



E-PROCEEDING HOTWEC 7.0

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





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The Influence of Youngster's Satisfaction Towards Hipster Food in Kota Bharu, Kelantan

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ABSTRACT

Hipster food in Malaysia is a recent invention that has been adapted from diverse concepts, distinctive flavors, and culinary traditions of western nations that are currently popular among young people. The objective of this study is to identify the variables that influence young people towards hipster food in Kota Bharu, Kelantan. This study examines the factors of consumer satisfaction with, food quality, service quality and the environment of hipster food restaurants studied in this research. A quantitative research approach, using 384 questionnaires revealed through social media and SPSS software, revealed a positive relationship between young people's satisfaction with hipster food and food quality, service quality and environment of hipster food restaurants. The research design, population of interest and sample size, sampling method, data collection process, instruments for research, and data analysis were obtained. The researcher will then be able to determine the main influence of customer satisfaction, especially among young people, towards hipster food in Kota Bharu, Kelantan, using the survey data at the end of the research. Future research ideas will be presented.

Keywords: Youngster's, satisfaction Hipster food, Service Quality, Food Quality, Restaurant Environment

INTRODUCTION

The global food service is one of the fastest expanding markets in the world, with 167,490 food service establishments in 2015, up from 130,570 in 2010. This is due to positive socioeconomic conditions, demographic changes, alterations in consumer food preferences, and an increase in demand (Mohd Zahari et al,2011). Fast food and hipster cuisine have gained popularity due to the lack of time in the hectic, competitive, and fast-paced metropolitan life. The hipster food scene in Malaysia has given rise to a new obsession, and its influence on people's eating and lifestyle choices is not limited to food (Platania and Donatella,2003). In Kota Bharu, Kelantan, there are more than 15 hipster-themed eateries, cafes, and retail establishments that are distinctive and draw customers. Youngsters are more attracted to the development of the latest issues, especially in terms of cultural changes, food consumption, and the concept of constantly innovating the menu in order to make the dishes become popular and cool to attract customers. A study on the satisfaction of hipster food in the young generation in Kota Bharu, Kelantan was conducted, and young people who reside in and around Kota Bharu, Kelantan find it extremely rewarding and fascinating that the younger generation has accepted hipster food innovation. However, the purpose of this research is to measure the consumer satisfaction toward hipster food in Kota Bharu, Kelantan. The research objectives in this study are as follows:

1. To determine the relationship between food quality towards hipster food in Kota Bharu, Kelantan.
2. To examine the relationship between service quality towards hipster food in Kota Bharu, Kelantan.
3. To examine the relationship between restaurant environments towards hipster food in Kota Bharu, Kelantan.

SIGNIFICANCE OF STUDY

To entrepreneurs' café

This study provides information on the factors that motivate consumers, particularly the youngsters, to be satisfied with hipster foods. The result will enable the entrepreneurs to improve the second-rate of preparing the hipster food to the consumers. Data gathered will help the entrepreneurs to create a value for the customer in order to achieve customers' confidence and trust.

The consumers/customers

The results of the study will help the consumer evaluate the quality of service, food and the restaurant environment that is provided by the hipster cafes. This study could also represent the customers on what kind of expectation that should be standardized by the entrepreneurs when preparing the foods in order to build customers loyalty towards the new food innovation, food hipster.

The researchers

Through this study, the researchers were able to understand more about food innovation, food hipster. This study also helped the researchers to identify reasons on how entrepreneurship deals with consumers' preference. Besides, this study also could inspire other researchers to conduct a similar or additional research in a different geographical area.

LITERATURE REVIEW

Food Quality

Food quality is determined by appearance, size, shape, color, gloss and consistency, texture, and taste (Kisang, 2009). Restaurant experience depends greatly on the quality of the food (Sulek and Hensly, 2004). According to Bujisic et al. (2014) at both premium and quick-service restaurants, food quality, customer behavioral intentions, and word-of-mouth. Food quality has been viewed as the primacy criterion for guests to evaluate restaurant's performance and as the most significant aspect of restaurants (Ramanathan, 2015). Customer satisfaction is greatly influenced by food quality as well.

Shaharudin, Mansor, and Elias (2011) assert that food quality is increasingly important in determining how a consumer feels. Consumers today are well aware of the problems with food quality. In order to serve the demands and wants of their customers, all parties involved in the food industry should develop this competence, according to Whitehall et al (2006). Successfully presenting a visually beautiful meal can raise customer perceptions of quality and create a favourable impression in terms of how customers feel and behave when eating the food. (Shaharudin et.al, 2011).

Service quality

The total rating of a product or service that is dependent on the customer's first impressions of the restaurant has been termed as service quality (Hooper et al, 2013). Based on the Brady and Robertson (2001) claim that staff communicate with customers through their attentiveness, assurance and empathy.

Customers in the restaurant business assess the quality of the cuisine as well as the service they experienced during their meal (Kivela et al, 2000). According to Cronin and Taylor (1994) service quality significantly influences behavioral intentions. The most important factors that influence the caliber of restaurant service must be identified specifically for this study (Tripathi and Dave, 2016). Due to the fierce rivalry in the food service sector, restaurant owners who are able to deliver exceptional service to their patrons will have a significant edge over their competitors to keep patrons and to achieve survival and growth (Ryu and Han, 2010).

Restaurant environment

The atmosphere of a restaurant has emerged as one of the elements luring new customers while retaining existing ones. According to Han and Ryu (2009) when patrons eat in a restaurant, they may do it consciously before, during and after their meals. Previous research on the physical environment of the restaurant has emphasized the criteria of facility aesthetics, atmosphere, lighting, and table and pointed out that these components may affect customer satisfaction (Ryu & Jang, 2007).

The ambient aroma of a restaurant is important because it will be correlated with the emotional responses of customers, which can have an impact on how different levels of scent intensity affect shoppers' mood, behavior, and judgements in a retail space (Leeders Smidts and El Haji, 2016). As a result, the environment of a restaurant has a big impact on customers' happiness (Ryu and Jang 2008). In order to provide customers with a better experience while they are enjoying their dishes, it is crucial for the restaurateur to have a deeper awareness of what customers emphasize.

RESEARCH HYPOTHESIS

In this study, the following three hypothesis were indicated based on the research objectives:

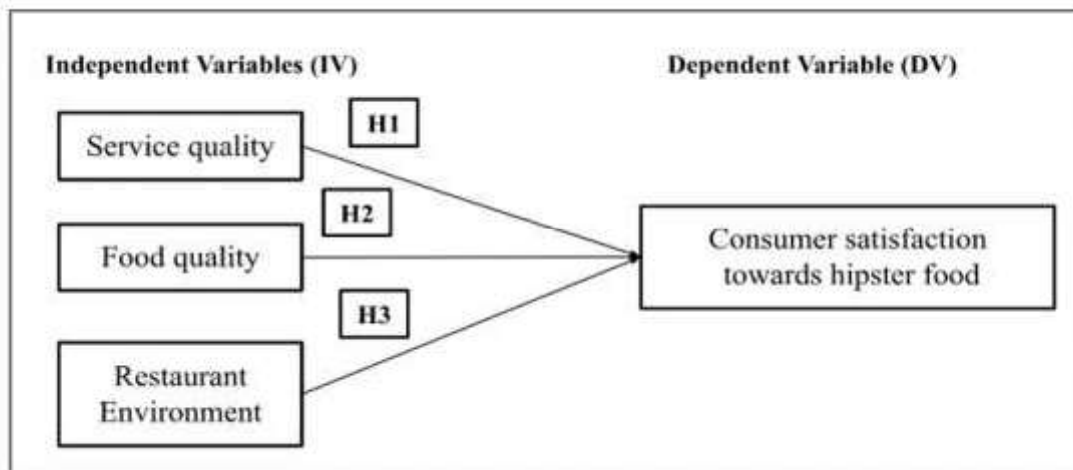
H1 : There is a significant relationship between service quality and consumer satisfaction among towards hipster food

H2 : There is a significant relationship between food quality and consumer satisfaction among youngsters towards hipster food

H3 : There is a significant relationship between restaurant environment and consumer satisfaction among youngsters towards hipster food.

CONCEPTUAL FRAMEWORK

Figure 1 below has shown that the conceptual framework that was adapted from Sharee et al (2018) displays the independent variables (iv) and dependent variable (dv) of this research. The figure shows the relationship between service quality, food quality and restaurant environment influence customer satisfaction towards hipster food.



Conceptual Framework adapted by Sharee et al., 2018.

METHODOLOGY

Research Design

The term "research design" refers to the comprehensive method used to conduct research and describes a clear and logical strategy for addressing a predetermined research question through the collection, interpretation, analysis, and presentation of data. Descriptive studies are emphasized in this study. Data on perceived customer satisfaction among youngsters towards Hipster Food around Kota Bharu, as well as service quality, food quality, and restaurant environment have been collected through quantitative research in this study. Quantitative research is the process of collecting and evaluating numerical data. Patterns and averages can be found, predictions made, connections between variables verified, and results extended to larger groups. This is so that continuous and distinct numerical data can be generated using quantitative research techniques.

Data Collection

Data collecting is a technique for compiling and analyzing data from multiple sources to obtain thorough and accurate data. Answering pertinent questions, assessing findings, and speculating about possibilities and current trends are all made possible by data collection for people or organizations. Youngsters, locals or hipster food enthusiasts in Kota Bharu, Kelantan, between the ages of 18 and 30 will be asked to complete questionnaires that will be conducted and distributed online by researchers utilizing the "google form" technique.

Sampling

The sampling method was a statistical strategy in which a selection of observations was chosen from a broader population. Sample analysis and knowledge of its qualities or explanation would simplify the properties or characteristics of the population's rudiment for researchers. Due to the existing situation, a non-probability sampling technique called convenience sampling was chosen for this investigation. The questionnaire was created with Google Forms and distributed over social media platforms such as WhatsApp, Instagram and Twitter. Researchers could increase the number of respondents by using social media and google forms.

Data Analysis

A statistical tool, often known as the computer programmer Statistical Package for Social Science (SPSS), version 27 is used to analyze the data. The researcher can choose the most appropriate statistical method with the aid of the SPSS programmer. The statistics generated by SPSS include good percentage and cumulative percentage.

FINDINGS

Result of Frequency Analysis

Table 1

Characteristics	Frequency	Percentage (%)
Gender:		
Male	117	46.1
Female	207	53.9
Age:		
Below 18	44	11.5
19 - 24	161	41.9
25 - 29	112	29.2
30 above	67	17.4
Marital Status:		
Single	246	64.1
Married	138	35.9
Education Level:		
Non-Formal Education	4	1.0
High School	86	22.4
Collage	81	21.1
University	200	52.1
Doctorate	13	3.4
Source of Income:		
Pocket Money	133	34.6

Spare-Time Job	89	23.2
Saving	69	18.0
Scholarship	78	20.3
Other	15	3.9
Have visited a hipster food before this:		
Yes	318	82.8
No	66	17.2
I have been visited hipster food:		
Less than 1 month ago	104	27.1
Less than 2 months ago	92	24.0
Less than 5 months ago	74	19.3
More than 5 months ago	56	14.6
Never visited	58	15.1
I like take pictures of the food and design of the shop:		
Yes	262	68.2
No	122	31.8

Elaboration: The characteristics of respondents are gender, age, marital status, education level, source of income and other screening questions.

Table 1 of frequency analysis shows the 384 respondents' genders. Male respondents made up (177 respondents with 46.1%) of the total respondents, while female respondents made up (207 respondents with 53.9 %). Next, according to age, people under the age of 18 (44 respondents with 11.5%), respondents aged 19 to 24 years, (161 respondents with 16.1%) , while respondents aged 25 years to 29 years are (112 respondents with 29.2%) and finally, 30 and above are only (67 respondents with 17.4%). For marital status, the majority of the number of respondents that we got consisted of single status with a percentage of 64.1 percent (247 respondents) and for marital status, 35.9 percent with (138 respondents). Respondents with different levels of education, University education level is the highest number of respondents which is (200 respondents) with 52.1 percent. followed by high school which has respondents as many as (86 respondents) equal to 22.4 percent. The level of education for college is as many as 81 respondents with 21.1 percent.

The respondents for doctorate are as many as 13 respondents only. The very low level of education is no formal education which is as many as 4 respondents with 1.0 percent. Then, the percentages respondents by source of income are pocket money with 34.6 percent (133 respondents), spare-time job of 23.2 percent (89 respondents), scholarship as much as 20.3 percent (78 respondents), saving is as much as 18.0 percent (69 respondents) and lastly, other sources of income as much as 3.9 percent with (15 respondents). For example, salaries and PTPTN.

In addition, the screening question shows that most young people have been to hipster cafes, according to 82.8 percent (318 respondents) and only 17.2 percent (66 respondents) of young people had never been to a hipster cafe. The highest frequency of youngster's coming to Hipster Cafe is less than 1 month ago by 27.1 percent (104 respondents) followed by less than 2 months ago by 24.0 percent (92 respondents). Next, less than 5 months ago as much as 19.3 percent (74 respondents). The frequency of youngster's coming to Hipster Cafe, more than 5 months ago is as much as 14.6 percent (56 respondents) and lastly the frequency of youngster's coming to Hipster Cafe is never visited by 15.1 percent (58 respondents). Lastly, the majority of young people who like taking pictures and designs at Hipster Cafe are 68.2 percent (262 respondents) while 31.8 percent (122 respondents) who don't enjoy taking photos and designs when it comes to Hipster Cafe.

Result of Descriptive Analysis

Table 2

Variable	Items	Mean Score	Standard Deviation
Service	Hipster café provides good service.	4.31	0.682
Quality	I think hipster café workers usually provide a friendly customer service that suits my preference.	4.24	0.714
	I prefer hipster café due to decent offers such as free WIFI, good music and air conditioning.	4.31	0.729
	I am willing to spend my time in a hipster café even though the price offered is expensive as it is reasonable with my expectations.	4.22	0.864
	The hipster café provides the service on time.	4.25	0.757
Food	The hipster café has a variety of menu items.	4.39	0.695
Quality	The freshness of food in hipster café is good.	4.28	
	The food presentation in the hipster café is attractive.	4.35	0.664
	I think the food provided is sufficient and filling.	4.30	0.748
	Food is served at the appropriate temperature in a hipster café.	4.30	0.717
Restaurant Environment	The facility layout in the hipster café allows me to move around easily.	4.40	0.719
	The interior design hipster café is visually appealing.	4.25	0.736
	Colors used in hipster café create a pleasant atmosphere.	4.32	0.707
	Lighting in hipster café creates comfortable atmosphere.	4.45	0.706
	Background music in the hipster café is pleasing.	4.40	0.666
Youngster's Satisfaction Towards	The night time service rendered by the café employees is respectful.	4.35	0.711
	The service provider, the staff is friendly and very polite.	4.33	0.656

Hipster	I'm tempted by some of my favorite dishes.	4.38	0.663
Food	I am satisfied with the quality of the taste of hipster food.	4.37	0.685
	The price listed each meal are very cheap and satisfying.	4.29	0.773

Elaboration: The descriptive analysis of respondents are service quality, food quality, restaurant environment and the youngsters satisfaction towards hipster food.

Table 2 shows the descriptive analysis of the influence of youngster's satisfaction towards hipster food in Kota Bharu, Kelantan. The highest mean of 4.31 for two items of service quality SQ1 and SQ3 on the statement "Hipster café provides good service" with "I prefer hipster café due to decent offers" has strongly agreed as to its agreement level. Otherwise, the lowest mean with 4.22 was for item SQ4 on the statement "I am willing to spend my time in a hipster café even though the price offered is expensive as it is reasonable with my expectations". The mean values for the other two items for SQ2 "I think hipster café workers usually provide a friendly customer service that suits my preference" and SQ5 "The hipster café provides the service on time" were 4.24 and 4.25 respectively and strongly agree as to its agreement level. While the average mean for service quality is 4.27, the respondents strongly agree that service quality plays a significant role for hipster cafes to attract more customers.

Beside the mean values for food quality, one of the independent variables. The highest mean value of 4.39 for the item FQ1, "The hipster café has a variety of menu items" has a strong agreement as its level of agreement followed by the item FQ3 "The food presentation in the hipster café is attractive" with the mean value of 4.35. Both item of FQ4 (I think the food provided is sufficient and filling) and FQ5 (Food is served at the appropriate temperature in a hipster café) shared same mean value 4.30 meanwhile the lowest mean value of 4.28 for the item FQ2 "The freshness of food in hipster café is good".

Next, the highest mean of restaurant environment value was 4.45 for the item of RE4 (Lighting in a hipster café creates a comfortable atmosphere) which strongly agree as the level of agreement. Followed by that, both items of RE1 (The facility layout in the hipster café allows me to move around easily) and RE5 (Background music in the hipster café is pleasing) shared the same mean value 4.40 with strong agreement as the level of agreement. The item of RE3 (Colors used in hipster café create a pleasant atmosphere) and item of RE2 (The interior design hipster

café is visually appealing) was 4.32 and 4.25 respectively, which strongly agree as the level of agreement.

Lastly, the highest mean of youngster’s satisfaction towards hipster food value was 4.38 for the item YS3 “I’m tempted by some of my favorite dishes” has strongly agree, the following was 4.37 and 4.35 which is the item of YS4 and YS1 “I am satisfied with the quality of the taste of hipster food” and “The night time service rendered by the café employees is respectful” has strongly agree respectively. Next, the mean value of 4.33 and 4.29 for the items of YS2 and YS5 “The service provider by the staff is friendly and very polite” and “The price listed on each meal are very cheap and satisfying” has strongly agree respectively.

Result of Reliability Analysis

Table 3

Variable	Number of Items	Cronbach’s Alpha
Food Quality	5	0.837
Service Quality	5	0.834
Restaurant Environment	5	0.830
The influence youngster satisfaction towards hipster food	5	0.800

Elaboration: The influence of youngster satisfaction is lower than restaurant environment, service quality and the highest is food quality according to Cronbach Alpha.

The result of the reliability analysis by croncbach’s alpha, there are a total of three independent variables and the first one is food quality. This variable had a total of 5 items under it with Cronbach's alpha value of 0.837 with the reliability level of excellent (> 0.80). The second independent variable is service quality with 5 items used to test its reliability and validity. The Cronbach's alpha value for this variable is 0.834. This value falls under the reliability level of excellent (>0.80). The third independent variable used in this study is the restaurant environment with 5 items to test and Cronbach's alpha value is 0.830. This value is under the reliability level of excellent (>0.80).

Result of Pearson Correlation Analysis

Table 4

Pearson's Correlation between service quality, food quality and restaurant environment for youngster satisfaction towards hipster food.

Hypothesis	P-Value	Result (Supported/Not Supported)
H1: There is a poor positive relationship between service quality and consumer satisfaction among youngsters towards hipster food.	0.477	H1 is supported
H2: There is a poor positive relationship between food quality and consumer satisfaction among youngsters towards hipster food.	0.467	H2 is supported
H3: There is a poor positive relationship between restaurant environment and consumer satisfaction among youngsters towards hipster food.	0.513	H3 is supported

Elaboration: All three hypotheses are supported for the P-Value.

The table shows the Pearson correlation coefficient, significant value, and number of respondents (384). The P-value was 0.001, which was less than a significant level of 0.01. The correlation coefficient of 0.477 suggested a poor positive correlation between service quality and consumer satisfaction toward hipster food for hypothesis 1. Next for hypothesis 2, the correlation coefficient of 0.467 suggested a poor positive correlation between food quality and consumer satisfaction toward hipster food and 0.513 of hypothesis 3 suggested a poor positive correlation between restaurant environment and consumer satisfaction toward hipster food.

DISCUSSION AND RECOMMENDATION

The study's primary shortcoming is the large sample size of 384 respondents, particularly among young Kota Bharu hipster food-influenced individuals. Most participants ignored the survey or watched it, and some felt it was unimportant or helpful. The questionnaire was sent via social media, making it difficult for respondents to respond privately.

The study's limitations in independent variables, including environment, food, and service quality, hinder its effectiveness. The study's drawback is limited data collection due to the lack of knowledge about hipster food in Kota Bharu, Kelantan and the lack of information in previous publications. This situation makes it difficult to speak with young people who have a significant influence over hipster cuisine.

The study's limitations in getting data on hipster food in Kota Bharu, Kelantan due to limited knowledge and lack of information in previous publications. This makes it difficult to speak with young people who influence hipster cuisine.

This study used a quantitative approach to gather information from respondents, using a google form as a data collecting medium. However, face-to-face interviews can also be used to strengthen the result of the study. Google form allows respondents to answer questions with an unsure understanding of the question, while face-to-face interviews can help to enhance the respondents if they have any questions.

The researcher suggests that future studies should enhance data collection by giving respondents more time to complete a survey, making it easier for the researcher to complete the questionnaire and discover more responders. This will enable the researcher to obtain more accurate data.

Besides, the researchers suggest that the future researchers should conduct a study using observation surveys, which is the act of recognizing and noting facts or occurrences without asking questions. This approach can be used to study customers' motivation towards hipster food without the need for a large number of respondents.

CONCLUSION

The results of this study showed a relationship between customer satisfaction with hipster cuisine and the quality of the food, the quality of the service, and the atmosphere of the restaurant. Food quality was the most effective element influencing consumers' satisfaction with hipster food. This study may be applied to the food and beverage business in the tourist sector to improve the quality of its goods and as a reference for future research.

Furthermore, it can be inferred from the data from chapter 4's statistical package for the social sciences (spss) version 26 that there is a strong correlation between the quality of the food, the standard of the service, and the atmosphere of the restaurant—all of which have an effect on young people's satisfaction with hipster food. The information gathered from this study will enable related businesses and industries to generate income and profits, which will contribute to the expansion of the Malaysian economy.

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