

ID040 – The Effect of Place Attachment on Island Holiday Destination Choice: A Structural Equation Modelling Analysis

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Abstract

Various literatures on tourism marketing have discussed many relevant views with regards to place attachment, and how it affects consumer's decision and choice. Drawing from prior theory on place attachment, we adopted place dependence, affective attachment and place identity as multidimensional construct to explain place attachment. This paper is intended to empirically support the contributions of these variables towards explaining consumer choice particularly in tourism context. A total of 300 respondents were conveniently invited to participate in this study, however, only 215 questionnaires were returned and deemed usable for the study. The findings supports that place dependence have a significant direct effect on holiday destination choice.

Keywords: *tourism experience; island holiday; place attachment; destination choice; place dependence*

1. INTRODUCTION

Over the past few decades, it is interesting to note that many researches have focused on the factors that effectively influenced the holiday destination choice. A number of variables are used to explain their effect on holiday destination selection such as destination's hospitality services quality, image, room, food and beverages, housekeeping standard (Musa, et al, 2011; Lockyer, 2004). In some studies all of these factors are believed to have major influence on holiday destination choice. Those are factors internal to the hotel or resorts, which derive the satisfaction, loyalty and satisfaction among travellers. However, there are also needs to identify some specific psychological behaviour to help tailor the marketing approaches to lure these travellers or tourists on their holiday destinations choice.

1.2 Literature review

Place attachment was developed in environmental psychology that portrays a bond between people and places (Hidalgo & Herna'ndez, 2001). This people–place bonding involves an emotional connection to a particular place (e.g., Cuba & Hummon, 1993; Fullilove, 1996; Giuliani, 2003; Hidalgo & Herna'ndez, 2001; Manzo, 2003, 2005; Mesch & Manor, 1998;

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Riley, 1992). The work of Backlund & Williams (2003) suggests that place attachment comprised from two key dimensions which is place dependence and place identity. Halpenny (2006) proposed place attachment is constructed using three different constructs which are place dependence, affective attachment and place identity by exploring the cognitive, affective and behavioural structure of place attachment, which was conceived as a three-factor notion comprising place specific beliefs (place identity), emotions (affective attachment) and behavioural commitments (place dependence). According to the authors, place dependence concerns with the behavioural advantage of one's preferred place relative to other settings, affective attachment on the other hand is defined in terms of positively strong feelings about the place and place identity is the suitability or match of the symbolism and image of the place and the self-concept of the tourist. Some prior research has conceptualised affective attachment in predicting tourists' behaviour (e.g. Yuksel, et al, 2010; Tsai Shu-Pei, 2012). Giuliani and Feldman (1993) defined attachment as represented by either emotional or affective bond between a person and a particular place. Thomson (2006), later had agreed that attachment is a theory that pooled together a few variables that are related to each other, consist of people, place, possession and brand. Thus, a common theme would be able to bring a few people together. The author also stressed that attachment theory can be used as an appropriate theoretical foundation to investigate consumer's affectionate ties towards firm since it involves investigating human's inclination to form, maintain and dissolve affectionate ties. Research on attachment had been further extended into place attachment by Shu-pei Tsai (2012), whom had proven its importance on tourism industry. The author mentioned that place attachment can be a marketing strength because of having a strong impact on the tourist's attitudinal loyalty and revisit behaviour to the destination, which may induce strong sense of security, trust, confidence, attractiveness, cheerfulness and identification in the tourist, which in turn create the desirable and memorable experience sought by the tourist. Therefore, we subsequently propose:

H₁: Place Dependence provides significant direct effect on Holiday Destination Choice.

H₂: Place Identity provides significant direct effect on Holiday Destination Choice.

H₃: Affective Attachment provides significant direct effect on Holiday Destination Choice

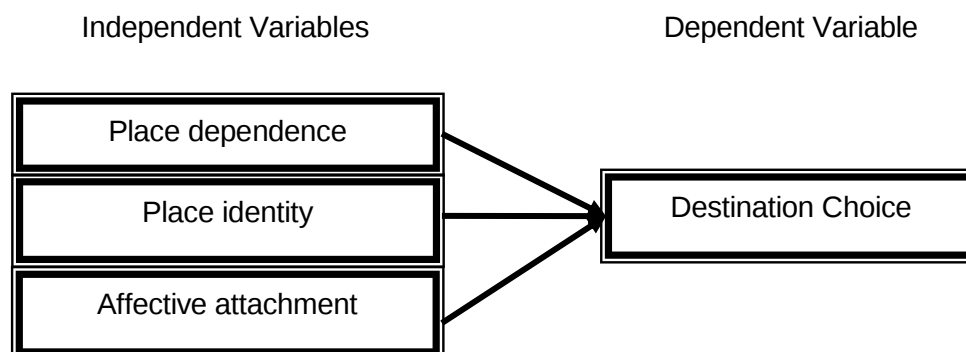


Figure 1: Hypothesised structural model

2. METHOD AND MATERIAL

A total of 300 respondents were conveniently invited to participate in this study, however, only 215 questionnaires were returned, which generates a valid return rate of 71.6 per cent. The respondents are the adult tourists staying at least one night at various selected locations on three major island destinations in Malaysia. The three major islands are Tioman, Perhentian and Redang, Malaysia. A questionnaire was developed using various literatures of place attachment and comprising of seven point Likert scale format (1= Strongly Disagree to 7= Strongly Agree). The first sections of the questionnaires involve the measurement construct for Place Identity, Place Dependence, and Affection Attachment. The second

section was designed to measure holiday destination choice. We adopted a two-step approach which was recommended by Anderson and Gerbing (1992). First, we conducted a Confirmatory Factor Analysis (CFA) to test a measurement model for the four dimensions within the construct of Place Attachment and Destination Choice. We then identify the causal relationship of the four latent constructs. This is done to examine whether it would fit the structural model.

3. ANALYSIS AND RESULTS

3.1 Exploratory factor analysis

An assessment to see whether the data is suitable for factor analysis was conducted. Tabachnick and Fidell (2007) suggested a check on the correlations matrix for coefficients to be greater than .3. Otherwise, the data set may not be appropriate for factor analysis. We further analysed Kaiser-Meyer-Olkin (KMO) sampling adequacy and Bartlett's test of sphericity in order to assess the factorability of the data set. The KMO index of 0.941 suggested a good value for factor analysis and Bartlett test of sphericity is significant at ($p < .05$). Using the Maximum likelihood extraction and rotation with Promax with Kaiser Normalisation, the data generated four dimensions. Items measurement that has low factor loading (> 0.5) or high cross loading (< 0.3) were removed, in order to achieve interpretable solutions. A four factors measurement model were developed, which consists of Place Identity (7 items), Place Dependence (4 items), Affective Attachment (4 items) and destination choice (3 items) generated an Alpha Coefficient of 0.871 to 0.924 as shown in Table 1 below.

Table 1: Exploratory factor analysis

	Factor Loadings			
	1	2	3	4
<i>Cronbach Alpha</i>	0.924	0.904	0.893	0.871
<i>AVE: Average Variance Extracted (above 0.5)</i>	0.683	0.669	0.629	0.660
<i>CR: Composite Reliability (above 0.6)</i>	0.924	0.889	0.869	0.850
F1-Place Identity				
Island holidays plays a central role of my life	.904			
Island holidays say a lot about who i am.	.890			
A lot of my lifestyle is organized around island holidays	.877			
I can really be myself when going for island holidays	.791			
Island Holidays is a reflection of my lifestyle	.756			
I am very interested about what others think about my island holidays.	.695			
I really indulge myself when going for island holidays	.640			
F2-Place Dependence				
For me, island holiday is the best of all holidays.		.924		
Island Holidays is the most satisfying things that I do.		.854		
I get more satisfaction on island holidays than any other holidays.		.780		
Island holiday excites me the most compared to other holidays.		.695		
F3-Affective Attachment				
I have positive strong feelings about this island.			.964	
Other leisure activities don't interest me as much as island holiday.			.836	
I am not sure what i would do if my island holiday plan being cancelled.			.710	
I don't have time to spend participating in others leisure activities			.621	
F4-Holiday Destination Choice				
Would recommend island holiday to anyone that asks me.				.988
Island Holiday is the first on my list.				.736
I don't mind paying a higher price for my island holiday				.679

3.2 Confirmatory factor analysis

The confirmatory factor analysis (CFA) was conducted to checking the appropriateness of the measurement. We run the CFA procedure simultaneously for all constructs. Analysis of the AMOS output indicated that after deleting eight questions in the scale, all fit statistics are acceptable by coming up with the indices of, $\chi^2 = 301$, Goodness of Fit Index (GFI)= .871, Adjusted Goodness of Fit Index (AGFI)= .825, Comparative Fit Index (CFI)= .948. In conclusion, it is reasonable to claim that all the measures used in the study possess adequate psychometric properties.

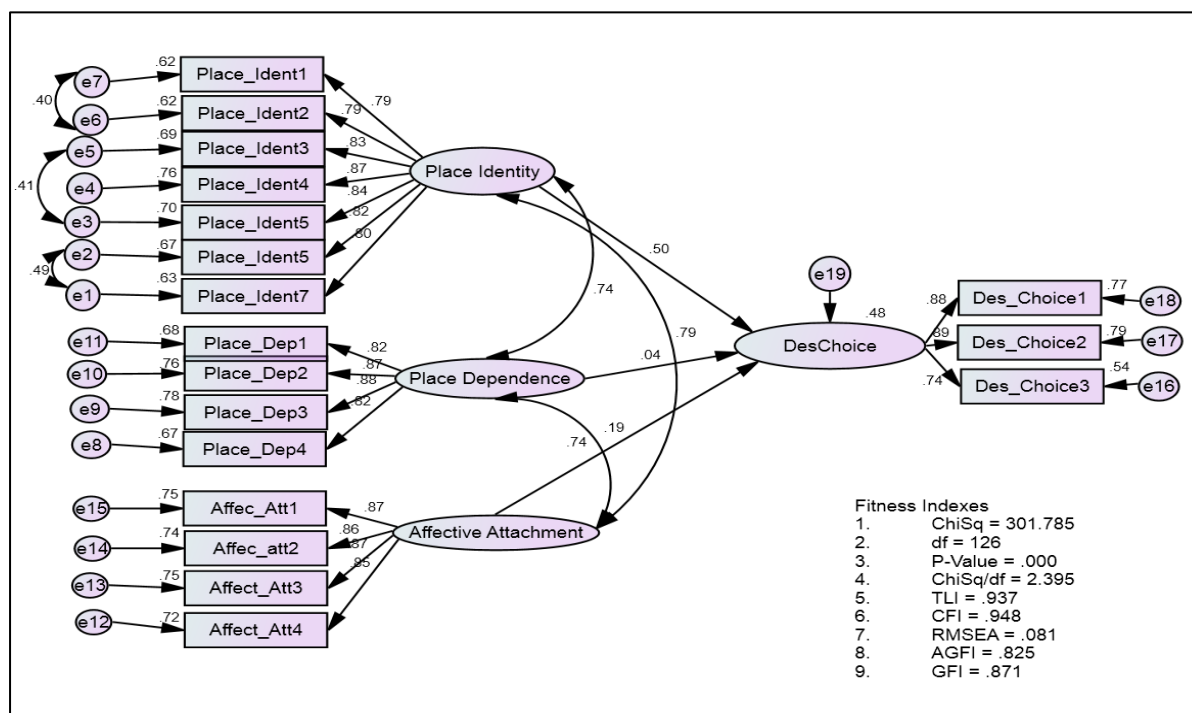


Figure 2: Result of the hypothesized model

Table 2: The regression weights of place dependence, place identity and affective attachment in predicting holiday destination choice.

Construct	Path	Construct	Estimate	S.E	C.R	P-Value	Result
DesChoice	<---	Place	.654	.089	7.311	***	Significant
DesChoice	<---	Dependence					
DesChoice	<---	Place Identity	-.062	.117	-.526	.599	Not Significant
DesChoice	<---	Affective	.212	.117	1.820	.069	Not Significant
		Attachment					Significant

4. DISCUSSION AND CONCLUSIONS

This study is set out to investigate the impact of place attachment using Place Dependence, Place Identity and Affective Attachment on holiday destination choice. This study had found that there was a significant relationship between Place Dependence and Destination Choice, however, Place Identity and Affective Attachment shows insignificant relationship. Based on the analysis, this study confirms the existence of attachment construct pertaining to the destination choice especially in terms of place dependence. This may mean that most of these domestic visitors to the island are those who really enjoy the experience they had when visiting island. They are sort of people who would not mind spending their time and money because of their passion for island holidays.

The second objective in this study is to identify which variable of Place Attachment would influence destination choice. Regression analysis was used in order to substantiate the hypothesis testing. There are few limitations that should be considered. The current study used the data gathered from domestic tourists which may have visited the island destination more than once. This may suggest that the tourist may have grown fonder of any island destination. It may imply that as long as the destination is an island, they would enjoy the holiday, and another limitation is that seasonal international tourists were not covered in the study. Future research may move towards a more longitudinal data which will help

understand the effect of many other variables, such as seasonality to further explain the results of this study.

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ID061 – The Adoption of Sustainable Tourism Practices among Tour Operators in Malaysia

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Abstract

Sustainable tourism has emerged as an important consideration in the tourism industry. Upon realization of such importance, tourism stakeholders are urged to engage in the aforementioned development. In Malaysia, sustainable development is among the issues that highlighted especially by the government. In addition, the involvement of tour operators in sustainable tourism is highlighted with the issues of green washing, whereby tour operators know about their involvement, but were unable to identify their roles in sustainable tourism. Other than that, tour operators have obligations towards sustainable tourism due to their roles in business sustainability and destination sustainability. Therefore, this study is conducted to identify the sustainable tourism practices adopted by tour operators in Malaysia and to identify the business characteristics that may influence the adoption of sustainable tourism practices. A structured questionnaire was distributed and 295 respondents have been analyzed. Data were analyzed using SPSS software to examine the relationship between business factors and adoption of sustainable tourism practices. The result of this study is significant to contribute to existing literature on tour operator's adoption in sustainable tourism and factors that may influence the adoption of sustainable tourism. Practically, the findings from this study are able to improve the involvement of tour operators in sustainable tourism in Malaysia.

Keywords: *sustainable tourism practices, tour operators, sustainable destination management, sustainable business management, Malaysia*

1. INTRODUCTION

Sustainable tourism has emerged as an important consideration in tourism development worldwide. Upon realization of such importance, stakeholders are urged to involve in this type of tourism development. Among the stakeholders that require such involvement are tour operators (Budeanu, 2005; Schwartz, Tapper, & Font, 2008; Thuot, Vaugeois, Scherck, & Goodwin, 2009). Tour operators are the intermediaries in tourism industry that links tourism suppliers with customers. Meanwhile sustainable tourism is defined as:

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"
(UNWTO)

There is a growing research being conducted in this type of tourism development and it is discovered that sustainable tourism practices is among the highest contributor on sustainable tourism study which focused on general processes, practices, theories and trends (Ruhanen, Weiler, Moyle, & McLennan, 2015). Meanwhile, in other similar research that study on trends

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and patterns in sustainable tourism research, destination contributed higher in the aforementioned area (Lu & Nepal, 2009). A study on sustainable tourism showed that this type of tourism development is not a tourism product, but an aim that needs to be achieved in the tourism industry. Hence, study in this area has to be channeled into practical ways of assisting all forms of tourism to move toward sustainability (Lu & Nepal, 2009). Therefore, this indicates the requirement to conduct research on sustainable tourism that can assist the industry to improve in aspects of sustainability.

Tour operators are the intermediaries in tourism industry and they possess the responsibility towards sustainable tourism (Bicker & Black, 2015; Budeanu, 2005; Sigala, 2008; Tay & Chan, 2014). Studies on tour operators' involvement in sustainable tourism has been conducted by several researchers (Bicker & Black, 2015; Budeanu, 2005; Fredericks, Garstea, & Monforte, 2008; Tay & Chan, 2014) but it indicates that these areas of research still require further attention on the implication of sustainable tourism in tour operators businesses. In Malaysia, study on tour operators' involvement in sustainable tourism is still minimal (Anowar Hossain Bhuiyan et al., 2012; Tay & Chan, 2014; Zailani, Iranmanesh, Yusof, & Ansari, 2015) and it has already been conducted on specific destinations (Tay & Chan, 2014) without looking from business perspectives. Additionally, Malaysia is moving towards sustainability and sustainable tourism are encouraged to be practiced in this country. Realizing the importance of involvement of tour operators in Malaysia in sustainable tourism, this study is conducted to explore the involvement of tour operators in Malaysia on sustainable tourism. Furthermore, with the limitation of study on tour operator's involvement in sustainable tourism that looked from business and destination sustainability, this indicated the needs further study on tour operator's involvement in sustainable tourism in Malaysia.

Tour operators in Malaysia are encouraged to engage in sustainable tourism due to the impacts that they can bring towards destination sustainability and business sustainability. In addition, their involvement in sustainable tourism are required to reduce negative impacts in tourism destinations while staying competitive in order to survive in the industry due to the increasing number of tour operators in Malaysia and the existence of technology that has taken their roles in provision of services in tourism industry. Hence, this research is useful to measure the involvement of tour operators in Malaysia in sustainable tourism and to identify the business factors that may contribute towards the involvement on the aforementioned type of tourism development.

1.1 Purpose and objectives

The main purpose of the study was to determine the involvement of tour operators in sustainable tourism in Malaysia. The study emphasized on the adoption of tour operators in sustainable tourism practices. The adoption of sustainable tourism practices focused on sustainable business management and sustainable destination management. Specifically, this study had two major objectives:

1. to identify the sustainable tourism practices that had been adopted by tour operators in Malaysia
2. to measure the relationship between the business characteristics with the adoption of sustainable tourism practices among tour operators in Malaysia

1.2 Literature review

Sustainable tourism practices are the management guidelines for tour operators to implement sustainable tourism. It is related to the management system and can be supported with the consolidated framework. A study on trends and patterns in sustainable tourism research has been conducted by several researchers (Bramwell & Lane, 1993, 2008, 2012; Gössling, Hall, & Weaver, 2008; Hardy, Beeton, & Pearson, 2002; Ko, 2001; Lu & Nepal, 2009; Scott, 2011; Torres-Delgado & Palomegue, 2012; Ruhanen et al., 2015). It highlights the efforts of researcher to identify the pattern in sustainable tourism research. A study by Ruhanen et al.,

2015 on bibliometric analysis on sustainable tourism research, indicates that the analyzed articles predominantly focused on sustainable tourism practice as a general construct (19%) (i.e. conceptually driven papers focused on processes, practices, theories or trends), sustainable tourism development (10%) (i.e. developing tourism in a sustainable manner), nature-based tourism (7%) (i.e. general and/ or wildlife-based experiences in natural settings), protected areas (7%), small island destinations (7%), and ecotourism (6%). Therefore, this indicates that focus on sustainable tourism practices was among the most popular studies in sustainable tourism. Hence, this study will further emphasize on the adoption of sustainable tourism practices among tour operators that will looked at two major areas of sustainable business management and sustainable destination management.

1.2.1 Adoption of sustainable tourism practices

There are several studies that emphasized on the adoption of sustainable tourism practices (Le & Hollenhorst, 2005; Sarkis, Gonzalez-Torre, & Adenso-Diaz, 2010; Seidel, Recker, & Pimmer, 2010; Thuot et al., 2009). In determining the guidelines of sustainable tourism practices, many efforts has been taken either by the government, non – government, association and private sectors to develop this guidelines. Among the guidelines being introduced on sustainable tourism practices is by the Global Sustainable Tourism Council on Global Sustainable Tourism Criteria for hotels and tour operators. However, in the study on the effectiveness of such guidelines, it showed that the elements inside the aforementioned is not applicable to all (Bricker & Schultz, 2011) and therefore, several countries has taken initiatives to introduce individual guidelines for tour operators. For example, India – Comprehensive Sustainable Tourism Criteria For India, Thailand – Sustainable Thai Tour Operators Standard, Australia – Standard Ecotourism Australia, and Vietnam - Implementing Responsible Tourism In Tour Operation. This highlights the needs to have standards of sustainable tourism practices on specific countries based on criteria that introduced in literature.

The term of sustainable tourism is accepted as a broad concept. Hence, many scholars have used several terms to relate with this concept. Among the applicable terms being utilized are ecotourism (Ahmad, 2014; Font, Sanabria, & Skinner, 2003; Sangpikul, 2011), corporate social responsibility (Dodds & Kuehnel, 2010; KIM, 2009; Miller, 2001), supply chain management (Budeanu, 2009; Khairat & Maher, 2012; Morali & Searcy, 2013; Zailani et al., 2015) and green business (Aykol & Leonidou, 2014; Furqan, Som, & Hussin, 2010). Therefore the study on sustainable tourism practices is related with all of the abovementioned concepts.

In sustainable tourism practices, there are many elements that have been discussed. Realizing the importance of involvement in business sustainability and destination sustainability, these two major areas required in depth exploration on the practices related. In line with that, it should be noted that economic, social and environment perspectives must be considered. Based on literature, there were various elements that discussed related to sustainable tourism practices including local involvement on social perspectives, staff development from economic perspectives, preservation and conservation on environment perspectives and so on. Therefore, in this study, sustainable tourism practices are referring to sustainable business management and sustainable destination management. The items that reflect the sustainable tourism practices are illustrated in figure 1.

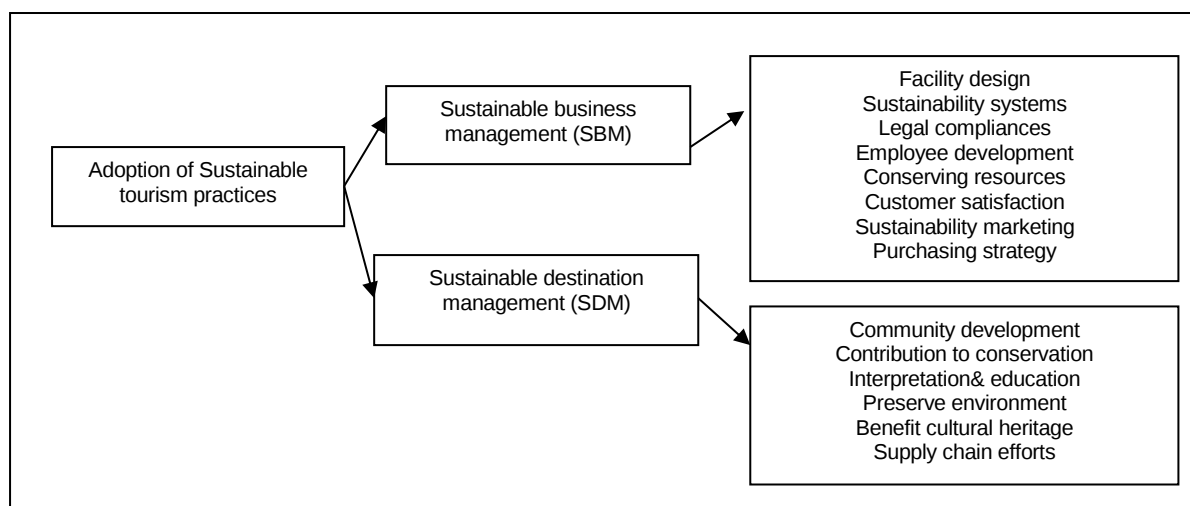


Figure 1 : Elements of sustainable tourism practices for tour operators

1.2.2 Business characteristics affecting the adoption of sustainable tourism practices

There were various factors that influence the adoption of sustainability. According to (Le & Hollenhorst, 2005), the most influential factor affecting business sustainability is firm size. However, many researchers have agreed that small and large firms do not affect adoption of sustainability. Therefore, this study will further test the existence of a significant relationship between firm size and adoption of sustainable tourism practices.

H1: there is significant relationship between firm size and adoption of sustainable tourism practices.

Apart from firm size, an age of a firm is one of the business characteristic that can influence the adoption of sustainable tourism practices. An age of a firm can be described as the particular firm's period of operational existence, i.e., the number of years a firm is in operation from inception (Deakin and Massey, 2013). Study on organization innovation practices by (Moohammad, Aini, & Kamal, 2014) in Construction Consultancy Services Organizations in Developing Countries indicates that a firm's innovation practices do not depend on its age. Therefore, this variable will be tested to prove whether a significant relationship exists between firm age and adoption of sustainable tourism practices.

H2: there is significant relationship between firm age and adoption of sustainable tourism practices

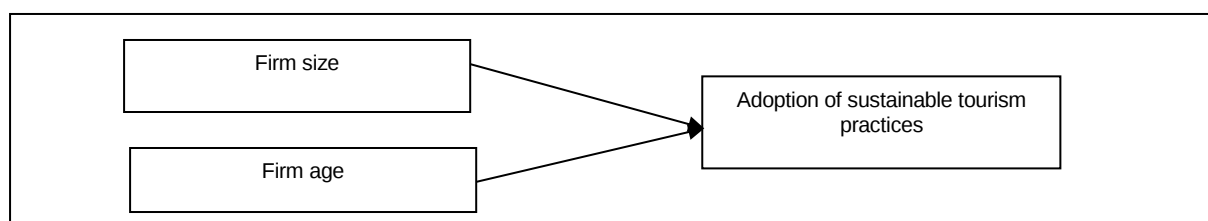


Figure 2 : Conceptual framework

2. METHODOLOGY

2.1 Research design

This study employed quantitative methods using structured questionnaires. The unit of analysis in this study is the key person in tour operators business; owner/ manager of the

company. The tour operators businesses involved the company that licensed with Ministry of Tourism and Culture Malaysia (MOTAC).

Data were collected using clustered sampling from a total population of 6656 registered with the Ministry of Tourism and Culture Malaysia. A total of 700 surveys were distributed among potential respondents. A total of 295 usable responses were collected with the response rate of 42.14%. The sample was estimated to be effective at a 95% confidence level with an error rate of $\pm 5.36\%$.

Subsequently, for data analysis, this study utilized the SPSS software to determine the frequency of response from the respondents. The aforementioned software is also used to determine the reliability of items used in this study.

2.2 Instrumentation

In this study, the variables tested are sustainable business management and sustainable destination management. Items for these variables are redefined from the first phase (preliminary analysis) of the study which subsequently utilized 16 items for sustainable business management and 15 items for sustainable destination management. These items were adopted from previous literature that discussed on sustainable tourism practices and was redefined through interviews and expert checking. The 7 point Likert scale is used; starting from low to high level of practices.

3. ANALYSIS AND DISCUSSION

The adoption of sustainable tourism practices among tour operators in Malaysia is still undefinable. Hence, this result can be used to measure the adoption of sustainable tourism practices among tour operators in Malaysia.

3.1 Demographic profile

In this study, 295 usable surveys have been used and analyzed. From a location perspective, the central region contributes to a higher percentage of respondents due to the large number of tour operator businesses and travel agencies available in this region. In terms of firm size, a majority of respondents originate from micro businesses with a capacity of 5 employees or less. This further confirms that a majority of tour operators in Malaysia comprised of SME businesses. From a firm's age aspect, most respondents in this study have been in operation for 11 years and more. The aforementioned indicates long established companies in the tourism industry. In aspects of company specialization, the highest number of respondents is involved in inbound, and subsequently followed by outbound tour packages. This reflects the involvement of tour operators towards destination sustainability.

3.2 The adoption of sustainable tourism practices

In this study, the adoption of sustainable tourism practices is examined based on company involvement in sustainable business management (SBM) and sustainable destination management (SDM). It is evaluated based on their level of involvement in the aforementioned two different types of variables. The SBM reflects the involvement of tour operators in business sustainability, and SDM reflects their involvement in destination sustainability as their main core of businesses. There are 16 items that tested for SBM and 15 items for SDM.

In this study, to measure the adoption level of tour operators in SBM, the percentage from the frequency of the respond has been calculated. Based on the response, many respondents showed their commitments on SBM at a high level of participation. This indicates that tour operators businesses in Malaysia have adopted SBM in their businesses at high level of participation in this SBM practices. However, there are still areas of improvement for tour

operators to really practice sustainability in their businesses. Among the areas that require improvement is facility design especially for the disabled and for purchasing strategy.

The second area to measure in this study is the adoption of SDM. It reflects on company involvement in destination sustainability. Similar to SBM, The percentage from the frequency of respondent has been calculated to measure the adoption in SDM. The result indicates that a majority of respondents has responded by stating a high level of participation in destination sustainability. This showed that tour operators in Malaysia have adopted sustainable destination management practices at high level of participation in their business operation.

Refer to figure 3; the level of adoption is not many differences between SBM and SDM. The higher percentage is at almost high level of practices in these two areas. It is followed by high level of practices and smaller number of respondent indicates that their involvement in both these areas at low levels. This highlights that tour operators in Malaysia has high level of involvement in practicing both SBM and SDM practices in their business operations.

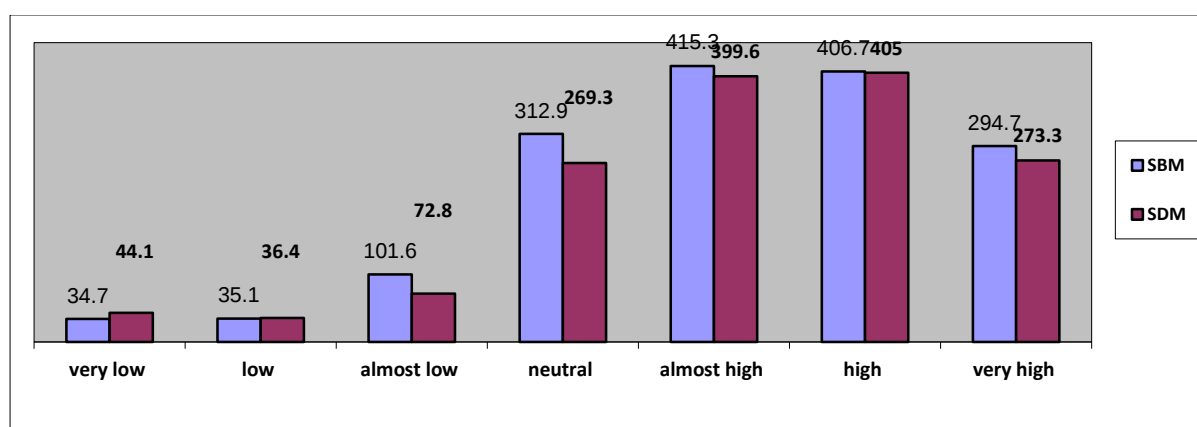


Figure 3 : The adoption of sustainable business management and sustainable destination management.

Finally, the adoption of sustainable tourism practices were then examined based on total practices of SBM and SDM. Referring to figure 4, it indicated that the level of adoption of sustainable tourism practices among tour operators in Malaysia is at almost high level of participation and it followed by at high level of participation. Based on the result, there still have low level of participation among tour operators in Malaysia on sustainable tourism practices. Therefore, this result showed that a majority of respondents has adopted sustainable tourism practices in their businesses.

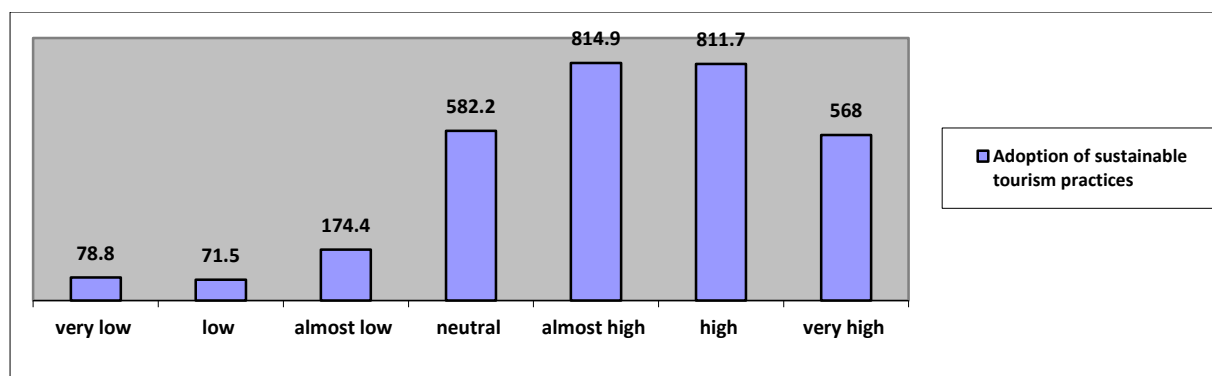


Figure 4 : The level of adoption of sustainable tourism practices

3.3 Business characteristics that influence the adoption of sustainable tourism practices

This study further test business characteristic that influence the adoption of sustainable tourism practices among tour operators in Malaysia using the SPSS software. Two independent variables are utilized in this study including firm size and firm age with the level of adoption in sustainable tourism practices. As stated in literature, it is difficult to determine the type of adopters in innovation practices. In this study, the types of adopters are classified into high adoption and low adoption. High adoption represents the respondents' responses from scale 5 - 7 and low adoption for responses from scale 1 - 4. The cross tabs statistics were used to measure the relationship between these variables. The results are shown in table 1.

Table 1: Analysis of business characteristics and adoption of sustainable tourism practices

Variables	High adoption (%)	Low adoption (%)	X ²	P
Firm size			4.691	.196
Micro	117 (80.1%)	29 (19.9%)		
Small	86 (82.7%)	18 (17.3%)		
Medium	16 (88.9%)	2 (11.1%)		
Large	26 (96.3%)	1 (3.7%)		
Firm age			2.859	.414
1 year and less	18 (85.7%)	3(14.3%)		
2-5 years	60 (76.9%)	18 (23.1%)		
6-10 years	72 (84.7%)	13 (15.3%)		
11 years and more	95 (85.6%)	16 (14.4%)		

A chi square test was performed on firm size and no relationship was found between firm size and the adoption of sustainable tourism practices, $X^2 = 4.691$, $p = .196$. This showed that firm sizes were poor predictors of the adoption in sustainable tourism practices. Even though large firms claim to tend to adopt more sustainable practices, it was proven in this study that big and small companies do not leave an impact on the adoption of sustainable tourism practices. These results support previous research by Le & Hollenhorst (2005) on tour operator's adoption in sustainable tourism practices at Vietnam that firm size were not significantly correlated with likelihood of adoption.

A chi square test was performed on firm age and no relationship was found between firm age and the adoption of sustainable tourism practices, $X^2 = 2.859$, $p = .414$. This indicates that firm ages are also poor predictors in the adoption of sustainable tourism practices. In literature, companies with long establishments tend to adopt sustainable tourism practices as opposed to new companies. However, in this study, the results reveal that no difference exists between new and long established companies in adopting sustainable tourism practices. These results are consistent with data obtained in study on innovation practices among Nigerian construction industry consultancy firms (Moohammad et al., 2014) that firms' innovation practices are not influenced by the firm's age.

4. CONCLUSION AND RECOMMENDATION

This study was designed to determine the adoption of sustainable tourism practices among tour operators in Malaysia and business characteristics that influence the adoption of sustainability. This study has identified that tour operators in Malaysia has adopted sustainable tourism practices in their daily operation. They have been involved in both sustainable business management and sustainable destination management. Based on the result, it showed that the level of adoption reveals that many tour operators in Malaysia has high level of adoption in sustainable tourism practices, but several improvements are needed to ensure that goals of sustainable tourism can be achieved in this country. The practices utilized in this study can be used as guidelines for tour operators to implement sustainability in their business operations. Therefore, the number of low adopters in Malaysia can be reduced to allow these tourism stakeholders to be able to claim themselves for being involved in sustainable tourism.

The second major finding was that organizational characteristics are not the predictors for adoption of sustainable tourism practices in Malaysia. The firm size and firm age have no relationship with the level of adoption of sustainable tourism practices in tour operators businesses. This was further supported the literature on adoption of sustainable tourism practices that firm size and firm age does not reflect the involvement in sustainability(Le & Holenhorst, 2005). Therefore, this study further recommend that further research is required to identify the other factors that may influence the adoption of sustainable tourism practices among tour operators in Malaysia.

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ID063 – The Contributing Factors of Food Poisoning in Catering Services

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Abstract

The issue of foodborne illness has become a major problem among people in the foodservice industry. It is an illness from consuming food that contains a harmful substance, harmful microorganism or toxins and can be considered as food poisoning. To make thing even worse food poisoning cases had caused several problems and even lead to death. This shows that the food poisoning issue is very crucial to be highlighted especially in catering services. These studies aim to identify and discuss the contributing factors that lead to food poisoning in catering services. The contributing factor includes food preparation, cross-contamination, and cleanliness. This study also discusses the mechanism on how to minimize food poisoning issues in catering services. This study is been conducted by using content analysis which allows the researcher to explore the conceptual and theoretical issues to enhance understanding of the data gathered from the previous researcher. Overall results revealed that food preparation, cross-contamination, and cleanliness have become the main factors that contribute to food, especially in catering services. It is suggested that the catering services should focus more on food handler practices so that they have become more knowledgeable with regards to food poisoning issues. This may help the catering services in controlling and minimizing the food poisoning issues

Keywords: food poisoning, food preparation, cross contamination, cleanliness, food handler, catering services

1. INTRODUCTION

Food and beverage is found to be one of the most important aspect of hospitality because food is a necessity for the people and it also one of the highest contributor in economic expansion as a whole (Chon & Maeir, 2010). According to Chon and Maeir (2010), foodservice industry can be divided into two groups, which are commercial and non-commercial. Non-commercial foodservice is known as institutional or on-site foodservice operation and the most common example of non-commercial foodservice are the one that is being served in school and university, military system, health care, business and industries also the club. On the other hand, commercial foodservice segment make up almost 80% of the restaurant and foodservice industry (Shumon, 2012). This shows that most organization venture into commercial foodservice rather than non-commercial, due to profit gain. Commercial foodservice operations do not serve institutional establishment, instead, this operation is focusing more on customer in the market (Chon & Maeir, 2010). Therefore, as the part of foodservice segment, catering act as the business of providing foodservice operation at distant site or a site like a hotel, public houses (pubs) and other various locations. Earlier study by Bourlakis and Weightman (2004) stated that catering can be divided either for business purposes, education or healthcare. It can also be a part of profit-

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oriented establishment such as restaurant, cafes, takeaways, pubs and travel catering outlets. Moreover, catering services offers customers to experience the service by picking up their own food. Additionally, the food that is being served must be safe for consumers to avoid the risk of human health that leads to diseases. There are few ways on how to monitor whether the food is safe for example by implementing the Hazard Analysis Critical Control Point (HACCP) system and Good Manufacturing Practices (GMP) (Garoyoa, Leturia, Rastrollo, Jalon & Vitas, 2014). According to Bryan (1992), HACCP is known as the systematic way to identifying the hazard at each stage of food preparation. By using HACCP, the risk area can be access and can be controlled to ensure the safety of food.

1.1 Problem statement of the study

Throughout the year, the issue of foodborne illness has become a major problem among people in the foodservice industry. Foodborne illness is an illness from consuming food that contains a harmful substance, harmful microorganism or toxins. Most of the food borne illness is considered as food poisoning caused by harmful microorganism (Selamat & Hassan, 2007). Food poisoning is defined as a situation where eating such a contaminated food can cause vomiting, diarrhea, discomfort, dizzy, drunk, headache and abdominal pain, and this includes foodborne diseases (Ismail, 2002). Besides that, the foodborne illness can occur through the environment in soil, air, water, and in the bodies of people and animals. Throughout the years, most of the people experienced food poisoning after eating at catering wedding. This issue will become even more severe if the food poisoning cases had caused deaths.

In Malaysia, there have been several cases on food poisoning where people have died and others have been poisoned after consumed food at open house, wedding or festival. In recent cases, it is recorded that three people died and more than 60 others were hospitalized after consuming "*ayam masak merah*" at wedding in Sg. Petani, Kedah. Reliable source have found that "*ayam masak merah*" was contaminated by *Salmonella paratyphi B*, *Java variant* germs (Sinar Harian, 2013). This shows that the food poisoning issue is very crucial to be highlighted especially in catering services. Therefore, this study will attempts to identify the contributing factor that lead to food poisoning especially in catering services namely food preparation, cross contamination and cleanliness. This study will also discuss on appropriate mechanisms on how to minimize food poisoning especially in catering services.

2. METHOD AND MATERIAL

This study is based on conceptual study which based on sourced of information that is available from any published records, websites, documentation and other types of written information. As for conceptual study all the information gathered are based from previous researcher. In addition, this study focused on research process like exploring previous journal and articles, online database from website and other sources that are associated with the study. Furthermore, all of the sources of information were gathered from library websites, online UiTM journals and reliable book. The study was using the non-numbering information which means this study is referring past researchers as a guideline and according to the title of the study. All the materials were gathered from library website, online UiTM journal such Elsevier, Google scholar and others.

3. DISCUSSION

The first objective is to discuss the contributing factor that lead to food poisoning in catering services. Based on previous researchers, it is found that there are three main factors that lead to food poisoning in catering services especially in Malaysia. The factor includes 1) food preparation, 2) cross contamination and 3) cleanliness.

Food preparation is known as the main contributor to food poisoning. In addition, food preparation referred to as how the food is prepared for eating, generally requires selection, measurements and combination of ingredients in ordered procedure to achieve the desired result. There are some elements that can be identified under food preparation which is food handler. Food handler is the person who works in a business and who handles food, surface or utensils that are directly be in contact with food such as cutleries, plates and bowls. Besides that, a food handler may do many different things for a food business for example cooking, preparing, serving, packing, displaying and storing food. Other than that, food handler also involved in manufacturing, producing, collecting, extracting, processing, transporting, delivering, thawing or preserving food. Previous study by Abdul Mutalib, Abdul Rashid, Mustafa, Amin Nordin, Awang Hamat and Osman, (2012) also identified food handler as the main person who cause food poisoning in catering services. Thus, the food handler is the person that contributes to food poisoning since most of them are the one that improperly managed the food. In fact, it is supported by Griffth (2000), as his study stated that around 97% of food poisoning cases in catering services are caused by the food handler. Michaels, Keller, Blevins, Paoli, Ruthman, Todd, & Griffith (2004) also stated that those food handlers who are infected can transmit infectious intestinal disease (IID) that caused by foodborne pathogens to the food that they handle through infection by fever, flu, skin disease and diarrhea. Consequently, if the food handlers do not really concerned about the hygiene during preparation or handling food, bacteria can easily contaminated or damage the food.

Furthermore, cross contaminations also known as one of the most common causes of food poisoning. It happens when harmful germs are spread onto food from other food, surfaces, hands or equipment. In general, there are few ways to separate every food during the process such as use a different cutting board for different materials in order to prevent cross contamination because the microorganism mobilize from one surface to another (Roberts, 2008). Raw foods can contain a harmful bacterium that spreads very easily to anything they touch, including other foods, worktops, chopping boards and knives.

The last factor which is cleanliness is something that involve with extensive hygiene purposes including personal hygiene, food hygiene, equipment and working environment. It is not only the level of cleanliness in food preparation to be emphasized but also in workplace, such manufacturing, producing, collecting, extracting, processing, transporting, delivering, thawing and other area. Each of food handlers should realize and ought to understand the significance of cleanliness on account of the vast majority of level of cleanliness of equipment and utensil is fractional by their place of storage at their premises. A study by Garayoa *et al.*, (2014) stated that utensils that were situated below work zones were dirtier than those placed on high shelves or isolated from working areas. In addition, the equipment and utensils that were not utilized frequently were likewise observed to be dirtier. Thus, the equipment and utensil must be washed before each use, even if it appears to be clean. Furthermore, by cleaning work surfaces, equipments and utensils it helps to prevent microorganisms contamination in arranged sustenance, coming to unsatisfactory levels. Nevertheless, microbiological investigation of surfaces turned out to be a compelling device for surveying the cleaning practices in a kitchen and for enhancing hygiene conduct to food handlers (Garayoa *et al.*, 2014)

In recent years, most cases of food poisoning are caused by food handler itself since they have a direct contact with the food. Other researchers such as Bryan (1990) and Griffth (2000) also highlighted that improper food handling, insufficient supplied with clean water and improper management of work environment also lead to food poisoning. As for conclusion, all the factors that caused food poisoning in catering services can be avoided or minimize depends on how the catering management and food handler itself managed the food before and after served.

In second objective, several mechanisms have been identified on how to minimize food poisoning. It is found that the best way is to minimize the food poisoning, includes all the following; 1) food safety practices of food handler; 2) hygiene practices; and 3) raw materials handling practices. Food safety and hygiene principles include the aspects of personal hygiene, maintenance of raw materials and cooked food, preparation, handling and food storage, cleaning and sanitation. Therefore, good personal hygiene practices are very important in food safety especially to the food handler since they are the one who have a direct contact with food. The food handler should maintain their personal hygiene by wearing appropriate clothes such as apron, headgear and suitable footwear. In addition, food handlers are strictly forbidden to smoke, coughing, eating or drinking or holding unwrapped food by hand or with hand injuries without wearing the gloves as well as other related activities that could contaminate food (Abdullah Sani & Oi, 2014). Other than that, the knowledge of the food handler and training to ensure that the food handlers has practice the food safety in proper way is crucial (Abdul Mutalib *et al.*, 2012). It helps to improve food safety practices by food handlers in better way resulted to the minimization of food poisoning.

Furthermore, the second mechanism that should be emphasized is hygiene practices. According to Chia (2002), the main factor of food contamination can occur when it has closely related to personal hygiene of food handlers. Food hygiene can be achieved only if the cleanliness of food handler and equipment are guaranteed. Besides that, hygiene also includes the entire food preparation process, from the level of cleaning the raw material up to levels of wash and drain (Abdul Rahman & Saad, 2011). Other than that, clean equipment should also be emphasized. In the foodservice industry, plant and equipment is a basic requirement for all operations other than raw materials. According to Hashim (1998), kitchen utensils should be washed with clean water, lathered and rinsed with a suitable cleaning agent. According to Miskin (2007), the use of equipment not only limited to the preparation of raw foods, but the cooked food as well. The spread of bacteria occurs very quickly when the same equipment used in the handling of raw and cooked food. It is supported as McSwane, Rue & Linton (2003) study that signify cross contamination can occur when the surface of food is contaminated with microorganism as the raw material contact with any surface, equipment, utensil, food or food handler's hand.

The third mechanism to minimize food poisoning also includes raw materials handling practices. In the process of handling food and ice cubes, fish and meat should be cooked immediately or wrapped and stored in the correct place such as in the refrigerator. Vegetables and fruits should be cleaned as well with water and stored in a cool place before used. Food should be stored by using the First In, First Out (FIFO) concept. Shipping stocks of raw materials will be stored in advance to ensure that the earliest use of the stock. Ice cubes should be stored as well in clean containers and handled in a clean way by using scoops (scoop) ice (MOH, 2003). Raw foods such as meat, poultry and fish contain high amounts of bacteria. However, through proper cooking methods, the bacteria could be killed and nutritional value could be maintained. As a conclusion, raw materials handling practices is important because food handler must identify which item should be stored at the right place. For example they should know that the raw item and dry item should be separately stored. Besides that, they need to know the First in First out (FIFO) concept in receiving and checked out item at storage area.

4. CONCLUSIONS AND RECOMMENDATIONS

In conclusion, this research paper is based on content analysis which allows the researcher to explore the conceptual and theoretical issues to enhance understanding of the data. The analysis is performing manually by undertaking a thorough read on the materials related to the study. The study discuss the three contributing factors that lead to food poisoning

especially in catering services including food preparation, cross contamination and cleanliness. Additionally, it is found that all of the factors discussed are closely related to the people or food handler itself. From this study, food preparation is found to be the factor that mostly influences food poisoning since it involved the direct role of food handler in preparing the food items. The catering services should focus more on food handler practices so that they were become more knowledgeable with regards to food poisoning issues. This may help the catering services in controlling and minimizing the food poisoning issues. Moreover, continuous motivation is crucial in ensuring food handler to be more positive and do not underestimate the issues related to food safety. On the other hand, this study will somehow benefit the owner of foodservice organization especially the catering services as a guideline in managing their establishment. From academic perspective, the mechanisms and implications of the study will increase awareness among students on the existing issues in foodservice industry.

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ID073 – The Positive Consumption Emotions and Customer Retention in Resorts in Kuching, Sarawak

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Abstract

This study was designed to examine the positive consumption emotions and customer retention in resorts in Kuching, Sarawak. Through personally administered questionnaires, a significant of data was gathered. This research study was carried out in Kuching Sarawak. With regard to the area of the study, three numbers of resorts have been chosen in order to collect relevant information. With this benchmark plus the time constraints, 60 customers from each resort were surveyed. As a result, a total of 180 questionnaires were collected and 150 were found useable thus giving reliable and meaningful results. A series of analyses looking at frequencies and mean scores statistics was undertaken. Results revealed that emotion the guests feel during the consumption period significantly brings effect on their intention to repurchase or revisit the location. The study found that customer's intention to repeat purchase or revisit is also based on the emotions the organizations make them feel. By relating each of the consumption emotion variables with the customer retention variables, it was proved that that each emotion affects in different degree. Thus, the managers of service organization could refer to create the better experiences for their customers and plan a better-quality system that could drive customer loyalty, particularly by securing their emotions.

Keywords: *consumption emotions; customer retention; revisit; repeat purchase*

1. INTRODUCTION

Understanding emotions is crucial for hotel because customer's feeling concerning service affect their buying decisions (Sperdin, Peters and Strobl, 2012). Thus emotions are an important elements of satisfaction formation. In addition, the successful in the hotel industry depends on understanding the key factors of customer satisfaction. Customer satisfaction leads to purchase repetition, intention to revisit, and potential increased future patronage of the hotel (Syakirah and Faizzurrahman, 2014). Satisfying customers during their first visit and prolonging their stay can help develop customer loyalty and thereby encourage the desire to revisit the destination (Jani and Han, 2013). Hence, consumption emotions are important components of customer response and influence customer satisfaction and repeat patronage (Laverie, and Kleine, 1993).

Furthermore, to retain customers in the hotel industry has become significantly important with the rise of competitions among each hotels and resort exist. Lodging facility that can attract, maintain, fulfill and retain their customers has more chances to survive in the competition. To sum it all up, the longer the customer's stays in the long – term relationship with the hotel or resort, the more likely the lodging facility, the more profitable relationship comes to the

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Organization (Sim, Mak and Jones, 2006). Customer's retention is never easy due to its long, time consuming process and it is a very costly process.

Even though the relationship between emotions and customer retention has been researched for many years, this study extended that research to look at the positive emotions consumptions and customer retention in the hotel industry. What effects will positive consumption emotion brings to the resorts customer retention?

1.1 Problem statement of the study

According to Argan and Akyildiz (2014), many companies took their customers for granted in the past and with fast growing markets companies did not worry about fully satisfying their customers. Therefore, companies were gaining and losing customers constantly which known as "leaky bucket" theory. Due to that, it will involve of higher costs than if a company retained its loyal customers. Customers who are lost to competitors is a customer defection and if the number of customer defections in a company are reduced for example by 5 per cent then companies can improve profits from between 25 to 100 per cent (Lo, 2017)

Aydin (2012) stated that high market competition level makes business entity has difficulties on attracting new customers. Competition nature between businesses not just focuses on fulfilling customer needs and wants, but also securing each customer's emotions. According to Judeh, (2013), deep understanding on the customer's emotions gives advantage to organizations in improving their customer loyalty (Razzaq et al., 2017). In contrast, consumer negative emotion, such as unhappiness and anger after experiencing the service will affect their intention to being loyal. Customers who experienced negative emotion could have no intention to repurchase or revisit in the future. The goals of any resort organization are to provide something that will formulate positive emotions inside the consumers. Once the organization has failed to satisfy the customer emotion; for example, excitement and comfort, the customer willingness to revisit will negatively affected.

Meanwhile, the customer satisfaction is relying on how the organization made them feel. Judeh (2013) stated that there will be consequences of consumer emotions because the customer feelings during the service moment will give influences on decision making, repeat patronage, satisfaction, loyalty, complaining and switching (Razzaq, 2017). Negative emotions the customer gets during the service happen perhaps affecting his or her overall satisfaction although there is another area of service is good, and this will lead to no customer retention. Thus, this study determines how positive consumption emotion influence customer retention to the resorts in Kuching, Sarawak.

1.2 Literature review

1.2.1 Customer emotions

Deng, Yeh and Sung (2013) mentioned in her study that the true meanings of emotions, which are remain unclear. She highlighted some idea of emotion's definitions from various researchers, and some of them try to understand emotion based on its characteristics. Emotions can be categorized into positive, negative, or both combined (Laverie et al., 1993). Syaquirah and Faizurrahman (2014), define consumption emotion as feelings that exist as the result of product's consuming period. As cited by Maguire and Geiger (2015), consumption emotion is "set of emotional responses elicited specifically during product usage or consumption experiences". On the other hand, Aydin (2012) proposed, "Affect Theory" defines happiness as an emotion determined by the subjective assessment of how we feel after taking everything into consideration". Consumer happiness also related to product quality. Maguire and Geiger (2015) stressed that the goodness of service quality not only lead to consumer satisfaction but also contribute on consumer happiness. They found that the higher the quality of goods and service, the happier the consumer. Sim, Mak and Jones (2006) reported that customer satisfactions are strongly driven by the feeling of joy in customers. Researches

indicate that the feeling of joy mediates the sequences of perceived price and perceived quality on customer satisfaction.

1.2.2 Customer retention

Retention according to Lu et al (2015) can be interpreted as an intention to continue to do or extending one's business relationship with a certain company on a regular basis. Retention also can be defined as the customer's and consumer's fondness, distinguishable, faith, desire to endorse, and the intention to comeback to repurchase, with the first from four characteristic being the emotional-cognitive retention constructs and the last two being behavioural intention (Syaqirah and Faizurrahman, 2014). The authors added the level of customer retention in the accommodation industry has significantly becoming more crucial. Furthermore, according to the statistic made by there is 5% increase in customer retention which interpreted into a 25% to 125% growth in the profit-making of nine selected service firms. This is due to the fact that long-term customers purchase more than normal customer would bring in new customers needed short amount of service providers time and less sensitive to the change in price according Razzaq, Yuosaf and Hong (2017). It has been proved by Sperdin, Peters and Strobl (2012) that the cost for attracting or finding new customers is seven times greater than that of retaining old customers. Moreover, strengthening customer retention will lead toward profit increase to the organization and in order to strengthen the retention of customers, it is necessary for hotel managers to comprehend the relationship between customers' satisfaction and customer retention.

Cullagh (2010) stated that customer retention is an essential element in the hotel industry in order to secure hotel supportability and expansion plan for a longer period. Thus, it is the hotel's responsibility to make sure that they had been always to fulfil their entire customer's need and want from time to time. Whenever there are problems emerge, they need to concentrate with the present situation and be able to handle it swiftly. Furthermore, management within the hotel's needs to make sure that individual client to be satisfies as they can be. If the management is earnest about helping their customers successful, retention is important but not adequate factor to their satisfaction. In fact, the thought of retention should be the least expectation for customer success that they will continue to return to the hotel after their first year (Syaqirah, 2014; Faizurrahman, 2014).

2. METHOD AND MATERIAL

The combination of quantitative methods was found as the most appropriate method of this study. Thus, the questionnaire survey is developed to evaluate consumers' positive emotions consumption the customer retention which are the main issues of this research.

2.1 Data collection method

In order to measure the customers' consumption emotion and customer retention, self-reported experience through a questionnaire survey was chosen as the best approach for data collection. Three resorts were targeted for the purpose of the study, and Kuching Sarawak has been chosen. It is because of the colorful and multiracial cultures with diverse festivals, the natural heritage, treasure trove of flora and fauna and the largest rainforest than any states in Malaysia. This factors had lead to the high tourist arrival in Sarawak, thus make resort is the better one for them to stay (Lau, Oh and Hu, 2008).

Apart from that, the only 3 resorts chosen were Damai Puri Resort and Spa, Permai Rainforest Resort and Damai Beach Resort. Simple random sampling is the most appropriate for this study. Furthermore, (Sekaran, 2000) stated that this sampling design also offers the most generalized ability and has the least bias. Given that consideration, all the customers who stayed in the resorts were the targeted respondents of the questionnaires distributed. With regard to the sufficient number of respondents for this study, Roscoe's (1975) rule of thumb indicated that sample sizes larger than 30 and smaller than 500 are appropriate for most

research. With this benchmark plus the time constraints, 60 customers from each resort were surveyed. As a result, a total of 180 questionnaires were collected and 150 were found useable thus giving reliable and meaningful results.

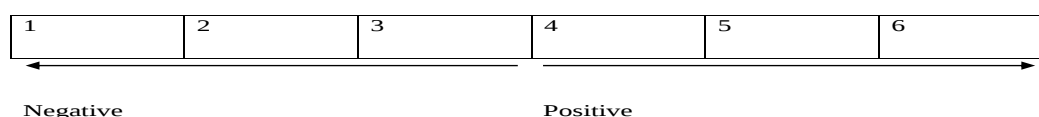
The customers received a set of questionnaire during their check-in and submitted during check-out. Before proceeding with a set of questions, each respondent who agreed to take part was briefed about the study and given the information through the information sheet attached to the questionnaire. The information also stated that participation was voluntary and respondents were free not to complete, or to answer any question in the questionnaire. In addition, the information sheet informed respondents that all information provided by them was strictly confidential and that no individual respondent would be identified.

In planning the style and format of the questionnaires, closed-ended questions using a numerical Likert type of scale was used in this study. The survey questionnaire was divided into four major sections. Each section contained questions addressing the variables to suit the research objectives.

3. ANALYSIS AND RESULT

3.1 The analysis of consumption emotions

The scale was separated into two segments, which are negative scale and positive scale. The reason for the authors doing so is to combine together each of both scales of negative (1, 2, 3) and positive (4, 5, 6). The most scale selected by respondents represents their either negative or positive emotions.



The descriptive statistic looking at the mean scores given by the respondents on their Consumption Emotions. The respondents' consumption emotion percentages are presented in (Table 1).

Table 1: Analysis on consumption emotions N=150

No.	Item	n	Mean (m)	S.D
1.	I felt to be in good hands	150	4.64	.531
2.	I enjoyed the activity	150	4.55	.502
3.	I was happy with the stay	150	4.53	.501
4.	I was pleased with the stay	150	4.52	.533
5.	I didn't even realize how time was passing	150	4.56	.602
6.	I was relieved	150	4.43	.542
7.	I feel peace during my stay	150	4.36	.683
8.	I was contented with the stay	150	4.52	.533
9.	I forgot everything around me	150	4.64	.547
10.	I felt excited	150	4.74	.440

By looking at the table, it can be said that the respondents were strongly agreed to the most of the questions of consumption emotion during their stay in the resort. Out of ten items, eight (8) appeared to have strongly agree result; meaning that they have a very strong agreement with the statement given. This is in line with the magnitude of mean scores given on the statement that the respondents felt to be in good hands (Item 1, $m = 4.64$). In addition, respondents seem to strongly agree with the statement that they enjoyed the activity in the resort (Item 2, $m = 4.55$). Similarly, respondents strongly agreed that they was happy (Item 3, $m = 4.53$) and pleased (Item 4, $m = 4.52$) with their stay. Besides, the respondents also have a strong agreement about the statement when they didn't even realize how time was passing when they stay in the resort (Item 5, $m = 4.56$) and they viewed that it leads to the feeling of relieved

(Item 6, $m = 4.43$). Similarly, the respondents also agreed that they felt peace (Item7, $m = 4.36$) and contented with the stay (Item 8, $m = 4.52$). Additionally, the respondents agreed with the statement that they forgot everything around them while their stay (Item 9, $m = 4.64$) and they really excited with the resort (Item 10, $m = 4.74$).

3.2 The Analysis of Customer Retention

The descriptive statistics look at the mean scores given by the respondents in order to determine the Customer Retention. The respondents' scores are presented in (Table 2)

Table 2: Analysis on customer retention N=150

No.	Item	n	Mean (m)	S. D
1.	I like to stay at this resort frequently	150	4.64	.547
2.	I would recommend this resort to my friend/my relative	150	4.36	.683
3.	I identify this resort as the one that bring satisfaction to me	150	4.25	.770
4.	I say positive things about this hotel to others	150	4.43	.542
5.	I am considering repurchasing this hotel	150	4.16	.979
6.	I believe this is a good hotel	150	4.23	.695
7.	I consider this hotel to be my first choice when I travel next time	150	4.37	.699
8.	I consider to extend my stay if I could	150	4.17	.882
9.	I will come back to this resort to repurchase the room and service again	150	4.55	.502

Looking at the mean scores of the listed items, it appears that the respondents agreed with the overall questions regarding customer retention to the resort. This is in line with the magnitude of mean scores given on the statement if they like to stay at this resort frequently (Item 1, $m = 4.64$). On the other hand, there are several items which are rated as agreed by the respondents. It seems like the respondents mostly agreed with the statement that they would recommend this resort to friend/relative (Item 2, $m = 4.36$). Besides that, the respondents also agreed that they identify the resort as the one that bring satisfaction them (Item 3, $m = 4.25$) and they would say positive things about this hotel to others (Item 4, $m = 4.43$). In addition to these, respondents agreed to the statement that they are considering repurchasing the hotel (Item 5, $m = 4.16$) because they agreed that believe the hotel they stayed is a good hotel (Item 6, $m = 4.23$). This notion is further supported when respondents also agreed to consider the hotel to be their first choice when they travel next time (Item 7, $m = 4.37$) and consider to extend their stay if they could (Item 7, $m = 4.17$). Additionally, they agreed they will come back to the resort to repurchase the room and service again (Item 7, $m = 4.55$). These results are expected as the respondents have positive consumption emotions towards their stay in the resort.

4. DISCUSSION

This research furthers understanding of the relationship between Consumption Emotion and Customer Retention for resorts. In this study customer's consumption emotion was found to be significantly related to customer retention. It was proved that the emotion of the guests feel during the consumption period significantly brings effect on their intention to repurchase or revisit the location. Furthermore, the result reveal the positive perceived service settings had induce positive consumptions emotions among customers and vice versa negative performance induce negative consumption emotions. Those positive or negative emotions associated with a service setting significantly impact customer satisfaction and it was supported by Sperdin, Peters and Strobl (2012) & Syaquirah and Faizurrahman (2014).

By relating each of the consumption emotion variables with the customer retention variables, the study recognizes that each emotions affect in different degree. Additionally, the result of the study proved that the delighted consumers were characterized by strong feelings of happiness, excitement, calmness, peace, pleased, enjoyed and relieved. This strong feeling of positive consumption emotions were believed affected by some attributes of the service delivery process which are impressive architecture, surrounding and environment, front-line

services as well as facilities provided in the resort they stay. This have resulted on many hotel providers have begun designing services to positively influence guest emotions as supported by proved by Cullagh (2010) and Razzaq, Yuosaf and Hong (2017).

On the other hand, the result proved the positive consumption emotion and customer retention are very crucial for the hotel in order to ensure hotel sustainability and have a longer growth. Therefore, whenever there are crises arise, the hotel or resort have to make certain that they had been able to accomplish all the customer's needs and wants from time to time. It was believe that, the customers who are satisfied have more repurchases intention and repeat patronage, which is returned on sales volume and profit maximizing in organizations. Hence, it can be determined; the stronger positive emotions experienced during the service encounter, the stronger the customer retention.

5. CONCLUSIONS AND RECOMMENDATIONS

This study established the result on customer consumption emotion and customer retention. More research might be conducted in order to assess which consumption emotions or feeling has a significant effect on retention. Furthermore, the future research could possibly explore more variables, such as hotel room service quality and customer satisfaction. Besides, in future research, it would be better if the data collection procedures might be conducted from different type of hotels in order to compare the customer's consumption emotion and retention.

This study could be very enlightening and imperative for the hotel managers in delivering a good quality service. The assessment of both variables enhances specific criteria in satisfying customer needs and wants thus encourages for repeat patronage. The positive feeling of consumption emotion such as happiness, excitement, calmness, peace, pleased, enjoyed and relieved clearly indicate would encourage their retention to hotel. All in all, monitoring customer retention is the main focus for managers in the hotel industry and they could plan a better quality system that could drive customer loyalty. Reformation hotel strategies could be very important to keep a loyal customer because new customer is more costly than to keep existing customers.

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ID075 – Emotional Labour: A Case Study of Secret Recipe's Employees at Kota Bharu, Kelantan

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Abstract

Emotional labour is the exertion needed to give organizationally desired emotion during communication. In hospitality service industries, this scenario will give both positive and negative effect to organization and customer satisfaction. In fact, employees who have failed to manage their emotion will give a negative effect to their company. Besides, it could lead to serious problems such as lack of employee morale and customers dissatisfaction. All customers expect good service prepared for them. Thus, it is vital that employees must have intention to fulfill their needs. Therefore, the objective of this study is to examine the level of acceptance of the emotional labour of Secret Recipe's employees. Three strategies that are studied further which are standard script, dress code and acting in this study. With 60 respondents among all six outlets of Secret Recipe's employees in Kota Bharu, Kelantan was collected. Analyses used by the researcher are frequency analysis, descriptive analysis and reliability analysis. From the result, most of the staff agreed that all three strategies: standard script, dress code and acting helped them in social skills and ability to communicate with customers and can guide employees to satisfy the customers. All 3 strategies are equally important and interrelated, nevertheless standard script is the most significant. Besides that, they believe it can increase confidence level and social skills with their customers.

Keywords: emotional labour; standard script; dress code; acting; employees

1. INTRODUCTION

Emotional labour is the exertion needed to give organizationally desired emotion during communication (Hwa & Amin, 2016). This is because the employees must manage their own emotions to create a good environment when facing problems during dealing with customers. Emotional labour increases the efficiency of working, and can reduce interpersonal problems (Lazanyi, 2010). Emotional labour is a process of managing both feelings for any organization that giving service especially in a hospitality industry. Previous research has showed evidence that emotional labour has positive impacts on organizational goal but also have negative impacts on employees' well-being (Hwa et al. 2010). Moreover, it also has negative effect on emotional labourers' attitudes towards jobs and organizations on their job performance as well as on their psychological and physical health (Choi & Kim, 2015).

In contrast, the positive impact of emotional labour involves the display of organizationally desired emotion, such as friendliness by customer service workers in their interactions with customers. It is significant activity as the skill with which emotional labour is performed impacts

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on perceptions of service quality. Another contributing factor to perceptions of service quality is the personality of service workers, as a social interaction (Anderson et al. 2002). Therefore, this current research aimed to investigate the influences of emotional labour strategies, such as standard scripts, dress code and acting on emotion management of Secret Recipe's employees.

1.1 Problem statement of the study

In service industries, emotional labour can be category as a major issue. This issue will give both positive and negative effect to organization and lead to customer satisfaction. Employees who have failed to manage their emotion will give a negative outcome to their company. Besides that, Madhavan and David (2010) believed that customers will continue to consume his previously product if the customers satisfied with it. Meanwhile, dissatisfied customers' will bad mouthing or tell negative stories regarding their bad experiences while dining at a restaurant. Customers will share about company to public that people will have bad view towards them. People who are involved in service industry, their organization are being asked to hide their true emotion and only display positive emotions to their customers. It is because negative emotional labour will give worst impact to their job performance and bad reputation on their organization (Choi and Kim, 2015). Persaud (2004) stated, employees should display their positive feeling or emotions such as smiling, friendly and energetic to their customers even though they feel the opposite. Who are known and good in managing emotion will give a positive impact to their customers and organization.

Based on the article Yeh et al. (2013) conducted a study in hospitality industry stated that, most customers are very sensitive with the service they get from the employees because they are deserve to get what they pay for which includes the ambience, the quality of food, friendly staff, uniform and price. Service employees, who cannot handle their emotion, will display their true emotion which is negative emotion such as angry and bad facial in front of the customers. The purpose of this study is to investigate the strategies on emotional labour towards standard scripts, dress code, and acting. This is because, customers have a mind concept, whereby customers are always right and expect the best service from the employees especially in service industry.

1.2 Literature review

Emotional labour

Hochschild (1983) introduced the term of emotional labour since she was in airline industry. The study stressed especially on flight attendants' emotional work. In line with the notion, many researchers have more efforts to improve the emotional labour concept. Based on that sociologist, she describes that management of feeling and attitudes or to discover a publicly observable facial and physical act is emotional labour. Emotional labour is also the exhibit of expected feelings by a staffs during service operation. It is also can define and performed by emotion regulation, deep acting and surface acting (Ashforth and Humphrey 1993). Furthermore, employees who are involved in service industry can be described as a frontline service staff. They are requiring work with customer face-to-face or voice-to-voice interaction and it is a job requirement in that occupation to give an appropriate expression during interaction (Rajesh and Dheeraj, 2015). According to Anderson et al. (2002), emotional labour is a skill or talent in significant activity which is their interaction with their customers and would give impacts on satisfaction of service quality for customers.

Besides that, emotional labour can be represent by workers who can manage their feeling such as facial expression and their interpersonal skill based on rules in order to build the good impressions to public and especially to their customers (Hochschild, 1983). In addition, based on the article wrote by Humphrey et al. (2008), the employees can get advantages from their emotion value at workplace. A few studies done by Abd Patah et al. (2009) denoted that workers are an important asset of an establishment of organization. Since their role at the front

line of the office, of course they have a lot of interaction with customers or clients such as communication and give a service. Another study by Ghazali et al. (2015), the employees should have a guidance in order to boost up the reputation of a company, service quality, perception and satisfaction of their patrons by watch over or regulate their thoughts, emotions and feelings through display rules. This also can give impact to work satisfaction to customer's performance and physical or psychological ranging of employees (Barger et al. 2006); (Hennig-Thurau et al. 2006).

Standard scripts

Standard scripts are scripts that can be used to guide the employees who have more interaction such as how to communicate, listen and give a service to the customers. Based on one of the supervisor at Secret Recipe Cake & Café in Kota Bharu, they have their scripts as a guideline to monitor all of the staffs. So, they know and have an idea how to communicate to customers in order to generate a favorable atmosphere. The purpose is to ensure their staffs have excellent attitudes and can treat their customers with best service. According to the study from Ghazali et al. (2015), the ways to make sure employees have great interaction with patrons, procedure like scripts should be introduced. Besides that, in service industry it has been broadly practiced. The scripts would be guiding the staff on how to treat customers by sequence. For example, staffs have knowledge on how to serve the customers step by step such as starting by greeting them, showing their table, giving a menu card, taking an order, repeating the order, serving their meals until they step out from restaurant or premise. The employees who have been trained by using scripts would have high confidence level to interact with customers. Scripts included standard roles and sequence for the next action, so, they have an idea to plan the next activities.

The article wrote by Abbott et al. (1985), scripts are proposed to describe knowledge about something that people do in their daily life. Scripts could be a communication tool for all employees to interact with customers. It might be able to improve social skill and increase the ability in communication among employee towards their customers. According to the hospitality reports by Victorino et al. (2012), in order to maintain the good service, interaction of their frontline staff, most hospitality industry have established scripts. The organizations have an expectation that all of their employees will follow all the details of scripts. All staff should use formal phrases when communicating with their guests for examples use "Good Afternoon" instead of "Hi" to make it formal.

Dress code

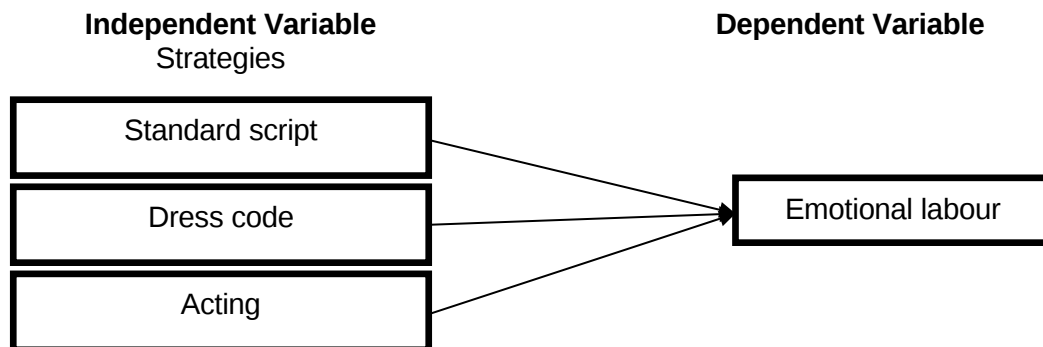
Dress code is also known as employees' uniform and the creation of a sense of organizational identity. Dress codes were more clear and complete in larger organizations compared to smaller firms, and also for employees in public-facing roles (Nath et al. 2016). According to Ghazali et al. (2015), dress code played the significant role in the process of constructing brand identity of an establishment. It was a powerful tool to show the organization concepts and values to customers. Dress code also affects the employees' attitudes. Color is one of the main contributors to effecting employees' attitudes. This is because research in non-verbal communication suggests that colors generate influential associations. Colors are sometimes used as a stratification technique. For example, it shows that the different job levels are segmented while attempting to convey an overall harmony (Nelson & Bowen, 2000).

Acting

According to English oxford living dictionaries, acting can be defined as to take action or do something to be better. There are two specific types of emotional labour, and they are called deep acting and surface acting. Surface or deep acting will be chosen by employees in order to comply with the situation when faced with organizational that requires certain emotional responses (Tang et al. 2013). Surface acting is employees' emotions that are not actually felt, by changing their outward appearances. Controlling one's appearance or behavior to exhibit the emotions the situation dictates, without changing one's actual underlying feeling (Hoffman,

2015). Deep acting can be defined when an employee modify their inner feelings to create a sense of hypocritical by working up with their own feelings when facing with customers. As an example, they try to modify their emotional to better reflect the appropriate requirements for their job to conduct their feelings (Tang et al. 2013).

In this case, the surface acting strategy is different from the deep acting strategy, and can be named 'fake in bad faith'. The surface acting strategy tries to change even employee's internal emotion in the direction of normative emotion (Choi & Kim, 2015). Surface acting is particularly affects employee's well-being and job performance, while deep acting seems may even improve employee's performance (Hoffmann, 2015).



Source adapted: (Ghazali et al. 2015)

Figure 1: Theoretical framework

2. METHOD AND MATERIAL

For this research, surveys method was used where questionnaires are distributed to respondents. The targeted population is all employees at all outlets of Secret Recipe in Kota Bharu, Kelantan. All 60 employees starting from supervisors, staff leader, kitchen staff, floor staff, cake staff and barista (job designation used by Secret Recipe's management) participated in this study. The questionnaires were distributed and gave them time to complete the questionnaires in order to avoid them being interrupted while working. After two (2) days the questionnaires were collected from each outlet to analyze.

2.2 Data collection method

This study mainly used primary data, means the data collected from the distributed self-administered close ended questionnaires are used. This questionnaire is completed by the respondents after seeking permission from the supervisor of Secret Recipe of each outlet. Questionnaires are distributed to the supervisors for them to hand over directly to each employees. The time given to respond is approximately two (2) days because to avoid their employees feeling disturbed during operation and after two (2) days the data are collected by the researchers. In order to confirm all the items in questionnaire were relevant with the study. The questionnaire was distributed among employees of The Coffee Bean & Tea Leaf and Muhibah Bakery, Kota Bharu, Kelantan because it has same concept with Secret Recipe.

3. ANALYSIS AND RESULTS

Out of 60 respondents who have engaged in this research, 71.7 percent ($n = 43$) were females and 28.3 percent ($n=17$) were males. The total number of female staff population is not surprising because majority of them had a passion to support their family. Besides that, 10 percent ($n=6$) is less than 20 years old, 76.7 percent ($n=46$) is in the range of 20-29 years old, 11.7 percent ($n=7$) is in the range of 30-39, and the age range of 40-49 years old, the

percentage is 1.7 percent (n=1). Staffs from age range of 20-29 years old is highest compared to the others. According to the respondents' race, 100 percent (n=60) of respondents is Malay. Next, the researchers noted that 51.7 percent (n=310) of respondents are married where as 48.3 percent (n=29) of them are single. The education levels of the respondents are 58.3 percent (n=35) completed their secondary education, 35 percent (n=21) has at least a certificate or diploma, 6.7 percent (n=4) of them has a degree. Most of the respondents are floor staff department which is 28.3 percent (n=17). Respondents who have more than two years work experience in a restaurant represents 45 percent (n=27), while 35 percent (n=21) has 1 to 2 years of working experience and 13.3 percent (n=8) has 6 to 12 years' experience working at restaurants. The number of staffs who has working experience less than 6 months are 6.7 percent (n=4).

Section B: Standard script toward emotional labour	N	Mean	Std. Deviation
As a general guideline	60	3.98	.833
Guideline for the behaviour and attitude	60	3.97	.758
Increase confidence level	60	4.05	.746
Provide better understanding about customer behaviour	60	4.08	.720
Provide more reliable service	60	4.13	.700
Provide consistent service quality	60	3.97	.758
Provide the smooth communication	60	4.28	.691
Improve serving skills	60	4.17	.806
Improve social skill	60	4.07	.778
To control weaknesses	60	4.00	.803
Assure to supply friendly and patient service	60	4.18	.813
To perform better by decreasing the risk of misbehave	60	4.13	.911
Prevent from expressing real feeling	60	3.73	.821
Feel very uncomfortable	60	3.02	1.127
Decrease ability to communicate with customers	60	3.17	1.107
Create misunderstanding and confusion	60	2.88	1.121
Decrease understanding about customer need	60	3.18	1.066
Lead conversation with customers sound like robot	60	3.25	1.114

Majority of the employees expressed that the standard scripts provided by the management gave them smooth communication toward their customers (M=4.28). In addition, employees admitted that it also can make them more friendly and serve customers patiently (M=4.18) can improve their serving skills during operation (M=4.17). Most of the respondents do not agreed with the statement that standard scripts can create misunderstanding and confusion between employees and customers (M=2.88).

From the analysis, standard scripts or standard operation procedure of employees are important to them and can help all of the staff to have good attitude and provide better service during the operation. It also can improve their skills and abilities in their work. Furthermore, they believed that standard scripts boosted their confidence level in front of customers and increased their understanding toward customer's behavior and need.

Section C: Dress code toward emotional labour	N	Mean	Std. Deviation
Increase confidence level	60	4.02	.792
Give better understanding about responsibility	60	4.13	.812
Improve ability to perform job	60	4.12	.666
Enable to be more sociable	60	4.05	.649
Enhances professionalism with customers	60	4.22	.640
Enhances believableness with customers	60	4.20	.632
Act as a reminder	60	4.27	.710
Encourage to shield own standpoint preference and attitude	60	4.20	.732
Influence on overall attitude toward job	60	4.10	.681

Majority of Secret Recipe employees have accepted that dress code is acts as a reminder to maintain a positive attitude is the highest mean (M = 4.27). While the lowest mean is it can increase confidence level (M = 4.02). So, when they are wearing their uniform it is actually do not increase their confident level and they also feel uncomfortable.

Section D: Acting toward emotional labour	N	Mean	Std. Deviation
To provide extra attention to customers	60	3.85	.755
Improve concern of customers welfare and needs	60	3.72	.739
Develop the mutual understanding with the customers	60	3.92	.720
To satisfy the customer's requirement	60	4.07	.634
Improve the interaction with customer	60	4.22	.640
To provide personalized service	60	3.85	.840
Create a sense of hypocritical by work up with own feeling	60	3.73	1.191
To express true feeling and behaviour	60	3.82	1.081
To balance between personal and work related feelings	60	3.72	.976
Cause lose confidence	60	3.00	1.193
Cause lose own personality	60	2.97	1.134
Trigger internal pressure	60	3.10	1.272
Distort job satisfaction	60	3.17	1.330

Most of Secret Recipe's employees have agreed that acting will improve the interaction with customers and it is the highest mean ($M = 4.22$). The lowest means of all is acting cause lose their own personality ($M = 2.97$). The result shows that their acting towards customers is not give an effect to their personality.

4. DISCUSSION

According to the data collection from respondents, the amount of female surpassed the male staff; with 104 female staff within their age range of between less than 20 years old to 49 years old. Majority of staff who works at Secret Recipe Kota Bharu are Malay because of majority of Kelantanese are Malay. The number of respondents who are married and single does not differ much. Most of them came from secondary school education level. Some of them are have certificates and diploma education level. Respondents under floor staff department have higher number compared to the other. Besides that, most of them have 2 years working experience at restaurants. It is essential to have experience in order to make sure they have the abilities and better understanding in satisfying their customers.

Based on research objective one, the effect between standard scripts of employee is positive emotional labour. They are accepting that it can help them in better communication and customer services. It is useful for employees who have low confidence level and do not have experience in interaction with their customers. Standard scripts will act as their guidance to interact and provides them with ideas in order to make customers satisfied with the service. Besides that, having the standard scripts in organization will make their staff friendlier and patient in serving their customers. So, it can prevent staff from showing their negative emotion that will worsen the situation. Negative attitude of employees towards customers may affect the company's reputation and business.

According to research objective two, the effect between dress code of employees of Secret Recipe is positive emotional labour. By referring to the result, the analysis for attributes of dress code towards emotional labour of Secret Recipe at Kota Bharu, most employees have very high acceptance level as a reminder to maintain a positive attitude. Therefore, employees would show positive attitudes to customers because they automatically carry the name and image of the organization. Another reason why dressing in proper attire is important in an organization is because they never know when we will be required to meet with someone from outside our company. Their image to this outsider will be the image remembered of our company. The results also show that there are some employees felt that by wearing the dress code it does not increase confident. The researchers believed that when they are wearing the dress code, it reflects and affects their mood, and overall confidence. This is because what they wear will make them feel nervous when dealing with customers as they need to maintain the image of the organization.

Referring to objective three, the effect between acting of employees of Secret Recipe employees shows positive emotional labour. With regard to the acting towards emotional labour, the results show that the employees strongly agreed. That it will improve the interaction with customers. The researchers could conclude that the acting show an interaction between employees and the customers will be improved if employees try the best and use good sentences when communicate with them. It can be concluded, their acting with customers will lose their own personality because they want to their good personality even they are not in a good mood. So, acting is very important when dealing with customers.

5. CONCLUSIONS AND RECOMMENDATIONS

As a conclusion, attempts to introduce emotional labour and guidance in managing employees' emotion may improve the quality of service and customers' satisfaction. Emotional labour strategies which are standard scripts, dress code and acting are able to serve as guidance for them to treat their customers in the best ways and practice their good emotions. In addition, manager or leader has responsibilities to educate and control their staff. That is why, managers or leaders should also be educated and good in managing emotion to handle their employees and satisfy their customers. If Secret Recipe Café is able achieve their customers' satisfaction, their business will expand due to the loyalty from the customers.

However, there are certain employees who still could not or do not understand customer's needs. In this case, it is because of their different demographic background, different thoughts and their experience in working are still low. In order to react to this issue, some of solution that could be done by the staff and also the managements are being recommended. Firstly, they should obtain feedbacks from their customers on their service given and asked their suggestions for improvement. Besides, extra motivation and training should be the second action that they need to make in order to improve the management of emotion and skill at work. For example, top management should give employees full support and be a listener when they have problem either at workplace or personal problems. Operation managers of each outlet should observe their staff during operation hours and conduct a post mortem once a week to advice or reprimand if there are any issues. They should not mix their personal problem with work and avoid any crisis between themselves to prevent the creation of any pressure and stress at workplace. In actual, management gives a warning letter for staff that breaks the rules. If they still fail to perform, managers will give a punishment such as cut their salary or bonus. In order to be a good company, managers will arrange a meeting or briefing if there are any complaints from customers.

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ID076 – The Effectiveness of Social Media in Promoting Small Restaurant from the Customer Perspectives

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Abstract

The study and usage of social media as an advertising tool is a recent issue that has yet to gain understanding from many people. Social media play as a tool for small restaurants and food and beverages entrepreneurs to execute advertising and promotional activities. Hence, this paper aims to identify the most widely used social media amongst customers and to investigate the effectiveness of social media as a tool to promote a restaurant. A random survey was conducted at five participating restaurants outlet. The result of the study shows positive results on the effectiveness of social media being used by small restaurants. Based on the findings, it is highly hoped that this study will further enhance knowledge and awareness about the use of social media in promoting small restaurants from the customers' perspectives.

Keywords: social media; promotion; small restaurant; customer perspectives

1. INTRODUCTION

Social media has been utilised as a useful marketing tool for several years now until today. Conventional methods of marketing such as mass media including radio, television, billboards, magazines, and newspapers have become less important since there is an increase in a new medium of advertisement such as social media in the early 2000s (Patino, 2012). As far as the researchers are concerned, it seems that the foodservice industry's exposure to social media is rather behind time. However, social media provides an opportunity for companies in the foodservice industry to connect with their customers, and while it may seem overwhelming, businesses that take a deliberate approach to establish a presence can use social media to help build their business. It is clear that social media presents a variety of opportunities for all companies (Erdogmus, 2012).

Moreover, many large-sized companies are using social media to accommodate this growing trend in order to achieve business values such as driving customer traffic, increasing customer loyalty and retention, expanding sales and revenues, improving customer satisfaction, creating brand awareness and also building a good reputation (Culnan, M., McHugh, P., & Zubillaga, J., 2010, and Webber, L., 2013).

Social media has been evolving since the dawn of human interaction. In recent times of the business environment, various aspects of human communication have been impacted by social media (Simeon, 2011). Fundamentally, social media refers to social networking sites that are able to disseminate real time information virally to many people all over the world in only a few seconds. Some of the popular sites usually used to make social connections include Facebook, Twitter, and Instagram. Until now, social media has been used to reach out to customers and promote any type of businesses (Edwin, 2015). Many restaurants

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owner are taking the opportunity in formulating a strategy to promote their restaurant and subsequently increase sales. Predominantly, there are many companies in the foodservice industry capitalising the social networking trend and this number will only grow.

Furthermore, Gilliland (2016) presented the use social media as a marketing tool subsequently forced restaurants owner to compete harder amongst themselves in attracting customers to increase sales and expand their businesses. The existence of social media, real time news is readily available and disseminated very quickly. Consumers find social media as a very useful tool in finding new places to eat based on online recommendations and ratings. Companies find it a functional platform to raise awareness of their existence and to carry out advertising and promotional activities.

1.1 Problem statement of the study

The researchers discovered that people are finding it rather difficult to decide which restaurant to go to for meals, especially with the abundance of various options. Although there are many restaurants, not all of these restaurants acquire a strategic location to operate their businesses. Some of these restaurants are located in the middle of a building; hence, potential customers may be oblivious to the restaurant's existence. However, based on the researchers' observations, many people still dine in at those restaurants. How customers decide to choose a restaurant to dine in? Do social media play a role in their decision? Therefore, this study intends to identify the most widely used social media tools by customers and to investigate the effectiveness of social media in promoting small restaurants from the customers' perspectives.

1.2 Literature review

Social media is defining as "a group of Internet based applications that is built on the ideological and technological foundations of Web 2.0, and allows the creation and exchange of user generated content" (Kaplan, 2010). Based on the researchers' observations on the functions of social networking sites, people tend to express or communicate their feelings, as well as share activities and current situations through photographs in Instagram. Twitter is the best social media tool for people to disseminate short information. Likewise, Facebook is one of the social media tools that offer varying functions such as photo and video sharing options, and having a conversation with friends. According to Hale (2015), in the attempt of advertising and promotional activities, social media becomes one of the new ways used in businesses for doing so, and the purpose of each distinct type of social media differs from one another.

Consumers are normally using social media to generate content and to have a network with other users. As the social media rises in popularity, individuals can share experiences and information with other users as a new era of content creation has emerged (Chen 2011) as cited from Hajli (2013). It is also concerned with the social and economic impacts that purchasing and consumption behaviour has on both the individual consumer and on broader society. In addition, customers use social media to share about their opinions and perceptions of scale used by the restaurant that can influence others.

In relation to abovementioned, restaurants are using the social media as the way to promote the restaurant that really help the owners to expand the business. Caruso (2016), specified that the popularity of the restaurant become increased by using the social media such as Facebook and twitter. This is because; the customer or the followers of restaurant social media account can share the messages about the uniqueness or the advantages of the restaurants with their friends and family through their own social media account that can influence others. For example, the acceptance of the food, and the environment of the restaurant. This also directly can increase the restaurant's visibility (Breuklander, 2017).

Furthermore, through the social media, the right information can be transfer to the customer (Williams, 2012). If the customer wants to know details about the restaurant, they just need to search in social media sites to find the information such as their addresses, contact number, and the picture of the location and the menu. It also depicted that by increase the resources allowed the owners to get more information about what their customers need and want (Morris, 2017).

Other than that, social media give the authority to the user to promote their restaurant as mentioned by Williams (2012) that allowing the customer to join the contest that create by the owners can helps in promoting the restaurant. The customer will engage with the contest either directly or indirectly. The customer engagement exists when the customer will create the loyalty and community (Breuklander, 2017). Through the social media, the restaurants can promote their business to the largest audience, which nowadays as majority of customer will have their own social media account such as Facebook, Instagram and Twitter account. The post or comment by the customer in social media can help in improving the business sales and reputation (Shabbir, M.S. & Mehmood, A.R., 2016).

In relation to that, the restaurant become trustworthy to the customer and other people who do not familiar with them (Georgiou, 2015). Once the restaurant updated their business restaurant on the social media, people will get to know about them and get the trusted. Timilsina (2017), mentioned that social media has built a strong relationship with the regular and loyal customer which has given a positive feedback to the restaurants.

On the other hand, Morris (2017) and Goyal (2016) revealed that the owners can improved their performance through the customers' feedback about the service, food and environment of the restaurant. Goyal (2016) further stated that using Word-of-Mouth which allowed the customer to directly give their feedback or comment to the owners. Social media also allow the restaurant owners to compete with other competitors to influence customers to be their patrons (Georgiou, 2015). Additionally, Herbert (2014) revealed, by sharing photos, videos and status on social media really give an impact to other people who see it as they will explore more about the restaurant and go by their own to know the truth about what other people share on the social media. Lastly, it is a drastic result for the product to be viral in social media as it is promoting by the others customer who dine in or buy the product from the restaurant (Windels, 2012).

2. METHOD AND MATERIAL

This study employed the quantitative research design with a structured questionnaire as the research instrument. As the study aims to investigate the effectiveness of social media in promoting small restaurants from the customers' perspectives, the target population for this study are customers of small restaurants located in Bukit Tinggi 2, Klang. The population of restaurants located in Klang is about 3,962 premises (Mazlizan, 2017).

Due to the drawback of obtaining an accurate number of the small restaurant population in Bukit Tinggi 2, Klang, the researchers made personal observations and discovered that only 10 small restaurants are currently in operation. However, only 5 restaurants are willing to participate and cooperate with the researchers for the conduct of this study.

The responses for the questions in the questionnaire were arranged so to include the use of tick boxes and inserting answers. The researchers used closed-end questions with check boxes to allow the respondent to choose one or more answer options (Lukas, 2014).

2.2 Data collection procedure

This study employed self-administered questionnaires in the collection of data. Throughout the data collection, the researchers only adopted one approach, which is administering directly the questionnaires to the respondents with the consent of the restaurant owners or managers for the process to be carried out within their premises. The researchers strived to gather as much information and data as possible from customers who patron the restaurants. These respondents are appropriate and suitable to respond to the problem and purpose of this study. Within a month, the researchers were distributed as many questionnaires as possible to the customer of the selected food premises in Bukit Tinggi 2. After one month, only 92 questionnaires were collected by the researchers as shown in Table 1.

Table 1: The number of respondent who answered the questionnaires

Name of Restaurants	Number of respondents
Restaurant Resepi Warisan Tok	25
Burger Bakar Abang Burn	31
Restaurant Nasi Briyani Johor	11
Restaurant Nasi Kandar Pulau Pinang Asli	10
Restaurant Sinar Baru	15
TOTAL	92

Details of the restaurants such as name, address and contact numbers were recorded and kept for reference purposes in the questionnaire distribution process of the data collection stage.

For generalizability of results, respondents were using the convenience sampling method. In using this technique, the questionnaires were randomly distributed to any customers from the five restaurants as selected by the researchers.

3. ANALYSIS AND RESULTS

3.1 The social media tools mostly used by customers

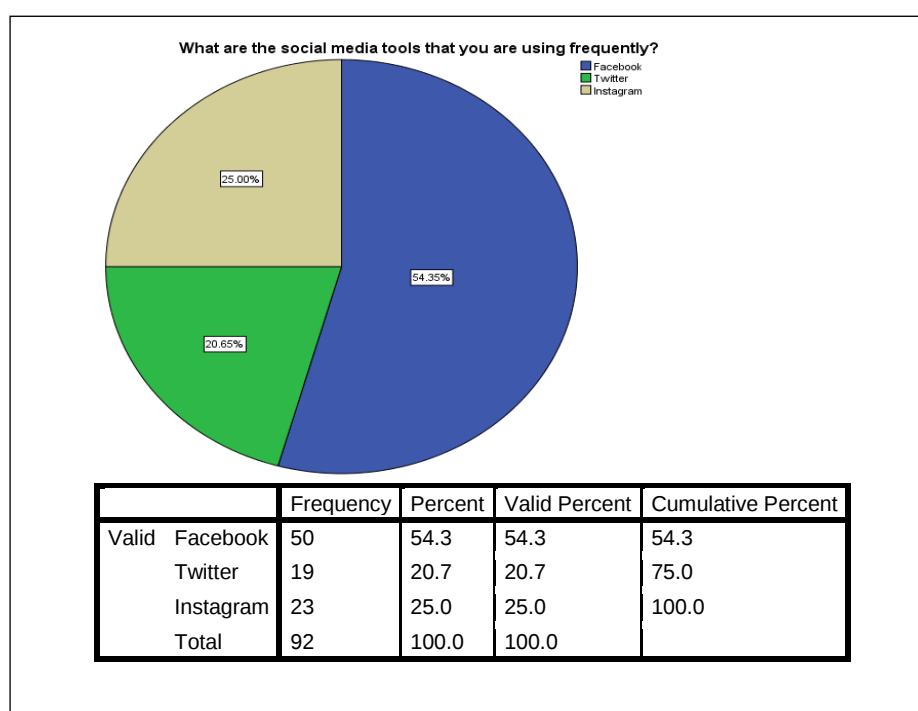


Figure 1: What are the social media tools that you are using frequently?

Figure 1 shows the frequency and percentage of social media tools used by the restaurant customers in Bukit Tinggi 2, Klang. Based on the data gathered from the questionnaire, majority of 54.3 percent of the respondents ($n = 50$) are Facebook users while the minority of the customers are Twitter users at 20.7 percent ($n = 19$) while the other social media tools used by the remaining percentage of customers is Instagram, taking second place after Facebook by 25.0 percent ($n = 23$).

3.2 The effectiveness of the usage of social media in promoting restaurants

Table 2: How often do you like, share or re-tweet posts from a restaurant's social media account?

		Frequency	Percent (%)	Valid Percent	Cumulative Percent (%)
Valid	Weekly	15	16.3	16.3	16.3
	Sometimes	44	47.8	47.8	64.1
	Rarely	28	30.4	30.4	94.6
	Never	5	5.4	5.4	100.0
	Total	92	100.0	100.0	

Table 2 shows that the frequency of customer like, share or retweet post from a restaurant's social media account. This data indicates that out of 92 respondents, 15 respondents like, share or re-tweet post from a restaurant's social media is by weekly ($\% = 16.3$), 44 respondents by sometimes ($\% = 47.8$), and 28 respondents by rarely ($\% = 30.4$). Another 5 respondents are never ($\% = 5.4$) like, share or re-tweet posts from a restaurant's social media account.

3.3 What types of messaging do you prefer to see from restaurants you follow?

Table 3: What types of messaging do you prefer to see from restaurants you follow

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BRAND	5	5.4	5.4	5.4
	TASTE	65	70.7	70.7	76.1
	PRICE	22	23.9	23.9	100.0
	Total	92	100.0	100.0	

Table 3 shows the results of frequency and percentage on types of messaging that customer prefer to see from restaurant. 5 respondents ($\% = 5.4$) out of 92 respondents are more prefer types of message brand. Then, 65 respondents ($\% = 70.7$) which is the majority of respondent more prefer taste while another 22 respondents ($\% = 23.9$) are preferring to see the types of messaging of price from restaurants they follow.

3.4 You are going to a new restaurant for the first time, will you use the following tools to find more information?

Table 4: You are going to a new restaurant for the first time, will you use the following tools to find more information?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ask Friends	43	46.7	46.7	46.7
	Newspaper/Magazine	5	5.4	5.4	52.2
	Use social media	44	47.8	47.8	100.0
	Total	92	100.0	100.0	

Table 4 showed that the frequency and percentage of the tools used by the respondent to find information about the restaurants. From the results, the highest frequency is by using social media which is 44 respondents ($\% = 47.8$) followed by 43 respondents ($\% = 46.7$) which asking their friends. Another 5 respondents ($\% = 5.4$) are used newspaper or magazine as their tools to find more information about the restaurants.

3.5 Do you trust restaurants review that posted in social media?

Table 5: Do you trust restaurants review that posted in social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	67.4	67.4	67.4
	No	30	32.6	32.6	100.0
	Total	92	100.0	100.0	

Table 5 shows that the frequency and percentage of the trust of customer based on the restaurant review that posted in social media. The data conclude that, 62 respondents out of 92 respondents (% = 67.4) are trust to the restaurant review that posted in social media.

4. DISCUSSION

4.1 The social media tools mostly used by customers

The result revealed that Facebook is the most social media used by the customer in order for them to find a restaurant. It is followed by the Instagram and Twitter. This result also, in line with what has mentioned by Statista (2017) which Facebook remained as the most popular tools used by most people. So far as September 2017, Facebook was remaining as ranking number one with total 2,061 million users. Therefore, the data result obtained clearly indicates that many people have Facebook accounts compared with Instagram and Twitter. This study also has the same result with the previous study by Needles & Thompson (2013) which stated that most active user used Facebook account as one of the tools to find more information about restaurants.

From researcher's view, the owner's restaurant also knows that the population that using Facebook is higher than using other types of social media because Facebook have a uniqueness which people can use to promote what they want, to get the side income. According to Holi Itoga (2013), Facebook give benefits to the people to promote their business which get positive feedback from others user account that use the online service. Facebook page also allowed user to create a public presence. Facebook ranked in highest percentage of people use to post or comment to the restaurants account. This is because as researchers mentioned before, Facebook have uniqueness that can make people love to use it. This study also supported by Pradiptarini (2011) and Caruso (2016) that stated Facebook was the most popular social media sites that most of the respondents used.

4.2 The effectiveness of social media usage in promoting restaurants

This study showed that the uses of social media in restaurant are an effective way to promote the restaurant. It is based on the finding that presented customers used the social media to find about the restaurant such as the taste and the price of food offered by the restaurant. This finding was support the study by Brueklandler (2017) who share the same discoveries. Moreover, most of the respondents used the social media to discover the information about the new restaurant for dine in. The researchers believe that quick information obtained, made the social media being a trusted medium amongst customers and restaurants owner. Furthermore, most of respondents trust the restaurant review that posted in social media. The respondents trust the review may be based on the pictures and explanation given by the restaurant's owner or sharing from other customers about their dining experiences.

Previous study by Holi Itoga (2013) mentioned that the effectiveness of social media such as Facebook increased as user can create a community to a group, so this is an easy platform for owners' restaurant to create their own target customer. This result also supported by Webbe (2013), that mentioned Facebook is the best among the other social media to review a restaurant. In addition to that, Word-of-Mouth (WOM) used by sharing any ideas through social media that really can form a capture customer overview as stated by Naz (2014). This is the

way of how customer and owner or other users of social media can get new knowledge about a restaurant.

Bennaciri (2012) further mentioned that social media is an effective way for owners to use as it can show customers opinion, perception and everything about a restaurant. This study also supported by Morris (2017), which discovered that using social media is one an effective way to get or attract the customers. The researchers do agree with the study by Statista (2017), who discovered that more than half of respondents give a positive answer, which 65 percent of them said that using social media is successful in marketing. Based on all the above-mentioned it can be concluded that the social media is an effective and give customers the convenience of finding restaurants and the most suitable medium for the restaurants owner to promote their restaurants.

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the result of this study, it can be concluded that Facebook are the most important type of social media that be used by many people in finding a restaurant to dine in. Although some of the customer use Twitter and Instagram in getting know about the restaurant, but Facebook are the social media that most people used.

The uses of social media would give more benefits to the owner restaurant in increasing the revenue. If there is, more people choose to use the social media in their restaurant, the more effectiveness of social media towards restaurants industry.

Thus, it is hope that this study may help some of the restaurants in applied the use of social media, as it is useful for owner's restaurant and customers. Besides, this study may help the future researchers to find more information about the study on social media.

There are several things that future research can improve upon this study. First, this study used only quantitative research design that limits the data obtained. Thus, combination of qualitative and quantitative data collection would be more valuable if there is an interview section between restaurants owner and the researchers. This technique may expand more evidence about the study.

Secondly, longitudinal study would be more effective in this study as the researchers would have more time to collect data. The collection of longitudinal data would provide evidences that are more concrete and understanding on the use of social media in promoting restaurant.

Other than that, the sample can be enlarge to the larger area or state which can give respectable evidences as many respondents can be interviewed and more questionnaires can be distributed. The bigger population size will help the researchers to obtain more information and valuable data can be collected.

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ID077 – Determinants of Service Quality and Customers' Satisfaction: A Case Study at Fast Food Restaurant in Terengganu

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Abstract

To sustain in foodservice business, service quality and customers' satisfaction become critical success factors that need to be taken into consideration. It has been proven by many researchers that service quality would impact the customers' satisfaction. Thus, the purpose of this study was to examine the determinants of service quality and customers' satisfaction at fast food restaurant in Terengganu. The data were collected through a self-administered survey which adopted a SERVQUAL model that consists of five dimensions (i.e. Tangible, Reliability, Assurance, Responsiveness, and Empathy). The respondents were the customers who patronized and experienced the service at any of seven (7) fast food restaurants in Terengganu. By using a convenience sampling method, out of 300 questionnaires, 251 were analyzed. Overall result revealed that all five dimensions have resulted between slightly somewhat agree to slightly agree with all items stated and Tangible dimension obtained the highest mean score. The findings of the study will help the restaurant operators' especially fast food restaurants to enhance their service quality as well as to discover the new perspective on service quality and customers' satisfaction.

Keywords: service quality; SERVQUAL; fast food restaurant; customers' satisfaction; Terengganu

1. INTRODUCTION

Foodservice business is one of the fastest sectors that growing rapidly in Malaysia which has contributed to the nation economy. The economy of Malaysia is continued to rise as the food service are also increasing rapidly (Stantons et. al ,2009). The fast food restaurant, also known as the quick service restaurant focuses on the speed of their service, as well as other service quality. On top of that, one of the world's fastest developing food categories is fast food (Anita & Singh, 2007). To date, a busy lifestyle is encouraging the higher consumption of fast food among Malaysian. Thus, the customers prefer to drop by the fast food restaurant, making an order and received the foods within a few minutes. Hence, in order to maintain the fast food industry, it is important to analyse what is the critical success factor in this industry that leads to the customers' satisfaction. The service quality is a gap between customer's expectation and customer's perception. The service gap concept was proposed by Parasuraman et al. (1988) called SERVQUAL which has become a standard in measuring the service quality. The SERVQUAL consist of five dimensions namely; Tangibles, Reliability, Assurance, Responsiveness, and Empathy. According to Zeithaml et al. (2006), tangible is defined as the appearance of physical services; include the tools and equipment that has been used to provide the service, appearance of staffs and communication materials. Reliability is the ability to perform the promised service reliably and precisely. Assurance means the knowledge and politeness of the staff and employees' capability to gain customer's trust and confidence.

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Responsiveness is defined as the willingness and readiness of employees to help customers to provide prompt service and timeliness of service. Meanwhile, empathy is the provision of caring, and the individualized attention that to customers. Thus, it is important to identify what is the most important factor that can satisfy the customers.

1.1 Problem statement of the study

In general, variety types of affordable meals being offered by fast food restaurants have encouraged customers to eat more fast food. According to Gaskell (2009), fast food is the food that can be prepared and served quickly as well as cheap and affordable. However, the bad service quality usually would create complaints from the customers and may lead to customers' dissatisfaction. Dissatisfaction can influence the customer's buying decision at particular establishment. On top of that, the lack of quality in services can cause the disloyalty customer and this will also affect in economy as Stantons et al. (2009) stated that the raise in economy in Malaysia increasingly rapidly as the food service industry also increase. Hence, this is why this research to examine service quality and customers' satisfaction at fast food restaurant in Terengganu as customer satisfaction has a very significant effect in business field profits (Sabir et al., 2014). Moreover, due to the mentioned competitive challenges faced in the services industry, service quality has become the fundamental factors to measure customers' satisfaction (Mohd Abd Majid et al., 2015).

1.2 Literature review

1.2.1 Customers' satisfaction

Customers' satisfaction is an important attribute, especially for researchers and owner of an organization that is dealing with customers. A study conducted by Chow et al. (2013) revealed that the high level of customers' satisfaction will result in the number of customers will increase to a place like a restaurant or a supermarket and will improve the reputation of the organization itself. Customers' satisfaction also can be considered as the heart of all marketing activities. Customers' satisfaction is an individual's pleasure excitement or disappointment that can result by comparing a product's perceived performance in relation to his or her anticipations (Brady & Robertson, 2001). Furthermore, Lee's (2004) study found that customers' satisfaction is also an important indicator for an organization in the past, present, and future performance to determine their customer retention. Before this, customers' satisfaction was not essential, and people are not too concerned about the service they will receive. But today, competition is increasingly fierce in the business, and the customer was aware of the products and services received by them through various mediums such as education. Therefore, every restaurant is aware of the necessity to fulfil the needs and requirements of customers (Chow et al., 2013). Additionally, several studies that have been conducted have shown that customers' satisfaction is closely related to customer retention. Noone et al. (2007) mentioned that the positive emotions can bring to satisfaction while negative emotions will cause to customers' dissatisfaction. Positive and negative emotions are caused by external forces such as customer service and services received from the staff in the restaurant where customers visit (Chow et al., 2013). When restaurants provide excellent service to their customers such as listening to the needs and complaints, concerned about their customer, it will directly give satisfaction to customers (Pars et al., 2012). This is very vital to restaurant owner because it gives a good impression of the restaurant and affects the performance of the restaurant. National Restaurant Association in 2009 reported that 60 percent of the newly opened restaurant failed to run their business because it does not provide a good service to their customers. Consequently, the restaurant was unable to satisfy their customers. Hence, the restaurant owner must ensure that the customer will satisfy when they come to the restaurant. This is because; it is an essential element in the restaurant industry (Harrington et. al, 2012). Currently, customers' satisfaction is related to the quality of the restaurant itself. This is because; customers must expect they will get the greatest service when they eat at fast food restaurants (Chow et al. 2013). Customers will be satisfied if the restaurant was able to meet their expectations based on the quality of the restaurant

(Harrington et al. 2011). Otherwise, if the restaurant was performing badly, it will lead to customer dissatisfaction and they would not go again in the future (Namkung & Jang, 2007). Harrington et al. (2011) suggested that the restaurants must have an effective strategy to attract customers visited the restaurant. The restaurants need to understand the expectations of customers, know what customers want so that customers will be satisfied with the service they received.

1.2.2 Service quality dimension

A study conducted by Zeithaml et al. (1996) stated that service quality is identified as the individual consumer level which is the views of customers, rather than the company or industry level which is the internal performance measures. In their previous research, Parasuraman et al. (1988) explained that the service quality as 'a global judgment, or attitude, associated with service excellence'. Hence, service quality is measured based on the customer experience itself whether they receive good service or bad service. According to Ooi et al. (2011), service quality is critical elements that must exist in any organization that is related to customer service or service marketing. Dabholkar et al. (2000) noted that many restaurant owners try to compete in the business market as well as retain their customers by providing the excellent quality of service to their customers. It is very imperative for the restaurant owner to provide excellent service quality to enable them to position themselves in a competitive market. This is because most of the restaurants that provide a higher level of service quality and give satisfaction to their customers have many advantages over a restaurant that does not provide the great service to their customers (Steven et al., 1995). A study conducted by Palmer (2001) found that service quality is an important asset for an organization to get a competitive advantage over other organizations in the service industry. Parasuraman et al. (1988) introduced the scale of the various items that are named SERVQUAL that has 22 items to assess the service quality. This model has become an instrument used by the service owners to analyse and improve the service quality. It is important in order to achieve a high level of customer satisfaction. This instrument consists of five service dimensions which included tangibility, reliability, assurance, responsiveness, and empathy. Customers evaluate the quality of service according to the five different dimensions:

According to Harr (2008), *Tangible* refers to the physical appearance of facilities, equipment, staff, and communication materials have been identified as tangible. In restaurants, it can be translated as appearance and design of the menu, staff uniforms, decorations in restaurants, the appearance and condition of the cutleries, and restaurant signage (Zeithaml et al., 2006). The physical facilities are clean and attractive will make customers feel comfortable and satisfied and will come again to the restaurant in the future (Harr, 2008). Next, the appearance of the restaurant staffs is also important because they represent the whole organization to provide services to customers. In the context of fast food restaurant, Bougoure and Neu (2010) research revealed that tangible dimension received the highest mean score. It shows the fast food restaurant provide an interesting menu and comfortable dining area for their customers.

Reliability is the ability to provide services at the right time and fulfil all the promises that are made (Zeithaml et al., 2006). Harr (2008) found that this dimension is vital because customers are more interested in buying food and beverages at restaurants that can provide great service and are able to keep their promises to each customer. Reliability also can be interpreted as the food cooked with the right temperature and served to customers at the right time (Andaleeb et al., 2006). A study conducted by Forjoejnr (2011) found that in fast food restaurant, the staffs are easier to provide promised services to the customer compare to the knowledge (assurance) which every staff need to have to answer several questions from customers. Subsequently, service reliability has a significant function for every restaurant in China (Liu et al., 2009). Qin et al. (2010) reported that in the fast food industry in China, service reliability is a very important dimension desired by restaurant customers. Therefore, reliability is a dimension that should be emphasized by fast food restaurants to improve the

quality of service in the restaurant (Qin et al., 2010). *Assurance* referred to as a courtesy and knowledge of employees and the ability of service providers to stimulate confidence and belief (Zeithaml et al., 2006). A recent study by Huang et al. (2014) classify assurance in the service quality as the ethics and knowledge that must available to every staff that make customers feel comfortable and calm. All staffs are responsible for ensuring that customers feel secure while receiving services. Furthermore, it is essential to meet the requirements and wants of customers and also strengthens the relationship between staffs and customers (Vijayadurai, 2008). Therefore, staffs at fast food restaurant should have the knowledge about food and beverage in order to answer questions from customers. They also must be confident and polite when dealing with customers.

Zeithaml et al. (2006) found that *Responsiveness* is the desire of staffs to help their customers by providing prompt service. This dimension is related to the staff communicate with customers, answering questions, resolve complaints immediately, and try to meet customer demand. A restaurant is identified to be responsive when they are able to answer questions from their customers, trying to solve their customers' problems, and help their customers with calm and patience (Harr, 2008). In customer point of view, responsiveness is the communication that occurs between the restaurant staff and customers and staffs provides excellent service and pay attention to the requests and needs of customers (Winsted, 1997). In a previous study by Harr (2008), stated that for the restaurant which is responsive, the restaurant will be concerned about the time taken to fulfil customer requests and solve customer problems. For fast food restaurants, they should focus and emphasis on service efficiency in terms of providing services to their customers efficiently and quickly. This is because, it is an important factor to attract people to visit the restaurant and become loyal customers of the fast food restaurant (Aijaz& Ibrahim, 2011). Qin et al. (2009) suggested that the owner of a fast food restaurant should focus and lead their staff in order to emphasize this dimension.

Empathy is referred to as the caring, individualized attention the service providers provide to their customers (Zeithaml et al. 2006). Empathy can be practiced in any restaurant through various ways. For example, the restaurant staffs know the customer's name, status, workplace and so on. Many restaurants use this way to win the hearts of their customers so they will always come to the restaurant (Zeithaml et al., 2006). Andaleeb& Conway (2006) research indicated that empathy is very suitable for use in the food industry. Thus, in the context of fast food restaurant, empathy can be used when customers lined up to buy food. Harr (2008) suggested the staff can say 'hello' to customers and show concern to their customers. The staff can also show empathy through they know the food or beverages are favoured by customers.

1.3 Research framework

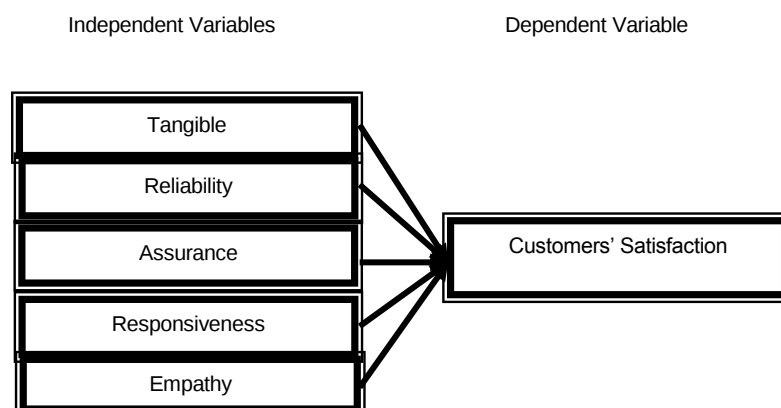


Figure 1: SEVQUAL Model: Adopted from Parasuraman (1990)

2. METHOD AND MATERIAL

For the sample size the researchers referred to Roscoe (1975) who stated that sample sizes should be larger than 30 and less than 500 appropriate for most research. Then, the questionnaires were distributed to 300 respondents and out of the total, 251 responses were analyzed. The SERVQUAL model was used to measure the service quality and customers' satisfaction and the instrument design is based on five dimensions of service quality (adopted from Parasuraman et al. (1990). It was divided into two sections; Section A contained demographic profile while Section B contained questions about service quality based on five dimensions. In addition, convenience sampling was used to collect the data from the respondents who easily available to provide information. After all data has been collected, the analyzed by using Statistical Package for the Social Sciences (SPSS) software version 22.0.

3. ANALYSIS AND RESULTS

3.1 Descriptive analysis

Table 1: Customers' Profile

		Frequency	Percent
Gender	Male	125	49.8
	Female	126	50.2
Age	18-25	117	46.6
	26-35	79	31.5
	36-45	27	10.8
	46-55	21	8.4
	56-65	7	2.8
Education	SPM	64	25.5
	DIPLOMA	62	24.7
	BACHELOR	116	46.2
	MASTER	7	3.2
	PhD	1	0.4
Fast Food Restaurant	KFC	133	53
	McDonald	68	27.1
	Marry Brown	13	5.2
	Domino's Pizza	9	3.6
	Burger King	3	1.2
	A&w	1	0.4
	Chicken Cottage	1	0.4

Table 1 shows the Customers' Profile which comprised of the details of the respondents such as gender, age and education. Out of 251 respondents, 50.2% or 126 respondents were female, while 49.8% or 125 respondents were male. Then, the young age group 18-25 represented the majority of customer which recorded 46.6% or 117 respondents. The middle-aged group, 26 to 35 years of age represented the second majority number of customer with 31.5% or 79 respondents. Next, 10.8% or 27 respondents were aged from 36 to 45 and 8.4% or 21 respondents were customer aged between 46 to 55 years old. The total customers with the age of 56-65 were recorded as 2.8% or 7 respondents. In terms of educational level, 46.2% or 116 respondents were represented the largest number of respondents for Bachelor, followed by SPM holders 25.5% or 64 respondents. Next, 24.7% or 62 respondents for Diploma level, 3.2% or 8 respondents have Masters while on 1 respondents or 0.4% of respondents comes from PhD level. Furthermore, most frequent fast food restaurant that has been chosen by most of the respondents is KFC which recorded 53.0% or 133 respondents, followed by McDonald's 27.1% or 68 respondents. Marry Brown recorded 5.2% or 13 respondents while Domino's Pizza was 3.6% or 9 respondents. Burger King's result had shown 1.2 % with 3 respondents and both A&W and Chicken Cottage recorded 0.4% or 1 respondents respectively. Next, in the table below presents the mean scores and standard deviation for each item in the five (5) dimensions of service quality towards customer satisfaction of fast food restaurant in Terengganu.

3.1.1 Tangible

Table 3.1: Service Quality-Tangible

No	Items	N	Mean	Std. Deviation
1.	The restaurant has modern looking equipment.	251	4.98	.959
2.	Restaurant staff appears neat and tidy in their appearance.	251	5.11	.964
3.	The restaurant atmosphere and equipment are comfortable and appropriate.	251	5.01	.990
4.	The restaurant facilities are convenience and comfortable.	251	5.04	.985
5.	Food and beverage served are hygienic and sufficient.	251	4.99	1.045

Table 3.1 shows Tangible dimension of service quality of Fast Food Restaurant in Terengganu. The restaurant staff appears neat and tidy in their appearance recorded the highest mean score with (M=5.11). The restaurant facilities are convenience and comfortable recorded the second highest mean score (M=5.04). Lastly, the restaurant has modern looking equipment recorded the lowest score in this dimension with the score (M=4.98). Thus, Tangible dimension indicates the respondents respond between natural to slightly agree with all the statements.

3.1.2 Reliability

Table 3.2: Service Quality-Reliability

No	Items	N	Mean	Std. Deviation
6.	When the staffs promise to do something by a certain time, they do so.	251	4.66	1.132
7.	When I have a problem, the staffs show a sincere interest in solving it.	251	4.69	1.083
8.	They are dependable in handling service problems.	251	4.83	1.031
9.	They provide their services according to the appropriate time.	251	4.83	.983

Table 3.2, item number 8 and 9 shared the same mean score which indicates value of (M=4.83) and become the highest score in this Reliability dimension. Thus, most respondents slightly agreed that restaurant staffs were reliable in controlling service problems and they deliver their services in accordance with the right time. Besides that, most of the respondents slightly agreed (M=4.66) that when staff promises with their customers to provide their services at a specific time, they do so. Based on the result of item 7 (M=4.69) respondents slightly agreed when customers have a problem in the restaurant, the staff showed a sincere interest in solving the problem.

3.1.3 Assurance

Table 3.3: Service Quality-Assurance

No	Items	N	Mean	Std. Deviation
10.	They are well trained and experienced.	251	4.74	1.086
11.	They can answer my questions completely.	251	4.59	1.079
12.	They are consistently courteous with me.	251	4.82	1.108
13.	They are confident, so I can trust them.	251	4.72	1.104
14.	They have the knowledge about food and beverage to answer my questions.	251	4.69	1.094
15.	I feel safe during the meal in restaurants.	251	4.96	.999

As shown in Table 3.3, item number 15 indicated that the respondents thought that they most slightly agreed that they feel safe during the meal in restaurants (M=4.96). For item number 11, most of the respondents slightly agreed that the staffs could answer their questions fully (M=4.59).

3.1.4 Responsiveness

Table 3.4: Service Quality-Responsiveness

No	Items	N	Mean	Std. Deviation
16.	They give me prompt service.	251	4.80	.992
17.	They are never too busy to respond to my requests.	251	4.70	.973
18.	They tell me exactly when services will be performed.	251	4.76	.995
19.	They quickly correct mistakes.	251	4.79	.953

Table 3.4 shows items assessed for Responsiveness. In general, from the score (M=4.80) respondents thought the staff give prompt service when it is needed and slightly agreed the staff quickly correct the mistakes (M=4.79). Respondents also slightly agreed (M=4.76) that the staff tells customers exactly when services will be done and not too difficult to serve requests from customers with the score (M=4.70).

3.1.5 Empathy

Table 3.5: Service Quality-Empathy

No	Items	N	Mean	Std. Deviation
20.	They are willing to handle special requests.	251	4.63	1.160
21.	They have given me a good service perception.	251	4.80	1.071
22.	They understand my specific needs.	251	4.74	1.000
23.	They give me personal attention.	251	4.69	1.032

Based on the result in Table 3.5, it shows the respondents thought they most slightly agreed that restaurant staff has given them a good service perception (M=4.80). Meanwhile, item number 20 showed the lowest mean score of 4.63.

3.1.6 Overall Customer Satisfaction

Table 3.6: Service Quality-Overall customer satisfaction

No	Items	N	Mean	Std. Deviation
24.	Restaurant service meets my expectations.	251	4.84	.964
25.	I am satisfied with my meal at this restaurant.	251	4.92	.995
26.	I am satisfied if the restaurant puts me in a good mood.	251	4.96	.977
27.	I will recommend this restaurant to my friends.	251	4.82	.995
28.	I am willing to dine at this restaurant again.	251	4.92	.993

For Service quality-overall customer satisfaction (Table 3.6), for item number 30, most respondents thought they slightly agreed that they are satisfied if the restaurant puts them in a good mood (M=4.96). For item number 25 and 28 share the same mean score of (M=4.92). This showed that most respondents satisfied with their meal at fast food restaurant and willing to dine at this restaurant again. In item number 24, most respondents slightly agreed (M=4.84) that when restaurant service meets the customer expectations. Based on the result of item number 27 (M=4.82), respondents will recommend the restaurant to their friends. Hence, the owner of fast food restaurants in Terengganu should improve the service in their restaurant in order to increase the level of satisfaction among their customers.

4. DISCUSSION

Five (5) dimensions of service quality were used in this research (i.e. tangible, reliability, assurance, responsiveness, and empathy). Based on the result obtained, Tangible dimension obtained the highest mean score in this research. Item number 4 which is "The restaurant facilities are convenience and comfortable" recorded the second highest mean score (M=5.04). This result indicates that the customers of fast food restaurants in Terengganu were satisfied with the restaurant facilities that were provided to them. According to Haksik et al. (2000) the restaurants should focus on tangible factors by always checking on the restaurant facilities continuously so that facilities and equipment were always safe for customer use.

Furthermore, other dimensions such as Reliability and Responsiveness also represent an important function in representing customer's satisfaction because it reflects the staff's overall ability in providing the service of fast food restaurant in Terengganu. The first one, Reliability dimension, which 'they are dependable in handling service problems' and 'they provide their services according to the appropriate time' shared the same mean score of (M=4.83) which was higher in this dimension. Irshad's (2012) support that the ability to handle service issues in restaurant is one of the best examples to illustrate a reliable service. Lee and Hing (1995) also found that services carried out must be done on time and without error so that can meet the

expectations of customers. Therefore, the owners need to focus on the technical skill of their staffs in order to answer the questions from customers and can improve the image of the company itself. In addition, restaurant owners can organize special training to their staffs for giving more information on how to handle customer complaints. This allows staffs to resolve complaints from customers wisely and efficiently.

Next, Responsiveness with (M=4.80). In this dimension, 'They give me prompt service' recorded the highest mean score. Therefore, the restaurant staff should be efficient in serving their customers because it is a significant factor why people come to fast food restaurants. In a previous study by Harr (2008), the researcher stated that for the restaurant which is responsive towards their customers and they will concern about the time taken to fulfil customer requests and solve customer problems. The importance of this dimension in the restaurant is solving customer problems by changing the feeling of not satisfied to satisfy with the service received (Howat et al. ,1999). Thus, staffs at fast food restaurant should be responsible to satisfy their customers. One of the best examples which can be done by the staff is they may serve fast and quick service to achieve customers' satisfaction.

Next dimension which is Empathy shows that the individualized caring attention that is showed by the restaurant staff to each customer. This is very essential as the first impression of the customer towards service that they have received. Bougoure and Neu, (2010) revealed that staffs should make customers feel special and meet the needs and demands of customers. So, in this way it can show empathy for the customers. Therefore, the restaurant staffs should show empathy towards their customers by giving full attention when customers order their food and sympathetic if the customer has a problem and try to solve the problems as soon as possible.

Lastly, the Assurance dimension, which 'they can answer my questions completely' is found as the lowest mean score (M=4.59) ranked by the respondents. This showed that managers need to provide more training to the restaurant staff, to ensure that their staffs have a deeper knowledge about the food and beverages that are sold in restaurants. It will make it easier for staffs to answer questions asked to them by customers. Andaleeb and Conway (2006) research indicated that assurance is a significant dimension that customers look and evaluate when they eat in restaurants. Excellent knowledge of the food, the ability to answer questions and suggest the best food and beverage to customers on the menu is an important aspect of the services that can give high satisfaction to customers. Thus, the objective of the study to identify the dimensions of service quality towards customer's satisfaction at fast food restaurant in Terengganu has been accomplished.

5. CONCLUSIONS AND RECOMMENDATIONS

As discussed above, Tangible dimension obtained the highest score in satisfying the customers who had experience the service at fast food restaurant in Terengganu. Most of the respondents agreed that the appearance of the staff give a big impact towards their satisfaction. The first impression of the staff is important as it will give a good image towards the fast food operator (Hognas, 2015). Thus, the restaurant owner need to be more focus on how neat and tidy the staff is during the operation hour. However, assurance recorded the lowest value which mean that the staff of the fast food restaurant has dissatisfy the customer because of their lack of knowledge and being well trained by the management. The management somehow needs to take a serious action in providing courses and training sessions to the staffs since it increases the efficiency and the effectiveness of both staffs and the organization and enhance the capabilities of staffs (Khan et al., 2011). The findings of this study will guide the management to understand better on what is the most important part that need to be concerned and aware of in order to improve the service quality. Other than that, the information that obtain in this study offers fruitful information to the owner of fast food

restaurant or the franchisor in applying and improving the service quality to satisfy customers. Improving the service quality not only will make the customer feel satisfied, but also will improve the reputation of the fast food restaurant as well as boost the financial performance. The suggestion for future research, this study could be conducted at different setting or other types of foodservice establishments. In addition, other dimensions of service quality which can influence the customers' satisfaction could be analyzed. It can be done through distinguished models published and consider the new trends in fast food restaurant or any other service area.

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ID081 – Factors Influencing Millennial Choice of Fast Food at East Coast of Malaysia

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Abstract

The objective of the study is to identify factors that influence millennial in choosing fast food at East Coast of Malaysia. The factors that have been discussed are price, location, brand image and taste of food. The survey was distributed to all millennials from East Coast of Malaysia such as Kelantan, Pahang and Terengganu. The respondents of this study were from 18 to 29 years old. The questionnaire was distributed using kwiksurvey, the online survey application and the link have been spread via Facebook and WhatsApp application. The findings indicated that brand of the fast food restaurant has the highest significant effect on the millennial when choosing fast food and prices are the lowest factors that affect them. These results capitalize on past literature and confirm that brand image play important roles to millennial when choosing the fast food.

Keywords: fast food; millennial; east coast of Malaysia

1. INTRODUCTION

Nowadays, the fast food industry keeps mushrooming from day-to-day and we can find any fast food easily around us. Fast food restaurants such as Kentucky Fried Chicken (KFC), McDonald's, and Burger King are not only available in Malaysia but also in Asian and Europe countries (Stern, 2010). As stated by Franchise Help Holdings LLC., (2017), fast food restaurants and fast casual restaurants build the restaurant industry are also known as Quick Service Restaurants.

There are increasing numbers in consumer spending in Malaysia from MYR 150,335 Million in the fourth quarter of 2016 to MYR 151,998 Million in the first quarter of 2017 (Trading Economics, 2017). Majority of Malaysians tend to choose KFC where 77.85% of the respondents agreed with it and followed by McDonald's with 75.38%. It also includes other restaurants such as Pizza Hut, Subway, Domino's, Secret Recipe and many more (Statista, 2016). From Table 1, we can see that Malaysians like to eat fast food and they like to eat at KFC, McDonald's, and Pizza Hut.

According to Mat (2016), an extravagant trend of fast food consumption is created due to the increasing growth of fast food industry especially for young and active university students. The university students would choose fast food because of their hectic life where they have many things to do and this fast food is quick meal to accommodate their gastronomic needs.

1.1 Problem Statement

Individual such as parents are very busy with daily routines and job are the one who do not have time to prepare food for their children. Therefore, buying or dining at fast food restaurants become alternatives for this type of family that have limited time to prepare food at home. Unfortunately, many research reported that consuming fast food welcomes variety of diseases

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like obesity, diabetes, heart disease, angiopathy and cancer (Saglam, 1991). Therefore, this study will help to identify the main reasons why millennials choose fast food as their meals.

1.2 Literature review

Neu (2010) suggests that food served whether at a self-service counter or customers can get it via drive-through window. Meanwhile, a study conducted by Ritzer (2011) said that fast food industry is designed for their customers to spend the money and leave the restaurant after eating as soon as possible where there is some fast food chains use variety of methods to make their customers to not stay too long.

1.2.1 History of fast food

The history of earliest fast food chain established was found in Ancient Rome as dwelling has no kitchen (Bernadette, 2016; Positive Magazine, 2017; History of Fast, 2017) but unfortunately, it lost to history and there is no evidence to prove it. To add an information, the first hamburger in fast food industry in America was introduced in Wichita, Kansas and known as White Castle where here, they sold hamburger as they wanted to change the public's perception because the public thought hamburger was made from slaughtered house scraps and spoiled meats (Wilson, 2006; Bernadette, 2016; Positive Magazine, 2017; History of Fast, 2017) but the truth, it was not.

1.2.2 Millennial food consumption

Many researchers have conducted the studies about the consumption of food in among millennials (French et al., 2001; Food Insight, 2014; Ransohoff, 2015) and survey where they have included 4746 children and teenagers from the ages of 11 to 18 years old, the result showed that they consumed fast food including higher intakes of other food and drink like cheeseburgers, French fries, and soft drinks. In addition, based on the analysis done by Lutz (2015) and Perrotta (2016), we can assume Millennials like to buy food and drink at McDonald's because McDonald's offer products that are cheap, fast and ubiquitous enough even though they treasure foods with high quality, free of additives, and sustainable.

In addition, Fernando (2012) also found the food and beverage that the millennials consume are different where for millennials who age from 25 till 34 years old, they usually eat away from home or they bring food from home as they do not like preparing and cooking their own food.

In the same time, the statistic for fast food consumption in America (Statistic Brain, 2016) described that many people ate or consumed fast food where the percentage of frequency of American who ate fast food at least once per week was 44% meanwhile for never eating fast food was only 28% and this has contributed an annual fast food revenue which was \$110,000,000,000.

1.2.3 Fast food in Malaysia

An increasingly urban lifestyle in Malaysia has led to an estimated 82% of urban population eating out, fuelling the growth in fast food restaurants (Lee & Tan, 2007). Recently, Malaysia Government is concerned about the rise and impact of obesity issue in Malaysia. This happened due to the rapid increase of the diseases such as high blood pressure and heart problems caused by obesity (Market Watch Malaysia, 2010). Ministry of Health of Malaysia stated cardiovascular disease is one of the main causes of mortality in Malaysia (MOH, 2011). One of the actions taken by Malaysian Government is through banning the Fast food products or "the silent killer" advertising that lead to increasing number of Malaysians suffering from the diseases such as diabetes, hypertension and the critical rise in obesity among children and adults (Mirandah, 2011). In addition, the Information Ministry has also ordered Radio Television Malaysia Berhad (RTM) to stop the progress of fast food advertisements from being aired on television (Mirandah, 2011) it believed that such a move would help to encourage a healthy lifestyle among Malaysian society (Mirandah, 2011).

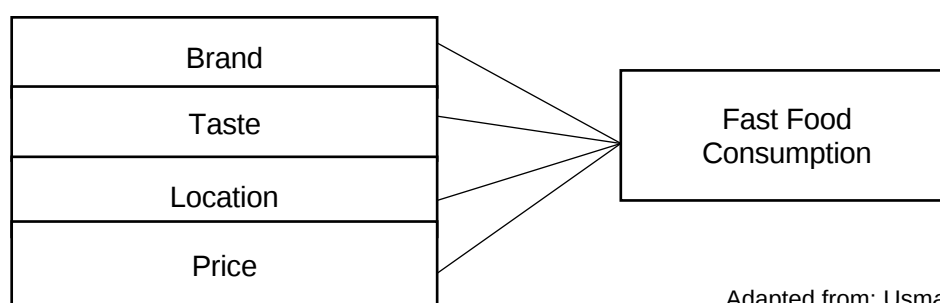
1.2.4 Factors of fast food consumption

There are various factors underlying the student to buy fast food. A study by Richardson and Aguiar (2003) found that the main attributes towards fast food such as taste, cleanliness, convenience, speed and predictability were ranked high in the choice of a fast food item. Based on present study conducted by Richardson & Aguiar (2003), they found out fourteen attributes which include price, quality, freshness, the taste, local product vs international product, food safety, attractiveness packaging, “halal” status, healthy food, the outlet within vicinity, easy to cook, advertisement, influence of friends versus family member and the influence of preferred brand have been chosen as the major influential factors for fast food purchasing and consumption in regard of the Malaysian culture and socio-economic perspective.

Meanwhile, Jacoby & Chestnut (1978), Solomon (1992) stated, the followings enable the readers to distinguish two different types of customer loyalty concepts: (i) Loyalty based on inertia, where the brand is bought out of habit merely because this takes less effort and consumer will not hesitate to switch to another brand if there is some convenient reason to do so; and (ii) True brand loyalty, which is a form of repeat purchasing behaviour reflecting a conscious condition to continue buying the same brand, and it must be accompanied by an underlying positive attitude and a high degree of high commitment towards the brand.

1.2.5 Theoretical framework

A study by Usman Ehsan (2012) found that the main attributes towards fast food selection are such as brand, taste, location, and price were ranked high in the choice of a fast food item.



Adapted from: Usman Ehsan (2012)

Figure 1: Theoretical framework

2. METHOD AND MATERIAL

2.1 Subject selection

Subjects of this study were recruited from three states in East Coast of Malaysia (Pahang, Kelantan and Terengganu). Millennial with the age group from 18 to 29 years old were asked to complete an online questionnaire. This left a total of 271 questionnaires, a response rate of 90%.

2.2 Instrumentation

The questionnaire was pre-tested with 30 universities students. Based on the results from the pre-test, some changes in wording were made for the final version of the questionnaire. The study gathered information about the students' general characteristics, fast food consumption and factors that affect the choice of selecting fast food.

The quantitative approach which was self-administered questionnaire was created with four sections. The four main sections were section A, section B, section C and section D. The eight questions in section A are simple-dichotomous question used to access the respondent's demographic information and respondent's background which involved their gender, age,

education level, respondent's state, their current profession, average expenses for food per month, reason to go to the fast food restaurant and their frequency of eating fast food. In section B, the questionnaire with two questions are designed to assess the consumption pattern of the millennial. Meanwhile, in section C, there are two questions to assess the menu choices of the respondents. Finally, for section D there are twenty items used for the respondents to report their feedbacks and opinions. The respondents need to rate their responses according to five Likert scale ranging from 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree. By using this Likert Scale rating method, the researcher can get an idea on how strong the level of agree or disagree of the respondents to the questions as it ranges from extremely positive to extremely negative.

2.3 Data collection method

The questionnaires were distributed using online platform to the respective respondents for two weeks from 14th of November 2017 to 31st of November 2017. Researcher has spread the link of the survey, <https://kwiksurvey.com/s/XxQHCpzJ> to millennials from Kelantan, Pahang and Terengganu with the restriction of the age from 18 to 29 years old only. There are no obvious problems arise during the data collection process. Subsequently, the data are ready for analysis and transferred to SPSS Version 23.

3. RESULTS

3.1 Participation and demographic profile of respondents

Majority of the fast food consumer were from female as they contribute 79.7% from 271 respondents. From the three categories of age, the result showed that most of them are from 18-21 years old (70.8%) and mostly were undergraduate degree (49.1%). 41% of the respondents were from Kelantan and the rest were from Pahang and Terengganu. The current profession the respondents were as a student (72.7%) and majority of them (32.5%) agree that their average expenses are from RM101 to RM200.

Table 1: Demographic profile

Demographic Profile		Percentage (%)
1	Gender of consumer	
	Female	79.7
	Male	20.3
2	Age of consumer	
	18-21 years old	70.8
	22-25 years old	20.3
	26-29 years old	8.9
3	Education Level	
	Undergraduate studies	49.1
	Postgraduate studies	27.7
	Secondary School	23.2
4	State	
	Kelantan	41
	Terengganu	31.4
	Pahang	27.7
5	Current profession	
	Student	72.7
	Professional	14.8
	Non-professional	7.0
	Unemployed	4.1
	Others	1.5
6	Average expenses	
	RM101-RM200	32.5
	RM201-RM300	26.6
	RM300 and above	23.2
	Less than RM100	17.7

3.2 Fast food consumption pattern among millennials in East Coast of Malaysia

Based on result in table 2, majority of the respondents choose to change of taste as the eating fast-food (42.4%). Besides, 42.1% are agreeing that the eating frequency is about 1-2 times in a month and during lunch hour (42.0%). Surprisingly, both gender (male and female) are choosing fried chicken as their favorite meal at fast food restaurant.

Table 2: Consumption pattern

	Consumption Pattern	Percentage (%)
1	Eating Reason (Change of Taste)	42.4
2	Eating Frequency (1-2 times a month)	42.1
3	Eating Time (Lunch time)	42.0
4	Menu Choices (Fried Chicken)	78.5

3.3 Factors that influenced millennial choice of fast food restaurant

Table 3 report the factors based on the ranking from the most important to the least important category that relates with millennial choice of fast food restaurant. The top six factors are brand presentation (4.25), suit with respondent taste (4.03), strategic location (3.92), nearby location of the respondent (3.78) halal brand (3.72) and trusted brand. Meanwhile the least important factors that agreed by majority of the respondent are food can be kept on a long time (3.24) and cheap price (3.14).

Table 3: Mean score for millennial choice

Rank	Category	Factor	Mean Score
1	BR	Brand Presentation	4.25
2	TA	Suit with Respondent Taste	4.03
3	LO	Strategic Location	3.92
4	LO	Nearby Respondent Location	3.78
5	BR	Halal brand	3.72
6	BR	Trusted Brand	3.67
7	TA	Consistency Taste of The Foods	3.65
8	BR	Brand Feedback	3.64
9	BR	Famous Brand	3.58
10	TA	Fresh Ingredients	3.56
11	TA	Tasty Food	3.55
12	PR	Price Is Worth with The Quality of Food	3.55
13	PR	Affordable Price	3.51
14	PR	Price Is Worth with The Portion Size	3.46
15	LO	Adequate Parking Space Location	3.46
16	LO	Safe Location	3.42
17	LO	Neighboring Location	3.40
18	PR	Value for Money	3.38
19	TA	Food Can Be Kept in A Long Time	3.24
20	PR	Cheap Price	3.14

4. DISCUSSION AND CONCLUSION

The lowest factor that influenced the millennial was price. Respondents did not influence by price factor because not all fast food come out with cheap price. The most important factor that attracted the millennial to eat fast food was brand factor. Respondents choose fast food because of their famous brand. In line with this notion, to other restaurant owners or establishment can use this study to plan a better menu and planning for a competitive food industry.

Eating out is a trend nowadays among Malaysians, however, if those restaurant owners or operator can come out with an effective menu planning, it will help towards the success of the food industry in Malaysia. To give more meaningful understanding on the issues investigated, the extension of this study need to be commenced in the future. The researcher hopes that they can expand their research to whole states in Malaysia or Asia. Besides that, future research should consider other age of population as fast food does not give negative impact on health to millennial, it applies to all age of population.

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ID082 – Food Poisoning: Knowledge and Practices among Food Handlers at Night Market

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Abstract

This study examines the level of knowledge and practices among food handlers at night market in Dungun, Terengganu. Using the quantitative method, a self –reported experience through questionnaires was distributed to 200 respondents at night market in Dungun. Simple random sampling method was used, and 160 food handlers who were selling food and drinks in the night market were the respondents involved. Results revealed that the food handlers at night market in Dungun have satisfactory knowledge and practices in the food safety and hygiene. Although there was a positive association between the level of knowledge and practices of food handlers, it is hoped that an observation can be done in the future research, as it would be more effective to observe the food handlers always apply the knowledge they have learned when in actual practices of handling foods. Therefore, effective and compulsory food safety training on a regular basis should be conducted for all food service employees in order to minimize the prevalence of foodborne hazards. It is suggested that more frequent monitoring to be implemented by responsible party in order to ensure that all food handlers at night market attend the course of food handling namely “Sijil Latihan Pengendalian Makanan” that is certified by the Ministry of Health Malaysia (MOH).

Keywords: knowledge; practices; night market; food poisoning; food safety and hygiene

1. INTRODUCTION

Night market is a kind of traditional open market that is familiar to the young and old generations in Malaysia with various goods and foodstuffs sold (Chin & Harun, 2015). It has become a trend in the food service industry in Malaysia where almost every state, small town, city and village run the night market every day. It is an irresistible and popular destination among locals and foreigners (Mazlan, Meran, Kamal & Ramli, 2017). Most of the researchers believe that the night market becomes a great spot because of its price (Fung, 2013), convenience in term of the location and atmosphere (Jaeger & Cardello, 2007), the open concept which they can leisurely shop and eat (Aziz, 2012) and selection in making decision (Huang & Dang, 2014).

In Malaysia, foodborne diseases are not rare. The outbreak of foodborne disease is defined as the occurrence of two or more cases of similar illnesses due to the consumption of food and it is associated with microorganisms like bacteria, fungi, viruses and parasites (Abdul Mutalib, Syafinaz, Sakai and Shirai, 2015). The epidemiological data on the occurrences of foodborne diseases has been gathered at the prominent night market or street vending foods (King, Awumbila, Canacoo, & Ofosu-Amaah, 2000). Annual Report by Ministry of

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Health Malaysia in 2014 stated that 50% of the cases of foodborne disease in Malaysia was caused by unhygienic food handling. Meanwhile in Haiti, it shows that majority of the food handlers served food with bare hands and did not wash their hands after handling money. Additionally, 70% of them did not keep pre-cooked food at an appropriate temperature (Samapundo, Climat, Xhaferi, & Devlieghere, 2015). The main problems that contributed to the high rates of foodborne disease in Malaysia are poor practices of food handlers and lack of public awareness (Salleh, Lani, Wan Abdullah, Tuan Chitek & Hassan, 2017). It is obvious that good food hygiene practices play an important role to control the incidence of foodborne diseases.

Cholera, typhoid fever, hepatitis A, dysentery and food poisoning are the examples of foodborne diseases and usually associated with acute gastrointestinal symptoms like diarrhea and vomiting (Blackburn & McClure, 2002). The trends of food poisoning cases in Malaysia tend to increase each year. The incidence rate (47.79) and the mortality rate (0.04) of food poisoning in Malaysia increased in 2013 as compared to the previous year (MOH, 2014). This indicates that food handlers have neglected the importance of safety food handling while preparing the foodstuffs (Abdul Mutalib et al., 2015). Through a research conducted by Sani & Siow (2014) found that there is a positive association among the level of knowledge, attitude and practice of respondents in handling food. However, respondents do not always use the knowledge they learn when handling food in real situations. Therefore, an effective food safety training that is implemented periodically should be conducted for all food handlers in order to minimize the occurrence of foodborne hazards (Abdullah Sani & Siow, 2014).

The economic implications of an outbreak are very serious and may cause the closure of an individual company and long lasting damage to a particular sector of the food industry (Hussin & Dawson, 2013). It also may cause various expenses in terms of medical treatment, legal action, investigations of the outbreaks, and recall of food products and loss of public trust (Dewaai, Robert, Witmer & Tian, 2010). Therefore, Food Safety and Quality Division, Ministry of Health (MOH) has embarked on various measures to improve the national food safety system through food handlers training programs, the establishment of Malaysian Food Safety Information System (FOSIM) and Malaysia Food Safety Disease Network (MyFoodNet) (Sallaeh et al., 2017).

1.1 Problem statement of the study

Food poisoning cases recorded a significant increase from 592 cases recorded in 2013. In year 2014, 999 food poisoning cases were recorded in Terengganu. It involved 20 schools and 12 institutions, while five cases occurred in other food premises (Bernama, 2014). Global data from year 2010 – 2015 stated that hundreds of millions of people worldwide are getting sick from contaminated food (WHO, 2015).

Most of the foods in the night market consumed from under cooked animal meat, fruit and vegetables contaminated with feces, and toxin-filled shellfish. These foods can contain unsafe viruses and bacteria if handled improperly and unhygienic. Night market is also formed at populated areas and foods are sold in open spaces. It can expose the food to insanitary conditions, long hours at temperature danger zone, cross contamination between cooked and raw food and inadequate holding temperature.

Not only the condition but the personal hygiene, knowledge, attitude and practice of food handlers' hygiene could have also caused the food contaminated (Mead et al, 1999). Previous research on street food vending also found problems of street foods lack of sanitary vending environments, lack of food preparation knowledge, and lack of food safety monitoring (Ekanem, 1998; Lucca, & Torres, 2006; Lues, Rasephei, Venter, & Theron, 2006; Toh & Birchenough, 2000). In order to maintain the hygiene practice in night market, food handlers should possess safety knowledge and positive attitude towards food safety quality. As food

poisoning cases seems to be increasing, this study is very important to be conducted to study the food handler's knowledge and attitude of food safety and hygiene in night market in order to reduce food poisoning cases.

2. METHOD AND MATERIAL

2.1 Research population and data collection method.

This study was conducted in a total of four areas of night markets in Dungun namely, Sura Gate (A) , Batu 48 (B) , Pulau Serai (C) and Paka (D) over almost one- month period in April 2016. Sample was drawn from the target population in such a way that each and every member of the population has an equal and known chance of being the subject of the sample. The data that was obtained from Majlis Perbandaran Dungun (MPD) revealed that there were 346 food handlers that sell foods in night market with legal license around Dungun. Therefore, a total of 180 food handlers participated and data were collected through questionnaires given to those who are illiterate. Respondents were given ample time, within 5 minutes to answer the questionnaire. Before the food handlers started to answer the question, each food handler who agreed to take part will be briefed about the study. As a result, a total of 180 questionnaires were collected and 160 were found useable. However, only 160 questionnaires from the total of the questionnaires distributed managed to be collected. This means the success rate of the questionnaires which were collected is 80%. This response rate is supported to proceed as according to Baruch & Holtom (2008), low response rate with 52.7% was the average response rate for studies that utilized data collected from individuals. In addition, Nulty (2008) stated that some scholars have suggested a minimum level for response rate which is 55.6% (Cook et al, 2000). The questionnaires were then coded and keyed-in Social Statistical Package (SPSS).

2.2. Questionnaire design

The questionnaires consist of 4 parts were developed based on comprehensive food safety literature reviews. Part A was used to collect data on respondent's age, gender, race, working experience, education level field of duty, typhoid injection, food safety training, and working experiences in handling food. Part B included 10 questions that revealed the respondents' knowledge on food safety and hygiene. Each question comprises three optional answers of "yes", "no" and "do not know" in order to reduce the probability of respondents in selecting the correct answer by chance (Sani & Siow, 2014). Correct answers were scored 2 points, incorrect or 'do not know' answers were given 0 point. The score range for this part was between 0 and 30. The scores above 15 are categorized as good and below 15 as poor. Ten questions in Part C were designed to assess the practices of respondents during food handling. The items for Part C were evaluated on a 5-point Likert scale ranging from 1 (strongly disagree/never- 1 point) to 5 (strongly agree/agree-5 points).

3. ANALYSIS AND RESULTS

3.1 Knowledge of food handlers

The descriptive statistic looking at the mean scores given by the respondents on their level of knowledge about food safety and hygiene practices. The respondents' scores are presented in (Table 1).

Table 1: Food handler's knowledge on food safety and hygiene (N=160)

Items	Correct%	Incorrect%
B1 Improper storage of food may cause health hazard	96.3	3.7
B2 Wear cap, masks and gloves reduce risk of contamination	95.0	5.0
B3 Wearing glove reduce risk transmit infection	95.0	5.0
B4 Washing hand before handling food reduce contamination	98.8	1.2
B5 Food Preparation in advance contribute to contamination	81.3	18.7
B6 Reheating food contribute to contamination	62.5	37.5
B7 Incorrect cleaning procedure increase risk foodborne illness	78.8	21.2

B8	Cross contamination is the main factor to food poisoning	61.3	38.7
B9	Safe temperature of cooked food is >63C or <5C	41.5	58.5
B10	Typhoid vaccination (typhim-vi) prevent typhoid infection	83.8	16.2

Table 1 shows the food handler's knowledge on food safety and hygiene. Knowledge of food handling by the food handlers that was asked on the questions are on procedures of food storage, the use of glove, cap, mask and apron, hand washing, temperature, cross contamination and typhoid injection. Majority of the respondents, (96.3%) knew that improper storage of foods may cause health hazard to consumers. Most of the respondents (95%) knew that it was necessary to always use cap, mask, gloves and apron which can reduce the risk of food contamination. Besides that, (95%) of the respondents answered correctly that wearing glove while handling food can reduce the risk of transmitting infection to consumers and staff, thus it indicated that their knowledge on personal hygiene procedures is high. While (98.8%) were aware that washing hands before handling food reduces the risk of contamination and it is necessary for them to always wash their hands when handling foods. Furthermore, (81.3%) of food handlers gave correct answers about the advance preparation of food is more likely to contribute to food contamination. Statement on reheating food is more likely to contribute food contamination was answered correctly by (62.5%) of food handlers. Furthermore, approximately (78.8%) of food handlers knew that incorrect application of cleaning procedure for equipment may increase the risk of food borne diseases to consumers. Additionally, (61.3%) of the respondents answered correctly that cross-contamination is the main factor of food poisoning while (38.7%) did not have the slightest idea of the term cross-contamination. In contrast, many of the food handlers were not aware of the importance of basic temperature control requirements in controlling microbial growth in food. Only (41.5%) of food handlers answered correctly the question about safe temperature of cooked food and (58.5%) answered wrongly. This result was supported by Afifi and Abushelaibi (2012) who stated that many of their respondents lacked knowledge about critical temperatures for foods. Food handlers showed excellent feedback when (83.8%) knew that typhoid injection can prevent typhoid infection.

3.2 Practices of food handlers

The descriptive statistic looking at the mean scores given by the respondents on their level of attitude on food safety and hygiene practices in handling food at night market. The respondents' scores are presented in (Table 2).

Table 2: Food handler's practices on food safety and hygiene (N=160)

Items	mean	%
C1 I did not touch food that does not wrapped in bare hand	4.68	97.5
C2 I did not refreeze defrosted foods	4.42	67.9
C3 I clean the work area before start work	4.68	97.5
C4 I do not separate the storage of raw and cooked food	4.55	82.2
C5 I did not use the same towel to clean many places	4.04	75.1
C6 I did not wear jewelry and a watch during working	4.01	41.5
C7 My apron cannot be used as a towel	4.57	85.3
D8 I do not smoke while working with food	4.05	75.3
D9 I did not chew gum while working	4.59	91.9
D10 I use a tissue when I am coughing or sneezing	4.59	89.3

The respondents' responses in terms of practices have been summarized in Table 2. It was found that (83.7%) food handlers agreed that the food that is not wrapped cannot be touched barehanded. Furthermore, (67.9%) agreed that defrosted foods can be refreeze. Majority of the respondents (97.5%) agreed that a good practice should separate kitchen utensils when preparing raw and cooked food. Additionally, good practices showed by food handlers when (82.2%) agreed that they do not separate the storage of raw and cooked food. Although (75.1%) respondents of this study agreed that they cannot use the same towel to clean many places, but many of them were observed in doing so when in actual practices. It was also found that from the results, it showed that most of the respondents have poor practices on

wearing accessories as only (41%) agreed that they cannot wear jewellery and watch while handling food. On the other hand, (85.5%) also agreed that they cannot smoke while working and handling food. (85.3%) of the respondents agreed that their aprons cannot be used as a towel for cleaning and (91%) of the respondents agreed that they cannot be chewing gums while working. (89.3%) of food handlers agreed to use a tissue when coughing or sneezing.

4. DISCUSSION

4.1 Knowledge of food handlers

Most of the food handlers have good knowledge in handling foods and there was a few with poor knowledge. Knowledge of food handling by the food handlers that was tested on the questions are on procedures of food storage, the use of glove, cap, mask and apron, hand washing, temperature, cross contamination and typhoid injection. Majority of the food handlers have good knowledge about the do's and don'ts when handling food. On the other hand, they also have knowledge about what can cause food poisoning. Previously, some of them had experiences in this kind of business so they already have a good way to deal with foods.

In general, the food handlers' knowledge level was high. They demonstrated excellent knowledge in the categories of storage, the uses of cap, gloves, mask and apron, cleaning procedure, and cross contamination. However, some of them are unfamiliar of the term cross contamination. The entire food handlers agreed that washing hands before handling food would reduce the risk of contamination. While for typhoid injection, most of them agreed but a few of them were unsure about the importance of typhoid injection to them. Besides that, some food handlers said that they know preparation of food in advance is more likely to contribute to food contamination but that is how they manage their time. They prepare earlier to make sure that they have time for preparing other things.

In addition, their knowledge on basic safe temperature for food is low, (41.5%). The result supported by Sani and Siow (2014), which in their study reported only (58.7%) of the respondents knew about temperature and time control. Many of the food handlers were not aware of the importance of basic temperature control requirements in controlling microbial growth in food and if it is inadequately performed, it will lead to the proliferation of microbial hazards and thereafter food borne diseases (Adams & Moss, 2008) Similar findings by Buccheri et al (2010) reported that food handlers' proportions as high as 82.0% did not know the critical temperature of storing hot and cold foods respectively. These findings were supported by Dong (2015) that the importance of food safety and hygiene trainings is the most effective intervention to decrease the case of foodborne illnesses as it resulted in effective performance of hygienic practices.

4.2 Practices of food handlers

Personal hygienic practice is crucial to ensure safe food production. In this study, respondents' practices on food safety and hygiene were positive. The food handlers practiced well which they did not touch food that is not wrapped with bare hand, used separate kitchen utensils between raw and cooked foods, separated storage of raw and cooked foods, did not use the same towel and apron to clean, did not smoke and chew gum while working, cleaned work area before they start working, washed hands before and after work and used tissue when coughing and sneezing.

However, (41.4 %) of the respondents did not know if they cannot wear jewelries and watch while handling foods. Even though the food handlers have food safety and hygiene training (*Sijil Latihan Pengendalian Makanan*) conducted by Kementerian Kesihatan Malaysia (KKM), the training did not affect their practices. They were aware and knew that wearing accessories such as jewelries and watch while handling foods might be a cause of food contamination, but many of them were reported in doing so when in actual practice.

5. CONCLUSIONS AND RECOMMENDATIONS

In conclusion, this self-reported study showed that food handlers have satisfactory knowledge and practices in food safety and hygiene. However, the validity of such behaviours could not be confirmed since this study did not involve the observation on food handlers for their food preparation activities at night market (Sani and Siow, 2012). Although there was a positive association between the level of knowledge and practices of food handlers, nevertheless in the future study, via the observation, it could be improved and it would be more effective to observe that they always apply the knowledge they have learned when in actual practices of handling foods. Therefore, effective and compulsory food safety training on a regular and ongoing basis should be conducted for all food service employees in order to minimize the prevalence of foodborne hazards. It could be suggested that more frequent monitoring have to be implemented by responsible party in order to ensure all food handlers at night market attend the course of food handling namely “*Sijil Latihan Pengendalian Makanan*” that is certified by the Ministry of Health Malaysia (MOH). This is to enhance their level of knowledge, thereby improving the attitude of food handlers towards food hygiene and safety in preventing food poisoning. Law enforcement also needs to be tightened by monitoring every food sale activity in the night market and ensuring that all food handlers are practicing food hygiene and safety procedures set by the MOH. With the efforts of various parties, including the State Health Department (JKN), the Ministry of Health Malaysia (KKM), Local Authorities (PBT) with the help of researchers from local universities, the risk of cases of food poisoning occurring in Malaysia especially in the night market can be reduced.

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**ID085 – Young Customer Satisfaction towards Mamak Restaurant in Puncak Alam,
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Abstract

This study aims to investigate factors that may influence young customer satisfaction towards Mamak restaurant. A questionnaire was equally distributed to 250 students from five faculties in UiTM Puncak Alam, Selangor. Pearson correlation and multiple linear regression analyses were employed to determine the relationship between price, service time, environment and food quality of Mamak restaurant and customer satisfaction. Results showed that all independent variables were significantly influenced customer satisfaction ($p < 0.05$). All variables except for environment were predictors for customer satisfaction where the quality of food was shown to be the main predictor. As a conclusion, greater emphasize should be given to the quality of food, service time and price, but not neglecting the environmental factors since all the variables influence young customer satisfaction.

Keywords: *mamak restaurants; price; service time; environment; food quality; customer satisfaction*

1. INTRODUCTION

Known as food heaven, Malaysia has a great deal of food as product of culture assimilation. Not just as inventors to a unique dramatic and fusion cuisine, the culture of people now love to eating out has become a catalyst to the increasing number of restaurants. The restaurant industries are becoming competitive. To attract and retain the customers, the industry players have to understand the customer's needs and wants (Hisrich & Ramadan, 2017)). Hence, gauging positive perception and the ability to obtain high level of satisfaction among the customers are very important.

In Malaysia, Mamak restaurants have been known for the 24-hour operations (Ali & Abdullah, 2012). These Mamak restaurants are run by Tamil Muslims who are migrated from South India to Malaysia centuries ago. These restaurants are easily identified based on their decors which include framed of Quranic verses, do'a and Arabic calligraphy hanging on the wall (Sharbudin and Mohamad, 2008).

Traditionally, these food operators will sell their food at the road side stalls. However, to cater the needs and demand of the customers from various background and to provide different dining experience (Lim, 2017), many of the owners have upgraded their stalls to bistro or café concept for their food establishments (Abu Bakar & Farinda, 2012). In addition, various approaches have been introduced to attract the customers especially among the teenagers

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and young adults to hang out at their place. Mamak restaurants are known for the happening and lively environment (Ibrahim et al., 2017), an open air dining area and the setting up of the giant screen for sport screening (Ali & Abdullah, 2012). The approaches were proven to be successful where based on an interview conducted by Wong and Khoo-Lattimore (2011), friends, cheap food price, freedom, relaxation, food and drinks, and convenience are factors that can influence customers to dine at the Mamak restaurants. Similar finding was reported by Abu Bakar and Farinda (2012) where low price meals was one of the factor that attracts customers to keep coming to these restaurants. However, they found out that service quality and food attributes did not influence one's intention to dine at the Mamak restaurants. Their findings are worth to be explored further since most studies related to restaurant operations show significant relationship between service quality and food attributes towards customer's satisfaction (Boo, 2017; Nguyen, Nisar, Knox & Prabhakar, 2017; Lai, 2015; Rashid, Rani, Yusuf & Shaari, 2015).

Moreover, one can find the Mamak restaurants everywhere in Malaysia especially in the West coast region such as in Klang Valley including Kuala Lumpur and Selangor, Johor and Pulau Pinang (Ali & Abdullah, 2012). In a new township such as Puncak Alam, Selangor where the new UiTM campus branch is located, there are nine Mamak restaurants in operations. Hence, it is important to investigate factors that may influence the young customers especially the undergraduate students to choose Mamak restaurants as their hang out place. The findings of this study can benefit other business owners to further improve their restaurants in order to attract young customers to dine in and hang out at their restaurants.

1.1 Literature review

Satisfaction is a very crucial factor in the foodservice establishment as it will retain and attract customers. Customer satisfaction is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfillment (Pizam, Shapoval & Ellis, 2016). In other words, it is the overall level of contentment with a service/product experience. Also the customer satisfaction means as an individual's pleasure feeling or disappointment that can be resulted by comparing a product's perceived performance in relation to his or her expectations (Engler, Winter & Schulz, 2015). Furthermore, customer satisfaction is often used as a benchmark of whether customers will or will not return (Ryu, Lee & Kim, 2012; Ryu & Han, 2010). Thus, customer satisfaction is likely to consider specific aspects of the transaction such as product features (for example food quality and restaurant ambience), service features (for example the responsiveness of the server), price and also their satisfaction with the overall restaurant experience (Andaleeb & Conway, 2006).

There are various factors that can influence customer's satisfaction related to dining such as food quality, service quality, the price of the meals and also the ambience of the restaurants. The quality of physical environment, food, and service are significant determinants of restaurant image (Ryu, Lee & Gon Kim, 2012). Besides, age and gender of the customers play an important role in determining customer's satisfaction towards service quality, price, environment and food quality (Ramanathan, Di & Ramanathan, 2016; Harrington, Ottenbacher & Kendall, 2011). According to Ramanathan et al. (2016) and Harrington et al., 2011, females rated price as the most important attributes than males. Harrington et al. (2011) also found that quality attributes and dietary factor are more important for female customers and also among older customers (Harrington et al., 2011). In addition, they also concluded that older customers also tend to place greater importance on the setting than the younger customers. On the other hand, Harrington et al. (2011) findings were contradicted with Ramanathan et al. (2016) in terms of pricing where young customers were shown to regard price attribute as more important than other attributes.

According to Rozekhi, Shahrill, Ashraf Siddik, & Putri Dahlia (2016), there is a significant relationship between food quality and customer satisfaction. Similar findings were reported by

Shariff, Omar, Sulong, Majid, Ibrahim, Jaafar & Ideris (2017), Al-Tit (2015) and Ryu & Han (2010) where quality of food is a major concern to customers hence making it the most important factor when selecting a restaurant to dine in. A food that is well taken care all the way from the source until it is ready to consume is important as it provides better nutritional value and safer compare to food that is not following the regulations such as improper handling practices and an abuse of time-temperature conditions. It has been concluded that a safe and quality food can enhance the customer's confidence (Aung & Chang, 2014).

Other than the food quality, service quality and customer satisfaction have been the most essential marketing priorities and in achieving consumer loyalty, such as repeat sales and positive word-of-mouth (Shariff et al., 2017; Ryu & Han, 2010). In restaurant businesses, low levels of service quality will create unfavorable behavioral intentions to dine in, which in turn will decrease relationships with establishments (Ryu & Han, 2010; Alexandris, Dimitriadis & Markata, 2002). Customers always tend to overestimate the amount of time they spend waiting (Katz, Larson, and Larson, 1991), and as the perception of waiting time decrease, customer satisfaction tends to decrease (Chien & Lin, 2015). As suggested by Sulek and Hensley (2004), there are a number of conditions that will influence time perception during waiting such as information about the reasons for and or length of the delay, the degree to which the waiting time is filled and the perceived fairness of the queue setup. In addition, Pruyn and Smidts, (1998) said that the easiest way to overcome waiting time is to give little attention towards the customer and providing attractive waiting environment that can directly and positively influence satisfaction towards the service. Fang (2015) proved that background music can affect customer's waiting time.

A reasonable price for foods and beverages is vital in determining the number of customer to come in (Abu Bakar & Farinda, 2012). The price of the meals can greatly influence customer's satisfaction because price has the capability of attracting or repelling them (Monroe, 1989). Furthermore, recent research in marketing and psychology has shown that satisfaction is positively correlated with pricing fairness perceptions (Ryu & Han, 2010; Raji & Zainal, 2017; Kaura, Durga Prasad & Sharma, 2015; Hapsari, Clemes & Dean, 2016). According to Reid (1983), consumer's relative perception of value must be considered when establishing menu prices. The concept of value for money is related to price. Although larger portions do not always equate better value in the minds of all consumers, larger portions do enhance perceived value for customers (Grindy, 1999).

A systematic layout can help in optimizing resources of an operation which in this context, the human force. When dealing with human, there are certain behaviour which could directly affect the business operation efficiency itself. There is a need to understand how customers' behaviour change based on environmental elements (Han & Ryu, 2007). According to Lin & Liang (2011) and Yuksel, Yuksel & Bilim (2010), environmental elements influence human cognition, emotions, and behaviour. In terms of atmosphere or ambience, it refers to the internal environment of a restaurant. It is a fairly important decision factor when people go out to the restaurants (Josiam, Malave, Foster et al., 2007). Sight, sound, smell, and touch are all combined to create the stage setting for the dining experience (Marvin, 1992). In addition, facility design consists of non-living factors namely equipment, layout, lighting, and colour plays an important role in creating a good ambience for dining (Novak, La Lopa & Novak, 2010).

Therefore, it is important to understand what motivates customer especially the young generations to keep coming to Mamak restaurants and the factors that satisfy them. There are many studies that are focusing on the customer's satisfaction in hospitality industries (Rahimi & Kozak, 2017; Radojevic, Stanisic & Stanic, 2015; Pizam, Shapoval & Ellis, 2016) and other types of restaurants (Boo, 2017; Canny, 2014; Al-Tit, 2015; Lai, 2015). However, the study on the relationship between service time, price, environment and quality of food towards ethnic

restaurants such as Mamak restaurant are very scarce. Based on the literature review, the following hypotheses were then formulated:

- H1: Price significantly influences customer satisfaction
- H2: Service time significantly influences customer satisfaction
- H3: Environment significantly influences customer satisfaction
- H4: Quality of food significantly influences customer satisfaction

2. METHOD AND MATERIAL

A cross-sectional quantitative approach was used in this study. A self-administered questionnaire was proportionately distributed to 250 students from five (5) faculties in UiTM Kampus Puncak Alam, Selangor. The respondents were asked to respond to all statements given in the questionnaire. Section A covered the demographic profile of respondents such as faculty, age, and gender. Section B includes variables such as price (6 items), service time (9 items), environment (6 items), quality of food (4 items) and customer satisfaction (8 items). These questionnaires were adapted from Ha & Jang (2010), Jeong & Jang (2011), Jung & Yoon (2013), Chen, Peng & Hung (2015), El-Manstrly (2016), Roy, Rabbanee & Sharma (2016) and Wu, Raab, Chang & Krishen (2016). The respondents were required to respond to each statement given based on 6-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (6). Data were analyzed using the SPSS version 22 software for descriptive statistics, Pearson correlation and multiple linear regression.

3. ANALYSIS AND RESULTS

The Cronbach's alpha value for the questionnaire was 0.93, while the value for each variable was in the range of 0.78 to 0.95. The values obtained indicates that the questionnaire was highly acceptable and reliable.

3.1 Characteristics of respondents

The students of the Faculty of Hotel and Tourism Management, Faculty of Business Management, Faculty of Education, Faculty of Pharmacy and Faculty of Art and Design 50 respondents (20%) participated in this study. Majority of them were in their bachelor degree program (89.2%), followed by the diploma students (5.6%) and the remaining were postgraduate students (5.2%). Out of 250 respondents, 69.6% and 30.4% of the respondents were females and males respectively. 6.0% of the respondents were aged between 18 and 21 years old, 87.6% of the respondents were aged between 22 and 25 years old, 5.2% were aged between 26 and 29 years old and 1.2% of the respondents were above 30 years old

3.2 Descriptive statistics

Table 1 shows the descriptive statistics of price of meals of the Mamak restaurant. "The prices of Mamak foods are reasonable" scored the highest (3.66 ± 1.203), followed by "The prices offered by Mamak restaurant are acceptable" (3.57 ± 1.183) and "The cost at the Mamak restaurant seemed appropriated for what they got" (3.53 ± 1.169). "For the effort involved in finidng a good deal, Mamak foods offer the good value for money" scored the lowest with a mean of 3.45.

Table 1: Price of meals of Mamak restaurant

Statement	Mean Score (μ)	Standard Deviation (σ)
1. The food I ordered was reasonably priced.	3.36	1.301
2. The cost seemed appropriated for what I got.	3.53	1.169
3. For the effort involved in finding a good deal, "Mamak" foods offer the	3.45	1.202

	good value for money.		
4.	For the price I am paying, "Mamak" restaurant offer a good deal.	3.51	1.232
5.	The prices offered by "Mamak" restaurant are acceptable.	3.57	1.183
6.	The prices of "Mamak" foods are reasonable.	3.66	1.203
	Overall	3.514	1.083

Table 2 shows the service time of Mamak restaurant. "Mamak restaurant provides quick services" and "The server took their order in a timely manner" scored the highest (mean value of 4.20) with standard deviation of 1.065 and 1.047 respectively, followed by "The server provided equal service to all customers" (4.19 ± 1.116) and "The food was served in a timely manner" (4.17 ± 1.026). "The staffs are professional" scored the lowest (3.65 ± 1.116).

Table 2: Service time of Mamak restaurant

Statement	Mean Score (μ)	Standard Deviation (σ)
1. The Mamak restaurant provides quick services.	4.20	1.065
2. The staffs are reliable.	3.85	1.106
3. The staffs are professional.	3.65	1.116
4. Before my experience with Mamak restaurant I expected that it has the ability to perform the promise service accurately.	3.79	1.103
5. Before my experience with Mamak restaurant I expected that it has the ability to perform the promise service reliably.	3.86	1.059
6. I was seated in the timely mannered.	4.08	1.082
7. The server took my order in a timely manner.	4.20	1.047
8. The food was served in a timely manner.	4.17	1.026
9. The server provided equal service to all customers.	4.19	1.116
Overall	4.00	0.782

Table 3 shows the descriptive statistics of environment of the Mamak restaurant. "Seating arrangement gives them enough space" scored the highest (3.94 ± 1.114), followed by "The colors creating warm atmosphere" and (3.57 ± 1.183) and "air aroma is inviting". Both of the statements had a mean score of 3.90 with standard deviation of 1.096 and 1.389 respectively. "Employees at Mamak restaurant are well dressed" scored the lowest (3.21 ± 1.450).

Table 3: Environment of Mamak restaurant

Statement	Mean Score (μ)	Standard Deviation (σ)
1. Seating arrangement gives me enough space.	3.94	1.114
2. Employees are well dressed.	3.21	1.450
3. The furniture is high quality.	3.72	1.128
4. Wall decorations are visually appealing.	3.86	1.141
5. The colors creating warm atmosphere.	3.90	1.096
6. Air aroma is inviting.	3.90	1.389
Overall	3.754	0.978

Table 4 shows the descriptive statistics of food quality of the Mamak restaurant. "Food portion was enough to satisfy customers' hunger" scored the highest (4.38 ± 1.015), followed by "The Mamak restaurant serves tasty food" (4.32 ± 0.988) and "I enjoy the food because it was tasty" (4.19 ± 1.047). "Mamak restaurant offers fresh food" scored the lowest (4.12 ± 1.159).

Table 4: Food quality of Mamak restaurant

Statement	Mean Score (μ)	Standard Deviation (σ)
1. I enjoy the food because it was tasty.	4.19	1.047
2. Food portion was enough to satisfy my hunger.	4.38	1.015
3. The Mamak restaurant serves tasty food.	4.32	0.988
4. The Mamak restaurant offers fresh food.	4.12	1.159
Overall	4.251	0.906

Table 5 shows the descriptive statistics of customer satisfaction on Mamak restaurant. "Overall, I really satisfied with the dining experience in the Mamak restaurant" scored the highest (4.30 ± 1.209), followed by "I am pleased to visit Mamak restaurant again" (4.25 ± 1.019) and "I was satisfied with the dining experience in the Mamak restaurant" (4.23 ± 0.971).

However, “I will keep ongoing relationship with Mamak restaurant” scored the lowest (3.84 ± 1.256).

Table 5: Customer satisfaction of Mamak restaurant

Statement	Mean Score (μ)	Standard Deviation (σ)
1. I was happy with the dining experience in the Mamak restaurant.	4.22	0.970
2. I was satisfied with the dining experience in the Mamak restaurant.	4.23	0.971
3. I am pleased to visit Mamak restaurant again.	4.25	1.019
4. The Mamak restaurant exceeds my expectations.	3.93	1.192
5. I will keep ongoing relationship with Mamak restaurant.	3.84	1.256
6. The overall feeling I got from Mamak restaurant put me in the good mood	4.06	1.241
7. I really enjoyed myself at Mamak restaurant.	4.17	1.241
8. Overall, I really satisfied with Mamak restaurant.	4.30	1.209
Overall	4.124	0.922

As shown in Table 1, 2, 3, 4 and 5, the overall mean scores and standard deviations for all variables used in this study indicates that the quality of food of Mamak restaurant had the highest mean scores (4.251 ± 0.906), followed by customer satisfaction (4.124 ± 0.922), service time (4.00 ± 0.782) and environment (3.754 ± 0.978). Proce however had the lowest scores (3.514 ± 1.083).

3.3 Hypotheses testing

Table 6 summarizes the correlation between variables. All independent variables were significantly and positively correlated with Mamak restaurant customer satisfaction at $p < 0.05$. The quality of food was shown to have moderate correlation with Mamak restaurant customer satisfaction ($r = 0.541$, $p < 0.05$), while price, service time and environment had weak correlation with the customer satisfaction.

Table 6: Correlation for the measured variables

	Customer Satisfaction	Price	Service Time	Environment	Food Quality
Customer Satisfaction	1.000				
Price	0.315**	1.000			
Service Time	0.404**	0.482**	1.000		
Environment	0.379**	0.200**	0.381**	1.000	
Food Quality	0.541**	0.222**	0.379**	0.516**	1.0000

Note: ** $p < 0.05$, $n = 250$

Table 7 shows the multiple regression analysis output by which in this analysis, four variables were used to test the model for Mamak restaurant customer satisfaction. The full model was found to be significant as indicated by the overall F-statistic ($p < 0.000$). As shown in Table 7, the independent variables contribute 35.8 per cent of the variance in Mamak restaurant customer satisfaction. Environment was not significant with p-value greater than 0.05, whereas price, service time and food quality were significant ($p < 0.05$). Food quality was shown to be the most predictor that determined customer satisfaction towards Mamak restaurant.

Table 7: Multiple regression predicting determinants for Mamak restaurant customer satisfaction

	<i>B</i>	β	<i>t</i>	<i>p</i>	<i>R</i> ²
Constant	0.934		3.239	0.001	
Price	0.114	0.133	2.279	0.024*	
Service Time	0.180	0.153	2.421	0.016*	0.358
Environment	0.077	0.082	1.335	0.183	
Food Quality	0.419	0.411	6.691	0.000*	

Note: * $p < 0.05$, $n = 250$

Table 8 shows that all the hypotheses were supported in this study where positive correlations were observed between price, service time, environment and the quality of food, and the

customer satisfaction on Mamak restaurant. However, only price, service time and the quality of food were the significant predictors towards Mamak restaurant customer satisfaction.

Table 8: Summary of research hypotheses outcomes

Research Hypothesis	Results
H1: Price significantly influences customer satisfaction	Supported
H2: Service time significantly influences customer satisfaction	Supported
H3: Environment significantly influences customer satisfaction	Supported
H4: Quality of food significantly influences customer satisfaction	Supported

4. DISCUSSION

The findings of this study provide valuable information to restaurateurs on the factors that can attract customers to dine in and revisit their premises. The experience that the customers had while dining at the restaurant can influence their intention whether to revisit or go to another restaurant (Ryu, Lee & Kim, 2012; Ryu & Han, 2010). This experience can be food related whether it is before, during or after eating, or situational experience which can finally affect their emotion (Köster & Mojet, 2015). Emotion was shown to significantly predict food choices (Gutjar et al., 2015a, Gutjar et al., 2015b; Robino et al., 2016; Hoek et al., 2017). Therefore, it is important for the restaurateurs to make sure that their customers would experience memorable meals while dining at their restaurants regardless of age, gender and emotional character (Piqueras-Fiszman & Jaeger, 2015).

In this study, price of the meals, service time, environment and food quality play a significant role in ensuring customer satisfaction. These findings were in line with other studies (Petzer & Mackay, 2014; Ryu & Han, 2010; Brady, Robertson & Cronin, 2001). But, the quality of food was shown to be the most influential factor that can affect customer satisfaction. Similar finding was reported by Harrington et al. (2011) where the quality of food and drinks was rated the highest among the top five positive attributes that can influence young customers. There are several attributes that are related to quality of food. According to Namkung & Jang (2007), taste and appearance of food are the main attributes of food quality that can influence customer satisfaction. On the other hand, Rozekhi et al. (2012) reported that the freshness and variety of foods are the two most important attributes that influence customer satisfaction in the restaurants. However, it is worth to note that factors such as age, gender and socioeconomic background of an individual can influence the way customer perceived the quality of food. Older customers are normally looking for healthier food and drinks while for younger generations, appearance and taste signify the quality of food (Namkung & Jang, 2007). Similarly, females are also looking for healthier foods than males. This is because females are more concern of their appearance and body image.

Other important factors that can influence customer satisfaction towards restaurant are service time and price of a meal. A reasonable price for foods and beverages are vital in determining the number of customer coming in, the price of the items on the menu can also greatly influence customers because price has the capability of attracting or repelling them (Monroe, 1989). However, comparing between the two variables, service time was a higher predictor than the price. This finding is interesting to note since students are known to have limited amount of money and would always look for cheaper meals. A study by Boo (2017) found that price of the meals is significantly influence young customer satisfaction, and it was ranked higher than the quality of food. In addition, previous study conducted by Sulek & Hensley (2004) showed that wait time did not have a significant influence on customer's intention to revisit the restaurant. Similarly, Abu Bakar & Farinda (2012) also concluded that young customers are not too concern with other aspects as long as they have a place to hang out. However, the present findings highlight the students nowadays are more time-conscious customers than the older generations.

In this study, environment of the Mamak restaurant was shown to significantly influence the customer satisfaction. This study supports earlier study on Mamak restaurant in Penang highlighting the importance of environment on customer satisfaction (Ibrahim et al., 2017). However, this variable was not the main predictor for customer satisfaction. This is possibly due to different perception between younger and mature customers. Young customers were shown to consider environment as one of factor that can influence their satisfaction as opposed to mature customers (Josiam et al., 2014). However, older study conducted by Andaleeb & Conway (2006) found that environment did not significantly influence customer satisfaction. Perhaps the physical characteristics of a restaurant in the early 2000s and the later years could explain customer satisfaction, which is worth to be explored in future research.

5. CONCLUSIONS AND RECOMMENDATIONS

This study highlights several aspects that can be considered by restaurateurs in order to satisfy the young customers. The quality of food, service time and price are the main predictors that can influence customer satisfaction. Environment of the restaurant was shown to influence customer satisfaction, however, it is not a significant predictor. It is important for the restaurateurs to understand the behavior of the customers since they change over time. However, there are some limitations in this study. First, this study are only focusing on students among UiTM Puncak Alam only where the students do not have any other place to hang out compared to students at other locations. The findings obtained would not provide a complete view of the matter and cannot be generalized to other students in Malaysia. Besides, we also believe requires further study is the assumption that the young customers go to Mamak restaurants are for meals and also to hang out with their friends. The extent to which these restaurants are able to create conditions in which their customers are able to enjoy the company of others may also be important determinants of customer satisfaction that may need to be included in future models of customer satisfaction. By considering these aspects, it may be possible to provide deeper insight into factors that may influence customer satisfaction towards Mamak restaurants.

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