E-PROCEEDING HOTWEC 4.0

RESEARCH TOWARDS IR 5.0

NURTURING HOSPITALITY, TOURISM AND WELLNESS WORLD

FHPK, UMK

RESEARCH TOWARDS IR 4.0

Editors

Velan Kunjuraman, PhD
Suchi Hassan, PhD
Ruzanifah Kosnin, PhD
Aifa Rozaini Mohd Radzol, PhD

ACKNOWLEDGEMENT

TABLE OF CONTENTS

TOURISM

WELLNESS

Domestic Waste Management Awareness Among Households at Kota Bharu, Kelantan

Nishanthini Gunalan, Nurul Atikah Binti Muhamad Fauzi, Ruzlin Suhaida Binti Halim & Syahida Afrina Binti Ab. Rashid

Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan
Corresponding email: azimah.o@umk.edu.my

ABSTRACT

This study aims to examine the awareness towards domestic waste management among households at Kota Bharu, Kelantan. The objective of this study is to identify and analyse the factors contributing towards domestic waste management awareness among households. This study adopts quantitative research 351 questionnaires have been distributed randomly to selected participants around Kota Bharu, Kelantan. Data collection has been done by reaching the participants via online survey through social media. SPSS software has been used to analyze the data collected from the respondents. The result shows a positive relationship between the factors contributing towards domestic waste management awareness among households at Kota Bharu, Kelantan. The implication and recommendation also provided for the future researchers that will conduct this kind of study in the near future.

Keywords: Factors, awareness, domestic waste management, household

---

INTRODUCTION

Environmental issues are one of the most significant issues in the world. As the amount of domestic waste keeps increasing globally, every country needs to take proactive action for global wellbeing. Correspondingly, the awareness about waste management has to be instilled among every household around the globe for a sustainable tomorrow. So, by just being aware of this situation will atleast save the environment for future generation. Human activities create waste, and the way how this waste is handled, stored, collected and disposed are creating risk to the environment and public health (Zurbrugg 2003).

This study investigates the factors that influence domestic waste management awareness among households at Kota Bharu, Kelantan. The key of awareness towards domestic waste management is compounded further by several factors that can influence people aware of domestic waste issues, especially in the household. Three factors namely; government practices, level of knowledge and attitude have been predetermined based on previous studies to study the awareness towards domestic waste management. The outcome is expected to be helpful practitioners, researchers and citizens. There are three objectives in this research:

1. To examine the role of government practices towards domestic waste management awareness among households.

2. To study the role of level of knowledge towards domestic waste management awareness among households.

3. To measure the role of attitude towards domestic waste management awareness among households.

Significance of the Study

Researchers

This research is intended to provide comprehensive information about waste management to the new researchers interested in studying waste management. This study may influence the researcher's perception towards the importance of the domestic waste management. Through this study, future researchers will be able to understand the advantages and disadvantages of domestic waste management among household and further expand the area.

Government

The outcome of this study is expected to assist the local government by setting up policies related to domestic waste management within Malaysia. It is important to ensure that the Malaysian citizens are aware of the policy that's already in practice and thus improvements can be observed. The results of this study may also help to improve the efficiency of industrial operations when it comes to waste management.

Community

The result of this study will enhance the knowledge and information regarding domestic waste management among the local community. They can learn more about the advantages and disadvantaged of domestic waste management among household and practice accordingly.

LITERATURE REVIEW

Government practice

As Malaysia move towards industrial revolution, waste management has continued to be an issue due to uncontrolled dumping that is widespread due to urbanization and shortage of landfill sites. Indeed, the separation of household waste is unpopular in developing countries, including Malaysia, due to the negative perception towards waste management. Consequently, the lack of separation of solid waste increases the inefficiency of waste recycling and waste materials become contaminated (Jereme et. al., 2015).

In order to promote public involvement in waste management, the ministry of Housing and Local Government (MHLG) has engaged with one of the renowned public realtion company to promote recycling activity by creating pamphlets, posters, billboards, promotional ads and songs. Then, many buy-back centers have slowly been set up in major Malaysian cities for easy disposal of recycled materials. Indeed, in June 2016, the Malaysian government has implemented compulsory segregation of waste. Penalties for citizens who do not comply with rules has been imposed and it include penalties of up to 500 Malaysian Ringgit. However, the effort somehow failed Sile, A.W, 14th November 2016.

Lack of Knowledge

The lack of knowledge on waste disposal is a major drawback to human health. Owing to the lack of knowledge and short handling of dustbins among households, the region is divided into double

sided issues (Kiran et al., 2015). It essential for the local people to have basic knowledge about waste management. Inadequate knowledge on household waste management may have significant health implications to the people and huge effect towards the environment. Contrarily, if people have knowledge about household waste disposal, they can stop themselves from infectious diseases and keep their environment safe (Jatau, 2013).

People with lack of knowledge on household waste disposal may negatively perceive waste disposal in their homes. People should think about innovative practices for household waste management for their benefit. Moreover, poor waste disposal practices may result in environmental pollution and rise of infectious diseases among residents. Mass media, television and, radio should play a critical role in creating awareness and follow-ups about waste disposal among public (Thirumarpan et al., 2015).

Attitude

Attitude is referred to an individual that have positive or negative perspective in the act of specific behaviours (Yazdanpanah M., Forouzani M et al., 2015). This study telling about perspective as young people's perceptions and tendencies of behaviour toward municipal solid waste sorting. If youngsters hold a positive perspective toward that, then they become a lot of conscious of the importance of municipal solid waste sorting and area unit consequently a lot of bent partaking in municipal solid waste sorting, and contrariwise (J. Hosp. Manag et al, .2014).Many of us shows lack of interest towards waste disposal. thirty second individuals were best-known regarding ways of waste disposal however that have lack of dustbins they weren't waste the rubbish in an exceedingly correct means (Azuike et al., 2015).

Research Hypothesis

Three hypotheses have been included in this study:

H1: There is a relationship between government practices and domestic waste management awareness among households at Kota Bharu Kelantan.

H2: There is a relationship between the levels of knowledge and domestic waste management awareness among households at Kota Bharu Kelantan.

H3: There is a relationship between attitude and domestic waste management awareness among households at Kota Bharu Kelantan.

Research Framework

The conceptual framework in Figure 1, illustrates the diagrammatic representation of relationships between independent variable and dependent variable.
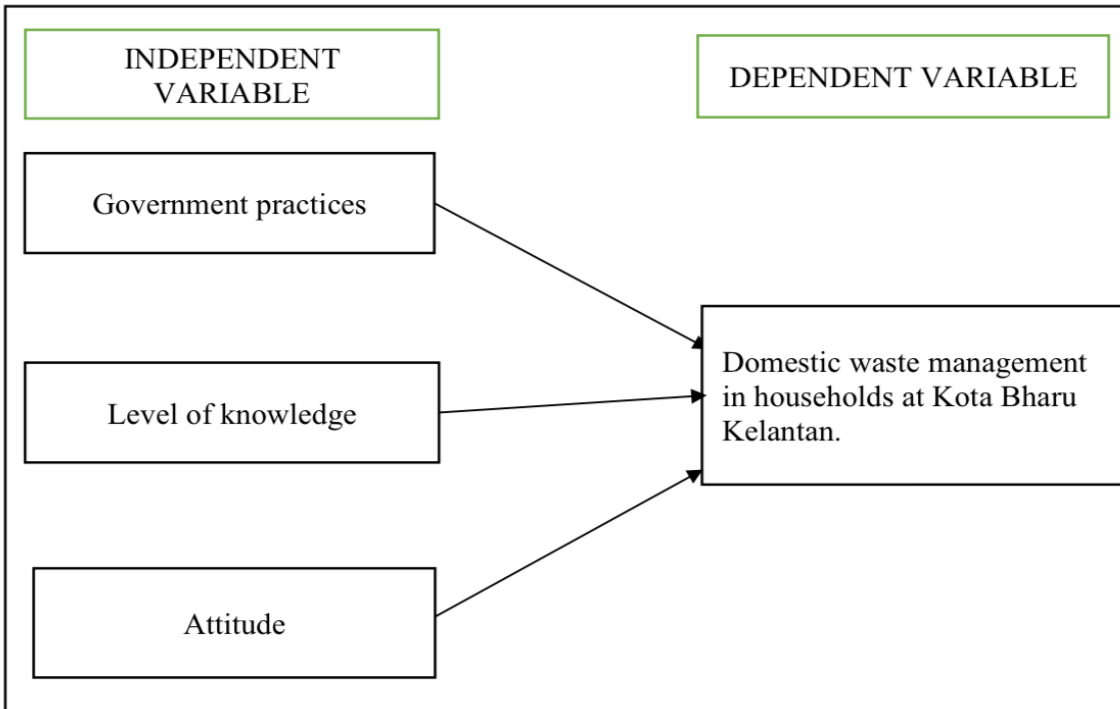
Figure 1: Conceptual Framework

Sources: Adopted from Jayashree, S., Marthandan, G., & Malarvizhi, C. (2012)

METHODOLOGY

Quantitative approach has been used to study the awareness towards domestic waste management among household at Kota Bharu Kelantan. Quantitative approach has been used for data collection by considering respondent's privacy concern. Online surveys have been designated and distributed to the potential respondents via social media.

Research Design

For this study, the researcher has been used the quantitative approach to study on the awareness towards domestic waste management in household at Kota Bharu Kelantan. This research has been used descriptive analysis for the variable to complete this research. The researcher more prefers to use quantitative method to collect the data because the questionnaire might be privacy for staffs.

Population

Populations are branched into subject or subject that has certain criteria quality that is being set up by the researcher to be studied and then to pull out the conclusion from it. The population as

in whole had all the values that might occur, derived from calculation or its quantitative or qualitative that comes from a character of a subject that is wanted to be studied. The total population of the data stated are 3673 residents in the area of Kemumin which got from the Department of Statistics Malaysia official websites. The reason why we are choosing Kota Bharu because there are varieties of households in this area such as families and students. The domestic waste from every households is not the same and there will be variety of data collected from the research. Therefore, 351 respondents have been choosing from the households inKota Bharu, Kelantan. We are choosing the household because the household is most likely to interact with the domestic waste management the most in their daily lives as domestic waste is the ordinary day-to-day use of a domestic premise waste that is generated as a result.

Data Collection

Primary data is the firsthand data gathered and assembled specifically for the research project at hand. As for this study, primary data has been gathered through online survey. The primary data collected serves as the leading resources for this research (Lance P.Hattori 2006). Secondary data refers to information gathered by the researcher based on the others' work. The secondary sources have been collected from the third-party resources such as books, journals, articles, websites and etc. The secondary sources are also defined as the data that has been previously gathered for some mission. Secondary sources can be used in different situation and it is assessable, inexpensive, and available at all time.

Sampling Method

The sampling method is the most useful technique to reach the right respondents since the population size are large and the time associated to get the information from the population is high (Deming W.Edward 2007). Convenience sampling refers to the sampling technique that is used to reach people who are conveniently available. As such, convenience sampling technique has been adopted to reach the respondents in this study. In achieving a reliable and valid sample for this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is as shown below:

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$X2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Research Instruments

The research instruments used in a survey study is usually a questionnaire designed specially to collect the data. A questionnaire has many uses for the researcher. It can serve as a checklist to record observations of the behavior of the respondents. The list of question (items) in the questionnaire can also being used especially during the interview sessions with the respondents.

Data Analysis

Three types of data analysis have been used in this study namely, reliability analysis frequency analysis, descriptive analysis and correlation analysis. The data obtained was analyzed by using Statistical Package for the Social Science (SPSS) version 2010. This exploration has been utilized clear investigation of the variable to finish this examination. Graphic investigation is utilized to depict the essential highlights of the information in the examination. Expressive investigation is significant on the grounds that empowers us to introduce the information in a more significant manner which permit easier translation of the information. The examination is finished by techniques for a quantitative outline investigate design including a composing study and definite affirmation requests about describes a survey as an assessment strategy used to assemble information in the midst of a significantly put together gathering.

FINDINGS

This topic was delineated about the discussion of research finding. Thus, the objective of this research is to identify the relationship between the government practice, level of knowledge and also attitude in Household at Kota Bharu, Kelantan.

Government Practice

Firstly, the result shows that there is a significant relationship between government practices and domestic waste management awareness among households around Kota Bharu, Kelantan. The table 4.5.1 of Pearson Correlation in independent variable 1 (government practice) it can be seen that the correlation coefficient (r) equals to 0.495, which indicated a moderate positive correlation between awareness towards domestic waste management and government practice. The result presented in Table 4.5.1 shows that the relationship between government practices and domestic waste management awareness among households is significant and moderate at r=0.495. The finding is in line with the study by (Jereme et.al,.2015) that lack of separation of solid waste at source increases the inefficiency of the recycling activity.

Table 4.5.1 showed the correlation between awareness towards domestic waste management and government practice

Correlations				
		Awareness	Government Practice
Awareness	Pearson Correlation	1.000	.495**
	Sig. (2-tailed)		.000
	N	350.000	350
Government Practice	Pearson Correlation	.495**	1.000
	Sig. (2-tailed)	.000	
	N	350	350.000

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

Level of knowledge

The result presented in Table 4.5.1 shows that the relationship between level of knowledge and domestic waste management awareness among households is significant and moderate at r=0.419. The finding is supported by (Kiran et. at., 2015) that lack of knowledge and short handling of dustbins in households contributes to domestic waste management issues.

Attitude

The result also shows that the relationship between attitude and domestic waste management awareness among households is significant and moderate at r=0.552. According to Yazdanpanah M., Forouzani M et al., (2015) attitude refers to the individual with a positive or negative perspective in acting a specific behaviour that is comparatively persistent. Their study has also highlighted the importance of young people's attitudes and perspectives.

DISCUSSION & RECOMMENDATION

The success of domestic waste management indeed begins with people's action. Every household should be aware and know the composition of the solid waste that needs to be separated, placed in an acceptable container or plastic trash and put on the edge of the bin on the day of collection specified in a area. However, bulk waste should be neatly arranged on the shoulder of the road on the day of collection to ease the collection process. The collection of waste material will be carried out once a week by the concessionaire who has been hired.

Mass media and government should work together to create awareness among the citizens on the need for proper waste management and the need for 3R practice, reduce, reuse and recycle. Information and promotion activities regarding waste segregation can be done through television, radio, announcements through regular newspaper articles and through social media such as Facebook, Twitter and etc.

The local government should encourage "pay-as-you-throw" systems within the community to boost up waste management awareness. Typically, residents will have to pay for garbage collection through property tax or fixed costs, based on the amount of waste generated by a household. According to EPA (2009), more than 7,000 communities have implemented a 'pay-as-you-go' scheme where the community pays based on the amount of garbage they throw. This increases direct economic incentives to recycle and produce less waste.

CONCLUSION

The goal of this study was to determine factors that affect domestic waste management in awareness of household in Kota Bharu, Kelantan. In this study, awareness of domestic waste management in household influenced by government practice, level of knowledge and attitude. Therefore, the awareness of domestic waste management was represented by household at Kota Bharu. In addition, there were three independent variables which are government practice, level of knowledge and attitude. Those independent and dependent variables were analyse Pearson Correlation Coefficient. Its show that the dependent variable is influenced by independent variable.

REFERENCES

Adrina_Abu_Talip. (2019). Malaysian Household Perception Towards Recycling and Waste Generation. *Proceedings of the Regional Conference on Science, Technology and Social Sciences*, 577-585.

Aini, M. S.-R. (2002). Practices, attitudes and motives for domestic waste recycling. *The International Journal of Sustainable Development & World Ecology*, 232-238.

Baud, I. and Shenk, H. 1994. Solid Waste Management: Modes, Assessments, Appraisals and Linkages in Bangalore. Manohar Publishers, New Delhi. Retrieved 14 March 2020

Beede, D. N. (1995). The Economics of Municipal Solid Waste. *The World Bank Research Observe*, 113-150.

C. D., V. R. (2013). Awareness, attitude and practice of school students towards household waste managemen. *Journal of Environment*, 147-150.

Coinstreau, S. J., Gunnerson, C. G., Huls, J. M. and Seldman, N. N. 1984. Recycling from Municipal Refuse: A State-of-the-Art Review and Annotated Bibliography.World Bank

Ellis, F. 1998. Peasant Economics: Farm Households and Agrarian Development. Wye Studies Agricultural and Rural Development. Cambridge University Press, UK.Retrieved 22 Mei 2020

Jatau AA (2013) Knowledge, attitudes and practices associated with waste management in Jos South Metropolis. Plateau State Mediterranean *Journal of Social Sciences* 4(5): 119.

Jones, D.G. (1995) Environmental Improvement through the Management of Waste. Centre for Environmental Technology, Imperial College of Science and Technology. Business and the Environment – Practitioner Series. Stanley Thornes Ltd. United Kingdom

Licy, C. D. (2013). Awareness, attitude and practice of school students towards household waste management. *Journal of Environment*, 147-150.

Othman, J. (2002). Household preferences for solid waste management in Malaysia. EEPSEA research report series/IDRC. Regional Office for Southeast and East Asia, Economy and Environment Program for Southeast Asia; no. 2002-RR8.

Nasir, M. H. (2000). Waste Recycling in Malaysia: Problems and Prospect. *Waste Management and Research*, 320-328.

Technical Paper No. 30. The World Bank, Washington, D.C. Retrieved 12 April 2020

Customer Satisfaction Towards the Dimension of Service Quality of Fast Food Restaurant, McDonalds in Pengkalan Chepa, Kota Bharu, Kelantan

Aimi Nur Atiq Afiqah Binti Ahmad, Lim Cia Yee, Nurizzati Binti Mohd Zawawi, Suziana Binti Mohd Hassan & Nur Azimah Binti Othman

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: azimah.o@umk.edu.my

ABSTRACT

The study examines customer satisfaction towards the dimension of service quality of fast food restaurant, McDonald's in Pengkalan Chepa, Kota Bharu, Kelantan and to find out the relationship between service tangibility, service reliability, service responsibility and service empathy with customer satisfaction. A survey was conducted using questionnaire through Google Form, involving 380 respondents who ever went to fast food restaurants, McDonald's in Pengkalan Chepa. Descriptive and inferential analysis were used to analyse data obtained. Findings revealed that the four variables are significantly related to customer satisfaction with the tangibility showing moderate relationship and for reliability, responsibility and empathy showing high positive relationship on customer satisfaction. The results are in line with previous researches whereby the dimension of service quality is an important determinant affecting customer satisfaction. Implication and recommendations were provided for future researchers in line with the study.

Keywords: McDonald's restaurant, customer satisfaction, tangible, responsiveness, reliability and empathy

INTRODUCTION

The hospitality industry has been marked by growing at an unprecedented rate. There has increased focus on the hospitality industry as an industry of global dimensions. Today, the hospitality industry is considered as a successful sector especially when there are more and more consumers look at the quality not merely quantity. Service plays as a significant role in the customer-oriented industry such as hospitality industry. It was argued that the service quality for the hospitality industry was highly competitive in meeting customer satisfaction (Jeong and Oh, 1998).

The fast-food industry has come to be the primary provide sector whose internationalisation and boom have growth to be vital (Woodman, 1980; Chaudhry, 1995). The fast-food industry like McDonald's is the higher to grow rapidly and maintain a competitive advantage. Every McDonald's restaurant focused on their offerings which they furnished to their customers for growing and sustaining in the competitive market. For this reason, many advanced and progressive offerings are furnished by the business enterprise due to the economic and plenty of advanced technologies. The growth of the fast-food industry like McDonald's is important for the economy of Pengkalan Chepa, Kelantan.

Customer satisfaction has associated with profitability and the great service (Cronin, Taylor, 1992; Anderson, Fornell & Lehman, 1994). The idea of customer satisfaction has been developing over time. It is the technique of delight that permits the firm to boom its reputation correctly and efficiently. So, service quality and customer satisfaction are the principle of the important thing

elements of an organization. The employer that offers services quality excellent has satisfied customers more than the firms that do not offer the great service quality for their customers (Gilbert, Veloutsou, 2006; Gilbert, et.al, Goode and Moutinho, 2004). Studies are restrained and do not provide an explanation for the great association among customer satisfaction and service quality. To create a repetitive and satisfied customer, service quality is an important to play a critical role. This research can assist the management of fast food restaurant McDonalds to provide the excellent services to their customers via enhancing the service quality of dimensions.

Saporna, Claveria, and Accounting, (2019) proved that service quality is an important thing for a successful eating place. When customers are happy with the services presented, the chance of customers returning to the restaurant is excessive service quality can be measured by 4 dimensions which are tangible factors, responsiveness, reliability, and empathy. Customer is the key function in any business, without customer it's hard to do business, and that's the fact (Khan, Hussain, & Yaqoob, 2013). Therefore, it is essential to involve paintings closely with customers because they also can create a business through marketing 'word of mouth'. As the quick meals industry, McDonald's restaurants want to keep performance in their fashionable operations and hold up with the quality in their services specifically. Many problems and issues are faced by that fast food's restaurants should face in running the business.

This aim of this study is to investigate the relationship between the dimensions of service quality towards customer satisfaction. It will focus on the relationship of the four (4) independent variables which are tangibles, reliability, responsiveness, and empathy with identified dependent variable customer satisfaction.

There are four objectives of this research:

1. To determine the relationship between service tangibility and customer satisfaction in McDonald's.
2. To determine the relationship between service responsibility and customer satisfaction in McDonald's.
3. To determine the relationship between service empathy and customer satisfaction in McDonald's.
4. To identify the best quality service of dimension perceived by customer satisfaction in McDonald's.

Significance of the Study

The purpose of this study is to provide restaurant management insight on the importance of service quality toward customer satisfaction. Besides that, this study will also beneficial for the restaurateur, by providing a high quality of service for customers and thus will improve the image of the restaurant and increase sales. In this study, the researchers also learned the basic skill of how to conduct research. The researchers can understand more about the people in this area's perception of service quality than McDonald's restaurants provide.

LITERATURE REVIEW

Customer satisfaction

Past research has shown that customer satisfaction has been an issue of the best interest to organizations of all market sectors such as including the airline industry, the hospitality, and tourism industry, and the food service sector since the 20th century (Anderson & Sullivan, 1993; Churchill & Surprenant, 1982). Therefore, customer satisfaction is also related to a person's

feelings of pleasure or disappointment (Kotler and Keller, 2011: 144). Since the economic exchange existed, customer satisfaction has the most important to be a success in business. So, customer satisfaction is the most an import to every type of company to succeed in the market their services and product especially famous companies like fast-food restaurants, McDonald's' to make their customer always loyal to them.

Tangible

Raajpoot (2002) introduced the tangible service scale for measuring tangible elements of service quality (Kukanja, Planinc, & Jakulin, 2020). Tangible is associated with the physical aspects of fast-food restaurants where it involves the physical environment of fast-food restaurants, providing complete physical layout and convenience to customers (Tat et al., 2011). Apart from that physical fast-food restaurant also focuses on the equipment used to provide services and instant food restaurant products to customers (Tat et al., 2011). Physical possibilities, equipment, employees, appearance, and communicative commodity are among the tangible factors (Esmaeilpour, Mohamadi, Rajabi, & Economics, 2016).

Responsiveness

Many researchers have proved that service responsiveness would influenced to customer satisfaction. Azman and Yunan (2016) used responsiveness service which includes taking care, feedback, priority, and urgent action to doing study tests then the researchers conclude that responsiveness was significantly influenced to customer satisfaction. Next, according to Benjamin et al. (2019), when the staff paid more attention and deal with customers greater with courtesy, the results of the data analysis are proven that were positive change, and customers were glad about the restaurant service. According to Namin (2017), the researcher observed that responsiveness is the level of accuracy and velocity of service supplied, long waiting time might purpose the customer experience unhappy or dissatisfied. In keeping with Majid et al. (2016) concluded that the responsiveness of the personnel of the fast-food industry toward customers has a significant impact on its emblem equity.

Reliability

Reliability refers to the ability of an establishment to offer service dependably and accurately. In other words, reliability means that an organization delivers on its promises like about service provision, pricing, delivery and problem solving (Jordaan & Prinsloo, 2001; Lee & Johnson, 1997; Zeithaml & Britner, 2003). Previous studies found that the employee behaviour is most influential factor in shaping customer's satisfaction (Hennig-Thurau, 2004; Wall and Berry, 2007; Baker et al., 2013). Accordingly, it is the customer's dining experience in the restaurant that creates customer satisfaction and intention to repurchase. In fast food restaurant, reliability may be characterized by adherence to customer requests regarding the preparation of menu items, reservations tables and accurate billing among others. Customers want to feel important and understood by the employees on the organizations that provide services to them.

Empathy

An empathy dimension which is dictates that McDonald's restaurant must be able to put themselves in the customer's situation. The empathy is a determinant of customer satisfaction, the customer must get services that will make them believe that their outcomes to input ration are

equal to that of other persons in the exchange (Oliver, 2010). Therefore, McDonald's restaurant also must be able to give undivided attention to the customer to every level of them, be available at all times and be polite to ensure the customer's experience is memorable for giving the best services for them. McDonald's restaurant for the empathy results related to customer satisfaction, the positive word of mouth then ultimately leads to brand loyalty (Kasiri, Cheng, Sambasivan & Sidin, 2017). As a result of that situation, customer satisfaction can be related to the quality of services that McDonald gives for them.

Research Hypothesis

In this study, there were four hypotheses tested are:

H1: There is positive relationship between tangibility and customer satisfaction.

H2: There is positive relationship between reliability and customer satisfaction.

H3: There is positive relationship between responsiveness and customer satisfaction.

H4: There is positive relationship between empathy and customer satisfaction.

Research Framework

The research model used for this study is to investigate customer satisfaction toward the dimension of services quality in fast food restaurant, McDonald's in Pengkalan Chepa, Kelantan. Therefore, tangible, reliability, responsiveness and empathy to determine the customer satisfaction in fast food restaurant, McDonald's in Pengkalan Chepa, Kelantan which is used in this study to test the hypothesis as shown in Figure 1.
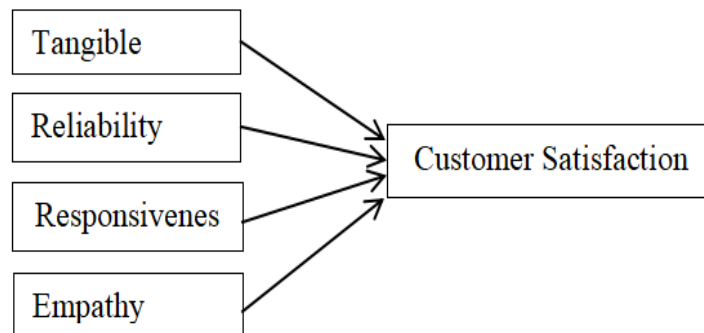
Figure 1: Research framework for Customer Satisfaction toward Dimension of Services Quality in Fast Food Restaurant, McDonald's.

Source: Determinants of Importance of Service Quality in Customer Satisfaction Adapted from (A Study on Fast Food Restaurants) from Aftab, Sarwar, Sultan, and Qadeer (2016)

METHODOLOGY

Research Design

This study used the quantitative method to gain data through questionnaire via a google form. The questionnaire was designed in bilingual languages namely with are Malay and English. The aim of this study is to determine the relationship between service quality dimensions towards customer satisfaction in the fast-food restaurant of Pengkalan Chepa, Kota Bharu, Kelantan. The

questionnaire is included 2 section, Section A is Demography totally 3 items while for Section B is about independent variable and dependent variable got 27 items. There have a 5point Likert with closed-ended questionnaire scales ranging from (1) "Strongly Disagree" to (5) "Strongly Agree" used in measuring the variables.

Data Collection

In the first stage, pilot testing was conducted with 10 respondents to test the reliability as a fieldwork. A set of questionnaires was distributed to the 380 respondents to collect the data via Google Form through social media platform. Questionnaires were answered by customers of McDonald Pengkalan Chepa, Kelantan and students of University Malaysia Kelantan. After the respondent answered, the results can be seen immediately and can be done directly using Microsoft Excel.

Sampling

The sampling technique in this research is non-probability sampling which is convenience sampling. Convenience sampling is selecting participants as they are often ready and easily. It appears to be a preferred student sampling technique, as it is cheap and a simple choice compared to other sampling techniques (Ackoff, 1953).

Data Analysis

All the data collected through the self-administered questionnaire were analyse using the statistical package for social sciences (SPSS) version 25 and the required measures were taken. SPSS is one of the best and most appropriate programs to run the analysis with the acquired data (Raduzzi & Massey, 2019). Therefore, the researcher using t-test analyse of variance and regression analyses to determine if there were significant differences in customer satisfaction towards dimensions of service quality of fast-food restaurants.

FINDINGS

Profile Sample

There are 380 respondents were selected and male represented 28.16%, while the majority of the respondents involved in this study's questionnaire survey are female represented 71.84%. Most of them who went to McDonald's in Pengkalan Chepa, Kelantan are Malay respondents represented 63.95%. Another race is selected in the questionnaire survey which is Chinese represented 19.74%, Indian represented 9.74 and others represented 6.58%. Besides, 61.05% of respondents went to McDonald's restaurant are below 8 times, 25.26% of them went to McDonald's are between 8 to 15 times while 13.68% of respondents went to McDonald's are above 16 times. Therefore, the majority of the respondents who went to McDonald's are below 8 times.

Analysis of Customer Satisfaction towards The Dimension of Service Quality of Fast Food Restaurant, McDonald's.

Independent variables:

Responsiveness score the highest (mean=4.11, SD=0.68) indicating that responsiveness determines the level of customer satisfaction since respondents agreed with most of the items. Respondents agreed that McDonald's restaurants always provided prompt and accurate service for the customers is authentic (mean=4.18, SD=0.63). The respondents agreed that the employees informed the customer on the waiting time required until time to serving (mean=4.13, SD=0.69) and they also agreed that the employee knew to answer the customer's question (mean=4.12, SD=0.66). Then, the respondents also agreed that the employees were ready to help (mean=4.11, SD=0.69) and the employees can introduce and explain the menu professionally (mean=4.08, SD=0.68). Meanwhile, the employees who handled the complaint promptly scored the lowest (mean=4.03, SD=0.75). For the previous studies, the researchers have done by Rousta and Madani (2010), Ryan et al (2013) also confirmed the result of the test that responsiveness is important to customer satisfaction.

Reliability scored second (mean=4.09, SD=0.73). Respondents agreed that they got the food ordered correctly (mean=4.22, SD=0.60). Respondents also agreed that they can claim if there are wrong orders (mean=4.15, SD=0.72) and employees gave fast responses when customers asking for a menu (mean=4.10, SD=0.69). Then, respondents agreed that the services in McDonald's were fast (mean=4.04, SD=0.75). Meanwhile, not waiting too long to get the order to counter the lowest scored (mean=3.94, SD=0.83). The finding is in line with previous research by Oyewole (1999) supporting the fact that when they order food, fast services are a significant point for customers. Abdullah and Rozzario (2009) suggested that satisfaction would be high if the standard of service is high.

Empathy scored third (mean=4.08, SD=0.73). Respondents agreed that McDonald's is constantly updating their online applications to make it easier for the customer to use the services they provided (mean=4.18, SD=0.67). Respondents also agreed that the employees helped them well and sincerely (mean=4.11, SD=0.71). Then, respondents agreed that the employees gave good service to the customer (mean=4.06, SD=0.76). Meanwhile, the employees were always friendly and smile at customers scored the lowest (mean=3.69, SD=0.84). The results of a previous study by Sajadi and Rizzuto (2013) who stated the interesting experience that customers want when they eat in a restaurant, the restaurant can make the heart happy. Lee et al., (2009) and Nezekati et al.,(2011) stated that if a user has an experience that makes the customer feel satisfied, such as getting friendly treatment in fast food, it can attract the customer to always come to the fast-food restaurant.

Tangible scored the lowest among the other variables (mean=4, SD=0.84). Specifically, respondents agreed that an easily readable menu (mean=4.24, SD=0.63) and the restaurant was comfortable (mean=4.14, SD=0.64). The respondents also agreed that adequate availability of sauces, tissues, and cutlery (mean=4.05, SD=0.72). Next, the respondents agreed that the restaurant environment was clean, and the employees were neat in their appearance (mean=4, SD=1,0.67). Then, the respondents agreed that the physical facility like table and chair were adequate (mean=3.85, SD=0.96) and also parking availability (mean=3.66, SD=1). Meanwhile, the clean restroom is scored the lowest (mean=3.53, SD=1). The findings are in line with previous research by Malik (2012) & Bhattacharya (2011) added the customer perception about the quality of service provided can improve the image in fast-food restaurants. Hidayah (2009) also states that the better of the image a restaurant to the customer satisfaction.

Dependent variable:

The level of customer satisfaction scored (mean=4.20, SD=0.65). Respondents strongly agreed that they liked the products and services provided by McDonald's (mean=4.25, SD=0.64) and also, they were satisfied with the products and services provided by McDonald's (mean=4.20, SD=0.61). Then, the respondents agreed that good service was provided by McDonald's to give their customer's satisfaction. Surprisingly, respondents were happy with the customer-friendly service provided by McDonald's (mean=4.16, SD=0.72). In the past research by Hansemark and Albinsson (2004), attitudes toward customer service providers, or emotional responses to differences between what customers expect and what they get, indicate customer satisfaction in general.

Relationship between tangible, reliability, responsiveness, and empathy on customer satisfaction towards McDonald's.

The result of Pearson's Correlation indicates that tangible and customer satisfaction 0.630, which indicated a weak linear relationship. Following reliability and customer satisfaction showed a low coefficient value of 0.722 indicating a positive linear relationship. Then, responsiveness and customer satisfaction showed 0.792, which indicated a strong linear relationship. Meanwhile, empathy and customer satisfaction showed 0.768 indicating a moderate linear relationship. All four variables positively correlated to customer satisfaction and significant since $p < 0.05$.

H1: There is positive relationship between tangibility and customer satisfaction.

Tangible is an important part of the quality services on customer satisfaction. Heung (2000) and Khan (2013) also stated that tangible has a positive impact on customer satisfaction in a fast-food restaurant. Similarly, Qin (2009) maintained that the tangibles of fast food restaurant directly impact the customer's experiences and on its services.

H2: There is positive relationship between reliability and customer satisfaction.

The present study shows similarity to the past research that reliability is significant at the 0.05 level with the low coefficient value. Factor has a weak influence on customer satisfaction. Similarly, Bourgoure and Neu (2010) claimed that the level of customer satisfaction and the reliability of service in a fast-food restaurant has a low relationship. Besides, the research result of Agbor (2011) showed that the level of customer satisfaction depends lightly on the reliability of the service quality sector.

H3: There is positive relationship between responsiveness and customer satisfaction.

The result of the third hypothesis is supported by the high positive value with customer satisfaction. The previous studies of responsiveness, responsiveness will be the most important dimension in customer satisfaction-based services (Chanak, Wijetarne & Achcuthan, 2014). Therefore, researchers also identified that different types of service providers will have a different level of responsiveness (Bihamta, Jayashree, Rezaei, Okumus & Rahimi, 2017).

H4: There is positive relationship between empathy and customer satisfaction.

The hypothesis for the empathy result is showing a positive relationship between customer satisfaction in the previous study by Junaib Aftab, Huma Sarwar, Qurrat-ul-ain Sultan & Maryam Qadeer (2016). Furthermore, the outcome of this research also matches with the result of previous Lee (2005).

DISCUSSION & RECOMMENDATION

Discussion for this research is based on the data collection from, the population of customers of McDonald's in Pengkalan Chepa who were selected for the survey. According to the data in this review, the objectives of the study are based on the framework such as the dependent variable and independent variables. Therefore, the most elevated data hypothesis of Pearson's Correlation Coefficient relationship to the dependent variable with customer satisfaction toward fast-food restaurants between the tangible, reliability, responsiveness, and empathy variables results are 0.630, 0.722, 0.792 and 0.768 respectively. Besides, there are several suggestions can be taken by future researcher which relevant the customer satisfaction towards the dimension of service quality of fast food restaurant, McDonalds in Pengkalan Chepa, Kota Bharu, Kelantan. Then, the data has been collected in the area of Kelantan and only focusing at the McDonalds that located in area Pengkalan Chepa. Therefore, in the future researchers can carry out a new study which focus on all McDonalds in area Kelantan and others Malaysian states such as Terengganu, Pahang, Kuala Lumpur, Sabah and Sarawak.

CONCLUSION

In conclusion, this research was conducted in order to determine the relationship between service quality dimensions towards customer satisfaction in the fast-food restaurant of Pengkalan Chepa, Kota Bharu, Kelantan. As mentioned, the total number of 380 questionnaires were answered by 380 respondents through google form. Overall, the result showed that there is positive significant relationship between the dimensions of service quality which are tangibles, reliability, responsiveness, and empathy with customer satisfaction. Therefore, the objectives of this study are achieved.

REFERENCES

Aftab, J., Sarwar, H., Sultan, Q.-u.-a., & Qadeer, M. (2016). Importance of service quality in customer satisfaction (A study on fast food restaurant). Entrepreneurship and Innovation Management Journal, 4(4), 161-171.

Ahmadinejad, B. (2019). The Impact of Customer Satisfaction on Word of Mouth Marketing (Case Study: Bamilo Online Store)

Akhtar, D. M. I. (2016). Research Design. Research in Social Science: Interdisciplinary Perspectives.

Akoglu,H. (2018). User's guide to correlation coefficients. Retrieved from https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6107969/

Anderson, E. W., Fornell, C., & Lehman. D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Swesen. The Journal of Marketing, 53-66.

Anderson, E. W., Fornell, C., & Rust, R. t. (1997). Customer satisfaction, productivity, and profitability: Differences between goods and services. Marketing science, 16(2), 129-145.

Anesthesia & Analgesia (2018). Volume 126-Issue 5-p 1763-1768 Correlation Coefficients: Appropriate Use and Interpretation

Asiamah, N., Mensah, H. K., & Oteng-Abayie, E. F. (2017). General, target, accessible population: Demystifying the concepts for effective sampling. The Qualitative Report, 22(6), 16607-1622.

Azman Ismail, & Yunan, Y. S. M. (2016). Service quality as a predictor of customer satisfaction and customer loyalty. LogForum, 12(4), 269-283.

Benjamin, Sirilak, Fernando, & CL, M. S. (2019). Improving service quality of the restaurant staff: a case study of Deutsches Eck Pub & Restaurant. International Research E-Journal on Business and Economics, 2(1).

Ceil, C. (2017). Services Quality and Branding Strategies at McDonalds.

Chaudhry, R. (1995). Lessons from abroad, Restaurant and Institutions, 105(13), p.30.

Chege, C. N., Wanjau, K., & Nkirina, S. (2019). Relationship between empathy dimension and customer satisfaction in the insurance industry in Kenya. International Journal of Research in Business and Social Science (2147-1178), 8(6), 357-366.

Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. The Journal of marketing, 55-68.

Esmaeilpour, M., Mohamadi, Z., & Rajabi, A. (2016). Effect of dimensions of service quality on the brand equity in the fast food industry, Studies in Business and Economics, 11(3), 30-46.

Faber J, Fanseca LM (2014). How sample size influences research outcomes. Dental Press J Orthod, 19(4):27-9. DOI.

Gilbert, G. R., & Veloutsou, C. (2006). A cross-industry comparison of customer satisfaction. Journal of Services Marketing, 20(5), 298-308.

Gilbert, G. R., Veloutsou, C., Goode, M. M., & Moutinho, L. (2004). Measuring customer satisfaction in the fast food industry: A cross-national approach. Journal of Services Marketing, 18(5), 371-383.

Green, H. E. (2014). Use of theoretical and conceptual framework in qualitative research.Nurse research, 21(6).

Hidayat, A., Adanti, A. P., Darmawan, A., & Setyaning, A. N. J. I. J. O. M. S. (2019). Factors Influencing Indonesian Customer Satisfaction and Customer Loyalty in Local Fast-Food Restaurant. 11(3).

Hinson, R., Mohammed, A., & Mensah, R. (2006). Determinants of Ghanaian bank service quality in a universal banking dispensation. Banks and Bank Systems, 1(2), 69-81.

Jon Zamboni (2018), What is the meaning of sample sizes. Probability & statistic.

Khan, S., Hussain, S. M., & Yaqoob, F. J. S. C. B. (2013). Determinants of customer satisfaction in fast food industry a study of fast food restaurants Peshawar Pakistan. 6(21), 56-65.

Konting, M. M., Kamaruddin, N., & Man, N. A. (2009). Quality Assurance in Higher Education Institutions: Exit Survey among University Putra Malaysia Graduating Student. International Education Studies, 2(1), 25-31.

Kothari, C. R. (2004), Research Methodology: Methods and Techniques (2nd Ed). New Delhi: New Age International limited.

Krejcie and Morgan (1970). Educational and Psychological Measurement 1970, 30, 607-610.

Kukanja, M., Planinc, T., & Jakulin, T. J. J. I. J. F. Q. R. (2020). Restaurant Managers' Perception of Services Quality: The Mediating Role of Restaurant size and seating capacity. 14(1).

Langkos, S. J. U. O. D. (2014). Chapter 3: Research Methodology: Data collection method and Research tools.

Mahidin, D. S. (2019). Laporan Sosiekonomi Kelantan. Kelantan: Jabatan Penerangan Malaysia.

Majid, E., Zahra, M., & Rajabi, A. (2016). Effect of dimensions of service quality on the brand equity in the fast food industry. Studies in Business Economics, 11(3), 30-46.

Mondurailingam, M., Jeyaseelan, V., & Subramani, A. J. Z. I. J. O. M. R. (2015). Comparative study on customer satisfaction towards KFC and McDonalds, Chennai, 5(6), 50-62.

Mukaka, M. M. (2012). Statistics corner: A guide to appropriate use of correlation coefficient in medical research. Retrieved from

Namin, A. (2017). Revisiting customers' perception of service quality in fast food restaurant. Journal of Retailing and Consumer Services, 34, 70-81.

Nguyen, Q., Nisar, T. M., Knox, D., & Prabhakar, G. P. J. B. F. J. (2018). Understanding customer satisfaction in the UK quick service restaurant industry.

Qin, H., & Prybutok, V. R. (2008). Determinants of customer-perceived service quality in fast-food restaurants and their relationship to customer satisfaction and behavioral intentions. The Quality Management Journal, 15(2), 35.

Raduzzi, A., & Massey, J. E. J. A. J. O. M. M. (2019). Customer satisfaction and brand loyalty at McDonalds Maroc. 11(3), 21-34.

Rajendran, P. (2019). Analysis of impact of service quality on customer satisfaction on fast food industry, case study of Eddie Rockets, Ireland (Doctor dissertation, Dublin Business School).

Retrieved from https://www.statisticshowto.com/cronbachs-alpha-spss/

Saporna, G. C., Claveria, R. A. J. A. J. O. E., Business, & Accounting, (2019). Service Quality Dimensions as Correlates of Customer Satisfaction and Behaviour Intentions: The Case of Fast Food Restaurant in Subang Jaya, Selangor, Malaysia. 1-10.

Sekaran, S. (2003). Measurement: Scaling, reliability, validity. Research methods for business: A skill building approach.

Stank, T. P., Goldsby, T. J., & Vickey, S. K. (1999). Effect of service supplier performance on satisfaction and loyalty of store managers in fast food industry. Journal of operation management, 17(4), 429-447.

Stephanie (2020). Cronbach's Alpha: Simple Definition, Use and Interpretation.

Taherdoost, H. (2016). Sampling methods in research methodology; How to choose a sampling technique for research. How to choose a Sampling Technique for Research.

Tat, H. H., Sook-Min, S., Ai-Chin, T., Rasli, A, Hamid, A. A. J. I. J. O. B., & Science, S. (20110. Consumers' purchase intentions in fast food restaurant: An empirical study on undergraduate studies. 2(50), 214-221.

Perception and Acceptance of 'Sambal Pijat' in Kelantan

Nur Aisyah Nabila Darwis, Nur Safura Mazahar, Nurul Shahirah Zamanan & Shirlyn Hing Shi Ning

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: azimah.o @umk.edu.my

ABSTRACT

This study aimed to determine the perception and acceptance of *Sambal Pijat* in Kelantan. *Sambal Pijat* is one of Kelantan's traditional food. The main ingredient of *Sambal Pijat* is derived from *Pokok Pepijat*. This plant can only be found in Jeli, a district in western Kelantan. This plant also has the smell of stink bugs. In this case study, qualitative research has been employed in the form of semi-structured in-depth interviews. A total of ten participants in Kelantan were interviewed to get their views on their perceptions and acceptance towards *Sambal Pijat*. Findings show that the factors that influence consumers' perceptions toward *Sambal Pijat* are the smell of the *sambal* and the name. Also, issues and challenges faced in introducing *Sambal Pijat* in Kelantan were discussed.

Keywords: *Sambal Pijat, perceptions, acceptance, traditional food, consumer study*

INTRODUCTION

Food is the necessity of a human's daily life. Biologically speaking, food is a necessary condition for human survival. Food also plays an important role in tourism (Tikkanen, 2007). Food is not only a functional component of travel, but food also associates with, sensual symbolic, and ritualistic (Mitchell & Hall, 2003; Kivela & Crotts, 2006; Shaw and Smith, 2008). Visitors explore foods that are unfamiliar to them as an entry point to explore novel cultures and lifestyles (Long, 2004). Often, food is considered an essential part of the travel experience as it provides unforgettable and enjoyable entertainment for visitors (Sanchez, Canizares & Lopez-Guzman, 2012). As mentioned by Lacy and Douglass (2002), "every tourist is a voyeuring gourmand" as one of the main implicit factors that tourists consider in choosing the destination is food.

Studies designed to explain the food choice behavior and purchasing behavior of visitors are only just emerging (Robinson & Getz, 2016). Mitchell and Hall (2003) were the first to draw attention to this research gap. Eight years later, similar concerns emerged, indicating the continued need to study tourists' food-related behaviors (Kim, Kim, & Goh, 2011). A study by Kim, Eves and Scarles (2009) mention that existing studies on the consumption of local food and beverages at a destination are at an early stage and as such, is still establishing its basic tenets. Therefore, it is beneficial to study and explore the understanding of tourists' traditional food choice behavior and decision-making process in tourist destinations (Lee & Scott, 2015; Frisvoll, Forbord, & Blekesaune, 2016).

Therefore, this study was inspired by the lack of research on traditional food consumption behavior. Every part of the region has its traditional food that originated from plants or trees. For example, Jeli, Kelantan has a hilly area and because of the geographic condition, planting is a common thing within this area. One of the prominent plants planted in this area is *Pijat* tree which is the main ingredient for the famous *Sambal Pijat.* The leaves resemble strong turmeric leaves that smell like stink bugs is a must-have menu at any event in Jeli, Kelantan. Due to the uniqueness of this food, this study provides a theoretical and an empirical test on determining the

factors that influence consumers' perceptions and acceptance toward *Sambal Pijat* and what are the relationship between them.

There are three objectives of this research:

1. To determine the factors that influence consumers' perceptions towards 'Sambal Pijat'

2. To determine the relationship between consumers' perception and acceptance towards 'Sambal Pijat'

3. To determine the challenges faced in introducing 'Sambal Pijat' in Kelantan.

LITERATURE REVIEW

Pokok Pepijat or Elettariopsis Curtisii

Pepijat's tree is a plant that belongs to the ginger family. *Ellettariopsis Curtisii* is the scientific name of '*pokok pepijat'*. It is a natural plant in Malaysia. Its growth distribution covers areas of Thailand, Malaysia, and Borneo. This tree thrives in the moist air, together with moist soil, and receives full shade from other plants. The leaves look like turmeric leave and it has a stinks bug smell.

Perceptions

Perception can be defined as opinions or views and responses and in this study, perception of society to *Sambal Pijat*. Society will make the perceptions to *Sambal Pijat* based on different criteria such as taste and smell. Besides, social influences such as gender and socioeconomic status may affect one's perception. Studies by Kimura (2004) and Geart, Gilger, and Elliot-Miller (1992) show that gender differences may affect perceptions. Other than gender, socioeconomic status may also affect things such as where people live, eat, wear, and their education. All of these are fundamental for the formation of reminiscence and life experience.

Acceptance

Del Giudice & Pascucci (2010) stated that user knowledge and trust have been identified as the main determinants of their acceptance. Other researchers such as Fortin and Renton (2003) pointed out the other three factors governing customer attitude towards modified food. The perceived characteristic of the food product, the perceived effects of buying and consuming the product, and the attitude towards genetic engineering in food production in general. Customer acceptance can be influenced by many determinants, including socio-demographic factors, cognitive and attitudinal factors (Shamal & Mohan, 2015).

Flavour

Flavour is defined as a complex combination of the olfactory, gustatory, and trigeminal sensations perceived while tasting. The flavour of food is one of the main factors that influence food quality and acceptance. It strongly determines consumer behaviour. According to Lawless (2001), the primary taste that many researchers can detect is widely agreed to include bitter, sour, sweet, salty, and umami. If food is less tasty, there will be a high possibility of rejection despite their image and varieties (Soukara, 2007). Based on this study, consumers often consider taste and flavours as the first and foremost requirement in purchasing and consuming *Sambal Pijat.*

Texture

Texture innovation has been emerging since 2017. Other than texture, visual, appearance, taste, and aroma are the criteria that may elevate the status of the food. Creating the best texture depends upon choosing the best ingredients. Gelski (2017) stated in achieving acceptable, customer-pleasing, the texture is pivotal when formulating items such as snacks and frozen food. The product's freshness will affect the consumer purchasing decision; therefore, it is important to keep the texture of the product in order to keep or increase the market demand (New Straits Times, 2018).

Food Appearance

According to Corradini (2019, colour plays an important role (either synthetic or artificial colour) to provide the desired sensory feature. Berry (2013) found the colour and good look that is served to entice the consumers will bring the flavour and texture back in the minds of the customers especially those who have the expectation from their experience. The success of the food industry itself is actually from creating consistent and interesting products that rely on the consumers' constant belief that the appearance of the food is the indicator of the acceptability of eating the quality food (MacDoughall, 2003).

Traditional Food in Malaysia

Traditional food is closely related to food heritage and has become an important part of social life (Ramli M., Adilah, Zahari M., Salehuddin, Halim, Nurhasmilaalisa, Aris & Mohammed, 2017). Traditional food preferences as relationship to food passed on from one generation to the next have been supported by previous researchers who argue that traditional foods are part of the cultures, identities and heritage of countries around the world. Numerous researchers stated that traditional foods are part of the cultures, identities and heritage of a particular country around the world. This can be passed on from one generation to another and can resulting in intergenerational transmission (Hamzah 2015, Sharif). It is also associated with celebrations and a special occasion (Vitterso & Amilien, 2011).

Malaysia cuisine which include culinary traditions and practices, reflects the multi-ethnic composition of its population. From main courses, appetizers to desserts, traditional Malay food cuts across the country's cultures and ethnicities. Malaysia is one of the few places where different flavours and traditions can be found, living proof of the famous maxim that "Malaysia is truly Asian". According to the National Food Heritage (Negara, 2012), Malays account for 67.4%, Chinese 27.6%, Indians 7.3% and other 0.7% from 500 data collected in Klang Valley. The three most popular traditional foods are *Bubur Cha Cha, Kuih Seri Muka and Karipap.* The second most common traditional food is *Nasi Lemak, Nasi Kerabu, Nasi Dagang. Laksa, Mee Kari, Teh Tarik, Cendol* and *Sambal Belacan* also rank relatively high in other categories. Traditional food has long been the identity of all ethnic groups because of its uniqueness and particularity.

Traditional Food in Kelantan

Some foods are influenced by other cultures, and based on geographical factors, the region is associated with other strong cultural regions. Some foods are influenced by other cultures and the region is connected to other influential cultural regions based on geographical factors.

Kelantan's tourism slogan is also "The Cradle of Malay Culture", which shows that Kelantan is the true heritage of strong Malay food image (Ramli M., et al., 2017). Kelantan is one of the state in Malaysia state of Malaysia, located on the east coast of Peninsular Malaysia, famous for its cultural heritage and natural environment (Marzuki, Hussin, Mohamed, Othman & Som, 2011). It

is said that many local delicacies have retained the original flavour that people made in the past. Some classic dishes well-known in Kelantan are *Nasi Tumpang, Khao Jam* and *Roti Titab*, while the *Sambal Pija*' mentioned in the study is Kelantan's most representative food, which

Due to Kelantan's relative isolation and largely rural lifestyle, the culture of Kelantan people is somewhat different from the Malay culture of other parts of the peninsula. This is reflected in their cooking style. The availability of local ingredients made Kelantan dishes distinct from other states. Therefore, it is important to impart this knowledge to future generations in order to sustain the traditional cuisine.

Perception and Acceptance Traditional Food in Malaysia

Every ethnic group in Malaysia has their own traditional food that symbolizes their unique etnicity. Due to the diversitiy, people nowadays are more open in selling and buying food which is not originated from their etnic. For example, the Chinese buy *Nasi Lemak* and Malay sell *Yong Tau Foo, Roti Canai* and so on. This proves that Malaysians can accept this traditional food without being racist. This kind of food is well received by the people of Malaysia (Md Ramli, Mohd Zahari, Abdul Halim, & Mohamed Aris, 2017).

In addition, consumer knowledge and trust have been identified as important determinants of their acceptance of traditional foods (Kaya, 2016). Acceptance of a type of food such as traditional food depends on whether it meets the needs, expectations and satisfaction of the consumer (Sadilek, 2019). Generally, the characteristics of traditional foods need to be practiced by the older generation to the younger generation so that the acceptance of traditional foods can be sustainable throughout the ages (Zahari, 2013).

Perception and Acceptance of Sambal Pijat in Kelantan

Sambal Pijat is categorized in dry foods. It has a distinct stinky bug smell, but it can turns into a very delicious scent when cooked (Sumayah, 2011). The acceptance of this *Sambal Pijat* is very encouraging as they not only served as an accompaniment in Malay food, but also use this tree as a traditional after-birth treatment.

In addition, Jeli's traditional menu like *Gulai Sambal Pijat, Gulai Asam Rong* is a basic food to be served with *Sambal Pijat*. People in Jeli love *Sambal Pijat* so much. This is because most of them says "eating without *Sambal Pijat* cannot improve their appetite". Since *Sambal Pijat* is already known to the Jeli community, this food is a hereditary food from ancient times. They prefer *Sambal Pijat* compared to *Sambal Belacan*. Although it is spicy and sourish, *Sambal Pijat* proven to be one of the favourite sambal among Kelantanese and has become a special dish for any occasion.

Figure 1. *Sambal Pijat* freshly made in traditional way which is the *pepijat's* root was pounded using *lesung batu.* The ingredients consist chili, *asam keping* and *pepijat's* root

METHODOLOGY

To achieve the research objectives, information about consumers' perception and acceptance toward *Sambal Pijat* collected. The sampling strategy adopted in this study is targeted at specific individuals or groups, and focuses on the criterion-based sampling techniques, namely purposive sampling. Typically, purposive sampling is intended to facilitate the work of the researcher as it depends on such situation as requiring a target for a fast sample. This method been selected because of it is effective only small number of participants. Participants were selected based on the criteria needed for the study for example, they are staying or had been staying in Kelantan, have or never tried of any *sambal* product, or have heard of the name of *Sambal Pijat.* This research offers the depth in understanding the traditional food, *Sambal Pijat.* By examining the factors that influence consumers' perception, the relationship between consumers' perception and acceptance, and challenges faced while introducing the *Sambal Pijat* to the market. This research has gathered 10 participants from different criteria such as students and housewives

Data Collection Method

This research uses one type of interactions with the participants which is the semi structured in depth interview. The in-depth interview gives the participants a looser way of answering the question as the interviewer does not need to follow a rigid form. The participants are freer to express their opinion and sharing their own perceptions.

The data were collected in 3 days starting form 26th October until 29th October. On the first day interview, the researcher randomly chooses a total of 5 students from University of Malaysia Kelantan. On the second day interview, 3 participants were selected from different work background namely, a jewellery shop staff, flight officer and cleaner at University Malaysia

Kelantan. On the final day, another 2 participants were employed for the interviews. The onsite interviews were conducted in Kota Bharu which roughly took 20-30 minutes per participant to be interviewed.

Table 1: Summary of Total Number of Interviewees

Individuals	Number of Interviewees
Students of University Malaysia Kelantan, City Campus	5
Staff of a jewellery shop	1
Flight officer	1
Cleaner at the Universiti Malaysia Kelantan	1
Rubber Tapper	1
Housewife	1
Total	10

Data Analysis Process

Researchers use thematic analysis which is a straightforward process for analyzing qualitative data. This method allows researchers to develop a deeper appreciation for the group or situation they are studying. There are several processes involved in analyzing the data. Researchers collected data from previous interviews. Next, coding was done line by line using an open coding. After that, the researcher divides all the codes into a sub-theme. The researcher should do open codes into sub-themes. Each code was interpreted and analysed. This process is for the researchers began to interpret and analyze the compiled code. Subsequently, all the codes were reviewed and the themes for each code was refined. A detail analysis for each theme were done in order to ensure that there is enough data to support the topics, the data is not too diverse, and to avoid the themes from overlapping.

The fifth process is to define and name the three key themes which associated with the sub themes. The researchers provide topic names and clear working definition that capture the essence of each topic in a concise and powerful way. Then, all identified themes were organized organized themes in present research report in to portray participants 'perspectives grounded within their own words within the themes that were defined. Finally, all the data that have been analyzed were transformed into an interpretable article.

FINDINGS AND DISCUSSIONS

Factors Influencing Consumers' Perceptions towards '*Sambal Pijat'* in Kota Bharu

Findings from this study has suggested four factors that influenced consumers' perceptions toward *Sambal Pijat*, which are taste and odour (1), business opportunity (2), innovation (3), and no skills to produce *Sambal Pijat* (4).

1. Taste and odour

Odour or scent preference, which is associated with specific memories and associations are often considered a personal choice. Participants shows that they consider smell as the first and

foremost requirement in purchasing and consuming *Sambal Pijat*. If food smell bad or unpleasant, there will be high possibility of rejection despite their image and appearance.

2. Business opportunity

Based on participant's interview, most of them have perceptions that this *Sambal Pijat* has a potential to grow, well known all over the world and compete with other traditional dishes. Participant's perception had indicated that this *Sambal Pijat* have opportunity in business. With a rare smell, *Sambal Pijat* will attract people to purchase the products.

3. Innovation

Innovation can influence the perceptions of consumers toward *Sambal Pijat.* Regardless of what industry you are in or what kinds of product and service you sell, customer is the most important part of the business. Thus, it is important to provide high quality and innovative products to cater to consumers' taste.

4. No skills to produce '*Sambal Pijat'*

According to the study conducted by Simons and Hall (2018), the belief of a consumer regarding a particular product has a positive outcome for acceptability of the product. Young generation are not vey recognized *Sambal Pijat* due to the lack of exposure of *Sambal Pijat* to the young generation. By spreading knowledge about ingredients and functional properties to a new generation of young people, we can change their perception of traditional food and make this food successful in the young people market.

Relationship between Consumers' Perception and Acceptance toward '*Sambal Pijat'*

Findings from this study has suggested three reasons to explain the relationship between consumers' perception and acceptance toward *Sambal Pijat* in Kota Bharu, which include a unique product to capture the market (1), the modern modify of traditional food (2), and appearance (3).

1. A Unique Product to Capture the Market

Even though the taste and smell may be not accepted by everyone, but it worth a try since it brings a very unique texture and different sense of feeling to people. Throughout our interview, we know that generation nowadays are more likely to experience new and exciting things, their acceptance is relatively large than the earlier generations.

2. The Modern Modify of Traditional Food

Multiple methods and tests need to be conducted in ensuring acceptance of *Sambal Pijat*. This process consumes a lot of time, but it is crucial in knowing the feedback of the new innovation of *Sambal Pijat*. While in the process, the traditional food can be varied according to different people acceptance.

3. Appearance

The appearance of a product influences consumer product choice in several ways. From their perception, we know that *Sambal Pijat* has same strong smell, hot and spicy taste, and similar texture with *Serundeng*. These are some reasons people who tried or heard about *Serundeng* before can easily accepted *Sambal Pijat* on their first try.

Challenges Faced Introducing 'Sambal Pijat' in Kelantan

Findings from this study has suggested three challenges that faced by sellers while introducing Sambal *Pijat* in Kelantan, which are the bad smell (1), not being recognized by the young generation (2), and marketing is not widespread (3).

1. Bad smell

Sambal Pijat is less popular due to its bad smell and unpleasant. However, it will turn into a very appetizing aroma when cooked. The aroma rises again when the dried leaves are used in cooking. But it is not a problem to try it even if it smells bad but when eaten with rice it will arouse more appetite and can turn into a side dish.

2. Young generation not recognized

The increasingly modern age makes Malaysians, especially the younger generation did not have much knowledge about traditional food. This slowly affects the extinction of traditional food such as *Sambal Pijat*. Therefore, the role of the family is important in educating and introducing traditional food to children. This early introduction is able to make them appreciate the uniqueness of the tastes and appetites of the past.

3. Marketing is not widespread

The difficulty of traditional Malaysian food in premium packages penetrating the local retail market is one of the reasons why small and medium enterprises face difficulties in growing their business. Therefore, marketing needs to be done so that the public knows about *Sambal Pijat* and could find it in other states.

FINDINGS

This study seeks to explore the perception and acceptance of *Sambal Pijat* in Kota Bharu. To accomplish this purpose, the study examined result from analysis of in-depth interviews with the participants *in Kota Bharu area on the factors that influence consumers' perceptions towards Sambal Pijat*, relationship between consumers' perception and acceptance toward *Sambal Pijat* and challenges faced introducing *Sambal Pijat* in Kelantan.

The Factors That Influence Consumers' Perceptions towards '*Sambal Pijat*'

In analysing interview data, the factors that influence customers, perceptions towards *Sambal Pijat*, the taste and odour are among the most important predictors of food choice. The data revealed that, perceptions of food will be formed based on appearance, taste, odour, price, packaging and other cues. Researcher found that, with the different taste, the seller can get opportunity to run a business. If a product can offer distinct taste that are proprietary even for short period time, it can lead to a marketing advantages and also with the innovation, can deliver significant benefits. With innovation, in solving problems, generate profits, resulting increase in market share and able to gain competitive advantage. Based on this study, it is shown that most of the young generation are not aware on traditional food such as *Sambal Pijat*. In Malaysia, Malay modern society especially in the young generation has gradually ignored the Malay traditional food due to social transition and unlimited information technology. For instances, the young generation is too exposed to pre-prepared, packaged and convenience foods. Customer

perception plays an important role, from understanding the customers to communications and advertising, their buying decision, their loyalty, the extent to which they recommend a brand and, even more, their advocacy efforts.

Relationship between Consumers' Perception and Acceptance toward '*Sambal Pijat*'

Derived from the analysis of the interviews, there is relationship between consumers' perceptions and acceptance towards *Sambal Pijat*. It was clear from the results that respondents had a positive view on *Sambal Pijat*. Most respondents commented positively on the texture, followed by taste and aroma of *Sambal Pijat*. The respondents also reacted that even though the unpleasant smell of *Sambal Pijat* leave people with bad breath and may never be accepted by Westerners, but its smell is Malaysian foods' signature aroma, most respondents who consumed *sambal* everyday could accept *Sambal Pijat* as well. Additionally, respondents surveyed in this study suggest exploring supply and demand markets and marketing strategies can be used to increase the consumption of *Sambal Pijat*.

Challenges Faced Introducing Sambal Pijat in Kelantan

Our findings also indicate that the process perception and acceptance towards *Sambal Pijat* also have three main challenges that have to be overcome. In introducing *Sambal Pijat* to the public, there are various obstacles and challenges. The popularity and taste of *Sambal Pijat* is expected to be clearly seen. Also, it has been noted that participants are very open when asked about new or additional requests for this dish. They show interest in getting flavours and creating more new variations. Market leaders in the industry should make some new choices that may attract more consumers to this product. So far, there is only one option offered in the market, but by adding additional flavour, customers will have more options when buying this *Sambal Pijat*. Furthermore, although the younger generation is not familiar with *Sambal Piijat*, it is not an obstacle for the local community to continue to maintain the tradition. The strongest challenge faced is that it stinks. This is one of the reasons people are not willing to consume *Sambal Pijat* because of the smell. Through the research done, many people do not know the benefits of this *Sambal Pijat*. Among the benefits obtained by using pijat's leaves is to get the best nutrition and quality. '*Sambal Pijat*' may not be popular among the local community but if all the challenges can be overcome it can create a name in the market due to its uniqueness and differences. Therefore, *Sambal Pijat* needs to be further expanded in the market for the future.

LIMITATION

There are some limitations that can cause some obstacles in completing the research process such as difficulties in conducting the interview, time constrain and higher cost. One of the reasons is the COVID-19 pandemic, government has implemented restrict movement control order (MCO). So, the participants are not be able to give full commitment and cooperation, this makes our study difficult to complete.

Change the Recipe

The seller must innovate a better recipe in order to reduce the unpleasant odour from the food by adding some other ingredients due to *Sambal Pijat* has use strong turmeric leaves that smell like bug insects. Most respondents do not like the smell of *Sambal Pijat* but resent the taste of the *sambal*. This smell caused customers to refuse to choose *Sambal Pijat* as their favourite *sambal* because Malaysians who have various types of *sambal* cause them to choose *Sambal Pijat* as

their last food. By changing the ingredients recipe to reduce the original smell of the *sambal*, the deliciousness of the *sambal* will be more prominent with a pleasant smell.

Government's Role

The government plays important roles in supporting people with small business by organizing a campaign that encourages seller to remain successful in this industry such as "Importance Traditional Food' can help people realize in order to maintain a healthy and balanced life. People need to go back to the traditional ways of eating and obtaining food that's harmless to their bodies. Furthermore, with this campaign it enables to help traditional food sellers to compete with other traditional food.

Entrepreneur Knowledgeable

Sellers should also acquire knowledge of new technology in the process of helping them to market their products. By using social media to market the product, the seller will get many customers because nowadays, people like to buy and find information in social media such as Facebook, Instagram, Twitter, and YouTube. This is an opportunity for sellers to ensure that their product is known-well. Furthermore, by using attractive advertising can also attract customers. People are more willing to buy goods and services if the marketing strategies are done well.

Parents' Role

The role of parents is also important in ensuring that children know about traditional foods. Parents who do not introduce and practice traditional food intake at home caused children to have a shallow knowledge of this cuisine. It is important to know about traditional foods because these foods are nutritious and not harmful to health compared to today's food which has a lot of chemical mixtures caused society to have a dangerous disease at a young age. In Malaysia, Malay modern society especially in the young generation has gradually ignored the Malay traditional food due to social transition and unlimited information technology. Parents themselves should also know about these traditional foods and more advanced when parents know how to make it themselves and are able to teach their children how to make the dish.

Innovation

The seller must also do some innovation towards product if it does not get a response from customers. Innovation in brand, package, taste and smell can change customer perception of the product sold. Innovation can increase chances who has small business to react to change and discover new opportunities. The seller has to believe that small improvements eventually lead to bigger and better ideas that may one day become revolutionary. Innovation capability is the key productivity that creates competitive advantage by perceiving or discovering the new or better way to compete in an industry and launch them into the market.

CONCLUSION

In conclusion, each research project conducted has its own importance and objectives. The same thing happened for this *Sambal Pijat* project. Many weaknesses have been identified but objectives for this project has been achieved. This study provides an in-depth analysis of the perception and acceptance of *Sambal Pijat* in Kelantan. Also, this study is useful in improving the food industry in Malaysia even though it still in the infancy stage. In addition, this study also provides an overview of the perception and acceptance of *Sambal Pijat* among consumers in Kelantan. The popularity and taste of *Sambal Pijat* is expected to be clearly visible. They seem to

fall in love at first sight when they taste the *Sambal Pijat* because the taste is unique, delicious and different from other foods. Researchers are satisfied when this *sambal* were well accepted by many. This acceptance in sustaining the traditional food is very crucial to impart the knowledge to future generations.

REFERENCES

Abdul Karim, M., Abdul Rashid, S., Mohd Adzahan, N., & Camillo, A. (2011). Consumers' Perspective Towards Malaysian Traditional Food: Sambal Belacan (Chili Paste), A Preliminary Investigation. *Journal of Agribusiness Marketing*, 68-69.

Alemy S., Hussin M., Sukri S., Tan, A. Ridzuan N. & Ibrahim M. (2018). Factors Affecting the Acceptance of Korean Food among Malaysians. (267/134)

Chmelik, S. (1999). Chinese Herbal Secrets: The Key to Total Health. New York: Avery Trade.

Elaine H Asp (1999). Factors Affecting Food Decisions Made by Individual Consumers. Food Policy, 24(2-3), 287-294. doi.org/10.1016/S0306-9192(99)00024-X

El Amrani, H., & Correard, S. (2011). The impact of marketing on customer's behaviour: Influence or manipulation? Retrieved from https://www.diva

portal.org/smash/get/diva2: 486580/FULLTEXT01.pdf

Fazlisyam. (2017) Segalanya Tentang Tumbuhan; Pokok Pepijat. Retrieved from http://fazlisyam.com/?s=pokok+pepijat

Forde, C. G. (2016). Flavor perception and satiation. In Flavor (pp. 251-276). *Woodhead Publishing.* Retrieved from

https://www.sciencedirect.com/science/article/pii/B9780081002957000128 Joy, P. (2016). Zingiberaceous Medicinal and Aromatic Plants. 2-22.

Kaya, I. H. (2016). Motivation Factors of Consumers'. *Food and Nutrition Sciences*. 7, 149-154.

Kumar, M., Talib S., & Ramayah T. (2012). Business Research Methods. Oxford Fajar Sdn Bhd. Retrieved from http://e-learning.oxfordfajar.com.my/my/products/of-book-business research-methods

Leong, Q.L., Ab Karim, Muhammad, Selamat, Jinap, Adzahan, Noranizan, Karim, Roman, Jamaluddin & Rosita. (2009). Perceptions And Acceptance Of 'Belacan' In Malaysian Dishes. *International Food Research Journal*. 16. 539-546

Nascimento LCN, Souza TV, Oliveira ICS, Moraes JRMM, Aguiar RCB, & Silva LF. Theoretical saturation in qualitative research: an experience report in interview with schoolchildren. Rev Bras Enferm [Internet]. 71(1):228-33. doi.org/10.1590/0034-7167-2016-0616

Nederkoorn C., TheiBen J., Tummers M., Roefs A. (2018) Taste the Feeling or Feel the Tasting - Tactile expose to food acceptance*. Journal of Appetite*. 120, 297-301. doi.org/10.1016/j.appet.2017.09.010 .

Nor, N., Md.Sharif, M. S., Zahari, M. S. M., Salleh, H. M., Isha, N., & Muhammad, R. (2012). The Transmission Modes of Malay Traditional Food Knowledge within Generations. *Procedia - Social and Behavioral Sciences*. 50, 79-88. doi.org/10.1016/j.sbspro.2012.08.017

Manjusha Nambiar (December 14, 2015). IELTS essay: Traditional food is being replaced by international fast food. Retrieved from https://www.ielts-practice.org/ielts-essay traditional-food-is-being-replaced-by-international-fast-food/

Parente, D., & Strausbaugh-Hutchinson, K. (2014). Advertising campaign strategy: A guide to marketing communication plans. Cengage Learning, 56-60.

Raji N., Ab Karim S., Ishak F. & Arshad M. (November 2017). Past and present practices of the Malay food heritage and culture in Malaysia. *Journal of Ethnic Foods*, 1-11.

Ranney M.L., Meisel Z. F., Choo E. K., Garro A. C., Sasson C. & Guthrie K. M. (2015) Interview based Qualitative Research in Emergency Care Part II: Data collection, Analysis and Results Reporting. Academic Emergency Medicine, 22: 1103-1112. https://www.emgo.nl/kc/qual-data-collection

Ramli A., Zahari S., Halim N. & Aris H. (January 2017). Knowledge on the Malaysian Food Heritage. *Asian Journal of Quality of Life*. 2(5), 31-42.

Rosma, A. A. (2009). Short Communication. *International Food Research Journal*, 589-594.

Sadilek1, T. (2019). Perception of Food Quality by Consumers: Literature Review. *European Research Studies Journal*, 52-62.

Shariff, Shazali, Norazmir, M. N., Mohd Zahari, Salehuddin M. Muhammad & Rosmaliza. (2015). What Makes the Malay Young Generation had Limited Skills and Knowledge in the Malay Traditional Food Preparation? Procedia - Social and Behavioral Sciences. 202. 152-158. 10.1016/j.sbspro.2015.08.218.

Sivasothy Y., Awang K., Ibrahim H., Thong K. L., Fitrah N, Koh X. P. & Tan L. K. (2012) Chemical composition and antibacterial activities of essential oils from Zingiber spectabile Griff. Journal of Essential Oil Research. 24(3), 305-313.

doi.org/10.1080/10412905.2009.9700219

Taylor & Francis (Dec 1, 2006). Using Thematic Analysis In Psychology. Qualitative Research in Psychology, 3(2), 77-101. https://uwe-repository.worktribe.com/output/1043060

Vanida, C., Somporn, P., Supanun, J.-o., & Maatira, S. (2008). Chemical constituents of the essential oil, antioxidant and antibacterial activities from Elettariopsis curisii Baker. Songklanakarin. *Journal of Science and Technology*. 591-596.

Vox Rationis (May 28, 2020). The Smell Effects Emotion Retrieved from http://www.sirc.org/publik/smell_emotion.html

Zahari, M. S. (2013). Malay Traditional Food Knowledge and Young Generation Practices. *Science Series Data Report*. 14-24.