondents, primarily of Malay ethnicity, which may not fully represent the diversity of the wider population. Furthermore, the study concentrated on perceived trust, value, and risk, potentially overlooking other important variables such as brand reputation and past experiences. Moreover, the reliance on quantitative methods limits the depth of understanding of respondents' attitudes and behaviours.

Consequently, the findings highlight the importance of maintaining the authenticity of online reviews to build trust, ensuring high-quality services and competitive pricing to enhance perceived value, and implementing robust security measures to mitigate perceived risks. These actions are crucial for hotels and online booking platforms to attract and retain guests. Thus, the study provides valuable insights for hoteliers, especially in Malaysia, to improve their online presence and booking strategies.

Considering these limitations, future research should incorporate multiple data collection methods to mitigate biases, such as combining self-reported data with behavioural data from hotel reservation systems. Furthermore, expanding the sample size to include respondents from various ethnicities, age groups, and socio- economic backgrounds will improve the generalizability of the findings. Additionally, including a broader range of variables, such as brand reputation and past experiences, can provide a more holistic view of what influences hotel booking decisions. Moreover, integrating qualitative methods, such as interviews and focus groups, can offer deeper insights into the nuanced reasons behind respondents' choices and perceptions. Finally, employing offline data collection methods can ensure inclusivity and representativeness of the sample across different segments of the population.

Acknowledgement

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Conflicts of Interest

There is no conflict of interest in this study

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Investigation on the Intention of Using Social Media on Promoting Food and Beverage Among Entrepreneurs

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Abstract: This study intends to examine the relationship between customer engagement, personal attitude and perceived security towards food and beverage entrepreneurs' intention to use social media. A quantitative research design using an online questionnaire had gathered data from 384 respondents and analysed via SPSS. The study wants to demonstrate the importance between customer engagement, personal attitude, perceived security and entrepreneur intention to use social media. This involves recognizing the platform ability to enhance brand presence, engage customers, and drive sales. By appreciating the benefits and opportunities social media offers, entrepreneurs can better integrate these tools into their marketing strategies, ultimately achieving greater success in their business ventures.

Keyword: Customer Engagement; Personal Attitude; Perceived Security; Entrepreneurs; Social Media

1.0 Introduction

Local communities play a vital role in the success of any food and beverage business. By having a physical storefront, owners can interact with the community, fostering customer relationships. Traditional establishments offer a tangible space for food and beverage owners where the ambiance, decor, and overall experience play a significant role in shaping the brand's image. This study explores entrepreneurs' intentions to use social media in Malaysia's food and beverage sector, emphasizing culinary identity and authenticity's cultural, historical, and social aspects. Traditional food and beverage establishments build loyalty and trust through ambiance and interactions, forming a foundation for digital expansion. Understanding customer preferences is crucial for tailoring products and strategies. Social media has become vital for real-time engagement, customer loyalty, and brand advocacy, especially during COVID-19, which accelerated online activity due to lockdowns. Platforms like Facebook, Twitter, Instagram, and YouTube are now essential for business success and strategic planning in the dynamic food and beverage industry. Results show positive correlations between social media usage and key factors: personal attitude, customer engagement, and perceived security.

The problem statement of this study addresses three critical issues: personal attitude, customer engagement, and perceived security. Firstly, personal attitudes and lack of technological skills among entrepreneurs hinder effective use of social media for business growth. Mastery of social media is essential for seizing opportunities and effective communication. Many individuals have inherent business but lack skill in leveraging technology (Wazzan, 2019). Secondly, poor customer engagement due to lack of personalization and responsiveness can negatively impact business loyalty and satisfaction (Sulaiman, 2008; Rane, Achari & Choudhary, 2023). In connection with the importance of using technology in ensuring that businesses are competitive and attractive to consumers online to achieve great success, earning annual sales by using social media for marketing (Abdullah, 2022). Lastly, social media security issues, such as online scams, identity theft, and misuse of personal information, pose significant risks to business reputations and customer trust (Tasnim, 2022). Addressing these challenges is crucial for leveraging social media effectively in business.

This study provides valuable insights for future researchers and food and beverage entrepreneurs on the effective use of social media. By examining successful marketing techniques, engagement practices, and platform utilization, this research guides aspiring entrepreneurs on what works and what does not in social media. It aids small business owners in understanding the importance of incorporating digitalization from the outset, especially in enhancing service efficiency and handling large product volumes. The integration of social media technology is highlighted as crucial for SMEs to compete globally and grow expansively. Additionally, this study benefits customers by informing their decision-making process, enhancing engagement, and fostering a sense of connection with brands through personalized experiences and active participation in online communities.

The research aims to explore the multifaceted factors influencing the intention to use social media among food and beverage entrepreneurs. Firstly, it seeks to examine the relationship between personal attitudes and the intention to use social media, recognizing that individual perspectives and predispositions can significantly affect one's willingness to engage with digital platforms. Secondly, the study aims to investigate the relationship between customer engagement and the intention to use social media, considering that the level of interaction and connection with customers can play a crucial role in motivating entrepreneurs to adopt these platforms for business purposes. Lastly, the research intends to analyse the relationship between perceived security and the intention to use social media, acknowledging that concerns over privacy and data protection can heavily influence the decision to utilize social media tools. By delving into these three key areas, the study seeks to provide a

comprehensive understanding of the various elements that drive or hinder social media adoption among food and beverage entrepreneurs.

2.0 Literature Review

2.1 Personal attitude

The term "personal attitude" describes how people view their own attractiveness of engaging in entrepreneurial activities. Reyad (2019) identified critical thinking and problem-solving abilities as crucial components of entrepreneurial capabilities. Although notwithstanding expectations from family members, entrepreneurial mindset is strongly and favourably correlated with demographic parameters such as gender, age, and family support (Hendieh, 2019; Yasir, Xie & Zhang, 2022).

2.2 Customer Engagement

In the marketing domain, customer engagement is explored about brand concepts, customer experiences, channels, and marketing environments. The rise of digital technologies has prompted a significant focus on customer engagement in the digital environment, particularly in social media, where it plays a pivotal role in building and strengthening brand engagement through both commercial and organic means (Lim, 2022). In conclusion, customer engagement is seen as a value addition from a customer to a business (Kumar, 2017).

2.3 Perceived Security

People use social media as a virtual community where they may create and exchange content, social networks, and share information. Social media has several features, such as being internet-based, enabling information sharing, and having the potential to be both personal and professional. Maintaining connections with friends, family, and colleagues can be facilitated by using social media platforms such as Facebook and Instagram. These websites are frequently used by users to share significant life updates, such as details about a new job or images of their kids. YouTube is another popular social media platform where users can view music videos or educational videos to pick up new skills. Many use the social media platform LinkedIn to search for new job openings or to highlight their qualifications due to Rollo (2023).

2.4 Conceptual frameworks

Conceptual frameworks are typically created by reviewing the body of research that has already been done on the research of social media. Three independent variables have been used in this study which are personal attitude, customer engagement and social media security while the dependent variable is entrepreneur intention to use social media.

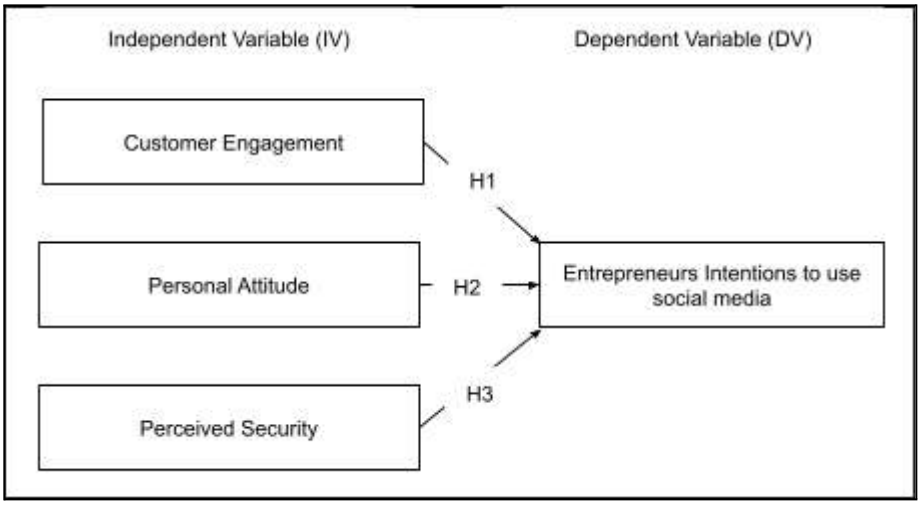

Figure 1: Conceptual framework

The literature review revealed that the independent variable of this study is personal attitude, customer engagement and perceived security. Therefore, the study plans to examine the intention of entrepreneurs to use social media on food and beverage. The hypothesis of the research is outlined as follows:

1. H1– There is a relationship between personal attitudes and intention to use social media among food and beverage entrepreneurs.
2. H2– There is a relationship between customer engagement and intention to use social media among food and beverage entrepreneurs.
3. H3– There is a relationship between perceived security and intention to use social media among food and beverage entrepreneurs.

3.0 Methodology

3.1 Study Design

This study adopts a quantitative research strategy, focusing on numerical, continuous, and diverse data. Quantitative data, denoted by its numerical form, encompasses sensing, measuring, counting, quantifying, calculating, estimating, and predicting. The rationale for choosing a quantitative approach in this study is rooted in its alignment with the primary objective: determining the intention of entrepreneurs in the food and beverage sector to use social media for promoting their products. The research aims to elucidate the extent of social media technology utilization among food and beverage entrepreneurs and the impact on product promotion. In essence, this quantitative descriptive study holds significance in unveiling the intentions of food and beverage entrepreneurs concerning their use of social media.

3.2 Target Population

The population of respondents for this study consists of individuals who identify as entrepreneurs and actively employ social media as a platform to promote their businesses. This group includes a broad range of participants, such as members of the general public involved in various entrepreneurial endeavours, traders engaged in business activities, and not least students. Especially students from Universiti Malaysia Kelantan (UMK) who are concurrently pursuing academic studies while operating online businesses. These entrepreneurs, whether they are students or members of the public, form the primary pool of respondents for the study. Their engagement in online entrepreneurship and use of social media for business promotion make them valuable contributors to understanding the dynamics and implications of such activities within the context of the study.

3.3 Sample Size

The sample for the study was food and beverage entrepreneurs who used social media. When conducting a questionnaire, the table shown below can be used to determine the sample size based on a specific population. Since this research has a non-large population and the number of consumers of food and beverage entrepreneurs who use social media is unknown, a target of 384 samples has been decided to be collected in this study.

3.4 Sampling Method

In this study, quantitative analysis and non-probability sampling methods were used. The non-probability sampling approach is chosen as an appropriate sampling method in the case of this investigation. The researchers chose a non-probability sampling technique called convenience Sampling. convenience sampling is a technique in which samples are selected from the population as they are readily available. The majority of food and beverage entrepreneurs use social media as a platform to market their products, so respondents are randomly selected among entrepreneurs in Malaysia. The goal of this type of analysis is to develop a better understanding of society; It involves the selection of samples from entrepreneurs. It is the most widely used sample technique because it is very fast, convenient and cost-effective (Fleetwood ,2020).

3.5 Data Collection

This research use of Google Forms is efficient and cost-effective, reducing the use of paper and providing a platform that respondents can access to answer questions. The user- friendly interface allows respondents to respond via multiple devices, such as phones, iPads, or laptops, allowing flexibility in responding from anywhere at any time, eliminating the need for respondents to leave their homes. An online form may be a series of questions designed specifically to collect information from an audience or group of individuals conducted online. In addition, interviewees can answer in the form easily, accessing it through the web link. The purpose of this analysis is identified in the cover letter in the form distributed to respondents. Therefore, the respondent can see the motive and purpose of this study, so it allows the respondent to produce the correct additional information.

3.6 Research Instrument

For this study, questionnaires were the preferred research tool. The most basic definition of a questionnaire is a set of written or mimeographed questions that are completed by or on behalf of a respondent. The major tool for gathering quantitative

primary data that allows for standardization of data collection and ensures that the data are coherent and internally consistent for analysis is the questionnaire (Satya, 2012). Consequently, the surveys for this study will be sent using a Google Form. Consequently, self-administrative Google Form surveys will consist of four sections: A, B, C, and D. In Section A, the measuring scale is a nominal scale based on data from age, gender, and region; in Sections B, C, and D, on the other hand, a five-point Likest scale is utilized, with the data stated in terms of numbers on the scale. While part A asks about the respondent's demographics, parts B, C, and D ask about social media usage and how frequently businesses plan to use it to market food and drink. An ordinal of five or seven points would be used on a normal Likert scale. Closed-ended questions with options ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree) would be included in the questionnaire for this study. Each question requires respondents to choose just one option.

3.7 Data Analysis

The data analysis used in this research is descriptive statistics, correlation analysis, and reliability analysis. Qualitative data analysis involves deriving data via words, symbols, pictures, and observations, while quantitative data analysis focuses on numerical data and statistical methods (Kelly,2023). Data analysis is the methodical application of logical or statistical methodologies to describe, illustrate, summarize, and evaluate data. It can be divided into two primary types: qualitative analysis and quantitative analysis. The process involves sequentially considering one variable in a frequency distribution, a mathematical representation. Frequencies are compiled, allowing for a comparison based on the provided information. The primary objective is to tally the number of respondents associated with distinct values for a single variable and express this count as a percentage. The statistical tool commonly referred to as the Statistical Package for Social Science (SPSS), specifically version 26, serves as a crucial instrument in the analysis of acquired data. SPSS assists analysts in determining the most effective quantitative methods to employ. Measurements derived from SPSS analysis encompass parameters such as mean, variance, standard deviation, and frequency.

4.0 Results

4.1 Demographic characteristics of respondents

As shown in Table 1, This is the categorical variable being analysed, with two levels Female and Male. This indicates the number of observations for each gender. There are 259 females and 125 males in the sample. This represents the percentage that each gender category comprises of the total sample. Females make up 67.6% and males 32.4%. Table 4.1 showed the total respondents by races. There were 384 respondents which consisted of Malay (269 respondents / 70.1 per cent), Chinese (82 respondents / 21.4 per cent), and Indian (33 respondents / 8.6 per cent) had responded to the questionnaires.

As shown in Table 1, the demographic profile of respondents based on the questions asked in the questionnaire are presented. According to the survey, there were 384 respondents which were consisted of 20 to 23 years old (166 respondents / 43.2 per cent), 24 to 27 years old (90 respondents / 23.4 per cent), 28 to 31 years old (62 respondents/ 16.1 per cent), 31 years above (66 respondents / 17.2 per cent) had responded to the questionnaire. This table 1 showed the total of respondents by how long you use social media to do business. There were 384 respondents who consisted of 1 year below (135 respondents / 35.2 per cent), 2 years below (139 respondents / 36.2 per cent) and more than 3 years (110 respondents / 28.6 per cent) had responded to the questionnaire.

Table 1: Demographic Characteristic of Respondents

Category	Sub-Category	Frequency	Percentage (%)
Gender	Male	125	32.6
	Female	259	67.4
Race	Malay	269	70.1
	Chinese	82	21.4
	Indian	33	8.6
Age	20-23 years	166	43.2
	24-27 years	90	23.4
	28-31 years	62	16.1
	31 years above	66	17.2
How long you use social media to do business	1 year below	135	35.2
	2 years below	139	36.2
	More than 3 years	110	28.6

4.2 Descriptive analysis

Table 2 showed the mean, standard deviation and median on the independent variable and dependent variable. It shows the result of an independent variable which is (A) customer engagement, (B) personal attitude and (C) perceived security. For mean, the result shows that A got 4.32. It shows that respondents agree social media gives benefits to engage with

customers with standard deviation 4.3 and 4.33 for median. Next, result B with mean 4.26 it 32 shows respondents agreed that being an entrepreneur could give a meaningful impact with standard deviation 4.8 and 4.32 for median. For result C with mean 4.00 it shows that respondents get more trusted on promoting food and beverage by using social media with standard deviation 5.7 and 3.93 for median. For dependent variable was (D) intention, the result shows mean 4.20 this shows that measuring entrepreneurs Intention to use media social is also reliable with standard deviation 4.9 and median 4.17.

Table 2: Descriptive analysis of independent variable and dependent variable

Variables	Mean	Std. Deviation	Median
A	4.32	4.3	4.33
B	4.26	4.8	4.32
C	4.00	5.7	3.93
D	4.20	4.9	4.17

Table 3 showed the mean and standard deviation analysis on the independent variable, which was entrepreneur intention to use social media. The highest mean value was EI 2, “I trust social media platforms as startup entrepreneurship platforms. “With a mean value of 4.34. The lowest mean value was EI 2“In one year from now I have the intention to work full time on social media promoting food and beverage “with a mean value of 4.11.

Table 3: Descriptive statistic of Entrepreneur intention to use social media to use social media

Items	Mean	St. Deviation	N
E1: I am willing to do whatever it takes for my business on online social platforms	4.25	0.967	384
E2: In one year from now I have the intention to work full time on social media promoting food and beverage	4.11	1.062	384
E3: I think I have the skills required to use media social promoting food and beverage sector	4.17	0.990	384
E4: I think users in social media that i keep contact for business purposes are reliable	4.15	1.014	384
E5: I trust social media platform as startup entrepreneurship platform	4.34	0.883	384

4.3 Reliability Test

Reliability analysis assessed the consistency of the questionnaires distributed to 384 respondents. Cronbach's Alpha Coefficient was used to measure this reliability. This coefficient serves as an indicator of "internal consistency," which defines the extent to which all elements in a test evaluate the same concept or construct, ensuring that the interrelationships among the independent and dependent variables are coherent. Establishing internal consistency is crucial for ensuring validity before using a test for study or analysis purposes.

Table 4: Result of Cronbach’s Alpha Coefficient for the independent variable and dependent variable for this study

Variables	Item	Cronbach’s Alpha	Strength of Association
Customer engagement	5	0.935	Excellent
Personal attitude	5	0.941	Excellent
Perceived security	5	0.917	Excellent
Entrepreneur Intention to use social media	5	0.922	Excellent

There were 5 questions for the first independent variables which customer engagement to use social media among food and beverage entrepreneurs. Table 4 shows that Cronbach's Alpha result for this section question is 0.935 which results as excellent. Thus, the coefficient of the questions obtained also was reliable. Next, there are 5 questions in measuring the personal attitude of entrepreneurs to use social media. Results from Cronbach's Alpha coefficient shown in this section are 0.941 which shows as excellent. Therefore, the coefficients obtained for questions in personal attitude variables are reliable.

Furthermore, in measuring perceived security variables entrepreneurs use social media 5 questions were used. Cronbach's alpha result for this section question is 0.917 which results as also excellent. Therefore, the coefficients obtained for questions in perceived security variables are reliable. Finally, in measuring entrepreneurs Intention to use media social 5 questions were used and the Cronbach's Alpha result for this section's questions was 0.922 which resulted as excellent. Therefore, the coefficient obtained for this question in measuring entrepreneurs Intention to use media social is also reliable.

4.4 Pearson Correlation Analysis

Pearson Correlation Coefficient analysis is one of the important analyses which measure the strength of the linear relationship between independent variables and dependent variables. This analysis is to identify whether a correlation exists

between the independent variables that are personal attitude, customer engagement and social media security and the dependent variable that is entrepreneur's intentions to use social media and to test the hypothesis stated above.

Hypothesis 1: Customer Engagement

H1 - There is relationship between customer engagement and intention to use social media among food and beverage entrepreneurs.

Table 5: Correlation between customer engagement and intentions to use social media

	Pearson Correlation	Customer Engagement	Intention
Customer Engagement		1	0.693
	Sig (2 tailed)		0.000
	N		384

Table 5 displayed Pearson Correlation Coefficients, significant value and the number of data points is 384. The p-value is 0.000, which is less than the significant level of 0.01 so this specifies that there is a significant relationship between customer engagement and entrepreneurs' intention to use social media. Therefore, this study rejects null hypothesis H0 for Hypothesis1. The positive value of correlation coefficient 0.693** indicated that the relationship is moderately positive. Hence, H1 which is to measure the relationship between Entrepreneurs Intention is accepted. The analysis demonstrates the strong and significant relationship between regular customer engagement and various other aspects of using social media for business purposes. Entrepreneurs who engage with customers regularly on social media are more likely to understand customer needs, perceive the platform as meaningful, believe in its capacity to enhance brand presence, and interact with customers to promote their products. Based on the data provided, it is clear that customer engagement and the intention to use social media are closely intertwined among entrepreneurs. This highlights the importance of integrating social media strategies into customer engagement efforts to drive business success in the competitive industry.

Hypothesis 2: Personal Attitude

H2 - There is relationship between personal attitude and intention to use social media among food and beverages entrepreneurs.

Table 6: Correlation between personal attitude and intentions to use social media

	Pearson Correlation	Personal Attitude	Intention
Personal Attitude		1	0.737
	Sig (2 tailed)		0.01
	N		384

Table 6 illustrated Pearson Correlation Coefficient, significant value and the number of data points which is 384. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study rejects the null hypothesis H0 for Hypothesis 2. The positive value of correlation coefficient is 0.737** shows that the relationship is highly positive. Hence, H2, which is to measure the relationship between personal attitude and entrepreneurs' intention to use social media is accepted. The Pearson correlation analysis reveals robust positive relationships between personal attitudes towards social media and the intention to use these platforms among food and beverages entrepreneurs. High correlation coefficients among the variables indicate that positive attitudes—such as the ability to engage with customers, understanding their needs, and perceiving social media as meaningful—are strongly associated with the intention to utilize social media for business purposes. These findings underscore the importance of fostering positive attitudes towards social media among entrepreneurs. As the digital landscape continues to evolve, the ability to effectively engage with customers on social media will be crucial for understanding customer needs, enhancing brand presence, and promoting products. Therefore, the entrepreneurs who embrace and value social media are likely to achieve greater success in their business endeavors.

Hypothesis 3: Perceived Security

H3 - There is relationship between perceived security and intention to use social media among food and beverages entrepreneurs.

Table 7: Correlation between perceived security and intentions to use social media

	Pearson Correlation	Perceived Security	Intention
Perceived Security		1	0.747
	Sig (2 tailed)		0.000
	N		384

Table 7 showed Pearson Correlation Coefficient, significant value and the number of cases is 384. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study rejects the null hypothesis H0 for Hypothesis 3. Results show that

Pearson Correlation is 0.747** and the results exposed that there is a relationship between these two variables. The positive value of correlation coefficients is 0.747** indicated variable relationships are highly positive. Hence, H3, which is to measure the relationship between perceived security and entrepreneurs' intention to use social media is accepted. The analysis demonstrates that there is a strong and significant relationship between perceived security and various other aspects of using social media for business purposes. Entrepreneurs who perceive high security in engaging with customers on social media are more likely to understand customer needs, perceive the platform as meaningful, believe in its capacity to enhance brand presence, and interact with customers to promote their products. Based on the provided data, perceived security and the intention to use social media are closely intertwined among food and beverages.

5.0 Discussion

This study analyses the relationship between personal attitudes, customer engagement, social media safety, and the effort intention to use social media. The results of the study show that there is a significant relationship between these factors and the entrepreneur's intention to use social media. These findings show that positive attitudes towards social media, active customer involvement, and high security perceptions can increase the effort to integrate social media in their business.The findings of this study are in line with a study by Ayaz (2023), which found that positive attitudes towards social media and active customer involvement significantly increase the likelihood of social media use among entrepreneurs. Similar studies have also described the critical role of perceived safety in influencing technology use decisions (Wirtz & Langer, 2021). The alignment of these results with previous research supports the validity of the current study's conclusions and emphasizes the importance of these factors in the context of social media use.

The significant influence of personal attitudes towards the use of social media can be attributed to the psychological effect of positive perceptions on the decision-making process. When entrepreneurs see social media as beneficial and relevant to their business needs, they are more likely to integrate it into their operations. Similarly, active customer engagement through social media can increase customer loyalty and satisfaction, making it a valuable tool for entrepreneurs. Security perceptions are important because concerns about privacy and data protection can be a major barrier to technology adoption. Ensuring social media platforms are seen as safe can reduce these concerns and encourage more entrepreneurs to use them.

However, while this study provides valuable insights, there are several limitations. The relatively small sample size, 384 respondents, limits the findings. Sampling bias can mean that the sample does not accurately represent the target population, and therefore, the findings may not reflect the characteristics or opinions of the wider population. The lack of diversity in the sample may also limit the results of this study. Future research should include larger and more diverse samples to increase external validity.

Additionally, this study did not take into account the potential moderating effects of demographic variables such as age, gender, and education level on the relationships between the studied factors and the intention to use social media. Including these variables in future research could provide a more nuanced understanding of how different segments of the population might be influenced by personal attitudes, customer engagement, and social media safety.

Furthermore, the cross-sectional design of this study limits the ability to draw causal inferences. Longitudinal studies would be beneficial to observe how changes in attitudes, customer engagement, and perceptions of social media safety over time affect the intention to use social media among entrepreneurs. Experimental designs could also help establish causality by manipulating these variables and observing the resultant changes in effort intention to use social media.

Lastly, the study primarily focuses on the intention to use social media rather than actual usage behavior. Future research should aim to bridge this gap by examining whether positive attitudes, customer engagement, and high security perceptions translate into sustained social media usage and integration within entrepreneurial activities. This would provide a more comprehensive understanding of the practical implications of these factors on entrepreneurial success., while this study highlights important relationships between personal attitudes, customer engagement, social media safety, and effort intention to use social media, addressing the aforementioned limitations in future research will enhance the robustness and applicability of the findings.

6.0 Conclusion

In conclusion, this study has a significant impact of personal attitudes, customer involvement, and social media security on entrepreneurs' intentions to use social media. These results emphasize the importance of forming a positive attitude towards social media, actively engaging customers, and ensuring a strong perception of security. These factors collectively contribute to encouraging the use of social media among entrepreneurs, which can significantly improve their business operations and customer interactions. This study provides valuable insight to entrepreneurs on the critical factors that drive social media use. With the importance of maintaining a positive attitude towards social media, actively engaging with customers, and ensuring strong security measures, entrepreneurs can develop a more effective social media strategy. This understanding can lead to better business performance, improved customer relationships, and a stronger online presence. There are some limitations of the study, namely in terms of sample size limiting the scope of the findings. To address these limitations and build on the findings, the following recommendations are made for future research, this study is proposed to expand the sample size and ensure a larger and more diverse sample to improve the results of the Results. By addressing these suggestions, future research can provide a more complete view of the factors that influence the use of social media among entrepreneurs, helping in the development of more effective support strategies and policies.

Conflicts of Interest

There is no conflict of interest in this study.

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Guest's Intentions Toward Self-Service Delivery Technology in the Hotel Industry

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Abstract: Nowadays, self-service technology (SST) is becoming more and more popular in Malaysia's hotels. SST is anticipated to be used by the hotel sector to improve client satisfaction and optimise operations. Research has shown that there are a few important factors that influence use of SST among hotel guests in the hotel industry. This study aims to determine three main factors that play a role in the intention to use SST among guests in the hotel industry. These three factors are perceived ease of use, perceived risk and personal attitude. For the purpose of gathering information and data, a Google Forms questionnaire is created. This study uses quantitative methods to investigate the intention to use SST among hotel guests. The research aims to determine the intention to use SST and its extent in the hotel sector. The study uses a cross-sectional design, collecting data at multiple points in time, to measure prevalence and population characteristics. The study's findings indicate that guests' intentions to use SST for service delivery in the hotel industry are significantly influenced by their perceptions of the technology's ease of use, perceived risk, and personal attitudes.

Keyword: Self-Service Technology; Delivery Service; Perceived Ease of Use; Perceived Risk; Personal Attitude

1.0 Introduction

The hotel industry is a vital segment of the service sector, offering accommodation ranging from luxurious hotels to budget-friendly motels and guesthouses. This industry caters to travelers looking for both leisure and business stays, providing various amenities such as restaurants, spas, and basic lodging facilities (Khan, 2017). In recent years, the integration of technology has revolutionized how hotels operate and serve their guests, with self-service options becoming increasingly popular (Tun & Law, 2017).

Self-service technology (SST) in hotels includes tools that allow guests to manage their stay with minimal or no staff interaction. Examples include self-check-in kiosks, mobile apps for room access, and automated room service systems. These technologies enhance operational efficiency, reduce waiting times, and offer personalized guest experiences (Chan & Petrikat, 2022). SST not only streamline services but also helps hotels gather valuable data on guest preferences, which can be used to tailor their offerings and improve customer satisfaction (Tidrick & Popescu, 2023).

As technology advances, the hotel industry continues to balance automation with personal service. The adoption of SST has significantly also presented challenges, including concerns over perceived ease of use, perceived risks, and maintaining a balance between technology and personal attitude. This integration aims to meet the growing demand for convenience and efficiency while maintaining a personal touch (Rust & Espinoza, 2006; Liu & Hung, 2021). Embracing these innovations can also lead to new revenue streams and improved operational performance, ensuring that hotels stay competitive and relevant in the ever-evolving hospitality landscape.

The adoption of SST in the hospitality industry is increasingly prevalent, particularly in enhancing guest experiences through self-check-in kiosks, mobile apps, and automated room service systems (Buhalis & Sinarta, 2019). While SST promises numerous benefits, such as improved operational efficiency and customer satisfaction, the intention to use these technologies among hotel guests in Malaysia is not well-understood. Previous research suggests that the adoption of SST is influenced by factors such as perceived ease of use, usefulness, and trust in technology (Davis, 1989; Wang et al., 2013), but these factors may be affected by cultural and demographic variables specific to Malaysia (Gretzel, 2011).

Despite the global trend toward automation in hotels, Malaysian guests may hold different expectations about hospitality services due to cultural values that emphasize personalized and high-touch services (Hossain et al., 2019). Additionally, there may be concerns about technological literacy, trust in automated systems, and data privacy, which could hinder the willingness of guests to engage with SST (Shin & Perdue, 2019).

However, limited research has been conducted to explore how these factors impact the intention to use SST specifically in the Malaysian context. Understanding these drivers and barriers is crucial for hotels to successfully implement SST solutions that align with guest preferences, thus ensuring guest satisfaction and competitive advantage (Lee & Cheng, 2020). Therefore, this study seeks to investigate the factors influencing Malaysian hotel guests' intention to use SST, focusing on the roles of perceived usefulness, ease of use, trust, and cultural influences. By identifying these factors, the study aims to provide actionable insights for hoteliers looking to optimize SST integration and enhance the guest experience.

2.0 Literature Review

2.1 Self-Service Technology in the Hotel Industry

SST in hotels refers to systems that allow guests to manage their stay without direct assistance from staff (Shim et al., 2020). This includes tools like self-check-in kiosks where guests can independently check in and receive their room keys, bypassing the front desk (Lawo et al., 2021). SST is implemented to reduce wait times and operational costs, making the service process more efficient and modern (Fotheringam et al., 2023). As these technologies become more common, they are reshaping guest interactions in the hospitality industry by providing consistent, reliable service that can be tailored to individual needs (Liu & Hung, 2022).

2.2 Perceived Ease of Use

"Perceived ease of use" describes how simple and straightforward a technology feels to users (An et al., 2023). In the context of SST, it's crucial for technology to be intuitive and user-friendly to encourage adoption (Torres et al., 2022). Guests and hotel employees are more likely to use SST if it simplifies their tasks without causing frustration. Technologies that are easy to use enhance trust and satisfaction, making guests more likely to accept and continue using them (Wang et al., 2022). Therefore, hotels focus on creating SST systems that are accessible, clear, and simple to navigate to improve user experience and drive acceptance (Bilgihan, 2016).

2.3 Perceived Risk

Perceived risk in SST refers to guests' concerns about the safety and reliability of using technology for services (Shin, 2022). Guests might worry about security issues, such as data breaches or technical failures, that could affect their personal information or disrupt their stay (Dahari et al., 2023). Trust plays a crucial role in alleviating these fears. Hotels need to assure guests that SST systems are secure and dependable to encourage their use. If guests feel confident that the technology will work smoothly and protect their data, they are more likely to embrace these innovations (Zhang & Yu, 2020).

2.4 Personal Attitude

Guests' personal attitudes towards SST vary widely and significantly impact their willingness to use these technologies. While many appreciate the convenience and time-saving benefits of SST, others may find it frustrating if the systems are complex or malfunction (Chan & Petrikat, 2022). Poorly designed SST can lead to dissatisfaction, especially if it causes delays or errors (Wei et al., 2016). Therefore, it's essential for hotels to ensure their SST offerings are reliable and easy to use, and to provide support when needed, to maintain high levels of guest satisfaction and loyalty.

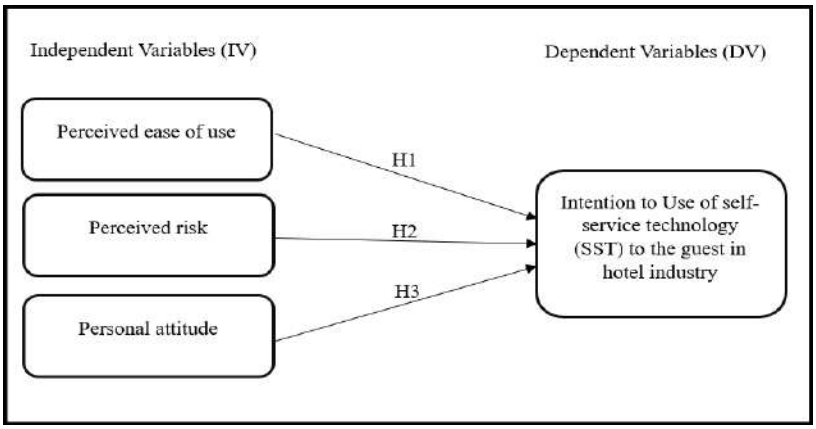

Figure 1: Conceptual Framework

3.0 Methodology

3.1 Study Design

A research design is a systematic framework for gathering, quantifying, and examining data to address a specific empirical topic. It defines the methods researchers must follow to achieve their research objectives or test hypotheses. A well-structured research design ensures the appropriate methodologies are used and the proper analysis of data is employed. This

study uses quantitative methods, such as large-scale survey research and questionnaires or structured interviews, to determine the intention to use SST among hotel visitors. The quantitative approach aims to determine the intention to use SST and the extent to which hotel guests use it in the hotel sector. The quantitative descriptive analysis revealed a significant intention among customers to use SST to make hotel affairs easier. There are three main types of research designs: exploratory, descriptive, and causal. Descriptive research focuses on topics like guest acceptance of SST in the hotel sector and demographics and attitudes of hotel customers. This study will use a cross-sectional study, which is easy, cheap, and fast, and allows for simultaneous data collection for both independent and dependent variables. The researchers collected data using quantitative methods, such as sensors, measurements, numbers, quantification, calculations, estimates, and predictions, to analyze the intention to use SST among hotel guests. The findings will help inform future research and improve the efficiency of hotel operations.

3.2 Target Population

The study's target population is local Malaysian hotel visitors who are at least 20 years old and have visited at least once in the previous year. The ease of self-service technologies, like mobile check-in and key access, which give visitors more freedom and efficiency, is examined in this study using data from smartphones. In addition, SST can improve visitor experience by decreasing wait times and removing in-person interactions with employees— especially in light of current health and safety issues.

3.3 Sample Size

346 hotel guests took part in this study by answering the online survey. The study notes that although this sample offers insightful information, it should be taken into account that it may not be entirely representative of Malaysia's hotel visitor population. Notwithstanding such drawbacks, the sample size is thought to be adequate to provide a preliminary grasp of the connection between hotel visitors' perceptions of ease of use, perceived risk, and personal attitude. According to the sample's demographics, women made up 52.6% (203 respondents) while men made up 37% (143 respondents).

3.4 Sampling Method

The process of choosing individuals or subgroups from a community in order to evaluate its qualities and draw conclusions about the population as a whole is known as sampling. In order to get information without studying the complete population, market researchers frequently employ a variety of sampling strategies. There are two types of sampling in research: probability sampling and non-probability sampling. Probability sampling guarantees that every person has an equal chance to succeed, but non-probability sampling chooses people according to predetermined standards, which leads to unequal opportunities. In exploratory and qualitative research, non-probability sampling is frequently employed to gain initial insights into a small or understudied group. To assure the legitimacy and uniformity of the data, the study employs a non-probability sample design that focuses on basic random sampling. This technique raises the possibility of a representative sample while lowering biases. To collect information on hotel customers' perceptions of the danger, perceived ease of use, and attitudes towards adopting self-service technology, a Google Forms questionnaire was constructed. The robustness, reproducibility, and potential generalizability of the results are improved by this strategy.

This study utilizes convenience sampling as the primary method for participant selection. Convenience sampling, a type of non-probability sampling, involves selecting participants who are readily available and willing to participate (Etikan, Musa, & Alkassim, 2016). This method is often employed in quantitative research when researchers seek to gather data quickly and efficiently, especially when a specific population is difficult to access. In the context of this study, hotel guests in Malaysia will be approached at various hotels and asked to participate in the survey based on their availability and willingness to provide insights into their intention to use SST.

Convenience sampling is advantageous due to its simplicity and cost-effectiveness. However, it does carry limitations, particularly in terms of generalizability. Since participants are not selected randomly, the results may not fully represent the broader population (Bornstein et al., 2013). Despite this, convenience sampling remains appropriate for exploratory studies where the objective is to identify trends or patterns within a specific group of participants (Farrokhi & Mahmoudi-Hamidabad, 2012).

3.5 Data Collection

The study used simple random sampling and Google Forms to collect data on SST in the hotel industry. The free programme performed admirably for distributing surveys and obtaining responses from participants in Malaysia. A larger sample size, however, may have limited the application of survey methodology. In addition to collecting demographic data on age, gender, ethnicity, and educational attainment, the researchers requested feedback on independent variables such kiosk autopay usage.

An instrument used to collect, measure, and evaluate participant data is called a research instrument. Google Forms is used in this study to create a questionnaire that will collect data from a sizable sample. The questionnaire is divided into five sections: independent variables, demographics, and briefing. A Likert scale will be used by researchers to gather the views and

opinions of respondents. Since its introduction in 1932, the 7-point Likert Scale has been used to gauge the intensity of an experience. definitely disagree, disagree, somewhat disagree, neither agree nor disagree, somewhat agree, agree, and definitely agree are among the alternatives on the scale, which goes from 1 to 7.

3.6 Data Analysis

The Statistical Package for Social Science (SPSS) version 26 is a statistical tool used for data analysis, including mean, variance, frequency, and standard deviation measurements. Researchers use simple descriptive, reliability, and correlation analyses to assess data. A frequency distribution is used to analyze one variable at a time, aiming to calculate the percentage of respondents with differing values for a single variable and identify couples. This method simplifies data comprehension and results.

3.6.1 Research Hypothesis

H1: There is a significant relationship between perceived ease of use and intention to use SST to the guest in the hotel industry.

H2: There is a significant relationship between perceived risk and intention to use SST to the guest in the hotel industry.

H3: There is a significant relationship between Personal attitude and intention to use SST to the guest in the hotel industry.

3.6.2 Reliability analysis

Validity and reliability are crucial in evaluating investigation effectiveness. Validity focuses on the accuracy of a measure, while reliability assesses the reproducibility of the research study. Both are evaluated by examining the consistency of results over time and the alignment of findings with accepted theories. Cronbach's Alpha is used to measure questionnaire reliability, adhering to specific interpretation criteria.

3.6.3 Descriptive analysis

Descriptive statistics are fundamental to data analysis, helping analysts evaluate data using measurements and samples. They provide an overview of samples and measurements, aiding researchers in providing controlled quantitative additions and maintaining organized data collections. Descriptive statistics are divided into three main categories: frequency distribution, central tendency, and variability. Frequency distribution displays the frequency of unique results in a data collection or sample, often presented in tables or graphs. Central tendency measurements, such as mean, median, and mode, quantify central tendency, with mean being the most commonly used metric. These statistics are useful for researchers and academics in maintaining organized data collections.

3.6.4 Correlation analysis

Correlation analysis is a statistical tool used to measure the association between two quantitative variables. High correlation indicates a strong connection, while low correlation indicates weaker connections. This study will use the Pearson correlation coefficient to evaluate the strength of the linear relationship between independent and dependent variables. The coefficient can be positive (+) or negative (-) and provides information on the degree of similarity and bond development. A perfect negative correlation is between -1 and 1, while a perfect positive correlation is between 1 and 0.

4.0 Results

4.1 Demographic characteristics of respondents

The 346 respondents that filled out the questionnaire were distributed according to the following age range: Of the 133 respondents, 38.4% (133) were between the ages of 18 and 25, 20.5% (71) were between the ages of 26 and 30, 21.4% (74) were between the ages of 31 and 40, and 19.7% (68) were older than 41. Subsequently, the sample comprised 203 female participants, or 58.7% of the total, with 143 male participants making up 41.3% of the sample. The total number of participants in this study, broken down by ethnic origin, is shown in the hotel industry. The survey was completed by 346 people, of whom 180 (52%) were Malay, 44 (12.7%) were Chinese, 32 (9.2%) were Indian, and 90 (26%) were Bumiputera Sabah. A breakdown of all respondents based on the frequency of their hotel stays: 346 persons participated in the study overall. Of these, 58 (16.8%) reported having been in hotels twice, compared to 37 (10.7%) who stated they had only visited once. Additionally, 199 respondents, or 56.7 percent, indicated they have visited hotels more than three times, compared to 52 respondents (15%) who claimed to have stayed three times. Furthermore, 40 respondents (10.4%) indicated they had never visited a hotel.

4.2 Descriptive analysis

4.2.1 Perceived Ease of Use (PEOU)

The mean values and standard deviations for the independent variable of perceived ease of use—which influences hotel guests' intention to adopt SST in the hotel industry—are shown in Table 1. While the standard deviation values range from 1.502 to 1.802, the mean values fluctuate between 4.11 and 5.48. The highest average, 5.48, according to the previously cited statistics, indicates that the use of SST in the hotel industry draws a desirable demographic of people who are able and willing to use SST. On the other hand, one item has the lowest mean value (4.11), indicating that respondents may not fully understand the objective of the SST system, which could make them feel uneasy.

Table 1: Descriptive statistic for PEOU

Question	Mean	Standard Deviation
It is easy to use the SST such as self-service kiosk and digital key	5.38	1.566
SST is user-friendly	5.23	1.563
Using SST in hotels is time saving	5.48	1.502
I can use any SST in a hotel without written instructions	4.11	1.802
I can use SST successfully every time without the help from hotel staff	4.38	1.673

4.2.2 Perceived Risk (PR)

Table 2 shows the mean and standard deviation values were ascertained by means of a descriptive analysis carried out with SPSS on the data that had been previously provided. The standard deviation varies from 1.435 to 1.552, while the mean ranges from 4.97 to 5.56. With the highest mean of 5.56, Table 4.6 demonstrates how perceived risk can affect visitors' propensity to utilize SST in the hotel sector. The lowest mean, 4.97, is associated with personal risk in relation to security and simplicity of use. This shows that the majority of respondents concur with all aspects of how customers' intentions to use SST in the hotel business are influenced by personal risk.

Table 2: *Descriptive statistic for the PR*

Question	Mean	Standard Deviation
The usage of SST offers secure personal privacy	4.70	1.587
SST in hotel is trustworthy and honest	4.50	1.445
SST in hotel is trustworthy and honest	4.57	1.502
I believe that the monetary information that I provide on this SST is well protected	4.47	1.551
This SST system will not use unsuitable methods to collect my personal data	4.68	1.553

4.2.3 Personal Attitude (PA)

The average and range of opinions about visitors' intention to utilize SST in the hotel business are shown in Table 3. The standard deviation is between 1.503 and 1.571, and the mean is between 5.10 and 5.64. The highest mean score of 5.64 in the above table can be attributed to visitors' perception that using SST will be more likely if they have a favorable personal attitude. The guests' personal attitude towards the utility and convenience of SST is indicated by the lowest mean score of 5.10. It shows that the respondents believe their attitudes about themselves have a big impact on whether or not they plan to employ SST in the hotel sector.

Table 3: Descriptive statistic for the PA

Question	Mean	Standard Deviation
I can gain more positive attitudes towards using SST	5.35	1.503
I enjoy using SST services	5.39	1.563
If a new technology comes out, I will look for opportunities to test it out	5.26	1.535
I am always the one who wants to try out new technologies among my friends	5.10	1.543
It is fun to try out new technologies	5.64	1.571

4.2.4 Intention to Use of Self-service Technology SST to the Guest in the Hotel Industry

Table 4 shows the plan to use variable mean and standard deviation to apply SST to guests in the hotel business. The standard deviation of customers' desire to utilize SST in the hotel business spans from 1.435 to 1.552, while the mean falls between 4.97 and 5.56. One item stands out with the highest mean score of 5.56: "I will continue to use SST at a hotel as long as it does not cause me trouble." However, with a mean score of 4.97, "I will consider using this SST in the hotel" was given the lowest rating.

Table 4: Descriptive statistic for the dependent variable

Question	Mean	Standard Deviation
I think every hotel should apply SST system	5.41	1.505
I will inform other about the goodness of the SST at hotel	5.14	1.435
I will consider using this SST in hotel	4.97	1.519
I plan to stay at hotel with SST system in the future	5.18	1.552
I will continue to use SST at a hotel as long it did not cause me trouble	5.56	1.541

4.3 Reliability Test

Table 5 shows Cronbach's alpha coefficient results for the study's independent variables (IV) and dependent variables (DV). There is a value bigger than 0.7 for each variable. When it comes to perceived risk, Cronbach's alpha has a maximum value of 0.968 and a minimum value of 0.895. The survey tools produced reliable and accurate results from the questions. Five questions made up the first independent variable, which examined how perceived ease of use affected hotel patrons' intention to utilize SST in the hotel industry. The Cronbach's alpha coefficient result for this category is 0.895, which is good. For this reason, the obtained coefficient can be trusted. The next independent variable is perceived risk, which affects hotel guests' inclination to adopt SST for hotel operations. It has five questions, and Cronbach's alpha score of 0.968 indicates that it is of good quality.

Thus, the coefficient of the resulting questions also demonstrated reliability. A strong result of 0.950 was obtained by Cronbach's alpha for the third variable, personal attitude, which influences hotel guests' intention to utilize SST in the hotel business. This indicates high levels of internal consistency and reliability for the five questions used to test this variable. Finally, the research included five questions to evaluate the variable under investigation, which is hotel guests' inclination to utilize self-service technology. This variable's remarkable Cronbach's alpha coefficient of 0.941 indicated outstanding reliability. The credibility of the data gathered is further reinforced by the high coefficient, which highlights the coherence and consistency of the questions used to gauge visitors' desire to utilize SST.

Table 5: Results of Cronbach's Alpha Coefficient of the IVs and DV

Variable	Number of items	Cronbach's Alpha	Internal Consistency
Perceived ease of use	5	0.895	Good
Perceived risk	5	0.968	Excellent
Personal attitude	5	0.950	Excellent
Intention to use SST to the guest in the hotel industry	5	0.941	Excellent

4.4 Pearson Correlation Analysis

Researchers found a statistically significant association between visitors' intention to use SST in the hotel industry and their perception of its ease of use, based on the Pearson association table. A correlation coefficient value of 0.000, which is less than the 0.05 criterion, illustrates this. The intention of hotel guests to use SST and the perceived ease of use are strongly positively correlated, as indicated by the Pearson's Correlation Coefficient value of r = 0.749. Hence, since the value is greater than 0.70, Hypothesis 1 (H1) is accepted as true.

Furthermore, a p-value of 0.000, which is below the 0.05 cutoff, shows that there is a significant association between hotel business visitors' perceptions of danger and their intentions to use SST. The intention to use SST among hotel guests and felt threat have a moderately positive link, as indicated by the Pearson's link Coefficient value of r = 0.644. The number is therefore considered to be within the range of 0.50 and 0.70, supporting Hypothesis 2 (H2).

The desire of hotel business clients to utilize SST is strongly correlated with their personal attitude, as evidenced by a p-value of 0.000, below the significance level of 0.05. The figure of r = 0.882 for Pearson's link Coefficient indicates a strong positive link between the visitors' personal attitude and their intention to use SST. As a result, since the value is greater than 0.70, Hypothesis 3 (H3) is accepted.

Table 6: Result of Pearson Correlation Analysis

Hypothesis	Result	Finding of Data Analysis
H1: There is a significant relationship between perceived ease of use and intention to use SST to the guest in the hotel industry.	r = .749** p = .001 High positive	H1 accepted
H2: There is a significant relationship between perceived risk and intention to use SST to the guest in the hotel industry.	r = .644** p = .001 Moderate positive	H2 accepted
H3: There is a significant relationship between Personal attitude and intention to use SST to the guest in the hotel industry.	r = .882** p = .001 High positive	H3 accepted

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

5.0 Discussion

This study has proven that people tend to use SST in hotels as it may save time and reduce the hassle of interacting with people. It has been measured by the correlation analysis of this study where strong positive relationships between ease of use, risk and personal attitude are important towards the adoption of SST in the hotel and it has successfully supported the researcher's hypothesis. Despite that, interpreting research results from earlier studies will help researchers exhibit in-depth expertise of the research topic by providing an explanation for any discrepancies between this result and those of the previous studies. A detailed analysis of the findings in relation to the literature review may also provide researchers with fresh perspectives on the subject. The reasons behind these differences rely on a few factors.

Firstly, a major factor in the results of research is sample size. Because a larger sample size reduces the effects of random variation and enhances the possibility of capturing the underlying characteristics of the population under research, it typically yields more robust and trustworthy results. Research with smaller sample sizes may not fully capture the variety within the community and are more prone to sampling errors. As a result, variations in results may occur merely due to the fact that one study used a bigger or more representative sample than this study. A sample size of 346 like this research may provide adequate precision for estimating population parameters with a reasonable level of confidence. The level of confidence (e.g., 95% confidence) indicates the range within which the true population parameter is. With a larger sample size, the confidence interval tends to be narrower, providing more precise estimates.

Other than that, the methodology used to gather and process data is considered to play a major role toward the future results. Contrasting results can be obtained from various research techniques, such as cross-sectional versus longitudinal designs, qualitative versus quantitative methodologies, and experimental versus observational investigations. The validity and reliability of results are impacted by methodological decisions. It might be true that qualitative generates more accurate results but considering time and cost, researchers use quantitative methods which have fewer complex procedures to be pursued unlike qualitative methods. It aims to generate findings that are replicable and generalizable across populations. In contrast, qualitative research acknowledges the role of the researcher's subjectivity and focuses on understanding the subjective experiences and perspectives of participants.

Researchers recommend that in future, when facing constraints on sample size, researchers should consider employing power analysis during the study design phase to determine the minimum sample size required for detecting an effect with statistical significance. Researchers might choose methodologies that maximize data utility. When selecting methodologies, it is crucial to choose those that align closely to the research questions and objectives, ensuring that the chosen methods are well-suited to capture the phenomenon of interest. Transparent documentation of the rationale behind sample size and methodology choices, along with the limitations that these might impose, is essential for contextualizing findings and guiding future research efforts.

6.0 Conclusion

The systematic research presented in this paper evaluates the findings of a study focused on the adoption of self-service technologies (SST) in hotels. The review concludes that the study successfully achieved its objectives and validated its hypothesis. Specifically, the study found a strong and reliable positive relationship between variables, perceived ease of use, perceived risk, personal attitude, and intention to use SST in the hotel industry. The findings suggest that enhancing the ease of use of SST, reducing perceived risks for guests, and cultivating positive attitudes towards these technologies can significantly boost their adoption in hotels. This implies practical implications for hotel management aiming to improve guest experiences and operational efficiency through technology adoption. Given this limitation, the paper recommends that future research efforts should expand both the sample size and the diversity of contexts studied. Increasing the sample size can enhance the statistical power and reliability of the findings by reducing the margin of error and improving the ability to detect relationships and effects. Additionally, broadening the context to include a wider range of hotels or geographic locations can strengthen the external validity of the study's conclusions, making them more applicable and relevant across diverse settings within the hospitality industry. In summary, while the systematic review highlights the study's positive outcomes and practical implications for SST adoption in hotels, it also underscores the importance of methodological considerations such as sample size and diversity. Addressing these considerations in future research can further enhance understanding and provide more robust insights into the factors influencing technology adoption in hospitality settings. Relevant factors that could affect the results' applicability to broader populations or contexts.

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Conflicts of Interest

There is no conflict of interest in this study.

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Factors Influenced the Intention to Consumed Viral Food Trend in Social Media Among Young Generations

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Abstract: Nowadays, social media is full of viral foods, which has motivated the younger generation to try them all. Because of the development of food bloggers, influencers, and online food communities, social media allowed users to share their food experiences and preferences. Therefore, the researchers' goal is to determine the measure to which different factors influenced young generations' intention to consume food that became popular on social media. In this study, there are four main objective which is to examine the personal attitude and the social norm towards intention to consume viral food on social media. Then, to identify the perceived behaviour control towards the intention to consume viral food on social media and to determine which factor affected the most food trends in social media among young generations. In addition, in order to achieve our primary goal, a sample size of 371 respondents was used in this study to determine their opinions towards the younger generation in Malaysia that has been impacted by food trend. These surveys have been done online through Google Forms. The result of this study shows that the intention to consume viral food on social media has a positive relationship with personal attitude, social norm and perceived behaviour control. As a result, the researchers discovered that the majority of respondents agreed that social norms had an impact on young generations' intentions to consume viral food on social media.

Keyword: Viral Food; Social Norm; Perceived Behaviour Control; Personal Attitude

1.0 Introduction

Social media has been defined to be any digital tool or system that encourages social interaction between users. It is different from traditional media in that users can produce and consume information. Within lively, interest-based communities, users can interact and exchange in the online social network environment. Kent (2010) broadly defined social media as, “any interactive communication channel that allows for two-way interaction and feedback,” further specifying modern social media are characterized by their, “potential for real-time interaction, reduced anonymity, a sense of propinquity, short response times, and the ability to ‘time shift,’ or engage the social network whenever suits each particular member.

Social media platforms can be used for many things, such as keeping up with news and trends, sharing personal experiences, networking with professionals, connecting with friends and family, promoting businesses and products, and supporting political and social issues. Chandra et al. (2012) reported that individuals are more likely to have a more positive attitude towards social media applications by increasing their usage rate of such applications. On the other hand, customers are increasingly empowered by social media and taking control of the marketing communication process, and they are becoming creators, collaborators, and commentators of messages (Hamilton et al. 2016; Jha & Verma, 2024).

Regarding the consumer behaviour of the younger generation with regard to acquiring food products that are popular and advertised on social media, the researcher can identify another problem. As to a study, food marketing is viewed by younger generations between 30 and 189 times a week on social media, where high-sugar and processed foods are frequently highlighted (BBC, 2021). Customers choose products based on the needs they have recognized. They are driven to action by this desire. They are less aware of the underlying need that led to their conduct and more conscious of its intended outcome (Schiffman & Wisenblit, 2015). This behaviour can be attributed to the powerful effect of trend-followers and social media influencers who recommend and analyse well-known food items (Fatoki & Oni, 2014; Kovács, Balázsné Lendvai, & Beke, 2022). The study highlights up a problem with younger people's opinions and preferences regarding food trends on social media.

Social standards have a significant impact on how popular foods affect younger generations, especially because of social media's widespread influence. Social norms are unspoken rules of behaviour that provide direction on proper behaviour. Influencers have a strong connection with the younger generation, which is unable to resist purchasing food that has been reviewed on a variety of apps (Higgs, 2015; Chopra, Avhad & Jaju, 2021). Influencers have the ability to influence younger generations' preferences and purchase decisions due to their wide reach and perceived genuineness. As a result, some foods, drinks, and food creations become extremely famous very quickly, frequently breaking through into general culture. These dynamic changes people's consumption patterns on an individual basis, but it also forces food businesses, restaurants, and cafés to innovate and adapt in order to be relevant and appealing to their audience's always changing tastes.

Although the study offers useful insights into the elements influencing the intentions of younger generations to consume viral foods on social media, there are still a number of unsolved gaps in the knowledge base. The study avoids the influence of cultural variations, economic issues, and health and nutrition concerns on food consumption behaviour in favour of concentrating primarily on individual attitudes, social conventions, and perceived behavioural control. Furthermore, it does not take into consideration the influence of technology breakthroughs like augmented reality food experiences and meal delivery applications,

neither does it differentiate between the influence of peer groups and food bloggers or influencers. Therefore, future studies that fill in these gaps may be able to offer greater depth and sophisticated knowledge of the variables influencing the food consumption habits of younger generations concerning social media trends.

In light of these challenges, this research seeks to address the problem of identifying the factors that influence young consumers' intention to engage with viral food trends on social media. By examining factors such as social influence, visual appeal, novelty, and the role of influencers, the study aims to provide insights into the decision-making processes of young generations in the context of viral food trends. Understanding these factors is not only critical for businesses looking to tap into the viral food trend market but also for health professionals and policymakers who aim to promote healthier eating habits among young people. Below is the study research questions and objectives:

Research questions:
1. What is the relationship between personal attitude and intention to consume viral food on social media?
2. What is the connection between social norms and the intention to consume viral food on social media?
3. What is the correlation between the perceived behaviour control and intention to consume viral food on social media?
4. Which factors affected the most food trends in social media among young generations?

Research objectives:
1. To examine the personal attitude towards the intention to consume viral food on social media.
2. To investigate the social norm towards intention to consume viral food on social media.
3. To identify the perceived behaviour control towards the intention to consume viral food on social media.
4. To determine which factor affected the most food trends in social media among young generations.

2.0 Literature Review

2.1 Intention to consume viral food social media

Scrolling through social media these days is hard to avoid seeing images and videos of food, recipes, or postings from loved ones describing what they have or will eat. The huge variety of information available in the mass media may cause consumers to lose trust or get confused. So, when people need advice on food, they go to online communities and consumer associations. All social media platforms were categorized by Kaplan and Haenlein (2010) based on social presence, media richness, self-presentation, and self-disclosure. They highlighted those businesses can benefit from a variety of social media platforms, including Wikipedia, blogs, YouTube, Facebook, virtual games, and social worlds. Studies indicate the effectiveness of social media as a marketing and promotional strategy for eateries, affording them the opportunity to engage with a broad audience and influence consumers' attitudes and purchase patterns in order to attract more customers (Santos, Cheung, Coelho & Rita, 2022; Ebrahimi, Khajeheian, Soleimani, Gholampour & Fekete-Farkas, 2023).

2.2 Personal Attitude

Based on Leclercq-Machado et al. (2022), attitudes function as mental filters that impact our responses and decision-making for various situations and objects. Some cuisine fads may be popular among certain demographics, especially the younger one, while being unpleasant to others. For example, the younger generation is always aware of the newest food trends that are trending on social media. Consumer behaviour research indicates that everyone's reaction is greatly influenced by the direction and strength of these sentiments (Albarracin & Shavitt, 2018). The younger generation's mentality is greatly influenced by their own perspective, as they always seem to be interested in this food that is in style. It's critical to comprehend consumer sentiment, particularly in the context of the conscious consumer market (Srisathan et al., 2023).

2.3 Social Norm

Lassoued and Hobbs (2014) argued that consumers are likely to trust individuals belonging to their social groups. They found that consumers generally distrust information from mass media and may be confused by the huge volume of information it generates; instead, they prefer to rely on online discussions, virtual groups, or consumer associations (Sturiale & Scuderi, 2013). According to social norms theory, there are circumstances in which people mistakenly believe that their peers' and other community members' attitudes and behaviours are different from their own when in reality they do not. According to Bucchieri and Mercier (2014), social norms are commonly understood in the social sciences as established guidelines that impose behavioural constraints by encouraging conformity. It may be possible to better understand how social media influences eating habits and the emergence of new societal norms among younger people through exploring the complex interaction between these trends and changing social norms.

2.4 Perceived Behaviour Control

"Perceived behavioural control" refers to the ability to manage behavioural obstacles and the availability of enough resources in relation to behavioural performance. However, the importance of content and review marketing on social media

sites like TikTok on the decision to purchase trending food, perceived behaviour control may also be one of the reasons driving food trends among younger generations on social media (Listiyani, 2023). One of the marketing techniques used to launch a product with the intention of piquing people's attention and boosting sales in society is the creation and evaluation of marketing content. Furthermore, it has been discovered that a large portion of the younger generation, who are typically between the ages of 15 and 35, are susceptible to influence and are unable to resist the urge to purchase and sample the food that has been reviewed (Haque, 2023).

2.5 Conceptual Framework

Figure 1 showed that the independent variables (IV) and dependent variable (DV) of the study. The IVs as the factors that can influence the intention to consume viral food on social media among young generations. Meanwhile, DV as the result in intention to consume viral food trend on social media. There are three independent variable that will be examined in this study which are personal attitude, social norm and perceived behaviour control.

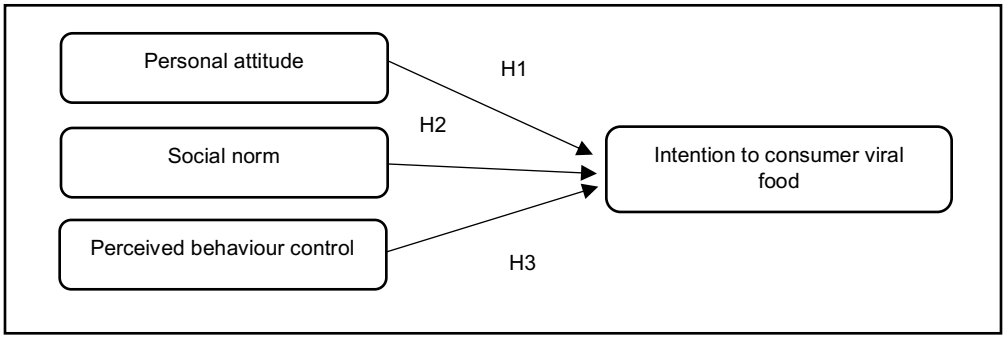

Figure 1: Research framework of intention to consume viral food trend on social media

Research hypotheses:

1. H1: There is a relationship between personal attitudes and the intention to consumed viral food trend on social media.
2. H2: There is a relationship between social norms and the intention to consumed viral food trend on social media.
3. H3: There is a relationship between perceived behaviour control and the intention to consumed viral food trend on social media.

3.0 Methodology

3.1 Study Design

The study employs a quantitative research approach to examine the impact of viral food trends on social media among young Malaysians aged 18 to 40. Using a descriptive research design, it aims to answer specific research questions and achieve study objectives through statistical analysis. The research focuses on identifying demographics and awareness of issues such as nutritional imbalances, addiction to new trends, and personal attitudes influenced by viral food content. The goal is to highlight the primary effects and concerns experienced by the younger generation due to these viral food trends.

3.2 Target Population

This study focuses on understanding the food trends among the young generation in Malaysia, defined here as individuals aged 18 to 40. Termed the "yummy generation" or "foodies," this demographic is deeply interested in food beyond mere sustenance; for them, food is a leisure pursuit and a hobby. The research aims to capture their perspectives on food preferences, attitudes, and behaviours, emphasizing quality, nutritional value, and taste. By focusing on this dynamic segment of the population, the study seeks to provide insights valuable for market strategies and policy decisions related to food consumption trends among the youth in Malaysia.

3.3 Sample Size

The sample size is decided by the quantity of fully completed survey responses. The goal of increased sample size was to help scientists collect more trustworthy and accurate data. Slovin created the formula in 1960, and it is also known as Sloven's formula. It is used to compute sample size, especially when there is a lack of trust in the population's behaviour. The population size "N" is the total number of persons in the population, and the margin of error "e" denotes the allowed 34 likelihoods that someone will select a small sample size from the population due to errors.

3.4 Sampling Method

In this study, the researcher used convenience sampling, a non-probability method where participants are selected based on their accessibility and proximity to the researcher. This method allowed the researcher to gather data more easily and reliably. The focus is on the younger Malaysian generation, particularly those influenced by social media trends in food. Participants aged 18 to 40 were randomly chosen to complete a survey via Google Forms, shared on various social media platforms to maximize respondent numbers.

3.5 Data Collection

This research investigates the impact of social media food trends on the eating habits and preferences of young adults. It employs convenience sampling to select participants who are easily accessible through social media platforms. The data collection process involves administering surveys designed with filtered questions to ensure relevance and engagement. Quality assurance measures, including rigorous training for data collectors and adherence to ethical guidelines, are implemented to maintain the accuracy and reliability of data. A pilot study was conducted to refine research methods and instruments before the full-scale study, aiming to maximize the validity and reliability of the findings. Overall, the study seeks to provide comprehensive insights into how social media influences the food choices of the younger generation, contributing to a broader understanding and potential implications for public health and marketing strategies.

This research utilizes a questionnaire administered via Google Forms as the primary research instrument. The study is structured into three sections: demographic segmentation (Section A), independent variables (Section B), and the dependent variable (Section C). These sections are designed to systematically gather data on demographic profiles, factors influencing attitudes and behaviours, and intentions related to consuming viral food trends on social media. The study is significant as it contributes to understanding how social media influences food consumption behaviours among young people. By employing rigorous methodological considerations such as validity, reliability, and ethical implications, the research aims to derive insights that can inform strategies for addressing health, cultural, and social implications associated with food trends on social media platforms.

3.6 Data Analysis

This study employs a quantitative research design with a structured approach to data analysis. It begins with descriptive analysis to provide a clear understanding of the dataset's historical context and patterns. Correlation analysis is then used to explore relationships between variables, uncovering potential associations that contribute to understanding the study's phenomena. Additionally, reliability analysis is conducted to ensure the consistency and trustworthiness of the data collected from various sources or over time. These analyses collectively contribute to deriving valuable insights that align with the study's objectives, facilitating informed decision-making and suggesting potential avenues for future research or action within the business context.

4.0 Results

4.1 Demographic characteristics of respondents

Table 1 distribution of respondents by gender. Out of 371 participants, 207 were male, constituting 55.40 percent of the total. Female respondents numbered 165, accounting for 44.4 percent. The data suggests a higher participation rate among males, indicating a greater willingness among them to engage with the survey compared to female respondent. Among the four age groups, the highest number of respondents fell within the 18 to 23 age brackets, totalling 230 individuals or 61.8 percent. The second largest group comprised respondents aged 24 to 29, with 110 individuals or 29.6 percent. Following were respondents aged 30 to 34, consisting of 25 individuals or 6.7 percent, and those aged 35 to 40, comprising 6 individuals or 1.6 percent

Table 1 show the respondents data analysis based on level education. The number of respondents with primary education was 1 respondent 0.3 percent only which is the lowest result of data. The Secondary Education of 28 respondents with 7.5% percent. The second highest are Post- Secondary Education were 86 respondents with 22.6 percent. The Tertiary Education had the highest number of respondents with 257 respondent 68.8 percent. Out of the 371 respondents surveyed, 250 identified as Malay, followed by 49 Chinese respondents, accounting for 13.2 percent. Additionally, there were 44 Indian respondents, making up 11.8 percent, and 28 respondents from other ethnic backgrounds. The data reveals that Malay respondents made the largest contribution to the research at 67.5 percent, Individuals from other minority ethnic groups in Malaysia made the smallest contribution, accounting for only 7.5 percent.

Table 1: Demographic Profile of Respondent

Category	Sub-Category	Frequency	Percent (%)
Gender	Male	207	55.5
	Female	165	44.5
Age	18-23 years old	230	61.8
	24-29 years old	110	29.6
	30-34 years old	25	6.7

	35-40 years old	6	1.6
Education	Primary	1	0.3
	Secondary	27	7.5
	Post-Secondary	86	22.6
	Tertiary	257	68.8
Race	Malay	250	67.2
	Chinese	49	13.2
	Indian	44	11.8
	Others	28	7.5

4.2 Reliability Analysis

In this study, reliability test has been conducted to evaluate Cronbach's Alpha values for each variable. Table 2 shows that Cronbach's Alpha value of the questionnaire was at the range of 0.771 to 0.831 which is above the acceptance level of 0.6. The Perceived Behaviour Control of young generations the high coefficient value of 0.831. For the personal attitude, social norm has the reliability of 0.753 and 0.815 but the purchase intention to consume viral food in social media produce the coefficient of 0.771. In a nutshell, all the variables are acceptable since they have the coefficient values above 0.60.

Table 2: Results of Reliability Cronbach's Alpha for the Variables

Variables	Number of items	Cronbach's Alpha Coefficient
Personal Attitude	5	0.753
Social Norm	5	0.815
Perceived Behaviour Control	5	0.831
Intention to consume	5	0.771

4.3 Descriptive analysis

Table 3 shows that most of the respondents were having the same sentiment towards all the item in this dimension except item of indicator B3 for communication skill independent variable. 4 Likert-scale question were used in this section. First of all, respondents were agreed with mean score of 3.36 that they will attract by Instagram influencer when right and useful information are given. Unique caption can be attracted by the respondents were agreed by at the mean score of 3.26. However, respondents were disagreeing with mean score of 2.88 that they willing to watch live with interesting verbal and expression. Furthermore, well explained information and friendly Instagram influencer would make them to share their experiences and eager to ask for more information were agreed by the respondent. Each of the indicator B4 and B5 have mean score of 3.23 and 3.16 respectively.

Furthermore, Table 3 show that all the respondents were agreed to the statement in questionnaire that conducted for attractiveness of influencer independent variable. Firstly, Instagram influencers that have beautiful body line make the consumer to have strong purchase intention was agreed by respondents at the mean score of 3.30. Moreover, respondents also agree at mean score of 3.22 that they will only see the post of Instagram influencer who is looking gorgeous. Besides that, respondent agree (M=3.26) that they willing seek for information when Instagram influencer have confident personality introduce local food product and agree (M=3.17) will share to family and friends when the Instagram influencer share it happily and positively. Last but not least, respondent also agree at the mean score of 3.20 that when they satisfied to purchase when beautiful Instagram influencer with good eating behaviour introduce the local food.

Descriptive analysis of purchase intention had been done in this section. Most of the respondents also agreed to the statement of purchase intention exclude indicator D4 which is they would like to purchase when favourite Instagram influencer eat the local food presented from table 3. Mean score of 2.99 show that the statement is disagree by the respondents. The statement of respondents would purchase the local food when Instagram influencer recommended and provide complete information were agreed by respondents at the mean score of 3.22 and 3.24. In additional, respondents also agreed that they will purchase local food that purchased by Instagram influencer at the mean score of 3.08. On the other hand, mean score of 3.05 scored by indicator D5 which is they will actively seek out local food on Instagram.

Table 3: Descriptive Analysis

Personal Attitude	Mean	Std. Deviation
I am easily influenced by food reviews posted on social media platforms like TikTok, Facebook, Instagram, and others.	3.88	0.725
I enjoy sharing pictures of my meals on social media platforms.	3.87	0.842
I find myself trying new foods because I see them trending on social media.	3.93	0.783
I believe that food trends on social media often prioritize appearance over taste.	4.06	0.718
I believe that social media has a positive impact on encouraging a diverse range of food choices.	4.01	0.726

Social Norm	**Mean**	**Std. Deviation**
I trust recommendations from social media influencers when it comes to food choices.	3.95	0.741
I trust that family has an impact on the eating behaviour of young individuals influenced by food trends popularized on social media.	3.91	0.713
I believe friends can impact young people's food preferences and habits through trending food content.	4.05	0.654
I am confident that the community expects young individuals to follow popular food trends on social media.	4.04	0.661
The interaction with friends on social media platforms affects the acceptance and adoption of specific food trends among the younger demographic.	3.95	0.724
Perceived Behaviour Control	**Mean**	**Std. Deviation**
I have confidence in my ability to keep a balance between eating food trends and maintaining your nutritional needs and health requirements.	4.0	0.678
I am confident in handling the financial side of following up with the latest food trends.	3.96	0.702
I will always be able to find food trends on social media.	3.94	0.789
I have many choices of food trends on social media.	4.03	0.763
I am confident in my ability to try food trends when they come.	3.94	0.781
Intention to consume viral food on social media	**ean**	**Std. Deviation**
I intend to control myself so as not to buy viral food beyond the limit that can affect health.	4.09	0.713
I intend to look at my finances first before buying viral food on social media.	4.11	0.720
I plan to buy organic food products regularly among the viral foods spread on other platforms soon.	4.02	0.695
I intend to consume foods in the market instead of viral food sold on social media.	4.06	0.712

4.4 Pearson Correlation Analysis

Table 4 shows the Pearson correlation coefficient, significant value and the number of cases which was 372. The p-value was 0.00. The correlation coefficient of 0.479 suggested a low positive correlation between personal attitude and intention to consume viral food on social media. The Pearson Correlation coefficient, significant value and the number of cases which was 372. The p-value was 0.00. The correlation coefficient of 0.521 suggested a moderate positive correlation between social norm and intention to consume viral food on social media.

Table 4 shows the Pearson Correlation coefficient, significant value and the number of cases which was 372. The p-value was 0.00. The correlation coefficient of 0.523 suggested a moderate positive correlation between perceived behaviour control and intention to consume viral food on social media. The relationship between the dependent variable which is the intention to consume viral food on social media and the three independent variables which are personal attitude (PA), social norm (SN), and perceived behaviour control (PBC). The relationships between both social norm and perceived behaviour control with the intention to consume viral food on social media are positive and have a moderate correlation. The relationship between personal attitude and the intention to consume viral food on social media is positive and has a low correlation.

Table 4: Pearson's Correlation Matrix for Study Variables

		PA	**SN**	**PBC**	**ICVF (DV)**
PA	Pearson Correlation	1	0.626**	0.553**	0.479**
	ig. (2-tailed)		0.000	0.000	0.000
	N	372	372	372	372
SN	Pearson Correlation	0.626**	1	0.650**	0.521**
	ig. (2-tailed)	0.000		0.000	0.000
	N	372	372	372	372
PBC	Pearson Correlation	0.553**	0.650**	1	0.523**
	ig. (2-tailed)	0.000	0.000		0.000
	N	372	372	372	372
ICVF (DV)	Pearson Correlation	0.479	0.521	0.523	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	372	372	372	372

4.0 Discussion

Firstly, the correlation analysis revealed varying strengths of association between three key independent variables—Personal Attitude, Social Norm, and Perceived Behaviour Control—and the intention to consume viral food on social media.

Personal Attitude showed a moderate positive correlation with an r-value of 0.479, indicating that individuals' attitudes towards viral food consumption play a meaningful role in shaping their intention to engage with such content on social media platforms. This finding aligns with the Theory of Planned Behaviour (Ajzen, 1991), which suggests that attitudes significantly influence behavioural intentions.

Secondly, Social Norm exhibited a stronger positive correlation with an r-value of 0.526, indicating that perceived social norms surrounding viral food consumption significantly influence individuals' intentions. Social norms encompass societal expectations and behaviours regarding food trends, exerting pressure or encouragement on individuals to conform to popular choices within their social environment.

Similarly, Perceived Behaviour Control demonstrated a significant positive correlation with an r-value of 0.523. This finding suggests that individuals' beliefs about their ability to control their behaviour regarding viral food consumption on social media platforms directly influence their intentions to engage in such activities. Perceived behaviour control reflects individuals' perceptions of the ease or difficulty of performing the behaviour, which can impact their intentions (Ajzen, 1991). These results underscore the pivotal role of social norms in shaping young consumers' intentions and behaviours in the digital age. Social norms not only influence individuals to conform to popular choices but also affect their decisions to engage with viral food content on social media platforms. This finding contributes to a deeper understanding of how peer influence operates within digital platforms to shape consumer decisions.

This study identifies social norms as the primary factor driving food trends on social media among young generations. By highlighting the significant correlations between Personal Attitude, Social Norm, Perceived Behaviour Control, and intention to consume viral food on social media, this research provides valuable insights for marketers and businesses seeking to effectively promote viral food content. Future research could explore additional variables or employ diverse methodologies to further elucidate the mechanisms influencing consumer behaviour in digital food trends.

5.0 Conclusion

This study successfully identified social norms as the primary factor influencing food trends on social media among young generations. Our findings conclusively answer the research question regarding factors shaping these trends, highlighting the significant impact of one's social environment on online food consumption behaviours. Decisions are notably influenced by conformity to or deviation from established norms.

These findings offer valuable insights for marketers and businesses aiming to leverage social media for promoting viral food content. Understanding and potentially influencing consumers' attitudes, perceived norms, and sense of control can inform targeted marketing strategies. Aligning campaigns with positive social norms or enhancing perceived control over engagement with viral food content may enhance audience engagement and effectiveness. Moreover, businesses can utilize these insights to tailor their messaging and content strategies to resonate more effectively with their target demographic on social media platforms.

While encountering valuable procedures during this study, several limitations were evident. Time constraints posed challenges for comprehensive data collection and analysis, potentially affecting the study's validity. Additionally, focusing solely on personal attitude, social norm, and perceived behavioural control may overlook other significant influencing factors such as cultural differences or individual motivations. Online questionnaire limitations, such as respondent engagement and reliability, also need careful consideration. Moreover, relying solely on Pearson correlation assumes linear relationships without implying causation, requiring cautious interpretation.

To address these limitations and enhance future research, it is recommended to employ diverse methodologies, including longitudinal studies or experimental designs, to validate causal relationships implied by correlations. Longitudinal studies could provide insights into how food trends evolve and how social norms influence these changes. Experimental designs could help establish causal relationships between variables, offering deeper insights into consumer behaviour dynamics on social media. Additionally, researchers should broaden the scope to include additional variables that may influence young generations' intentions to engage with viral food trends, such as sensory appeal, health perceptions, or peer influence.

In conclusion, this study advances understanding of consumer behaviour in the digital age, emphasizing the roles of Personal Attitude, Social Norm, and Perceived Behaviour Control in shaping intentions to consume viral food on social media. By integrating theoretical insights with empirical evidence, this research contributes both academically and practically to fields such as marketing and social media management. Future research efforts can build upon these findings to further explore and understand the complexities of online food consumption behaviours among young consumers.

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this study on food trends on social media among young generations. However, it is important to note that one of the researchers has previously collaborated on a project funded

by a social media marketing agency specializing in food trends. While this collaboration did not directly influence the design or findings of the current study, transparency is maintained by disclosing this previous professional relationship.

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Factor That Influences Part-Time Employment Among Hospitality Students at Universiti Malaysia Kelantan

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Abstract This study explains factors influencing part-time employment among hospitality students at the Universiti Malaysia Kelantan (UMK). The data analysis reflects the university's vision and mission to promote entrepreneurial skills among its students. This study recognizes three factors that influence students to make part-time employment. These factors are 1) social pressure, 2) working environment and 3) personalities. Social pressure is one of the reasons students want to make part-time employment. The working environment shows how the environment can influence a student to do part-time employment, and personality presents students' ability to participate in part-time employment. These factors were tested using regression coefficient, reliability and descriptive methods. This ensures that the data received are legitimate and valid for this study. Findings from this study show that societal status and bearing daily necessities would pressure students to seek part-time employment. In a nutshell, part-time employment is in demand to increase daily livelihood.

Keyword: Social Pressure; Working Environment; Personalities; Employment Intention

1.0 Introduction

Entrepreneurship could be defined as a process of launching new ventures to exploit opportunities and the subsequent creation of new economic activities (Reynolds et al., 2005). Caliendo, Fossen, and Kritikos (2010) see entrepreneurship as risk-taking. Meanwhile, Thomas and Mueller (2000) argue that by analysing the circumstances and traits that drive in many nations and areas, entrepreneurship is essential. This approach provides insights into how various environments and contexts influence entrepreneurial endeavours. The entrepreneur ultimately contributes to the global understanding of entrepreneurship. In line with the above notion, governments, particularly start-ups in emerging markets, recognize graduates' opportunities to become entrepreneurs. Students' lives are unsuitable for anyone; struggling and juggling daily tasks and assignments make students stressed.

On top of that, hardship in life and increased goods prices cause the student to have life burdens and start finding a solution. There is a noticeable increase in students who balance their school studies with part-time employment. While this trend has gained significant attention, its potential consequences have often been understated. Part-time employment is crucial for skill development among hospitality students, seamlessly translating theoretical knowledge from the classroom into practical proficiency in real-world settings. Establishing an entrepreneurial university is to exhibit those entrepreneurial competencies, which are a vital component of enterprises' success, and ideally, they need to be developed from an early age. Entrepreneurial competencies are the combination of the person's knowledge, skills, and attitude (Kaur & Bains, 2013). The requirement of skills and capabilities helps entrepreneurs to survive and succeed in the business (Kaur & Bains, 2013). Engaging in part-time work equips students with a hands-on understanding of the difficulties of the hospitality industry, fostering the development and enhancement of vital practical skills. Part-time employment in the hospitality sector is unique.

window for students to gain firsthand insights into the challenges confronting industry professionals. By immersing themselves in the day-to-day operations, students witness and experience the intricacies and hurdles hospitality professionals face. This direct exposure enables a profound understanding of the nuances of delivering exceptional service, managing diverse customer expectations, and addressing operational complexities. Achieving financial independence is a common goal for many students, often prompting them to seek part-time employment to support themselves during their studies. The delicate equilibrium between work and education becomes pivotal in this pursuit as students navigate the demands of their academic commitments alongside employment responsibilities. Striking this balance is not merely a practical necessity but also a determinant of a student's overall well-being.

2.0 Literature Review

Part-time employment refers to a work arrangement in which an individual works fewer hours per week than what is considered full-time employment by the employer or industry standards. Part-time employees typically work fewer hours than full-time employees, allowing for a more flexible schedule and often offering the opportunity to balance work with other commitments such as education, family responsibilities, or personal pursuits. In the International Labor Organization (ILO) Part-Time Work Convention, 1994 (No. 175), "part-time work" is defined as hours of work that are shorter than those for comparable full-time work (in the country, sector, and occupation).

Part-time work started to expand as one manifestation of the emergence of more flexible and standardized labour markets from the 1970s onwards, and much has been written about this form of employment. This includes national and international studies, which focus on part-time work ; Warme et al., 1992; Blossfeld and Hakim, 1997; Tilly, 1996: O'Reilly and Fagan, 1998; Anxo et al., 2007a; OECD, 2010), or examine part-time work as one aspect of non-standard contracts (Houseman and Osawa, 2003; Vosko, 2009), or working-time developments (Messenger, 2004; Bosch & Lehndorff, 2005; Boulin et al., 2006; Lee et al., 2007; Anxo et al., 2010). There are 3 Independent Variables: social pressure, working environment and personalities, while the dependent variables are employment intention.

2.1 Social Pressure

Research suggests family influencing factors are crucial in shaping students' decisions to engage in part-time employment. Financial support from families can be a significant motivator for students, as evidenced by studies such as Mortimer et al.'s (2016) research on high school work intensity and college success. Families facing financial constraints may encourage students to seek part-time employment to contribute to their educational expenses or personal needs.

Moreover, Cobb-Clark and Tan (2011) explored that parents' employment patterns can influence a student's attitude toward work. Students from families with common part-time employment may be more inclined to seek work themselves. Educational values within a family also play a pivotal role, with Mortimer et al.'s (2008) work emphasizing that families prioritizing education influence students to balance part-time employment with academic responsibilities, stressing the importance of achieving educational goals.

Additionally, the work ethics and values instilled by parents, as highlighted in Schoon and Silbereisen's (2009) research, can significantly influence a student's decision to seek part-time employment. Supportive family environments, as explored by Mortimer and Lorence (1979), foster positive outcomes, with parents providing guidance to help their children navigate the challenges of balancing work and education.

Cultural and socioeconomic background, as studied by Lareau (2011), can shape attitudes toward work, with families from diverse backgrounds exhibiting varying perspectives on the importance of part-time employment for students. These interconnected family factors collectively contribute to students' complex decision-making process regarding part-time employment.

2.2 Working Environment

The working environment consists of two broader dimensions: work and context. Work includes all the different characteristics of the job, like how the job is carried out and completed, tasks like task activities, training, control of one's job-related activities, a sense of achievement from work, variety in tasks and the intrinsic value of a task. Many research papers have focused on the intrinsic aspect of job satisfaction. Results have shown a positive link between the work environment and the intrinsic aspect of job satisfaction.

Further, they described the second dimension of job satisfaction, known as context, comprises of the physical working conditions and the social working conditions (Sousa-Poza & Sousa-Poza, 2000; Gazioglu & Tanselb, 2006; Skalli et al., 2008). Spector (1997) observed that most businesses ignore the working environment within their organization, adversely affecting their employees' performance. According to him, the working environment consists of employee safety, job security, good relations with co-workers, recognition for good performance, motivation for performing well and participation in the firm's decision-making process. He further elaborated that once employees realize the firm considers them important, they will have high commitment and a sense of ownership for their organization.

Different factors within the working environment, such as wages, working hours, autonomy given to employees, organizational structure and communication between employees and management, may affect job satisfaction (Lane et al., 2010). Arnetz (1999) argue that in organizations, it can be observed that most employees have problems with their supervisors who are not giving them the respect they deserve. Supervisors also show harsh behaviours to employees because they are uncomfortable sharing excellent and innovative ideas (Abdul et al., 2015).

Furthermore, he describes that top management limits employees to their tasks rather than creating a sense of responsibility in employees by making them work in teams to attain high performance. Petterson (1998) argues that employee interaction within a business is crucial for accomplishing organizational goals. Further, he describes that information communication must be done appropriately and promptly so that business operations are running smoothly. If there is a clash between co-workers, it is difficult to achieve the organisation's objectives. Based on the above discussion, this paper aims to determine the relationship between the working environment and employee job satisfaction.

2.3 Personalities

According to Allport (1974), personality is "a dynamic organization within the individual of those psychological systems that determine his unique adjustments to his environment". Robbins (2001) defined personality as "the total of ways in which an individual reacts and interacts with others" The personality is the consequence of a combination of different human characteristics and factors. An employee whose supervisor describes as "ambitious and smart." behavioural experts largely agree that a person's personality remains constant. Thus, personality can be described as human characteristics that do not change rapidly and predict an individual's short-term behavioural patterns.

Moreover, entrepreneurship theory and research have extensively studied the association between personality qualities and employment intention (Verheul et al., 2012). However, some investigations found that there is no such association. To support this notion, Collins. Hanges and Locke recently conducted meta-analyses to demonstrate the predictive validity of the impact of personality factors on employment intention. Personality is described as features that cause a specific response style to distinct situations (Caprara & Cervone, 2000). Fritsch and Rusakova define personality as a set of qualities. Personality qualities predict or influence employment conduct (Caliendo et al., 2014). Achievement motivation, locus of control, and risk propensity are some of the characteristics that contribute to these attributes.

According to David McClelland, achievement motivation considerably impacts economic growth and progress. Achievement motivation is a major predictor of enterprise development (Begley & Boyd, 1987). Achievement motivation refers to those driven by the pursuit of success and willing to work hard and push themselves to their limits. Proactiveness, action orientation, transformative leadership, and information-processing solid abilities comprise the locus of control. According to studies, employees have a strong internal locus of control when dealing with workplace pressure (Frank. Lueger. & Korunka. 2007). Those who believe they can control and comprehend the outcome of events are said to have an internal locus of control. They believe they can change the course of their lives (Inegbenebor, 2007). Risk propensity has been defined as a person's proclivity to accept or avoid risk. Risk-taking is essential in employment because the employee is willing to confront uncertainty (Tang. J & Tang. Z, 2007). Few research studies have suggested that employees take modest risks in their decisions compared to severely unclear circumstances (Gurel. Altinav. & Daniele, 2010).

2.4 Employment Intention

Employment intention typically refers to an individual or a group's plans, desires, or commitment regarding engaging in paid work or securing employment. It encompasses the willingness and readiness of a person or a workforce to participate in the labour market. Employment intentions may vary based on personal goals, career aspirations, economic conditions, and job opportunities. According to Price (2001), they defined turnover as the movement of employees outside the organizational boundaries. Understanding employment intentions can be valuable for employers, educators, and policymakers as it provides insights into labour dynamics and helps shape effective workforce planning and development initiatives.

Initially, it also focuses on the willingness of entrepreneurs to be involved in calculated business risks (Brockhaus, 1980). The process of enterprise creation begins when the individual develops intent. In addition, an individual's intent to create a venture precedes the search for and discovery of new venture opportunities (N. Krueger, 1993). Malaysia also reported that a lack of funds is a barrier faced by small and medium-sized companies (SMEs) (Edward & Chooi, 2007). It is unavoidable for an entrepreneur to meet the problem of accessing funds for a business start-up (Cressy, 2002). Next is the lack of social networking, which is also a barrier entrepreneurs face based on the networking theory (Taormina & Kin-Mei Lao, 2007). Besides, when directly asked in interviews, potential entrepreneurs said that raising capital is their main problem when starting up (Blanchflower & Oswald, 1998). Other barriers involved in enterprise creation are lack of government assistance, lack of funds, infrastructure issues, lack of training, poor contract and property laws and corruption (Singh et al., 2011)

2.5 Conceptual Framework

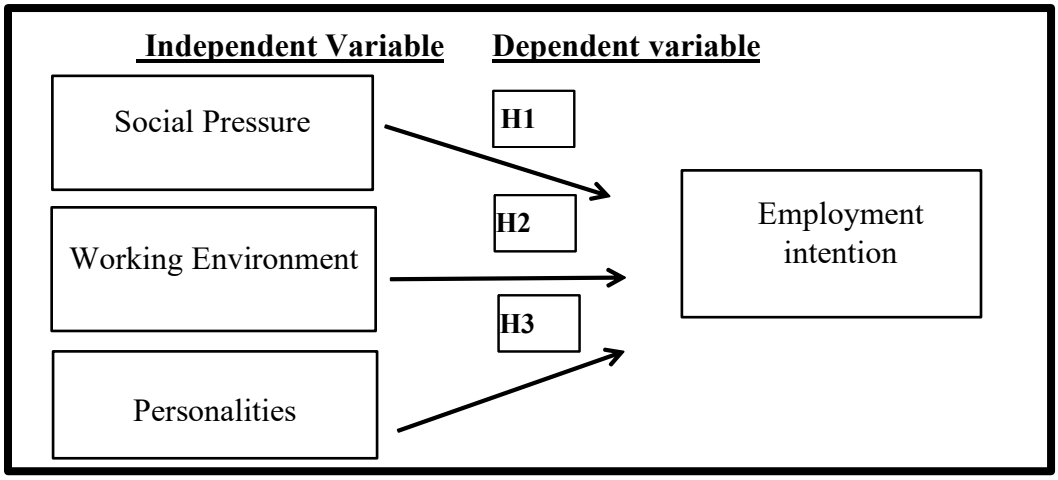

Figure 1: Conceptual Framework

2.6 Research Hypothesis

H1 - There is a relationship between social pressure and factors influencing employment intention.
H2 - There is a relationship between the working environment and factors influencing employment intention.
H3 - There is a relationship between personalities and factors influencing employment intention.

3.0 Methodology

3.1 Study Design

According to Pritha Bhandari (2020), a questionnaire is a series of inquiries or items intended to compile information regarding respondents' stances, philosophies, or ideas. Questionnaires allow users to collect quantitated/or qualitative data. Questionnaires are often for market research and the social and health sciences. Additionally, questionnaires have become a popular research instrument since they provide an affordable and successful method of gathering data from many. Additionally, they are fair and reasonable when scoring and administering. Data on various fields, including demographics, opinions, attitudes, and behaviours, are collected through questionnaires. Insights into various research areas, including marketing trends, popular opinion, customer satisfaction, and social change, can be gained using the information gathered by questionnaires. There are two types of research designs: qualitative research, a technique used in market research to gather information through open-ended questions and discussions with target consumers, and quantitative research, which gathers and analyses numerical data.

This study will use quantitative research since it is more objective in examining and comprehending the relationship between the dependent variable University Malaysia Kelantan hospitality students' employment intention to engage in part-time employment) and the independent variable (social pressure, working environment and personalities). We gathered the required primary and secondary data to make this study easier and more straightforward.

3.2 Target Population

Population refers to a nation's total population (Taherdoost, 2016). According to Alvi (2016), the target population consists of all participants who satisfy the requirements for the study's investigation. A population is a group of individuals, objects, or objects of study that have the same characteristics (M. Fahmi, 2012). In this research, the study population is an essential factor in determining the number of respondents selected to obtain the information needed for this research.

University Malaysia Kelantan is the target population of the study. According to the Department of Statistics Malaysia (2021), there are 5,032,261 students in Malaysia, which are from private and public institutions. The total number of university students in public higher education institutions in Malaysia will be 4,555,580 in 2021. Kelantan had three campuses in Kota Bharu, Bachok, and Jeli, respectively. University Malaysia Kelantan City Campus students are the research's target population. According to statistics, the University of Malaysia Kelantan has 11,413 students. We chose 280 people from the FHPK faculty at the University Malaysia Kelantan City Campus, where the departments are wellness, tourism, and hospitality. Citing media reports, it is estimated that 1.3 million students in higher education institutions nationwide do part-time work.

They must sacrifice time and rest to do side jobs, especially at night or on weekends when no lectures occur. Since the government launched the independence project on February 29, more than 25,000 students have registered to work part-time. Most registered students are from Selangor, Penang, Melaka, Johor, and Kelantan. The parties that succeeded were 7-Eleven, Nando's, Mercy Malaysia, and Starbucks. In 2021, the population on the East Coast will be 4.6 million people. There are 35,606 students at East Coast University. Since most students on the East Coast have part-time jobs while studying, researchers selected the University of Malaysia Kelantan.

3.3 Sample Size

This study employed a Krejcie and Morgan (1970) sample size to determine the population. Therefore, the sample size for a population of students studied at Universiti Malaysia Kelantan is 11,413 students The sample size required for this study is 370.

3.4 Sampling Method

The sampling method that the researchers used for this research was non-probability sampling. Sampling is the process of selecting samples from a population. The chosen sample needs to be representative of the population and random. The coordinator of each department will have a sample of students available.

Convenience sampling will be population is small, is a probability sampling strategy. The sample numbers are dispersed randomly throughout the population, making this sampling technique straightforward and equally likely to be selected. The highest number of samples is also provided by sample random sampling. The researcher needs a sampling frame or list of the population of students to collect the sample.

While convenience sampling is quick and cost-effective, it has limitations. The sample might not be sufficiently diverse for the results to apply to a wider population. Researchers should be cautious when using convenience sampling and consider its potential biases when interpreting the findings. It is often employed in exploratory or preliminary research when a quick and easy situation overview is needed.

3.5 Data Collection

According to Hair et al. (2007), data can be obtained from two resources, e.g. primary and secondary, in administered quantitative survey research. Primary data always refers to the information obtained from firsthand resources such as focus groups and individual interviews. The firsthand data always enables the respondent to analyze the opinion of the interested respondent (Sekaran, 2003). Sekaran (2003) added that data can also be obtained from secondary sources such as journal publications, government publications, and industry analyses. Therefore, the data collection method in this study includes primary and secondary sources. This method is often used because it can analyse the feedback of restaurant industry experts. This study will use primary data and information from an online survey or questionnaire. Respondents to surveys posted on social media will be hospitality students at the Universiti Malaysia Kelantan who work part-time jobs.

3.6 Data Analysis

Data analysis can be defined as the process of collecting, modelling, and analysing data using various statistical and logical methods and techniques. Businesses rely on analytics processes and tools to extract insights that support strategic and operational decision-making. To better understand the relationship between dependent variables (DV), such as employment intention, and independent variables (IV), such as social pressure, working environment and personality. In this study, we will also use two types of data analysis: descriptive and correlation.

Data analysis systematically applies statistical and logical techniques to describe, illustrate, condense, recap, and evaluate data. Hair et al. (2007) state that different analytic procedures "provide a method of drawing inductive inferences from information and recognizing the signal from the noise in the data. A computer programmer called Statistical Package for Social Sciences (SPSS) is used to analyse the closed-ended questions. Data is analyzed using descriptive statistics, reliability test and Pearson correlation analysis.

Reliability and validity tests are used in research to measure the strength of questionnaires. Descriptive analysis helps measure the results of this study and answer the research objectives and questions for which hypothesis testing is performed in this study. Scale measurement is used to evaluate the reliability and correctness of the study's findings. This study uses questionnaire surveys to gather data and information. Questions for the response are created using a variety of journals. Reliability testing is an example of a scale measurement used in the study. The reliability test determines a measure's internal consistency, which indicates homogeneity, or the degree to which an idea's points converge on a single, fundamental meaning (Zikmund et al., 2013). Most academics utilize coefficient alpha to assess the reliability of a multi-item scale (Zikmund et al., 2013). Cronbach's Alpha is used in this study because it is the method most frequently utilized in reliability testing to choose the internal consistency of several item scales. The coefficient shifts from 0 to 1, according to Hair et al. (2003). If the estimate of Cronbach's Alpha is less than 0.7, the variable's internal consistency dependability is deemed low. However, if the estimation of Cronbach's Alpha is more significant than 0.7, it has been shown that internal consistency reliability for the variable is sufficient.

4.0 Results

4.1 Introduction

The study project's outcomes based on data analysis using the Statistical Package for Social Science (SPSS) version 26.0. This information was collected using a Google form. The questionnaire was distributed to all University Malaysia Kelantan (UMK) students aware of this research, which examines the factors influencing part-time employment among hospitality students at the University Malaysia Kelantan. This survey gathered 300 respondents from students. This chapter will be divided into three phases of analysis. The first will be descriptive analysis, which focuses on the demographic profile of the targeted respondents and the central tendency. Cronbach's Coefficient Alpha analysis is used in this study to measure its reliability. Not only that, but this study also employs descriptive analysis and correlation analysis to obtain results. The variables stated in this study are social pressure, working environment and personalities. In the first step in regulating the results, the researcher used Frequency distribution, means, and standard deviations to evaluate no missing data.

4.2 Demographic Profiles

A total of 300 respondents were analysed. The males recorded 157 respondents, and the females 143 respondents answered the questionnaire. The overall percentage recorded is 52.3% male and 47.7% female. The respondents' age is 22 to 23 years old, with 277 respondents, which carries the highest percentage of 92.3%, and the second highest percentage is 24 to 25 years old, with 13 respondents, the percentage is 4.3%. The total of respondents 19 to 21 years old is seven respondents, which carries 2.3%. 28 to 29 years old, with two respondents carrying 7% of the total. The last is 28 to 29 years old, with two

respondents, with the lowest percentage being 3%. The race distribution among the respondents is seen in Chart 4.2.8, with 204 respondents 68%, Malay is the race group with the most participants in the survey, followed by Chinese with 18.3% per cent and 55 respondents, and Indians 38 respondents which carry 12.7%, followed by others with three respondents. The other respondents record 1%. The percentage of the respondents' current educational level is 91%, and 291 respondents stated that undergraduate (degree) is the most common education, followed by postgraduate, which is the second highest with 7% with two respondents. STPM/Foundation/Diploma is the lowest with 2% and seven respondents. Based on the result, the student worked while studying the distribution of the respondents. There are 300 respondents. In this research, the number of respondents working while studying is 255, with a percentage of 85%, compared to those not working. In contrast, studying 41 respondents carries 13.7%, and the lowest record is students doing online jobs, maybe four respondents with 1. The percentage of respondent's employment status with 86.3%, and 259 of respondents part-time is the most common employment status, followed by full-time at 13.7%, with 14 respondents

4.3 Reliability Test

The three main design characteristics of social pressure, working environment, and personalities are measured by the reliability test in this study to determine factors that influence part-time employment among hospitality students at the University of Malaysia Kelantan. Cronbach's Alpha analysis was done to ensure the data's accuracy and internal consistency. According to Table 1, a typical rule of thumb for Cronbach's Alpha is that a range of coefficients between 0.7 and 0.8 is considered acceptable, 0.8 and 0.9 are considered good, and a range more than 0.9 is considered exceptional.

Table 1: Cronbach's Alpha Rule of Thumb

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.50$	Unacceptable

Table 2 below illustrates the reliability statistics for all the variables. The dependent variable, employment intention, has a score of 0.924, while the three independent variables, social pressure, working environment, and personalities, have scores of 0.906, 0.958, and 0.894, respectively. Consequently, all the variables have been classified as having incredibly good reliability. However, not a single thing has dropped for every one of these variables.

Table 2: Reliability analysis for this study

Variables	Cronbach's Coefficient Alpha Value	Total Number of Items
1. Social Pressure	0.906	8
2. Working Environment	0.958	8
3. Personalities	0.894	8
4. Employment intention	0.924	8

4.4 Pearson Correlation Analysis

Pearson's Correlation Coefficient aims to identify the intensity of mixing and the significant relationship between independent variables (IVs) and dependent variables (DV). Pearson's correlation coefficients range from -1 to +1, indicating positive or negative correlation.

Table 3: Table of Pearson Correlation Coefficient

Size of Correlation	Interpretation
0.9 to 1.0 / -0.9 to -1.0	Very High
0.7 to 0.9 / -0.7 to -0.9	High
0.5 to 0.7 / -0.5 to -0.7	Moderate
0.3 to 0.5 / -0.3 to -0.5	Low
0.0 to 0.3 / -0.0 to -0.3	Little, If Any

Table 4: Pearson Correlation results

Variables	Employee Intention
Social Pressure	0.552** (Moderate)
Working Environment	0.753** (High)
Personalities	0.835** (High)

a. Predictors: (Constant), Social Pressure, Working environment, Personalities
b. Dependent Variable: Employee Intention
c. ** Correlation is significant at the 0.01 level (2-tailed).

Table 4 indicates the Pearson Correlation results for this study. The table shows the personalities with the highest correlation coefficient, with a score of 0.835**. The second highest correlation is the working environment, with a score of 0.753**. These two variables indicate the highest correlation coefficient among employees' intention to work part-time while studying.

4.5 *Hypothesis Testing for this study*

Hypothesis 1: Social Pressure and Employment Intention
H1: The correlation value 0.552 indicated a positive correlation between social pressure and employment intention. Hence, H1 is accepted and supported. This study's findings have a similar result with social pressure influencing people's employment intentions (Bishop et al., 2016; Nasution & Ostermark, 2012). Ghanaee, Rojuee, and Ghanbari (2015) highlighted that two significant social pressures can influence employment intention: obedience pressure and conformity pressure. Obedience pressure is caused by instructions given by those in positions of power (Brehm & Kassin, 1990), which influence the behavior of subordinates.

Hypothesis 2: Working Environment and Employment Intention
H2: The Pearson correlation value of 0.753 indicated a positive correlation between working environment and employment intention. Hence, H2 is accepted and supported. This study's findings are related to those of the previous study. According to Spector (1997), a safe working environment is essential for employees. Job stability, positive relationships with coworkers, acknowledgement of outstanding performance, motivation to do well, and participation in the firm's decision-making process.

Hypothesis 3: Personalities And Employment Intention
H3: The correlation value of 0.835 indicated a positive correlation between personalities and employment intention. Hence, H3 is accepted and supported. Personality traits have significantly influenced individuals' career choices and employment intentions (Teng, 2008) (Maina, 2019; Rossier, 2015; Vedel, 2014). Moreover, Human Resource Management indicates that the importance of personal branding as an intentional individual career behaviour has emerged in response to changes in the labour market and the employer-employee relationship, highlighting the evolving nature of career development in contemporary contexts (Gorbatov et al., 2019).

5.0 Discussion

Finally, this study discovered that all three hypotheses in this research were accepted. When tested on UMK students, all the independent variables show a positive correlation coefficient with the dependent variable. The study was conducted to ascertain the employment intention among hospitality students at the Universiti of Malaysia Kelantan. This study aims to determine the factors that influence part-time employment among hospitality students of UMK. The questionnaire survey findings are analysed using various methods, including descriptive and inferential analysis. Next, the Statistical Package for the Social Science (SPSS) software was programmed to examine the results from the previous chapter and all the data from the questionnaire. All the given hypotheses (H1, H2, and H3) are accepted for this study. Additionally, this study has limitations and recommendations that may be used in future research. It is thus also hoped that all the knowledge shared during this research may aid the following researcher.

Our findings are consistent with those of previous research in this area. Zhang et al. (2019) discovered that social pressure greatly influences job goals since classmates' and family expectations frequently encourage students to seek part-time work. Furthermore, research by Lee and Nguyen (2020) has found that a pleasant working environment—characterized by supportive management, flexibility, and a positive workplace culture— encourages students to work part-time. Furthermore, past research has shown that personality traits are important predictors of work intentions. Kim and Park (2021) found that conscientiousness, extraversion, and openness to experience are positively connected with the chance of pursuing part-time employment since these characteristics frequently fit with the demands and social components of part-time jobs.

The several limitations of this study are that it is more focused on one state, Kelantan; only respondents in Kelantan answered these questions on factors that influence part-time employment among hospitality students. That means the limitation of this study is that it cannot generalize to the sub-circle of the entire population in Malaysia, which has almost four million people and hospitality students who have part-time employment. The recommendations for the next research should include from other districts in states Kelantan, such as Gua Musang, Pasir Putih, and Tanah Merah, for a more complete study of the factors influencing part-time employment among hospitality students. Since this study is cross-sectional, the researcher found that it is recommended to use a longitudinal study to see the pattern of how students in the city and rural places work while studying.

6.0 Conclusion

"I would have my cash to go out for fun" had the highest mean score in the first independent variable (IV), which is social pressure. The mean rating is 4.22. Most respondents believe that it is common in many social circles for students to be expected to engage in extracurricular activities like dining out, going out with friends, and other events that might cost money. As a result, there is a strong link between social pressure and employment intention among hospitality students at University Malaysia Kelantan.

This study's second independent variable (IV) is the working environment. The variable with the highest mean score in this one is "I share strong connections with my colleagues", with a score of 4.08. This can happen if it is influenced by several variables that affect how people interact with one another at work. Colleague camaraderie can be fostered in a positive and encouraging work environment that values open communication, teamwork, and respect for one another. As a result, there is a strong connection between the working environment and the employment intention of hospitality students at the University of Malaysia Kelantan.

The personality factor is this investigation's last independent variable (IV). I would have transferable skills, which is the question with the highest mean score (4.39). Personal qualities like motivation, flexibility, interpersonal skills, and work ethic are important in determining how people approach their part-time jobs and the abilities they acquire from them. For example, a driven person might actively look for chances to pick up new abilities and responsibilities, and someone with excellent communication skills might do well in team projects or customer service positions. Personalities and employment intention are significantly correlated among hospitality students at Universiti Malaysia Kelantan.

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Conflicts of Interest

There is no conflict of interest in this study.

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Factors Influencing Consumer Satisfaction with Food Delivery Service: A Study on FoodPanda Application in Kota Bharu, Kelantan

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Abstract: The study investigates the factors influencing consumer satisfaction with food delivery services, specifically focusing on the FoodPanda application in Kota Bharu, Kelantan. 109 usable responses were collected from participants residing in Kota Bharu, and the data were analysed using SPSS Version 29.0. The findings reveal that the variety of food, customer-perceived values and types of promotion significantly contribute to customer satisfaction. The implications of these findings are discussed, such as enhancing user experience for FoodPanda customers and providing actionable insights for the company to improve its services, thereby ensuring sustained customer satisfaction.

Keyword: Food Delivery Services; FoodPanda; Customer Satisfaction; Variety Of Food; Type Of Promotion; Customer Perceived Value

1.0 Introduction

The rapid growth of food delivery services has transformed how consumers access and enjoy food, particularly in urban areas. The advent of technology and mobile applications has facilitated this shift, making it easier for consumers to order food from their favourite restaurants with just a few taps on their smartphones. Among the various food delivery platforms available, FoodPanda has emerged as a prominent player in the Malaysian market, particularly in cities like Kota Bharu and Kelantan. As the urban population grows and consumers seek quick and efficient dining solutions, food delivery services have become integral to modern life. However, despite the rapid growth of this sector, customer satisfaction remains a critical challenge that service providers must address to maintain competitiveness and foster loyalty. One of the primary concerns regarding the food delivery services is food quality upon arrival. Many consumers have reported food arriving in poor condition, with spills and packaging failures leading to an unsatisfactory dining experience. Hanaysha (2016) mentions that when a meal arrives spilt or improperly packaged, it not only affects the visual appeal but also raises concerns about hygiene and the overall quality of food. Such experiences can lead to immediate dissatisfaction and deter customers from using the service in the future. Rahman (2020) emphasises the need for delivery services to ensure that food quality is maintained throughout the delivery process and not just stop at the restaurant. Failure to do so leads to negative reviews and a decline in repeat business. Another issue is the pricing of food delivery services compared to traditional dine-in experience. Many consumers perceive food delivery as more expensive than dining in, and it worsens when the quality of the delivered food does not justify the higher price (Uddin, 2019). Research indicates that while some consumers are willing to pay a premium for the convenience of delivery, they expect a corresponding level of quality and service. When the food quality does not align with the price paid, it leads to the perception of poor value, further exacerbating dissatisfaction. Beyond quality and pricing, satisfaction in food delivery services is influenced by various factors, including the variety of food offered, customer perceived value and promotional strategies. A diverse menu is essential for catering to consumers' varied tastes and diet preferences, enhancing the overall experience. Research indicates that customers' satisfaction levels increase significantly when they access various food options (Urdianti, 2023). This is particularly relevant in the case of FoodPanda, which partners with numerous merchants to provide an extensive selection of cuisines. This study investigates the factors influencing consumer satisfaction regarding the FoodPanda application, providing insights that can help improve delivery service and enhance customer loyalty. The study aligns with sustainable development goal 12, responsible consumption and production. This study focuses on sustainable consumption patterns by examining the role of food delivery services in improving consumer satisfaction while potentially influencing environmentally responsible practices such as reducing food waste and sustainable packaging.

2.0 Literature Review

Customer satisfaction plays a critical role in the success of food delivery services, as it directly influences consumer loyalty and repeat usage. The rapid growth of FoodPanda has prompted extensive research into the determinants of customer dissatisfaction. Service quality is often cited as an essential determinant of customer satisfaction in food delivery services. Liu et al. (2021) found that high service quality is essential for ensuring customer satisfaction and loyalty. On the other hand, Kwon et al. (2022) emphasise that both e-service quality and food quality are essential in determining customer satisfaction, highlighting the importance of delivering high-quality meals to enhance the consumer experience. Tran (2021) confirms that consumers appreciate having a wide selection of food options, enhancing their satisfaction. Trust and safety are also crucial considerations these days in food delivery services. As the COVID-19 pandemic hits, consumers are more satisfied when food

delivery services prioritise safety measures such as contactless delivery and hygiene protocols (Amin et al., 2021). Customers feeling safe will enhance satisfaction and willingness to continue using the platform.

The variety of food offered by food delivery services plays a pivotal role in shaping consumer satisfaction. In an increasingly competitive market, where numerous platforms vie for consumer attention, providing a diverse menu that caters to different tastes and preferences is essential. Jun et al. (2021) highlight that consumers are more likely to use online food delivery services when they perceive a wide range of food options, as this variety allows them to select meals that align with their preferences and dietary needs. The ability to choose various cuisines and dishes enhances the overall dining experience, increasing satisfaction. This finding is supported by Mulyawan et al. (2022), who emphasised that food quality, closely linked to the variety offered, positively influences customer satisfaction. The more options consumers have, the more likely they find something that meets their expectations, enhancing their overall experience with the service. Maemunah et al. (2023) argued that operational performance, including the variety of food offered, affects customer satisfaction. If the variety does not meet consumer expectations, it leads to disappointment and dissatisfaction. This is particularly relevant in FoodPanda, where the diversity of food options is a crucial selling point. Failure to provide sufficient variety may result in customers seeking alternatives. Hence, the following hypothesis was developed: *H1: Variety of food positively influences customer satisfaction*

Customer perceived value is defined as the overall assessment of the utility of a product or service based on what is received and what is given (Slack et al., 2020). In food delivery services, perceived value is shaped by multiple factors, including service quality, food quality, pricing and overall customer experience. Research has shown that higher perceived value fosters loyalty (Maemunah et al., 2023). When customers perceive high service quality, they are more likely to feel they are receiving good value for money (Wu, 2024). This is supported by Nakapthom (2024), who mentions that the ability of service providers to meet customer expectations through reliable and efficient service delivery is essential for enhancing perceived value. Nugraha (2024) emphasises that when food meets or exceeds customer expectations, it positively influences perceived value. Customers receiving quality meals are believed to influence overall satisfaction and services. Hence, the following hypothesis was developed: *H2: Customer perceived value positively influences customer satisfaction.*

Promotion types are essential to attract customers, enhance perceived value and drive sales. The effectiveness of various promotional types can significantly influence consumer satisfaction. Promotions in the food delivery sector can take various forms, such as discounts, loyalty programs, limited-time offers and bundled deals. Each promotion serves a distinct purpose and can appeal to different consumer segments. For instance, discounts and coupons are widely recognised as practical promotion tools that can incentivise first-time users to try a service (Jiffry et al., 2022). “buy one, free one” is particularly appealing to consumers, as they provide immediate financial benefits and enhance perceive d value of the service. Loyalty programs, which reward repeat customers with points or discounts, are another common promotional strategy in the food industry. These programs encourage repeat purchases and foster a sense of belonging and appreciation among customers (Albuquerque et al., 2019). Loyalty programs can significantly influence customer satisfaction and retention by providing tangible rewards for continued patronage (Liyanasooriya, 2023). Mialon et al. (2021) are in line that customers are more likely to remain loyal to brands that recognise and reward their loyalty. Hence, the following hypothesis was developed: *H3: Types of promotion positively influence customer satisfaction.*

Supported by the theory of planned behaviour, the following framework illustrates three independent variables: a variety of food, customer perceived value and types of promotion. Consumer satisfaction is the dependent variable. In total, three hypotheses are developed and tested in this study.

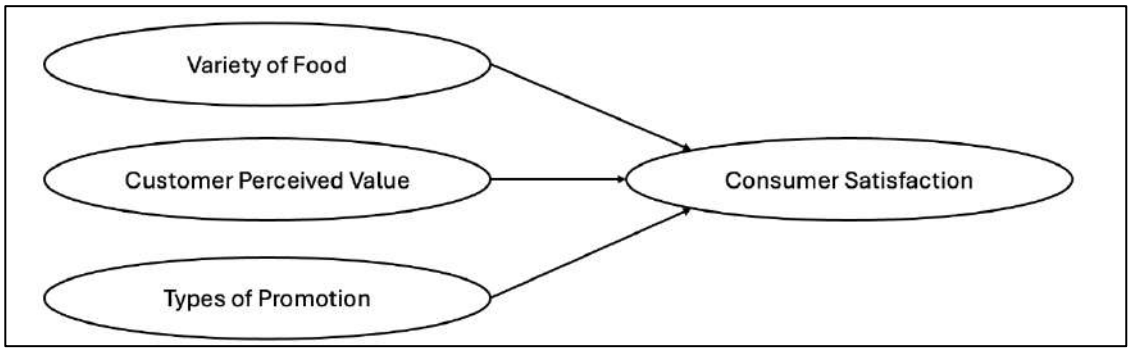

Figure 1: Research Framework

3.0 Methodology

The study employed a quantitative research design to collect data from respondents regarding factors influencing consumer satisfaction with the Foodpanda application. The target population for this research consists of users of the Foodpanda application in Kota Bharu, Kelantan, according to the Department of Statistics Malaysia (2019). Kota Bharu has a population of 577,301 residents, while Kelantan has a population of 1.89 million. The focus is on the internet users in Kelantan, which is 83.4 per cent of households in the state that have internet connectivity. Internet access is essential for utilising food delivery services and facilitating communication between users and delivery riders. The minimum sample size was determined using G*Power software. The study required 103 respondents to ensure the validity of the findings. A non-probability sampling

technique, specifically a stratified sampling, was employed. This method divides the population into subgroups (strata) based on characteristics such as gender and age, ensuring proportional representation from each stratum. Data was collected using an online structure questionnaire. Screening questions were included to ensure the respondents belonged to the correct study category. The measurement items were adapted from past research, and the questionnaire used a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Data was analysed using SPSS Version 29.0.

4.0 Results

The demographic profile of respondents is presented in Table 1. According to the survey, there are more women (59.6 per cent) than men (40.4 per cent) among the participants. With (34.9 per cent) of respondents between the ages of 20 and 29 and those between the ages of 18 and 20 and 30-39 makeup (32.1 per cent) of the sample, the age distribution is dominated by young people: ages 50 and older make up about (0.9 per cent) of the population. As for the educational background, the most significant proportion of participants own a Bachelor's degree (35.8 per cent), while equally proportions hold a Diploma and a Master's degree (31.2 per cent each). A small percentage (1.8 per cent) has reached the SPM Level, while a large fraction (42.2 per cent) are students now. Employment status among respondents shows that the majority are employed (56.9 per cent), while (42.2 per cent) are students. A small percentage (0.9 per cent) are self-employed. Racially, the sample is diverse, with Malays making up (35.8 per cent), followed by Indians (31.2 per cent), Chinese (29.4 per cent), and a small group classified as "Others" (3.7 per cent). Most respondents are married (62.4 per cent), while (37.6 per cent) are single. The income levels vary, with the largest group earning less than RM1999 per month (41.3 per cent)). This is followed by those earning RM2000-RM2999 (26.6 per cent) and RM3000-RM3999 (31.2 per cent). A small percentage (0.9 per cent) earn more than RM5000 monthly. As for how frequently respondents use the service, the majority (57.8 per cent) utilise it six to ten times a month. A small 0.9% use it 11–15 times a month, while the remaining groups use it 1–5 times (10.1 per cent) and 16–20 times (31.2 per cent) monthly. RM11-RM20 (35.8 per cent) is the most common spending category, followed by RM21-RM30 and RM31-RM40 (31.2 per cent each), according to the average purchase amount per order. Just 1.8% of orders cost RM10 or less, and 0.9% cost RM41 or more.

Table 1: Demographic Profile of Respondents

Category	Sub-Category	Frequency	Percent (%)
Gender	Male	44	40.4
	Female	65	59.6
Age	18-20 years old	35	32.1
	20-29 years old	38	34.9
	30-39 years old	35	32.1
	50 years old and above	1	0.9
Education	SPM Level	2	1.8
	Diploma	34	31.2
	Bachelor’s degree	39	35.8
	Master’s degree	34	31.2
Occupation	Student	46	42.2
	Employed	62	56.9
	Self-Employed	1	0.9
Races	Malay Chinese Indian Others	39 32 34 4	35.8 29.4 31. 3.7
Marital Status	Married Single	68 41	62.4 37.6
Monthly Income	Less than RM1999 RM2000-RM2999 RM3000-RM3999 More than RM5000	45 29 34 1	41.3 26.6 31.2 0.9
Monthly Usage Frequency	1-5 times in month 6-10 times in month 11-15 times in month 16-20 times in month	11 63 1 34	10.1 57.8 0.9 31.2
Average Purchase Amount per Order	RM10 and below RM11-RM20 RM21-RM30 RM31-RM40	2 39 34 34	1.8 35.8 31.2 31.2

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The descriptive analysis for all the indicators in the study is shown in Table 2. The variables were measured using a five-point Likert scale. The variety of food had the highest mean of all the structures, at 4.4924. This was followed by the type of promotion (4.3303) and customer satisfaction (4.2202). Customer perceived value had the lowest mean score, with 4.1804 as its average.

Table 2: Descriptive Statistics

Variable	Mean	Standard Deviation
Customer Satisfaction	4.2202	0.42942
Variety of Food	4.4924	0.43175
Customer Perceived Value	4.1804	0.69468
Types of Promotion	4.3303	0.44789

The results in Table 3 indicate the reliability statistics. The reliability analysis for customer satisfaction is 0.556, suggesting that the items have relatively high internal consistency. The reliability analysis for a variety of foods, customer perceived value, and type of promotion, the value of Cronbach's Alpha coefficient is 0.474, 0.890, and 0.449, suggesting that the items have relatively high internal. So, the highest Cronbach's Alpha for independent variables is customer perceived value, which is 0.890. The second highest is the variety of food, which is 0.474, and the lowest Cronbach's Alpha is the type of promotion, which is 0.449.

Table 3: Reliability Statistics

Variable	Number of Item	Cronbach's Alpha
Variety of Food	3	0.474
Customer Perceived Value	3	0.890
Types of Promotion	3	0.449
Customer Satisfaction	5	0.556

Pearson's correlation analysis is a statistical method for determining the direction and strength of a linear relationship between two continuous variables. This study investigates potential correlations between the independent variable (food variety, customer perceived value, and type of promotion), which measures how satisfied customers are with Using Foodpanda in Kota Bharu. The results are in Table 4.

Table 4: Correlation Analysis

		CS	VoF	CPV	ToP
CS	**Pearson Correlation**	1	.465**	.486**	.581**
	Sig. (2-tailed)		.000	.000	.000
	N	109	109	109	109
VoF	**Pearson Correlation**	.465**	1	.325**	.715**
	Sig. (2-tailed)	.000		.001	.000
	N	109	109	109	109
CPV	**Pearson Correlation**	.486**	.325**	1	.213*
	Sig. (2-tailed)	.000	.001		.026
	N	109	109	109	109
ToP	**Pearson Correlation**	.581**	.715**	.213*	1
	Sig. (2-tailed)	.000	.000	.026	
	N	109	109	109	109

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

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4 shows there is a moderate positive correlation between a variety of food and customer satisfaction ($r=0.465$, $p<0.01$), a moderate positive correlation between customer perceived value and customer satisfaction ($r=0.486$, $p<0.01$), a strong positive correlation between type of promotion and customer satisfaction ($r=0.581$, $p<0.01$). Type of promotion has the strongest direct relationship with consumer satisfaction in using FoodPanda application.

5.0 Discussion

The findings of this study provide valuable insights into factors influencing consumer satisfaction with FoodPanda's application among Kota Bharu consumers. Three key variables, variety of food, customer perceived value and type of promotion, were found to have a significant, positive relationship with consumer satisfaction. Variety of food has a moderate positive correlation with consumer satisfaction, H1 supported the study. The findings align with Jun et al. (2021), Mulyawan et al. (2022), Maemunah et al. (2023). This suggests that a broad selection of food options on FoodPanda significantly enhances consumer satisfaction. Customers appreciate having a range of restaurant choices and cuisines, making the app more appealing for daily use. Diversifying and expanding food options would be a more sustainable option for FoodPanda. By partnering with more restaurants and offering diverse menu options, FoodPanda can strengthen its competitive advantage and cater to a broader customer base. Customer perceived value also has a moderate positive correlation with consumer satisfaction; H2 supported the study and was in line with past researchers emphasising the positive influence of customer perceived value on consumer satisfaction (Slack et al., 2020; Maemunah et al., 2023; Wu, 2024; Nakapthom, 2024; Nugraha, 2024). Factors such as quality of service, customer support, and cost-effectiveness contribute to higher perceived value and influence users to use FoodPanda. Hence, FoodPanda should focus on effective communication, customer service, accessibility and feedback mechanisms. Type of promotion had the strongest positive correlation with consumer satisfaction, and H3 supported the study. The findings corroborated with findings from Jiffry et al. (2022), Albuquerque et al. (2019), Liyanasooriya (2023) and Mialon et al. (2021). Consumers highly value promotional offers like discounts, free delivery, coupons and loyalty plans, as they reduce the cost of using FoodPanda and make it more attractive. Regularly offering promotions is an effective way to boost satisfaction and incentivise usage.

6.0 Conclusion

In conclusion, this study has identified key factors influencing consumer satisfaction with food and its application in Kota Bharu, Kelantan. The variety of food, customer perceived value and promotion types positively impacted consumer satisfaction. These findings show the importance of understanding consumer perceptions and preferences in the competitive landscape of food delivery services. FoodPanda can enhance its service delivery, ensuring sustained customer satisfaction and loyalty in the long term.

Conflicts of Interest

The authors declare no conflict of interest.

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The Study on Effect of Social Media Influencer Towards Customer Buying Decision

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Abstract: The study investigates the impact of social media influencers (SMIs) on customer purchasing decisions in the hospitality sector. With the growing role of social media in shaping consumer behavior, trust in SMIs has emerged as a crucial factor influencing customer decisions. This research aims to explore the relationship between trust, information quality, online reviews, and their collective influence on customer buying decisions. Using a quantitative approach, data were collected from 351 respondents in Kota Bharu, Kelantan through an online survey. The analysis included Pearson correlation to assess the relationship between the independent variables (trust, information quality, and online reviews) and the dependent variable (customer buying decision). Results indicated significant positive relationships between all three independent variables and customer buying decisions, with trust and information quality showing the strongest correlations. These findings suggest that hospitality brands can leverage the credibility and influence of SMIs to enhance customer trust and provide high-quality information, thereby improving buying decisions. The study concludes that SMIs play a pivotal role in modern marketing strategies, with trust being a key driver in shaping customer behavior. It recommends that hospitality marketers strategically engage influencers to foster trust and create meaningful customer experiences, leading to better decision-making and increased customer loyalty.

Keyword: Customer buying decision, trust, information quality, online review, social media influencer

1.0 Introduction

The emergence of social media influencers (SMIs) as independent third-party endorsers has transformed the marketing landscape, utilizing platforms such as Facebook, Instagram, and Twitter to engage and influence their audiences' opinions. Given the critical role that SMIs play in shaping consumer decisions, a comprehensive overview of existing research on this evolving domain is essential. Advances in technology have enabled the tracking and analysis of influencers' activities, revealing that metrics such as daily blog hits, likes, shares, and follows significantly drive audience engagement (Vrontis & Makrides, 2021). Over the past few decades, the integration of the internet and mobile technologies into daily life has altered social and societal trends, impacted consumer behavior and fostered trust issues regarding the authenticity of influencer-generated information (Zak & Hasprova, 2020). As Agostino et al. (2019) describe, influencers are seen as trusted sources by social media users, yet scepticism arises when consumers perceive that these individuals promote products solely for financial gain. This scepticism is compounded by the promotion of energy-dense, nutrient-poor food products by food and beverage companies targeting adolescents, as noted by Frazier & Harris (2019), alongside the unrealistic expectations that consumers may develop from curated influencer content on platforms like Instagram (Reagan et al., 2020; Vassallo et al., 2018). In response to these dynamics, this study seeks to investigate the impact of social media influencers on customer purchasing decisions, aiming to synthesize insights from previous research and offer actionable recommendations for marketers utilizing influencer marketing as a strategic tool in today's digital marketplace. Specifically, the research has three objectives: (1) to identify the relationship between trust and customer buying decisions toward social media influencers, (2) to assess the relationship between information quality and customer buying decisions, and (3) to examine the relationship between online reviews and customer buying decisions regarding social media influencers.

2.0 Literature Review

2.1 Trust

The increasing influence of social media influencers (SMIs) is significantly shaping customer behavior in the travel industry. Trust plays a crucial role in influence and tourism marketing, playing a key role in establishing and sustaining successful long-term relationships between organizations and customers. As outlined by Rahmawati (2018), customer trust is the perception of reliability from the customer's perspective, often rooted in experience or a series of transactions marked by meeting expectations regarding product performance and satisfaction. Trust emerges as a pivotal factor in influencing both purchase intention and the intention to engage in Electronic Word-of-Mouth (e-WOM) (Zainudin et al., 2020). Previous research has highlighted the significance of e-WOM as a key indicator of trust (Akhmad et al., 2021). Trust remains a crucial consideration for companies and has been a subject of extensive research, explored by numerous scholars across various disciplines. In the late 1990s, researchers in the hospitality industry began delving into the study of trust, and over the years, its significance in marketing has become increasingly apparent.

2.2 Information Quality

The value-added model's definition of quality offers the broadest context for comprehending the idea of "information quality." It is predicated on the idea that users evaluate information objects by assigning a specific value to one while disregarding others, leading them to select certain objects over others. In other words, users are continuously evaluating content while keeping an eye on a range of information systems and extracting what appears to be valuable. Instagram users needed a set of quality indicators for information systems while searching for information about products that influencers were promoting, and this information is contained in the Information Quality (IQ) variable. It is comprehensive, simple to read, and pertinent (DeLone, 2016). The quality of the information influences Instagram users' intention to buy. It is recommended that brands and marketers focus on the information qualities of their products. Instagram users who come across content that is thorough, pertinent, and easily comprehensible and is supported by marketing influencers are more likely to make a purchase.

2.3 Online Review

Online reviews, a unique type of electronic word of mouth (eWOM), have become more and more common among citizens in this setting, emerging as a new communication channel (Wang et al., 2018). Previous studies indicate that since customers are more independent and credible due to their lack of a vested interest, the information provided by them, such as online reviews, is more compelling than material created by marketers (Plotkina and Munzel, 2016). When deciding what to buy based on online reviews, the reviews must be trusted. It seems to make sense that both customers and advertisers are very interested in review credibility given the significance of credibility in the context of online reviews and related purchase decisions. However, customers are now more aware of this issue and are questioning the legitimacy of these reviews due to the continuing public debate about phony internet reviews (Munzel, 2016). Numerous e-commerce and social media research have taken review consistency into account and established it as a significant auxiliary cue about online reviews (Munzel, 2016). Customers can quickly compare similar ratings on websites that host reviews.

2.4 Customer Buying Decision

A person's choice while making a purchase can be influenced by a number of circumstances. According to Rimna et al (2022) people use the internet to carry out various activities, including looking for various information about many things, communicating with various people without being limited by distance and time, and even people can carry out a number of financial transactions and make buying and selling transactions via the internet. That is why making the customer's buying decision a complex and changing process. For organizations looking to effectively engage with their audience and customize solutions to match their needs, it is key to understand the process, which involves both personal preferences and external influences. The context for examining the complex factors that influence customers' purchasing decisions is established by this easily understood beginning. According to Qazzafi. S (2020) the understanding about the factor affecting customer buying behavior is very interesting, how an individual or customer is influenced by the factors which influenced him or her for purchasing a specific goods or services. These factors have distinct characteristics that can be divided into four categories: personal, psychological, social and economic (Qazzafi. S, 2020).

2.5 Research Framework

A study framework has been presented to examine the link to discover the effect of social media influencer towards customer buying decisions. Trust (Rahmawati, 2018) Information quality (De Lone, 2016) Online review (Munzel, 2016).

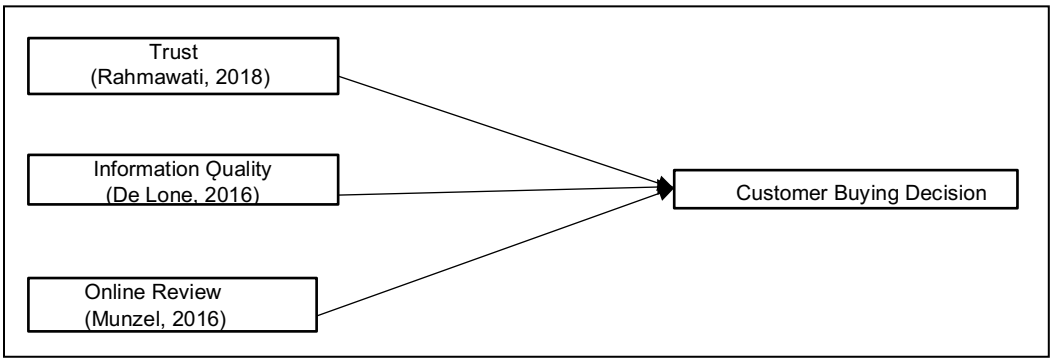

Figure 1: Conceptual frameworks relationship between trust, information quality, and online review and effect of social media influencer towards customer buying decision.

3.0 Methodology

Study method (qualitative or quantitative). The authors have to explain study design. The term "methodology" describes the structured and methodical framework or technique used in performing research, studies, or methodical inquiry. It encompasses the guidelines, practices, and principles that direct data collection, analysis, and interpretation, leading to conclusions and recommendations. A robust methodology is crucial for any research project, as it provides researchers with a structured approach to address their research questions or objectives, ensuring the study's validity, rigor, and replicability. This chapter outlines the methodology for this study, detailing the research design, target population, sampling method, data collection procedures, and data analysis techniques used.

3.1 Research Design

In this study, quantitative methods were used to investigate the influence of social media influencers on customer buying decisions. Data were collected via a structured questionnaire, which serves as an efficient tool for gathering responses on consumer behavior. Descriptive research was conducted to examine patterns in customer decision-making, and the analysis was supported by statistical methods to test the relationships between variables such as trust, information quality, and online reviews. Results from the analysis were presented using numerical data, including means, standard deviations, and correlations, allowing for clear and objective conclusions. The focus on quantifiable data provides insights into the broader population, ensuring the findings are both reliable and applicable.

3.2 Population

The population in this study refers to the group of individuals relevant to the research focus, which examines the effect of social media influencers on customer buying decisions in Kota Bharu, Kelantan. The population includes all customers in Kota Bharu who regularly engage with social media platforms such as Facebook, YouTube, and Instagram, and who rely on influencer reviews when making online or in-person purchase decisions. Social media users who follow influencers for recommendations on products or services form the core of the target population he study targets individuals aged 18 and older who actively interact with influencer content, particularly in industries such as beauty, fashion, fitness, travel, and technology, where influencers play a significant role in shaping consumer behavior. These individuals are chosen because of their varying experiences with product and service quality, which can provide insights into how influencer recommendations impact buying decisions. Given the scope of the study, a sample size of 384 respondents was deemed appropriate to represent the broader population of social media users in Kota Bharu who engage with influencer content. This sample size ensures a reliable representation of the population while allowing for meaningful statistical analysis of the data.

3.3 Sample Size

The sample size refers to the total number of participants selected for a study and plays a critical role in determining the accuracy, reliability, and generalizability of the research findings. A larger sample size enhances the ability to detect outliers, reduces the margin of error, and improves the precision of the estimates. Conversely, a smaller sample size may still capture significant effects but can lead to an underpowered study, potentially affecting the robustness of the conclusions. In this study, the sample size was calculated using a standard formula to ensure that it adequately represents the population. Given the fluctuations in hotel occupancy rates in Kota Bharu due to various factors such as events and seasons, the exact population size is uncertain. However, to ensure a representative sample for studying the influence of social media influencers on customer purchasing decisions, a minimum sample size of 384 respondents was determined to be appropriate. This sample size provides sufficient data for meaningful analysis and ensures that the findings can be generalized to the broader population.

3.4 Sampling Method

For this study on the impact of social media influencers on customer purchasing decisions in Kota Bharu, Kelantan, a non-probability sampling method was employed, specifically using convenience sampling. This method involves collecting data from participants who are readily available and willing to participate (Wienclaw, 2019). Convenience sampling is commonly used in social science research due to its ease of implementation and the ability to gather responses quickly. In this study, the focus was on customers who had used social media influencers' recommendations to purchase products or food in Kota Bharu. Most of these customers made their purchases through digital devices, such as computers and smartphones. Respondents were selected based on their accessibility, with no strict randomization, as the objective was to gather insights from active social media users.

To facilitate data collection, a survey was created using Google Forms and distributed through social media platforms like Telegram and WhatsApp. This approach helped ensure a broad reach and allowed the researchers to efficiently gather responses from the target population. The use of digital tools and platforms was instrumental in increasing the response rate, making the data collection process more streamlined.

3.5 Data Collection Procedure

Data collection is a systematic process that involves gathering observations or measurements to gain insights into the research problem. In this study, convenience sampling was used to select participants based on their accessibility. While convenient, this non-randomized approach can introduce bias, as the sample may not fully represent the broader population. To gather data on customer buying decisions influenced by social media, an online questionnaire was distributed through Google Forms. This platform was chosen for its efficiency in reaching respondents and collecting large amounts of data. The survey was distributed via multiple channels, including email, WhatsApp, and QR codes, to maximize reach and convenience. The questionnaire collected demographic information (age, gender, education) and responses related to key variables such as trust in social media influencers, information quality, and online reviews.

3.6 Data Analysis

Data analysis involved preparing the data for analysis by converting it into a machine-readable format suitable for software like SPSS. The questionnaire was distributed via social media platforms such as Facebook and Instagram. Descriptive statistics, including mean, median, mode, and frequency distributions, were utilized to provide an overview of the sample characteristics, such as demographics and responses related to customer satisfaction. Reliability was assessed using Cronbach's Alpha to ensure internal consistency among survey items, with values above 0.7 indicating acceptable reliability. Additionally, Pearson correlation analysis was performed to examine the relationships between independent variables (pricing, value, food quality, and service quality) and the dependent variable (customer satisfaction). The correlation coefficients ranged from -1 to +1, where values closer to 1 indicate a strong positive correlation. This systematic approach to data analysis allowed for robust insights into how different factors influence customer purchasing decisions, thereby informing the study's findings and implication

4.0 Results

There is four demographic profiles which are gender, age, occupation, income, and education of stud. The data for 59.8% were female, 74.4%were between 16-25 years old, 73.5% were students, 60.6% were income RM 500 and below and 86.4% were degree.

4.1 Reliability Analysis

In this study, a reliability test has been conducted to evaluate Cronbach’s Alpha values for each variable. The Cronbach’s Alpha value of the questionnaire was in the range of 0.831 to 0.865, above the acceptance level of 0.6. The online review of customer buying decision produced the high coefficient value of 0.840. For the information quality they have a reliability of 0.865 and the trust produces a high coefficient value of 0.831.

4.2 Descriptive analysis

Table 4.2 shows the dependent variable of the customer buying decision. The are six (6) items for these dependent variables. The highest means is on the question “the availability of discounts or promotions influenced my buying decision” with the 4.1681. which makes that question is most of the respondents support this statement. Whereas the lowest is on the question “I am more likely to consider buying a product if a social media influencer endorses it”. Which is only 3.9744. But for the standard deviation, this question is the highest. Meanwhile, the lowest standard deviation is on the question “I trust recommendations from social media influencers when purchasing products” with only 0.93804.

The table presents the independent variable of online review. The are six (6) items for these independent variables. The highest of means is on the question “reviews are important when shopping online” with 4.2080. that will make this question is the majority of the respondents agree with this statement. Meanwhile, the lowest is on the question “online review gives me a feeling of trust with only 3.9516. But for standard deviation, this question is the highest than the other question with 1.00025. Meanwhile, the question “online reviews make a product to be trustworthy” is the lowest that others which are only 0. 96153..

The table presents the independent variable of information quality. The are six (6) items for these independent variables. The highest means on the question “influencer explain information that fits with facts” with 4.1188. which makes this question most of the respondents support this statement. But for the standard deviation, this question is the lowest than other questions with only 0.92781. The lowest for means is on this question “the social media influencer in content provides correct information” with only 3.8743. Meanwhile, this question is the highest of standard deviation 1.02472.

Table 1: Descriptive analysis of items

Online Review	N	Mean score	Standard Deviation
Online reviews give me a feeling of trust	351	3.95	1.00
Online reviews make a product to be trustworthy	351	4.03	.961
I have trust in the reviews found on online stores	351	3.96	1.00
Reviews are important when shopping online	351	4.20	.961

The information about an online store provided by the influencers that I follow is useful to me	351	4.05	.975
I believe the online review if the reviewer is a product user	351	4.09	.976
Information quality			
The social media influencer in content provides correct information	350	3.87	1.024
The content of this social media influencer provides up-to-date information.	351	4.01	.989
The information provided In the blogs of this social media influencer is helpful to me.	350	4.02	.958
The information provided in the blogs of this social media influencer is complete.	350	3.90	1.001
Influencers explain information in an attractive way.	351	4.08	.948
Influencers explain information that fits with facts	345	4.11	.927
Trust			
I often make a purchase based on a recommendation from a social media influencer	349	4.11	.924
I trust that social media influencers provide honest opinions about the products or services they promote.	350	3.86	1.066
I consider the credibility and reputation of a social media influencer before making a purchase decision	350	4.03	1.020
I often research a product or service recommended by a social media influencer before making a purchase. I never felt misled or deceived by a social media influencer's recommendation.	351	3.85	1.150
I never felt misled or deceived by a social media influencer's recommendation.	350	3.92	1.085
I believe that social media influencers have responsibility to disclose any of interest, such as sponsored content or affiliate partnerships.	351	4.05	.948

4.3 Pearson correlation analysis

Table 2 shows the result of the correlation between the independent variable and dependent variables by using Pearson's Correlation Coefficient. According to the table, the online review and customer buying decision have a moderately high positive correlation, r = 0.578. The correlation coefficient indicated a moderately high positive correlation between online reviews and customer buying decisions. Next, the customer's buying choice and information quality have a value of r = 0.726, according to the second correlation displayed in Table 4.17. This number denotes a strong positive connection, under Table 4.16's correlation coefficient size thumb rule. Additionally, the result demonstrates that the correlation (r) value was attained, which is 0.709. The data suggested a strong positive association between consumer purchase decisions and trust, as per the thumb rule.

In conclusion, all significance values mentioned in the table are less than 0.01, indicating statistical significance since a two-tailed test was used. Researchers can conclude that there is a statistically significant correlation between all variables. This also proves that the null hypothesis of the research is rejected, and there is a positive relationship between customer buying decisions, online reviews, information quality, and trust.

Table 2: Pearson's Correlation Matrix for Study Variables

		Online review	Information quality	Trust
Customer buying decision	Pearson Correlation	1	0.578**	0.726**
	Sig. (2-tailed)		0.001	0.001
	N	351	351	351
Online review	Pearson Correlation	0.578**	1	-
	Sig. (2-tailed)	0.001		-
	N	351	351	351
Information quality	Pearson Correlation	0.726**	-	1
	Sig. (2-tailed)	0.001	-	
	N	351	351	351
Trust	Pearson Correlation	0.709**	-	-
	Sig. (2-tailed)	0.001	-	-
	N	351	351	351

5.0 Discussion and Recommendations

This study investigated the relationships between online reviews, information quality, trust, and customer buying decisions in Kota Bharu, Kelantan. The findings indicate a significant positive correlation between each independent variable and customer purchasing behavior. Specifically, the analysis revealed that online reviews (r = 0.578), information quality (r =

0.726), and trust (r = 0.709) all positively influenced consumer decisions, affirming the hypotheses of the study. These results underscore the importance of online reviews as a form of social validation, which can reduce perceived purchasing risks by providing potential buyers with reassurance based on others' experiences. Furthermore, high-quality information enhances purchase intentions by equipping customers with comprehensive and relevant details, thereby enabling informed choices.

However, the study faced limitations, such as the time constraints during data collection and potential biases due to the convenience sampling method. These factors may affect the generalizability of the findings. Future research should consider expanding the study area and exploring additional variables that may impact consumer buying decisions, including content relevance, engagement levels, and influencer credibility. Employing quantitative methods, such as surveys or experimental designs, is recommended to allow for larger sample sizes and more rigorous statistical analysis. Additionally, investigating different consumer segments could provide deeper insights into how various demographics respond to influencer marketing, ultimately optimizing marketing strategies.

In summary, the study highlights the crucial role of online reviews, information quality, and trust in shaping customer purchasing decisions. The findings offer valuable insights for marketers aiming to leverage social media influencers effectively. Future research should build on these insights to further explore the complexities of consumer behavior in the digital marketplace.

6.0 Conclusion

The study concludes that social media influencers significantly impact customer purchasing decisions through three main factors: online reviews, information quality, and trust. the purpose of this study was to determine the factors that effect of social media influence towards customer buying decision in Kota Bharu, Kelantan. An analysis has been conducted on the relationship between three independent variables trust, information quality, and online reviews—and the dependent variable, the customer's buying decision. Additionally, the quality of information provided by influencers, such as the accuracy, relevance, and credibility of content, strongly influences consumers' trust and buying behavior. 351 participants who met the minimum age requirement of 16 to 25 years old were asked to complete the survey. Using SPSS analysis, 351 data were examined. Each and every theory is validated. Additionally, there is a substantial correlation between each independent variable and the dependent variables.

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Conflicts of Interest

In this study, there is no conflict of interest.

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Customer Satisfaction Towards Self Ordering Kiosk Usage In Quick Service Restaurant

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Abstract: The rapid adoption of self-ordering kiosks in quick-service restaurants, accelerated by technological advancements and the COVID-19 pandemic, has transformed customer interactions in the food service industry. This study aims to assess customer satisfaction with self-ordering kiosks by analysing the relationship between key factors such as safety and security, service quality, and convenience. The research employed a quantitative approach, with data collected from 384 respondents via online questionnaires. Descriptive statistics and correlation analysis were used to evaluate these factors. The results indicate a strong positive correlation between the independent variables—safety, service quality, and convenience—and overall customer satisfaction. In particular, respondents rated service quality and convenience highly, appreciating the timesaving and customization capabilities of the kiosks. The discussion highlights the significance of technological readiness and customer trust in driving the adoption of self-ordering kiosks. This study concludes that quick-service restaurants can enhance customer loyalty by improving the reliability and security of self-service technologies. Future research should expand on these findings by exploring diverse restaurant settings and larger sample sizes.

Keyword: Customer satisfaction, Self-ordering kiosk, Safety and security, Service quality, Convenience

1.0 Introduction

The rise of self-ordering kiosks in quick-service restaurants marks a transformative shift in the food service industry, significantly enhancing customer convenience and operational efficiency. Quick-service restaurants face unique challenges, including the need for rapid service and the accommodation of diverse customer preferences. Consequently, many establishments have embraced self-ordering kiosks to streamline the ordering process, reduce wait times, and improve order accuracy. These digital kiosks not only enable customers to place and customize their orders but also contribute to a more personalized dining experience. As noted by Ishak et al. (2021), the food service sector is increasingly adopting digital dining solutions that enhance the desirability and participatory nature of restaurant visits. Understanding customer satisfaction with these kiosks is essential, as it directly influences both the dining experience and the operational success of the restaurants. While the adoption of self-ordering kiosks in Malaysian quick-service restaurants offers promising solutions amid challenges like high implementation costs and varying levels of technological readiness (Zulkifly, 2017), it is crucial for restaurant owners to ensure customers are prepared to embrace this technology (Chevers & Spencer, 2017). Touchscreen technologies, such as self-ordering kiosks, are particularly attractive to tech-savvy millennials, yet the extent of their acceptance and impact on customer satisfaction remains underexplored (Cho & Fiorito, 2010; Cross, 2017). This study aims to investigate customer satisfaction towards self-ordering kiosk usage in Malaysian quick-service restaurants, addressing critical gaps in understanding how technological advancements influence consumer behavior and satisfaction in the food service industry. By identifying the relationships between safety and security, service quality, convenience, and customer satisfaction with kiosk usage, this research aspires to provide insights that can enhance operational strategies and improve customer experiences. The findings not only aim to inform academic literature but also offer practical insights for quick-service restaurants, enabling them to optimize service delivery and enhance customer loyalty. Furthermore, the research serves as an educational resource for households, helping current and potential customers understand the benefits of self-ordering kiosks and make informed dining decisions.

2.0 Literature Review

Quick-service restaurants are growing everywhere because they are using more and more self-service kiosks for restaurant services. This is because it strongly supports restaurant customer service and facilitates many parts of restaurant service, both directly and indirectly. A service like this, which the public may need to realise, has already increased customer satisfaction with its use. Therefore, customer satisfaction with the self-service kiosk in this quick-service restaurant can be seen in several aspects, such as the safety and security, service quality (accuracy and speed) and convenience.

2.1 Customer Satisfaction

Understanding customer satisfaction involves identifying their expectations and experiences, which are crucial for businesses aiming to meet customer demands effectively (Ograjensek & Gal, 2019). Key metrics such as revisit and refer intentions are used to quantify satisfaction, reflecting customers' likelihood to return or recommend a service provider (Abdullah et al., 2018). Customer satisfaction is closely tied to perceptions of service quality and engagement, influencing how customers perceive and interact with products and services. Satisfied customers not only contribute to business success through repeat

patronage but also enhance their overall satisfaction by providing positive feedback. The advent of self-ordering kiosks in the quick-service restaurant sector has generated considerable interest in understanding customer satisfaction and its determinants. Research indicates that self-ordering kiosks enhance the dining experience by offering personalized services, reducing wait times, and improving order accuracy, thus meeting the increasing consumer demand for convenience and efficiency (Ishak et al., 2021). Customer satisfaction in this context is influenced by several factors, including perceived ease of use, system reliability, and the overall user experience (Cho & Fiorito, 2010; Cross, 2017). The integration of touchscreen technology has been particularly effective in appealing to tech-savvy demographics, such as millennials, who prioritize convenience and interactivity in their dining experiences (Zulkifly,2017). However, challenges such as high implementation costs and varying levels of customer technological readiness remain significant barriers to widespread adoption (Chevers & Spencer, 2017). Moreover, studies suggest that enhancing aspects like safety and security, service quality, and convenience are critical for fostering customer satisfaction in self-ordering systems (Zulkifly, 2017; Chevers & Spencer, 2017). This literature underscores the need for further empirical investigation into customer satisfaction dynamics in the context of self-ordering kiosks, particularly in emerging markets, to better understand consumer behavior and preferences and inform operational strategies that enhance service delivery and customer loyalty.

2.2 Self-ordering Kiosk

The implementation of self-ordering kiosks has become increasingly prevalent in the quick-service restaurant industry, driven by the need for enhanced customer convenience and operational efficiency. These digital interfaces empower customers to place and customize their orders independently, thereby reducing wait times and improving order accuracy (Ishak et al., 2021). Research highlights that self-ordering kiosks not only streamline the ordering process but also contribute to elevated customer satisfaction by offering a personalized dining experience (Cho & Fiorito, 2010). The effectiveness of these kiosks is further influenced by factors such as perceived ease of use, system reliability, and the overall user interface design, which collectively shape customer perceptions and acceptance of the technology (Cross, 2017; Zulkifly, 2017). Self-ordering kiosks are a prominent form of self-service technology (SST) increasingly adopted in the hospitality industry (Rastegar, 2018; Robertson et al., 2016). These kiosks allow customers to customize orders, make payments, and bypass traditional staff interactions, enhancing efficiency in quick-service restaurants (QSRs) like McDonald's and KFC in Malaysia (Tariq, 2019). Benefits include reduced wait times, improved order accuracy, and enhanced menu customization capabilities. Despite their advantages, concerns remain regarding customer acceptance due to potential technological barriers and security issues (Rastegar, 2018). Continuous assessment of customer satisfaction with self-ordering kiosks is essential for optimizing their implementation and ensuring user trust and convenience.

2.3 Safety and Security

Safety and security are critical considerations in the implementation and utilization of self-ordering kiosks in the quick-service restaurant industry. As these digital platforms become more integrated into customer interactions, ensuring the protection of sensitive customer data, such as payment information and personal details, is paramount (Zulkifly, 2017). Security in self-ordering kiosks is crucial for protecting user data against fraud and privacy breaches. Measures such as firewalls, encryption, and secure software are essential for safeguarding financial transactions and customer information from cyber threats. Enhancing platform reputation and security features can significantly boost customer trust in mobile payment systems and online purchase management. Research indicates that customers' perceptions of safety significantly influence their willingness to engage with self-ordering kiosks; thus, restaurant operators must prioritize robust security measures to build trust and enhance user confidence (Ishak et al., 2021). Additionally, the design of the kiosks should incorporate features that safeguard against unauthorized access and data breaches, including encrypted transactions and secure user authentication processes (Cho & Fiorito, 2010). The role of user interface design in promoting safety awareness is also vital, as clear instructions and visible security assurances can positively impact customer satisfaction and engagement with the technology (Cross, 2017). Perceived security plays a pivotal role in influencing customer adoption and continued use of IT products, including self-ordering kiosks. As a result, the adoption of self-ordering kiosks in quick-service restaurants is driven by their robust safety and security measures.

2.4 Service Quality

Service quality is a crucial determinant of customer satisfaction in the context of self-ordering kiosks within the quick-service restaurant industry. As these kiosks are designed to enhance the efficiency of the ordering process, the perceived quality of service directly influences customer experiences and their likelihood of returning (Ishak et al., 2021). Research by Richardson et al. (2019) and Bujisic et al. (2014) underscores the positive impact of high service quality on customer satisfaction and future patronage. Quick transaction speeds and reduced wait times at self-ordering kiosks significantly influence customer perceptions and adoption rates (Kokkinou and Cranage, 2015). The ability of kiosks to provide accurate orders in a timely manner is fundamental to establishing reliability, while effective user interface design contributes to responsiveness by facilitating seamless interactions (Cross, 2017). Moreover, the assurance dimension plays a vital role, as customers must feel confident in the technology's ability to protect their information and deliver a satisfactory experience (Chevers & Spencer, 2017). These

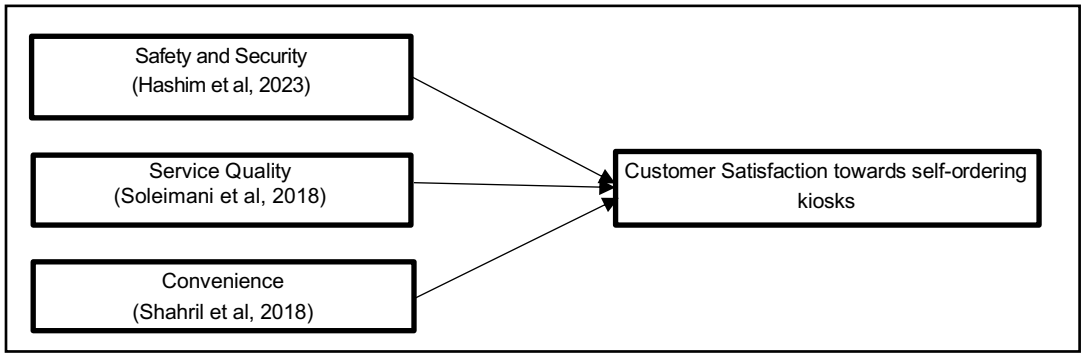
kiosks improve order accuracy, minimizing errors associated with traditional ordering methods (Rastegar, 2018), thereby enhancing overall customer satisfaction.

2.5 Convenience

Convenience in the context of self-ordering kiosks refers to the ease with which customers interact with technology to simplify their lives. These digital interfaces offer significant advantages by enabling customers to place orders at their own pace, customize menu items, and avoid long queues, thereby enhancing the overall dining experience (Ishak et al., 2021) According to Kimes (2011), integrating perceived convenience into self-service systems enhances user satisfaction. Customers appreciate the convenience of using self-ordering machines for payments, minimizing communication barriers and enhancing transactional ease. These kiosks provide clear displays and detailed product information, aiding customers in making informed choices and reducing order errors. Overall, self-service kiosks in quick-service restaurants (QSRs) streamline ordering processes, improve customer-provider interactions, and accommodate diverse payment preferences, thereby enhancing customer satisfaction.

Research indicates that the perceived convenience of self-ordering kiosks is closely linked to customer willingness to adopt the technology, as customers increasingly seek efficient and hassle-free dining solutions in today's fast-paced environment (Cho & Fiorito, 2010). The streamlined ordering process not only minimizes wait times but also empowers customers to make informed choices without the pressure of traditional face-to-face interactions (Cross, 2017).

Based on the relationship between variables and research hypotheses, the conceptual framework in this study can be seen in Figure 1. The conceptual framework links safety and security, service quality and convenience (independent variables) with the customer satisfaction towards self-ordering kiosks (dependent variable).



3.0 Methodology

3.1 Research Design

For this particular study on customer satisfaction, safety and security, service quality and convenience, a quantitative research design was employed. This approach is appropriate as it allows for the precise measurement of variables such as safety and security, service quality and convenience, and the statistical analysis of their associations. In this study, convenience sampling was used to select respondent who had experience on using self-ordering kiosk. This means that the respondent who were readily accessible and willing to participate were included in the sample. These techniques are useful when random sampling is impractical or when the research aims to study a specific subgroup of the population (Etikan et al., 2016). Convenience sampling provided a practical means to gather initial data and explore the associations between customer satisfaction, safety and security, service quality and convenience. The insights gained from this study can inform future research and interventions, even if the findings are not entirely generalizable.

3.2 Target Population

The study focuses on individuals aged 18 and above with prior experience and knowledge of using self-ordering kiosks in quick service restaurants (QSRs). The target population represents the entire group of individuals from which the sample will be drawn and to whom the researchers intend to generalize the findings of the study (Fink, 2013). This study explores the effectiveness of self-ordering kiosks (SOKs) in enhancing customer satisfaction in quick-service restaurants (QSRs), analysing data collected through customer interactions with these kiosks. Furthermore, SOKs are investigated for their potential to streamline ordering processes, reduce wait times, and minimize face-to-face interactions with staff, and safety considerations.

3.3 Sample Size

In this study, 384 respondents participated by completing the online questionnaire. While this sample represents a portion of the target population, it is important to consider how representative the sample is of the entire student body. The representativeness of the sample can affect the generalizability of the study's findings. Despite these limitations, the sample size is sufficient to provide initial insights into the associations between customer satisfaction, safety and security, service quality and convenience. The sample size for this study consisted of 384 respondents, with females comprising 58.1% (223 respondent) and males comprising 41.9% (161 respondent).

3.4 Sampling Method

The sampling method is a systematic approach for selecting an adequate number of key components from a larger population, enabling researchers to distill the properties or characteristics of essential elements by examining a sample and analyzing its features. In this study, researchers employed convenience sampling, a non-probability sampling technique deemed most suitable for the investigation. This method involves selecting readily accessible samples from the population, which is particularly relevant in the context of self-service kiosks, where individuals often prefer minimal interpersonal interaction. Consequently, respondents were selected randomly, although participation in the questionnaire was open to anyone. To facilitate data collection, the survey was designed using Google Forms and distributed across various social media platforms, including Facebook, WhatsApp, Instagram, X, and Telegram. This strategic use of social media networks, combined with Google Forms, allowed researchers to gather a significantly larger number of responses, thereby enhancing the study's robustness and representativeness.

3.5 Data Collection

The study employed simple random sampling and utilized Google Forms to collect data on self-ordering kiosks in quick-service restaurants. Google Forms proved effective in distributing surveys and gathering responses from participants in Malaysia. However, the potential application of survey methodology could have been limited by a larger sample size. Alongside demographic data encompassing gender, age, occupation, education level, and income, researchers sought feedback on independent variables such as safety, security, service quality, and convenience. A research instrument, in this context, refers to the tool used to collect, measure, and assess participant data. The questionnaire designed in Google Forms for this study is structured into four sections: screening questions, demographics, independent variables, and dependent variables. Researchers utilized a Likert scale to capture respondents' perspectives and opinions. The 5-point Likert Scale ranges from 1 for strong disagreement to 5 for strong agreement, reflecting the intensity of respondent experiences.

3.6 Data Analysis

Data analysis in this study is conducted using SPSS version 27, a comprehensive statistical software package that facilitates various analytical techniques, including mean, variance, frequency, and standard deviation. Researchers utilize SPSS for simple descriptive analyses, assessing reliability, and exploring correlations within their data. A key function of SPSS is generating frequency distributions, which examine individual variables to determine the percentage of respondents falling into distinct value categories, thereby aiding in the identification of data patterns and deriving meaningful insights from the results. Validity and reliability are crucial when evaluating the effectiveness of research; validity refers to the accuracy of measurements and the degree to which a study captures what it intends to measure, while reliability assesses the consistency and reproducibility of results across different conditions. To ensure reliability in questionnaire-based studies, Cronbach's Alpha coefficient is employed to measure the internal consistency of survey items, with higher values indicating greater reliability. The interpretation of Cronbach's Alpha involves comparing the coefficient against established thresholds to evaluate the reliability of the questionnaire's measurements. Furthermore, descriptive statistics play a fundamental role in data analysis, providing a comprehensive overview of samples and measurements to enhance quantitative rigor in studies. Descriptive statistics are categorized into three main types: frequency distribution, which illustrates the occurrence of specific outcomes within a dataset; measures of central tendency, such as mean, median, and mode, which quantify the typical values around which data points cluster; and other statistical tools that aid researchers in effectively managing and interpreting data. Additionally, correlation analysis, a statistical method employed to assess the relationship between two quantitative variables, will be utilized in this study. The Pearson correlation coefficient will be applied to evaluate the strength of the linear relationship between independent and dependent variables, with values ranging from -1 to 1 indicating the degree of association and pattern development, thus providing critical insights into the relationships within the dataset.

4.0 Results

4.1 Demographic characteristics of respondents

Table 1 shows the 384 respondents that filled out the questionnaire were distributed according to the following age range: Of the 384 respondents, 16.4% (63) were between the ages of 18 and below, 62.5% (240) were between the ages of 19

until 30, 11.5% (44) were between the ages of 31 until 44, and 9.6% (37) were 45 years old and above. Subsequently, the sample comprised 223 female participants, or 58.1% of the total, with 161 male participants making up 41.9% of the sample. The total

number of participants in this study, broken down by occupational, is shown in the food service industry. The survey was completed by 384 people, of whom 148 (38.5%) were students, 97 (25.3%) were self-employed, 119 (31%) were employed, and 20 (5.2%) were unemployed. A breakdown of all respondents based on their education level: 384 persons participated in the study overall. Of these, 39 (10.2%) had a SPM certificate, 52 (13.5%) had STPM certificate, 126 (32.8%) had diploma certificate, 144 (37.5%) had bachelor's degree and 23 (6%) had master's degree. Of the 384 respondents who participated in the study, the distribution across income brackets was as follows: 148 participants (38.5%) reported not having a fixed source of income. 31 individuals (8.1%) reported earning RM 500 or less. 134 respondents (34.9%) had incomes ranging from RM 501 to RM 2000, while 35 respondents (9.1%) earned over RM 4001. Lastly, 36 respondents (9.4%) reported incomes between RM 2001 and RM 4000.

Table 1: Sample Description (n=384)

Demographic Profile	Category	Frequency	Percentage (%)
Gender	Male	161	41.9
	Female	223	58.1
Age	18 years and below	63	16.4
	19 – 30 years old	240	62.5
	31 – 44 years old	44	11.5
	45 years old and above	37	9.6
	18 years and below	63	16.4
	19 – 30 years old	240	62.5
Occupational	Students	148	38.5
	Self-employed	97	25.3
	Employed	119	31.0
	Unemployed	20	5.2
	SPM Level	39	10.2
Education level	STPM Level	52	13.5
	Certificate Diploma	126	32.8
	Bachelor's degree	144	37.5
	Master's degree	23	6.0
Income level	No fixed income	148	38.5
	RM500 and below	31	8.1
	RM501 – RM2000	134	34.9
	RM2001 – RM4000	36	9.4
	RM4000 and above	35	9.1

4.2 Descriptive analysis

Table 2 show about the most respondents strongly agree with questions regarding safety and security variable. The mean values for the independent variable of safety and security—which influences customer satisfaction towards self-ordering kiosk in quick service restaurant. The mean values fluctuate between 4.10 and 4.27. The highest average, 4.27, according to the previously cited statistics, indicates the self-ordering system at kiosk service restaurants is safe to use. On the other hand, one item has the lowest mean value (4.10), indicating that the self-ordering kiosk adequately protects my personal information. Next, the table shows the mean values for service quality were ascertained by means of a descriptive analysis carried out with SPSS on the data that had been previously provided. The mean ranges from 4.19 to 4.37. With the highest mean of 4.37, Table demonstrates the self-ordering kiosk accurately reflected the menu items and options available. The lowest mean, 4.19, is associated with customizing my order on the self-ordering kiosk was done efficiently without errors.

The average and range of opinions about convenience are shown in table. The mean is between 4.28 and 4.37. The highest mean score of 4.37 in the above table which means many respondents agree with the statement 'the self-ordering kiosk made it convenient for me to customize my order according to my preferences'. The statement 'the payment process on the self-ordering kiosk was convenient and efficient' is indicated by the lowest mean score of 4.28. Lastly, the mean for the customer satisfaction items is shown in table above. Interestingly, indicator D1 had the highest mean score (4.34), indicating that respondents were generally satisfied with the self-ordering kiosk experience. It's interesting to note that certain items produced mean scores that were exactly the same; for example, D4 and D5 both had mean scores of 4.30. Regarding their plans to utilise the self-ordering service once more in the future and their readiness to refer people to it, respondents indicated agreement with the comments made. In a similar vein, item D3 received a mean score of 4.33, indicating satisfaction with the kiosk's order processing speed. However, item D2, with a mean score of 4.29, had the lowest mean value in the table, showing that users were satisfied with the accuracy of the order processing via the kiosk.

Table 2: Descriptive Analysis of Independent Variables and Dependent Variable

Variables	Statements	Indicators	Mean
Security and safety	Paying for an order on a self-ordering service is easier to do than on a traditional service.	A1	4.24
	The self-ordering system at kiosk service restaurants is safe to use.	A2	4.27
	Self-ordering kiosks have prevented the problem of wrong orders in restaurants.	A3	4.23
	Privacy screens on self-service kiosks effectively prevent others from viewing your transactions.	A4	4.12
	The self-ordering kiosk adequately protects my personal information.	A5	4.10
Service Quality	The self-ordering kiosk accurately processed my order.	B1	4.24
	The self-ordering kiosk processed my order in a timely manner. The self-ordering kiosk accurately reflected the menu items and options available.	B2	4.28
	Customizing my order on the self-ordering kiosk was done efficiently without errors.	B3	4.37
	Overall, I am satisfied with the service quality of the self-ordering kiosk.	B4	4.19
		B5	4.26
Convenience	Using the self-ordering kiosk was more convenient than traditional ordering methods.	C1	4.32
	The self-ordering kiosk helped save time in the ordering process.	C2	4.29
	The self-ordering kiosk made it convenient for me to customize my order according to my preferences	C3	4.37
	The payment process on the self-ordering kiosk was convenient and efficient.	C4	4.28
	Overall, I found using the self-ordering kiosk to be a convenient way to place my order.	C5	4.32
Customer satisfaction	Overall, I am satisfied with my experience using the self-ordering kiosk. I am satisfied with the accuracy of my order processed through the self-ordering kiosk.	D1	4.34
	I am satisfied with the speed at which my order was processed using the self-ordering kiosk.	D2	4.29
	In the future I will use self-ordering service in again.	D3	4.33
	I will recommend the use of this self-ordering service to others.	D4	4.30
		D5	4.30

4.3 Reliability analysis

Table 3 showed that the Cronbach's Alpha for this question was 0.830, indicating that it was good and dependable. Next, five questions were utilised to assess the service quality variable that influences customer satisfaction with self-ordering kiosks in fast service restaurants. Cronbach's Alpha for this question was 0.848, indicating good and dependable results. Then, five questions were utilised to assess convenience variables that influence consumer satisfaction with self-ordering kiosks in quick
service restaurants. This question has a Cronbach's Alpha of 0.838, indicating that it was good and dependable. Finally, there were five questions to assess how satisfied customers were with self-ordering kiosks in fast service restaurants.

Cronbach's Alpha for these questions was 0.859, indicating good and reliable results for the study. To summarise, the independent and dependent variables have above 0.8, indicating that all surveys are credible. All of the questions show a strong correlation and are favourably connected, resulting in characteristics that influence customer satisfaction with self-ordering kiosks in quick service restaurants.

Table 3: Results of Cronbach's Alpha coefficient of independent and dependent variables.

Variable	Number of respondents	Number of item	Cronbach's Alpha coefficient
Safety and Security	384	5	0.830
Service Quality	384	5	0.848
Convenience	384	5	0.838
Customer Satisfaction	384	5	0.859

4.4 Pearson Correlation Analysis

Table 4 displays the results of the correlation study, which used Pearson's Correlation Coefficient to investigate the links between the independent and dependent variables. The table shows a significant association between safety and security and customer satisfaction, with a coefficient of r = 0.772). This coefficient indicates a significant positive relationship between the safety and security elements of self-ordering kiosks and the degree of consumer satisfaction they generate. Moving forward, the connection between service quality and customer satisfaction, as shown in table, is 0.782. Following the parameters

provided in Table 4.14 for the magnitude of correlation coefficients, this result indicates a strong positive connection. Furthermore, the correlation coefficient between convenience and customer satisfaction is 0.756, as shown in Table 4.15. Consistent with the rule of thumb, this value demonstrates a considerable positive relationship between the convenience features of self-ordering kiosks and the subsequent customer satisfaction levels.

Table 4: Correlation analysis results

	Safety and Security	Service Quality	Convenience	Customer Satisfaction
Safety and Security	1			
Service Quality	0.798**	1		
Convenience	0.703**	0.798**	1	
Customer Satisfaction	0.772**	0.782**	0.756**	1

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

5.0 Discussion

This study has proven that customer is satisfied with the used of self-ordering kiosk in quick service restaurant. It has been measured by the correlation analysis of this study where strong positive relationships between safety and security, service quality and convenience are important towards the adoption of self-ordering kiosk in quick service restaurant, and it has successfully supported the researcher's hypothesis. Despite that, interpreting research results from earlier studies will help researchers exhibit in-depth expertise of the research topic by providing an explanation for any discrepancies between this result and those of the previous studies. A detailed analysis of the findings in relation to the literature review may also provide researchers with fresh perspectives on the subject. The reasons behind these differences rely on a few factors. Firstly, a major factor in the results of research is sample size. Because a larger sample size reduces the effects of random variation and enhances the possibility of capturing the underlying characteristics of the population under research, it typically yields more robust and trustworthy results. Research with smaller sample sizes may not fully capture the variety within the community and are more prone to sampling errors. As a result, variations in results may occur merely due to the fact that one study used a bigger or more representative sample than this study. A sample size of 384 like this research may provide adequate precision for estimating population parameters with a reasonable level of confidence. The level of confidence, (e.g., 95% confidence) indicates the range within which the true population parameter. With a larger sample size, the confidence interval tends to be narrower, providing more precise estimates.

Other than that, the methodology used to gather and process data is considered to play a major role toward the future results. Contrasting results can be obtained from various research techniques, such as cross-sectional versus longitudinal designs, qualitative versus quantitative methodologies, and experimental versus observational investigations. The validity and reliability of results are impacted by methodological decisions. It might be true that qualitative generates more accurate results but considering time and cost, researchers use quantitative methods which have fewer complex procedures to be pursued unlike qualitative methods. It aims to generate findings that are replicable and generalizable across populations. In contrast, qualitative research acknowledges the role of the researcher's subjectivity and focuses on understanding the subjective experiences and perspectives of participants. Researchers recommend that in future, when facing constraints on sample size, researchers should consider employing power analysis during the study design phase to determine the minimum sample size required for detecting an effect with statistical significance. Researchers might choose methodologies that maximize data utility. When selecting methodologies, it is crucial to choose those that align closely to the research questions and objectives, ensuring that the chosen methods are well-suited to capture the phenomenon of interest. Transparent documentation of the rationale behind sample size and methodology choices, along with the limitations that these might impose, is essential for contextualizing findings and guiding future research efforts.

6.0 Conclusion

The systematic review presented in this paper evaluates a study on the adoption of self-service technologies (SST) in quick service restaurants, concluding that the study successfully met its objectives and validated its hypothesis. It found a strong and reliable positive relationship between the variables of safety and security, service quality, convenience, and customer satisfaction with self-ordering kiosks. However, the review recommends that future research should expand both the sample size, and the diversity of contexts studied. Increasing the sample size can enhance the statistical power and reliability of the findings, while broadening the context to include a wider range of restaurants or geographic locations can strengthen the external validity of the study's conclusions. In summary, while the review underscores the study's positive outcomes and practical implications for SST adoption in quick-service restaurants, it also highlights the importance of methodological considerations like sample size and diversity to provide more robust and applicable insights into technology adoption in the hospitality industry.

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Conflicts of Interest

There is no conflict of interest in this study.

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The Factors of Social Media Influence towards Food Destinations in Kelantan

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Abstract: This research investigates the factors of social media influence towards food destinations in Kelantan. The primary objective is to scrutinize the intricate relationships between perceived usefulness, perceived trust, and social media advertisements concerning their impact on individuals' decisions regarding food destinations in Kelantan. Employing a quantitative research methodology, this study aims to provide empirical insights into the varying degrees of influence wielded by these factors within the realm of social media. In this study, there are three main objectives which are to examine the relationship between perceived usefulness and factors of social media influence towards food destinations in Kelantan and to examine the relationship between perceived trust and factors of social media influence towards food destinations in Kelantan. Then, to examine the relationship between social media advertisement and factors of social media influence towards food destinations in Kelantan. A survey with 351 participants was carried out using questionnaires. Online questionnaires have been used for these surveys. According to this study, perceived usefulness, perceived trust, social media advertisement, and social influence are all positively correlated. The Statistical Package for Social Sciences (SPSS) 26.0 was used to process the data that was collected from qualifying respondents. Several tables and graphs were created as part of the inquiry to graphically portray the findings. The findings are anticipated to offer valuable implications for businesses, marketers, and researchers seeking to comprehend and harness the power of social media influence in the food domain.

Keyword: Social media influence, Food destinations, Perceived usefulness, Perceived trust, Social media advertisements.

1.0 Introduction

The research addresses a notable gap in understanding the influence of social media on travelers' preferences for culinary destinations in Kelantan, Malaysia. Although Kelantan is renowned for its rich and diverse culinary traditions, empirical research specifically examining how social media affects consumer decision-making in this context is limited. Existing studies largely focus on broader aspects of social media's impact on consumer behavior and fail to account for the unique socio-cultural factors shaping food preferences in Kelantan. This lack of targeted insights prevents the development of effective marketing strategies aimed at promoting Kelantan's gastronomic offerings to a broader audience through platforms like Instagram and Facebook (Ali et al., 2021; Abdullah & Rahman, 2022). Consequently, understanding how social media influences travelers' choices in this region is crucial for enhancing local tourism and contributing to discussions on digital marketing's role in consumer behavior (Gretzel, 2019). Social media advertising is widely recognized as a potent form of online promotion, significantly influencing consumer choices, particularly for food-related travel destinations (Shubhangam et al., 2020). However, there remains a limited understanding of how social media specifically affects tourists' preferences in Kelantan. This research aims to fill this gap by analyzing the impact of various social media factors, including perceived usefulness, trust, and the role of social media advertisements, on travelers' choices of food destinations. Given Kelantan's distinct culinary heritage, comprehending the nuances of social media influence in this context is essential for crafting more effective advertising strategies that resonate with both local and international tourists.

The study is significant for its potential to contribute to both academic knowledge and practical applications. Academically, it will expand the understanding of how social media shapes consumer perceptions and behaviors in the realm of local cuisine and travel, thus enriching the literature on digital marketing and consumer behavior (Gretzel, 2019). Practically, insights gained from this research can inform tourism marketers and local businesses on how to leverage social media effectively to attract visitors seeking culinary experiences. By pinpointing which aspects of social media content, such as user-generated reviews or visual storytelling, resonate most with potential visitors, tourism stakeholders can tailor their promotional efforts more precisely. This not only enhances visitor satisfaction but also strengthens Kelantan's identity as a vibrant food destination within Malaysia's tourism landscape. The study's objectives are as follows: (1) to examine the relationship between perceived usefulness and social media factors influencing food destination choices in Kelantan; (2) to analyze the relationship between perceived trust and social media factors impacting food destination preferences; and (3) to investigate the role of social media advertisements in shaping travelers' food destination choices in Kelantan. Understanding these dynamics is crucial for fostering sustainable tourism development, as effective promotion of local culinary delights can contribute significantly to Kelantan's economic growth by attracting more tourists and increasing their spending on food experiences (Ali et al., 2021; Abdullah & Rahman, 2022). The significance of this research extends across multiple domains. For academics, the study offers a framework for future research on digital marketing, consumer behavior, and social media's influence on travel and dining decisions. For the food industry, it provides valuable insights into optimizing marketing strategies, enhancing brand visibility, and leveraging trends to foster innovation and business growth. Lastly, for consumers, the study empowers them by offering a platform for informed decision-making, helping them discover new culinary experiences and promoting transparency in the food industry through real-time reviews and recommendations. Ultimately, this research aims to empower local businesses and tourism

authorities with actionable insights to optimize their digital marketing strategies, thereby ensuring a positive impact on both cultural preservation and economic prosperity in the digital age.

2.0 Literature Review

2.1 Social Media Influence

Social media's influence on customers in the food and restaurant sector is substantial, offering restaurants the ability to connect with customers, showcase their offerings, and build a loyal customer base. An effective social media strategy can enhance a food destination's visibility, foster customer loyalty, and attract new patrons. Chik et al. (2019) emphasize that social media shapes food choices by facilitating information sharing and communication about food. Platforms like Instagram, Facebook, and TikTok allow restaurants to advertise special offers, menu changes, and behind-the-scenes content, generating interest and excitement. Positive reviews and high ratings enhance a restaurant's credibility, while partnerships with food influencers can expand reach. Social media's dynamic nature requires businesses to stay updated with trends to maintain effective engagement and promotion, ultimately influencing customers' dining decisions.

2.2 Food Destinations

The integration of food and social media has revolutionized how people discover and share gastronomic experiences, with platforms like Instagram, TikTok, Facebook, and Twitter transforming into virtual galleries of culinary delights. Users create visually appealing content that entices others to explore diverse food destinations, while bloggers and influencers, or digital food influencers (DFIs), play a crucial role in shaping followers' food choices through their engaging posts and recommendations (Goodman and Jaworska, 2020). Hashtags like #FoodieDestinations and #FoodPorn further amplify this trend, acting as digital guideposts for new culinary adventures (Mejova et al., 2016). Additionally, user-generated content such as reviews and personal stories creates a feedback loop that enhances a destination's appeal, influencing future visitors' decisions (Wilson et al., 2012). This synergy between food and social media has not only changed how we experience food but also how we choose our next dining destinations.

2.3 Perceived Usefulness

Understanding how potential customers perceive the usefulness and effectiveness of information about a food destination is crucial for tourism and hospitality professionals to effectively market their offerings. Travelers increasingly rely on online resources and reviews to make decisions, and the perceived value of this information significantly influences their destination choices. Perceived usefulness refers to how helpful potential customers find the information in making decisions, considering factors like accuracy, relevance, and completeness. Detailed descriptions, authentic local recommendations, and trustworthy reviews enhance perceived usefulness, positively affecting destination choice (Kim, 2019). Perceived effectiveness, however, pertains to the confidence customers have that the information will lead to a great dining experience. Factors such as the persuasiveness of the information, credibility of the source, and alignment with personal preferences are key. Endorsements from renowned food critics, immersive virtual tours, and positive user-generated content all enhance perceived effectiveness, which can be even more influential than usefulness in driving destination choices, especially for travelers seeking unique culinary experiences (Shi and Gursoy, 2019).

2.4 Perceived Trust

In the modern culinary landscape, where countless restaurants and cuisines vie for attention, perceived trust plays a pivotal role in influencing customers' food destination choices. This phenomenon is amplified by the rise of online review platforms and social media recommendations, where credibility and authenticity greatly impact decision-making. Studies, such as those by Kim (2022), have consistently shown a positive correlation between perceived trust and customer patronage. Customers are more likely to choose restaurants perceived as trustworthy based on positive online reviews, consistent quality, and transparency in practices. Trust in restaurants can be built through brand reputation, ethical sourcing, and genuine customer engagement. It acts as a powerful motivator, reducing perceived risk and uncertainty associated with trying new foods or unfamiliar destinations, and encourages customers to experiment and spend more when they trust the establishment to provide a safe, enjoyable, and enriching culinary experience. This trust can be further strengthened through effective communication, fostering a sense of community, and actively addressing customer concerns.

2.5 Social Media Advertisements

Social media has become a powerful force in shaping consumer decisions, and the food industry is no exception. Advertisements on platforms like Instagram, Facebook, and TikTok can significantly influence where customers choose to dine, making them valuable tools for restaurants and food destinations. This influence stems from several factors, including the creation of visual appeal. Social media thrives on visuals, and food is inherently photogenic. Mouthwatering pictures and videos showcasing dishes, ambiance, and happy customers can trigger cravings and entice viewers to visit the advertised location.

Studies have shown that high-quality food photography can increase engagement and purchase intent (Gambetti and Han, 2022). User-generated content helps establish trust and authenticity; when customers see real people enjoying a meal at a particular restaurant, it carries more weight than traditional advertising. Influencer marketing, where popular figures recommend specific destinations, further amplifies this effect by leveraging their established audience (Chopra and Jaju, 2021). Additionally, social media platforms allow for precisely targeted advertising based on location, interests, and demographics, ensuring that the most appropriate audience sees the ads. Interactive elements like surveys, tests, and competitions can draw in more visitors and foster a sense of community around the promoted location.

Figure 1 shows the independent variables (IV) and dependent variables (DV) of the study. The independent variables (IV) as the factors of social media influence towards food destinations in Kelantan. Meanwhile, the dependent variable (DV) is the result of social media influence towards food destinations in Kelantan. These are three independent variables that will be examined in this study which are perceived usefulness, perceived trust, and social media advertisement.

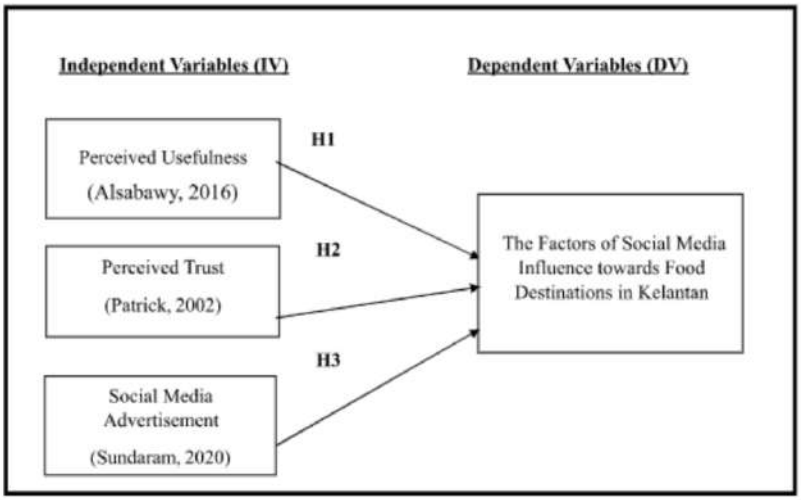

Figure 1: Conceptual framework of the Factors of Social Media Influence towards Food Destinations in Kelantan.

3.0 Methodology

3.1 Study Design

A research design provides a procedural framework that structures a study, outlining the overall plan for conducting research (Ansari et al., 2022). According to Sekaran and Bougie (2016), research, though sometimes perceived as complex, is simply the process of finding solutions to a problem through the thorough study and analysis of relevant situational factors. The primary objective of research design is to ensure that the information gathered effectively addresses the initial research questions. Various research types include pure research, applied research, descriptive research, analytical research, fundamental research, conceptual research, empirical research, longitudinal research, laboratory research, exploratory research, and conclusion-oriented research (Pawar, 2020). Research design can generally be categorized into qualitative and quantitative approaches. This study employs a quantitative research method, which involves the collection and analysis of numerical data that is continuous and specific. Quantitative data is characterized by its measurable form and includes elements such as sensors, measurements, counts, quantifications, calculations, estimates, and predictions. The use of a quantitative approach in this study is appropriate, as the primary aim is to investigate the factors influencing social media's impact on food destination preferences in Kelantan. This quantitative descriptive research design is crucial in identifying the role of social media in shaping customer preferences for culinary destinations.

3.2 Target Population

The target population for this study consists of individuals who use social media and have visited food destinations in Kelantan. This population was selected because Kelantan is widely regarded as a "food paradise," attracting visitors from across Malaysia and even internationally, who are drawn to experience its renowned culinary destinations. The study aims to examine how social media influences people's decisions regarding food destinations in Kelantan. Specifically, the research focuses on individuals who have utilized social media platforms, such as Facebook, Instagram, and TikTok, to discover dining options. In today's digital age, social media has become a vital tool for promoting food destinations, and it plays a significant role in shaping consumer choices. The data for this study will be collected from a representative sample of the target population to assess the reliability, responsiveness, significance, and empathy associated with the use of social media in gathering information about

food destinations. This population is expected to provide valuable insights that will help achieve the research objectives and contribute to a better understanding of social media's impact on culinary tourism in Kelantan.

3.3 Sample Size

The sample size for this study consists of 351 respondents, selected from customers who use social media and have visited food destinations in Kelantan. This sample size adheres to Roscoe's Rule of Thumb, which suggests that a sample size between 30 and 500 is suitable for most behavioral studies, while a sample size exceeding 500 may increase the risk of Type II errors (Sekaran & Bougie, 2016). While a larger population might enhance the generalizability of the research findings, the accuracy of the survey depends significantly on the selected sample size. A larger sample size generally reduces sampling error, thereby improving the precision of the results. According to Kotrlik and Higgins (2001), a sample size of 50 is considered very small, 300 is regarded as excellent, and 1,000 or more is deemed extraordinary for survey research. Consequently, the chosen sample size of 351 is well-suited for ensuring both the reliability and accuracy of this study's findings.

3.4 Sampling Method

Non-probability sampling occurs when it is not feasible to ascertain the likelihood of each individual being selected for the sample. Unlike probability sampling, which relies on random selection, non-probability methods are generally less objective, as they involve the researcher selecting study participants based on recommendations or self-selection (Stratton, 2021). These techniques, which may include convenience sampling, rely more heavily on the researcher's subjective judgment than on randomization. Convenience sampling is specifically used in this investigation, where a sample is drawn from the population based on ease of access. Given that social media applications are widely used by Malaysians to discover dining options, respondents were randomly selected from those who use social media and have visited food destinations in Kelantan.The survey was created using Google Forms and distributed across various social media platforms, including Facebook, Instagram, Twitter, and WhatsApp. By employing a convenience sampling approach, the researchers targeted the general population within the Kelantan district, inviting individuals to participate in the study (Wahab et al., 2022). Utilizing social media in conjunction with Google Forms enabled researchers to effectively reach a larger pool of respondents, enhancing the study's overall data collection process.

3.5 Data Collection

Data collection is a systematic process of gathering and measuring information from various sources to ensure comprehensive and accurate findings. This process allows researchers to evaluate results, offer relevant answers, and generate insights for predicting future trends (Rouse, 2020). In this study, Google Forms was utilized as the primary tool for data collection, given its efficiency and accessibility. The platform enables researchers to distribute questionnaires easily and collect responses in a more streamlined manner, especially when dealing with a large sample size. Google Forms offers a cost-effective and user-friendly solution compared to traditional paper-based methods. Its convenience allows respondents to complete the questionnaire comfortably, at any time, and from any location, using devices such as smartphones, tablets, or laptops. This flexibility not only enhances the response rate but also makes the data collection process more efficient and practical for large-scale surveys. The user-friendly interface further contributes to the ease with which participants can interact with the survey, improving the overall effectiveness of the data collection method.

3.6 Research Instrument

This study utilizes questionnaires as its primary research instrument to gather data efficiently. The questionnaire is divided into three sections: Section A collects demographic information including gender, age, race, occupation, education level, and income. Sections B and C focus on independent and dependent variables respectively. To ensure accessibility, the questionnaire is bilingual, featuring questions in both Malay and English. Responses in Sections B and C are measured using a 5-point Likert scale, allowing respondents to indicate their agreement with statements ranging from 1 (strongly disagree) to 5 (strongly agree). This approach ensures clarity and consistency in data collection, with closed-ended questions limiting respondents to selecting one response per question.

3.7 Data Analysis

In this study, the data will be assessed using the SPSS version 27 programme. The program-based Data Entry and Analysis Window of the Statistical Package for the Social Sciences (SPSS) allows you to build tables and pie charts. It can identify groups using both bivariate and descriptive statistics, as well as numerical outcome projections. To analyse the data for this study, the researcher collects information and conducts descriptive, frequency, reliability, and correlation analysis.

4.0 Results

4.1 Demographic characteristics of respondents

In Table 1 shows the characterization of the respondents. Based on the data, it shows that 144 out of 351 respondents are male representing 41.0% while 207 respondents are female respondents representing 59.0%. 71.8% were age 19- 30, 82.8 were Malay, 51.9% were students, 59.0% were bachelor's degree and 46.2% were no fixed income.

Table 1: Demographic profile of respondents

Profile	Category	Frequency	Percentage (%)
Gender	Male	144	41.0
	Female	207	59.0
Age	< 18	37	10.5
	19 – 30	252	71.8
	31 – 45	50	14.2
	> 46	12	3.4
Race	Malay	290	82.6
	Chinese	38	10.8
	Indian	16	4.6
	Others	7	2.0
Occupation	Students	182	51.9
	Employed	156	44.4
	Retired	7	2.0
	Others	6	1.7
Education level	SPM	69	19.7
	STPM / Diploma / A – Level	61	17.4
	Bachelor's Degree	207	59.0
	Master's Degree	14	4.0
Income level (RM)	No fixed income	162	46.2
	< RM500	21	6.0
	RM500 – RM2000	106	30.2
	RM2001 – RM4000	52	14.8
	>RM4000	10	2.8

4.2 Descriptive Analysis of Independent Variables and Dependent Variable

Table 2 shows that most respondents strongly agree with questions regarding perceived usefulness, except for indicator A6, where less agreement levels are recorded. The statement "I use social media to find information about the opening hours, location, or contact details of food places in Kelantan" received the highest mean value of 4.43, indicating strong agreement. Following closely are statements such as "I use social media to read reviews or comments about food places in Kelantan" (mean value of 4.39), "I find myself referring back to information about food places in Kelantan found on social media when making dining plans" (mean value of 4.30), and "I find that the information about food places in Kelantan on social media meets my needs and expectations" (mean value of 4.27), all showing strong agreement. The statement "I rely on information from social media when deciding where to eat in Kelantan" received a mean value of 4.25, still indicating strong agreement. The lowest mean value was 4.16 for the statement "I like to share information about food places in Kelantan on social media after visiting them," where agreement levels were recorded as 'agree'.

Regarding perceived trust, the statement "I believe that the online ratings and reviews from other customers affect my decision-making process when choosing a food place in Kelantan" received the highest mean value of 4.16, indicating agreement. Following this, "I believe that the direct interaction with social media accounts of food places in Kelantan influenced my decision to visit them" obtained a mean value of 4.10. Next, "I visit a food place in Kelantan based on a recommendation from a social media influencer" received a mean value of 4.07. The statements "I trust the information about food places in Kelantan that I see on social media" and "I have never been disappointed by a food place in Kelantan after seeing positive reviews or photos on social media" had mean values of 3.96 and 3.94, respectively, all indicating agreement. The statement "I don't trust a food place in Kelantan that doesn't have social media" received the lowest mean value of 3.87, also indicating agreement.

Regarding social media advertisements for food places in Kelantan, the statement "I find social media advertisements for food places in Kelantan relevant to my interests or preferences" received the highest mean value of 4.31, indicating strong agreement. Following closely are statements such as "I save or bookmark a social media advertisement for a food place in Kelantan for future reference" (mean value of 4.29), "I come across advertisements for food places in Kelantan while browsing social media" (mean value of 4.27), and "I like to share social media advertisements for a food place in Kelantan with others" (mean value of 4.21), all with 'Strongly agree' as their level of agreement. The statement "I follow or subscribe to a social media page or account of a food place in Kelantan after seeing their advertisement" received a mean value of 4.18, followed by "I engage with a social media advertisement for a food place in Kelantan by liking, sharing, or commenting" with a mean value of 4.14, both indicating agreement.

Regarding the dependent variable of social media influence towards food destinations in Kelantan, the statement "I use social media to search for information about food places in Kelantan" received the highest mean value of 4.49, indicating strong agreement. Following closely is the statement "I believe that information from social media is important in influencing my choice to try new food places in Kelantan" with a mean value of 4.47. Next, "I do read the reviews or recommendations from others on social media to influence my decision to try a food place in Kelantan" received a mean value of 4.45. The statement "I read information from social media to influence my choice to try new food places in Kelantan" had a mean value of 4.43, while "I am more likely to try a food place in Kelantan that frequently appears in social media content" received a mean value of 4.38. The statement with the lowest mean value of 4.35 was "I share my dining experiences in Kelantan on social media". All statements indicated 'strongly agree' as their level of agreement.

Table 2: Descriptive Analysis of Independent Variables and Dependent Variable

Variables	Statements	Indicators	Mean
Perceived Usefulness	• Rely on information from social media when deciding where to eat. • Find information about food places on social media meets my needs and expectations. • Referring to information about food places in Kelantan that I found on social media. • Find information about the opening hours, location, or contact details of food places • Read reviews or comments about food places in Kelantan • Share information about food places on social media after visiting them	A1 A2 A3 A4 A5 A6	4.25 4.27 4.30 4.43 4.39 4.16
Perceived Trust	• Trust the information about food places that I see on social media. • Believe in the online ratings and reviews from other customers. • Visit a food place based on a recommendation from a social media influencer. • Never been disappointed after seeing positive reviews or photos on social media. • Don't trust a food place that doesn't have social media. • Believe the direct interaction with social media accounts influencing my decision to visit them.	B1 B2 B3 B4 B5 B6	3.96 4.16 4.07 3.94 3.87 4.10
Social Media Advertisements	• Come across advertisements for food places while browsing social media. • Engage with a social media advertisement for a food place by liking, sharing or commenting. • Follow or subscribe to a social media page or account of a food place after seeing their advertisement • Share social media advertisements for food places with others. • Find social media advertisements for food places relevant to my interests or preferences. • Save or bookmark a social media advertisement for future reference.	C1 C2 C3 C4 C5 C6	4.27 4.14 4.18 4.21 4.31 4.29
Social Media Influence towards Food Destinations in Kelantan	• Search for information about food places in Kelantan. • Believe the information from social media is important in influencing my choice to try new food places. • Share my dining experiences on social media. • Try a food place that frequently appears in social media content. • Read the information from social media influenced my choice to try new food places. • Read the reviews or recommendations from others on social media influence a decision to try a food place.	D1 D2 D3 D4 D5 D6	4.49 4.47 4.35 4.38 4.43 4.45

4.3 Reliability test

Table 3 presents Cronbach's Alpha reliability analysis findings for each independent and dependent variable. There are three independent variables, and the first is perceived usefulness. This variable included six entries and has a Cronbach's Alpha score of 0.882, indicating strong internal consistency (0.9 > a >= 0.8). The second independent variable, perceived trust, was tested for reliability and validity using six questions. The Cronbach's Alpha for this variable is 0.919. This value has an internal consistency of outstanding (a > 0.9). The third and last independent variable considered in this study is social media advertising. This variable has six entries and a Cronbach's Alpha value of 0.910. This value also has strong internal consistency (a > 0.9). The dependent variable, social media impact towards food destinations, has six elements under the topic of dependability. Cronbach's Alpha for this variable is 0.913, indicating great internal consistency. In this study, all independent and dependent variables were deemed trustworthy since they varied well.

Table 3: Results for Reliability Analysis

Name of Variables	Number of Respondents	Number of Items	Cronbach's Alpha
Perceived Usefulness	351	6	.882
Perceived Trust	351	6	.919
Social Media Advertisements	351	6	.910
Social Media Influence Towards Food Destinations	351	6	.913

4.4 Inferential Analysis

Table 4 depicts the link between the dependent variables, the factors of social media influences towards food destinations, and the three independent variables, perceived usefulness, perceived trust, and social media advertisement. The association between perceived usefulness and perceived trust in terms of the factors of social media influence towards food destinations is a moderate positive correlation. The association between social media advertisements and the factors of social media influence toward food destinations is also moderate positive and low correlations.

Table 4: Correlation analysis results

	Perceived Usefulness	Perceived Trust	Social Media Advertisement	Social Media Influence towards Food Destinations
Perceived Usefulness	1			
Perceived Trust	0.600*	1		
Social Media Advertisement	0.633**	0.658**	1	
Social Media Influence towards Food Destinations	0.740**	0.521**	0.680**	1

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

5.0 Discussion

This study primarily gathered respondents from urban areas in Kota Bharu, which may not accurately reflect the broader target population in Kelantan. Given the extensive use of social media in Malaysia, it is essential for future research to include participants from both urban and rural areas to ensure comprehensive representation of the region. Additionally, the researcher encountered significant challenges in obtaining responses from non-Malaysian participants, as the majority declined to participate in the survey. Consequently, only seven responses were secured from this demographic, which is insufficient for representing the overall population. Moreover, some respondents expressed unfamiliarity with the study, necessitating additional time for them to provide answers. This extended the data collection period to approximately one month, underscoring the need for researchers to be well-versed in effective communication strategies to engage with the target respondents. Despite these challenges, the response collection process remained largely smooth, and data was submitted in a timely manner. For

future research, it is recommended to diversify the respondent pool by incorporating participants from various geographical areas, ensuring that both urban and rural perspectives are represented. Furthermore, narrowing the scope of the study to focus exclusively on either domestic or international travelers could enhance the depth of analysis. If a mixed approach is taken, it is crucial to ensure equal representation among respondents from each subcategory. Lastly, targeting individuals who are familiar with the survey questions can significantly improve the reliability of the data collected. This focus will facilitate easier data gathering and yield a more substantial sample size, minimizing the likelihood of encountering respondents who do not fully understand or are unable to complete the questionnaire effectively.

6.0 Conclusion

This study investigated the factors influencing people's use of social media for discovering food destinations in Kelantan, focusing on perceived usefulness, perceived trust, and social media advertisements. All proposed hypotheses were confirmed, showing significant positive relationships between the independent variables and social media influence. Perceived usefulness was found to have the greatest impact, as indicated by the highest Beta value. The research objectives were successfully achieved, providing valuable insights for future studies on social media's role in promoting food destinations in Kelantan.

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Conflicts of Interest

There is no conflict of interest in this study.

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Factor Influencing Consumer Intention to Use Self-Ordering Menu in Restaurant

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Abstract: This study project focuses on the factors that influence consumers' willingness to utilize self-ordering menus in restaurants, with an emphasis on perceived usefulness, perceived ease of use, and reported satisfaction. The study's goal is to investigate these issues and provide practical findings for practitioners and scholars. The study began with the development of issue statements and research objectives, followed by a thorough literature evaluation of each independent (perceived utility, ease of use, and enjoyment) and dependent variable (intention to use). Data was gathered from qualified respondents and processed with the Statistical Package for Social Sciences (SPSS) 26.0. The investigation involved the construction of several graphs and tables to visually represent the data. The results show that perceived utility, perceived simplicity of use, and reported enjoyment all have a substantial impact on the intention to utilize self-ordering menus in restaurants. These data indicate that improving these characteristics can enhance customers' chance of using self-ordering systems. The study ends with theoretical and practical consequences. The findings give a roadmap for business owners and relevant practitioners on how to improve restaurant operations by strategically implementing self-ordering technologies. For scholars, this study serves as a framework for future research on related themes. In addition, the project discusses its limits and makes recommendations for further research in this field. Overall, the study emphasizes the importance of perceived usefulness, convenience of use, and enjoyment in promoting the usage of self-ordering menus at restaurants.

Keyword: Self-ordering, Perceived of use, Perceived usefulness, Perceived enjoyment

1.0 Introduction

Technology has become an essential aspect of modern life, shaping daily work, communication, and habits through innovations like smartphones, smart homes, artificial intelligence (AI), and the Internet of Things (IoT). These advancements have led to significant improvements in productivity across industries such as business, finance, and healthcare by lowering costs, enhancing output quality, and providing convenience. The increasing use of technology among children has further accelerated device adoption. Malaysia's role in the Fourth Industrial Revolution (IR4.0), through the implementation of Industry 4.0 technologies, including AI and autonomous robotics, has driven productivity and improved quality of life, particularly in the food and beverage sector. The global integration of technology has streamlined operations, enhanced customer experiences, and boosted efficiency and service delivery. Mobile food ordering apps (MFOAs) have gained popularity among smartphone users, enabling them to access restaurants, view menus, place orders, and make payments without staff interaction. A Boston Consulting Group survey found that 60% of food catering clients had adopted at least one MFOA, marking a notable shift in consumer behavior in the food and beverage industry. The widespread use of MFOAs allows customers to access restaurants conveniently, select times and locations that suit them, and track orders in real time.

This research aims to explore whether consumer intentions to use self-ordering menus are influenced by perceived usefulness, perceived ease of use, and perceived enjoyment. These objectives align with the need to understand the relationship between these characteristics and consumer behavior. However, technological advances present challenges for businesses, potentially disrupting productivity, efficiency, and resource management, thereby affecting customer experiences and market competitiveness (Berawi, 2018). Understanding consumer hesitations regarding self-ordering menus is critical to mitigating negative impacts on sales and customer loyalty amidst evolving market demands. In Taiwan's catering industry, self-ordering systems using self-service technologies (SSTs) have been shown to reduce labor and investment costs while increasing revenue and improving service quality (Tao, Hsu, et al., 2023). This study provides valuable insights for restaurant owners, helping them understand customer perceptions of self-ordering menus to foster loyalty and business success. Additionally, the research offers entrepreneurs, marketers, and academics a deeper understanding of the convenience and sustainability of self-ordering menus, particularly in a post-COVID-19 context, which can inform strategies for adapting to changes in consumer behavior and drive future growth and competitive advantages.

2.0 Literature Review

2.1 Intention to Use (INT)

Intention to use (INT) refers to an individual's willingness to decide whether or not to adopt a particular technology, while intention to try reflects their effort to make the adoption happen, as defined by Nayak et al. (2017). In the context of technological innovations, INT signifies the users' inclination to adopt innovative technologies over traditional methods, which ultimately influences their acceptance of technological advancements (Samsudeen and Mohamed, 2019).

According to Buabeng-Andoh (2018), INT is frequently employed in Technology Acceptance Model (TAM) studies to examine users' intentions and predict technology usage behavior. Researchers have extensively studied INT to understand the adoption of new technologies across different fields. For instance, Law et al. (2018) explored INT in various settings, and Sun and Gao (2020) examined its role in the adoption of mobile devices for language learning, with INT treated as the dependent variable. In the food and beverage industry, research has also focused on INT, with Prabowo and Nugroho (2019) investigating customers' intentions to use food delivery services and Cha (2020) analyzing consumers' intentions to use robot-serviced restaurants. In all these studies, INT served as the dependent variable, making it a vital construct for understanding and predicting technology adoption behaviors across diverse academic fields.

2.2 Perceived Usefulness (PU)

Perceived usefulness (PU) is a critical factor influencing consumer intention to use self-ordering menus in restaurants. PU refers to the degree to which consumers believe that using a particular technology will enhance their performance or experience (Davis, 1989). In the context of self-ordering menus, customers perceive these systems as useful when they provide tangible benefits, such as reducing wait times, improving order accuracy, and enhancing convenience. Research shows that when consumers view a technology as useful, they are more likely to adopt it (Venkatesh & Davis, 2000). For instance, self-ordering menus can streamline the ordering process, allowing customers to place their orders without relying on restaurant staff, which leads to faster service and reduces errors. Additionally, these systems offer the flexibility of customization, enabling users to explore menu options, modify their orders according to preferences, and track the status of their orders in real-time, which contributes to a positive dining experience (Pantano & Di Pietro, 2012). These benefits highlight how PU drives the adoption of self-ordering menus, as consumers are more likely to use these technologies when they perceive a clear improvement in the efficiency and quality of the service provided. Consequently, PU plays a pivotal role in shaping consumer intention to use self-ordering systems in restaurants (Prabowo & Nugroho, 2019).

H1: There is a relationship between perceived ease of use and intention to use self-menu ordering in restaurants.

2.3 Perceived Ease of Use (PEOU)

According to Hong et al. (2021), perceived ease of use (PEOU) is "the degree to which an individual expects mental or physical hurdles in utilizing new technology." The degree to which a person believes that using a particular technology would be painless is known as Perceived Ease of Use (PEOU). For instance, complexity is a construct that has been used to predict behavior and has similarities with PEOU.As per Lau and Ng (2019), Perceived Ease of Use (PEOU) is defined as an individual's capability to evaluate a technology and easily comprehend its benefits. Consequently, it has been identified as a pivotal factor influencing users' behavioral intention to adopt the technology. In the context of self-ordering systems, if customers find these menus easy to navigate, understand, and use, they are more likely to adopt them. Research consistently demonstrates that the easier a technology is to use, the higher the likelihood of user acceptance (Venkatesh & Bala, 2008). For self-ordering menus, this includes intuitive design, clear instructions, and simple functionality that minimizes the learning curve for users (Tao, Hsu, et al., 2023). For instance, touch-screen interfaces and mobile applications with straightforward navigation and real-time feedback significantly contribute to a positive user experience. When customers perceive the system as user-friendly, they experience less anxiety about making mistakes or wasting time, leading to a stronger intention to adopt the technology (Sun & Gao, 2020). Recent studies in the food and beverage industry confirm that ease of use is critical to enhancing customer satisfaction and increasing their intention to adopt self-ordering technologies (Prabowo & Nugroho, 2019). Thus, PEOU directly impacts consumer behavior by lowering perceived barriers and facilitating a smooth transition to new ordering technologies in restaurants.

H2: There is a relationship between perceived enjoyment and intention to use self-menu ordering in restaurants.

2.4 Perceived Enjoyment (PE)

The degree to which utilizing a particular system is considered delightful in and of itself, independent of any performance outcomes that may arise from the system's use, is known as perceived enjoyment, or PE. Furthermore, PE is defined as “the extent to which the utilization of innovative technology is perceived as pleasurable” by Sarosa (2019). According to a metal analysis by Shamy and Hassanien (2017), users' behavioral intention to use novel technology, including wearables, virtual reality headsets, and robotics, is significantly influenced by PE. These technologies are developing at a quick pace. In addition, Alalwan et al., (2018) assert that customers' intentions to use a system or application are significantly influenced by intrinsic motivation, which includes enjoyment, playfulness, and fun. Research has shown that PE is driven by factors like ease of use, visual appeal, and interactivity of the self-ordering system. A well-designed interface that enhances user experience by reducing complexity and making the ordering process more intuitive can significantly elevate the enjoyment consumers derive from the system. Furthermore, when PE is combined with performance expectancy (the degree to which a customer believes the technology will help them achieve their goals) and effort expectancy (the ease of use), it significantly boosts user intention to continue using these systems in the future. Thus, perceived enjoyment not only enhances the immediate experience but also fosters long-term adoption and satisfaction.

H3: There is a relationship between perceived usefulness and intention to use self-menu ordering in restaurants.

2.5 Conceptual Framework

The graphic above depicts the relationship between the independent variable (IV) and the dependent variable (DV) in this study. At this study, three independent variables (Iv)—perceived usefulness, perceived enjoyment, and perceived ease of use—influence the dependent variable (DV), which is customers' willingness to use self-ordering menus at restaurants. Current research discoveries have a big impact on researchers since they make it easier to write research publications, upgrading and verifying previous work.

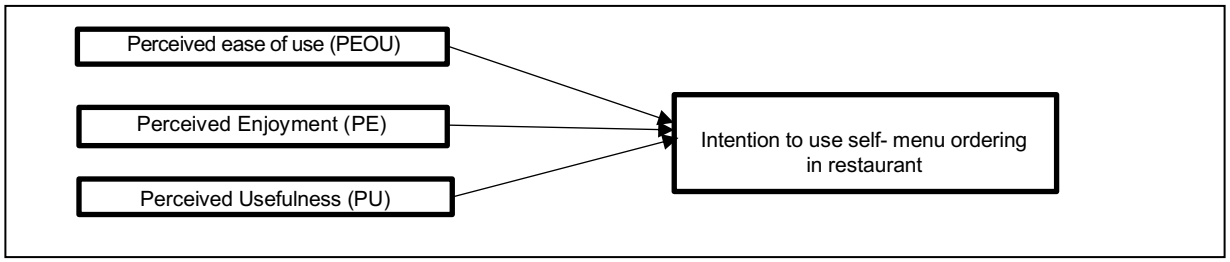

Figure 1: Conceptual Framework according to Yong Jian (2022)

3.0 Methodology

3.1 Research Design

The research design is the overall strategy that guides the process of collecting, analyzing, and interpreting data. It ensures that the research questions or objectives are answered effectively. Researchers can choose from various methodological options, each suited to different types of research questions and objectives (Emma, 2021). For this study, data was collected using a questionnaire and a quantitative methodology, which provided a more structured framework than qualitative methods. Quantitative research was valuable for distilling statistical findings into practical insights, and insights derived from robust digital data and analysis enhanced decision-making for the study's future direction.In this study, respondents completed questionnaires to assess intentions related to the independent variables of perceived usefulness, perceived ease of use, and perceived enjoyment.

3.2 Target Population

Osikhotsali Momoho (2023) defines a population as a whole set of humans, whether that group is a nation or a group of people who share common qualities. In statistical terminology, a population is the complete group of people from which a statistical sample is drawn for research. As a result, any gathering of individuals who have a common characteristic might be deemed a population. The population for this study will be based on data collected by the Department of Statistics Malaysia (DOSM). The population supplies the researcher with a diverse set of things, events, and entities to investigate. As a result, local visitors visiting Malaysia were picked as the target group since it is easy to contact and interact with another Malaysian person. To encourage responders to complete the questionnaire, share it with the group using a Google Forms link. Local tourists may also be given access to the questionnaire to complete. The researcher is satisfied with the total number of respondents.

3.3 Sample Size

According to most statisticians, the minimum sample size for any type of valid result is 100. If the researcher's population is less than 100 people, they must survey everyone. A reasonable maximum sample size is normally 10% of the population, as long as the sample size does not exceed 1000. For example, 10% of 5000 people = 500. 20,000 is 10% of a population of 200,000. This exceeds 1000, hence the maximum in this scenario is 1000. Even in a population of 200,000 people, a sample of 1000 persons will typically provide a relatively accurate result. Given the increased time and money necessary, surveying more than 1000 persons will not considerably enhance accuracy. (Bullen, 2022). Because researcher target Malaysia resident, the fieldwork was then proceeded 384 respondents by distributing questionnaires randomly respondents. Respondents were required to answer all questions according to the five-point Likert-scale. After all questionnaire answered by the respondent, the data is collected. Researchers collected the questionnaires personally from the respondents in order to secure the information obtain. The final questionnaires collected reported at 100% of response rate with total 384 usable questionnaires.

3.4 Sampling Method

The study employed non-probability sampling, specifically convenience sampling, to gather data. Convenience sampling involves selecting participants who are readily available and willing to participate (Wienclaw, 2019). Malaysian citizens who utilize self-ordering menus in restaurants made up the study's sample. To optimize reach and response rate, the poll was disseminated via Google Forms via WhatsApp, Telegram, and additional social media platforms.

3.5 Data Collection

Data collection involves systematically gathering observations or measurements to gain first-hand knowledge and original insights into the research problem (Bhandari, 2020). The study collected data through an online survey using Google Forms. This method allowed for widespread accessibility, cost-effectiveness, and diverse participant outreach. A well-structured questionnaire aligned with research goals was used to gather relevant information from a targeted sample. After collecting responses, the data underwent systematic processing to ensure reliability and accuracy. Statistical tools were then employed to derive meaningful insights, contributing to the research's success.

3.6 Research Instrument

The survey consisted of three main sections: Section A gathered general demographic information from respondents. Section B explored the relationship with the dependent variable, specifically the intention to use self-ordering menus in restaurants. Section C focused on the independent variables, including perceived usefulness, perceived enjoyment, and perceived ease of use. In this research, a 5-point Likert scale will be used. According to Eren Can Aybek and Cetin Toraman (2022), using a 5-point response option offers advantages over a 3-point response category in terms of reliability and test information perspective during the scale development process. Each section of the questionnaire employed a Likert scale consisting of five points: (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree. This scale provided a nuanced understanding of respondents' opinions and attitudes. To facilitate the analysis of this study, a distributed questionnaire proved to be a valuable and effective tool.

3.7 Data Analysis

According to Oberiri Destiny Apuke (2017), data analysis is the process of cleansing, transforming, and modelling data in order to extract useful information for business decisions. The purpose of data analysis is to extract useful information from data and base choices on that knowledge. The study utilizes descriptive statistics to summarize data trends like mean, median, mode, and standard deviation, providing insights into respondents' perceptions and behaviors. Regression analysis is employed to explore how perceived usefulness, ease of use, and enjoyment influence consumers' intent to use self-ordering menus in restaurants, revealing key drivers of adoption. Study method (qualitative or quantitative). The authors have to explain study design.

4.0 Results

4.1 Demographic characteristics of respondents

Table 1 shows the characterization of the respondents. Based on the data, 50.0% were female, 64.8 % were Income, 40.3% were between 27 and above, 31.1.% were self-employed, 28.1% were married.

Table 1: Demographic characteristics of respondents

Demographic	Category	Frequency	Percent (%)
Gender	Male	192	50.0
	Female	192	50.0
Age	20 and below	14.8	14.8
	21-30	64.8	64.8
	31-40	49	12.8
	41 and above	29	7.6
Income	Below RM1000	249	64.8
	RM1001-3000	89	23.2
	RM3001-4000	31	8.1
	RM4000 and above	15	3.9
Occupation	Government	27	7.0
	Private	36	9.4
	Student	248	64.6
	Self employed	42	31.1
	other	31	8.1

Marital Status	Married	108	28.1
	Single	276	71.9

4.2 Descriptive analysis

In this section, descriptive analysis for each variable in Section B, section C, Section D (Independent Variable) and Section E (Dependent Variable) will be presented. The data obtained will be displayed in a table format, showcasing the Mean Standard Deviation (Std Deviation) for each variable. All variables were measured using a five (5) Likert Scale with values ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

In intention of use, the study reveals respondents' perceptions of self-ordering menu systems in restaurants. The highest mean score was "I believe that using a self-ordering menu system would save me time compared to traditional ordering methods," with a mean score of 4.52. Other high scores were "The convenience of using a self-ordering menu system would encourage me to visit that restaurant more often," and "The clarity of pricing and item descriptions." The survey shows that security and privacy concerns are significant considerations for users of self-ordering menu systems, with a mean score of 4.45. However, the speed and efficiency of order processing, with a mean score of 4.30, is slightly lower but still positive perception. The data indicates a favorable view towards self-ordering menu systems in restaurants, highlighting their convenience, timesaving, and transparency, while emphasizing the need to address security and privacy concerns.

The study reveals that respondents' perceptions of self-menu ordering systems in restaurants are largely positive. The highest mean score of 4.52 indicates strong agreement about the system's potential to reduce waiting times during busy periods. Additionally, respondents are favorable towards the system's ability to facilitate easy exploration of new menu items and promotions, indicating a positive attitude towards the system. The study found that self-menu ordering systems can enhance productivity by providing clear information, which is a positive aspect. Respondents expressed confidence in the clarity of the information provided by these systems. They also expressed intention to regularly use self- menu ordering systems when dining out, with a mean score of 4.48. However, they expressed slightly lower agreement about recommending self-menu ordering to others due to its usefulness. Respondents generally have positive views on self-menu ordering systems, citing their potential for efficiency, clear information, and reduced wait times, though their willingness to recommend them may vary.

The study reveals that respondents have a strong positive perception of self-ordering menu systems in restaurants. The highest mean score for accessibility and usability was 4.47, with respondents expressing a strong agreement on the system's usability across different devices. They also found the system to improve efficiency and ease of use for individual tasks. The user-friendliness of self-ordering menu systems was also positive, with respondents expecting minimal effort and mental strain when using such systems. The straightforwardness and ease of understanding associated with self-ordering in restaurants were also highly agreed upon, with a mean score of 4.48. Overall, respondents have a positive perception of self-ordering menu systems in restaurants. The data indicates that respondents generally have positive views on self-ordering menu systems in restaurants, highlighting their user-friendliness, efficiency, accessibility across devices, and ease of understanding.

Table 2: Mean, standard division (SD) of items and variables (n=384)

Items	**N**	**Mean score**	**Standard. Deviation**
Intention to use (INT)			
The convenience of using a self-ordering menu system in a restaurant would encourage me to visit that restaurant more often.	384	4.41	.898
I believe that using a self-ordering menu system would save me time compared to traditional ordering methods in a restaurant.	384	4.52	.861
The clarity of pricing and item descriptions on the self-ordering menu system would impact my likelihood of using it.	384	4.43	.891
I am concerned about the security and privacy of my personal information when using a self-ordering menu system.	384	4.45	.946
The speed and efficiency of order processing through a self-ordering menu system would affect my decision to use it.	384	4.30	1.077
I am concerned about technical issues (system crashes, payment failures) when using a self-ordering menu system.	384	4.46	.930

Perceived usefulness (PU)			
Self-ordering menu could boost productivity order the menu	384	4.42	.836
I believe that self-menu ordering provides clear information	384	4.46	.845
I expect self-menu ordering to help me avoid waiting in long queues during peak dining hours	384	4.52	.858
Self-menu ordering systems would allow me to explore new menu items and promotions easily.	384	4.52	.842
Based on the perceived usefulness of self-menu ordering, I intend to use it regularly when dining out.	384	4.48	.891
I would recommend self-menu ordering to others because of its usefulness.	384	4.36	1.005
Perceived Ease of Use (PEOU)			
Self-ordering menu is user friendly	384	4.41	.878
Self-ordering menu improve the individual tasks or roles in terms of efficiency and effect	384	4.46	.896
The extent to which the self-ordering menu can be accessed and used easily through various devices such as smart phones or tablets.	384	4.47	.870
By using self-menu ordering in restaurants seems straightforward and easy to understand.	384	4.46	.904
I expect minimal effort and mental strain when using self-menu ordering in restaurants.	384	4.41	.982
By using self-menu ordering in restaurants seems straightforward and easy to understand.	384	4.48	.905

4.3 Reliability Test

In this study, a reliability test was conducted to assess Cronbach's Alpha values for each variable. Table 3 indicates that the questionnaire's Cronbach's Alpha ranged from 0.928 to 0.961, all of which exceed the acceptable threshold of 0.6. Specifically, Perceived Enjoyment (PE) showed a high coefficient of 0.961, Perceived Ease of Use (PEOU) had a reliability of 0.958, Perceived Usefulness (PU) demonstrated a coefficient of 0.945, and Intention to Use (INT) achieved a coefficient of 0.928. In summary, all variables are considered acceptable as their coefficients are above 0.60.

Table 3: Results of Reliability Cronbach's Alpha for the variables.

No.	Variables	Cronbach's Coefficient Alpha Value
1.	Perceived Usefulness (PU)	0.945
2.	Perceived Ease of Use (PEOU)	0.958
3.	Perceived Enjoyment (PE)	0.961
4.	Intention to Use (INT)	0.928

4.4 Pearson's Correlation Coefficient Analysis

Table 4 shows the results of the correlation among independent variables and dependent variables using Pearson's Correlation Coefficient. According to Glen (2016), the greater the absolute value of the standardized coefficients beta, the stronger the effect. The table indicates a high significant association between perceived usefulness and the intention to use self-ordering menus in restaurants, with a correlation of r = 0.841. This is because self-ordering menus provide convenience by allowing consumers to explore the menu, personalize their orders, and place them without interacting with waitstaff. Customers who desire efficiency and independence in their dining experiences place a high value on convenience.

The second correlation shown in Table 4 indicates that perceived ease of use and the intention to use self- ordering menus in restaurants also have a high significant association, with a correlation of r = 0.873. This is because self-ordering menus are designed to be intuitive and user-friendly, making it simple for customers to navigate and place orders. When people find the interface easy to use, they are more likely to continue using it. Furthermore, the results in Table 4 show a correlation of r = 0.904. According to the rule of thumb, this indicates a moderately high positive correlation between perceived enjoyment and the intention to use self-ordering menus in restaurants. To conclude, all the independent variables, such as perceived usefulness, perceived ease of use, and perceived enjoyment, are significantly positively correlated with customer perception in purchase intention.

Table 4: Pearson's Correlation Analysis Results

	Perceived to Usefulness	**Perceived Ease of Use**	**Perceived to Enjoyment**	**Intention**
Perceived to Usefulness	1			
Perceived Ease of Use	0.935**	1		
Perceived to Enjoyment	0.898**	0.914**	1	
Intention	0.841**	0.873**	0.904**	1

5.0 Discussion

The study on factors influencing customers' use of self-ordering menus in Malaysian restaurants underscores key determinants such as perceived usefulness, ease of use, and enjoyment, providing crucial insights for the restaurant industry and self-service technology users. Despite its contributions, the study has several limitations. The respondent age range is skewed, with 64.8% between 21 and 30 years old, which may not accurately represent the broader population. Additionally, the reliance on online surveys restricts respondents' ability to seek clarification, potentially affecting data accuracy. The study's focus on perceived usefulness, ease of use, and enjoyment as independent variables may overlook other relevant factors, and it does not consider different types of restaurants, which could significantly influence responses. To address these limitations and enhance future research, it is recommended to distribute surveys more evenly across diverse demographics such as age, income, and education to reduce bias and better represent the population. Employing multi-format surveys, including both online and paper methods, can increase response rates and data accuracy. Furthermore, specifying the types of restaurants in the study, such as fast food, fine dining, and casual dining, can ensure that respondents provide more precise answers based on their varied experiences, ultimately leading to more comprehensive and actionable insights.

6.0 Conclusion

The chapter concluded with findings from 384 respondents, revealing statistically significant positive relationships between perceived ease of use, perceived enjoyment, perceived usefulness, and intention to use self-menu ordering in restaurants. These results support hypotheses suggesting that ease of use, enjoyment, and usefulness influence consumers' intentions to adopt self-ordering technologies, highlighting their importance in enhancing customer acceptance and usage in restaurant settings.

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Conflicts of Interest

There is no conflict of interest in this study.

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Self-Service Kiosks in Fast Food Restaurants: A Study on UMK Students' Usage Intentions

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Abstract: This research aims to identify students' intention to use self-service kiosks in fast food outlets at Universiti Malaysia Kelantan. Many studies have been conducted on productivity and customer satisfaction as digital technologies in the food service industry have become more widely adopted. This study uses the Technology Acceptance Model (TAM) to evaluate the aspects that impact students' intent to use the self-service kiosk. The variables were perceived ease of use, perceived utility, and the student's attitude towards using the self-service kiosk technology in fast food outlets in Kota Bharu, Kelantan. The innovation and the technological advancement to date bring the customer to experience different services of foods. This study aims to study the impact of performance expectancy, effort expectancy, and student's attitudes towards the self-service kiosk. Using the quantitative method, the questionnaire was distributed through Google Forms to 273 respondents. The data was analyzed using Statistical Package for Social Sciences (SPSS). Data from the findings stipulated that a significant relationship exists between performance expectancy, effort expectancy, and attitude towards the self-service kiosk. This study enhances awareness of technology adoption in the fast-food industry and offers insights for restaurant managers looking to use self-service technologies efficiently.

Keyword: Self-service kiosk, Self-service technology, UMK Students' usage intentions, fast-food restaurant

1.0 Introduction

Straits Research in 2022 reports, "The global self-service kiosk market size was valued at USD 27.12 billion in 2021 and is projected to reach USD 46.72 billion by 2030 at a CAGR of 6.23% from 2022 to 2030.The market for these self-service kiosks is expanding due to the rising demand. Thus, self-service technology (SST) is becoming more prevalent in today's service business (Park et al., 2021), and it is critical to evaluate consumers' attitudes towards self-service kiosks. According to Park et al. (2021), the fast-food business has recognized the importance of utilizing technology and constantly improving its service as technology advances. There are numerous competitors in the food service industry. To compete in this field, food service providers have used aggressive marketing methods to attract and retain new customers. It is hard to compete with the food service sector, which has evolved dramatically over the previous several decades from putting orders on paper to a digital POS system. However, various technological advancements have been adopted in the food service field, including digital payments, tablet menu orders, internet ordering, reservations through applications and self-service kiosks (Park et al., 2021). However, there is a generation that neglects using technology (Rastegar, 2018), the baby boomer generation, which prefers to use the conventional method rather than new entry technologies. In the era of point of sales, these technologies are for managing prices and promotions, directing sales flow, and monitoring inventory levels. The POS system is regulated to become more sophisticated to introduce and to receive orders, manage the table layout, and be able to track the customer's purchase menu. Hence, this technology has become a critical tool for businesses of all types and sizes, enabling them to streamline operations, improve efficiency, and enhance the customer experience.

According to Mexen (2015), the self-service technology does not need to interact with employees or restaurant crew services because they need to involve themselves in the process. In addition, self-service technology is also adopted in the food and beverage industry. For example, traditional menu cards have been replaced by digital menus in restaurants (Hank et al., 2015). Tan, Tom & Netessine (2017), various restaurants have used various devices on the table, such as tablets and iPads, by providing all dimensions with more than one multilingual menu, menu visualization, ordering, and bill payment. Self-service kiosks are interactive tablets or touch-screen PCs that let users access information or services without speaking to someone directly, allowing them to use services whenever convenient. The use of self-service technologies in the hospitality industry has been quite profitable in this day of technological advancement. This is because users are more inclined to use technological systems than to interact with staff-provided services. Many technologies, such as digital menu boards, self-order kiosks, POS systems, and digital cashless, are becoming more advanced daily. According to Rastegar (2018), customers may customize things for themselves, create a meal based on their preferences, and pay quickly without waiting in large queues. Fast-changing restaurant technology has tremendously impacted customers' eating experiences, such as how food is displayed, organized, and delivered (Garg, 2022). In hospitality facilities, innovation has reinvented, reformed, and imaginatively reframed the service technique despite the old-fashioned approach of queuing and waiting to order meals. Slade et al. (2015) postulated that consumer effort expectations correlate with perceived ease of use in the Technology Acceptance Model (TAM). Even though the increased use of these kiosks has increased students' propensity to interact with them, it is heavily influenced by factors such as the simplicity of the interface, clarity of instructions, and general usability (Younger, 2018). Therefore, this study attempts to solve some issues of intention to use with the variables given performance expectancy, effort expectancy and student attitudes using the self-service kiosk at the fast-food restaurant in Kota Bharu, Kelantan. In other words, self-service machines have the

potential to improve user satisfaction in general and save operational time in comparison to manual services, which require the involvement of humans. Self-service kiosks have been used in various industries, such as airline tickets, restaurants, and retail. The hospitality industry has also used this self-service kiosk in hotels, restaurants, and ticket purchase services.

2.0 Literature Review

2.1 UTAUT model

Unified Theory of Acceptance and Use of Technology (UTAUT) can be defined as an attempt to develop one model that incorporates the core of the preceding eight innovation acceptance models. Performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating circumstances (FC), behavioral intention (BI), and usage behavior (UB) are the major components of the UTAUT model. The goal of this study is to identify the elements which influence the use of self-service kiosks using the theory of acceptance and use of integrated technology (UTAUT) and the quality of electronic services (e-services), which contribute to changes in consumers' intentions to adopt self-service kiosks. Self-Service Technology (SST) allows users to create services that do not require direct employee participation. The immediate implications are for academics studying behavioral intentions and managers seeking to secure the adoption and utilization of new systems or technology. The study has some limitations, including the Kota Campus to draw statistical inferences from each study analyzed. This is due to the many study subjects, techniques, structures, and settings.

2.2 Performance Expectancy

Numerous research investigations have demonstrated the significance of performance expectancy in affecting consumers' views towards self-service devices. In this regard, (Collier and Kimes 2013) discovered that perceived convenience and time savings influence customers' desire to use self-service kiosks at fast- food restaurants. Additionally, (Wang, Harris et al. 2012) found that the perceived utility of self-service kiosks had a substantial impact on users' intentions to utilize these technologies. Students are a distinct population in the industry of fast-food due to their technological savvy, hectic schedules, and desire for speedy service. (Zahari, Esa et al. 2023) found that students' expectations of technological performance, such as speed of service and convenience of use, play an important role in their decision to utilize self-service kiosks. Furthermore, (Lee and Allaway 2002) argue that younger consumers, particularly students, are more willing to use self-service technologies if they believe they are efficient and advantageous.

2.3 Effort Expectancy

Factors that influence effort expectation, such as user interface design: The design of self-service kiosks has a considerable impact on users' effort expectations. A user-friendly design, clear guidance, and navigation all contribute to positive evaluations of usability. Intricate menus, many procedures, or complex interfaces, on the other hand, may appear to require more labour, making consumers unhappy and lowering adoption rates. Second, Familiarity and Past Experience: Users' expectations for effort are heavily impacted by their previous interactions with self-service kiosks or similar technology. Customers using self-service interfaces often expend less effort since they may draw on prior knowledge and skills. Users unfamiliar with self-service kiosks, on the other hand, may first believe that utilising one involves more effort, but they will gradually be able to adjust their expectations. Finally, consider system performance and reliability: The dependability and effectiveness of self-service kiosks have a direct impact on users' effort expectations. Frequent system errors, slow processing speeds, and unresponsive touchscreens can irritate consumers and make it appear that more labour is required to complete tasks. High system dependability and effective performance contribute to an excellent user experience in two ways: they reduce perceived effort and increase user satisfaction.

2.4 Attitude Towards Technology

Multiple studies have revealed that supportive surroundings are important in shaping consumer behaviour towards technology use. (Venkatesh, Thong et al. 2016) shown that enabling settings may be used in the adoption literature to predict behaviour and intention since they reflect a person's values. Furthermore, (Ahn and Seo 2018) revealed that consumers' preference for electronics influences their responses to interactive SSTs in everyday situations. According to the findings, consumers with a strong desire for devices have a significant impact on their conduct and attitudes about SST. According to the findings, consumers with a strong desire for gadgets have a significant influence on their conduct and attitudes about SST. Customer impressions of value were significantly and positively influenced by effort and performance expectations, with the latter having the greatest effect. Furthermore, advantageous circumstances, social influence, and perceived value were important predictors of SST in performance anticipation and behavioural intention to acquire and employ SST (El-Said and Al Tall 2020).

2.5 Usage Intention

According to (Ajzen and Fishbein 1975) researchers further define intention as a measure of the strength of a person's intention to perform a certain behaviour. Therefore, someone who has the strength to explore more about technology, his intentions tend to be higher in that regard. In short, behavioural intention means a person's level of inclination to adopt a new technology (Lai, Tsai et al. 2013). It can be concluded that behavioural intention (BI) always refers to an individual's perceived opportunity or subjective norm that a person plans to engage in a certain behaviour. In this research, the independent variables are performance expectancy, effort expectancy and attitude towards technology. These three variables provide answers about the intention to use self-service kiosks among UMK students.

2.6 Hypothesis

This study has defined the independent variable as the impact caused by students' usage intention in self-service kiosks at fast-food restaurants, so the purpose of this study is to determine the size of the influence between these variables.

The overall hypothesis is stated as follows:

i. H1 – There is a relationship exists between performance expectancy and self-service kiosk usage intention among students at the University of Malaysia Kelantan.
ii. H2 - There is a relationship between effort expectancy and intention to use self-service kiosks among students at the University of Malaysia Kelantan.
iii. H3 - There is a relationship between attitude towards technology and intention to use self-service kiosks among students at the University of Malaysia Kelantan

2.7 Conceptual Framework

Figure 1 below displays the research framework for this study. The conceptual framework is based on three types of variables, namely independent and dependent variables, as depicted in Figure 1. The independent variables for this study were performance expectancy, effort expectancy and attitude towards technology with usage intention as the dependent variables

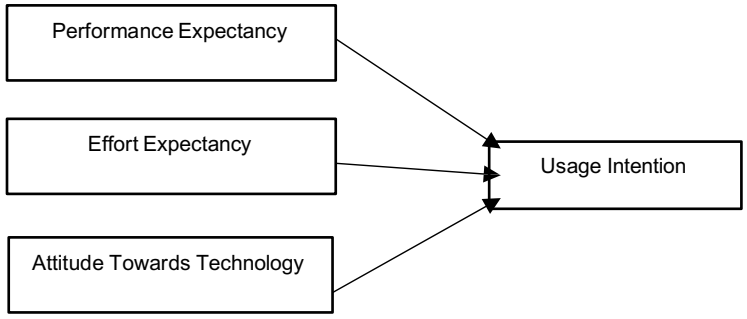

Figure 1: Research Framework

3.0 Methodology

3.1. Study Design

This is a quantitative study. The survey was conducted based on a questionnaire. Quantitative research takes place where the primary concern is understanding the relationship between independent and dependent variables, clearly presenting any inferences to be drawn from the data collected. The survey also asked UMK students about the purpose of use on all questions pertaining to self-service kiosks in fast food restaurants. Questionnaires have been used as research instruments in quantifiable and descriptive projects.

3.2 Target Population

The target population in this study is University Malaysia Kelantan students, especially University Malaysia Kelantan Kota Campus students. The researcher targeted respondents from students in this study because the current generation is more interested in using technology, especially in making reservations through self-service kiosks.

3.3 Sample Size

A total of 367 questionnaires were distributed to the targeted respondents. Of that number, 273 respondents returned the questionnaire and analyzed it. The selected sample size of 273 respondents is statistically sound and practically feasible, ensuring that the study findings are reliable, valid, and applicable to a wider population at self- service kiosks in Kota Bharu. This sample size allows the study to achieve its objective by providing a robust data set to analyze the influence of performance expectations, effort expectations and attitudes towards technology on usage intentions towards self-service kiosks.

3.4 Sampling Method

Non-probability sampling methods were used for this investigation. The convenience sampling technique will be used in this study. The researchers used this sampling in this study since it is conveniently spread to the respective respondents. This cross-sectional research easily administers the self-service kiosks at fast-food outlets questionnaire. Because of time restrictions, this study is cross-design and resource-limited.

3.5 Data Collection

3.5.1 Data Collection

Data was collected through an online survey using Google Forms. UMK's Kota campus students were invited to participate via Telegram and WhatsApp groups. Participation was voluntary and required internet access. Ethical guidelines were followed, including obtaining consent from respondents before they completed the survey.

3.5.2 Research Instruments

The research instrument used in this study was an adapted structured questionnaire designed to evaluate the usage intention of self-service kiosks in Quick Service Restaurants (QSRs) among students at UMK (Universiti Malaysia Kelantan). The questionnaire included items to assess students' attitudes, perceptions, and behavioral intentions towards using these kiosks. It was developed to ensure clarity and relevance to the study's objectives, with questions crafted to gather specific data on how likely students are to use self-service kiosks in QSRs, factors influencing their decisions, and their overall satisfaction with such technology. The questionnaire's structured format allowed for consistent data collection across respondents, facilitating reliable analysis and interpretation of findings regarding students' preferences and behaviors related to self-service kiosks.

3.6 Data Analysis

Data were collected via a Google Forms questionnaire and analyzed using SPSS. Descriptive statistics summarized the data, while reliability was assessed using Cronbach's alpha and validity was assessed using factor analysis. Normality tests showed the data were not normally distributed, leading to the use of non-parametric tests like the Mann-Whitney U test and Spearman's rank correlation for hypothesis testing. Descriptive analyses, including cross- tabulations and chi-square tests, examined the relationships between usage intention and variables such as performance expectancy, effort expectancy and attitude toward technology. This approach ensured a thorough and reliable analysis, providing meaningful insights into customer satisfaction with self-service kiosks.

4.0 Results

4.1 Demographic characteristics of respondents

Table 1: The results of the respondents' demographic profile

No.	Item	Socio-Demographic	Frequency	Percentage(%)
1	Gender	Male	116	42.5
		Female	157	57.5
2	Age	18-20 years old	18	6.6
		21-23 years old	201	73.6
		24-26 years old	45	16.5
		27 and above	9	3.3
3	Campus	Kota	273	100
4	Faculty	FHPK	216	79.1
		FKP	40	14.7
		FPV	5	1.8

		FSDK	12	4.4
5	Year of Study	Year 1	21	7.7
		Year2	36	13.2
		Year 3	183	67
		Year 4	33	12.1

This survey only included University Malaysia Kelantan students from the Kota Campus. There were 157 female responders (57.5%), and 116 male respondents (42.5%). Regarding respondents' age, 18 respondents aged 18 to 20 accounted for 6.6%. However, 201 respondents, or 73.6% of the sample, were between the ages of 21 and 23. Respondents aged 24-26 years old accounted for 45 (16.5%). Furthermore, respondents aged 27 and above reported 9 people (3.3%). The data respondents included 21 in year one (7.7%), 36 in year two (13.2%), 183 in year three (67%), and 33 in year four (12.1%). There were 216 respondents from the FHPK faculty (79.1%), 40 from the FKP faculty (14.7%), 5 from the FPV faculty (1.8%), and 12 from the FSDK faculty (4.4%).

4.2 Descriptive analysis

Table 2: Descriptive Analysis of self-service kiosk usage intention among students at the University of Malaysia Kelantan.

Variable	Items	N	Mean	Standard Deviation
Performance Expectancy	By using the technology system, I can make orders quickly.	273	4.46	0.895
	It also has a menu design that is very attractive and easy for users to understand.	273	4.31	0.936
	This application helps me place an order without wasting too much time.	273	4.28	0.918
Effort Expectancy	Using the self-service kiosk, I can easily make orders clearly and easily.	273	4.28	0.942
	It is also a very clear and easy-to-understand application for all ages.	273	4.12	1.002
	I found this application easy for users to use without being taught.	273	4.16	0.986
Attitude Toward Technology	By using technology improves my productivity and efficiency.	273	4.29	0.905
	Technology enhances my overall quality of life.	273	4.22	0.934
	feel confident in my ability to use various types of technology effectively.	273	4.22	0.955
Self-Service Kiosk Usage Intention	Does using this technology meet your needs when making a reservation?	273	0.933	4.16
	This technology allows users to plan and view orders digitally without affecting the surroundings.	273	0.954	4.21
	You are interested in the use of self-service kiosk technology because you like to explore new things. It also helps you make choices without help.	273	0.882	4.34

Table 2 provides a detailed descriptive analysis of various factors influencing intention to use self-service kiosks among students at the University of Malaysia Kelantan. The analysis includes four main variables: Performance Expectancy, Effort Expectancy, Attitude Toward Technology, and Self-Service Kiosk Usage Intention, each assessed through multiple items.

Performance Expectancy is measured by three items, where students strongly agree that using the technology system enables them to make orders quickly, as indicated by the highest mean score of 4.46 (SD = 0.895). They also find the menu design attractive and easy to understand (Mean = 4.31, SD = 0.936) and appreciate that the application helps place orders without wasting time (Mean = 4.28, SD = 0.918).

Effort Expectancy also shows high agreement among students. They find the self-service kiosk easy for making clear and easy orders, reflected in a mean score of 4.28 (SD = 0.942). The application is perceived as very clear and easy to understand, suitable for all ages (Mean = 4.12, SD = 1.002), and users find it easy to use without needing additional teaching (Mean = 4.16, SD = 0.986).

Attitude Toward Technology is very positive, with students agreeing that technology improves their productivity and efficiency, showing a high mean score of 4.29 (SD = 0.905). Additionally, they feel that technology enhances their overall quality of life (Mean = 4.22, SD = 0.934) and are confident in their ability to use various technology effectively (Mean = 4.22, SD = 0.955).

Self-service kiosk Usage Intention has high mean scores across all items. Students agree that the technology meets their needs when making a reservation (Mean = 4.16, SD = 0.933) and allows them to plan and view orders digitally without affecting their surroundings (Mean = 4.21, SD = 0.954). The highest mean score within this variable indicates that students are interested in using self-service kiosk technology because they enjoy exploring new things and appreciate that it helps them make choices without assistance (Mean = 4.34, SD = 0.882).

Overall, the descriptive statistics highlight strong positive perceptions and intentions toward self-service kiosks among the students, with consistently high mean scores indicating general satisfaction and acceptance of the technology.

4.3 Reliability Test

Table 3: Reliability Analysis

Variable	Items	Cronbach's Alpha Coefficient	Strength of Association
Performance Expectancy	3	0.858	Very Good
Effort Expectancy	3	0.771	Good
Attitude Toward Technology	3	0.805	Very Good
Self-service Kiosk Usage Intentions	3	0.845	Very good
Overall Variable	**12**	**0.945**	**Excellent**

No. of respondent(n) =273

The actual reliability test of the utilizable questionnaire for the 376 respondents' approach after the reliability test evaluation for the pilot test. Table 3 indicates that the overall Cronbach's Alpha Coefficient for the independent and dependent variables in this study is 0.945, signifying high reliability. Each variable, tested with three questions, achieved Cronbach's Alpha values above 0.7, confirming the reliability of the results. Performance expectancy had an Alpha of 0.858, effort expectancy 0.771, attitude toward technology 0.805, and self-service kiosk usage intention 0.845. These high coefficients demonstrate that the questions used in the study are reliable and understood by the respondents, validating the questionnaire and supporting the reliability of the investigation.

4.4 Pearson Correlation Coefficient Analysis

Table 4: Pearson's Correlation Analysis

Hypothesis	Result	Findings of Data Analysis
H1: There is a relationship between performance expectancy and self-service kiosk usage intention among students at the University of Malaysia Kelantan.	r = 0.770** p = 0.001 Strong / High	H1: Accepted
H2: There is a relationship between effort expectancy and self-service kiosk usage intention among students at the University of Malaysia Kelantan.	r = 0.746** p = 0.001 Strong / High	H2: Accepted
H3: There is a relationship between attitude toward technology and self-service kiosk usage intention among students at the University of Malaysia Kelantan.	r = 0.803** p = 0.001 Strong / High	H3: Accepted

Based on Table 4 this study investigated the relationships between performance expectancy, effort expectancy, and attitude toward technology with the intention of using self-service kiosks among students at the University of Malaysia Kelantan. All three hypotheses were supported, as indicated by the Pearson correlation coefficients and significant p-values. Hypothesis 1 (H1) showed a high correlation (r = 0.770) with a p-value of 0.001 between performance expectancy and usage intention. Hypothesis 2 (H2) revealed a strong relationship (r = 0.746) with a p-value of 0.001 between effort expectancy and usage intention. Hypothesis 3 (H3) demonstrated a high correlation (r = 0.803) with a p-value of 0.001 between attitude toward technology and usage intention. These findings suggest that all three factors significantly influence students' intentions when using self-service kiosks.

5.0 Discussion

For discussion, the researcher has done several processes and methods for research. However, the researcher had a problem in the process because the researcher finds it difficult to receive data by respondents which is not correct for data collection and makes it difficult for the researcher to analyse. This is because there are some respondents who answered the

question given by the researcher through a google form question which is not correct with the question given. Although there are many constraints in carrying out the research method, the researcher still manages to obtain sources that support the study. The things studied by the researcher about self-service kiosks for students are, attitude towards technology and the intention, effort expectancy towards intention to use self-service kiosks and performance expectancy. The researcher also used quantitative methods on the respondents. This study was conducted to see the effectiveness of the use of self-service kiosks on students at Universiti Malaysia Kelantan. However, this study has given good feedback to the researcher because it attracts students' interest in using self-service kiosks because they use digital menus in choosing food menus. Future research can use a different research method to gather the data. Instead of using a questionnaire. There a few more methods can be used by future researchers. The data collection can be done through face-to-face interview, phone call, interview. In addition, this study encourages future researchers to create and develop new research on innovation and marketing in social media. Therefore, researchers can post questions to social media users and get quick and plentiful results. Lastly, this is because most users who use self-service kiosks are among students who are studying at university and school.

6.0 Conclusion

In conclusion, this study was conducted to identify the variables that determine the willingness of users among students to use self-service kiosks. The relationship between the dependent variable, the student's success in using the following system and fostering the user's interest in the system being held. 273 data were analyzed using SPSS analysis. All hypotheses were supported.

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Conflicts of Interest

There is no conflict of interest in this study.

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Factors Affecting Students' Intention To Use Food Delivery Apps At Universiti Malaysia Kelantan

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Abstract: In line with the current changes, various applications have been created, including ordering meals through the app and the food delivery app. Ordering meals in the app can also make it easier for university students to order meals anywhere without going to the store; this can save students time going for a cold meal, and a wide variety of food menus are available. This study aims to determine the relationship between time-saving and online food delivery services and identify the relationship between cost-savings and online food delivery services among university students. Data has been collected using quantitative techniques through online questionnaires. According to the findings of 300 respondents, many universities students order food using food delivery applications as it is a large selection of food at affordable prices and saves them time to buy food. The study is reasonable because it is an alternative avenue for students to find food and to be able to try more menus and different types of food.

Keywords: Food Delivery App, Students, Kota Bharu

1.0 Introduction

Online food delivery (OFD) services have become highly accessible through the widespread use of the Internet and mobile technologies, facilitating convenient access via computers and mobile devices. This accessibility has significantly influenced customers to embrace OFD services in daily food consumption routines. Consumers appreciate these applications and delivery services primarily for their ability to provide the utmost convenience in their everyday lives. Pang (2017) notes that the emergence of Food Panda in 2012 marked the introduction of meal delivery services in the country. This pioneering initiative set the stage for the rapid growth and adoption of OFD services across Malaysia like DeliverEat, Honestbee, Dahmakan, GrabFood, and Shopee Food provide food delivery services for consumers (Kong & Bizhive, 2018). Online food delivery services allow the consumer to track the delivery and get special promotions and discounts to ensure the repeated consumer uses their platforms (Chavan et al., 2015). Dazmin and Ho (2019) identify two categories of food delivery services in Malaysia: those offered directly by merchants and those supported by intermediaries. For example, fast food restaurants such as McDonald's (MCD), Kentucky Fried Chicken (KFC), and Pizza Hut provide delivery services with added transportation costs. Students frequently juggle multiple responsibilities, including attending lectures, completing assignments, and participating in extracurricular activities; however, these apps provide a quick and convenient solution, allowing students to save time and focus on their academic and social commitments. As technology evolves, more enhancements in this area will enhance the dining experience for university students. This research aims to motivate individuals to use OFD services and provide opportunities for company owners to diversify and improve efficiency.

The shift towards online food delivery can also be linked to changing consumer preferences, especially in urban areas with high demand for convenient dining solutions (Chai et al., 2019). As more consumers, including students, embrace these services for convenience, affordability, and variety of food options, Malaysia's online food delivery industry continues to thrive and expand. Chen et al. (2010) state that online purchasing involves exchanging time, effort, and money over the Internet. Unlike offline purchases, online transactions lack certain elements, such as physical interaction with the product, making them perceived as riskier (Laroche et al., 2005; Thamizvani & Xavier, 2013). This risk perception underscores the importance of understanding how consumers, including university students, navigate their intentions and decisions when engaging in online food delivery services, considering both the benefits and potential drawbacks of digital transactions.

The food delivery industry is witnessing intense competition, characterised by the entry of numerous new players. By identifying and analysing the variables influencing university students' intent to use meal delivery apps, service providers can better alter their promotions and deals to suit this significant customer's needs and tastes. Additionally, such data can help app developers improve user experience and promote a diverse culinary landscape, promoting cultural diversity and appreciation for different foods. This study looked at the variables that affect consumers' behaviour towards online food delivery (OFD) and assessed whether or not using OFD was convenient and necessary. It also looked into how the model interacted with independent variables like perceived ease of use, convenience incentive, time-saving orientation, privacy, security, and customer behaviour towards OFD. Furthermore, this chapter helped to determine the precise scope of these investigations, such as their objective, variables, and theories.

2.0 Underpinning Theory

2.1 UTAUT Theory

The Unified Theory of Acceptance and Use of Technology (UTAUT) is a comprehensive framework encompassing several key factors affecting users' acceptance and adoption of technology. These factors include performance expectancy, effort expectancy, and social influence. Together, these factors contribute to shaping individuals' intentions to use applications. UTAUT has been selected as the theoretical framework for studying university students' intentions to utilise food delivery apps due to its robust and widely acknowledged structure in technology acceptance. Food delivery apps represent a technological innovation, making UTAUT particularly suitable for exploring the factors that drive students' acceptance and adoption of these services.

The theory's integration of performance expectancy (anticipated benefits), effort expectancy (ease of use), social influence (peer and societal impact), and other factors provides a holistic view that aligns with the complex dynamics of technology adoption within a university environment. Understanding technology adoption requires analysing students' intent to use food delivery apps in university settings using the Unified Theory of Acceptance and Use of Technology (UTAUT). Key components such as performance expectancy, effort expectancy, social impact, and behavioural intention are all included in the comprehensive framework offered by UTAUT. These factors are crucial for investigating students' willingness to adopt these apps. The framework's flexibility enables an exploration of how these variables interact within the unique cultural environment of Malaysian universities, thereby increasing its applicability and efficacy in studying students' behaviours related to technology adoption. UTAUT is a valuable tool for theoretical exploration and practical application in understanding and promoting technology adoption behaviours within educational settings.

2.1.1 Performance Expectancy

The relationship between performance expectancy and students' intention to use food delivery apps at the University in Malaysia, a key element of the UTAUT model, hinges on students' beliefs about the benefits of these apps. High-performance expectancy, encompassing aspects like convenience and quality, positively influences their intention to use these services, reflecting their need for efficient, reliable food options that suit their schedules and preferences.

2.1.2 Effort Expectancy

Effort expectancy is a crucial factor influencing students' behavioural intentions towards food delivery apps. It refers to the perceived ease of use associated with these applications. Students who perceive the app interface as user-friendly and the ordering process as straightforward are more inclined to use the service. This aspect is particularly relevant in university settings, where students value efficient and convenient solutions to meet their daily needs.

2.1.3 Social Influence

Social influence is how people and social circles affect university students' decision-making ability. Regarding the usage of apps for food delivery, students are more inclined to use these services if they observe widespread acceptance and positive recommendations among their peers. This social aspect can be a powerful driver, especially on university campuses where peer opinions and trends hold significant sway.

2.1.4 Behavioral Intention

The UTAUT model provides a structured framework for pinpointing the factors that impact university students' inclination to utilise food delivery apps. It explores how components like performance expectancy (expected benefits from app usage), effort expectancy (perceived ease of use), social influence (peer influence and social norms), and behavioural intention influence their readiness to embrace this technology. Through a thorough analysis of these elements, UTAUT offers valuable insights into the factors influencing technology adoption among university students, illuminating the primary motivators shaping their decisions regarding food delivery apps.

2.2 Conceptual Framework

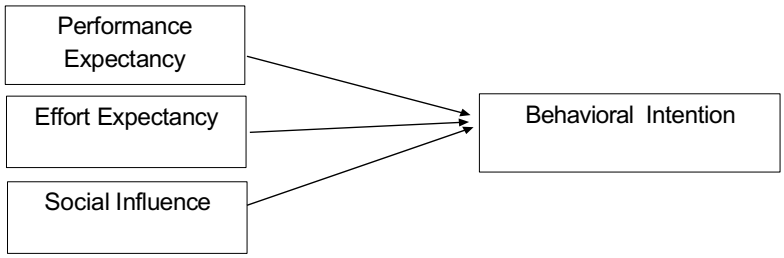

Figure 1: The Conceptual Framework of The Study adopted by Chen et al. (2010)

The researchers can identify the independent and dependent variables from the diagram above. Based on the existing Unified Theory of Acceptance and Use of Technology (UTAUT), namely performance expectancy, effort expectancy, and social influence towards intention to use the applications. At the same time, the dependent variable is behavioural intention. The hypotheses for this study derive from the conceptual framework, namely:

i. H1 - The relationship between performance expectancy and intentions to use food delivery apps among university students.
ii. H2 - The relationship between effort expectancy and intentions to use food delivery apps among university students.
iii. H3 - The relationship between social influence and intentions to use food delivery apps among university students

This research aims to identify the factors affecting students' intention to use food delivery among university students.

1. To determine the relationship between performance expectancy and intentions to use food delivery apps among university students.
2. To determine the relationship between effort expectancy and intentions to use food delivery apps among university students.
3. To determine the relationship between social influence and intentions to use food delivery apps among university students.

To achieve the objectives mentioned above, the formulated research questions for this study are as follows:

1. What is the relationship between performance expectancy and intentions to use food delivery apps among university students?
2. What is the relationship between effort expectancy and intentions to use food delivery apps among university students?
3. What is the relationship between social influence and intentions to use food delivery apps among university students

3.0 Methodology

3.1 Study Design

The study uses a quantitative method where a cross-sectional survey research design is applied to collect the data through a self-administered questionnaire. Quantitative research is a way to collect and analyse data from different sources in a planned way (SIS International, 2018). The acquired data was then used to assess the research variables' cause-effect connection. As a result, this study was regarded as an explanatory study that examined the influence of determinants of customers' intention to use online food delivery applications in Malaysia, and the unit of analysis was the individuals aged 18 and above generated in the Google form. The age range includes an appropriate age for using the applications and accessing the payment system. For data collection, this study employed a convenience sample approach requested by the respondents to answer the online survey created in the Google Forms platform. Furthermore, before beginning to answer the survey, respondents should read the cover letter, which provides information about the purpose of the research and ensures that participants understand that the survey was for academic purposes, without regard to correct or incorrect responses, the definition of the variables, and participants were fully aware that their participation was entirely voluntary and anonymous. Furthermore, the survey was validated by a research professional before being pretested with 40 respondents before the final survey was created in Google.

3.2 Target Population

Researchers need to obtain accurate data and information from a population. The result of the population displayed is the frequency of students' desire to use the food-hating application service. The population for the study stated is 17092 students who studied at (the University in Malaysia, 2023). For this study, the researchers will follow the guides from Krejcie and Morgan (1970). The table shows that the population is greater than 15,000, so this study's targeted population is 300.

The target for this population is all students at universities in Malaysia as a student who are not familiar with the service of the food delivery service application, which is often used daily. The university is one of the educational institutions in Malaysia that brings people together from all over the world, from nationals, namely Malay, Chinese, Indian, and Bumiputera to Borneo, namely Sabah and Sarawak, which are of various ethnicities, cultures, and nationalities. The study consisted of students of different genders, including boys and girls from all over Malaysia who studied at universities.

Therefore, the target group chooses university students as a target group as it is easy to approach them for information. Thus, the researchers have prepared a Google Form media to distribute questionnaires to obtain data on the desire of university students to order food through the food delivery app to students through the WhatsApp group. They can browse the links and answer them quickly. I was using a smartphone. In addition, the number of university students is quite good for this research as the number of students is 300, comprising 70% female and 30% male students who have filled in the Google Form media.

3.3 Sample Size

The sample refers to the aspect of the population studied. In many research studies, information is obtained from every member of the population of interest in this study. Instead, researchers select a sample of people or events representing the whole study. The accuracy of the result can depend a lot on the sample size. According to Pritha Bhandari (2020), the population is a whole group that wants to draw conclusions and not just refer. According to the university's annual report, the number of students is 8,271, and undergraduate students are 755 (university Annual Report, 2018).

3.4 Sampling Method

Sampling methods refer to selecting a subset of individuals or units from a larger population to conduct statistical analysis or research. Choosing people for a study is about picking a few individuals from a larger group to represent that group (Ogula, 2005). This method helps guess or predict something about the whole group based on these few people. Choosing people this way saves time, money, and effort (Kumar, R, 2018).

There are two main ways to choose people: probability and non-probability sampling. Probability sampling involves random selection, allowing you to make strong statistical inferences about the whole group. Non-probability sampling makes data collection easier by selecting participants non-randomly based on convenience or other factors. One kind of nonprobability sampling is convenience sampling. Here, researchers use data from people who are easy to reach. The idea is to get insights from various people, things, or events (Etikan et al., 2016). Convenience sampling means collecting information from people who are available and willing. It involves picking any group that is easy for the researcher to use (Kumar et al., 2013).

The type of sampling technique used will depend on the objective and research design. For this study, the researchers employed non-probability sampling techniques. This study will employ the convenience sampling technique approach. In convenience sampling, participants are selected based on availability or proximity to the researcher. For example, the researcher conducted a study on factors affecting students' intention to use the food delivery app service among university students rather than selecting a random sample of college students from a larger population.

Since the sampling is easy to distribute to the appropriate respondents, the researchers employed it in this investigation. It was chosen based on the sampling procedure determined by the researchers. Thus, each has a broad category and a range of techniques for sampling (Kumar et al., 2013).

Probability sampling employs random selection, whereas non-probability sampling uses convenient or nonrandom possibilities. Shahril, Zulkafly, Ismail, and Sharif (2021) state that a quantitative research methodology based on the proposed model was used in this study. Google Forms was used to create the online questionnaire for the survey.

3.5 Data Collection Procedure

Data collection involves employing established and validated methods to acquire, measure, and assess accurate insights for analysis (Kumar, 2018). Researchers then proceed to test their hypotheses based on the gathered data. Various scientific fields have different selection methods depending on their specific requirements. As Kumar (2018) outlined, there are two primary approaches—quantitative and qualitative—to gather information about individuals, situations, phenomena, and problems. During research, information is gathered, but there are instances where the sought information is already available and only needs extraction.

In this study, online questionnaires were utilised for data collection. Respondents' identities remained anonymous throughout, maintaining confidentiality in line with the research's purpose and priorities and acknowledging the sensitivity of respondents' information.

3.6 Data Analysis

The process of arranging, characterising, and assessing data with statistical methods is known as data analysis. Data analysis is the act of organising, collecting, and interpreting the information hidden within a large amount of seemingly disorganised data to uncover the underlying patterns of the topic under study. People may act responsibly and make better decisions with the help of data analysis. Numerous data analysis techniques exist, but they can be broadly classified into two groups: quantitative data collection methods and qualitative methodology employed in this investigation (Durcevic, 2020). The most common type of quantitative method utilised is descriptive analysis.

The researchers compiled and modified the primary data and information from the questionnaire using computer software, such as the Statistical Package for the Social Sciences (SPSS), to evaluate the primary data. This approach encourages less extensive and time-consuming quantitative research while facilitating speedier academic data computation.

4.0 Results

4.1 Demographic characteristics of respondents

Table 1: Demographic Profile of Respondent

Category	Sub-Category	Frequency	Percent (%)
Gender	Male	210	70.0
	Female	90	30.0
Age	18-20 years old	43	14.3
	21-23 years old	229	76.3
	24-26 years old	28	9.3
	Above	0	0.0
Races	Malay	278	92.7
	Chinese	7	2.3
	Indian	8	2.7
	Iban	3	1.0
	Kadazan Dusun	2	0.7
	Bumiputera	1	0.3
Year of Study	Year 1	89	29.7
	Year 2	32	10.7
	Year 3	161	53.7
	Year 4	18	6.0

Table 1 Distribution of respondents by gender. Of 300 participants, 210 were male, constituting 70.0 per cent of the total. Female respondents numbered 90, accounting for 30.0 per cent. The data suggests a higher participation rate among males, indicating a greater willingness to engage with the survey than female respondents.

Table of the 300 respondents, ranging from 18 years old to above. Among the four age groups, the highest number of respondents fell within the 21 to 23 age brackets, totalling 229 individuals or 76.3 per cent. The second largest group comprised respondents aged 18 to 20, with 43 individuals (14.3 per cent). Following were respondents aged 24 to 26, consisting of 28 individuals or 9.3 per cent, and those aged above 26 years old, comprising 0 individuals or 0.0 per cent

The table displays the distribution of respondents across seven different racial categories. Of the 300 respondents surveyed, 278 identified as Malay, constituting 92.7 per cent, followed by 7 Chinese respondents, accounting for 2.3 per cent. Next, there were 8 Indian respondents, 2.7 per cent, and three respondents constituted 1.0 per cent of Iban respondents. Additionally, there were 2 Kadazan Dusun respondents, making up 0.7 per cent, and one respondent from Kazadan dusun, accounting for 0.3 per cent and the Bumiputera, consisting of 1 individual or 0.3 per cent. The data reveals that Malay respondents made the largest contribution to the research at 70.0 per cent; individuals from Kadazan dusun and Bumiputera made the smallest contribution, accounting for only 0.3 per cent.

Table 1 show the respondents data analysis based on year of study. The number of respondents in Year 1 was 89 respondents, 29.7 per cent only, which is the second largest result of data. The Year 2 of 32 respondents with 10.7 percent. The highest is Year 3, where 161 respondents, with 53.7 per cent. Year 4 had the lowest number of respondents, with 18 respondents, 6.0 per cent.

4.2 Descriptive analysis

Table 2: Descriptive Analysis

PERFORMANCE EXPECTANCY	MEAN	STD. DEVIATION
I would find the food delivery apps is useful for the students.	4.25	0.860
I would find using the food delivery apps enables me to accomplish order more quickly.	4.10	0.890

I would find using the food delivery apps increases students' efficiency in using the application.	4.13	0.845
I feel food delivery apps are increasing my productivity.	3.78	1.018
EFFORT EXPECTANCY	**MEAN**	**STD. DEVIATION**
My interaction with the food delivery apps would be clear and understandable.	3.93	0.944
It would be easy for me to become skillful at using the food delivery apps.	4.05	0.877
I would find the food delivery apps easy to use.	4.25	0.838
Learning to operate the food delivery apps is easy for me.	4.19	0.808
SOCIAL INFLUENCE	**MEAN**	**STD. DEVIATION**
People who influence my behavior think that I should use the food delivery apps.	3.76	0.928
People who are important to me think that I should use the food delivery apps.	3.76	0.982
BEHAVIORAL INTENTION TO USE THE FOOD DELIVERY APPS	**MEAN**	**STD. DEVIATION**
I intend to use the food delivery apps in the following months.	3.64	1.089
I predict I will use the food delivery apps in the following months.	3.71	1.019
I predict I will use the food delivery apps in the following months.	3.65	1.043

Table 2 shows the data analysis on students' perceptions of food delivery apps, revealing several insights. For Performance Expectancy, the respondents generally find these apps useful, with mean scores ranging from 3.78 to 4.25. The highest mean (4.25) indicates a strong belief in the apps' usefulness for students, while the lowest mean (3.78) reflects a moderate perception of productivity increase. The standard deviations range from 0.845 to 1.018, suggesting some response variability, particularly regarding productivity.

Regarding Effort Expectancy, the respondents perceive the apps as user-friendly, with mean scores between 3.93 and 4.25. The highest mean (4.25) shows that respondents find the apps easy to use, while the lowest mean (3.93) still indicates clear and understandable interactions. The standard deviations range from 0.808 to 0.944, showing relatively consistent responses across items.

Furthermore, the mean scores for Social Influence are both 3.76, indicating moderate social influence on using the apps. The standard deviations (0.928 and 0.982) suggest some variability in how respondents perceive the influence of important people on their behaviour.

A descriptive analysis of Behavioral Intention to Use Food Delivery Apps was done in this section; the mean scores range from 3.64 to 3.71, indicating a moderate intention to use the apps in the following months or in the future. Most of the respondents also agreed to the statement of Behavioral Intention to Use the Food Delivery Apps which is they intend to use the food delivery apps in the following months, predict I will use the food delivery apps in the following months and predict I will use the food delivery apps in the following months. The standard deviations (1.019 to 1.089) are higher than in other categories, suggesting greater variability in future usage intentions.

4.3 Reliability Analysis

Table 3: Results of Reliability Analysis.

Variable	Number of Item	Cronbach's Alpha Coefficient	Degree of Strength
Performance Expectancy	4	0.854	Good
Effort Expectancy	4	0.932	Excellent
Social Influence	2	0.925	Excellent
Behavioural Intention	3	0.856	Good

This study conducted a reliability analysis test to evaluate the strength of the association. Table 3 shows that Cronbach's Alpha value of the questionnaire was in the range of .932 to 0.844. The table above shows that all the variables were more than 0,7. As a result, the drawn conclusion can be trusted and used in this study. The Performance Expectancy has a high coefficient value of .854. For the Effort Expectancy, the degree of association is stated at .932, and for the Social Influence and behavioural intention, the degree of association is stated at .925 and .856, respectively. In conjunction with the reliability analysis shown in Table 2. The Cronbach Alpha is reliable for distributing the questionnaire; Mulud (2017) posited that an alpha value exceeding 0.8 is typically deemed good and acceptable, indicating strong internal consistency among the survey items.

4.4 Pearson Correlation Analysis

Table 4: Pearson's Correlation Matrix for Study Variables

Independent Variables	No. of Items	Pearson correlation	Relationship
Performance Expectancy	4	0.894	High Positive
Effort Expectancy	4	0.860	High Positive
Social Influence	2	0.871	High Positive
Behavioural Intention	3	0.541	High Moderate

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

Table 4 shows the Pearson correlation and the degree of relationship. This study's total number of respondents is 300, and the response rate is 78.1%. According to Pallant (2020), social sciences research has a low response rate, and 50% indicates that it is acceptable for further analysis. The performance expectancy has shown a high positive relationship with the student's behavioural intention to use online food delivery at 0.894, with the CI or p-value of 0.01 (0894*, p*-value 0.01). Secondly, effort expectancy has shown a positive relationship between students' behavioural intention to use online food delivery. Effort expectancy is shown in the statistic (0.860, *p*-value 0.01). The Social influence also shows a high positive relationship between the variables and indicates (0.871, *p*-value 0.01). The behavioural intention of students to use online food delivery is the key to the variables in this study. The student's BI have shown a high moderate relationship and indicates (0.541, *p*-value 0.01). Those variables stated in this study have a positive relationship and show the students ability to use the technology affectively.

5.0 Discussion

The study's findings provide insight into the variables influencing college students' intent to use meal delivery apps, and they show that social influence, effort expectation, and performance expectancy are important ones. The correlation that exists between students' intents and performance expectancy is positive, indicating that students are more inclined to utilize these applications if they have confidence in their ability to satisfy their requirements and perform effectively. The present discovery is consistent with other studies, such Venkatesh et al. (2003), that highlighted the significance of performance expectancy in forecasting the behavioural intentions of users. Additionally, effort expectation was shown to be a significant predictor, suggesting that students are more likely to embrace an app if it is user-friendly. Similar findings have been shown in other research, highlighting the importance of simplicity of use in Davis' (1989) Technology Acceptance Model (TAM) in explaining why new technologies are accepted.

The study also found a strong correlation between students' intentions to use meal delivery apps and social influence, indicating that peers' beliefs and actions had an impact on students' decisions. This result is in line with other studies th at demonstrate the substantial impact of social influence on technology adoption, particularly in younger populations who are more vulnerable to peer pressure (Venkatesh et al., 2003). The results are generally compatible with each other when compared to similar research. For example, Yang's (2010) study discovered that among university students, performance expectation and effort expectancy were very significant indicators of technology adoption. The strength of these associations varies, though, with some research indicating that performance expectations are a more reliable predictor than effort expectancy, perhaps because of variances in user demographics or technical background.

This study has several drawbacks despite its interesting findings. Because the sample was restricted to university students, it might not apply to other demographics or age groups. Furthermore, the research was dependent on self-reported information, which may be influenced by biases like recall bias or social desirability. The study's cross-sectional design makes it impossible to examine how intentions change over time. Future studies might consider a more diversified sample that spans age groups, educational levels, and geographic regions to solve these constraints. A deeper understanding of how students' inclinations to utilize meal delivery apps change over time may be gained via longitudinal research. Qualitative techniques like focus groups and interviews might provide more in-depth knowledge of the underlying motivations driving students' objectives.

6.0 Conclusion

Several significant conclusions on the variables influencing Malaysian university students' willingness to utilize food delivery applications have been drawn from the thorough study done for this paper. The study examined the connections between students' goals, social influence, performance expectancy, and effort expectancy. It found that all the factors were significantly positively correlated. More specifically, it was discovered that students' propensity to use meal delivery apps was significantly influenced by greater performance anticipation, effort expectancy, and social influence.

The results highlight how user views and social variables significantly influence adoption behaviours in this group. One important predictor of usage intentions has been performance expectancy, which is related to students' expectations about the usefulness and functioning of apps. Likewise, effort expectancy measures how simple an app is to use, significantly impacting adoption choices. The study also emphasized the importance of social influence, showing that social norms and peer recommendations greatly influence students' decisions about using meal delivery apps.

The study admits several limitations that might restrict how far the findings can be applied, although these major findings. Future research might increase the validity and application of findings across larger demographic segments by addressing these constraints. In summary, this study offers insightful information about the dynamics of Malaysian university

students' usage of meal delivery apps. The study validates the beneficial effects of performance expectation, effort expectancy, and social impact on usage intentions. Based on this information, service providers and policymakers may implement practical suggestions to improve user engagement and happiness in this quickly changing industry. These results provide directions for future study and business activities, and they add to the expanding corpus of knowledge on consumer behaviour in digital service environments

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Conflicts of Interest

There is no conflict of interest in this study.

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Factors Influencing Youngsters' Intention to Visit Hipster Cafes in Malaysia

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Abstract: This study examines the factors that influence the tendency of young individuals to attend hipster cafes in Malaysia. The study investigates the impact of the independent variables of arts, ambiance, entertainment, and food variety on the preferences and intentions of the younger generation to visit hipster café. Using a quantitative research approach, data was gathered through surveys to examine the connection between these independent variables and the dependent variable, which is the tendency of young individuals to frequent hipster cafes. The findings aim to provide insights into the primary characteristics that significantly enhance the appeal of hipster cafes among young individuals. This knowledge holds significant ramifications for cafe proprietors, marketers, and urban planners seeking to establish environments that correspond to the interests of the intended demographic. A survey was conducted with a sample size of 384 participants to collect their viewpoints on young individuals who intend to visit hipster cafes in Malaysia. Reliability and correlation are employed in data analysis. The primary independent variable examined in this study is food variety, which exhibits a correlation coefficient of 0.672. This study provides valuable insights into the factors influencing young individuals' visitation of hipster cafes in Malaysia, which can benefit different demographic segments.

Keywords: youngsters; hipster café; ambiance; arts; entertainment

1.0 Introduction

The evolving landscape of the food and beverage industry, influenced by a surge in food bloggers and culinary enthusiasts seeking diverse culinary experiences, has heightened consumer expectations for presentation, service quality, and taste. This emphasis on quality extends to adherence to norms and the professionalism of service staff, which is crucial for attracting tourists and shaping positive perceptions of destinations (Stewart, 2015). Menu planning in this context involves strategic considerations such as labor costs, ingredient profitability, staff expertise, space requirements, and customer preferences, all pivotal in achieving competitive advantage and enhancing customer satisfaction (Melia, 2011). Concurrently, the rise of hipster culture, characterized by its rejection of mainstream conventions and emphasis on uniqueness and creativity, has significantly influenced food and beverage trends worldwide, particularly in urban settings (Cronin et al., 2014; Rasmussen et al., 2012). Hipster cafes, famous among adolescents for their visually appealing dishes and distinctive atmospheres, embody this cultural shift, offering unique food experiences that depart from traditional culinary norms (McCracken, 2010; Shaare & Muhammad, 2018).

Young adults aged 15 to 26 constitute a significant customer base for hipster cafes, drawn by the appeal of delectable cuisine and visually appealing interior designs (Jones & Williams, 2019; Smith, 2018). Recognizing this demographic's preferences, cafe operators increasingly invest in renovations and rebranding efforts to enhance their competitiveness and cater effectively to this niche market (Brown et al., 2020). The competitive nature of the global market necessitates a keen understanding of the factors influencing young people's dining choices and satisfaction levels, which are crucial for sustaining patronage and profitability (Johnson & Miller, 2018). The positive reception from Malaysia's younger generation has further encouraged hipster cafe owners to adapt their offerings and ambiance to maintain popularity and consumer loyalty (Tan, 2020; Chong & Lim, 2021). The emphasis on creating a pleasant atmosphere and delivering exceptional service underscores consumer preferences shifting towards comfortable and aesthetically pleasing dining environments (Wong & Ng, 2019; Lim et al., 2022).

This study investigates the factors influencing young people's patronage of hipster cafes in Malaysia, focusing on a demographic characterized by a strong preference for novelty and non-conformity to traditional social norms. It promises to provide valuable insights across various stakeholders. The research offers food and beverage operators opportunities to refine marketing strategies and adapt offerings based on insights into customer preferences influenced by social media trends (Smith, 2018). Social influencers stand to benefit from understanding how their endorsements impact culinary trends among younger demographics, potentially enhancing their career prospects. Additionally, the study's findings will contribute to future research by providing foundational knowledge and a conceptual framework for exploring evolving culinary patterns and their intersection with social media dynamics among contemporary youth.

2.0 Literature Review

The purpose of this chapter is to introduce the concepts related to the independent and dependent variables of the study. It will elucidate the conceptual framework, summarize the chapter, and analyse the interconnections among each independent and dependent variable. Therefore, this chapter aims to offer supplementary information for subsequent analysis. Its objective is to thoroughly explain the concepts associated with the independent and dependent variables of the research, providing additional details to facilitate future investigation.

2.1 Overview of Hipster Cafes

A hipster cafe is characterized by its distinctive and unconventional atmosphere, emphasizing artisanal and locally sourced food and drink offerings amidst eclectic and often vintage-inspired decor. These cafes cater to a subculture valuing non-conformity and authenticity, appealing to patrons seeking a unique, and offbeat experience (Raymond, 2008). They prioritize handcrafted products and specialty items like unique coffee blends and carefully curated food selections, aiming to surpass mainstream dining expectations with a focus on quality and origin (Kotler, 1973). Hipster cafes foster community through shared spaces and cultural events that align with alternative preferences, contributing to a warm and inclusive environment (Shaare, 2020). Despite rejecting mainstream trends, these cafes paradoxically embrace niche innovations in coffee brewing and sustainable practices, enhancing their appeal to individuals seeking novelty and ethical consumption (Sienny & Serli, 2010).

2.2 Factors Influencing Youngsters' Intention to Visit Hipster Cafes in Malaysia

This study had four independent variables: arts, ambiance, entertainment, and food variety.

2.2.1 Arts

The ambiance of hipster cafes is heavily influenced by the integration of diverse and interactive art installations, which play a crucial role in creating a unique and appealing environment for young patrons. These cafes utilize visual elements such as paintings, sculptures, and murals for aesthetic enhancement to stimulate customer engagement and foster community (Fiore et al., 2000). Including interactive digital art, DIY crafts, and collaborative mural projects transforms these spaces into dynamic hubs where patrons actively participate in the creative process (Wilson et al., 2012). This interactive approach not only enhances the aesthetic appeal of the cafe but also aligns with the evolving expectations of younger generations, who seek immersive and participatory experiences (Liao et al., 2012). Hipster cafes effectively differentiate themselves and cultivate a loyal customer base seeking artistic stimulation and social engagement by facilitating self-expression and communal interaction through art.

2.2.2 Ambiance

The ambiance of hipster cafes, as influenced by various environmental elements, plays a pivotal role in shaping customer behaviour and satisfaction. According to Yusof et al. (2016), Mehrabian and Russell's environmental impact model underscores how music, decor, and layout significantly affect consumer emotions and preferences in physical settings. Research by Liao et al. (2012) highlights a direct correlation between the ambiance of hipster cafes and customers' likelihood to patronize and return. Elements such as soothing background music, comfortable seating arrangements, and appealing decor create a welcoming atmosphere that enhances customer mood and prolongs their stay, as noted by Rahim et al. (2019). Moreover, the cohesive design style and thematic consistency throughout the cafe, including everything from furniture to staff uniforms, further enhance the overall appeal and customer satisfaction (Quynh et al., 2020). This comprehensive approach to ambiance attracts patrons seeking a distinct cultural experience and fosters loyalty by providing a memorable and enjoyable cafe environment (Lim et al., 2020).

2.2.3 Entertainment

According to Joelita et al. (2013), coffee shops serve as venues where individuals seek pride and satisfaction without feeling outdated while also offering conducive environments for work and social meetings. In the context of hipster cafes, entertainment plays a pivotal role in enhancing the ambiance and attracting young patrons. Popular entertainment options include live music events, open mic nights, art exhibitions, themed parties, and interactive activities, all of which contribute to creating a dynamic and engaging atmosphere. These activities foster community participation and increase overall customer satisfaction by providing diverse and stimulating experiences (Mannan et al., 2019). Live music, tailored to the preferences of the cafe's clientele, is particularly effective in prolonging customer stays and increasing spending on food and beverages, thereby enhancing the cafe's economic performance and customer loyalty (Boo, 2017). Integrating such entertainment options

strategically helps cafes cater to the desires and expectations of young customers seeking cultural engagement and a vibrant social environment.

2.2.4 Food Variety

Young people are drawn to hipster cafes mainly due to their diverse and unique food offerings, which emphasize culinary creativity, flavor combinations, and exceptional presentation using high-quality, artisanal, and locally sourced ingredients (Boo, 2017). The menu variety and visually appealing dishes significantly satisfy customers and enhance their dining experience (Sharee & Muhammad, 2018; Rajput & Gahfoor, 2020). Seasonal menus further emphasize freshness and diversity, catering to evolving consumer preferences and enhancing the cafe's appeal (Carins et al., 2020). The trend toward innovative menus and aesthetically pleasing food attracts young patrons seeking fashionable gastronomic experiences and promotes viral presence on social media platforms, influencing further visits (Zimmer et al., 2011; Song et al., 2021). Additionally, offering generous portions at reasonable prices appeals to young adults, providing value for money and contributing to a satisfying dining experience (Leung et al., 2012; Abbott et al., 2008).

2.3 Conceptual Framework

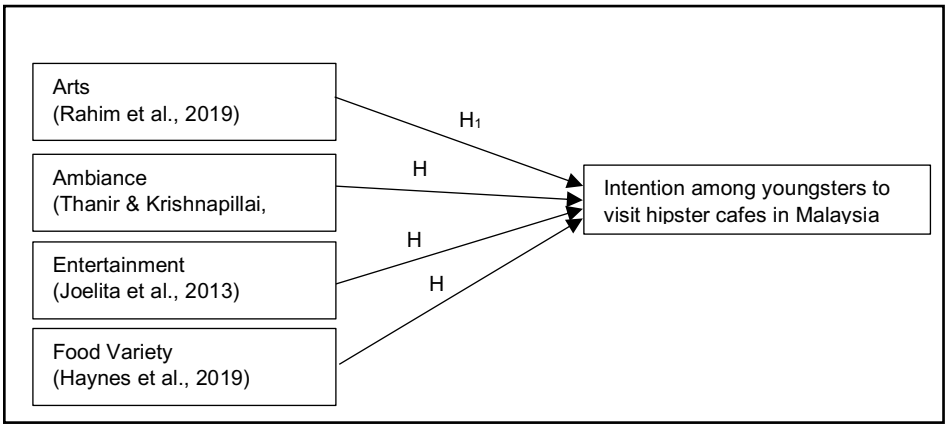

Figure 1: Conceptual Framework

A study framework based on the literature review will be given to ascertain the link between the arts, ambiance, entertainment, food variety, and Intention among youngsters to visit hipster cafes in Malaysia. The study's theoretical framework is displayed in Figure 1. Four independent factors have been suggested: arts, ambiance, entertainment, and food variety. The dependent variable is the intention among youngsters to visit hipster cafes in Malaysia.

2.4 Hypotheses

The researchers ascertain if independent and dependent variables are related in any way. The following are the research's hypotheses:

H1: There is a relationship between arts and intention among youngsters to visit hipster cafes in Malaysia.
H2: There is a relationship between ambiance and intention among youngsters to visit hipster cafes in Malaysia.
H3: There is a relationship between entertainment and intention among youngsters to visit hipster cafes in Malaysia.
H4: There is a relationship between food variety and intention among youngsters to visit hipster cafes in Malaysia.

2.5 Research Questions

i. Is there any relationship between arts and the intention to visit hipster cafes among youngsters in Malaysia?
ii. Is there any relationship between ambiance and intention to visit hipster cafes among youngsters in Malaysia?
iii. Is there any relationship between entertainment and the intention to visit hipster cafes among youngsters in Malaysia?
iv. Is there any relationship between food variety and the intention to visit hipster cafes among youngsters in Malaysia?

2.6 Research Gap

This investigation has several research gaps that need to be addressed by the researcher. Firstly, to see if the hipster café research is asymmetrically directed towards Western or non-western countries is to betray a lack of understanding about the socioeconomic dispositions underlying Malaysian youth patronage of such places in this age group. A different challenge will be if specific attributes, namely arts, ambiance, entertainment, or food variety, about the Malaysian hipster cafes, have not been addressed adequately.

2.7 Purpose of the Study

This study aims to study the factors that affect the intention of youths to visit hipster cafés in Malaysia. Studying arts, ambiance, entertainment, and food variety from other cultures, such as restaurants' décor or themes of food of hipster cafe culture on Malaysian youth motives for cafes, seeks to understand Malaysian young people's reasons and choices through looking into arts relatedness to artistry; seating arrangements; music that is played during a visit at any café type (hipster culture); movies about food etcetera in addition with interviews about dishes served within these establishments at the said time They shall therefore regard how all these components affect decisions made by the young consumers while going for different meals. Utilizing surveys and interviews in conducting the research will allow the delineation of café attendees' attitudes and viewpoints. The practical implications of these findings for café owners and marketers would enable them to tweak their strategy to suit their target clients' needs more appropriately. Subsequently, this paper aims to improve consumer behaviour comprehension in Malaysian hipster cafes while fostering enterprise growth within a challenging food service environment.

3.0 Methodology

3.1 Study Design

This study employs a quantitative research design to identify factors motivating young Malaysians to frequent hipster cafés, utilizing a questionnaire for precise data collection. Quantitative research systematically analyses numerical data through surveys to derive significant insights, requiring larger sample sizes for reliable hypotheses (Kumar, Talib, & Ramayah, 2013). The study uses a causal analysis approach to explore cause-and-effect relationships between independent and dependent variables alongside a cross-sectional methodology to capture relevant data at a specific time. Cross-sectional studies, known for their cost-effectiveness and efficiency, allow researchers to identify correlations between variables at a given moment (Albattat & Romli, 2017).

3.2 Target Population

This study targets young Malaysians aged 15 to 26, who are frequent patrons of hipster cafés. Population size and composition are crucial for understanding community dynamics and informing research and policy decisions in various fields, including public health and economics (Merriam-Webster, 2023). In Malaysia, this demographic comprises approximately 8.8 million individuals, with 4.8 million females and 4.0 million males (Zhujiworld.com; Ministry of Economy Department of Statistics Malaysia). Café operators have invested heavily in redesigning and rebranding to attract this market segment, necessitating research into their preferences and satisfaction levels to guide resource allocation and enhance competitiveness (Xiao et al., 2018).

3.3 Sample Size

The phrase "sample size" refers to the number of individuals or participants from whom data will be collected in a study (Mwita, 2022). The letter "n" often functions as a sign for this numerical quantity. The size of the population directly influences the sample size. The sample size will be determined using the reference table provided by Krejcie and Morgan (1970). A total of one million individuals will take part in this survey. Therefore, selecting a sample size of 384 participants from the youth population in Malaysia would be the most suitable option for this research.

3.4 Sampling Method

Utilizing the non-probability sampling approach gives each member of the population an equitable opportunity to be selected. It is predominantly employed in quantitative research. The non-probability convenience sampling method has been chosen to carry out this research. As highlighted, Etikan et al. (2016) argue that non-probability sampling, despite its drawbacks, is particularly valuable when dealing with substantial population sizes. In addition, his research indicated that convenience sampling is cost-effective straightforward, and that respondents are readily accessible to complete the questionnaire. The questionnaire data can be utilized for the study as it serves as our primary source of data (Dudovskiy, 2018). Therefore, this methodology can assist researchers in collecting additional data from the respondents who are readily accessible and willing to engage. Hence, the questionnaire had been circulated throughout the entire state of Malaysia, and the research respondents should be individuals who intend to attend hipster cafes.

3.5 Data Collection

There are two main approaches to gathering data on an individual, circumstance, phenomenon, or issue: quantitative and qualitative methodologies (Nawawi & Kamarudin, 2018). For this project, a variety of data-gathering techniques are available. Primary data sources will be used in this study project. Researchers will gather these data via online surveys and questionnaires on this study topic.

i. Primary Data

Primary data refers to the information the investigator or researcher collects through questionnaires administered to each respondent. Researchers acquire first-hand knowledge, typically primary data, to enhance their analysis. The questionnaire is extensively utilized for data collection due to its efficient ability to obtain numerous responses from participants, as all participants are compelled to answer identical questions. The researchers used Google Forms to generate and disseminate inquiries. Subsequently, these investigations had been shared through social media and other digital networks like Telegram and WhatsApp.

ii. Research Instrument

The data obtained for this study consisted of the participant's responses to the questionnaires. Questionnaires were employed in this study to gather all the requisite data and information for the research. Questionnaires are a straightforward and essential method for collecting data. Furthermore, gathering data for a research investigation is a straightforward approach. Respondents can conveniently complete questionnaires online using an internet-based survey, streamlining the process of answering the questions. Questionnaires are the favoured method for collecting data and input from many participants, making them highly effective for researchers.

3.6 Data Analysis

Data analysis is a systematic procedure that utilizes various tools and methodologies to extract meaningful insights from raw data and align them with an organization's primary objectives. Data analysis involves examining data to convert metrics, facts, and numbers into actionable enhancements that may be promptly applied. Durcevic (2020) categorizes data analysis methods into two main groups: quantitative data analysis methods and qualitative research data analysis methods. This study employs a quantitative research design. Descriptive analysis and Pearson Correlation analysis are two other branches of the analytical methodology.

i. Reliability Analysis

As highlighted by Hajjar (2018), dependability is a vital element in evaluating the quality of a test. Dependability in quantitative research typically refers to the stability and consistency of measurement across time, even with repeated trials. Their stability or consistency determines the reliability of the measuring methods. The reliability of the instrument is calculated using Cronbach's alpha. The range of the dependability index runs from zero (a=0) to one (a=1). An alpha number above 23 indicates a higher level of dependability. For instruments with ten or more components, having an alpha index of at least 0.7 is advantageous (Chan & Idris, 2017). This method employed six distinct alpha value ranges to assess the reliability of the data. The Alpha values can be classified into weak, awful, doubtful, acceptable, satisfactory, and remarkable categories.

ii. Descriptive Statistics

The three main categories of descriptive statistics, namely dispersion or variation measurements, central tendency measurements, and frequency measurements, offer concise explanations of the sample and the data. Categorical data is commonly analysed using frequent measures, while quantitative data is typically assessed using different measures (Mishra et al., 2019). The descriptive study examines the demographic characteristics of the respondents, including their desire to purchase at hipster cafes and their preferences for arts, ambiance, entertainment, and food variety.

iii. Correlation Analysis

Correlation analysis is a statistical technique used to ascertain the direction and magnitude of a linear relationship between two or more variables. Acquiring an understanding of the level of correlation between fluctuations in one variable and fluctuations in another is advantageous. It assesses the magnitude and direction of a relationship between variables, similar to the measures of association employed for binary variables. Correlation analysis is a commonly used technique in research to assess the strength of the relationship between variables being studied. Correlation analysis is frequently employed to investigate the association between independent and dependent variables. This is because the objective of the investigation remains unaltered. This study aims to improve our understanding of the importance of the linear correlation coefficient in evaluating the extent of multicollinearity and the role of independent variables in mediating/moderating a model (Senthilnathan, 2019).

4.0 Results

4.1 Demographic characteristics of respondents

The fundamental descriptive analysis included frequency and percentage. These metrics were applied to the data obtained from Section A- Demographic Profile, which included gender, age, race, state, employment status, marital status, educational level, monthly income, visitation to hipster café, and frequency of visiting hipster café. This data was organized and presented using various visual tools to enhance clarity and comprehension. Table 1 shows the detailed demographic information.

Table 1: Demographic Characteristics of Respondents

Variable	Frequency	Percentage (%)
Gender		
Male	133	34.6
Female	251	65.4
Age		
15-18 years old	8	2.1
19-21 years old	53	13.8
22-24 years old	256	66.7
25 years old and above	67	17.4
Races		
Malay	343	89.3
Chinese	18	4.7
Indian	13	3.4
Others	10	2.6
State		
Johor	18	4.7
Kedah	74	19.3
Kelantan	84	21.9
Melaka	32	8.3
Negeri Sembilan	12	3.4
Pahang	18	4.7
Perak	22	5.7
Perlis	11	2.9
Pulau Pinang	20	5.2
Sabah	7	1.8
Sarawak	7	1.8
Selangor	42	10.9
Terengganu	17	4.4
Wilayah Persekutuan (Kuala Lumpur, Putrajaya, Labuan)	19	4.9
Employment Status		
Students	264	68.8
Self-employed	20	5.2
Employed	85	22.1
Unemployed	15	3.9
Marital Status		
Single	327	14.8
Married	57	85.2
Educational Level		
Primary education	1	0.3
Secondary education	38	9.9
Tertiary education	315	82.0
Others	30	7.8
Income per Month		
Below RM1000	260	67.7
RM1001 - RM2000	48	12.8
RM2001 – RM3000	41	10.7
RM3000 and above	34	8.9
Have you ever visited hipster cafes?		
Yes	357	93.0
No	27	7.0
How often do you visit hipster cafes?		
Every day	10	2.6
1-3 per week	74	19.3
1-3 per month	163	42.4
1-3 per year	137	35.7

The data on the respondents' gender is presented in Table 1. Among the 384 respondents, 251 were female, making up 65.4 percent. There were 133 male responses, which made up 34.6 percent of the total. According to the results, many female participants replied to the survey. Female respondents were likelier to engage in the study than their male counterparts. The age distribution of 384 participants is depicted in Table 1. The data indicates that the age range includes individuals between 15 and above 25. The age group with the most participants was 22 to 24 years old, comprising 256 responses, which accounted for 66.7 percent of the total sample. The second largest demographic group comprised those aged 25 years and older, with 67 responses accounting for 17.4 percent of the sample. The age range from 19 to 21 years had the highest number of participants, with 53 individuals accounting for 13.8% of the sample. Conversely, the age category comprising individuals aged 15 to 18 had the lowest number of participants, with a mere 8 individuals representing only 2.1% of the entire sample.

Table 1 displays the statistics about the race of the participants. Among the 384 participants, the most significant portion (343) consisted of individuals of Malay ethnicity, making up the highest proportion (89.3%) of respondents. The number of Chinese respondents was the second largest, with 18 persons representing 4.7 percent. The Indian ethnicity received 13 replies, or 3.4% of the overall figure. The other race had the smallest number of participants, with 10 persons accounting for 2.6% of the total respondents. The data concerning the respondents' state is presented in Table 1. Among the 384 responses, the largest group consisted of 84 individuals from Kelantan, accounting for 21.9 percent of the total. Kedah was second regarding the number of replies, accounting for 19.3 percent. Selangor accumulated a total of 42 participants, constituting 10.9% of the overall responses. Meanwhile, Melaka collects data from 32 respondents, representing 8.3 per cent of the sample. Perak, in the same manner, obtains data from 22 participants, which accounts for 5.7 percent of the total sample. Furthermore, Pulau Pinang had a collective of 20 participants, representing 5.2 percent, and Wilayah Persekutuan (Kuala Lumpur, Putrajaya, and Labuan) had 19 participants, equivalent to 4.9 percent. Among the 384 respondents, both Johor and Pahang had an identical number of respondents, particularly 18 respondents each, making up a total percentage of 4.7 percent. Terengganu had 17 responses, representing 4.4% of the overall total. In the state of Negeri Sembilan, there were a total of 12 participants, accounting for 3.4% of the overall population. The Perlis region received the highest number of replies, with 11 (2.9%). The states of Sabah and Sarawak had the fewest responses, with each state having 7 respondents, making up only 1.8% of the total.

The information regarding the employment of the participants is included in Table 1. Among the 384 respondents, the most significant proportion of participants, representing 68.8 percent, were students, amounting to 264 persons. Among the respondents, a total of 85 individuals were employed, or 22.1 percent. Of all the respondents, 20 (5.2%) were self-employed, the third largest number. The unemployed had the smallest number of participants, comprising only 15 individuals (3.9%). Table 1 displays the data analysis of the respondents categorized by their marital status. The most significant result of data was observed in the number of respondents with single status, which accounted for 327 respondents (85.2%). Among the 384 responses, 57 were married, accounting for 14.8 percent of the total respondents. The facts can be verified by consulting the age section. Table 1 displays the data regarding the educational level of the respondents. Out of the 384 respondents, 315 were enrolled in tertiary education, accounting for the most significant percentage of respondents at 82.0 percent. Secondary education had the second-greatest respondents (38), accounting for 9.9 percent. Subsequently, the remaining groups were trailed by up to 30 participants, accounting for 7.8% of the total respondents. Conversely, the group with the fewest replies was the primary education category, with only one respondent, representing 0.3%.

Table 1 presents the number of participants categorized by their monthly income. According to the data, 260 respondents, representing 67.7% of the total, had a combined income of less than RM1,000. This is because most participants in this study were between 18 and 23 years old. Consequently, the participants still do not have a stable income exceeding RM1,000. Of the total respondents, 49 individuals, accounting for 12.8% of the sample, reported an income between RM1,001 and RM2,000. Among the respondents, 41 individuals, accounting for 10.7% of the total, reported an income ranging from RM2,001 to RM3,000. In addition, 34 participants (8.9%) reported an income of RM3,000 or more. Table 1 displays the data regarding the respondents' visitation of hipster cafés. Of the 384 respondents, 357 answered "YES", indicating they have frequented hipster cafés. This accounts for the most significant percentage of respondents, at 93.0 percent. However, 27 respondents (7.0%) stated that they had previously never visited a hipster café by answering "NO". The data received from respondents regarding the frequency of their trips to hipster cafés is presented in Table 1. Among the 384 participants, the most significant proportion of respondents, representing 42.4 percent, stated that they engage in the activity 1-3 times per month. A total of 163 respondents were recorded. The second highest frequency stated among the respondents was 1-3 times per year, with 137 responses representing 35.7 percent of the total. Of the participants, 19.3% said they participated in the activity 1-3 times per week. The smallest number (2.6%) reported doing it daily, with 10 participants.

4.2 Descriptive analysis

4.2.1 Result 1

A few questions were provided about the constructs. The ambiance had the highest mean of 4.19 and the standard deviation of 0.662. It shows that the ambiance influences the intentions among youngsters to visit hipster café. Meanwhile, food variety had the lowest mean value, 4.07, the standard deviation was 0.716, and the median value was 4.20. That is because, as revealed in Table 2, all variables depicted a mean value between 4.07 and 4.19. The average of arts was (M=4.15, SD=0.661, Median=4.20). Secondly, the average of ambiance was (M=4.19, SD=0.662, Median=4.20). Thirdly, the average of entertainment was (M=4.09, SD=0717, Median=4.20). Furthermore, the average of food variety was (M=4.07, SD=0.716, Median=4.20). Lastly, the average Intention among youngsters to visit hipster cafes was (M=4.13, SD=0.753, Median=4.20).

4.2.2 Result 2

Table 2: Descriptive Statistic

Variable	Mean	Standard Deviation	Median
Arts	4.15	0.661	4.20
Ambiance	4.19	0.662	4.20
Entertainment	4.09	0.717	4.20
Food Variety	4.07	0.716	4.20
Intention among youngsters to visit Hipster Cafe	4.13	0.753	4.20

4.3 Reliability Test

The reliability test conducted in this study assesses the variables that influence the inclination of young individuals to attend hipster cafes, particularly with arts, ambiance, entertainment, and food variety. The data underwent Cronbach's Alpha analysis to assess its reliability and internal consistency. Table 3 demonstrates that according to Cronbach's Alpha, a coefficient between 0.7 and 0.8 is considered acceptable, a coefficient between 0.8 and 0.9 is considered good, and a coefficient over 0.9 is considered exceptional.

Table 3: Result of Reliability Cronbach's Alpha for the Independent Variable and Dependent Variable

Variable	Number Of Items	Cronbach's Alpha Coefficient	Strength of Association
IV1: Arts	5	0.817	Good
IV2: Ambiance	5	0.815	Good
IV3: Entertainment	5	0.820	Good
IV4: Food Variety	5	0.815	Good
DV: Intention among youngsters to visit hipster cafes in Malaysia	5	0.860	Good

The results of Cronbach's Alpha Coefficient for the independent and dependent variables in this study are presented in Table 3. Every variable may be inferred to have a value greater than 0.8 and can be relied upon to produce dependable outcomes. There are 5 questions used to evaluate dependent variables, precisely the tendency of young individuals to visit hipster cafés in Malaysia. The Cronbach's Alpha coefficient for this question in Table 3 is 0.860, suggesting high reliability. Furthermore, an additional set of 5 questions is employed to assess the artistic aspects that impact the inclination of young individuals to patronize hipster cafés in Malaysia. The Cronbach's Alpha coefficient for this question is 0.817, indicating a significant level of reliability and consistency. Subsequently, a set of five questions is employed to assess the environmental factors that impact the decision of young persons to visit a hipster café. This question's Cronbach's Alpha coefficient is 0.815, indicating a satisfactory outcome. The independent variable indicating the Intention of young individuals to visit hipster establishments, particularly concerning entertainment, consists of a series of 5 inquiries. The Cronbach's Alpha coefficient for these questions is 0.820, indicating a favourable result. A total of 5 questions are employed to assess the attributes linked to dietary diversity. The Cronbach's Alpha coefficient for the questions is 0.815, indicating a high level of reliability. Ultimately, the independent and dependent variables surpass the threshold of 0.8, indicating that all the items can be considered trustworthy. All the components exhibit a robust and favourable correlation and are crucial factors influencing the propensity to visit hipster cafés in Malaysia.

4.4 Inferential Analysis

4.4.1 Result Pearson Correlation

Pearson's correlation analysis is a statistical technique used to measure the strength and direction of a linear relationship between two continuous variables. This study examines the possible relationships between the Independent Variables (IV) - Arts, Ambiance, Entertainment, and Food Variety, and the Dependent Variable (DV) - the Intention of young individuals to visit hipster cafes in Malaysia.

Table 4: Results of Pearson Correlation Analysis

	Arts	Ambiance	Entertainment	Food Variety	Intention among youngsters to visit hipster cafes in Malaysia
Arts	1	0.783**	0.649**	0.630**	0.560**

Ambiance	0.783**	1	0.697**	0.689**	0.556**
Entertainment	0.649**	0.697	1	0.709**	0.591**
Food Variety	0.630**	0.689**	0.709**	1	0.672**
Intention among youngsters to visit hipster cafes in Malaysia	0.560**	0.556**	0.591**	0.672**	1

Table 4 presents the results of the correlation analysis using Pearson's Correlation Coefficient, which examines the relationship between the independent variables and the dependent variable. The table displays a moderate correlation, shown by a coefficient of 0.560, between engagement in the arts and the inclination of young individuals to visit hipster cafés in Malaysia. The second connection shown in Table 4 indicates a positive association (r = 0.556) between the perceived quality of ambiance and the intention of young individuals to visit hipster cafés in Malaysia. This score indicates a moderate correlation according to Pearson's Correlation Coefficient scale. In addition, Table 4 shows that the correlation coefficient (r) has a value of 0.591. The Pearson correlation coefficient indicated a moderate correlation between entertainment and the inclination of young individuals to visit hipster cafés in Malaysia. The correlation coefficient value of r = 0.672 is shown in Table 4, suggesting the relationship between food variety and the intention of young people to attend hipster cafés in Malaysia. The Pearson's correlation coefficient indicates a robust correlation. To summarise, there is a significant and favourable relationship between the independent factors of arts, ambiance, entertainment, and food variety and the propensity of young individuals to frequent hipster cafés in Malaysia.

5.0 Discussion

The study found that arts, ambiance, entertainment, and food variety positively influence young people's intention to visit hipster cafés in Malaysia, consistent with similar studies that emphasize ambiance and food variety as critical factors. However, unlike other research highlighting the importance of digital marketing and social media engagement, this study did not explore these aspects, suggesting a need for further investigation. Future research should examine the impact of online presence and digital strategies and include factors like price sensitivity and service quality to understand young people's café preferences better.

The rise of hipster cafes in Malaysia has led to substantial growth in the industry, as consumers increasingly value quality over quantity and are attracted by the wide range of options and high-quality products and services offered. This study aimed to determine the relationship between arts, ambiance, entertainment, and food variety, as well as the preference of young individuals to visit hipster cafes in Malaysia. The online survey approach used to collect data posed challenges in ensuring participant confidentiality, as some may have misunderstood it as a dishonest attempt to obtain personal data. There was a linguistic barrier between the researcher and subjects, as respondents could not request explanations for unclear areas. The study only examined four independent variables (arts, ambiance, entertainment, and food variety), while other factors may also influence young individuals' inclination to visit hipster cafes. The researcher relied solely on an online survey distributed via Google Forms, which could impede communication as respondents were unaware of the researcher's identity. In summary, the study aimed to understand the factors driving the rise of hipster cafes in Malaysia but faced several methodological limitations that future researchers should consider.

The researcher will provide recommendations to enhance future studies on the factors influencing young people's intention to attend hipster cafés in Malaysia. These include incorporating additional independent variables such as price sensitivity and service quality and examining the impact of online presence and digital marketing strategies like social media engagement and website usability. Future research should also consider including cafés from suburban and rural areas to obtain a more comprehensive understanding. The use of quantitative data collection methods should be maintained, with a preference for face-to-face questionnaires to reduce bias and gather detailed responses. Additionally, future studies should focus on participants who regularly visit hipster cafés to ensure relevant and accurate feedback. These recommendations aim to provide deeper insights, aiding café owners and marketers in serving their target market better.

6.0 Conclusion

6.1 Arts

The initial study purpose, question, and hypothesis are outlined in Table 5. The hypothesis (H1) suggested a strong correlation between involvement in arts and the tendency of young individuals to frequent hipster cafés in Malaysia. According to Pearson's correlation analysis (Table 4), the first independent variable (arts) positively associated with the dependent variable which is the intention of young people in Malaysia to visit hipster cafés. Thus, hypothesis H1 is substantiated by the Pearson correlation coefficient. A correlation coefficient of one signifies a positive association between engagement in the arts and the likelihood of young people in Malaysia visiting hipster cafés.

Table 5: Research Objective 1, Research Question 1 and Hypothesis 1

Research Objective (RO)	Research Question (RQ)	Hypothesis (H1)
To identify the relationship between arts and intention to visit hipster cafes among youngsters in Malaysia.	Is there any relationship between arts and intention to visit hipster cafes among youngsters in Malaysia?	There is a relationship between arts and intention to visit hipster cafes among youngsters in Malaysia.

Visual components that largely enhance the overall aesthetic appeal and give it a unique atmosphere are paintings, murals, and sculptures. This might affect buying behaviors in individuals (Fiore et al., 2000). This supports Belanche et al. (2019) and Bianchi et al. (2017); consuming what they have ordered allows them to experience the space. Younger folks generally find that the amalgamation of hipster cafes and artistic ventures creates a lively and culturally charged sphere that is a magnet for them. The research objective of identifying the characteristics that drive young people to attend hipster cafés in Malaysia has been achieved. The research question, "Is there a correlation between arts and intention to visit hipster cafes among young people in Malaysia?" has been addressed.

6.2 Ambiance

Table 6 displays the second study objective, second research inquiry, and second hypothesis. The findings unveiled a substantial correlation (H2) between the ambiance of hipster cafés and the inclination of young individuals in Malaysia to visit them regularly. The second independent variable demonstrated a positive correlation with the dependent variable, precisely the tendency of young individuals in Malaysia to patronize hipster cafés. The link was seen using the data provided in Table 4. Thus, H2 is considered legitimate. The Pearson correlation coefficient of 0.783 indicates a positive link between the ambiance and the intention of young people to visit hipster cafes in Malaysia.

Table 6: Research Objective 2, Research Question 2 and Hypothesis 2

Research Objective (RO)	Research Question (RQ)	Hypothesis (H2)
To identify the relationship between ambiance and intention to visit hipster cafes among youngsters in Malaysia.	Is there any relationship between ambiance and intention to visit hipster cafes among youngsters in Malaysia?	There is a relationship between ambiance and intention to visit hipster cafes among youngsters in Malaysia.

The term "ambiance" is frequently used in retail experience research, particularly in the context of customer services and marketing. The environment is shaped by various components, including lighting, music, aroma, decor, and temperature, which collectively establish a distinct atmosphere or emotional state (Thahir & Krishnapillai, 2018; Ilakya et al., 2020; Mishra et al., 2014; Muhammad et al., 2014). These factors contribute to their enjoyment during their visit and increase the likelihood of them returning in the future (Jang et al., 2009). Moreover, as Quynh (2020) stated, maintaining consistency and harmony in the design style of both employee uniforms and the physical establishment is crucial to optimizing the ambiance of the hipster café. The research objective of establishing the association between ambiance and the propensity of young individuals in Malaysia to visit hipster cafés has been accomplished. The study aims to investigate the relationship between the atmosphere of hipster cafés and the intention of young people in Malaysia to frequent them.

6.3 Entertainment

Table 7 presents the third objective of the study, the third research query, and the third hypothesis. H3 postulated that there is a correlation between entertainment and the propensity of young individuals in Malaysia to frequent hipster cafés. The third independent variable demonstrated a positive correlation with the dependent variable, precisely the inclination of young individuals in Malaysia to patronize hipster cafés. The association was established using the data provided in Table 4. Thus, H3 is considered to be legitimate. The Pearson correlation coefficient of 0.649 indicates a positive link between entertainment and the inclination of young people in Malaysia to visit hipster cafés.

Table 7: Research Objective 3, Research Question 3 and Hypothesis 3

Research Objective (RO)	Research Question (RQ)	Hypothesis (H3)
To identify the relationship between entertainment and intention to visit hipster cafes among youngsters in Malaysia.	Is there any relationship between entertainment and intention to visit hipster cafes among youngsters in Malaysia?	There is a relationship between entertainment and intention to visit hipster cafes among youngsters in Malaysia.

The authors supported that modern coffee shops serve as a source of admiration and pride to communicate the truth about one's connectedness with time or simply as a setting in which people can arrange conferences or complete their jobs while enjoying an attractive mixture of conveniences (Thahir & Krishnapillai, 2018; Ilakya et al., 2020; Mishra et al., 2014; Muhammad et al., 2014). Characteristics of cafe entertainment from hipsters that render it attractive include live music, open mic nights, art gallery exhibitions, themed parties, interactive activities, and quirky or out-of-the-ordinary events. It is essential to relate this to certain types of customers, like youth (Boo, 2017). The café should think about how they would gain from performing live music, and one such way is by ensuring that their clients take longer or buy more meals and drinks. The research objective of identifying the association between entertainment and intention to attend hipster cafes among adolescents in

Malaysia has been successfully achieved. The research question "Is there a correlation between entertainment and the intention to visit hipster cafes among young people in Malaysia?" is addressed.

6.4 Food Variety

Table 8 presents the fourth study's objectives, research query, and hypothesis. H4 postulated a correlation between the variety of food choices and the propensity of young individuals in Malaysia to attend hipster cafés. The fourth independent variable showed a positive correlation with the dependent variable, precisely the inclination of young individuals in Malaysia to patronize hipster cafés. The link was observed based on the data provided in Table 4. Thus, H4 is considered to be approved. The Pearson correlation coefficient of 0.630 indicates a positive association between food variety and the tendency of young people in Malaysia to visit hipster cafes.

Table 8: Research Objective 4, Research Question 4 and Hypothesis 4

Research Objective (RO)	Research Objective (RQ)	Hypothesis (H4)
To identify the relationship between food variety and intention to visit hipster cafes among youngsters in Malaysia.	Is there any relationship between food variety and intention to visit hipster cafes among youngsters in Malaysia?	There is a relationship between food variety and intention to visit hipster cafes among youngsters in Malaysia.

Emphasizing the source of the components brings about a feeling of genuineness and assists local producers, which most young consumers probably welcome. Menu quality affects the kind of people that visit a restaurant (Boo, 2017). It was found from the study involving Sharee and Muhammad (2018) that satisfaction levels among youths at hipster cafés were being assessed. Restaurant meal excellence depends on menu diversification (Rajput & Gahfoor, 2020). Allowing customers to configure the menu means they can create dishes they like or choose from a variety of ingredients present. It caters to individual preferences, giving a rather personalized dining experience. Furthermore, due to changes in how people eat, most individuals enjoy eating out, which captivates them (Johnson, 2011). At hipster cafes, young people are enticed by the wide range of food options available, and these cafes provide innovative and fashionable culinary experiences (Zimmer et al., 2011). Conclusively, the research objective of identifying the correlation between food variety and the propensity to attend hipster cafes among young individuals in Malaysia has been achieved. The research question, "Is there a correlation between food variety and the intention to visit hipster cafes among young people in Malaysia?" has been examined.

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Conflicts of Interest

There is no conflict of interest in this study.

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Awareness of Food Safety Among University Student in Malaysia

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Abstract: Awareness of food safety among university students is crucial for maintaining a healthy student life. This study assesses students' knowledge, attitudes, and practices regarding food safety through a structured survey, considering age, gender, and cultural background for a representative analysis. The methodology involves quantitative approach by using cross-sectional surveys with a diverse sample of 384 respondents as suggested by Krejcie & Morgan. A structured questionnaire which have been translated into Google Form had been distributed through social media account like WhatsApp, Instagram and Facebook. Data is analysed using descriptive and inferential statistics, ensuring ethical standards. The findings provide a comprehensive picture of students' food safety awareness, essential for developing effective educational programs.

Keyword: food safety; awareness; knowledge; attitude; practices

1.0 Introduction

Food poisoning, caused by consuming contaminated food or water, leads to symptoms like vomiting, diarrhea, fever, and abdominal cramps (Healthline, 2015), often due to improper cooking, contaminated tools, and incorrect food storage (NHS, 2017). In Malaysia, foodborne infections are a major public health concern, particularly in restaurants (Mohsen et al., 2020). The rise in food poisoning cases highlights the need for better food handling practices (Liyana et al., 2018), with contaminated food causing over 200 illnesses and significant deaths annually (MOH, 2019). Ensuring food safety supports national health and economies, impacted by global factors like food trade and climate change (WHO, 2015). Our study evaluates the knowledge, attitudes, and practices of food handlers in Malaysian restaurants to prevent food poisoning (Aziz & Dahan, 2013). Understanding these factors is crucial as dining out becomes more popular in Malaysia.

1.1 Problem Statement

Food safety is a critical global issue involving the prevention of harmful agents in the food supply chain, with millions of illnesses and deaths reported annually, especially in developing countries (WHO, 2002). Food poisoning, a type of foodborne illness, causes gastrointestinal symptoms like diarrhea and stomach discomfort due to contaminants such as bacteria, viruses, parasites, and chemicals (WHO, 2018). College students are particularly at risk due to their reliance on outside food, leading to increased cases of food poisoning, which are often caused by improper food handling and preparation (Ajmal, 2015). Despite food hygiene training, improper practices persist, contributing to a high incidence of foodborne illnesses in Malaysia (MOH, 2007). This study examines university students' knowledge, attitudes, and practices regarding food poisoning to understand and mitigate these risks (Yusof et al., 2018).

1.2 Significance of the Study

This study will highlight students' food safety knowledge and practices, emphasizing the growing importance of food safety in the industry. Educated students can significantly reduce the risk of food poisoning by adhering to proper hygiene and identifying unsafe practices in food handlers. Consumers, especially students who frequently eat out, will benefit from this research by ensuring that food handlers follow safe practices, thereby preventing foodborne diseases. By assessing food industry operators' knowledge and practices, this study aims to help consumers make safer eating choices. Furthermore, food safety awareness is crucial for future researchers. With a strong understanding of food safety, researchers can design better studies, minimize contamination, and mentor others in safe practices. This prepares them to address evolving food safety challenges and contribute effectively to public health.

2.0 Literature Review

2.1 Overview of Food Safety

Food safety refers to the conditions and practices that preserve the quality of food to prevent contamination, spoilage, and transmission of foodborne diseases. Food safety measures are the standards and guidelines that must be adhered to during the manufacture, processing, storage, transportation, and preparation of food in order to guarantee its edibility and safety. Food safety is important for development because it protects the environment, improves food safety and improves public health. Food

safety has been designated by the World Health Organization as a public health priority worldwide to manage and prevent foodborne diseases (Mohsen et al., 2020).

According to Courtney et al. (2016) when it came to food safety, young adults only followed half of the advised practices when cooking. Common food hygiene problems seen in this age group include not having food thermometers, keeping refrigerators and freezers colder than is recommended, and not washing your hands enough when handling food. Young people' higher frequency of acute gastrointestinal illnesses and foodborne diseases, as well as the comparatively higher reporting of suspected food poisoning, may be related to food mishandling and inadequate food hygiene standards.

2.2 Factors Influencing Awareness of Food Safety

2.2.1 Knowledge

Ensuring the safe handling of food in school feeding programmes remains a big challenge in many countries, considering that many of these school feeding schemes are often regarded as poverty and hunger alleviation initiatives (Jomaa et al., 2011). Furthermore, the available resources of most schools involved in school feeding programmes are sometimes inadequate to support the proper implementation of food safety systems from World Food Programme (2012). Food safety assurance in food service establishments depends heavily on the availability of adequate infrastructure, appropriate management support and commitment, as well as knowledgeable and skilled food handlers (Mkosi et al., 2013).

The main goal of this study is to develop and evaluate an empirical framework for evaluating how students' knowledge affects their adherence to hygienic-sanitary practices, which include maintaining a clean kitchen, preventing foodborne illnesses, and personal hygiene. The suggested model also looks into the mediating effect of students' attitudes in the relationship between their knowledge of food safety, and how they handle food in university settings. So, training, the most widely used strategy to improve food safety (Medeiros et al., 2011), may be effective.

2.2.2 Attitude

The Organisation for Economic Cooperation and Development (2018) defines skill sets as human qualities or underlying attributes coupled with practical or specialised competences that enable the performance of a job. Divergent viewpoints exist on the meanings of skills. While some may view skills as a combination of a person's aptitudes, attitudes, and personality traits, Azevedo et al. (2012) considered them as results or performance benchmarks.

Moreover, university students' attitudes regarding food safety are greatly influenced by peer behaviour and social norms. Positive attitudes can be reinforced by seeing their peers prioritize safe food handling, fostering a social atmosphere where responsible food handling is valued and accepted. On the other hand, if there is a lack of knowledge or if risky behaviour becomes accepted among students, negative attitudes might surface. Misinterpretation and bad attitude can also be led by superficial knowledge which may result in increasing detrimental practices (Mizanur, 2012).

2.2.3 Practice

Practice is the act of performing a behaviour repeatedly in order to help acquire and eventually master a skill. Moreover, it is frequently a crucial component of a career that aims to improve skills. The practice includes all of the guidelines and precepts that practitioners follow, which serve as the foundation for their responsible behaviour (Lammi, 2018). The Food Safety and Standards Authority of India (2017) states that maintaining appropriate food safety and personal hygiene standards at all times is imperative for anyone handling food in order to guarantee the safety of the food served to customers. In order to avoid food contamination throughout the serving process, this is essential.

Moreover, Sani & Siow (2014) posit that improved food handling and safety practices result from organizations supporting and providing enough resources for food safety training, which in turn enhances its efficacy in the workplace. Food handlers' practices can contribute to a decrease in foodborne disease outbreaks in addition to providing sufficient information and enforcing strict regulations.

2.3 Research Framework

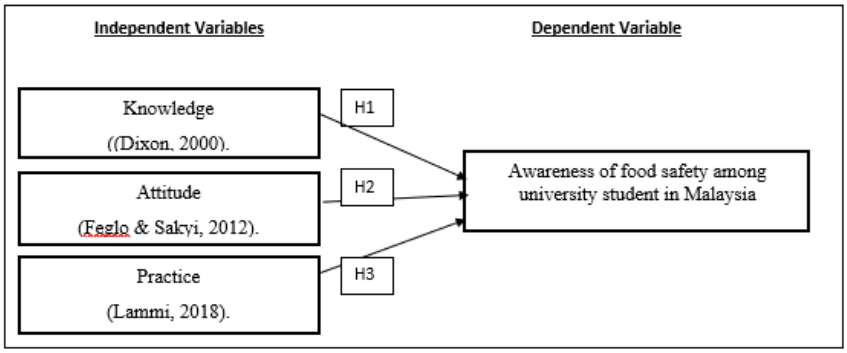

Figure 1: Research Framework

Figure 1 illustrates this study research framework that indicates this research's dependent variable (DV) and independent variable (IV). The independent variable is the knowledge, attitude and practice in food safety among university student in Malaysia. Furthermore, the dependent variable for this study focused on the awareness of food safety among university student in Malaysia. dependent variable for this study will be influenced by the independent variable. In addition, there are three independent variables determined as major factors in this study, including knowledge, attitude and practice. Therefore, the figure above illustrates the relationship between the factors that affect awareness of food safety among university student in Malaysia.

2.4 Research Hypothesis

The literature review highlighted independent variables like knowledge, attitude and practice of food safety among university students in Malaysia. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

i. H1: There is a relationship between knowledge in food safety and awareness of food safety among university student in Malaysia.
ii. H2: There is a relationship between attitude in food safety and awareness of food safety among university student in Malaysia.
iii. H3: There is a relationship between practice in food safety and awareness of food safety among university student in Malaysia.

3.0 Methodology

3.1 Study Design

A descriptive research approach had been used to conduct the study and collecting all the necessary data. Next, in order to gather important data for this study a quantitative research methodology had been applied. Due to the fact that quantitative surveys which used closed questions, data may be easily accessed and converted into numbers, statistics, graphs and charts (Thakur, 2021).

3.2 Target Population

The target population for this study is several public university students in Malaysia. As stated by Kementerian Pendidikan Tinggi (2022), the total number of public university students in Malaysia is 595,706 which is 229,918 male and 365,706 female. Identification of the target demographic for a testing programme is crucial when selecting a sample.

3.3 Sample Size

Every Malaysian public university student who is willing to answer has received a questionnaire from the researcher. The sample size for this study is 384 respondents, representing a population of almost 1,000,000 public university students in Malaysia, according to the Krejcie & Morgan table.

3.4 Sampling Method

This study's sampling frame had been chosen using non-probability sampling, a convenience sampling technique. Convenience sampling is a non-probability sampling technique where samples are selected from the population only on the basis of their ease of accessibility for the researcher. Testing a sample that is representative of the local population is an ideal setting for research. But in many other studies, the population is too big to study and account for everyone. Because it is quick, inexpensive, and accessible, convenience sampling is the most commonly used non-probability sampling technique among researchers. The researcher gives questionnaires to all available university students in Malaysia who are willing to answer.

3.5 Data Collection

The questionnaire is the main method for data collection for this study. Researcher had used Google Forms as a medium to collect the data because it is easy and quick to send questionnaires to respondents. By posting a link to the relevant Google Form question, anyone who receives the link to the Google Form can see the question, but the answers of the marked respondents had been remain private because only the researcher would acknowledge them. A survey was specially sent to all Malaysian university students to ask about their experiences with food poisoning.

3.6 Data Analysis

The study employed the statistical package for social science (SPSS), version 24, to examine the data that was gathered. With regard to descriptive analysis, SPSS is a programme that can explain how independent and dependent variables relate to one another. and association. Large data sets are processed quickly by the programmed, which also assists academics in carrying out intricate statistical studies. As a result, reliability analysis is helpful for researchers and will aid in data analysis. Three methods of analysing data include reliability analysis, descriptive analysis, and Pearson's correlation coefficient.

4.0 Results/Findings

4.1 Demographic Characteristic of Respondents

Table 1: Demographic Analysis

Demographic Profile	Frequency	Percentage (%)
Gender		
Male	163	42.2%
Female	221	57.6%
Age		
18-21 years old	91	23.7%
21-25 years old	283	73.7%
26-above year's old and above	10	2.6%
Races		
Malay	329	85.7%
Chinese	37	9.6%
Indian	18	4.7%
Others	0	0%
Employment		
Student	357	93.0%
Self-employment	22	5.7%
Unemployment	3	0.8%
Others	2	0.5%
Marital Status		
Single	375	97.7%
Married	9	2.3%
University		
UM	25	6.5%
UKM	19	4.9%
USM	29	7.6%
UPM	35	9.1%
UTM	16	4.2%
UITM	54	14.1%
IIUM	8	2.1%

UUM	26	6.8%
UMS	10	2.6%
UNIMAS	11	2.9%
UPSI	24	6.3%
UMT	19	4.9%
UMK	94	24.5%
UTHM	14	3.6%
Educational Level		
Diploma	76	19.8%
Degree	302	78.6%
Master	6	1.6%
PHD	0	0%
Income per Month		
None	234	60.9%
Less than RM500	108	28.1%
RM500 – RM1000	29	7.6%
More than RM1000	13	3.4%

Table 1 shows the frequency of demographic analysis, where the majority of female respondents are 163 respondents (42.2%), while there are 221 male respondents, which is 57.6%. For the results of the age of the respondents, 18–21 years recorded a total of 91 respondents with 23.7%. While respondents aged between 21 and 25 years showed a frequency of 283 respondents (73.7%), Furthermore, respondents aged 26 and over showed a total of 10 people (2.6%). The race of the respondents showed that the majority of respondents who answered this questionnaire were Malaysians, namely 328 people (85.7%), Chinese 37 people (9.6%), and Indians 18 people (4.7%). The occupation of the respondents shows that the majority of respondents who answered this questionnaire are students: 357 people, equal to 93.0%, self-employed 22 people (5.7%), unemployed 3 people (0.8%), and others. 2 people equals 0.5%. The marital status of respondents shows that the majority of respondents who answered this questionnaire are single, namely 375 people (97.7%), and 9 people (2.3%) are married. Next, the majority of Malays responded to this survey: 154 people (59.2%), followed by Indians: 55 people (21.2%). For respondent data from universities in Malaysia, it shows that Universiti Malaysia Kelantan has the largest number of respondents, which is 94 people, or 24.5%. Universiti Malaya, which is 25 people, equals 6.5%. Universiti Kebangsaan Malaya, which has 19 respondents, equal to 4.9%. Universiti Sains Malaysia, which has 29 respondents, equal to 7.6%. Universiti Putra Malaysia, which has 35 respondents, or 9.1%. University Technology Malaysia, which is 16 people, equal to 4.2%. Universiti Teknologi Mara, which has 54 respondents, or 14.1%. International Islamic University of Malaysia, which has 8 respondents, equal to 2.1%. Universiti Utara Malaysia, which is 26 people, equals 6.8%. University Malaysia Sabah, which has 10 respondents, or 2.6%. Universiti Malaysia Sarawak, which is 11 people, equal to 2.9%. Universiti Pendidikan Sultan Idris, which is 24 people, equals 6.3%. Universiti Malaysia Terengganu, which has 19 respondents equal to 4.9%, and Universiti Tun Hussien Onn Malaysia, which has 14 respondents equal to 3.6%. The level of education of the respondents who answered this questionnaire indicated that the majority indicated the highest degree, which is a total of 302 respondents, equal to 19.8%. Diploma, which is 76 people, equals 19.8%, and Masters, which is 6 respondents, equals 1.6%. Finally, the monthly income of university students shows that there are no 234 respondents (60.9%) less than RM599 and 108 respondents (28.1%), 29 respondents (7.6%) earn RM500-RM1000, and income greater than RM1000 is 13 respondents, equal to 3.4%.

4.2 Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score (M)	Standard Deviation (SD)
Awareness of Food Safety	I know what a foodborne illness is.	4.57	0.588
	Common symptoms of foodborne illness is diarrhea or vomiting.	4.42	0.685
	If food looks neat and smells good it is always safe to eat.	4.48	0.775
	It is important to understand food safety.	4.55	0.594
	There are times in a week when you eat outside of the campus.	4.39	0.788
	There are students who get food poisoning because of the food at the university.	4.45	0.790
	You will blame the food handler if poisoning occurs.	4.53	0.704
	The University Health Center is the main place to go if you have diarrhea.	4.48	0.726

Knowledge in Food Safety	I have heard of food safety.	4.63	0.625
	Lack of good food hygiene is the cause of disease.	4.51	0.632
	I know of any food borne illness.	4.56	0.683
	I think the need for regular health checks are a necessity.	4.51	0.751
	It is wrong to eat canned food if the can lid is swollen or tight.	4.53	0.669
	In addition to holding your hands under running water, someone should also wash them with soup before touching food to get rid of bacteria.	4.56	0.643
	The best way to avoid food poisoning from fresh fruits and vegetables are to wash them with cold running water.	4.46	0.743
	I am aware that food borne diseases are infectious and toxic.	4.53	0.685
Attitude in Food Safety	Before eating, one should wash their hands.	4.67	0.557
	Students who have unclean/untrimmed nails can cause pollution to their food.	4.55	0.603
	Students should cover them mouths with a napkin when they sneeze or cough, to avoid cross contamination.	4.56	0.664
	I am worried about heavy metal contamination in food.	4.45	0.717
	You are concerned about the transfer of plasticizers in food containers and packaging materials.	4.59	0.627
	I am concerned about the safety of eating in the college canteen.	4.55	0.660
	I am ready to improve your knowledge of food safety.	4.63	0.590
	I am concerned about pesticide residues in vegetables.	4.61	0.602
Practice in Food Safety	It is necessary to check the expiration date on food packaging before buying kitchen items.	4.68	0.520
	I think it is important to make sure food is cooked well before eating.	4.58	0.637
	The catering management should educate and train their employees about personal hygiene and food safety on are gular basis.	4.57	0.638
	I look at the sensory characteristics of food when buying it. of food when buying it.	4.57	0.638
	Always ensure food purchases are clean and fresh.	4.60	0.617
	I do not eat raw or raw eggs and food made from eggs.	4.39	0.872
	I guess the food is to see if it is safe or not.	4.59	0.684
	I dry my hands with a paper towel or tissue after washing them.	4.49	0.712

The results in Table 2 show a descriptive analysis of the dependent variable, which is awareness of food safety, which shows the item "I know what food-borne diseases are." has the largest mean score (M = 4.57, SD = 0.588). However, the item "There is a time in the week you eat outside the campus" had the lowest mean score (M = 4.39, SD = 0.788). While the independent variable, which is knowledge of food safety, explains the item "I have heard about food safety," it has the largest mean score (M = 4.63, SD = 0.625). However, the item "The best way to avoid food poisoning from fresh fruits and vegetables is to wash them with cold running water" showed the lowest mean score (M = 4.46, SD = 0.743). Next, the attitude towards food safety shows that the item "Before eating, you should wash your hands" has the largest mean score (M = 4.67, D = 0.557). However, the item "I am concerned about heavy metal contamination in food" had the lowest mean score (M = 4.45, SD = 0.717). Finally, for food safety practices, the item with the largest mean, "Need to check the expiration date on food packaging before buying kitchen items," has the largest mean score (M = 4.68, SD = 0.520). However, the item "I do not eat raw eggs and food made from eggs" has the lowest mean (M = 4.39, SD = 0.872).

4.3 Reliability Analysis

Table 3: Reliability Analysis

Variables	Cronbach's Alpha	No. of Items
Awareness of Food Safety	0.871	8
Knowledge of Food Safety	0.876	8
Attitude of Food Safety	0.875	8
Practice of Food Safety	0.837	8

Table 3 shows the results of reliability analysis based on dependent variables and independent variables which include food safety awareness (0.871), food safety knowledge (0.867), food safety attitude (0.875), and food safety practices (0.837). According to Cronbach's Alpha coefficient scale, all these variables show excellent coefficients and the questionnaire is reliable to use.

4.4 Pearson's Correlation Coefficient Analysis

Table 4: Pearson's Correlation Coefficient Analysis

Hypothesis	P-Value	Result (Supported/Non-Supported)
H1: There was positive relationship between knowledge in food safety and awareness of food safety	r = 0.786, P = <0.001	Strong & Accepted
H2: There was positive relationship between attitude in food safety and awareness of food safety	r = 0.744, P = <0.001	Strong & Accepted
H3: There was positive relationship between practice in food safety and awareness of food safety	r = 0.718, P = <0.001	Strong & Accepted

Table 4 presents a Pearson correlation analysis based on the hypothesis regarding university students' awareness of food safety in terms of knowledge, attitude, and practice. The results show that H1 has a significant value of less than 0.05, causing the researcher to accept the alternative hypothesis instead of the null hypothesis. Similarly, H2 has a value that is also less than 0.05, resulting in the rejection of the null hypothesis and the acceptance of the alternative hypothesis. Finally, H3 shows a significant value of less than 0.05, indicating a highly significant association, and thus, the researcher rejects the null hypothesis and accepts the alternative hypothesis. Consequently, the p value consistently falls below 0.05, thereby supporting all hypotheses.

5.0 Discussion

The discussion of this study highlights the importance of understanding food safety awareness among university students. Comparatively, other studies have also found varying levels of knowledge and practices related to food safety among different demographics. The reluctance of participants and challenges in data collection observed in this study are consistent with similar research, suggesting a broader issue in engaging young adults in food safety discussions.

The current work's limitations, such as participant reluctance and the reliance on online surveys, suggest several areas for improvement. Future studies could enhance participation by addressing privacy concerns and offering incentives. Additionally, employing mixed methods, combining online surveys with in-person interviews where feasible could improve data reliability. Researchers should also consider longitudinal studies to track changes in awareness and practices over time, providing deeper insights into the effectiveness of educational interventions.

5.1 Recapitulation of the Finding

i. Knowledge in Food Safety

Research objective 1: To examine the relationship between knowledge and awareness of food safety among university students in Malaysia.
Research question 1: Is there any relationship between knowledge and awareness of food safety among university students in Malaysia.

According to the results, there is a high positive correlation between knowledge and awareness of food safety. It showed that awareness of food safety was at 1 and knowledge was shown at 0.786. Therefore, H1 is accepted for this study.

ii. Attitude in Food Safety

Research objective 2: To examine the relationship between attitude and awareness of food safety among university students in Malaysia.
Research question 2: Is there any relationship between attitude and awareness of food safety among university students in Malaysia.

Based on the result in Pearson Correlation, there is a positive relationship between attitude in food safety and awareness of food safety. The results showed a high positive correlation between attitude in food safety and awareness of food safety in which the dependent variable was at 1 and the independent variable at 0.744. Hence, H2 is accepted in this research.

iii. Practice in Food Safety

Research objective 3: To examine the relationship between practice and awareness of food safety among university students in Malaysia.
Research question 3: Is there any relationship between practice and awareness of food safety among university students in Malaysia.

As shown in the results of Pearson Correlation for practice in food safety, there is a positive relationship between practice in food safety and awareness of food safety. The results showed that the awareness of food safety was at 1 and practice in food safety was shown at 0.718. Thus, there is high positive correlation between the dependent variable and the third independent variable. Hence, it is also accepted for H3 in this research.

5.2 Limitation of the Study

Despite concentrated efforts to ensure the efficacy of our study on university students' awareness of food safety, several limitations emerged. One significant challenge was obtaining participants, as not all Malaysian university students were interested in answering the questionnaire. Concerns about time, privacy, and motivation led to difficulties in data collection, taking over a month to compile responses. The unpredictability of respondent behaviour required researchers to use empathy and effective communication. Additionally, the methodology of using online surveys posed challenges, including verifying data accuracy and experiencing delays due to lengthy response times. Despite these obstacles, many students demonstrated admirable dedication and involvement in the study.

5.3 Recommendation for Future Research

This study used a causal research approach to examine relationships between variables, producing high-quality findings. Future researchers should build on this by including more independent variables related to food safety knowledge, such as trends in food safety awareness. Understanding the impact of technological advancements and social media can help anticipate future changes and develop proactive strategies. Researchers and policymakers can promote food safety by monitoring progress and refining interventions based on comprehensive tracking of various factors. This approach addresses research gaps, providing a more thorough understanding of food safety awareness and leading to effective solutions.

To evaluate the effectiveness of intervention strategies for improving students' food safety awareness, researchers should conduct randomized controlled trials. These trials can compare the impact of workshops, seminars, and online courses on participants' knowledge, attitudes, and behaviours. Data collection can include pre- and post-intervention surveys and observational studies of food handling practices. Qualitative methods such as interviews and focus groups can provide insights into participants' experiences and perceived effectiveness of interventions. By comparing different interventions, researchers can identify the most effective strategies, aiding policymakers, educators, and health professionals in making informed decisions.

6.0 Conclusion

This study assessed factors influencing food safety awareness among 384 Malaysian university students. It found that knowledge, attitude, and practice significantly contribute to food safety awareness, with strong correlations between these factors. Data collection via Google Forms and analysis using SPSS ensured an efficient evaluation.

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Conflicts of Interest

There is no conflict of interest in this study.

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Factors Influencing Customer Satisfaction towards Foreign Labor in Malaysia Hotel Industry

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Abstract: This study was conducted to find out the factors influencing customer satisfaction towards foreign labor in the Malaysian hotel industry focusing on skill, language ability, and personal cleanliness. The satisfaction ability and quantitative analysis approach has been chosen and the data collection method used is through an online platform which is Google Form that is distributed through social media by using WhatsApp and Telegram. The sample size in this study was conducted on 384 respondents to see their views on customer satisfaction towards foreign labor in the Malaysian hotel industry. For data analysis, reliability test, and Pearson correlation are used. The most significant independent variable for this study is language ability with a score of correlation of 0.550.

Keyword: customer satisfaction, foreign, labor, hotel

1.0 Introduction

Globalization impacts economies worldwide, with imbalances and issues like illegal foreign labor. Malaysia faces challenges with foreign labor in the hospitality sector. Globalization has significantly influenced the economic growth of many nations, including in technology, finance, tourism, and hospitality. However, it also poses challenges to a stable economy and developed countries. The majority of foreign workers in the private sector are domestic workers who face abuse, such as early dismissal, interrupted communication, ambiguous job contracts, excessive wage deductions, unpaid wages, extortion, and torture. Asia is the region that produces the majority of foreign immigrants, with concerns about the labor market, policy changes in importing nations, transnational labor offerings, and migrant workers' rights. Malaysia has seen an increase in unskilled laborers, leading to a labor shortage in key industries like construction, agriculture, industry, and service (Ajis et al. 2014). This has led to a negative public image of foreign laborers, particularly when they lack formal education. High unemployment rates in the area have also been a concern, with Malaysia's youth unemployment rate at 10.7% in 2015 and 11.3% in 2019. Employers argue that foreign laborers are more productive and socially and intellectually flexible but are more likely to accept lower pay. Communication issues arise from the overabundance of foreign labor in the hospitality sector, with countries like Bangladesh, Nepal, Vietnam, Cambodia, Myanmar, Laos, Vietnam, Kazakhstan, Nepal, Pakistan, Sri Lanka, Turkmenistan, Uzbekistan, Bangladesh, and Indonesia providing the most foreign labor. Poor communication and rude behavior can cause problems in the workplace, negatively impacting hotel services and customer satisfaction. Culture shock is another issue, with foreign laborers often unfamiliar with local culture and poor management methods. To prevent cultural shock, hotels conduct questionnaires before hiring people in the hospitality industry. Local managers can help bridge cultural divides and ensure a peaceful workplace for foreign workers (Eranza & Razli, 2017).

2.0 Literature Review

This research explores the factors influencing customer satisfaction with foreign labor in the Malaysian hotel industry. Customer satisfaction is crucial for evaluating the quality of services provided by foreign labor, such as transportation, lodging, and employee-customer interaction. Managers should prioritize retaining current clients by enhancing customer satisfaction policies, preparing employees and foreign laborers, and maintaining a clean environment (Poon & Low 2019). Customer satisfaction with foreign labor services can be positive or negative, depending on the conditions and policies set by hotel management. However, concerns about cleanliness, safety, and comfort have previously hindered the acceptance of foreign labor in the industry. Some foreign laborers come without permits and fake passports, and the presence of foreign labor without skills can lead to less customer satisfaction (Othman et al., 2019). The literature review aims to shed light on the current state of knowledge and identify unanswered questions regarding customer satisfaction with foreign labor in the Malaysian hotel industry. Factors such as skill, language ability, and personal cleanliness are discussed, providing insights for hotel management and research.

2.1 Customer Satisfaction towards Foreign Labor in Malaysia Hotel Industry

In the hospitality sector, client satisfaction is critical because it indicates whether offerings live up to expectations and promote return business (Poon & Low, 2019). Conducting periodic customer satisfaction surveys is imperative for assessing the quality of services, particularly in cases where foreign labor is involved (Amirreza et al., 2018). By improving satisfaction standards, training staff, and keeping workplaces tidy, managers can concentrate on keeping customer (Dominici & Guzzo, 2018). There is conflicting feedback regarding foreign labor; while good feedback is given for tasks well done, worries about safety and cleanliness continue (Khan & Abdullah, 2019; Othman et al., 2019). Even though some foreign workers lack documentation, they still accept jobs in the hospitality industry because the pay is higher than in their native countries (Janta, 2018; Joppe, 2019). However, some foreign workers lack the necessary skills, which can result in unhappy customers (Giddens, 2018).

2.2 Factors Influencing Customer Satisfaction towards Foreign Labor

This study had three independent variables which were skill, language ability and personal cleanliness.

2.2.1 Skill

It is difficult to acquire industry-specific skills, and competencies affect workplace dynamics and customer satisfaction. Inadequate abilities can result in unhappy clients and labor disputes, and the International Labour Organization's recommendations for fair treatment, safety, and pay are highlighted by the incompetence of foreign labor (Riley et al., 2020; Bradley et al., 2019). Concerns surface when inexperienced foreign laborers in the hospitality industry make mistakes as a result of inadequate training, leading to disagreements and conflicting opinions from clients (Jasni & Othman, 2014; Herzberg et al., 2017; Mohamed et al., 2019). Although their communication skills and ability to perform tasks in the hospitality sector frequently falter, factors like shared values and culture make it easier for foreign laborers from nations like Vietnam and Indonesia to enter the labor market (Tuccio, 2017; International Organization for Migration, 2017; Saiman & Jemon, 2014).

2.2.2 Language Ability

Due to their informal Malay proficiency learned through local interactions foreign laborers in Malaysia adapt quickly (Sarker, 2017; Sultana, 2019). According to a Ministry of Human Resources study from 2018, 12.11% of foreign immigrants were illiterate, and the remaining immigrants' levels of education varied. Fluent in Malay, many foreign workers in Malaysia highlight its significance for customer communication (Ullah, 2016; Sarker, 2015). Nonetheless, non-Malay speakers encounter difficulties, particularly when interacting with older or less educated clients (Rashid, 2019). The local community is still concerned about communication barriers and cultural differences in politeness and customer service, having observed an increase in the number of foreign workers in hospitality roles since the 1990s (Aziz, 2020; Kanapathy, 2019; Rahman, 2018; Alas, 2018).

2.2.3 Personal Cleanliness

Customer satisfaction in the hospitality industry is significantly impacted by staff cleanliness and personal hygiene, particularly that of foreign workers. Good hygiene practices can enhance guest comfort and the hotel's reputation, whereas poor hygiene can lead to discomfort and health problems (Locke, 2019; Balasuriya & Perera, 2016; Rohana, 2019). Concerns from the community regarding the hygiene of foreign workers and their impact on public health are heightened by reports of reckless behavior and health hazards (Aiello et al., 2020; Seyfi et al., 2021). Maintaining a positive reputation and ensuring customer loyalty, especially at the front desk, requires appropriate training and adherence to hygiene standards (Linda, 2019; Bellevue, 2020). Hotels that keep things tidy and well-groomed will get good reviews and encourage repeat business.

2.3 Conceptual Framework

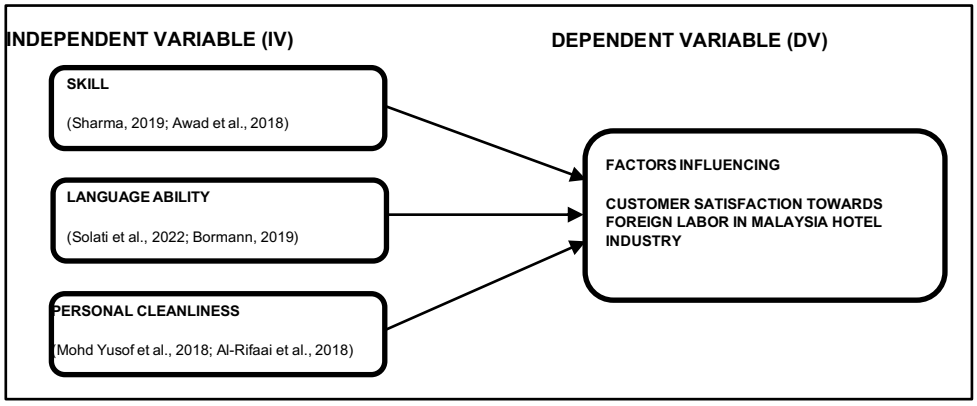

Figure 1: Conceptual Framework on Factors Influencing Customer Satisfaction towards Foreign Labor in Malaysia Hotel Industry.

By reviewing the literature, a framework has been suggested to investigate the connections and determine factors that influence the customer satisfaction towards foreign labor in Malaysia hotel industry. The conceptual framework is shown in Figure 1. The independent variables for the Customer Satisfaction towards Foreign Labor in Malaysia Hotel Industry study are skill, language ability and personal cleanliness.

2.4 Hypotheses

H1: There is a relationship between skill and customer satisfaction towards foreign labor in Malaysia hotel industry.
H2: There is a relationship between language ability and customer satisfaction towards foreign labor in Malaysia hotel industry.
H3: There is a relationship between personal cleanliness and customer satisfaction towards foreign labor in Malaysia hotel industry.

2.5 Research Gap

In this study, the research gap that is seen as very significant is that not many researchers cover on foreign labor in the hospitality sector because basically, most topics cover consumer satisfaction. In addition, the issue of foreign labor is also rarely noticed by people in terms of their skills, their communication skills, but whether they realize it or not, the number of these foreign workers is increasing in our country, because according to the records of the Malaysian Immigration Department (JIM), until March 15, 2024, the number of foreign workers working in the country is as many as 2,171,798 people, but this matter does not receive special attention because in reality the matter of foreign labor is disputed and discussed. This is the main reason why we took the initiative to choose this topic because it is crucial to tell the community that matters related to foreign labor should not be taken lightly. In the process of this study as well, the researcher experienced difficulties in terms of obtaining information about foreign labor because most of the journals that find the researcher focus on general consumer satisfaction and rarely focus on the presence of foreign labor in the increasingly crowded hospitality sector.

2.6 Research Question

i. Is there any relationship between skill and customer satisfaction towards foreign labor in Malaysia hotel industry?
ii. Is there any relationship between language ability and customer satisfaction towards foreign labor in Malaysia hotel industry?
iii. Is there any relationship between personal cleanliness and customer satisfaction towards foreign labor in Malaysia hotel industry?

2.7 Purpose of the study

The purpose of the study is to identify and analyze the factors influencing customer satisfaction towards foreign labor in Malaysia's hotel industry. This includes examining how service quality, personal hygiene, communication skills, and the overall conduct of foreign workers impact customer perceptions and satisfaction levels. Understanding these factors is crucial for hotel management to develop effective strategies for training and managing foreign labor, thereby enhancing customer experiences and improving the hotel's reputation and profitability (Poon & Low, 2019; Amirreza et al., 2018; Dominici & Guzzo,

2018; Khan & Abdullah, 2019; Othman et al., 2019).

3.0 Methodology

3.1 Study Design

The quantitative technique was used to analyze customer satisfaction in the Malaysian hotel business, with an emphasis on aspects such as skill, language ability, and personal cleanliness to ensure a thorough comprehension of the customer experience. The author used a quantitative technique for this study since the goal was to establish the degree of customer satisfaction with foreign labor in the Malaysian hotel business.

3.2 Target Population

The research's target demographic is the entire Malaysian population, which is a bigger group. According to the Tourism Malaysia Yearly Report for 2021, 3,036,117 million people stayed in hotels in the third quarter and 11,572,476 million in the fourth quarter. Hotels are accessible to the public and welcome visitors from all areas of life. Hotels' principal aim is to offer temporary lodging for travelers, tourists, and anyone in need of a place to stay. The survey sought responses from people of different ages, ethnicities, and backgrounds about their attitudes toward foreign labor in Malaysia's hotel business. We focus on our research only for people who stayed in hotel Malaysia.

3.3 Sample Size

For gathering customer satisfaction data, the researchers used a Google Form. The sample size (Krejcie & Morgan, 1974) was 384 people, indicating a larger group of people with similar traits. The questions on the questionnaire were reduced to make it easier for respondents to reply, resulting in a more representative sample. The study's participant count was judged to be 11,572,476 million, guaranteeing a complete comprehension of the population. The sample size is very directly connected to the purpose since the satisfaction of the selection of consumers is permitted to respond to the study using the "Google Form," which acts as a data collection technique.

3.4 Sampling Method

The probability approach was used which is simple random method to choose respondents for a study on consumer satisfaction with foreign labor. Krejcie and Morgan's sample included hotel visitors as well as people who worked with foreign labor. Google Forms and surveys were used to collect information from the total number of respondents. The probability method was used to select respondents from a sample of hotel guests and those dealing with foreign labor, using Google Forms and questionnaires to gather information on customer satisfaction.

3.5 Data Collection

The researchers utilized a Google Form based questionnaire to gather primary data for their study, which was distributed via social media sites like WhatsApp and Telegram. The questionnaire required respondents to meet two conditions: having lived in a hotel and interacting with foreign laborers who provide hotel services. The objective of the questionnaire was to gather information about customer satisfaction with foreign labor in the hospitality industry.

3.5.1 Primary Data

A Google Forms-based questionnaire was used by the researchers to gather some primary data for the study. The questionnaire was sent to the respondents via Google Forms, which made it easier for the researchers to gather data from those who were geographically distant. This also facilitates respondents' ability to respond, as the question must be completed online. Additionally, this survey was distributed through social media sites like WhatsApp and Telegram. Furthermore, only members of the public who can meet the two conditions can answer this question. The first condition to answer a questionnaire is to have lived in a hotel. The second condition is interacting with foreign laborers who provide the hotel services.

3.5.2 Pilot Test

For the first 30 respondents, the researcher used Google Forms to distribute sample questionnaires as part of a pilot study. To determine whether the respondents could understand the questionnaire, a total of 30 respondents were selected from close family members or friends. The questionnaire was accompanied by two conditions: having stayed at a hotel and dealing with foreign labor in providing hotel services. A pilot test was conducted to ensure that the respondents could pass the conditions set by the researcher. The research method aimed to assess the level of knowledge of the respondents regarding their understanding of the question posed by the researcher about customer satisfaction towards foreigners in hospitality services. The questionnaire consisted of multiple-choice questions drawn from different sections, divided into three sections:

A, B, and C. A five-point Likert scale was used to measure customer satisfaction. Section A covered the demographic profile of the respondent, including state, gender, age, race, employment, and marital status. Respondents were asked to select from a predetermined list of options, usually one-word answers like "yes" or "no," or a series of multiple-choice questions. Section B covered customer satisfaction with foreign labor in the Malaysian hotel industry, with five questions in the set. The study employed an interval scale of measurement called the Likert scale, with a scale of 1 to 5 initially used. Section C focused on independent variables, such as skill, language ability, and personal cleanliness that have an impact on customer satisfaction. This study utilized a questionnaire as a research instrument to gather data from participants. The questionnaire consisted of multiple-choice questions from three sections: A, B, and C. A five-point Likert scale was used to measure customersatisfaction. The demographic profile of the respondents was covered in Section A, which included factors such as state,gender, age, race, employment, and marital status. The closed-ended questions required respondents to select from apredetermined list of options. The dependent variable in Section B was customer satisfaction with foreign labor in theMalaysian hotel industry. The study employed an interval scale of measurement called the Likert scale in Sections B and C. The scale ranged from 1 to 5, with 1 indicating strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree. In Section C, the research focused on independent variables such as skill, language ability, and personal cleanliness, which had an impact on customer satisfaction. Five question types were used for each independent variable. Overall, the questionnaire served as a valuable tool for researchers to gather data and understand customer satisfaction.

3.6 Data Analysis

Data analysis is a crucial process in organizing, characterizing, representing, assessing, and interpreting data using statistical methods. The study utilized the Statistical Package for Social Science (SPSS) version 27 to analyze the collected data, which includes descriptive analysis, reliability analysis, and Pearson correlation. Reliability analysis is essential for estimating the quality of measurement techniques used in research projects. It helps determine the consistency of results and the degree to which a survey question yields the same information each time a respondent is asked. Descriptive analysis provides measures of variability and averages, while reliability analysis evaluates internal consistency and scale reliability. Cronbach's alpha is used to evaluate internal consistency and scale reliability. Descriptive analysis also includes measures of variability and averages, such as frequency tables, scatter plots, and graphs, to visualize data and search for trends or outliers. The Pearson correlation was chosen for this study because it can determine the degree of relationship between two quantitative variables and variables such as language, culture, and service quality. The correlation measure expresses the strength and direction of a relationship between two variables, with values ranging from -1 to 1. The coefficient is used to assess how closely one variable change concerning another, and it is a crucial tool for evaluating relationships between various data sets and testing theories in fields such as statistics, economics, psychology, and statistics.

3.6.1 Reliability Analysis

According to Blumberg et al., (2015), consistent results with the same value are often determined by reliability. In order to obtain accurate research results, the measurement technique must first be reliable. One of the most important aspects of rehabilitation is consistency, or the degree to which a survey question yields the same kind of information each time a respondent is asked. It is important to monitor progress and contrast results with internal surveys and historical 34 external standards. Cronbach's alpha was employed in this investigation to evaluate the internal consistency and scale reliability. According to Habidin et al., (2015), values below 0.5 are regarded as reliable, while values below 0.5 are regarded as undesirable. When an item's value gets closer to 1, its dependability and internal consistency improve.

3.6.2 Correlation Analysis

To express the strength and direction of a relationship between two variables, a statistical measure known as correlation is employed. Its values are from -1 to 1, where a perfect negative linear relationship is represented by a value of -1, no linear relationship is indicated by a value of 1, and a perfect positive relationship is represented by a value of 1. When assessinghow closely one variable changes in relation to another, the coefficient is utilized. It is a crucial tool for evaluating the relationships between various data sets and testing theories in many fields, including statistics, economics, psychology, and statistics (Cronbach, 1951; Singh et al., 2019).

3.6.3 Descriptive Statistic

This section displays the independent and dependent descriptive statistical data for each variable. For every independent variable and dependent variable, the mean and standard deviation are to be obtained from this data. The mean and standard deviation for the independent variables of skill. The highest mean is S4 (foreign labor does not have the knowledge to answer the customer's question), with a total of (M=3.53, S.D 1.016). The lowest mean is S5 (foreign labor able to communicate well with the customers), with a total of (M=3.17, S.D 1.114}. The mean and standard deviation for the independent variables of language ability. L3 (not knowing the local language is a difficulty when interacting with customers) and L4 (foreign labor who have skills to speak in several foreign languages are an advantage when working in the hotel industry) have the same mean and highest value which is 4.11 but different standard deviation values which are S.D 0.921 and 0.913 respectively. The lowest mean is L1 (the English used by foreign labor is understandable) with the total (M=3.15, S.D 1.036). The mean and

standard deviation for the independent variables of personal cleanliness. The highest mean is P5 (foreign workers who are qualified to work in the hotel industry must maintain their personal hygiene) with the total (M=4.22, S.D 0.890). The lowest mean is P1 (the foreign labor wears clean and neat uniforms) with a total (M=3.45, S.D 0.992).

4.0 Results

4.1 Demographic characteristics of respondents

Table 1: Demographic Characteristics of Respondent

	Frequency	Percentage
Gender		
Male	133	65.4
Female	251	34.6
Race		
Chinese	30	7.8
Indian	43	11.2
Malay	299	77.9
Other	12	3.1
Age		
Below than 20 Years Old	14	3.6
21 - 30 Years Old	317	82.6
31 - 40 Years Old	45	11.7
41 - 50 Years Old	6	1.6
Above than 50 Years Old	2	0.5
Occupation		
Government sector	34	8.9
Private sector	49	12.8
Student	275	71.6
Other	26	6.8
Marital status		
Married	56	14.6
Single	328	85.4
State		
Johor	262	6.8
Kedah	5	6.5
Kelantan	136	35.4
Melaka	13	3.4
Negeri Sembilan	16	4.2
Pahang	26	6.8
Perak	31	8.1
Perlis	8	2.1
Pulau Pinang	22	5.7
Sabah	8	2.1
Sarawak	9	2.3

Selangor	33	10.2
Terengganu	16	4.2
Wilayah Persekutuan	9	2.3
Visitation of hotel (Have you ever visited a hotel?)		
No	17	4.4
Yes	367	95.6
Experience Dealing with Foreign Labor		
No	17	4.4
Yes	367	95.6

The survey was completed by 384 respondents. The demographic profile of the respondent is covered in Section A. State, gender, age, race, employment, and marital status of the respondent were all described in the demographic segments. Other than that, to fulfill the requirements to respond to this questionnaire, researchers also pose questions such as "Have you ever stayed in a hotel?" and "Have you ever faced foreign labor?". The closed-ended question in Section A required respondents to select from a predetermined list of options, usually one-word answers like "yes" or "no," or a series of multiple-choice questions. The dependent variable covered in Section B is customer satisfaction towards foreign labor in the Malaysia hotel industry. Five questions made up the set. This study employs an interval scale of measurement called the Likert scale (a non-comparative technique) in Sections B and C. Every single number on the five-point Likert scale indicated a distinct response. A scale of 1 to 5 will be used initially, with 1 referring to strongly disagree, 2 to disagree, 3 to neutral, 4 to agree, and 5 to strongly agree. The research in Section C focuses on independent 32 variables, or things like skill, language ability, and personal cleanliness that have an impact on customer satisfaction. There were five question types for each independent variable.

Table 1 shows the gender of the respondents, the total number of respondents is 384. For females, the frequencyis 251 and the percentage is 65.4%. While for men, the frequency is 133 and the percentage is 34.6%. From the pie chart, the frequency of females is higher than males. This shows that females are more likely to answer the questionnaire.

Table 1 shows the race of the respondents, the total for the respondents is 384. For the Chinese, the frequency is 30 respondents and the percentage is 7.8%. Indians, the frequency is 43 respondents and the percentage is 11.2%. The Malay is 299 respondents and the percentage is 77.9%. While other races as many as 12 respondents and the percentage is 3.1%. From the pie chart it shows that the highest frequency number is among the Malay race while the lowest frequency number is from other races.

Table 1 shows the age of respondents, the total number of respondents is 384. For respondents aged 21 - 30 years, the frequency is 317 respondents and the percentage is 82.6%. For those aged 31 - 40 years old, the frequency is 45 respondents and the percentage is 11.7%. For respondents aged 41 - 50 years, the frequency is 6 respondents and the percentage is 1.6%. For respondents aged 50 to 41 and over, the frequency is only 2 respondents and the percentage is 0.5%. For respondents who are below 20 years old, the frequency is 14 and the percentage is 3.6%. From the pie chart it shows that the highest frequency number is the respondent aged 21-30 years while the lowest frequency number is the respondent aged 50 and above.

Table 1 shows the respondent's occupation, the total number of respondents is 384. The frequency of respondents working in the government 42 sector is 34 and the percentage is 8.9%. The frequency of other respondents was 26 and the percentage was 6.8%. The frequency of respondents who work in the private sector is 49 and the percentage is 12.8%. The frequency for students is 275 and the percentage is 71.6%. The pie chart shows that the highest frequency number is the response from students while the lowest frequency number is the other response

Table 1 shows the marital status of respondents, a total of 384 respondents. The frequency of married respondentsis 56 and the percentage is 43 14.6%. The frequency of single respondents is 328 and the percentage is 85.4%. The pie chart shows that the highest frequency number is among single respondents while the lowest frequency is among married respondents.

Table 1 shows the respondent states, the total of respondents is 384. The highest frequency is in the state of Kelantan with 136 and the percentage is 35.4%. The second highest frequency of respondents is in the state of Selangor with 33 and the percentage is 10.2%. The frequency for the state of Perlis and the state of Sabah is the lowest and the same with 8 and the percentage is 2.1%. The frequency of the states of Johor and Pahang is the same which is 26 and the percentage is 6.8%. The frequency for the state of Kedah is 25 and the percentage is 6.5%. Negeri Sembilan and the state of Terengganu have the same frequency of 16 and the percentage is 4.2%. Similarly, the state of Sarawak and the state of the Federal Territory have the same frequency of 9 and the percentage is 2.3%. The frequency for the state of Malacca is 13 and the percentage is 3.4%. The state of Perak has a frequency of 31 and a percentage of 8.1%. The frequency for the state of Penang is 22 and the percentage is 5.7%.

Table 1 shows the experiences of respondents dealing with foreign labor. The total number of respondents is 384. The frequency of respondents who have never encountered foreign labor is 17 and the percentage is 4.4%. While the frequency of respondents who have ever dealt with foreign labor is 367 and the percentage is 95.6%.

4.2 Descriptive analysis

i. Result 1:

Measures of variability and mean are included in the data summary analysis provided by descriptive analysis. Practice 34 optimal methodology for quantitative research, such as using several strategies to deal with increasingly complex queries, is important now more than ever (Duff, 2010). A set of questions answered by respondents mainly through the online platform is called an online survey. This can be solved on multiple online platforms, including Google Forms.

ii. Result 2:

Table 2: Descriptive Statistic

Variable	Mean	Standard Deviation
Skill	3.53	1.114
Language Ability	4.11	1.040
Personal Cleanliness	4.22	1.006
Customer Satisfaction	4.28	1.028

4.3 Correlation coefficient

Pearson's Coefficient analysis was used to study the relationship between customer satisfaction towards foreign workers in the Malaysian hotel industry and independent variables such as skills, personal hygiene, and language ability. The objective of the study is to evaluate the level of customer satisfaction towards foreign laborers in the Malaysian hotel industry with this independent variable (skills, personal hygiene, and language ability) and the dependent variable (customer satisfaction towards foreign workers in the Malaysian hotel industry. To express the strength and direction of a relationship between two variables, a statistical measure known as correlation is employed. Its values are from -1 to 1, where a perfect negative linear relationship is represented by a value of -1, no linear relationship is indicated by a value of 1, and a perfect positive relationship is represented by a value of 1. When assessing how closely one variable changes in relation to another, the coefficient is utilized. It is a crucial tool for evaluating the relationships between various data sets and testing theories in many fields, including statistics, economics, psychology, and statistics.

4.4 Reliability Test

The reliability test is employed to evaluate the factors influencing customer satisfaction in the Malaysia hotel industry with respect to foreign labor. Data were analyzed using Cronbach's Alpha analysis to confirm the information's external and internal veracity. According to the general Cronbach's Alpha rule, a range of more than 0.9 indicates excellent quality, a range between 0.7 and 0.8 is good, and a range between 0.8 and 0.9 is acceptable.

Table 3: Result of Reliability Cronbach's Alpha for the IndependentVariable and Dependent Variable

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
IV1: Skill	5	0.764	Acceptable
IV2: Language Ability	5	0.762	Acceptable
IV3: Personal Cleanliness	5	0.813	Good
DV: Customer Satisfaction	5	0.813	Good

Both the independent variables and the dependent variables were significant for the study, according to the SPSS results. There are five items in measuring dependent variables such as customer satisfaction towards foreign 54 labor in Malaysia hotel industry. Table 3 shows that the Cronbach's Alpha result for this question is 0.813 which is good and reliable. The independent variable, five items are also used to measure skills that influence customer satisfaction towards foreign labor in Malaysia hotel industry. The result for this question in Cronbach's Alpha is 0.764 which is an acceptable result. The following independent variable also used five questions to measure the language ability variable that influences customer satisfaction towards foreign labor in Malaysia hotel industry. The Cronbach's Alpha result for this question is 0.762 which is proven to be acceptable. Lastly, five question are used to measure personal cleanliness that influences customer satisfaction towards foreign labor in Malaysia hotel industry. The Cronbach's Alpha result for this independent variable is 0.813 which is good and reliable results.

Both the independent variables and the dependent variables were significant for the study, according to the SPSS results. There are five items in measuring dependent variables such as customer satisfaction towards foreign 54 labor in Malaysia hotel industry.

4.5 Inferential Analysis

Table 4: Inferential Analysis

Variable	IV 1: Skill	IV 2: Language Ability	IV 3: Personal Cleanliness	DV: Customer Satisfaction towards Foreign Labor In Malaysia Hotel Industry
Skill	1	0.519**	0.391 **	0.517**
Language Ability	0.519**	1	0.672**	0.550**
Personal Cleanliness	0.391**	0.672**	1	0.418**
Customer Satisfaction towardsForeign Labor in Malaysia hotel industry	0.517**	0.550**	0.418**	1

The relationship between skill and customer satisfaction about foreign labor in the Malaysia hotel industry is shown in this table (r = 0. 517, p < 0.01). A moderate correlation is indicated by this value on the Pearson Correlation Coefficient scale. There is a moderately strong relationship between both, as indicated by the correlation coefficient's value of 0.517.

Second, the relationship between language proficiency and customer satisfaction with foreign labor in the Malaysia hotel industry is depicted in the above table. The correlation coefficient value, which is (r = 0.550, p <0.01), suggests a moderate to strong relationship between the two. The significant value of r=0.550 indicates that there is a correlation between language proficiency and customer satisfaction towards foreign labors in the Malaysia hotel industry. Both variables are highly significant, as indicated by the significant level.

Third, the relationship between customer satisfaction towards foreign labor and personal cleanliness in the Malaysia hotel industry is displayed in this table. The correlation coefficient, which is r(r=0.418, p<0.01), suggests that there is a weak positive (negative) relationship between the two of them. Customers' satisfaction towards foreign labor in Malaysian hotel is correlated with personal cleanliness, according to the significant value (P<-0.01) result. Both variables are less significant, according to the significant level.

To conclude, all the independent variables such as skill, language ability, and personal cleanliness are significantly positively correlated with intention among people who have stayed in hotels and are dealing with foreign workers who provide hotel services. The independent variables such as skill, language ability, and personal cleanliness are significantly positively correlated with intention among people who have stayed in hotels and are dealing with foreign workers who provide hotel services.

5.0 Discussion

The main objective of this study is to determine the extent of general satisfaction public is with foreign labor in the hospitality industry among those who have interacted with them while staying at the hotel. Studying the relationship between skills, language ability, and personal hygiene with customer satisfaction against foreign labor in hotel services. Researchers also suggest various. Conclusions to justify findings and conclusions. The results of this study show that customer satisfaction towards foreign labor in the Malaysian hotel industry is the dependent variable which is skill, language ability, and personal hygiene. For the study on the independent variable, we want to study the level of customer satisfaction with foreign labor in the hotel industry. Both research variables have a strong. This research objective, which is to identify the relationship between skill and customer satisfaction towards foreign labor in Malaysia hotel industry is achieved correlation with each other.

5.1 Recapitulation of the Findings

i. Skill

The result of hypothesis H1 was studied to answer the research question one. H1 proposes that there is a relationship between skill and customer satisfaction towards foreign labor in Malaysia hotel industry. From the findings, it showed that there is a strong relationship between skill and customer satisfaction towards foreign labor in Malaysia hotel industry with a correlation coefficient of 1. The correlation between skill and customer satisfaction towards foreign labor in Malaysia hotel industry has a positive relationship as the p-value is 0.517. Thus, H1 is accepted. This indicates that customer satisfaction towards skill is a high satisfaction by the customers.

Table 5: Research Question 1 & Research Objective 1

No	Research Objective	Research Question
1	To identify the relationship between skill and customer satisfaction towards foreign labor in Malaysia hotel industry	Is there any relationship between skill and customer satisfaction towards foreign labor in Malaysia hotel industry?
H1	There is a relationship between skill and customer satisfaction towards foreign labor in Malaysia hotel industry.	

This is supported by the literature from previous scholars which stated that poor skills will create controversy among employees because customers will determine their satisfaction through the skills performed while doing the job (Riley et al., 2020).

ii. Language Ability

H2 propose that there is a relationship between language ability and customer satisfaction towards foreign labor in Malaysia hotel industry. From the findings, it showed that there is a strong relationship between language ability and customer satisfaction towards foreign labor in Malaysia hotel industry with a correlation coefficient of 1. The correlation between language ability and customer satisfaction towards foreign labor in Malaysia hotel industry has a positive relationship as the p- value is 0.550. Thus, H2 is accepted. This indicates that customer satisfaction towards language ability has high satisfactionby the customers.

Table 6: Research Question 2 & Research Objective 2

No	Research Objective	Research Question
2	To identify the relationship between language ability and customer satisfaction towards foreign labor in Malaysia hotel industry.	Is there any relationship between language ability and customer satisfaction towards foreign labor in Malaysia hotel industry?
H2	There is a relationship between language ability and customer satisfaction towards foreign labor in Malaysia hotel industry.	

This is supported by the literature from previous scholars which is stated that the importance of having the ability to understand the Malay language is very important because it can make it easier for them to communicate with the customers who live in Malaysia (Sarker, 2015).

iii. Personal Cleanliness

H3 propose that there is a relationship between personal cleanliness and customer satisfaction towards foreign labor in Malaysia hotel industry. From the findings, showed that there is a strong relationship between personal cleanliness and customer satisfaction towards foreign labor in Malaysia hotel industry with a correlation coefficient of 1. The correlation between personal cleanliness and customer satisfaction towards foreign labor in Malaysia hotel industry, has a low positive relationship as the p-value is 0.418. This indicates that customer satisfaction towards personal cleanliness is a low satisfactionby the customers.

Table 7: Research Question 3 & Research Objective 3

No	Research Objective	Research Question
3	To identify the relationship between personal cleanliness and customer satisfaction towards foreign labor in Malaysia hotel industry	Is there any relationship between personal cleanliness and customer satisfaction towards foreign labor in Malaysia hotel industry?
H3	There is a relationship between personal cleanliness and customer satisfaction towards foreign labor in Malaysia hotel industry.	

This is supported by the literature from previous scholars which states that customer satisfaction will be greater if employees maintain a clean personality while performing their duties (Locke, 2019).

5.2 Limitations of the study

Several limitations of the researcher's study were found difficult when getting feedback from the public. There are several strategies used by the researcher to overcome the difficulties encountered. The first difficulty faced by the researcher in data collection is in terms of the respondent’s cooperation. The researcher found the respondents difficult to answer the questionnaire given by the researcher. While distributing the questionnaire, various reactions and variations were shown by the respondents. In addition, the second difficulty faced by the researcher is the lack of sufficient time. The researcher found that the time to find respondents was limited and it was difficult to get feedback from respondents in a short time. Researchers found that some respondents cheated in answering the questionnaire because every answer from the questionnaire was recorded in the data.

5.3 Recommendation for Future Research

Future researchers must continuously refine their data collection methods to ensure the validity of research conclusions and contribute to knowledge and societal progress. Enhancing data collection methods through thoughtfulconsideration of interview techniques can profoundly impact on the depth and quality of the gathered information. By employing strategies such as incorporating open-ended questions, fostering rapport and trust between interviewer and participant, and adapting communication styles to various mediums, researchers can unlock rich insights that may remain elusive through traditional approaches.

Flexibility in interview structures, whether through semi-structured or unstructured formats, enables researchers to delve deeper into nuanced topics and capture the complexity of human experiences. This not only produces more reliable data but also promotes a deeper understanding of the nuances inherent in the subjects under investigation.

Qualitative research offers a nuanced and in-depth understanding of complex phenomena, often overlooked by quantitative methods alone. Through techniques such as interviews, observations, and document analysis, qualitative research delves into the subjective experiences, perspectives, and meanings underlying human behavior and social phenomena.

The rise of digital communication tools offers new opportunities for conducting interviews, such as virtual platforms like Zoom, Skype, and specialized research tools. Future researchers should explore the potential of these platforms to facilitate interviews, especially in contexts where face-to-face interactions are impractical. Improving data collection methods is imperative for advancing the quality and impact of research across various fields. By embracing new technologies, ensuring rigorous standards for data quality, engaging diverse and representative participant groups, adhering to ethical guidelines, and fostering interdisciplinary collaborations, future researchers can enhance the accuracy, efficiency, and integrity of their data collection processes. These enhancements will not only lead to more reliable and valid research outcomes but also help build trust with participants and the broader public.

6.0 Conclusion

Customer satisfaction with foreign labor in providing hotel services has a positive response regarding skills, language ability, and personal cleanliness. Customer satisfaction is critical because it has the largest effect on a business's performance, according to research. This study affects how foreign laborers treat the customers. Although this study focuses on customer satisfaction, it is hoped that the hotel will reduce the hiring of foreign laborers to perform tasks in hotel services. This is intended for future studies that will include a wider population and more detail on customer satisfaction with foreign labor in Malaysia hotel industry.

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Conflicts of Interest

There is no conflict of interest in this study.

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Awareness of Healthy Food Choices among Young Generation in Malaysia

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Abstract: This study aimed to investigate the decision-making process of adolescents and their dietary behaviour in the achievement of a balanced diet and to determine the underlying factors that may affect these choices. The study adopted a cross sectional design and collected quantitative data from 384 Malaysian young adults between 15 until 35 years old of age by sharing a Google form link through social media. The findings reveal that health consciousness, knowledge about healthy food and attitude towards healthy food had a significant positive effect on the intention to consume healthy food. Findings also show that the intention to consume healthy food has a significant positive effect on the consumption of healthy food among Malaysian young adults. Furthermore, the findings reveal the positive and significant mediating effect of the intention to consume healthy food and the significant moderating effect of perceived barriers on the association between the intention to consume healthy food and the consumption of healthy food.

Keyword: healthy food choices; attitude; knowledge; social media influence

1.0 Introduction

Modern society is grappling with increased health issues due to poor eating habits and a lack of healthy food awareness, leading to obesity and poor nutrition among young adults. The World Health Organization (2020) reports that 2.8 million people die annually from obesity-related causes. Since 2000, Malaysia has faced rising obesity and eating disorders, significantly burdening middle-income households and increasing the risk of hypertension, cardiovascular diseases, and diabetes (Lee & Wan, 2019; Chong et al., 2019). Globally, 39% of the population is overweight, and 13% is obese (Lee & Wan, 2019), with Malaysia having the highest obesity rate in Southeast Asia at 48% (Chong et al., 2019). Lifestyle changes, modern conveniences, poor eating habits, and lack of physical activity contribute to these issues (Wang et al., 2019). Increased awareness of healthy eating has led to nutritional labelling on food and menus (Rezai et al., 2017). Despite government efforts to promote healthy lifestyles, the adoption of healthy eating habits in Malaysia is still in its early stages. Greater consumer awareness and government support for affordable healthy food options are needed to improve dietary habits among Malaysian young adults (Chong et al., 2019). This study explores the intention and actual consumption of healthy food among young Malaysian adults, focusing on the influence of health consciousness and knowledge on their eating behaviours.

The acceptance of healthy foods is increasing due to growing health concerns, rising obesity rates among young adults, and more prevalent health disorders. People knowledgeable about healthy foods are more likely to incorporate them into their diets, leading to improved health. Government agencies are noting increased health issues among young adults, prompting more nutrition research to understand the body's needs. Attitudes towards healthy food significantly impact dietary choices and behaviours, with positive attitudes leading to healthier food choices (Yadav et al., 2016). Social media also influences dietary patterns, often promoting unhealthy eating habits, which contributes to obesity and reduces healthy food choices (Smith et al., 2019). Knowledge about healthy food is crucial; it shapes eating behaviours and enhances the selection of healthy options (Singh & Verma, 2017; Lee et al., 2018). A lack of knowledge about healthy eating among young people hinders their ability to make healthy food choices (Menozzi et al., 2015). Health consciousness, reflecting the importance of health in daily routines, significantly influences the intention to consume healthy foods and is essential for reducing disease risk and promoting overall well-being (Shipman, 2020).

2.0 Literature Review

The purpose of the chapter is to introduce the concepts related to the independent and dependent variables of the study. It will elucidate the conceptual framework, summarize the chapter, and analyse the interconnection among each independent and dependent variable. Therefore, this chapter aims to offer supplementary information for subsequent analysis. Its objective is to thoroughly explain the concepts associated with the independent and dependent variables of the research, providing additional details to facilitate future investigation.

2.1. Overview of Awareness of Healthy Food Choices

This research is the healthfulness of teenager's eating habits. This is affected by things like water intake, eating at the right time of day (especially late at night) including nutritious foods like fruits and vegetables following the food pyramid, eating a balanced diet and exercising psychological and emotional boundaries when consuming food. Regarding the purpose of preventing chronic illness, obesity and malnutrition like those by (Greger, 2019; Jacobsen, 2019). The research highlights the

importance of developing mindfulness around eating and recognizing the relationship between nutrition and health. Furthermore, the significance of drinking enough water has been emphasized. For example, one of the psychological elements of eating includes emotional regulation and neurogastronomy.

2.2 Factor Influencing Healthy Food Choices among Young Generation in Malaysia

This study had three independent variable: attitude towards healthy food, social media influence and knowledge about healthy food.

2.2.1 Attitude towards Healthy Food

The integration of technology, dietary patterns, new research and worries about global health have all had an important effect on attitudes toward healthy eating. In order to promote public health, evidence-based measures are necessary because nutritional science, social, cultural, and psychological aspects have an impact on contemporary attitudes. Reduced risks of chronic illness are associated with the growing trend towards plant-based diets, which is motivated by ethical and environmental concerns (Dinu et al., 2017). Personalized nutrition technology leverages and genetic data to provide customized dietary recommendations (Ordovás, 2022). A positive relationship with food and general well-being are promoted by mindful eating, which has grown in popularity due to the connection between mental health and dietary practices (Mason et al., 2022). However, socioeconomic status still has an impact on getting nutritious foods, which emphasizes the need for fair access to a variety of healthy dietary options (Gundersen et al., 2021).

2.2.2 Social Media Influence

According to the National Health and Morbidity Survey (2019), 19.7% of Malaysia adults were obese and 30.4% of individuals were considered overweight (Ahmad & Bruno, 2021). Social media accessible anytime and anywhere can increase young people's awareness of healthy eating by exposing them to healthy recipes, meal ideas and food trends. By encouraging portion control and inventive ways to repurpose leftovers, it also aids in the reduction of food waste. Influencers, nutrition and medical professionals have interesting information on social media to inform and motivate youth about making healthy decisions (Lim et al., 2022).Youth are moving from platforms like Facebook and twitter to visual-driven services like Instagram, snapchat and Tiktok which promote user generated content and genuine connections. Health promotion campaigns can leverage this by incorporating user-generated content or partnering with influencers. Social media offers cost-effective opportunities for public health outreach, particularly to young adult women, who are highly active on these platforms (Shine et al., 2022). However, social media also presents challenges like misinformation and privacy concerns, highlighting the need for critical evaluation of content. Understanding these dynamics is crucial for maximizing the potential of social media in public health initiatives.

2.2.3 Knowledge about Healthy Food

Making healthy food choices is important for general well-being, especially evidenced by the complex connection between nutrition and health that has been highlighted by recent studies. It has been essential to put this knowledge into practice, particularly among teenagers because eating habits have a big influence on their physical and mental development. Motivation and acceptability at various phases should be taken into consideration in effective preconception treatments (Barker et al., 2018). Teenagers need to be educated about the nutritional value and quality of their meals (Arshad & Koh, 2022).The digital landscape, including social media and health apps, plays a significant role in nutrition education by disseminating information and fostering healthy eating communities (Holmberg et al., 2016). The popularity of plant-based diets is supported by research showing their health benefits and reduced chronic disease risk (Dinu et al., 2022). Technological advances in personalized nutrition offer customized dietary recommendations based on genetic and lifestyle factors (Ordovas, 2022). However, socioeconomic factors continue to pose challenges, necessitating sustained interventions to address food insecurity and promote equitable access to healthy food (Gundersen et al., 2021). Collaborative efforts from policymakers, communities, and health organizations are crucial to overcoming these barriers.

2.3 Conceptual Framework

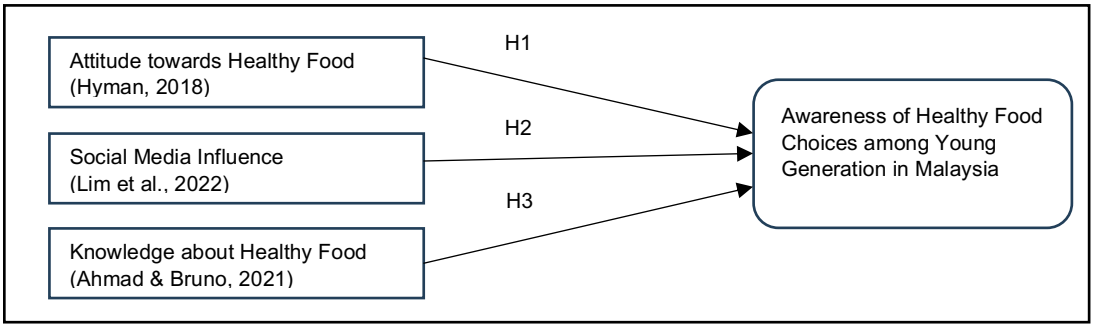

Figure 1: Conceptual Framework on Awareness of Healthy Food Choices among Young Generation in Malaysia

By reviewing the literature, a framework has been suggested to investigate the connections and determine factors that impact the healthy food choices of young people in Malaysia. The recommended conceptual framework is shown in Figure 2.3. The independent variables for the Awareness of Healthy Food Choices among Young Generation study are attitudes towards healthy food, social media influence and knowledge about healthy food.

2.4 Hypotheses

The researchers ascertain if independent and dependent variables are related in any way. The following are the research's hypotheses:

H1: There is a relationship between attitude towards healthy food and awareness of healthy food choices among young generation in Malaysia.
H2: There is a relationship between social media influence and awareness of healthy food choices among young generation in Malaysia.
H3: There is a relationship between knowledge about healthy food and awareness of healthy food choices among young generation in Malaysia.

2.5 Research Questions

i. Is there any relationship between attitude towards healthy food and awareness of healthy food choices among young generation in Malaysia?
ii. Is there any relationship between social media influence and awareness of healthy food choices among young generation in Malaysia?
iii. Is there any relationship between knowledge about healthy food and awareness of healthy food choices among young generation in Malaysia?

2.6 Research Gap

There are several research gaps in the literature on young people's understanding of making healthy food choices in Malaysia. There is a lack of detailed studies examining the long-term effects of early food selection habits on health outcomes. A lot of study has been done on the psychological variables impacting the unhealthy eating habits of Malaysian youth and much less was done on the effectiveness of educational programs meant to encourage balanced meals. Further studies are also required to determine the significance of hydration and the impact of modern food trends on the nutrition and general health of young Malaysians.

2.7 Purpose of the Study

The purpose of this study is to investigate the awareness and practices of healthy food choices among the young generation in Malaysia. It aims to identify the factors influencing their dietary habits, assess the effectiveness of current educational interventions, and explore the psychological and environmental influences on their food choices. Ultimately, the study seeks to provide insights and recommendations for improving the dietary behaviours and overall health of Malaysian youths.

3.0 Methodology

3.1 Study Design

Study design refers to a tactical structure that connects research ideas to their application, serving as a guide for researchers in collecting, examining, and evaluating data (Syafiqah, 2017). This research employs a quantitative approach, using numerical data and statistical calculations like mean, median, mode, percentage, and standard deviation to achieve its objectives (Morning, 2023). This method is structured and focused on outcomes, allowing for the inclusion of a large number of respondents depending on the study's scope. The primary aim of this study is to enhance young Malaysians' awareness of making healthier food choices. Researchers utilized a quantitative methodology, selecting subjects and proposing targeted questions to gather data, starting with a theory and seeking evidence to support or refute it. This approach revealed details about the awareness of healthy food selection among Malaysia's young generation.

3.2 Target Population

Momoh (2023) defines a population as the entire set of individuals within a group, whether it consists of a state or people sharing a characteristic. The target population for this study is the younger generation in Malaysia, chosen for their accessibility and ease of interaction. According to the National Youth Development Policy (1997), youths are individuals aged 15 to 40. In 2020, this demographic included approximately 14.9 million people, with 7.1 million females and 7.9 million males. Different age groups within this demographic may exhibit distinct characteristics and experiences, which the study aims to explore.

3.3 Sample Size

A pattern, defined by Momoh (2023), refers to a randomly chosen subset of a population, sharing common characteristics, essential for ensuring the reliability and credibility of study outcomes. Precision and accuracy in statistical inference highlight the relationship between population variability and necessary sample size; a more diverse population requires a larger sample size to accurately represent it. Factors influencing sample size estimation include research methodology, evaluation technique, variable complexity, time, resources, completion rates, supervisory guidance, related study sample sizes, and data analysis software (Memon et al., 2020). The Krejcie and Morgan table is frequently used in behavioural and social science research for determining sample size, with a population of one million or more necessitating a sample size of 384 (Krejcie & Morgan, 1970; Memon et al., 2020). Consequently, this research deems 384 respondents an appropriate sample size.

3.4 Sampling Method

Sampling methods involve selecting a subset of individuals or items from a larger population to make assumptions about the whole population. According to Elfil and Negida (2017), “sampling method” refers to the procedure used to choose a sample from the target population. Sampling techniques are broadly classified into probability sampling and non-probability sampling, based on probability laws. Convenience sampling, a type of non-probability sampling, is often used in population and clinical research due to its quick, inexpensive, and convenient nature (Stratton, 2021). In this study, convenience sampling was employed to select young Malaysians as respondents, ensuring a practical approach to data collection (Elfil & Negida, 2017).

3.5 Data Collection

There are two main approaches to gathering data on an individual, circumstance, phenomenon or issue quantitative and qualitative methodologies (Nawawi & Kamarudin, 2018). For this project, a variety of data gathering techniques are available. Primary data sources had been used in this study project. Researchers gather these data via online surveys and questionnaires on this study topic.

i. Primary Data

This study employed quantitative methods to collect data on the awareness of healthy food choices among the young generation in Malaysia. Quantitative data, often numerical, is used to ensure accurate results through surveys (Polanin & Tenzian, 2019). The data collection was conducted using a Google Form survey as an effective platform. A total of 384 teenagers in Malaysia, selected randomly, were given questionnaires in both Malay and English, covering three parts (A, B, and C). Respondents were allotted 10 to 15 minutes to complete the survey. The feedback received was sufficient for the research purposes. A pilot test is a crucial stage in a research project, aiming to address youth inquiries about healthy eating and test the procedures using primary care descriptive study samples. This stage evaluates the feasibility of project ideas, subject recruitment, research instruments, and data processing. While pilot studies enhance the likelihood of success, they do not guarantee the primary study's outcomes (Fraser et al., 2018). For this study, thirty sets of questionnaires had been distributed to Malaysian youths, with the pilot test taking at least one week to gather all feedback and data. The results provided a fundamental and applicable framework for the research mission.

ii. Research Instrument

A research instrument is a tool used to collect and analyse data for addressing research questions, applicable in various fields such as business, charity, and campaigns. Since true thoughts of young people are often hidden, their behaviour is significant in expressing those thoughts. This study used questionnaires and other quantitative data collection methods, with the Likert scale employed to measure responses ranging from "strongly disagree" to "strongly agree" (Bahri, 2018). The questionnaire comprises of five sections: Section A gathers demographic data on gender, age, race, and frequency of making healthy food choices; Section B focuses on awareness of healthy food choices; Section C assesses attitudes towards healthy food; Section D examines social media influence; and Section E explores knowledge of healthy food. Each section contains five questions aimed at understanding different aspects of the respondents' behaviours and attitudes towards healthy eating.

3.6 Data Analysis

Various analytical techniques can be used to make inductive inferences from data during the data collection process, distinguishing captivating phenomena (signals) from noise or statistical variations (Sharma, 2018). Data analysis is the act of assessing data and figuring out each component in the dataset through logical and analytical thinking. The information gathered for this research was analysed and explained using the Statistical Package for Social Sciences (SPSS). The data collection methods in this study involved descriptive, correlation, frequency, and reliability analysis.

i. Reliability Analysis

The reliability phase showed data and research leading to a growing trend, highlighting the researcher's predicted advancements. The current research could help explain the fundamental reliability in exploratory writing. It is important to closely monitor the task internally, utilizing various elements or expert evaluations to ensure consistent dependability. In this research, Cronbach's alpha was utilized to evaluate the reliability of the scale and verify internal consistency. Values below 0.4 are deemed trustworthy according to George & Mallery (2016), and figures under 0.4 are seen as unfavourable. As an item's value gets closer to 1, its reliability and internal consistency also improve.

ii. Descriptive Analysis

Various statistical methods are being utilized to evaluate the research query. Descriptive statistics are used to evaluate factors that influence healthy food choices in Malaysia's youth, which are the dependent variable. Throughout the research, demographic data from the survey such as gender, age, and race is examined using descriptive statistics to evaluate the frequency at which respondents choose healthy foods, whether frequently, often, sometimes, or rarely. The statistical method begins by manipulating data in the following sections. Each response on the scale will have three different types of scores: raw, average, and relative. Future evaluations will utilize this data to benefit.

iii. Correlation Analysis

The correlation is a statistical metric that measures the intensity and direction of the connection between two variables. The scale goes from -1 to 1, with 1 representing a complete positive linear connection, -1 representing a complete negative linear connection, and 0 representing no linear connection. The coefficient is utilized to evaluate how changes in one variable correspond to changes in another variable. It is a key instrument in multiple areas like psychology, statistics, and economics, used to assess hypotheses and examine the connection between various data sets (Cronbach, 1951; Singh et al., 2019).

4.0 Results

4.1 Demographic characteristics of respondents

In the basic descriptive analysis, percentage and frequency were provided. The statistics were implemented on the data gathered from Section A. Demographic Profile, encompassing information on age, gender, race, state, employment, educational attainment, marital status, and frequency of healthy eating choices. To improve understanding and clarity, this data was arranged and displayed using visual aids. The comprehensive demographic data is displayed in Table 1.

Table 1: Demographic Characteristics of Respondents

Characteristics	Frequency	Percentage (%)
Gender		
Male	160	41.7
Female	224	58.3
Age		
18 - 21 years old	61	15.9
22 – 25 years old	156	40.6
26 – 29 years old	56	14.6
30 – 32 years old	43	11.2
33 – 35 years old	68	17.7
Race		
Malay	216	56.3

Chinese	74	19.3
Indian	62	16.1
Others	32	8.3
State		
Johor	23	6.0
Kedah	24	6.3
Kelantan	85	22.1
Melaka	35	9.1
Negeri Sembilan	18	4.7
Pahang	28	7.3
Perak	41	10.7
Perlis	29	7.6
Pulau Pinang	21	5.5
Sabah	16	4.2
Sarawak	18	4.7
Selangor	31	8.1
Terengganu	15	3.9
Employment Status		
Students	189	49.2
Self-employment	55	14.3
Employed	113	29.4
Unemployed	18	4.7
Others	9	2.3
Educational Level		
Primary education	5	1.3
Secondary education	121	31.5
Tertiary education	228	59.4
Others	30	7.8
Marital Status		
Single	250	65.1
Married	110	28.6
Others	24	6.3
Healthy Food Choices Frequency		
1-3 times a month	61	15.9
1-3 times a week	114	29.7
4-6 times a month	129	33.6
7-10 times a month	80	20.8

Table 1 presents an overview of the respondent's profile. The age shows that the largest group, accounting for 40.6 percent, falls within the 22 to 25 years old range, totalling 156 respondents. The age group of 18 to 21 years old represents 15.9 percent, with 61 respondents, while those aged 26 to 29 years old constitute 14.6 percent, totalling 56 respondents. Additionally, respondents aged 30 to 32 years old make up 11.2 percent of the sample, with 43 respondents, and those aged 33 to 35 years old account for 17.7 percent, totalling 68 respondents. Out of a total of 384 respondents, 224 were female and 160 were male, indicating percentages of 58.3 percent and 41.7 percent, respectively, who participated in the online questionnaire. The ethnicities were categorized into Malay, Chinese, Indian, and others. Malay respondents constituted the largest group at 56.3 percent, totalling 216 responses, followed by Chinese at 19.3 percent with 74 respondents. The Indian group represented 16.1 percent of the total, accounting for 62 respondents. The remaining 8.3 percent of respondents, totalling 32 individuals, identified with other ethnic backgrounds, marking the smallest group in completing the online questionnaire.

The 13 regions in Malaysia were classified as Johor, Kedah, Kelantan, Melaka, Negeri Sembilan, Pahang, Perak, Perlis, Pulau Pinang, Sabah, Sarawak, Selangor, and Terengganu. Kelantan had the top percentage of representation at 22.1, with 85 participants, while Perak followed closely behind at 10.7 percent with 41 responders. Melaka represented 9.1 percent with 35 participants, whereas Selangor had 8.1 percent and 31 participants. Perlis was a close second with 7.6 percent of the votes and 29 participants. Pahang had a 7.3 percent rate with 28 participants, while Kedah had a 6.3 percent rate with 24 participants. Johor accounted for 6.0 percent with a total of 23 participants, while Pulau Pinang had 5.5 percent with 21 participants. Both Negeri Sembilan and Sarawak had 4.7 percent and 18 participants each. Sabah represented 4.2 percent with 16 participants, while Terengganu had the lowest involvement at 3.9 percent with 15 participants.

The research findings showed that students constituted the largest group of respondents, comprising 49.2 percent of the total 189 participants. Following this, 29.4 percent, or 113 individuals, were employed. Self-employed respondents accounted for 14.3 percent, totally 55 participants. Additionally, 4.7 percent, or 18 respondents, reported being unemployed, while a smaller proportion of 2.3 percent, or 9 respondents, worked in others sector. The data indicates that the largest group, comprising 59.4 percent of the total 228 respondents, had tertiary education. Secondary education accounted for 31.5 percent, with 121 responses. Primary education represented a small percentage, at 1.3 percent, with 5 responses. Additionally, 7.8 percent, or 30 respondents, reported other educational backgrounds.

It showed that of 384 respondents, 65.1 percent were single with 250 respondents. Meanwhile, 28.6 percent with 110 respondents are married and 6.3 percent were others with 24 respondents. It indicated that most respondents, 33.6 percent, take 4 to 6 times a month with 129 respondents. Following the 29.7 percent who take 1 to 3 times a week with 114 respondents and 20.8 percent take 7 to 10 times a month with 80 respondents. Meanwhile respondents who take 1 to 3 times a month contribute 15.9 percent of the number, with 61 respondents.

4.2 Descriptive analysis

This study has analysed the average and variability for categories B, C, D, and E of the surveys.

Table 2: Descriptive Statistics

Variable	Mean	Standard Deviation	Median
Attitude towards healthy food (IV 1)	4.0799	0.68416	4.065
Social Media Influence (IV 2)	3.8928	0.7514	3.86
Knowledge about Healthy Food (IV 3)	4.0082	0.64173	4.07
Awareness of Healthy Food Choices among Young Generation (DV)	3.8546	0.70138	3.95

Table 2 shown about descriptive statistics for four variables related to attitudes and perceptions towards healthy food among a sample of 384 individuals. It indicates that on average, participants had good knowledge about healthy food in (Mean=4.0082, S.D= 0.64173), moderate awareness of healthy food choices among young generation of (Mean= 3.8546, S.D=0.70138) positive attitude towards healthy food of (Mean=4.0799, S.D=0.68416) and moderate social media influence (Mean=3.8928, S.D=0.7514). Subsequently, the dependent variable concerning awareness of healthy food choices among the younger generation shows a (Mean=3.8546, S.D=0.70138). This data suggests that while the general awareness is high, there is some diversity in how aware different individuals are about healthy food choices.

4.3 Reliability Test

A system's overall performance and stability are assessed using a reliability system in a variety of testing scenarios and over a predetermined amount of time. The pilot test involved 30 people before it was sent to 384 responders via an online questionnaire.

Table 3: Results of Reliability Test

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Attitude towards healthy food	6	0.754	Acceptable
Social Media Influence	6	0.807	Good
Knowledge about Healthy Food	6	0.670	Questionable
Awareness of Healthy Food Choices among Young Generation	6	0.768	Acceptable

Cronbach's Alpha coefficients for the independent and dependent variables in this study were shown in Table 3. Every variable surpassed the 0.5 threshold, resulting in a total coefficient of 0.918, showing strong reliability and approval of the study's outcomes.

Six questions were employed to assess the young generation's perception of healthy food, affecting their awareness of healthy food options in Malaysia. The data in Table 3 indicated that the Cronbach's Alpha value for the questions in this section was deemed acceptable at 0.754. The obtained coefficient for the variables related to attitude towards healthy food questions was deemed reliable.

In the following study, six questions were used to evaluate how social media affects the awareness of healthy food options among young people in Malaysia. The section showed good reliability with a Cronbach's Alpha coefficient of 0.807. Hence, the coefficients for the questions concerning variables related to social media influence were considered trustworthy.

Moreover, six questions were utilized to examine the healthy food variables that impacted the awareness of healthy food choices among the youth in Malaysia. The Cronbach's Alpha value for the question in this section was 0.670, indicating it was considered Questionable. Hence, the coefficients for the questions regarding situational variables were deemed trustworthy.

Finally, in consideration of healthy eating habits among the youth in Malaysia, a set of six questions were employed and the Cronbach's Alpha value for these questions was calculated to be 0.768, showing a positive result. Thus, the coefficients derived for these questions on awareness of healthy food choices among the youth in Malaysia were also trustworthy. The fact that the Cronbach's Alpha value for the variables was over 0.9 indicates that the questionnaire variables are highly dependable, allowing the study to continue. Overall, the fact that the respondent comprehended the questions effectively indicates that the questionnaires have been deemed reliable and accepted.

5.0 Discussion

The results of this study provide valuable insights into the factors that influence the awareness of healthy food choices among the younger generation in Malaysia, such as attitudes towards healthy food, social media influence, and knowledge about healthy food. These insights are critical in understanding the current state of health awareness that requires intervention to promote healthier eating habits among young people. However, the findings also indicate several limitations that require further exploration. Therefore, this study suggests that more research on awareness of healthy food choices among the younger generation in Malaysia should be conducted. Future studies on awareness of healthy food choices in Malaysia could compare the results with this study. This research may produce different findings if it relates to the population residing in Malaysia.

The current study also only considered three other variables or types of characteristics that influence the awareness of healthy food choices among the younger generation in Malaysia. Other important elements that are relevant in influencing healthy food choices among the youth in Malaysia may have been overlooked in this study, such as socioeconomic status, cultural influences, and access to information. Various factors can produce various results for the research.

This study then focuses on the younger generation in Malaysia. The 384 responses to the survey were useful and could be analysed. According to Krejcie and Morgan (1972), larger sample sizes could be used to assess millions of young people in Malaysia if the number is sufficiently reliable. Therefore, future researchers should increase their sample size to enhance the validity and reliability of their studies. As a result, this study limited the sample to 384 people. This small sample size may not capture the full diversity and variability of dietary habits and awareness levels. Additionally, the use of a qualitative approach rather than having people respond to a scale questionnaire online is recommended. A research approach known as the qualitative method aims to gather and analyse non-numeric data to better understand human social reality, including attitudes, beliefs, and motivation. As a result, various methods can produce different outcomes for future research.

Finally, future researchers should stay updated on variables that might influence awareness of healthy food choices among the younger generation in Malaysia because these factors can fluctuate. The goal of the study is to understand the awareness of healthy food choices among the younger generation in Malaysia. The findings of the study show that the relationship between awareness of healthy food choices among the younger generation in Malaysia is accepted. Meanwhile, such outcomes can be expected regarding the factors that influence awareness of healthy food choices among the younger generation in Malaysia.

6.0 Conclusion

In summary, awareness of food choices among the younger generation in Malaysia is influenced by attitudes towards healthy eating, social media influence, and knowledge about healthy foods. Studying these three criteria simultaneously aimed to increase awareness of healthy food choices among the younger generation in Malaysia, a crucial factor influencing their eating habits. In order to enhance health in Malaysia, there needs to be collaboration between the Malaysian Ministry of Health, institutions, and health agencies to raise awareness of healthy food options among the younger generation in the country. Health facilities and amenities should be in excellent shape and given a 5-star rating. Future research should focus on ensuring a well-rounded representation of the population in study samples. An uneven sample will lead to discrepancies in findings, showing bias towards a particular group. Hence, in order to achieve precise, dependable, and uniform outcomes, it is necessary to enlarge the sample size. Future studies may also want to incorporate more elements in order to examine further attributes that promote awareness of healthy food options among youth

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Conflicts of Interest

There is no conflict of interest in this study.

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Factors That Influence Customer Purchasing Decision Towards the Selection of Cake

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Abstract The study delves into the various aspects that influence customer decisions in Malaysia's thriving cake decoration industry. It looks at many different factors such as pricing, theme, colour scheme, and celebrity endorsement that affect what customers decide to buy. Businesses can learn about how consumer preferences and behaviors are changing by thoroughly examining these dynamics. By efficiently customizing their product offerings and marketing tactics, businesses are able to match the complex demands of a dynamic and competitive marketplace. The study uses a quantitative methodology and gathers information from 300 Malaysian respondents. Combining evidence from specific hypotheses about each link and construct might yield data for testing. Furthermore, by referencing a significant number of relevant books, journals, and previous research, this study provides evidence of the factors impacting Malaysian customers' choice of cake.

Keyword: Cake, Price, Theme, Colour Scheme, Celebrity Endorsement, Customer Purchasing Decision

1.0 Introduction

Over thousands of years, cakes, whose ancient roots may be seen in civilizations like ancient Egypt and Greece, have undergone substantial evolution. There is evidence to suggest that these early cakes, enhanced with nuts and fruits and sweetened with honey, represented festivity and sustenance. (Maguelonne, 2009; Andrew, 2003). The term "cake" has its origins in the Old Norse word "kaka," which has a long linguistic history throughout many countries and eras, demonstrating theculinary treat's timeless appeal. (Helena, 2023). Cakes have evolved from being a simple food to becoming an essential part ofmany cultures' celebration customs over time. Cakes have always changed, enhanced by ingredients like butter, eggs, and spices as culinary techniques progressed, from the simple treats of Neolithic communities to the elaborate confections of medieval Europe. (Adamson, 2004).

Cakes still hold a special position in celebrations across many cultures in the colourful modern world. The bakery and pastryindustry has thrived in Malaysia, a nation known for its diverse cuisine, combining local knowledge with influences from around the world. (MGCC, 2016). A market estimated at RM 12.48 billion in 2022, which is being driven by changing consumer preferences and a rise in demand for individualized and aesthetically pleasing cake designs, highlights this trend. (Statista, 2023). However, during this expansion, it has grown more difficult to comprehend the variables influencing customers' cake preferences. Today buyers negotiate an enormous number of factors, from dietary requirements and taste preferences to the aesthetic appeal and emotional resonance of cake designs. (Shanrcs, 2023; Admin, 2022). This complex process of making decisions highlights the changing significance of cakes as symbolic representations of happiness and celebration in addition to reflecting personal tastes. (Rhys, 2023).

Considering this, cake designers and bakers in Malaysia must simultaneously meet the varying demands of their customersand adjust to the ever-changing market trends. Understanding these consumer patterns is essential for companies looking to innovate and successfully meet the region's growing cake demand.

2.0 Literature Review

2.1 Colour Scheme

Studies show that foods and beverages with deeper hues typically have more flavor—a trend that is seen all around the world. Brightly coloured goods are typically expected to have strong tastes, and when these expectations are not fulfilled, consumers may become disappointed (Zellner, 2004). For more than half a century, studies conducted in labs have shown that individuals think brighter-coloured meals and drinks taste better (Spence, 2010). Food colouring raises sensory thresholds, which changes how people perceive flavour. For instance, adding food colouring in the colour green can raise the threshold for sweetness and decrease it for sourness; adding food colouring in the colour yellow lowers the threshold for both sourness and sweetness; adding food colouring in the colour red decreases the threshold for bitterness (Maga, 1974). However, food colouring had no influence on the salt detection threshold, according to Maga's 1974 study. Maga proposed that this is because foods high in salt have a variety of colours. However, more recent research indicates that people frequently connect the colour white with salt (Wan, 2014). The idea that food colouring can increase sweetness perception is supported by another research. For

example, Clydesdale et al. (1992) discovered that food colouring can increase the sweetness of food by up to 10%, indicating the possibility of lowering the amount of sugar in it. Long-term impacts are still unknown, though, as most study to date has focused on brief exposure to color-taste pairings (Levitan, 2008). According to certain research, colour has no discernible effect on how food tastes. Lavin and Lawless (1998) observed that adults thought light green and dark red drinks were sweeter than their counterparts, but children's answers were unaffected. Norton and Johnson (1987) found no association between drink colour intensity and flavour perception. Alley and Alley (1998) discovered that youngsters between the ages of 11 and 13 did not perceive food colouring to have any effect on sweetness. Chan and Kane-Martinelli (1997) found that when evaluating flavour intensity, younger adults were more impacted by food colours than older adults. Taste perception is also influenced by the significance of food and drink descriptions. Yeomans et al. (2008), for instance, demonstrated how inaccurate colour can have a detrimental effect on taste evaluations. When participants were accurately informed that a bright pink savoury ice creamwas smoked salmon ice cream, they rated it higher than those who assumed it had a strawberry flavour. Not only colour, but also branding and packaging affect how people perceive flavour in everyday situations. Because of this intricacy, results from laboratories regarding the importance of colour in flavour perception may not be as applicable to everyday situations (Garber Jr., 2003). Furthermore, the kind of container used might affect how a drink's flavour is perceived (Wan, 2015). Food colorationinfluences eating preferences and behaviour in addition to sensory perception. By acting as visual cues, it can both help regulate portion sizes and promote food acceptance and intake (Geier et al., 2012). With varied degrees of success, food colouring haslong been employed in marketing to enhance the attractiveness of items or set them apart from rivals (Garber et al., 2001). Heinz's green ketchup is a successful example, but attempts to meet flavour expectations, such as with clear cola, have failed(Triplett, 1994).

2.2 Theme

Purchasing a cake is a subjective decision that is frequently impacted by the theme, which represents the occasion orrecipient. The theme has a big impact on what customers decide to buy. Customised themes that speak to the recipient's passions, pastimes, or favourite fictional characters heighten the significance of the occasion and raise the possibility that a purchase will be made (Nelson-Field, 2012). Furthermore, clients are drawn to aesthetically pleasing, "Instagram-worthy" cakesthat can be shared online in the social media age, therefore the theme plays a crucial role in their choice (Smith, 2012). Cake suppliers may draw in more business by knowing the value of trends, nostalgia, shareability, and personalisation. A thoughtful theme can help a cake become a treasured keepsake from the event. Research has demonstrated how packaging affects whatconsumers choose. According to Underwood and Klein (2002), aesthetically pleasing packaging can elevate a new brand to the same level of appeal as well-known ones. According to their survey, even when the products were from well-known companies, college students favoured those with striking packaging to those with uninteresting designs. Participants in a study by Garber (2000) ranged in age from 18 to 65. After providing their purchasing preferences, participants selected goods from four categories. According to the survey, individuals made their decisions in an average of 82 seconds. Unique packaging thatdeviated from the norm drew in more customers but also caused them to deliberate longer. In conclusion, client choices are greatly influenced by cake themes and eye-catching packaging, with visual appeal and personalisation being critical components.

2.3 Price

In the cake business, pricing strategy is essential since it has a direct impact on consumer behaviour and purchase decisions. Cake pricing is influenced by several variables, including perceived value, market demand, competition, and production costs. Studies reveal that customers frequently equate greater costs with improved quality, elaborate designs, or premium ingredients. These associations can be successfully conveyed through branding and marketing initiatives (Smith, 2022). Additionally, cakes that are customized to each customer's preferences sell for more money, demonstrating that customers are willing to pay for distinctive products (Garcia, 2022). Promotions and discounts influence customer behaviour aswell, influencing choices with unique offerings like limited-time specials or discounts for returning customers (Lee, 2022). To draw and hold onto customers in a competitive market, bakeries need to carefully balance psychological pricing, perceived value, customisation choices, and promotional efforts (Baker Insights, 2023). Aside from price, other considerations that impact consumer decisions include taste, freshness, and overall look. Online reviews and suggestions also have a big impact on howconsumers perceive these things (Baker Insights, 2023). Ultimately, bakeries hoping to prosper in the ever-changing world of celebratory confections must uphold a strong brand image and modify pricing methods in reaction to market changes.

2.4 Celebrity Endorsement

The cake industry is heavily influenced by celebrity endorsements, which use the star power of well-known individualsto influence customer behaviour and purchase decisions. Studies show that a celebrity's endorsement of a cake or bakery brand increases the product's perceived legitimacy and dependability among customers (Smith & Johnson, 2022). Consumers frequently attribute the positive attributes and dependability of cakes promoted by their favourite celebrities to the product, transferring their appreciation for the celebrity to the latter. In addition, the utilisation of celebrity endorsements fosters effective bonds between merchandise and customers. Research has indicated that when celebrities support things like cakes, their admirers have a feeling of intimacy or shared ideals (Marketing Insights, 2023). The cake becomes a symbol of the customer's connection to the celebrity due to its emotional appeal, turning it from a simple confection. Furthermore, the impact of celebrityendorsements on brand identification and recall is substantial. Customers are more likely to recall a brand when making purchases when a celebrity's name or image is connected to the dessert (Davis, 2022). In a competitive industry where visibilityand differentiation are critical, this recall factor is imperative. Social media in the current digital era increases the influence of celebrity endorsements even more. Celebrities frequently have large fan bases on social media

sites like Instagram and Twitter,which allows them to rapidly advertise cakes to a large audience (Social Influence Trends, 2022). This raises consumer involvement and sharing in addition to raising awareness, which boosts the cake's visibility and impact. In the cake industry, celebrity endorsements are a powerful marketing tactic that leverages the charisma and influence of high-profile individuals to improve brand perception, boost consumer confidence, and stimulate sales. To successfully navigate and prosper in the competitive market of celebratory confections, bakeries must have a solid understanding of the mechanics of celebrity influence.

2.5 Customer Purchase Decision

The purchase decision is an action of customers that want to buy or not to buy the product. Indicators of the purchase decision process are the purpose of buying a product, processing information to get to the brand selection, stability in a product, giving recommendations to others, making repurchases. Customer purchase decision is the process by which consumers evaluate, choose, and ultimately decide to buy a particular product or service based on factors such as their needs, preferences,perceptions, and external influences. This decision-making process typically involves awareness, consideration of options, and the final selection of the product or service that best meets the customers' requirements. After evaluating the products on all parameters, the customer formulates an opinion to buy the product and makes decisions like the quantity to be bought, choiceof dealer, mode of payment and when to make the purchase.

2.6 Research Hypothesis

i. H1: There is a positive relationship between colour scheme and factors that influence customers purchasedecisions.
i H2: There is a positive relationship between themes and factors that influence customers to purchase decisions.
iii. H3: There is a positive relationship between price and factors that influence customers to purchase decisions.
iv. H4: There is a positive relationship between celebrity endorsement and factors that influence customers to purchase decisions.

2.7 Research Framework

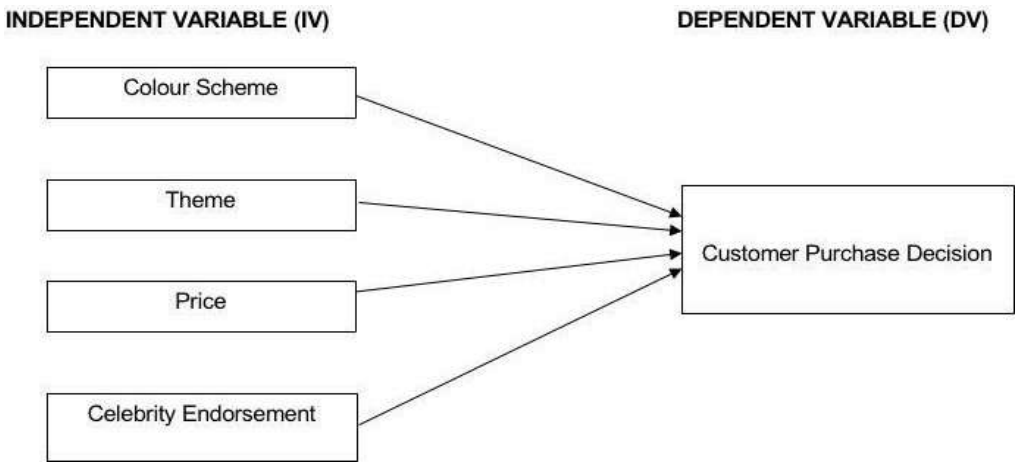

Figure 1: Proposed Conceptual Framework, adapted and adopted from Ingham (2004),Charette (2015), Hartwick (1993), Neubaeur (2015), and Menthula, (2013).

The conceptual framework has been developed based on the data collected from the intensive literature review, which establishes that this proposed framework has a theoretical basis and will be consolidated through the study. This conceptual framework has the independent variables for the analysis on its left and the dependent variable on its right, as shown below.

3.0 Methodology

3.1 Study Design

This study used the quantitative method which consisted questionnaire of three sections. The demographic profile of the respondents consisted in the first section of the questionnaire. To estimate the content validity of the questionnaire, research about the questionnaire had been done before researcher start conduct questionnaire. First, researcher explained the study objective, concepts regarding the instrument, and the contents for the assessment. The internal consistency reliability was evaluated by adopting the Cronbach α using Statistical Package for the Social Sciences 22 (SPSS). The

questionnaire took about 10-15 minutes to be completed. The final questionnaire consisted of three sections and a total of 28 items. The first section of socio-demographic characteristics included five multiple choice questions that inquired gender, age, marital status, occupation, and frequency of buying cake. The second section, which surveyed the customer purchase decision toward selection of cake, included five-point Likert scales (“strongly disagree”, “disagree”, “neutral”, “agree”, and “strongly agree”) with4-5 question of each item. Third section is about customer purchase decision with 5 items.

3.2 Target Population

For this research, the place that we choose is Malaysia. It is beneficial to use Malaysia’s distinct cultural texture as the basis for the target population selection for the research elements in influencing customer purchase decisions when choosing cakes. We targeted the population among people who like to buy the cake especially for youth, student, senior citizen, employer, and cake lovers. Most of our respondent consist of Universiti Malaysia Kelantan’s student at Kampus Kota. Focusing on the bigpopulation will allow the study to find variations that may provide a better knowledge of the example interactions between factorsinfluence and customer decision when it comes to cake selection.

3.3 Sample Size

Sample size is the number of complete responses the survey receives. While there are no hard and fast rules around how many people should be involved in research, some researchers estimate between 10 and 50 participants as being sufficient depending on type of research and research question (Creswell, 2018). An online survey was conducted using Google Form and 302 respondents were recorded and analyzed using SPSS.

3.4 Sampling Method

The sampling where each member of a population has an equal probability of being selected into the sample. There is an explanation of how simple random sampling works. In simple random sampling, every individual or element in the population has an equal chance of being chosen. This is typically achieved through randomization methods such as lottery systems, random number generators, or drawing names from a hat. To conduct simple random sampling, researchers first define the population of interest and then use a random method to select individuals or elements until the desired sample size is reached.This approach requires having a complete list or sampling frame of the population.

3.5 Data Collection

Researchers use Google Form to get a respondent through an online questionnaire. It is easy for researcher to collect information for this study. This is because dealing with the internet is easier than in modern times, where everyone has access tools that allow them to access this Google Form survey from anywhere at any time (Batubara, 2016). In addition, compared to personal interviews, Google Form questionnaires can be widely distributed. The questionnaire relies on a factual study of the variables that influence the customer's choice regarding the purchase of cakes. After that, the researcher forwardedthe completed questionnaire to the study participants through social media sites such as Instagram, WhatsApp, etc. Researchers can easily develop surveys using Google Forms to collect information on those factors.

3.6 Data Analysis

This study used three types of analysis which is descriptive statistics, reliability test and Pearson correlation analysis.Data analysis was performed by using the IBM-SPSS ver. 27. The reliability test is measured using Cronbach alpha after the data obtained from pilot survey. We use descriptive analysis such as mean score and standard deviation to provide the quantitative descriptions in a more comprehensible format to convey the data in a straightforward manner. The third phasecomes after the actual data collection, resulting in further analyses which is Pearson correlation analysis.

4.0 Results

4.1 Demographic characteristics of respondents

Table 1: Demographic Profile of Respondents

Demographic Profile	Category	Frequency	Percent (%)
Gender	Male	118	39.1
	Female	184	60.9
Age	19	19	6.3
	20 - 29	233	77.2
	30 - 39	37	12.3
	40 - 49	12	4.0
	50 and above	1	0.3
Marital Status	Married	65	21.5
	Single	233	77.2
	Others	4	1.3
Occupation	Unemployed	15	5.0
	Employee	66	21.9
	Self-Employed	26	8.6

	Student	195	64.5
Nation	Chinese	32	10.6
	Indian	12	5.6
	Malay	249	82.5
	Others	4	1.3
States	Yes	281	93
	No	21	7

Table 1 shows the demographic profile of the respondents. Based on the data, 60.9% were female, 77.2% were respondent between 20 to 29 years old. 77.2% were single people, 82.5% were Malay, 64.5% were from student and 93% whobuying cake.

4.2 Descriptive analysis

Table 2: Mean and Standard Deviation of Customer Purchase Decision

Variable	**Mean**	**Standard Deviation**
Colour scheme	19.8	3.4
Theme	16.7	3.2
Price	20.4	3.4
Celebrity Endorsement	15.3	3.4

Table 2 shows that most of the respondents were having the same sentiment towards all the item except theme. 5 Likert-scale question were used in this section. Respondents were agreed that mean score of 20.4 which price will attract customer when do the selection of cake. The choice of colour scheme were agreed by at the mean score of 19.8. There are lowest number of respondents agreed celebrities encourage give positive attitude towards purchasing cake at mean score of 15.3.

4.3 Reliability

Table 3: Results of Reliability Cronbach's Alpha for the variables.

Variables	**Number of Items**	**Cronbach`s Alpha**
Color Scheme	5	0.793
Theme	4	0.848
Price	5	0.842
Celebrity Endorsement	4	0.935
Customer Purchase Decision	5	0.851

This table presents evidence about the reliability analysis of five factors. The consistency of the 23 items that examinedthe five distinct components was assessed using Cronbach's Alpha. The findings show that all structures have exceptional or good coefficients. Additionally, the result is greater than 0.7, suggesting that the actual survey may proceed with the same instruments since all measuring items indicate a high consistency in measuring the intended variable.

4.4 Pearson Correlation Analysis

The research objective is to analyse the relationship between colour scheme, price, theme, and celebrity endorsement towards customer purchasing decision on selection of cake among the customer in Malaysia. Pearson Correlation Analysis hasbeen used in this research to measure the relationship between independent variable and dependent variable.

Table 4: Pearson's Correlation Matrix for Study Variable

		Customer Purchase Decision
Colour Scheme	Pearson Correlation	0.562
	Sig. (2-tailed)	0.001
	N	302

Theme	Pearson Correlation	0.560
	Sig. (2-tailed)	0.001
	N	302
Price	Pearson Correlation	0.614
	Sig. (2-tailed)	0.001
	N	302
Celebrity Endorsement	Pearson Correlation	0.597
	Sig. (2-tailed)	0.001
	N	302

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

Table 4 shows the result with a correlation value of 0.614, indicating a high relationship between price and customer purchase decision towards the selection of cake at the significant level of 0.01. It`s show that hypothesis 3 is supported. In addition, celebrity endorsement and customer purchase decision towards the selection of cake has a moderate positive correlation value which is 0.597 at the significant level of 0.01. Thus, hypothesis 4 is supported. Besides, it shows a correlation value of 0.562, which indicates there is a positive correlation between colour scheme and customer purchase decision towards the selection of cake at the significant level of 0.01. Therefore, hypothesis 1 is supported. Finally, theme and customer purchase decision towards the selection of cake shows a positive correlation value of 0.560 at the significant level of 0.01. Therefore, hypothesis 2 is supported.

5.0 Discussion

The purpose of this research was to investigate how colour schemes affect consumers' decisions to buy cakes. Accordingto our research, there is a somewhat positive association ($r = 0.562$, $p < 0.01$) between client purchasing decisions and colour scheme. This implies that the colours chosen for cake decorations have a big impact on how customers behave. Our findings are in line with earlier studies that have shown how colour affects customer choices and perceptions (Cheskin, 1957; Zellner, 2004). Cheskin pointed out that container colours might elicit feelings and affect how consumers perceive a brand, which is consistent with what we found when looking at cakes. Zellner also emphasized how colour can influence hedonic experiences and modify consumer expectations, which supports the idea that cake colour selections have an impact on consumer behavior.

The psychological and emotional connections that colours arouse are responsible for the link that has been noticed. Warm colours, such as red and yellow, for example, are frequently connected to vigor and excitement, which may make cakes decorated in these tones more appealing for celebrations. On the other hand, colder tones like blues and greens could evoke sentiments of elegance or serenity, catering to various customer tastes. Despite the strong association that was discovered, there are a few things to be aware of. The first limitation on the findings' applicability to other cultural contexts is that our study was limited to a specific geographic location (Malaysia). Second, although the sample size of 302 respondents was sufficient for our study, it might be larger in further research to improve representativeness and statistical power.

Building on this work, future investigations can examine how cultural variations affect cake colour preferences. Furthermore, carrying out studies including more various demographic sample sizes might yield a more profound understanding of the ways in which colours impact buying choices. Longitudinal research could also determine whether colour preferences and how they affect consumer behavior evolve over time.

6.0 Conclusion

In conclusion, factors including pricing, theme, colour scheme, and celebrity endorsement affect what customers decide to buy. It is acceptable to state that the entire hypothesis is accepted in this study. Our investigation revealed a connection between colour schemes and consumer purchasing decisions. Positive correlations exist between customer purchasing decisions and theme, pricing, and celebrity endorsement. It is a valid hypothesis.

Conflicts of Interest

There is no conflict of interest in this study.

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Tourist Satisfaction Toward the Local Food Heritage in Kelantan

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Abstract: Tourist satisfaction with the local food heritage in Kelantan, Malaysia, is crucial for promoting sustainable tourism andpreserving cultural identity. This study focuses on identifying the key factors influencing tourists' culinary experiences, specifically examining food taste, memorable experiences, and price. As culinary tourism gains prominence, understanding these determinants can enhance the overall visitor experience, support local businesses, and foster cultural preservation. Employing a quantitative research methodology, the study aims to provide practical insights for regional stakeholders to improvethe quality of visitor encounters and promote Kelantan as a culinary heritage destination. The data was collected through structured surveys with closed-ended questions on food taste, presentation, price, and overall satisfaction. Convenience sampling was employed, targeting respondents who had visited Kelantan, with the survey distributed through Google Forms. The significance of this research extends to tourism development, economic impact, cultural preservation, marketing strategies, and academic contributions, offering a comprehensive analysis that benefits both the local community and the broader field of tourism studies. Through thisstudy, Kelantan's unique culinary legacy is highlighted as a vital attraction that can drive sustainable tourism growth and enrich the visitor experience.

Keywords: tourist satisfaction, local food heritage, sustainable tourism, cultural preservation, quantitative research.

1.0 Introduction

Food is essential in Malaysia as it is a part of the culinary appeal to a certain destination due to various ethnic groups, races, cultural traditions and beliefs. Each ethnic group has its own cuisine, which is interesting to promote to potential tourists.Apparently, gastronomy tourism, which was formerly viewed as a niche product, is now seen as a critical component in attractingmore foreign travelers (Yusoff et al., 2013). This study's main hypothesis is to focus on tourist satisfaction towards the local food heritage in Kelantan. Based on discussions, there are 3 hypotheses that were made to solve the questions as mentionedearlier in the first chapter of this study. This chapter includes a summary of findings, limitations and recommendations for the future research and conclusion. Local food heritage is the primary reason for tourists to visit Kelantan. It is due to the authenticityof taste, affordable price, heart-warming services and friendly local people (Rousta & Jamshidi, 2020).

Local food is described as authentic products that not only represent tourism destinations but also exhibit the local culture. It has been found to be a key component of tourism experience and a very crucial part of tourism system (Zhang et al., 2019). Thus, local food has been regarded as a strategic tool to promote social and economic development of destinations. According to Department of Statistics of Malaysia (DOSM) (2020), Kelantan received a total of 10,986 domestic tourists together with tourismdomestic travel of 15,911 last year. This indirectly contributed to the country's revenue and the state of Kelantan itself.

This study provides an extensive overview of the research on tourists' satisfaction with Kelantan's unique culinary heritage. It outlines the main conclusions on the influence of concrete elements on visitor happiness, examines the study's shortcomings, offers suggestions for further research, and recommends improvements to research techniques to further our comprehension of the region's eating customs. The need to examine the complex interaction between visitors and Kelantan's native culinary history is emphasised in the chapter's conclusion to gain more knowledge and advancements in the area.

2.0 Literature Review

The intent of this section is to present the ideas surrounding the study's independent and dependent variables. It will explainthe chapter's main ideas, provide an overview of the conceptual framework, and examine how each independent and dependentvariable is related to the others. As such, the purpose of this chapter is to provide additional data for later analysis. Its goal is toprovide a comprehensive explanation of the ideas related to the independent and dependent variables of the study, along withextra information to help with future research.

2.1 Tourist Satisfaction Toward the Local Food Heritage in Kelantan.

This study had three independent variables: food taste, memorable experience, food price.

2.1.1 Food taste

The first independent variable in this chapter is the amazing food taste. One of the food's sensory qualities is taste. Taste*is* evaluated after ingestion. However, consumers use factors like price, quality, food labelling, and brand name to predict flavourbefore consuming. The food's flavours are crucial to achieving client happiness. To satisfy the demands and

expectations of the consumer, food quality is a crucial requirement (Rajput, 2020). It is widely known that a restaurant's total experience begins with its food quality. The most crucial consideration when choosing a restaurant is the food quality, which has a strong correlation with patron satisfaction. Customer loyalty is impacted by food quality, and diners evaluate restaurants based on their food. Taste, presentation, freshness, temperature, nutrition, and menu diversity are all considered aspects of food quality. Customers' decisions to return to a restaurant are influenced by the quality of the food.

2.1.2 Memorable Experience

Authenticity and cultural immersion are two important factors that make the dining experience in Kelantan memorable.Visitors are welcome to enter a culture rich in heritage rather than just receiving a plate of food. They may watch as expert craftspeople create meals with traditional methods that have been passed down through the years. Memorable culinary experiences are also greatly influenced by Kelantan's natural surroundings. Produce from the lush fields and colourful rivers around the state is used to produce a variety of regional cuisines. Visitors may comprehend the relationship between the land,the people, and the food on their plates by visiting farms and markets and getting a personal look at the local food system.

2.1.3 Food Price

Consumers who like food, in general, are prepared to pay more to safeguard their interests. The terms "affordable," "inexpensive," and "reasonable" in the pricing category give the impression that Malaysian food is reasonably priced and provides good value (Kamarulbaid & Mustapha, 2021). Reasonably priced items are typically considered valuable investments.Customers are more likely to return in the future when a product or service is inexpensive. Patrons who have a sense of worthand think the eateries offer good value for their money are likely to view the local food they eat favourably.

2.2 Conceptual Framework

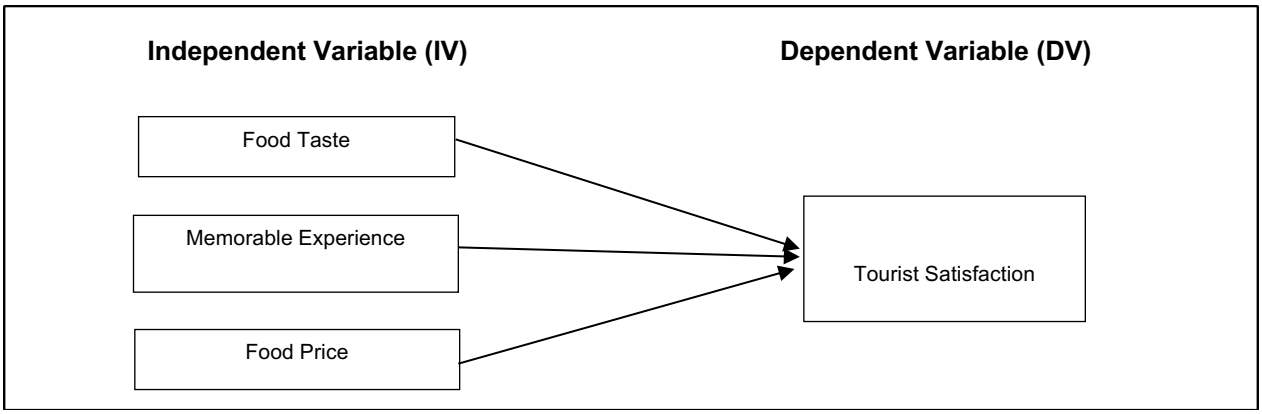

Figure 1: Conceptual Framework of the study

A conceptual framework establishes relationships between dependent and independent variables, factors, and other ideologies that influence the structure of your research. Figure 1 illustrates the independent variable (IV) and dependent variable (DV) of this research. The diagram highlights the relationship between amazing food taste, memorable experience, and affordable prices concerning factors influencing tourist satisfaction toward food heritage in Kelantan.

2.3 Hypothesis

i. H1: There is a positive relationship between the amazing taste of food in Kelantan and tourist satisfaction.
ii. H2: There is a positive relationship between memorable experiences (efficiency, friendliness, and attention to detail) and tourist satisfaction.
iii. H3: There is a positive relationship between the perceived affordability of travel-related services (accommodation, transportation, and food prices) and tourist satisfaction.

2.4 Research Question

i. What is the relationship between the taste of local food Kelantan toward the satisfaction for tourist?
ii. What is the relationship between the memorable experiences toward the satisfaction for tourists?
iii. What is the relationship between the prices of local food in Kelantan toward the satisfaction for tourist?

2.5 Purpose of The Study

The purpose of this study is to investigate the factors that influence tourist satisfaction and memorable experiences with Kelantan's culinary heritage. Specifically, the study aims to determine the key attributes of Kelantanese cuisine, such

as taste,presentation, and price, that contribute to tourist satisfaction, and to analyze how these attributes affect overall tourist satisfaction and their likelihood of returning or recommending Kelantanese cuisine to others. Additionally, the study seeks to explore the elements of Kelantanese culinary experiences that create lasting and memorable impressions on tourists, and to examine the role of cultural immersion and authenticity in enhancing the culinary experience for tourists. By achieving these objectives, the study intends to contribute to the body of knowledge on culinary tourism and provide practical recommendationsfor leveraging Kelantan's culinary heritage as a significant attraction for tourists.

3.0 Methodology

The researchers provided a summary of the different research techniques that were used to collect data and finish the study. The procedure for gathering data is also described by the researchers. The data required discussing the objectives of the study and the methodology used to collect the questions before presenting the results and examining them. The conclusions that will be reached are one element that will influence the research strategy from the research. The general procedures followed to conduct this investigation will be illustrated in this chapter's later section. This chapter's research sample is also mentioned, along with the intended audience. The sample procedure followed by a summary at the end.

This study utilizes a quantitative research method to analyse the factors influencing the satisfaction and memorable experiences of tourists with Kelantan's culinary heritage. The quantitative approach is chosen for its ability to provide statistical evidence and generalizable results, allowing for a comprehensive analysis of the data collected.

3.1 Study Design

This study utilizes a quantitative research method to analyse the factors influencing the satisfaction and memorable experiences of tourists with Kelantan's culinary heritage. The quantitative approach is chosen for its ability to provide statisticalevidence and generalizable results, allowing for a comprehensive analysis of the data collected. A structured survey will be administered to a sample population of tourists who have experienced Kelantanese cuisine. The survey will include a combination of closed-ended questions designed to measure various aspects of food taste, presentation, price, and overall satisfaction. Likert scales will be used to gauge the respondents' perceptions and experiences accurately.

3.2 Target Population

The term "population" described the total number of members of a certain species that are present in each geographic area or region at any one moment regarding human populations; it denoted the entire population residing in a particular region, like a nation, city, or neighbourhood. Numerous factors could be used to study and assess the population, included socioeconomic position, age, gender, and ethnicity. Therefore, the target population in this chapter was those local tourists who had come to Kelantan before. They were chosen as the target population because they had an experience during their vacation in Kelantan. Therefore, the questionnaire was shared using the Google Forms link is one way to complete the questionnaire. The close family who had travelled in Kelantan can also fill in the Google form link provided. The total of the respondent was good enough for the researcher.

A sample was a subset of the population, whereas a population was the entire set of individuals with certain characteristics, according to Hulley (2013). Most people considered a population's unique feature to be its physical location. Most people considered a population's unique feature to be its physical location. However, in research, other characteristics will define a population.

3.3 Sample Size

The sample size for this study was based on factors influencing domestic tourist food consumption in Kota Bharu, Kelantan. Drawing on Krejcie and Morgan's (1970) sample size table, the study aimed to determine the number of respondentsneeded to obtain valid data. This table provided a framework for calculating sample size based on a specific population when administering questionnaires. Since the study anticipated many participants, and the exact number of domestic tourists visitingKelantan was unclear, the researchers opted to collect at least 300 samples (Hosseinikia & Mirabi, 2019).

3.4 Sampling Method

The researcher used convenience sampling, which is a non-probability sampling technique, in this research area. As used in the research, convenience sampling referred to obtaining data from tourists who have visited Kelantan. To find out howsatisfied they are with the local food heritage is the target. Convenience sampling, according to Etikan, Musa, and Alkassim (2016), was an efficient method in which the researcher selected the respondents who can provided the necessary data. This method allowed us to record tourists' perceptions and tastes of local food heritage for your study without placing unreasonableconstraints on it.

3.5 Data Collection

In the context of our study on tourist satisfaction with local food heritage in Kelantan, data will be collected with a combination of questionnaire surveys, primary data, and secondary data from journals. The main instrument of data collection, which was a questionnaire, will be given to 300 respondents who have been selected for the studybased on certain

factors that are relevant to the objective. It will be given in both Malay and English and divided into three sections, A, B, and C. Focusing on tourists to Kelantan in 2023, the survey will be delivered through Google Forms, with a focuson local tourists.

3.6 Data Analysis

To put it simply, data analysis was the act of turning the collected data into valuable information. In this process, many methods were used, such as modelling, to identify patterns, interactions, and conclusions to address the decision-making process (Start, 2006).

4.0 Results

4.1 Demographic characteristics of respondents

Perceptive conclusions were obtained from the respondents' demographic features. Of the 328 participants in the research, 36.6% were men and 63.4% were women. Study was cited as the primary reason for visitation by the majority of respondents (27.1%), followed by vacation (25.6%) and travel (24.4%). Regarding age groupings, the largest proportion of participants (66.2%) belonged to the 21–30 years old category. The survey also discovered that 40.9% of respondents were married, while 59.1% of respondents overall were single. These results include a thorough summary of the respondents' gender,reason for visiting, age range, and marital status, providing important context for understanding the research participants' demographic makeup.

4.2 Descriptive Analysis

4.2.1 Descriptive Analysis for Independent Variable (Food Taste)

Table 1: Descriptive Statistics for Food Taste

Item Description	N	Min	Max	Mean	Std. Deviation
Q1-The food's taste of local heritage food in Kelantan significantly enhances my overall satisfaction during the trip.	328	1	5	4.50	0.63
Q2-I will recommend Kelantan heritage food to fellow travellers based on its taste.	328	1	5	4.60	0.60
Q3-The taste of local heritage dishes in Kelantan meets my expectations.	328	1	5	4.48	0.67
Q4-There are some specific Kelantan heritage dishes that left an amazing impression for me.	328	1	5	4.49	0.68
Q5-I experienced the culture of Kelantan through its food.	328	1	5	4.52	0.63

The descriptive statistics of food taste in Table 1 show the mean and standard deviation analysis on the independent variable,with all mean values above 3.5. The highest mean value was Q2, " I will recommend Kelantan heritage food to fellow travellersbased on its taste.," with a mean value of 4.60. This finding shows that respondents not only appreciate the taste of Kelantan heritage food but are also more likely to recommend it to others, indicating strong support and satisfaction with its taste.

4.2.2 Descriptive Analysis for Independent Variable (Memorable Experience)

Table 2: Descriptive Statistics for Memorable Experience

Item Description	N	Min	Max	Mean	Std. Deviation
Q1- I found it easy to find information about different Kelantanese dishes and their local specialties.	328	1	5	4.47	0.69
Q2- The unique flavours and spices of Kelantan food provide a very interesting and unforgettable experience?	328	1	5	4.51	0.70
Q3- I recommend to others that the state of Kelantan is a prominent local food destination in tourism.	328	1	5	4.54	0.65
Q4- The portion sizes of the Kelantanese meals were appropriate and left me feeling satisfied	328	1	5	4.53	0.64
Q5- You learn anything new about Kelantanese culture through your food experiences.	328	1	5	4.53	0.63

The descriptive statistics of memorable experience in Table 2 show the mean and standard deviation analysis on the independent variable, with all mean values above 3.5. The highest mean value was Q3, “I recommend to others that the state of Kelantan is a prominent local food destination in tourism.," with a mean value of 4.54. These findings highlight that not only did the respondents find Kelantan's heritage food memorable, but they also recommended Kelantan as a top destination for local food tourism.

4.2.3 Descriptive Analysis for Independent Variable (Food Price)

Table 3 Descriptive Statistics for Food Price

Item Description	N	Min	Max	Mean	Std. Deviation
Q1- The price of local food heritage in Kelantan comparatively cheaper than others states.	328	1	5	4.58	0.63
Q2- As a customer, I am satisfied with price of the local food heritage in Kelantan.	328	1	5	4.60	0.62
Q3- The price of local food heritage in Kelantan offered is reasonable.	328	1	5	4.55	0.62
Q4- The local food heritage in Kelantan is worth to purchase.	328	1	5	4.59	0.63
Q5- The price offered is worth with the food provided.	328	1	5	4.55	0.66

The descriptive statistics of food price in Table 3 show the mean and standard deviation analysis on the independent variable,with all mean values above 3.5. The highest mean value was Q2, “As a customer, I am satisfied with price of the local food heritage in Kelantan.," with a mean value of 4.60. This finding highlights that respondents not only find the price of Kelantan heritage food to be satisfactory but also highly appreciate the value they receive for the money spent. This strong price endorsement shows that Kelantan heritage food is considered to offer good value, contributing to overall customer satisfaction.

4.2.4 Descriptive Analysis for Dependent Variable (Tourist Satisfaction)

Table 4: Descriptive Statistics for Tourist Satisfaction

Item Description	N	Min	Max	Mean	Std. Deviation
Q1- The local food heritage in Kelantan meets your expectations and preferences?	328	1	5	4.52	0.68
Q2- You receive sufficient assistance and guidance when exploring the local food heritage in Kelantan?	328	1	5	4.48	0.71
Q3- The security measures in place to ensure the safety of tourists while experiencing the local food heritage in Kelantan?	328	1	5	4.43	0.68
Q4- You feel safe and secure when trying the local heritage food in Kelantan?	328	1	5	4.47	0.67
Q5- The level of courtesy and professionalism displayed by those involved in presenting the local food heritage in Kelantan?	328	1	5	4.44	0.68
Q6- That the variety and authenticity of the local food offerings in Kelantan contribute positively to your overall satisfaction as a tourist?	328	1	5	4.50	0.64
Q7- The affordability of local food options enhances your enjoyment and satisfaction while experiencing the food heritage in Kelantan?	328	1	5	4.51	0.64

The descriptive statistics of tourist satisfaction in Table 4 show the mean and standard deviation analysis on the dependent variable, with all mean values above 3.5. The highest mean value was Q1, “The local food heritage in Kelantan meets your expectations and preferences?" with a mean value of 4.52. This finding highlights that tourists not only have a high level of satisfaction with Kelantan's heritage food but also feel that it meets or exceeds their expectations. This strong alignment with tourists' preferences shows that Kelantan's heritage food plays an important role in enhancing their overall travel experience.

4.3 Reliability Test

Table 5: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Numbers of Cronbach's Alpha	Strength of Association Items
Food Taste	5	0.901 (Excellent)
Memorable Experience	5	0.885 (Very Good)
Food Price	5	0.902 (Excellent)
Tourist Satisfaction	7	0.932 (Excellent)

The study's reliability test employed Cronbach's alpha analysis to measure the consistency and stability of the questionnaires. The results showed great reliability, with Cronbach's alpha coefficients ranging from 0.885 to 0.932for both independent and dependent variables. This shows that the study's measurements were reliable and consistent in assessing the desired constructs. The high dependability of the data improves the validity of the studyfindings and the general resilience of the research results.

4.4 Pearson Correlation

The Pearson correlation coefficient was utilised to determine the degree and direction of the linear association between the independent variables (taste, memorable experience, meal pricing) and the dependent variable (tourist satisfaction). The correlation coefficients and their data-driven interpretations are as follows:

i. Food Taste and Tourist Satisfaction
Pearson correlation coefficient 0.805, interpretation a high positive correlation, indicating that as the perception of food taste increases, touristsatisfaction also tends to increase.

ii. Memorable Experience and Tourist Satisfaction
Pearson correlation coefficient 0.863, interpretation a very high positive correlation, suggesting that as the memorable experience of touristsimproves, their satisfaction also significantly increases.

iii. Food Price and Tourist Satisfaction
Pearson correlation coefficient 0.844, interpretation a high positive correlation, indicating that, as the perceived food prices become more favorable,tourist satisfaction tends to increase significantly.

These correlation coefficients show a substantial positive association between the independent factors (food flavour, memorableexperience, meal pricing) and the dependent variable (tourist satisfaction). The data indicate that increases in food flavour, memorable experiences, and reasonable food costs are connected with better levels of visitor satisfaction.
Finally, the Pearson correlation analysis demonstrated strong positive relationships between the important variables, emphasising the relevance of food-related experiences and perceptions in determining visitor satisfaction.

5.0 Discussion

The study reveals critical insights into the relationship between local food experiences and overall visitor satisfaction. The findings indicate a strong positive correlation between tangible elements, such as the quality and presentation of food, and tourist satisfaction, with a correlation coefficient of 0.863. This suggests that memorable dining experiences, characterized by efficiency, friendliness, and attention to detail, significantly enhance visitors' perceptions of Kelantan's culinary offerings. The study emphasizes the importance of these tangible factors in creating lasting impressions that can influence tourists' likelihood of returning and recommending the destination to others.
Moreover, this research highlights the need for further research to explore the complex interactions between tourists and Kelantan's culinary heritage. It suggests that understanding these dynamics can lead to improved strategies for promoting local food culture and enhancing the overall tourist experience. By addressing the limitations identified in the study, such as sample size and demographic diversity, future research can provide a more nuanced understanding of how different visitor profiles engage with Kelantan's culinary traditions. This deeper insight can inform stakeholders in the hospitality and tourism sectors, enabling them to tailor their offerings to meet the diverse needs and preferences of tourists, ultimately fostering a more vibrant and sustainable culinary tourism landscape in Kelantan.

6.0 Conclusion

This study on tourist satisfaction with Kelantan's culinary heritage provides a comprehensive analysis of how local food influences visitor experiences and satisfaction levels. It highlights the significance of Kelantan's unique culinary offerings in attracting tourists and enhancing their overall enjoyment. The study identifies key factors that contribute to tourist satisfaction, such as the authenticity of the food, cultural significance, and the overall dining experience. Additionally, it addresses the limitations of the research and suggests areas for future exploration, emphasizing the need for a deeper understanding of the interactions between tourists and the region's culinary traditions.

In conclusion, the findings underscore the importance of preserving and promoting Kelantan's culinary heritage as a vital component of its tourism strategy. By enhancing the quality and accessibility of local food experiences, stakeholders can improve tourist satisfaction and foster a greater appreciation for the region's rich cultural identity. This research not only contributes to the academic discourse on tourism and gastronomy but also serves as a valuable resource for policymakers and industry practitioners aiming to elevate Kelantan's status as a culinary destination.

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Conflicts of Interest

There is no conflict of interest in this study.

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The Relationship between The Affecting Customer Satisfaction Towards Cafes in Kota Bharu, Kelantan

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Abstract: Despite the proliferation of cafes in Malaysia, particularly in Kota Bharu, Kelantan, customer satisfaction remains a persistent issue, largely due to cafes' neglect of critical business elements such as price, product differentiation, and assurance. This study's primary goal is to ascertain how assurance, product differentiation, and price affect customer satisfaction towards cafes in Kota Bharu, Kelantan. The study targeted 384 customers who had visited dine-in cafés in Kota Bharu, Kelantan, and successfully responded to the online questionnaire. Data collected was analyzed using Statistical Package for Social Science (SPSS) version 26. The data in this study were processed using descriptive, reliability test, and correlation analysis. This research enriches the existing literature by providing valuable insights into the determinants of customer satisfaction in the cafe industry, underscoring the importance for cafe businesses to enhance their offerings and services to better meet customer satisfaction. The study found significant positive relationships between assurance, price, and differentiation with customer satisfaction in cafes in Kota Bharu, Kelantan. The Pearson correlation coefficients were 0.602 for assurance, 0.516 for price, and 0.674 for differentiation, all indicating moderate to high positive correlations. Each relationship was statistically significant with p-values less than 0.01, supporting the hypotheses that these factors positively influence customer satisfaction. Overall, the results suggest that enhancing assurance, competitive pricing, and differentiation can lead to increased customer satisfaction in the café sector.

Keywords: Cafés, Assurance, Product Differentiation, Price, Customer Satisfaction

1.0 Introduction

The hospitality industry is a broad area of the service industry that includes food and beverage service, event planning, accommodation, travel agencies, restaurants and bars, hotels and also theme parks. Cafe is also one of the most famous hospitality services, cafe also spelled cafe, a small eating and drinking place, historically a coffee shop, usually featuring a limited menu; originally this establishment only served coffee. The English term cafe, borrowed from French, comes from the Turkish Kahve, meaning coffee. In the 17th century the first cafe opened in1550 in Constantinople. The cafe is increasingly known and opened in other countries such as Italy, France, Germany, and England. After the middle of the 17th century, for 200 years the most famous coffee shop in Europeflourished in London.

In the 1960s coffee shop culture in New York was limited to Khock Full O'Nuts. A local chain that offers a cup of joe and a simple muffin on a good day, and a few coffee shops and clubs that manage to maintain a post of integrity -Depression. In 2020 America, the definition of "coffee house" has evolved. Cafes in Britain are not the same as the famous modern cafes because British Cafes use their residents to give purpose or impact to the cafe. Modern cafes are more likely to be commercial chains that have increased in response to the economy. In the 1900s, France was an example of a political and social cafe which became a focus for thought, philosophy and art, attracting people like Jean Cocteau, Ernest Hemingway and F. Scott Fitzgerald. Through the use of this traditional manner, the coffee will produce a unique aroma and flavor with a tad burnt and slightly bitter flavor. Most Malaysians find that this traditional way of roasting espresso allows the beans to become quite aromatic and heavy in frame. The uniqueness of a cafe in Kota Bharu, Kelantan may come from several factors, including the theme, design, menu, and culture of the place. Here are some aspects that might make a cafe unique in Kota Bharu. Cafes that adopt traditional Kelantan design are able to attract the attention of visitors with a special atmosphere. In addition,cafes that offer a menu with special Kelantan dishes or traditional Malay cuisine can stand out among other cafes. Cafes that mix local culture with global elements can create a unique atmosphere.

The study found that even these factors significantly affected how satisfied customers were with the cafes in Kota Bharu, Kelantan. This study looked into assurance, price, product differentiation, and customer satisfaction.

There are three objectives of this research:

1. To examine the relationship between assurance and customer satisfaction in a café at Kota Bharu,Kelantan.
2. To determine the relationship between price and customer satisfaction in a café at Kota Bharu, Kelantan.
3. To identify the relationship between product differentiation and customer satisfaction in a café at Kota Bharu, Kelantan.

2.0 Literature Review

2.1 Assurance

High-quality service in service sectors builds client confidence and peace of mind, encompassing personnel

competency, civility, trustworthiness, and service environment safety and security. Café assurance is crucial, as itaffects client satisfaction, loyalty, and perception. Employees and consumers determine service quality and performance, with qualified staff providing better service. Perceived value is influenced by etiquette, credibility, and friendliness. Investing in personnel through field-specific training boosts productivity and ensures a secure environment. Trustworthiness and security of service personnel also contribute to customer satisfaction.

2.2 Price

Price plays a crucial role in customer satisfaction and business success in cafés. It determines perceived value and impacts gastronomic experiences. Cafes must balance price with quality to meet customer standards, ensuring satisfaction. A balance between quality and affordability is essential for customer satisfaction. In a competitive market, high-quality items, robust service, and low pricing are essential for rapid sales. Building a loyal customer base is crucial for business growth, as they provide valuable feedback and ideas for improving product quality. Thestrategic intertwining of price, quality, and customer loyalty enhances satisfaction and catalyzes ongoing businessgrowth in the competitive cafe industry.

2.3 Product Differentiation

Product differentiation is crucial for café survival and growth in a competitive market. It involves offering unique products, a unique setting, and innovative services. In the coffee market, it is essential to stand out by offering unique coffee blends, artisanal brewing processes, and artistic interiors. Continual innovation in the menu, such as coffee mixes, signature flavors, and functional drinks, can attract new customers. Sensory elements like sight, odor,touch, and music can enhance the customer experience.

2.4 Customer Satisfaction

Customer satisfaction is crucial in the hospitality industry, especially in cafe where it fosters loyalty and encourages repeat visits. Satisfied patrons are more likely to recommend the cafe and contribute to positive word-of-mouth marketing. Measuring satisfaction is essential for cafes to refine communication strategies and address specific needs and preferences. By actively seeking and analyzing customer feedback, cafes can make informed adjustments that align with patrons' expectations. This systematic measurement of satisfaction contributes to an environment where customers feel heard and valued, reinforcing positive perceptions and potentially fostering long- term loyalty.

2.5 Research Hypothesis

i. H1: There is a relationship between assurance and customer satisfaction towards Café's in Kota Bharu, Kelantan.
ii. H2: There is a relationship between price and customer satisfaction towards Café's in Kota Bharu, Kelantan.
iii. H3: There is a relationship between product differentiation and customer satisfaction towards Café's in Kota Bharu, Kelantan.

2.6 Research Framework

Figure 1 showed that the independent variable and dependent variable of the study. There are three independent variables which are assurance, price and product differentiation. Meanwhile the dependentvariable is customer satisfaction with the café in Kota Bharu, Kelantan.

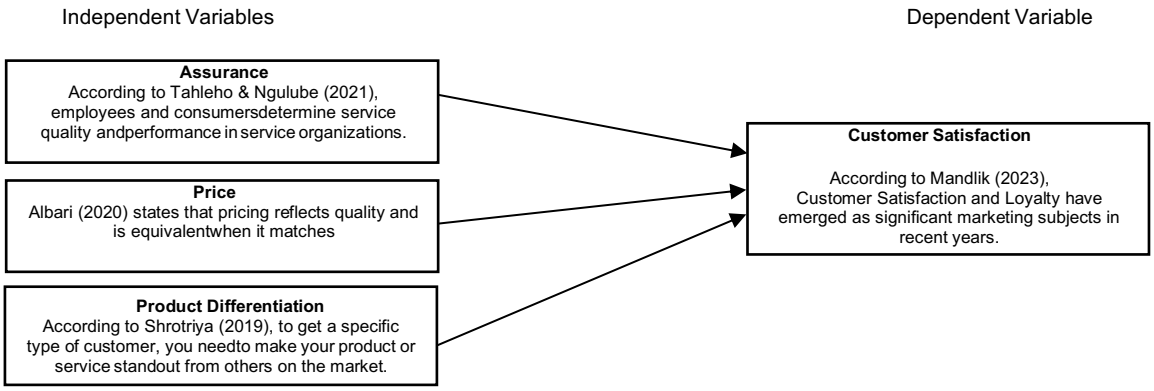

Figure 1: Research Framework of customer satisfaction on service qualityprovided by Café in Kota Bharu, Kelantan.

3.0 Methodology

3.1 Study Design

The study aims to identify the key factors influencing consumer satisfaction with the service quality of cafés in Kota Bharu. The researchers chose a quantitative research design, using a survey questionnaire to collect data. This approach is based on the positivist philosophical underpinnings and is considered effective for gathering objective and statistical data. The survey questionnaire will cover aspects such as service promptness, personnel behavior,ambiance, meal quality, and overall customer experience. The study employs a descriptive research method to systematically gather and analyze data from a large sample size, ensuring high reliability and the potential for replication. By analyzing the responses, the researchers aim to gain insights into customer preferences and needs, which will help enhance service quality. The findings are intended to provide valuable feedback to café owners and management in Kota Bharu, aiding in the improvement of their customer service strategies.

3.2 Target Population

The target population for this study comprises café visitors in Kota Bharu, Kelantan. This group was selected for their accessibility and friendliness, making them ideal participants for the research. The focus is specifically on regular café goers, whose frequent visits provide valuable insights into consumer satisfaction within the café industry in Kota Bharu. By surveying this particular demographic, the study aims to gather diverse and representative viewpoints that can be generalized to improve the overall café experience in the area. The fieldwork for this study is conducted in Kota Bharu, the capital city of Kelantan, Malaysia. Kota Bharu is a vibrant city known for its rich cultural heritage and bustling local economy. According to the Department of Statistics Malaysia (2022), the city has a population of approximately 568,900 residents. The study focuses on various cafés within Kota Bharu, targeting regular patrons who provide a realistic and practical perspective on the café industry's performance and consumer satisfaction in this locality. Kota Bharu is a prominent urban center in Kelantan, characterized by its traditional Malay culture and significant economic activities. The café culture in Kota Bharu is thriving, with numerous establishments catering to diverse tastes and preferences. These cafés serve as social hubs where locals and visitors alike gather, making them ideal locations for collecting data on consumer experiences. The study area encompasses a range of cafés, from small, locally-owned coffee shops to larger, more commercial establishments, ensuring a comprehensive understanding of the café industry's dynamics in Kota Bharu.

3.3 Sample Size

This study investigates the experiences and satisfaction of café visitors in Kota Bharu, Kelantan. The research targets regular café goers using convenience sampling, a non-probability sampling method chosen for its practicality and efficiency in data collection. The fieldwork spans various cafés across Kota Bharu, reflecting the city's vibrant café culture. With a sample size of 384 individuals, the study adheres to guidelines that ensure both scientific rigor and ethical considerations. The total numbers of respondents was determine from Krejcie and Morgan Table (1970). This sample size also allows for a comprehensive analysis of café visitors' perspectives, aiming to identify areas for improvement within the local café industry. Ultimately, the study seeks to contribute valuable insights that can enhance consumer satisfaction and promote economic growth in Kota Bharu, benefiting both residents and businesses in the region.

3.4 Sampling Method

This study employs non-probability sampling, specifically convenience sampling. Convenience sampling involves collecting data from respondents who are easiest for the researcher to access. This method was chosen to facilitate ease of access and reduce costs and time. While it does not provide every individual in the population an equal chance of being included, it is effective for the study's goals of gathering diverse and relevant data from regular café visitors in Kota Bharu, Kelantan. Non-probability sampling, on the other hand, does not ensure that every member of the population has a chance of being included in the sample. This method is often used when probability sampling is impractical or when the research focuses on a specific subgroup. This study focuses on café visitors in Kota Bharu, Kelantan, aiming to understand their experiences and satisfaction with the local café industry. The target population comprises regular café goers, whose frequent visits provide valuable insights into consumer satisfaction. The fieldwork is conducted across various cafés in Kota Bharu, reflecting the diverse nature of the local café culture. By focusing on this specific demographic, the study aims to gather relevant and actionable data that can enhance the overall café experience in Kota Bharu. The findings will contribute to improvements in the café industry, ultimately benefiting consumer satisfaction and the local economy.

3.5 Data Collection

This study investigates customer satisfaction among café visitors in Kota Bharu, Kelantan, utilizing a quantitative research approach. The primary method of data collection involved distributing a structured questionnaire via Google Forms and WhatsApp. By targeting 384 respondents, the study aims to gather statistical insights into various aspects of café experiences, including customer preferences, satisfaction levels, and areas for improvement within the café industry. The research acknowledges the importance of both quantitative and qualitative data, with a focus on efficiently collecting and

analyzing statistical information. Through this approach, the study seeks to provide actionable recommendations that can enhance consumer satisfaction and contribute to the development of the café sector in Kota Bharu.

A pilot test involving 30 questionnaires was conducted to refine the survey instrument. This pilot test aimed to ensure clarity and relevance, enhancing the questionnaire's effectiveness for the larger study. Feedback from the pilot test participants informed adjustments to the questionnaire, improving its suitability for capturing meaningful data on customer satisfaction. By employing rigorous data collection methods and incorporating feedback from a pilot study, the research aims to provide valuable insights that can inform strategies to enhance consumer satisfaction and drive improvements in the local café sector.

This study investigates customer satisfaction among café visitors in Kota Bharu, Kelantan, focusing on various aspects of their café experiences. The research employs a quantitative approach, utilizing a structured questionnaire divided into 5 sections (A, B, C, D, and E) to collect data. The questionnaire gathers demographic information (Section A) and assesses variables related to assurance (Section B), price (Section C), product differentiation (Section D), and customer satisfaction with service quality (Section E). Likert scales are employed in Sections B, C, D, and E to measure respondents' levels of agreement with statements. Data collection is conducted online using Google Forms, ensuring ease of access and rapid data processing. The questionnaire link is distributed via WhatsApp to reach a diverse group of café patrons in Kota Bharu. By analyzing the gathered data, the study aims to provide insights that can inform strategies to enhance customer satisfaction and improve the overall café experience in Kota Bharu, Kelantan. The findings are expected to contribute to the development of the local café industry and benefit both consumers and café owners alike.

3.6 Data Analysis

This study investigates customer satisfaction among café visitors in Kota Bharu, Kelantan, using a structured questionnaire and quantitative data analysis methods. By surveying 384 respondents and employing statistical techniques such as descriptive statistics, Pearson correlation analysis, and reliability testing (Cronbach's alpha), the study examines factors influencing satisfaction levels in café settings. Through rigorous data analysis, the study aims to provide insights into improving service quality, pricing strategies, and product differentiation among cafés in Kota Bharu. By identifying correlations between service aspects (assurance, price, product differentiation) and customer satisfaction, the research contributes to enhancing consumer experiences and supporting the growth of the local café industry. Overall, the study emphasizes the importance of quantitative research methods in understanding and addressing customer preferences and satisfaction in hospitality settings, aiming to foster positive outcomes for both consumers and café operators in Kota Bharu, Kelantan

4.0 Result

4.1 Reliability Test

The reliability test (Cronbach's Alpha) was undertaken for the pilot test on Section B, C, and D all together. Cronbach's Alpha given a score for reliability or internal consistency of a scale and it is stated that as a number from zero to one with adequate values being at least 0.7. there for the result of Cronbach's Alpha value shown thatis higher than 0.7 are considered acceptable and reliable.

Table 1: Reliability Statistic for All Variables

All Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized items	N of Items
Assurance	0.842	0.839	7
Price	0.862	0.865	7
Product Differentiation	0.795	0.801	7
Customer Satisfaction	0.904	0.904	7

4.2 Demographic

Table 2: Demographic

Item		Frequency	Percentage%
Gender	Male	187	48.7
	Female	197	51.3
Age	15-20	25	6.5
	21-29	292	76.0
	30-39	38	9.9
	50 and above	7	1.8
Races	Malay	309	80.5
	Chinese	47	12.2
	Indian	28	7.3
	Single	308	80.2
Marital status	Married	76	19.8
Educational level	Secondary School	38	9.9
	Diploma	81	21.1
	Bachelor Degree	238	62.0
	Master	17	4.4

	Other	10	2.6
Income	RM1,500 and below	253	65.9
	RM1,501-RM2,500	67	17.4
	RM2,501-RM3,500	25	6.5
	RM3,501 and above	39	10.2
Q1	Below Rm10	52	13.5
	RM11 – RM20	146	38.0
	RM21 – RM30	105	27.3
	RM31 – RM40	27	7.0
	RM41 – RM50	19	4.9
	More than RM 51	35	9.1
Q2	Once	93	24.2
	2 times	144	37.5
	3 times	74	19.3
	4 times	32	8.3
	5 times and more	41	10.7
Q3	All by yourself	58	15.1
	Spouse	27	7.0
	Family	82	21.4
	Friends	197	51.3
	Colleague	20	5.2
Q4	Less than 30 minutes	68	17.7
	30 minutes to 1 hour	173	45.1
	1 hour to 1 hour and 30 minutes	86	22.4
	More than 1 hour 30 minutes	57	14.8

Based on the table 2, female respondents are the highest compared to male respondents with 51.3% and 48.7% respectively. This shows that female frequently go to Café in Kota Bharu Kelantan. This is because women more prefer comfortable and attractive places to eat. The majority of the respondents are between 21 to 29 years old, representing 76.0% of the whole respondents, while the least respondents come from the age of 50 and above with 1.8%. Based on this data, this can be concluded that respondents who usually go to Cafe are from 21 to 29 years old because they really like going to interesting and viral place and the Cafe has become a favourite among young people because of many facilities that they can get if they are at the Cafe. 80.5% of 309 respondents usually go to Café in Kota Bharu Kelantan was from Malay, followed by 47 respondents (12.2%) who from Chinese and 28 respondents with 7.3% from Indian. The higher respondents with 80.2% are from Single compared to Married with 19.8%. This shows that single people often go to cafes compared to married people and single people have more time for themselves and their work rather than married people. The frequency of educational level was more to Bachelor Degree. For frequency income majority people are from RM1,500 and below with 65.9% and 253 respondents. The most frequency respondent spend at the café are from RM 11 to RM 20 with 38.0%This shows that there are many respondents among students. The highest respondents that dine at a café in a month are from 2 time in a month with 37.5%. With friends are the highest respondents that usually dine with at café with 51.3%. the higher time with 173 respondents that spend when eating at a café are from 30 minutes to 1 hour with 45.1%.

4.3 Descriptive Statistics

Table 3: Descriptive Statistics

Variables	**N**	**Mean**	**Std. Deviation**
Assurances			
Are all the staff use good communication towards customers?	384	4.02	0.83
Do you think the staff reacts quickly to requests for amenities, food, and drinks?	384	4.01	0.79
Are all the staff able to answer the customer's questions properly?	384	3.96	0.80
Did all the cafe staff service reach your level of satisfaction?	384	3.89	0.77
Do you think good service can develop a good image for the cafe?	384	4.45	0.71
Do you think the staff always accept input and suggestions from customers?	384	3.87	0.91
Do you think the staff are friendly in serving guests/customers?	384	3.99	0.79
Price			
The price that the cafe offers to customers is affordable.	384	3.83	0.93
Are you satisfied with the pricing of the menu?	384	3.77	0.90
Do you think that the cafe's pricing policy is acceptable?	384	3.83	0.85
The price offered meet the quality aspect.	384	3.80	0.90
I usually accept price changes in the future.	384	3.85	0.89
The price match with the product benefits.	384	3.82	0.81
I usually spend most on food rather than drinks.	384	3.94	0.98
Product Differentiation			
Do you think all the cafe at Kota Bharu have their own uniqueness?	384	4.06	0.84

Do you think the product from each cafe product from each cafe provide can befound in any cafe?	384	3.78	0.98
Creative in promoting the cafe to attract more customers.	384	4.24	0.76
The cafe provides a unique experience to customers.	384	4.11	0.75
Cafes in Kota Bharu should create new menu and keeps up with current trends.	384	4.26	0.78
All cafes provide the quality of packaging.	384	4.11	0.83
All cafes provide quality of store's presentation.	384	4.06	0.85
Customer Satisfaction			
I feel satisfied with the service provided by the cafe	384	4.09	0.74
I am feeling comfortable in the cafe.	384	4.13	0.75
Were you satisfied with menu of all cafe at Kota Bharu?	384	3.97	0.86
The staff are polite, friendly and welcoming to the customers.	384	4.00	0.83
Would you recommend the cafe to your friends and family members?	384	4.09	0.79
How satisfied are you with the delivery of each cafe in Kota Bharu?	384	4.01	0.84
I will come again at the cafe to enjoy its food and beverages.	384	4.16	0.83

Table 4: Descriptive analysis of independent variable and dependent variable

Variable	Mean	Std.Deviation	Median
A	4.03	5.61	3.89
B	3.83	6.25	3.80
C	4.08	6.54	4.11
D	4.06	5.64	4.00

4.3 Correlation

Table 5: Correlation

Hypothesis	Remarks	Pearson correlation	Strength
There is a positive relationship between assurance and customer satisfaction	Supported	0.602	Moderate positive
There is a positive relationship between price and customersatisfaction	Supported	0.516	Moderate positive
There is a positive relationship between product differentiation andcustomer satisfaction	Supported	0.674	Moderate positive

5.0 Discussion

The discussion shows, the relationship between assurance and affecting customer satisfaction towards café in Kota Bharu, Kelantan. From the Pearson Correlation coefficient between assurance and customers satisfaction towards café in Kota Bharu, Kelantan is a 0.602. The p-value is 0.000, which is less than the significant level of 0.01. The relationship between assurance and customer satisfaction towards café in Kota Bharu, Kelantanis a moderate positive coefficient. Therefore, this study accepts the H1a for Hypothesis 1.

Next, the relationship between price and affecting customer satisfaction towards café in Kota Bharu, Kelantan. Pearson Correlation coefficient between price and customer satisfaction towards cafes in Kota Bharu, Kelantan is 0.516. The p-value is 0.000, which is less than significant level of 0.01. The relationship between priceand customer satisfaction towards cafes in Kota Bharu, Kelantan is a high positive coefficient. Therefore, this study accepts H1a for Hypothesis 2.

Then, the relationship between product differentiation and affecting customer satisfaction towards café in Kota Bharu, Kelantan. The Pearson Correlation coefficient between product differentiation and customer satisfaction towards cafes in Kota Bharu, Kelantan is 0.674. The p-value is 0.000, which is less than significant level of 0.01. The relationship between product differentiation and customer satisfaction towards cafes in Kota Bharu, Kelantan is a high positive coefficient. Therefore, this study accepts H1a for Hypothesis 3.

6.0 Conclusion

As a conclusion, the study's initial findings indicated the variables—such as assurance, price, and product differentiation—that influenced patron satisfaction with the cafe in Kota Bharu, Kelantan. For the pilot test, the researcher has gathered data from an additional 30 respondents, totaling 384. The feedback obtained from the pilot test by the researchers will assist in identifying the problems with the questionnaire. In this study, reliability measurement was also applied. Therefore, the questionnaire was checked before the researchers distributed it to the study population. Once these thirty respondents returned the questionnaires, mistakes and false information was corrected.Following the normalcy test, researchers also conduct pilot tests. In conclusion, the results of this observation areexcellent for all independent variables and variables, indicating that the implications of the findings for further research and analysis are relevant, precise, and substantial.'

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Conflicts of Interest

There is no conflict of interest in this study.

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APPENDIX

LIST OF REVIEWERS

The editor would like to express appreciation and thanks to the reviewers for their time and effort in reviewing and providing feedback on this empirical paper. Your insightful and constructive comments have played a crucial role in enhancing the quality of the publication, ultimately leading to its successful publication. Thank you for your dedication and support throughout the review process.

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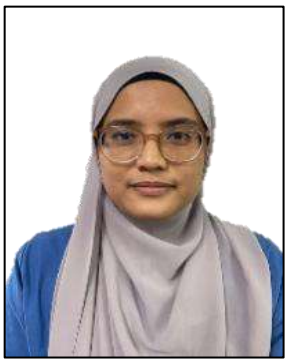

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