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NURTURING HOSPITALITY, TOURISM AND WELLNESS WORLD

HOSPITALITY CLUSTER

Editors:

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Research Article

The Effectiveness of Smoking Ban in Kota Bharu Restaurants

Effa Syahira Shaiful Anwar, Nurul Faziatul Syifa Mohamad Fodzi, Kanagambigai A/P Subramaniam, Nur Syifaa Mohd Ali, Nurashikin A. Ridzuan & Nor Maizana Mat Nawi
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ABSTRACT

This study intends to identify and examine the factors contributing to the effectiveness of smoking ban in Kota Bharu restaurants. A survey was conducted and a total of 299 questionnaires were collected to evaluate the result of this survey. The outcome of this survey indicates that there is an association between contributing factors and the effectiveness of smoking ban in Kota Bharu restaurants. Parallel to the current scenario of smoking ban in all restaurants, pubs, bar and eateries, this research intends to find out the relationship of these factors to effectiveness of smoking ban and how these factors influence the effectiveness of smoking ban in Kota Bharu restaurants. This research revealed that more studies and research should be conducted to understand the factors. Apart from health factor, the environment and governmental laws also play a vital role in the effectiveness of smoking ban in restaurants.

Keywords: *Smoking ban, Health, Environment, Governmental laws, Restaurants*

INTRODUCTION

The hospitality industry is a wide service sector that revolves in the economic aspects of a country. The function of hospitality industry is not only limited to hotels but it has been widened to other sectors as well. The accommodation and food-service sectors have been regarded as key sub industries of the hospitality sector (Broherton, 1999; Guerrier & Adib, 2000; Lockwood & Jones, 1989). The existence of food and beverage industry caused the emergence of many types of food establishments. This can be further explained as there are two distinctions in the food and beverage industry known as commercial and non-commercial sector. The commercial sector comprises of quick service restaurants, full service restaurants, catering and drinking establishments while institutional and accommodation foodservices fall under non-commercial sectors. Though these two sectors are in an immense growth, there are some issues and challenges that lie within these sectors concerning on the establishments mostly. One of the main issues is the food safety and traceability that continues to be the top priority. A cross-sectional study done by Albers, Siegel, Cheng, Biener and Rigotti (2004) in Massachusetts found that strong local restaurants and bars regulations are associated with more negative attitudes towards the social acceptability of smoking in restaurants and bars among adults who eat out or go out primarily in their town. The dominant problem of the case above is the smoking issue. Smoking has been a global issue as it managed to catch people's attention. Even though there are many health and environmental effects, people tend to smoke because of certain factors and this has given a wide chance for the tobacco industry to keep growing and providing continuous tobacco supply. Smokers mostly acknowledge the harm they are doing to themselves and many report that they do not enjoy it and yet they continue to smoke (Fidler & West, 2011; Ussher, Brown, Rajamanoharan, & West, 2014). This clearly explains the strong influence of tobacco especially the cigarette among people. There are three objectives of this research:

1.1 To examine the relationship between health factor and the effectiveness of smoking ban in Kota Bharu restaurants.
1.2 To examine the relationship between environmental factor and the effectiveness of smoking ban in Kota Bharu restaurants.

1.3 To examine the relationship between governmental laws factor and the effectiveness of smoking ban in Kota Bharu restaurants.

Significance of the Study

This study intends to educate and provide information on the effectiveness of smoking ban as well the factors related to it. The outcomes of this study might be a catalyst for researchers to conduct similar studies in the area related to smoking, health, environmental issues, governmental laws and smoking ban. This research might also be useful for comparison purpose or creating new theories. There is no any effect on the restaurants profit even though there is a smoking ban imposed and owners should be happy because it is bringing a positive effect to them. This study certainly leads to a better community as one is able to influence the other and it keeps continuing as chain of habit within the community.

LITERATURE REVIEW

Factors Contributing to the Effectiveness of Smoking Ban

A study on smoking control was initially conducted in Australia. It emphasized on providing a smoke free environment based on several reasons. It includes; to improve the air quality, reduce the exposure of restaurant employees to environmental tobacco smoke and to marginalize the smoking behaviour (Margot, Robyn, Catherine & Rob, 1993). The continuity of such study results in emergence of other studies regarding smoking ban covering other aspects as well. Another study of smoking ban was aimed to assess public opinion on totally smoke free restaurant policies, the frequency of restaurant use among smokers and non-smokers, and the self-reported predictions of change in the frequency of restaurants use under smoke free policies among Hong Kong adults (Lam, Janghorbani, Hedley, Ho, McGhee & Chan, 2002).

Health

Wright (1982) had emphasized the meaning of health as the social character of being fully human. He also added that health is not neutral but a moral concept; which incites people to action (Wright, 1982b). In contrast, Wright also develops his argument by referring to other existing opinions about health such as health refers only to the physiological state of the human body and that it can be verified and measured by external technical means. Health is a concept which is applicable only to the individual and health can be divided into two spheres: mental and physical. On the other hand, Dr Andrija (1948) defined health as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity". Next, the *Merriem Webster dictionary* (2019a) defines health as the condition of being sound in body, spirit and mind, free from physical pain or disease or the general condition of the body.

Environment

Environment can be explained by the multiple definitions such as, the circumstances, objects or conditions surrounded by a person, the complex of physical, chemical, and biotic factors (climate, soil and living things) that act upon an organism or an ecological community and ultimately determines its form and survival (*Merriam Webster dictionary,* 2019). The other definition of environment is the aggregate of social and cultural conditions that influence the life of an individual or community *(Merriam Webster dictionary,* 2019).

Governmental Laws

During the early 1980s, corporations began to adopt workplace smoking policies as well as to provide smoking cessation services to their employees (Eriksen, 1986). Workplace smoking control efforts can be seen as one of the early signs of the shift away from smoking as a normative behaviour (Brownson, Eriksen, Davis & Warner, 1997). In any society, governmental entities enact laws, make policies and allocate resources (Dean, 2000a). A major aspect of public policy is law and the law includes specific legislation and more broadly defined provisions of constitutional or international law (Dean, 2000).

Effectiveness of Smoking Ban

Smoking ban legislation in restaurants literally aims to protect non-smokers from the harmful health effects of the smoke. There has been a reduction in non-smoker being affected by smoke from smokers since smoking in restaurants has been banned and health has been improved for second-hand smoke (Frazer, McHugh, Callinan & Kelleher, 2016). Smoking ban law not only intends to protect the public from second-hand smoke exposure but also hypothesises that it may reduce youth smoking habits (Albers, Siegel & Cheng, 2004). In addition, smoking ban law may teach youths that smoking is not socially accepted and not a good health practice. The pros of smoking ban were identified as reducing the risk of second hand smoke, lessening air pollution, improving work productivity, reducing healthcare costs, reducing waste, decreasing the possibility of fire, contributing to lower energy consumption and personal expenses, result to cleaner areas where food is prepared and manufactured as well lessening the chance to influence others to take on the habit.

Research Hypothesis

In this study, there are three hypotheses which were created to determine whether it is parallel with our objectives and accepted at the end of this research.

H1: There is a significant relationship between health factor and the effectiveness of smoking ban in Kota Bharu restaurants.
H2: There is a significant relationship between environmental factor and the effectiveness of smoking ban in Kota Bharu restaurants.
H3: There is a significant relationship between governmental laws factor and the effectiveness of smoking ban in Kota Bharu restaurants.

Research Framework

A research framework has been designed to investigate the connection between the factors and the effectiveness of smoking ban in Kota Bharu restaurants. The factors are health, environment and governmental laws.

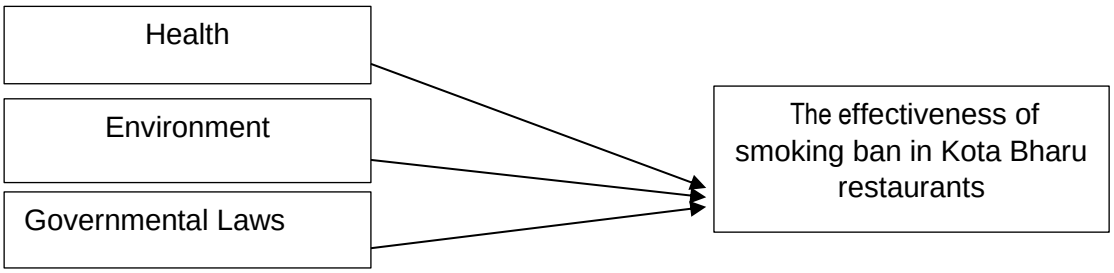

Figure 1: Research Framework of Factors Contributing to the Effectiveness of Smoking Ban in Kota Bharu Restaurants
Adapted from: Muhamed T.Osman (2013)
Public Attitudes towards Smoking Bans in Non- Air-conditioned Restaurants in Malaysia

METHODOLOGY

Research Design

The research design of this study is a descriptive research. Since descriptive research describes something which could be a phenomenon, a current situation and characteristic of a group of organization, we chose this as our research design. The purpose of choosing this research design is because it is able to answer the questions of what, who, where, when, why and how the particular situation or issue is. Researchers have prepared questionnaires consisting four main sections of demographic profile, the independent variables and the dependent variables. The questionnaires were distributed to most of the restaurants in Kota Bharu. The 319 respondents were adult males and

females either they are smoking or not and the age should be 18 years and above. The data received is collected and recorded then analysis was done.

Data Collection

This study is based on quantitative data collection method. Quantitative method is a mathematical and statistical based method used in acquiring information. The data that have been received will be transferred into numerical values to get solid results. Since, the quantitative method is based on statistical data, the survey questions or questionnaires should be very clear and precise according to the research objectives and research questions. The most reliable and quickest method is chosen to collect information from multiple respondents in an efficient and timely manner.

Sampling

Sampling is further divided into probability sampling techniques and non-probability sampling techniques. In probability sampling technique, a sample is being selected using a random selection so that each element of the population has a known chance of being selected. In this research we chose to conduct simple random sampling.

In simple random sampling, there is a chance or probability that could be chosen from the whole population. The researchers found it worth doing the study at different restaurants in Kota Bharu due to the heavy traffic of people there. This is because different restaurants have different types of behaviors and views from customers. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is shown below:

$$S = \frac{x^2 Np(1-p)}{e^2(N-1) + X^2 p(1-p)}$$

n = sample size
N = population size
e = the degree of accuracy expressed as proportion (0.05)
x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS). The reliability coefficient is the amount of true inconsistency to the total experimental (or obtained) variability. Therefore, the data was tested using Cronbach's Alpha analysis in order to ensure the reliability and interior reliability of the information.

FINDINGS

Table 1
Total Number of Questionnaires

Number of questionnaires distributed		319
Questionnaires returned and usable to be analysed	299	
Response rate		93.3 %
Questionnaires used for analysis	299	

A total of 319 questionnaires were distributed and collected. Through the analysis of the data, only 299 questionnaires were found to be valid and usable. The response rate was 93.3%.

Table 2
Respondent Demographic Profile

Respondent Profile	Classification	Frequency n=299	Percentage (%)
Gender	Male	112	37.5%
	Female	187	62.5%
Race	Malay	235	78.6%
	Chinese	13	4.3%
	Indian	46	15.4%
	Others	5	1.7%
Age	18-28	239	79.9%
	29-39	33	11.0%
	40-50	16	5.4%
	50-60	10	3.3%
	60 >	1	0.3%
Income	RM 4001 >	24	8.0%
	RM3001-RM4000	19	6.4%
	RM2001-RM3000	36	12.0%
	<RM2000	220	73.6%
Status	Married	55	18.4%
	Single	238	79.6%
	Divorce	6	2.0%
Education	STPM/Diploma	75	25.1%
	Bachelor Degree	183	61.2%
	Master	14	4.7%
	PhD	3	1.0%
	Others	24	8.0%
Smoking Status	Yes	213	71.2%
	No	86	28.8%

Female respondents were the dominant respondents compared to males as they recorded as 62.5% at a frequency of 187. Malays are known to be the highest respondents in terms of race as their frequency was 235 of 78%. The age range of 18-28 recorded the frequency of 239 with the percentage of 79.9%. Next, the income level of less than RM2000 was the highest at 220 and 73.6% respectively. The marital status of single recorded the frequency of 238 with 79.6%. The Bachelor's Degree education status was the highest at 61.2% with 183 frequency. Finally, the smoking status of yes recorded was 213 with 71.2%.

Table 3
Reliability Coefficients, Mean & SD for Each Section of the Questionnaire

Questionnaire	No of items	Cronbach's Alpha	Mean	SD
Section B Factors Contributing to the Effectiveness of Smoking Ban				
• **Health**	**7**	**0.898**	**3.62**	**0.513**
• **Environment**	**7**	**0.886**	**3.53**	**0.494**
• **Governmental Laws**	**7**	**0.864**	**3.48**	**0.517**
Section C Effectiveness of Smoking Ban	**6**	**0.803**	**3.50**	**0.493**

No. of respondents (N) = 299

The reliability test was conducted to evaluate the Cronbach's Alpha, Mean and Standard Deviation of all the variables. The independent variable of health recorded a mean of 3.62, SD of 0.513 and Cronbach's Alpha of 0.898 for 7 items in whole. Next, environment variable was recorded as 3.53, 0.494 and 0.886 for the whole 7 items. The third variable of governmental laws recorded 3.48, 0.517 and 0.64 for the whole 7 items in it. Finally, the dependent variable of effectiveness of smoking ban was 3.50, 0.493 and 0.803 for its 6 items.

Table 4
Results for Relationship Testing

Hypothesis	**Result**	**Findings of Data Analysis**
H1: There is a significant relationship between health factor and the effectiveness of smoking ban in Kota Bharu restaurants.	$r = 0.541^{**}$ p = 0.000 Moderate positive (negative)	H1: Accepted
H2: There is a significant relationship between environmental factor and the effectiveness of smoking ban in Kota Bharu restaurants.	$r = .616^{**}$ p = 0.000 Strong positive (negative)	H2: Accepted
H3: There is a significant relationship between government laws and the effectiveness of smoking ban in Kota Bharu restaurants.	$r = .686^{**}$ p = 0.000 Strong positive (negative)	H3: Accepted

The first hypothess examines the relationship between health factor and the effectiveness of smoking ban in Kota Bharu restaurants. The respondents in Kota Bharu restaurants are slightly concerned and aware about their health and support this act. The result of 0.541 shows a moderate positive relationship between health factor and the effectiveness of smoking ban in Kota Bharu restaurants.

The second hypothesis examines the relationship between environmental factor and the effectiveness of smoking ban in Kota Bharu restaurants. This hypothesis depicts respondents having concern and care about the environment when it is associated with the smoking ban. A strong positive relationship of 0.616 between environment factor and the effectiveness of smoking ban in Kota Bharu restaurants was found through the analysis.

The third hypothesis examines the relationship between governmental laws and the effectiveness of smoking ban in Kota Bharu. The respondents in Kota Bharu restaurants are willing to obey and practise the law enforced by the government. It can be proven by a strong positive relationship of 0.686. The respondents of Kota Bharu restaurants abide the smoking ban law and do not smoke nearby the restaurant area as per enforced by the government.

DISCUSSION & RECOMMENDATION

These findings have important public health implications. The adoption of local smoke-free regulations, that primarily intended to protect non-smokers from second-hand smoke exposure, may have the potential to encourage anti-smoking social norms and adult cessation efforts, particularly among a subset of smokers who already view smoking as socially unacceptable in public places and among smokers who are engaged in the process of quitting smoking. This study provides further justification for state and local efforts to enact clean indoor air policies, and for state tobacco control programmes to include a substantial focus on supporting local second-hand smoke policy efforts. Additionally, other relevant parties can use this study to make full use of smoking ban in public place of restaurants be more effective. Finally, this study contributes to academicians and researchers theoretically. The findings provide additional information or information on smoking ban in restaurants to food and beverage (F&B) industry that influence people or tourists to choose the safe place and results from different perspectives. It also helps as a guide for future research improvements.

For the future research, the researchers would recommend several suggestions to future improvement in terms of the result of the study. This research can be used as reference towards the restaurant owners and restaurant guests to understand the effectiveness smoking ban in restaurants. There is enough information about the effectiveness of smoking ban in restaurants and that data collected are analysed and valid. In addition, future researchers are also recommended to integrate both quantitative and qualitative methods during data collection from the respondents. This recommendation is because different people may have different opinion towards things. Opinion of minor respondents might not be able to be represented using the questionnaire method. Hence, to obtain more information, this combined approach method would help the researchers a lot. Besides that, future researchers could add more independent variables like smokers' behaviour, youth, social class etc. to test the reliability. Future researchers can also conduct more research exploring new independent variables. Future researchers might also improve the result of the study. In this research, the researchers only tested three independent variables which are health, environment and governmental laws.

For practical recommendations, the researchers have suggested the government to increase cigarettes taxes. The cigarettes price is affordable even unemployed people could afford to buy it. The affordable price of cigarettes makes a lot of under age kids buying and consuming it. The smoking ban diffidently might be affected because the higher the cigarettes price, the fewer the consumers and thus the smoking ban will be more effective as there will be lesser consumers. Besides that, health care professionals, health agencies and others play an important role to make this smoking ban more effective. This professional bodies could create awareness on the importance of smoking ban towards health care. This smoking ban is good not only for health but also good for environment.

CONCLUSION

This study presented that there are three independent variables are tested which are health, environment and governmental laws. According to the finding, it is proven that governmental laws is the most affecting factor of the effectiveness of smoking ban in Kota Bharu restaurants. The law that the government has set is quite effective for Malaysians. Thus, most of the respondents regarded governmental laws as their main factors affecting the effectiveness of smoking ban in Kota Bharu restaurants. In addition, other variables followed by the environment and lastly health also has a contribution in motivating the customers in Kota Bharu restaurants.

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