E-PROCEEDING HOTWEC 7.0

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

UNIVERSITI MALAYSIA KELANTAN

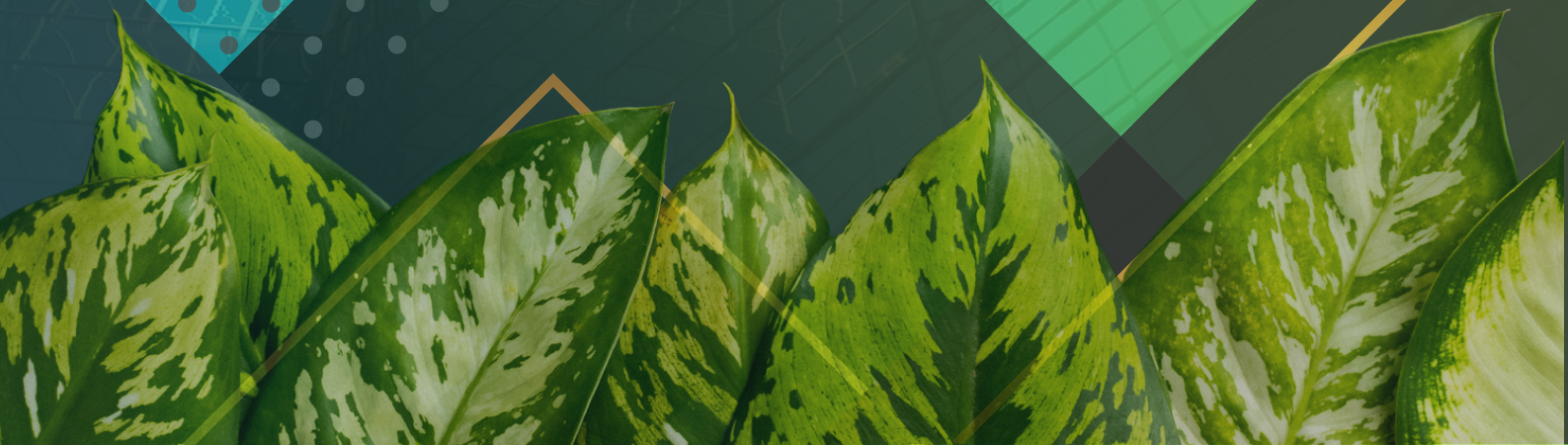# E-PROCEEDING HOTWEC 7.0

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PREFACE

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

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

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

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The Role of Customer Attribute On Customer Satisfaction Toward Restaurant In Kelantan

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Abstract

The determination of this study is about the factor influencing customer satisfaction to the restaurant which is the role of food safety, online review, attitude of restaurant staff, and cleanliness on customer satisfaction among restaurants in Kelantan. Various issues are encountered in restaurant management with regard to customer service in order to ensure customer satisfaction to convert customers into returning customers, we need to give them satisfaction that is, make sure they are happy and always offer them a perfect experience. The objective of this study is to examine the role of food safety, the attitude of restaurant staff, online reviews, and cleanliness on satisfaction among customers in Kelantan. Data will be collected through a questionnaire survey using convenience sampling and will be analyzed by the IBM Statistical Package for Social Science (SPSS). The findings of this study will indicate the customer attribute that focuses on food safety, the attitude of staff, online reviews, and cleanliness as the key decision variables used for customer satisfaction toward restaurants in Kelantan.

Keywords: Food Safety, Online Reviews, Attitude of Restaurant Staff, Cleanliness

INTRODUCTION

Based on an assessment of the relationship between customer expectations and product or service delivery, customer satisfaction was long examined as a one-dimensional notion (Susskind et al., 2018). On the contrary, in the harsh hospitality sector, client happiness has emerged as a crucial element of corporate strategy (Chun & Nyam, 2020). Numerous academics have investigated consumer happiness in the travel, tourism, and food and beverage (F&B) sectors (Uslu & Eren, 2020). Like other industries, the food service sector has also seen a significant rise in the importance of customer happiness as a business concern. Today, in a world where competition is fierce, maintaining a competitive advantage requires offering top-notch customer service (Mmutle & Shonhe, 2017). Additionally, a good balance between the tangible, such as the food and physical facilities, and the intangible, such as the interaction between employees and customers, are some factors that should affect how customers perceive the quality of restaurant service, resulting in customer satisfaction and constructive behavioral intentions in the restaurant industry (Hussein, 2018).

The food, ambiance, and services at the fancy restaurants (Paulose & Shakeel, 2021), and customers are willing to spend more for these upmarket amenities and exceptional offerings (Gupta et al., 2022; Paulose & Shakeel, 2021). Physical characteristics are very crucial for restaurant establishments. Customers can have a suitable distance between them at tables, for instance, and artwork like paintings can assist create a certain vibe (Elite, 2017). It is impossible to overstate the value of the restaurant's menu. Before opening for business, a restaurant should decide on a solid menu selection and create the menu itself. The restaurant's physical structure, interior design, and service philosophy are all held together by the

menu, which also, and perhaps more crucially, shapes how diners view the establishment. Customers' opinions of the restaurant and their spending at the restaurant may be impacted by the menu's layout and style, order of food items, and level of detail (Schjll & Alfnes, 2017).

Many firms in the restaurant sector use this paradigm to forecast the effectiveness of employee development programs, especially those that deal with the safe handling of food (Food Safety Magazine eDigest (FSME), 2018; National Restaurant Association, 2017). Farmers, food transportation companies, food suppliers or vendors, and restaurants, to name a few, are all equally responsible for making sure that staff members obtain the necessary training and have the tools they need to perform professions involving the safe handling of food (FDA,2018). To meet requirements for safe food handling and maintain a sanitary workplace, restaurants are required to interact with local health officials. This is done to protect the public's safety. The Food and Drug Administration (FDA) (2017) recommends that the criteria be based on the Food Code, but agencies have the freedom to create their own review rules, forms used during inspections, and particular criteria that meet or exceed the requirements stated in the Food Code. A restaurant's operating license must be maintained in accordance with these requirements, and employee training must be planned to fulfill the inspection requirements set forth and compulsory by local health officials (Food and Drug Administration (FDA), 2017).

User-generated online reviews are becoming more and more common since they can affect service businesses' business performance and service revolution in addition to customers' product/service evaluations and purchase decisions (Yang et al., 2017). Online hotel and restaurant review sites like Trip Advisor and Yelp are regarded as trustworthy sources of information about products and services that have developed with customer social involvement over the past ten years (Kesgin & Murthy, 2019). However, recent studies have shown that businesses and customers publishing online reviews can risk the legitimacy and openness of these review platforms, posing serious problems for businesses, customers, and review platforms themselves (Lo & Yao, 2019).

The purpose of this research study is:

1. To examine the role of food safety on satisfaction among customers in Kelantan.
2. To investigate the influence of online reviews on satisfaction among customers in Kelantan.
3. To identify the role of the attitude of restaurant staff on satisfaction among customers in Kelantan.
4. To determine the role of cleanliness on satisfaction among customers in Kelantan.

Significant of the Study

At the end of this research, it will support us better understand how to meet customer satisfaction through food quality, online reviews, the attitude of restaurant staff and cleanliness, and how to get that quality. The researchers are trying to identify whether food safety, online reviews, the attitude of restaurant staff, and cleanliness effect on customer satisfaction. This study is able to provide benefits and knowledge to the food and beverage community and all individuals involved in business hospitality. This will be able to help others to meet customer satisfaction by using the information from this study. This study can also provide new findings and help restaurant operators know about food safety, online reviews, the attitude of restaurant staff and cleanliness can affect customer satisfaction in fine dining restaurants in Kelantan.

LITERATURE REVIEW

Food Safety

Food handling, processing, and distribution procedures are referred to as "food safety" to ensure that there are no contaminants present that could cause food-borne illnesses. Food safety mentions to the proper food management methods used during food preparation, processing, storage, and circulation when you work with products in the food industry. Customers frequently worry about the safety of the food when dining out. The safety of a restaurant was evaluated based on the following factors: staff presentation, observed cleanliness, inspection results, and overall impression. Customers, particularly in developed nations, have become picky about the food products they purchase; they prefer fresh, healthy foods that need to be handled properly from production through ingesting (Moslehpour et al., 2014; Savelli et al., 2017). The most fundamental standard for assessing food quality is food safety. Additionally, the cleanliness of the restaurants reflected the quality of the food being served. They also based their choice to go back to the restaurant on these various factors. Functional, mechanical, and human clues were proposed as three indicators to evaluate restaurant cleanliness and diners' dining experiences in earlier literature. Food temperature and freshness are relevant functional clues. These hints are essential to ensuring client satisfaction and a company's viability.

Online Reviews

Since the invention of the Internet, consumers have used online platforms more frequently. Customer satisfaction is frequently well-defined as a client's general opinion of the caliber of a service or product. Before buying a good or service, customers frequently read numerous reviews (Thomas et al., 2019). Reviews, in particular, frequently disclose details about the caliber of the service and the safety of the food, allowing potential customers to more accurately predict their own upcoming experiences based on the experiences of others who have used the service or purchased the invention (Beneke et al., 2016). While factors influencing the usefulness of reviews have been discussed in previous research on online product review content (Hong et al., 2017), as well as how analysis of textual content can be used to predict product ratings (Lei et al., 2016), there has been relatively little research on how the online of custom review affect customers.

Attitude of Staff Restaurant

Service value is one of the big issues that will affect all businesses. Among the service quality that is meant is employee attitude towards the customer. The success of businesses in the hospitality sector can be directly impacted by motivating frontline staff to deliver high-quality customer service (Chen et al., 2017). Employees are inconvenienced by problematic, annoying, or rude customers. On the other hand, a cheerful and enthusiastic attitude is more prospective to produce courtesy, emotional involvement, and sincere concern for the happiness and well-being of customers. From the restaurant context, good behavior or treatment from employees will have a good effect on customer satisfaction.

Cleanliness

Cleanliness of service environments plays a significant role in determining general customer satisfaction, perceived service quality, and customer intention to use a particular service provider again (Pizam & Tasci, 2018). The FDA Food Code provides guidelines for restaurant cleaning. According to the FDA Food

Code, sanitization is necessary for surfaces that originate into contact with food and should be cleaned thoroughly in restaurants. According to the FDA Food Code, "sanitization" is as follows: (FDA, 2017). According to research on restaurant cleanliness, Chow et al. (2019) discovered that customers' satisfaction was significantly impacted by a customer's expectation of cleanliness. Cleanliness is an important analyst of customer satisfaction. Customers are more likely to make additional purchases when they are pleased with the performance of a product or service because it meets their expectations.

Customer Satisfaction

Customer satisfaction is a crucial business concern because business owners have discovered that receiving favorable client feedback is necessary for a long-term sustainable operation. If a restaurant's patrons have a wonderful dining experience, they might recommend it to others, come back often, or both. Customer satisfaction is a crucial business concern for restaurants, just like it is in other sectors. Restaurants want customers to have the best experience possible to increase the likelihood that they will return. Positive customer feedback is crucial for creating a long-term sustainable company, entrepreneurs have discovered (Chun & Nyam-Ochir, 2020). In order to avoid product contamination, cleanliness is crucial in the food sector. Production is safer in a clean environment since there is less chance of cross-contamination between products or contamination from raw materials.

Research Hypotheses

The following hypothesis was developed and was to be tested based on the study:

H1: Food safety is positively related to customer satisfaction.

H2: Online review is positively related to customer satisfaction.

H3: Attitude of restaurant staff is positively related to customer satisfaction.

H4: Cleanliness is positively related to customer satisfaction.

Research Framework

Figure 1 below had shown the conceptual framework of this study. Customer satisfaction toward restaurants in Kelantan was the dependent variable in this research while food safety, online review, attitude, and cleanliness were the independent variables of this research of study. The figure below had shown a linkage of the relationship between the independent variables and the dependent variable.
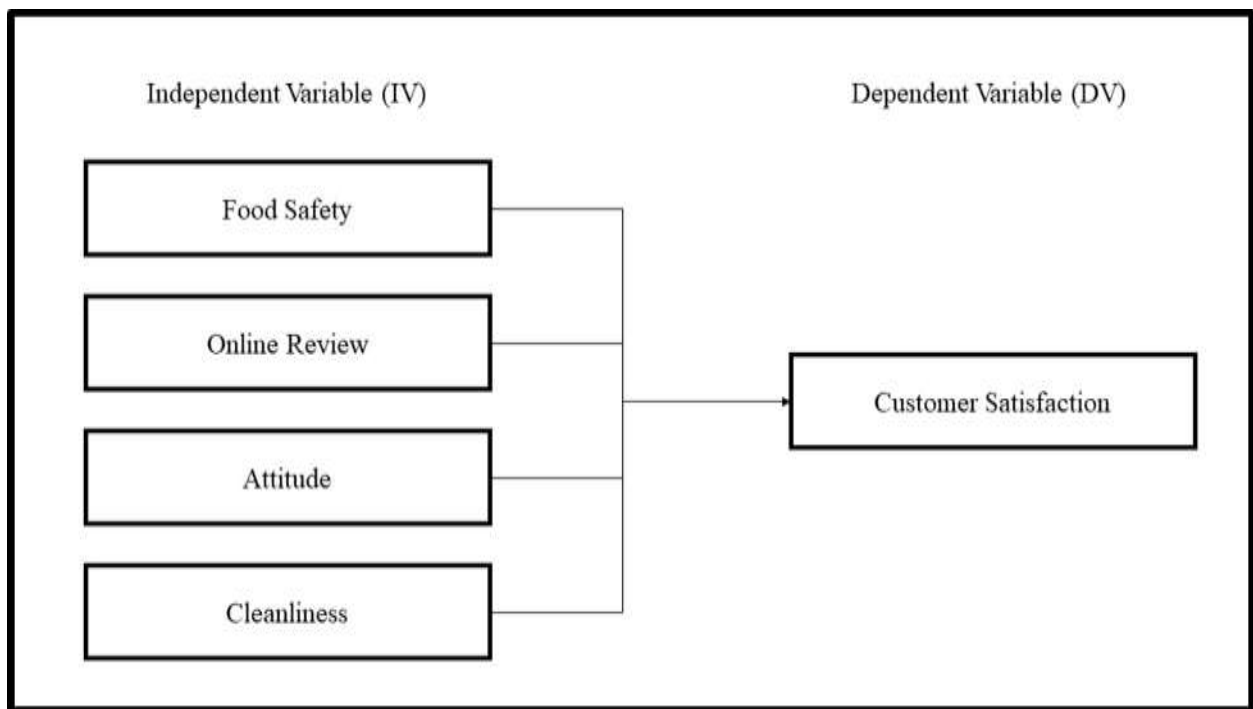
Figure 1 Relationships between the Independent Variables and Dependent Variable

Sources : Food Safety (Mekimah & Sayad, 2020); Online Review (Bi et al., 2019) ; Attitude (Ribeiro & Prayag, 2019); Cleanliness (Pizam & Tasci, 2018).

METHODOLOGY

Research Design

For this study, the researcher will use a quantitative method. Every organization needs quantitative analysis to design ways to grow. The population that the researcher will use in this study is customers in Kelantan. Population mentions to the entire group of people who share particular traits and characteristics. The population can be thought of as the study's intended audience or community of individuals who share the same trait. The process of selecting a statistically representative sample of people from an interested population is known as sampling. This study is being carried out in Kelantan and the researchers are choosing customers who currently there to take some time to answer the survey. This survey takes about 229 out of 384 customers.

Data Collection

Quantitative research was chosen for this research. This research survey used a self-service data collection mode, where respondents were asked to complete the questionnaire themselves. A total of 384 respondents will be selected to answer the questionnaire in person. They will be given an online questionnaire. After the respondents agree to fill out the questionnaire, the researcher will explain the questionnaire to them. Respondents have no obligation or compulsion to complete the research questions provided. The questionnaire emphasizes the intention of the study, and the goal of the study, and acknowledges the confidentiality of the respondent's information.

Sampling

In this study, the researchers selected non-probability sampling techniques which are convenience

sampling technique because it is used to select a predetermined number of respondents and very easy to reach them. This study sample is customers who have been to the restaurant. Researchers choose convenience sampling at few restaurants in Kelantan.

Data Analysis

This study uses four data analysis types which are descriptive statistics, reliability statistics, and Pearson's correlation. The data obtained were analysed by using SPSS version 25. The use of SPSS in the study helps to achieve the research objectives and helps to process the data that has been obtained.

FINDINGS

Table 1: Demographic Analysis

Item	Frequency (n)	Percentage (%)
Gender		
Male	171	52.0
Female	158	48.0
Age Group		
18-21 years old	46	14.0
22-25 years old	248	75.4
26-29 years old	19	5.8
30 years old and above	16	4.9
Race		
Chinese	30	9.1
Indian	15	4.6
Malay	282	85.7
Others	2	0.6
Status		
Married	27	8.2
Single	302	91.8
Occupation		
Employed	135	41.0
Others	3	0.9
Student	186	56.5
Unemployed	5	1.5
Total	**329**	**100**

The totals of 329 respondents which are 100% were Malaysian food consumers. The majority of the respondents 52.0% were male. It is because men prefer to eat at restaurant since it is more convenient and faster. Women eat less at restaurants because they prefer to prepare their meals at home. In the sample, 75.4% were in the 22-25 years old age bracket. People between the ages of 22 and 25 prefer to dine at restaurants since they are already aware of the aspects that can provide them with satisfaction as restaurant consumers. 85.7% were Malay. It is because when compared to other races, the majority of people in Kelantan are Malays. 91.8% were single and 56.5% were students. The majority of single persons will eat in restaurant. This is because they believe that eating in restaurant is preferable to cooking at home. It can help to save time and energy. Because most students are unable to cook, they dine at restaurants. They are unable to cook because they are students. For example, the university may not permit cooking in the college or may not have culinary equipment.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Food Safety	Serving utensils are clean.	4.69	0.62
	Restaurant serves food at the appropriate temperature (i.e., hot food hot and cold food cold).	4.59	0.66
	Restaurant uses fresh ingredients (i.e., no off-flavor or off-color foods).	4.56	0.78
	Tableware is clean.	4.59	0.67
	Restaurant provides information about ingredients and food allergy	4.36	1.09
Online Reviews	I believe that online customer reviews are informative.	4.61	0.74
	I will search for information about the restaurant after reading online customer reviews.	4.52	0.76
	Customer online reviews help me to compare restaurant.	4.58	0.76
	I think the restaurant is worth trying after reading the online customer reviews.	4.55	0.73
	The online review makes me confident in picking the restaurant.	4.57	0.76
Attitude of Staff Restaurant	The staff can handle customer's special needs effectively.	4.57	0.58
	The staff can accommodate customer complaints professionally.	4.61	0.60
	The staff has effective communication skill.	4.61	0.61
Cleanliness	Restaurant cleanliness is important to me evaluating overall restaurant quality.	4.85	0.39
	A dirty restaurant will decrease my overall level of satisfaction.	4.80	0.42
	A clean restaurant will increase my overall level of satisfaction.	4.83	0.38
	I high expectations of cleanliness for high-budget restaurant.	4.81	0.41
Customer Satisfaction	I would return to this restaurant in the future.	4.57	0.64
	I am satisfied with the restaurant's service quality.	4.57	0.65
	I am very satisfied with my overall experience at this restaurant.	4.53	0.70
	Overall, this restaurant puts me in a good mood.	4.56	0.64
	I will recommending the restaurant to others.	4.58	0.70

Food safety, item one score the highest mean value which was 4.69, where the respondents strongly agree that clean utensils are important to customer

satisfaction. The lowest mean is item five, with the mean value of 4.3617, where the respondent somewhat strongly agree that customers would like to know the ingredient about the food they are consuming. Online review, item one score the highest mean value which was 4.61, where the respondents strongly agree that online review will strongly effect customer satisfaction and influence their decision to visit the restaurant. The lowest mean is item two, with the mean value of 4.52, where the respondent somewhat strongly agree that customers will absolutely do some research about the restaurant depend on the previous customer reviews. Staff attitude, item two and three has the same score highest mean value which was 4.61, where the respondents strongly agree that effective communication skills and ability to professional accommodate customers complain are one of the important aspects in restaurant. Meanwhile the lowest mean is item one, with the mean value of 4.57 and it indicates that customers also strongly agreed that to be able to handle customers special need are essential part of the restaurant. Cleanliness, item one score the highest mean value which was 4.85, where the respondents strongly agree that customer will give good rating if the restaurant is clean. The lowest mean is item 4, with the mean value of 4.81, where the respondent somewhat strongly agree that customers will be satisfied if a high budget restaurant has a high level of cleanliness. Customer satisfaction, item five score the highest mean value which was 4.58, where the respondents strongly agree that satisfied customers will recommend others to come to the restaurant. The lowest mean is item three, with the mean value of 4.53, where the respondent somewhat strongly agree that customers satisfied. The scale for the intention of the hotel workers in Kota Bharu to turnover is derived from the table above by adding the means and standard deviations for the five components. The measuring items' averages ranged from

3.53 to 4.58, and their standard deviations were between 0.637 and 0.699.

Table 3: Reliability Analysis

No of items	Study variable	Cronbach's alpha	Remarks (acceptable/not acceptable)
5	Food Safety	0.909	acceptable
5	Online Reviews	0.951	acceptable
3	Staff Attitudes	0.873	acceptable
4	Cleanliness	0.871	acceptable
5	Customer Satisfaction Toward Restaurants	0.958	acceptable

The reliability analysis findings for the study variables were displayed in the table. The table shows that Food Safety is 0.909, Online Reviews is 0.951, Staff Attitudes is 0.873, Cleanliness is 0.871 and Customer Satisfaction Toward Restaurant is 0.958 which is Dependent Variable. In addition, all of the independent variable items which is Food Safety is 0.909, Online Reviews is 0.951, Staff Attitudes is 0.873 and Cleanliness is 0.871 were acceptable because the score result was over 0.70. Dependent variable, Customer Satisfaction Toward Restaurants, has a value of 0.958 indicating that the variables employed were appropriate and accurate in measuring this variable. In the nutshell, the reliability coefficients for the independent variables in this study according to Cronbach's Alpha were satisfactory and correlated with one another.

Table 4: Pearson Correlation Analysis

Hypothesis	Result	Finding of Data Analysis
H1: Food safety is positively related to customer satisfaction.	r = 0.791, p = 0.000 High positive	**H1: supported**
H2: Online review is positively related to customer satisfaction.	r = 0.616, p = 0.000 High positive	**H2: supported**
H3: Attitude of restaurant staff is positively related to customer satisfaction.	r = 0.651, p = 0.000 High positive	**H3: supported**
H4: Cleanliness is positively related to customer satisfaction.	r = 0.363, p = 0.000 High positive	**H4: supported**

Hypothesis 1 (H1) p-value was 0.001, which was less than a significant level of 0.01. The correlation coefficient of 0.791 suggested a high positive correlation between food safety and customer satisfaction.

Hypothesis 2 (H2) p-value was 0.001, which was less than a significant level of 0.01. The correlation coefficient of 0.616 suggested a moderate correlation between online reviews and customer satisfaction.

Hypothesis 3 (H3) p-value was 0.001, which was less than a significant level of 0.01. The correlation coefficient of 0.651 suggested a moderate correlation between staff attitude and customer satisfaction.

Hypothesis 4 (H4) p-value was 0.001, which was less than a significant level of 0.01. The correlation coefficient of 0.363 suggested a weak correlation between cleanliness and customer satisfaction.

DISCUSSION & RECOMMENDATION

Cleanliness gives a low effect on customer satisfaction because through the result we can see the majority of the respondents are male. And most of the young people especially the male were not taking cleanliness as an important thing. Food safety got a higher result because most of the respondents are students. Most of the students have some knowledge about food safety and they are concerned because they are away from family. As a student, they cannot use ill as a reason to take the medical certificate. It is because they are busy to complete the assignment. After that, online reviews and staff attitudes give a positive impact on customer satisfaction. Most people will judge attitudes when they are dine-in.

Customer satisfaction can be better evaluated through data analysis, such as surveys, feedback forms, and customer reviews. Advances in data collection techniques, as well as emerging technologies such as natural language processing and sentiment analysis, will enable researchers to gain vital information directly from customers. Additionally, advanced analytics can go beyond simple metrics and into contextual analysis to better understand customer behavior related to restaurant recommendations. Data on customer preferences, location, time of day, and other pertinent aspects can be combined to gain a better understanding of how swift service affects customer satisfaction. Insights can be extracted from consumer reviews, social media posts, and online debates using natural language processing and sentiment analysis techniques. Cultural and regional differences may influence customer behavior, so researchers must account for these variances in future data collecting and analysis.

CONCLUSION

Customer satisfaction has a substantial impact on overall contentment when choosing a restaurant, with food safety, online reviews, attitude, and cleanliness all playing a factor. According to the data, practically all respondents completed the survey questions on their satisfaction with restaurants in Kelantan. The majority of respondents firmly agreed that customer satisfaction has a significant impact on their satisfaction while selecting a restaurant. Respondents also agreed that food safety, online reviews, staff attitude, and cleanliness all played a role in their overall happiness.

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