

5<sup>TH</sup> HOSPITALITY & TOURISM | HTC  
CONFERENCE '23

# BOOK OF ABSTRACTS

*“Future trends and challenges in hospitality and tourism industry:  
An overview of post-pandemic research”*

**Wyndham Acmar Klang | December 21<sup>st</sup> 2023**

# 5<sup>TH</sup> HOSPITALITY & TOURISM CONFERENCE | HTC '23

## **Book of Abstracts**

*“Future trends and challenges in hospitality and tourism industry:  
An overview of post-pandemic research”*

### **Editors :**

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## TABLE OF CONTENT

BIL	TITLE	PAGE
1	ANTECEDENTS OF TOURIST LOYALTY IN HOMESTAY TOURISM SECTOR: STRUCTURAL EQUATION MODELING APPROACH	1
2	EXAMINING THE IMPACT OF JOB DEMAND-RESOURCE THEORY VARIABLES ON BURNOUT AMONG HOTEL EMPLOYEES IN KUALA LUMPUR	2
3	THE UTILIZATION OF SOCIAL MEDIA AND THE APPLICATION OF FIQH METHODS IN NON-ISLAMIC COUNTRIES WITH REGARD TO FOOD ISSUES: A COMPREHENSIVE REVIEW	3
4	ADOPTION OF ONLINE FOOD DELIVERY BY MICRO FOOD SERVICE BUSINESSES: A CONCEPTUAL PAPER	4
5	EVALUATING FOOD QUALITY, PRICE FAIRNESS, AND STUDENT SATISFACTION IN UITM PUNCAK ALAM'S CAFETERIA	5
6	MOTIVATORS FOR STUDENT ENTREPRENEURS	6
7	STUDY OF CUSTOMER ONLINE PURCHASE BEHAVIOR ON ONLINE FOOD DELIVERY APPLICATIONS: A CONCEPTUAL PAPER	7
8	EXPLORING THE CONCEPT OF TRADITIONAL FOOD SUSTAINABILITY	8
9	MALAYSIAN YOUTH EATING BEHAVIOUR FOR A BETTER QUALITY OF LIFE: A CONCEPTUAL INSIGHTS	9
10	ENGAGING FAST FOOD CONSUMPTION: A CASE STUDY OF MALAYSIAN SUBURBAN RESIDENTS	10
11	THE EFFECT OF CONSUMER ATTITUDE TOWARDS COFFEE SHOP GREEN PRACTICES ON PURCHASE INTENTION	11
12	GUESTS' ACCEPTANCE OF ROBOTIC SERVICES IN KUCHING PARK HOTEL, SARAWAK	12
13	BOLSTERING FOOD SECURITY: A CONCEPTUAL SCHOLARLY EXAMINATION OF THE BRIDGE BETWEEN FOOD LOSS AND FOOD WASTE	13
14	THE RISE OF BOTS: EXPLORING MALAYSIANS' INTENTION TO USE CHATBOTS FOR TRAVEL PLANNING	14
15	UNDERSTANDING SERVICE ENCOUNTER AND LOYALTY IN MALAYSIAN TRAVEL AGENCIES	15
16	EXPLORING USERS' INSIGHTS ON CHATBOTS EXPERIENCES WITHIN ONLINE TRAVEL AGENCY (OTA)	16
17	SOCIAL MEDIA INFLUENCER (SMI) RESTAURANT REVIEWS AND STUDENTS' PATRONIZATION DECISION	17

18	UNLOCKING E-WALLET ADOPTION: EXPLORING THE INFLUENCE OF FUNCTIONAL BARRIERS FROM A GENERATION X PERSPECTIVE	18
19	SEVICESCAPE AND CUSTOMER LOYALTY OF HIGH-END RURAL HOMESTAY IN CHINA: A CASE STUDY OF BEIJING	19
20	CUSTOMER SATISFACTION IN USING DIGITAL QR CODE MENU ORDERING IN RESTAURANT	20
21	INVESTIGATING THE CUSTOMER'S INTENTION TO UTILISE SERVICE ROBOTS IN RESTAURANTS: THE MODERATING ROLE OF AGE GENERATION	21
22	PREDICTORS INTERNATIONAL TOURISTS' BEHAVIOURAL INTENTION TO VISIT MALAYSIA: A CONCEPTUAL PAPER	22
23	IMPACTS OF MUSICAL EVENTS IN SARAWAK: A REVIEW FROM LITERATURES	23
24	INVESTIGATING JACKFRUIT SEED FLOUR AS A SUSTAINABLE ALTERNATIVE IN COOKIES: A CONSUMER ACCEPTABILITY STUDY	24
25	WORK-BASED LEARNING (WBL) HOSPITALITY GRADUATES ATTACHMENT: INDUSTRY PERSPECTIVES	25
26	THE IMPACTS OF WORK ENVIRONMENT, MENTORSHIP, TECHNOLOGICAL INTEGRATION, AND EMPLOYEE TURNOVER ON TVET STUDENTS' INTENTION TOWARD CAREER IN THE HOSPITALITY AND TOURISM SECTOR: A QUANTITATIVE ANALYSIS	26
27	DIETARY PATTERN AND FOOD HABIT DURING THE COVID-19 ENDEMIC PHASE: IMPACT ON MALAYSIAN ADULTS FOOD PREFERENCES	27
28	ENHANCING THE RESILIENCE OF MICRO FOOD AND BEVERAGE BUSINESSES IN MALAYSIA: AN EVALUATION CRITICAL SUCCESS FACTORS APPROACH	28
29	A CONCEPTUAL FRAMEWORK: A SOCIAL COGNITIVE THEORY TO DETERMINE MALAYSIAN CONSUMER OF FOOD WASTE BEHAVIOURAL INTENTION IN THE HOSPITALITY AND FOOD SERVICE SECTOR	29
30	FACTORS INFLUENCE SATISFACTION TOWARDS PREMIUM COFFEE SHOPS IN PENANG	30
31	MENU ATTRIBUTES AND STUDENTS' PURCHASE DECISION: A CASE OF TEALIVE	31
32	SENSE OF COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT: A CASE IN COX'S BAZAR, BANGLADESH	32
33	FACTORS INFLUENCING CUSTOMER SATISFACTION ON FOODPANDA ONLINE DELIVERY APPLICATION	33
34	THE DIGITAL ENDORSER: HOW DO VIRTUAL INFLUENCERS IMPACT DESTINATION BRAND ENGAGEMENT?	34
35	EFFECTS OF COVID-19 PANDEMIC: RAMIFICATIONS AND PREVAILING STRATEGIES OF INDEPENDENT FOODSERVICE ESTABLISHMENTS	35
36	DETERMINANTS OF FOOD BANKS' SUSTAINABILITY: THE CASE OF KUALA LUMPUR	36

37	EVALUATING CUSTOMER SATISFACTION, EMOTION AND EXPERIENCE OF SMART HOTELS IN ZHEJIANG, CHINA: AN ANALYSIS OF ONLINE REVIEWS	37
38	INVESTIGATING CUSTOMER LOYALTY IN FAST-FOOD RESTAURANTS IN KUALA TERENGGANU, MALAYSIA	38
39	EXAMINING JOB MOTIVATION ON KOLEJ KOMUNITI STUDENTS' INTENTION TO WORKING IN HOTEL INDUSTRY	39
40	ADAPTING TECHNOLOGY FOR SURVIVAL IN THE RESTAURANT BUSINESS AMID COVID-19	40
41	TRUST AS MEDIATING EFFECT ON THE FACTORS OF TECHNOLOGY ADOPTION IN HOTELS	41
42	LEFTOVER COCONUT PULP FLOUR: A SUSTAINABLE SOLUTION FOR ENHANCED DIETARY FIBRE GLUTEN-FREE PRODUCTS	42
43	THE IMPACT OF HALLYU ON KOREAN FOOD CONSUMPTION: THE ROLE OF IMITATION INTENTION	43
44	THE EFFECT OF TRAVEL PERCEIVED RISK ON REVISIT INTENTION AT CHOW KIT ROAD MARKET (CKRM), KUALA LUMPUR AMONG DOMESTIC TOURISTS	44
45	ORGANIC MEAT PURCHASE INTENTION AMONG MALAY WORKING ADULTS AND GENDER MEDIATION TEST: A CONCEPTUAL STUDY	45
46	REGIONAL ECOTOURISM SUSTAINABILITY ASSESSMENT: RESEARCH VALUE AND LITERATURE REVIEW	46
47	CAFFEINE CHRONICLES: UNDERSTANDING THE IMPACT OF ITS CONSUMPTION BY MSU STUDENTS	47
48	CONCEPTUAL FRAMEWORK ON UNDERSTANDING THE BEHAVIOURAL INTENTION AND USAGE OF INDONESIAN TOURISTS IN RELATION TO THE DIGITAL PAYMENT SYSTEM: AN ANALYSIS OF UTAUT2	48
49	MEASURING LOCAL COMMUNITY INVOLVEMENT FACTORS FOR HALAL TOURISM IN LOMBOK: A CONCEPTUAL PAPER	49
50	A CONCEPTUAL FRAMEWORK: THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON DESTINATION IMAGE AND INTENTION TO VISIT	50
51	LOCAL COMMUNITY SUPPORT TOWARDS CREATIVE TOURISM DEVELOPMENT OF MOJOKERTO CITY, INDONESIA	51
52	THE MARKETING MIX STRATEGY TO PROMOTE MALAYSIAN LOCAL FOOD: FROM THE PERSPECTIVE OF SME RESTAURANT BUSINESS	52
53	WORK-BASED LEARNING (WBL) INDUSTRY STAKEHOLDERS' INVOLVEMENT IN CURRICULUM IMPLEMENTATION IN MALAYSIA	53
54	WHAT MAKES MALAYSIAN TOURISTS INTEND TO GLAMPING? A CONCEPTUAL PAPER	54
55	WORD OF MOUTH: A SYSTEMATIC REVIEW OF RESTAURANTS AND CAFÉS	55

56	YOUNG GENERATION BEHAVIOR TOWARDS MALAY TRADITIONAL FOOD AT NIGHT MARKET	56
57	SYSTEMATIC REVIEW OF VIRTUAL LIVE TOURISM	57
58	AUTHENTICITY AND INNOVATION IN THE DEVELOPMENT OF CULTURAL TOURISM VILLAGES IN TANAH DATAR REGENCY	58
59	EXPLORING THE CONCEPT OF HUNAN PROVINCE FOOD HERITAGE: THE CASE YONG FENG CHILLI SAUCE	59
60	THE MARKETABILITY OF MAMACHEF PURPLY ICE CREAM FROM UNDERUTILIZED LOCAL CROP THROUGH MALAYSIA RETAIL OUTLETS	60

**ANTECEDENTS OF TOURIST LOYALTY IN HOMESTAY TOURISM SECTOR:  
STRUCTURAL EQUATION MODELING APPROACH**

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**ABSTRACT**

Homestay tourism is an increasingly popular form of travel, particularly in Malaysia, where visitors can experience a unique local culture by staying with a host family. However, the homestay operators have been facing a significant challenge with declining numbers of repeated guest visits. Therefore, this study aims to understand the direct relationships between image, perceived value, safety, satisfaction, and tourist loyalty in the Malaysian homestay tourism sector. The study's research model comprises three exogenous variables: image, perceived value, and safety, with satisfaction as a mediator and loyalty as an endogenous variable. Image refers to the homestay's reputation, including online reviews and word-of-mouth recommendations. Perceived value refers to the perception of guests regarding the price and quality of services provided by the homestay. Safety refers to the perceived safety and security of guests in the homestay. Primary data was collected through a survey questionnaire that was adapted from previous studies. A total of 239 clean data sets were analyzed using structural equation modeling. The measurement model's convergent validity was initially assessed by examining construct reliability and validity. Then, discriminant validity was evaluated through cross-loading and Heterotrait-Monotrait (HTMT) ratios. The results of the structural model evaluation revealed that image, perceived value, and safety positively and significantly influence satisfaction, which strongly influences tourist loyalty. The findings suggest that homestay operators should focus on improving their reputation, providing high-quality services at a reasonable price, and ensuring the safety and security of their guests to increase satisfaction and loyalty. This study provides valuable insights into the factors that influence tourist loyalty in the Malaysian homestay tourism sector. By improving the homestay's image, perceived value, and safety, operators can increase guest satisfaction and encourage repeated visits. This research has practical implications for homestay operators and policymakers in the tourism industry, highlighting the importance of understanding customer needs and preferences in creating a positive and memorable experience for tourists.

**Keywords:** Image, Perceived value, Safety, Satisfaction, Loyalty, Homestay sector

## EXAMINING THE IMPACT OF JOB DEMAND-RESOURCE THEORY VARIABLES ON BURNOUT AMONG HOTEL EMPLOYEES IN KUALA LUMPUR

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### ABSTRACT

This study aims to investigate the impact of job demand and job resources on burnout among hotel employees in Kuala Lumpur. The study is based on the Job Demand-Resource Theory, which suggests that job demands and resources can affect employee well-being and job performance. A quantitative approach was used, and data was collected through a questionnaire distributed to employees of 4 and 5-star hotels in Kuala Lumpur. Multiple linear regression analysis was used to analyze the data and test the hypotheses. The findings of the study indicate that workload has a moderately significant influence on job burnout among hotel employees. However, job resources and personal resources were found to have a negative significant influence with job burnout. The study also found that personal resources, such as self-efficacy and resilience, can buffer the negative effects of workload on job burnout. The study provides practical implications for hotel managers and employees to improve personal well-being and reduce work burnout. Hotel managers can provide job resources, such as social support and training, to help employees cope with job demands. Employees can also develop personal resources, such as mindfulness and physical exercise, to improve their well-being and job performance. The study contributes to the literature on job burnout and employee well-being in the hospitality industry, especially after the COVID-19 pandemic. The study also provides a framework for future research on the impact of job demands and resources on employee well-being in other industries.

**Keywords:** Job demand, Workload, Time pressure; Belief in life zero-sum game (BZSG), Job resources, Social support, Job burnout



## THE UTILIZATION OF SOCIAL MEDIA AND THE APPLICATION OF FIQH METHODS IN NON-ISLAMIC COUNTRIES WITH REGARD TO FOOD ISSUES: A COMPREHENSIVE REVIEW

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### ABSTRACT

This article discusses the use of social media and fiqh method applications (Islamic legal Maxims) in food-related issues in non-Muslim countries. The review aims to examine how social media and fiqh method applications can assist Muslims in non-Muslim countries in selecting and identifying halal food for consumption. The article also analyses the role played by social media and fiqh method applications in helping Muslims meet their dietary needs in non-Muslim countries and maintain the sanctity of their food in situations where it may be difficult to find halal food. This study employs a qualitative approach, and data is collected specifically regarding the use of social media and fiqh method applications in selecting food in non-Muslim countries. The results show that the use of social media and fiqh method applications can help Muslims in selecting halal food and meeting their dietary needs in non-Muslim countries. However, there are still several challenges in the use of social media and fiqh method applications, such as the reliability of information and the accuracy of fiqh methods used. Therefore, this article proposes some improvements that need to be made to enhance the quality of the use of social media and fiqh method applications in food-related issues in non-Muslim countries.

**Keywords:** Social media, *Fiqh* method applications (Islamic legal Maxims), Food-related issues

**ADOPTION OF ONLINE FOOD DELIVERY BY MICRO FOOD SERVICE BUSINESSES:  
A CONCEPTUAL PAPER**

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**ABSTRACT**

With the increasing prevalence of the internet and technological improvements, more people are turning to online shopping as a convenient and efficient means of purchasing products and services, including food. In light of this recent development, adopting and utilizing third-party online food delivery (TPOFD) services are regarded as a viable alternative for food service businesses to cater to the demands of their customers. This action might also be regarded as a manifestation of service innovation on their behalf. However, although the benefits are well documented, only a modest percentage of micro-scale food service businesses have jumped on the bandwagon. It is apparent that to enhance the adoption rate, the inherent barriers must be directly addressed. One suggested approach is to embark on an exploratory journey into the complex adoption landscape of TPOFD services within the micro food service sector. Such an endeavor aims to elucidate the intricate adoption process, including the tangible impacts of adoption, the formidable obstacles encountered, and the strategies employed to surmount them. The significance of this research lies in its potential to provide a nuanced and comprehensive understanding of TPOFD adoption within micro food service businesses, to be a reference for those who do not yet adopt, and ultimately assist in organically improving the adoption rate. Beyond that, this study offers practical insights for industry practitioners, policymakers, and stakeholders, fostering a more informed and strategic approach to navigating the evolving landscape of food service delivery in the digital age.

**Keywords:** Adoption, Business, Foodservice, Micro, Online food delivery

## EVALUATING FOOD QUALITY, PRICE FAIRNESS, AND STUDENT SATISFACTION IN UITM PUNCAK ALAM'S CAFETERIA

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### ABSTRACT

In the present day, individuals, encompassing both students and employees, have become increasingly mindful of the quality of their food choices as a means to maintain their well-being. With the cafeteria being the primary food source for on-campus students, it is imperative that it undergoes regular maintenance to ensure that the food offered is of superior quality, nutritionally sound, and maintained to high hygiene standards. The assessment of food quality can occur at the point of purchase, with consumers relying on various indicators such as color, price, and product claims. Consequently, food quality has become a paramount concern in today's food industry. Over the past few decades, it has become evident that customers' desires for improved quality of life and a heightened sense of environmental responsibility play a pivotal role in shaping their food purchase decisions and their perceptions of food quality. This study specifically focuses on aspects of food quality such as "taste, aroma, ambiance, and presentation," as well as the fairness of pricing, to examine how these factors impact student satisfaction across four cafeteria halls in UiTM Puncak Alam. The findings of this study are expected to make a substantial contribution to both academic theory and practical understanding.

**Keywords:** Food quality, Presentation, Taste, Ambience, Aroma, Price, Cafeteria, Students' satisfaction

## MOTIVATORS FOR STUDENT ENTREPRENEURS

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### ABSTRACT

Entrepreneurship has become the focal point in the Malaysian education system as it greatly aids the country in resolving socio-economic problems. The Ministry of Higher Education (MOHE) allocated a budget to propel entrepreneurship activities among university students. However, the employment rate showed that few students are interested in pursuing their careers as entrepreneurs. Thus, this study aims to determine the motivational factors that could drive students to choose entrepreneurship as their career intention. An online survey link was distributed to 200 respondents using a stratified sampling method. Three campuses were selected based on the availability of degree students under the Faculty of Hotel and Tourism Management who studied the degree programs. The campuses are UiTM Puncak Alam, UiTM Penang, and UiTM Dungun. The questionnaire consisted of five sections, which are students' demographic, entrepreneurship education, internal motivational factors, the effects of technology, and Entrepreneurship Intention. A total of 212 usable responses were received and analysed using SPSS v26, descriptive analysis and multiple regression were used to test the strength of the relationships of the variables. The results showed that there is a strong positive linear relationship between entrepreneur mindset and entrepreneur intention, with the value  $r = 0.876$  that could have driven the students' career intention in the entrepreneurship field. This finding may help curriculum developers and policymakers generate opportunities for students to participate in the business, especially while on campus.

**Keywords:** Entrepreneurship, Motivational, Intention, Student entrepreneur, Foodservice

**STUDY OF CUSTOMER ONLINE PURCHASE BEHAVIOR ON ONLINE FOOD DELIVERY  
APPLICATIONS: A CONCEPTUAL PAPER**

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**ABSTRACT**

The tremendous development and demand in purchasing food products using cutting-edge technology can be plainly seen as Malaysia entered its endemic era. Nowadays, customers like to purchase food products in efficient and effective ways. As the popularity of Online Food Delivery (OFD) applications peaked, along with the rise in smartphone and internet use during the pandemic era, numerous compelling indications of unfortunate events, including inconsistent user experiences, unreliable delivery, and unacceptably wide price range, which negatively affects customer information satisfaction, intention, and purchasing behaviour. Thus, thorough investigation of customer online purchase behaviour on OFD applications is required. This study primarily reviews previous research on customer online purchase behavior on OFD Applications and aims to provide an in-depth understanding of the factors that influence the behavior, as well as customer information satisfaction, purchase intention and visibility through the lens of the Unified Theory of Acceptance and Use of Technology (UTAUT2). This study hypothesizes the new contributing construct of "trialability" and the growing moderating influence of "visibility" between customer information satisfaction and customer purchase intention of OFD applications usage. Furthermore, a major contribution of the customer information satisfaction construct to gauge real "information" satisfaction during application usage prior to purchase intention and actual purchase.

**Keywords:** Online food delivery (OFD) applications, Customer information satisfaction, Visibility, Customer purchase intention, Customer online purchase behavior

## EXPLORING THE CONCEPT OF TRADITIONAL FOOD SUSTAINABILITY

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### ABSTRACT

Sustainability and traditional food intertwine as cornerstones of a resilient and harmonious food ecosystem. Embracing traditional culinary practices not only preserves cultural heritage but also fosters environmentally conscious production and consumption, paving the way toward a more sustainable future. This research aims to explore the concept of traditional food sustainability through the literature study. It found that traditional food sustainability encompasses the preservation of production, consumption, and cultural significance of traditional foods in an economically, socially, and environmentally sustainable manner. This involves the intergenerational transmission and deep cultural ties associated with these foods. Regional agricultural biodiversity and production techniques play a crucial role in maintaining traditional knowledge and sustainable resource utilization. However, a key challenge lies in encouraging younger generations to embrace these products amidst evolving market dynamics. Their involvement is pivotal in passing down traditional food knowledge and safeguarding cultural heritage. Efforts must be directed toward promoting the nutritional, ecological, and sustainable dietary benefits of traditional foods. Integrating traditional crops into the food system holds promise for a sustainable and nourishing food system, addressing employment and environmental goals.

**Keywords:** Sustainability, Traditional food, Heritage food, Traditional food knowledge, Food practice

**MALAYSIAN YOUTH EATING BEHAVIOUR FOR A BETTER QUALITY OF LIFE:  
A CONCEPTUAL INSIGHTS**

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**ABSTRACT**

Youth in Malaysia have a low quality of life due to unhealthy eating behaviour, which has led to an increase in the prevalence of obesity and mental illness. The World Health Organization's Quality of Life (WHOQOL) index is a crucial tool for understanding how people see their position in life, including their goals, and aspirations, as well as the culture and value systems in which they live. Many articles have been written regarding the health benefits of healthy eating behaviour and its impact on a person's mental health. However, in Malaysia, the benefits of healthy eating behaviour that affected the quality of life and mental health have not been thoroughly investigated. Aside from that, it was highlighted that this study is still in the embryonic stage and more research needs to be done. This study will therefore help in understanding the Quality-of-life model preferences for the researcher to assess an individual level of life satisfaction and how and why these preferences will improve one's eating behaviour and mental health. There will be 350 respondents from the age group 18 to 30 years involved in this study and must be residing within Malaysia. A cross-sectional approach that includes a survey form that uses the WHOQOL questionnaire, Three-Factor Eating Questionnaire (TFEQ) and Depression Anxiety Stress Scale (DASS). Prior studies have shown that making healthier eating choices might enhance quality of life and psychological concerns including depression and stress. Therefore, these findings are expected to motivate youth to adopt healthier eating habits and an active lifestyle to improve their quality of life.

**Keywords:** Eating behaviour, Quality of life, Mental health, Stress, Youth

## ENGAGING FAST FOOD CONSUMPTION: A CASE STUDY OF MALAYSIAN SUBURBAN RESIDENTS

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### ABSTRACT

The fast-food sector has expanded all over the world, not only in cities but also in suburbs. Many fast food restaurants are likely to open new locations, especially those in suburban areas. Individual habits appear to influence the elements that contribute to fast food intake. This study intends to discover whether the suburban environment influences an individual's consumption intention, as well as to identify the components that contribute to fast food consumption and to assess the function of advertising. Suburban areas have a lot of potential to contribute to the rapid expansion of the fast-food business. Unfortunately, there has been a shortage of research that investigates the elements that influence suburban inhabitants to consume fast food; the theory of planned behavior (TPB) was employed as a foundation for this study. The data obtained were analysed using SPSS v26 which involves frequency analysis, descriptive analysis, reliability analysis, Pearson correlation, and moderating analysis. The analysis performed on 126 respondents' data collected in Kemaman, Terengganu through questionnaires tests the conceptual hypotheses. The study's findings may be of some assistance to the industry and have added significant data that other studies can use. Furthermore, by including a new role in TPB, advertisement, this work may provide a new body of knowledge.

**Keywords:** Factors influences, attitude, Subjective norms, Perceived behavioral control, Advertisement, Intention, Fast food, Suburban



## THE EFFECT OF CONSUMER ATTITUDE TOWARDS COFFEE SHOP GREEN PRACTICES ON PURCHASE INTENTION

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### ABSTRACT

With the growing awareness and concerns towards environment protection and conservation, consumers nowadays are becoming more interested and more willing to buying green product even if it means paying for a higher price. Although literature supports the positive influence of consumer attitude towards green product on purchase intention, study on this subject remains scarce in Malaysia. This study examined the effect of consumer attitude towards green coffee shops on purchase intention. Quantitative method was used in this study. Online survey was conducted with the questionnaire distributed via social media platforms. A total of 387 useable questionnaires were collected. The data was analyzed using SPSS. The regression analysis results indicated a strong correlation between consumer attitude and purchase intention. It was also found that 40% of consumer's purchase intention can be explained by consumer's attitude towards coffee shop green practices. The implications of the study as well as the recommendations for future research were also discussed.

**Keywords:** Consumer attitude, Coffee shop, Green practice, Purchase intention

## GUESTS' ACCEPTANCE OF ROBOTIC SERVICES IN KUCHING PARK HOTEL, SARAWAK

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### ABSTRACT

Innovations in AI and robotics, we observe an increase in the number of service robots operating in the tourism and hospitality sectors, including those directed at customers. However, service robots are believed to improve hotel operations' productivity and efficiency. Consumer adoption and service robots are significant barriers stopping practitioners from truly benefiting from the adoption. The interactions between service robots and consumers have been the main topic of studies on service robots. This study intends to enhance the overall understanding of guest acceptance of robotic services in the hotel industry. The study investigates the customer acceptance of the usefulness of service robots' experience. Data required for this study was collected through a questionnaire in which approximately 112 respondents participated. The results show that usefulness, ease of use, and time-saving positively affect guest acceptance. Therefore, this study contributes to establishing how well guests accept the robotic service, and the hospitality sector can focus on things that can be done to make guests feel more comfortable and help them have a good time.

**Keywords:** Robotic services, Hotel guests, Guest acceptance, Hotel industry, AI

**BOLSTERING FOOD SECURITY: A CONCEPTUAL SCHOLARLY EXAMINATION OF THE BRIDGE  
BETWEEN FOOD LOSS AND FOOD WASTE**

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**ABSTRACT**

In this forthcoming qualitative research, a critical exploration of the vexing challenge of food loss and waste within the Malaysian context is undertaken. This inquiry engages with key stakeholders, including the Ministry of Agriculture and Food Security, alongside restaurant and foodservice providers. Utilizing in-depth interviews, the study unravels the underlying causes of food loss and waste, discerns the impact of government policies, scrutinizes the formidable challenges encountered by the foodservice industry, and spotlights sustainable practices as well as collaborative endeavours geared toward addressing this paramount issue. The envisioned findings are expected to unveil a multifaceted landscape of factors that contribute to food loss and waste. These encompass supply chain inefficiencies, intricate consumer behaviour patterns, and the formidable regulatory challenges that define this complex issue. The chosen research methodology, characterized by in-depth interviews, is aptly suited to unearth the nuanced struggles faced by restaurant and foodservice providers, offering valuable insights into the sustainable practices they employ to mitigate food waste and the cooperative initiatives fostering intersectoral collaboration. The significance of this impending study lies in its potential to craft policy recommendations and delineate strategies designed to bolster the reduction of food loss and waste. By shedding light on the intricate nature of this challenge and the evolving efforts undertaken to combat it, the research contributes to a future characterized by a more sustainable and conscientious food industry in Malaysia. The implications of this work extend to environmental conservation, economic efficiency, and the fortification of food security in the years to come.

**Keywords:** Food loss, Food waste, Food security

## THE RISE OF BOTS: EXPLORING MALAYSIANS' INTENTION TO USE CHATBOTS FOR TRAVEL PLANNING

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### ABSTRACT

Chatbots is a game changer in the travel industry. With enhanced functionality, chatbots emerge as an innovative technology designed to expedite the travel planning process. However, their successful integration into the Malaysian tourism industry is contingent on factors such as perceived ease of use, perceived usefulness, and, most importantly, trust. Thus, by extending the Technology Acceptance Model (TAM) to include trust as a vital construct, this research seeks to understand how perceived ease of use, perceived usefulness, and trust impact users' behavioral intention to use chatbot technology for travel planning. Using a quantitative approach, the study is expected to be dispersed via an online survey to gather data from Malaysian adults familiar with chatbots. The findings shall have practical implications for the tourism industry, chatbot developers, and businesses aiming to optimize chatbot services for enhanced travel experiences, thus contributing to the evolving landscape of technology adoption in Malaysia's tourism sector.

**Keywords:** Chatbots, Trust, Travel planning, Behavioral intention, Technology Acceptance Model (TAM)

## UNDERSTANDING SERVICE ENCOUNTER AND LOYALTY IN MALAYSIAN TRAVEL AGENCIES

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### ABSTRACT

The primary goal of this research is to understand service encounters on customer loyalty in Malaysian Travel Agencies. It is concerned with personal interaction and physical interaction interacts with travel agencies in order to influence loyalty. Previous studies found that complaints about travel agencies' services by customers lead to future negative behavior. The findings from previous studies will later be implemented as a model for understanding the traveler's needs in service encounters and loyalty. This will lead to positive future behavior to cater to customer needs and wants, thus becoming more competitive. Therefore, the current study will contribute to the literature associated with service in the travel agencies sector and tourism industry through a variety of methods. By understanding the issues, the travel agency company will be able to expand more appropriate strategies to keep current customers and attract potential customers. Furthermore, the result of this study will help policymakers or governments in the travel agency industry to find key elements affecting customers to be loyal and build up recommendations.

**Keywords:** Service encounter, Personal interaction, Physical environment, SOR theory, Loyalty

## EXPLORING USERS' INSIGHTS ON CHATBOTS EXPERIENCES WITHIN ONLINE TRAVEL AGENCY (OTA)

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### ABSTRACT

Continuous technological automation through Artificial Intelligence (AI) is changing the frontline services within the hospitality and tourism industry. Chatbots is an AI based automated program featuring human-like interaction via chat or voice assistant with the customers; and it can be found in numerous service-based websites and mobile apps including Online Travel Agency (OTA). Understanding users' (or customers') chatbots experiences is critical to ensuring its' success implementation within the customer service field. Despite the growing number of hospitality and tourism firms adopting chatbots to delivering customer care, little attention has been paid towards chatbots users' reaction, particularly from the OTA standpoint. Underpinning Technology Acceptance Model, this paper examined chatbots' antecedents covering perceived ease of use (PEOU), perceived playfulness (PP) and perceived usefulness (PU); towards users' experience and satisfaction in OTA. It was found that chatbots' perceived playfulness (PP) and perceived usefulness (PU) affect customer experience in OTA; while chatbots experience mediates the relationship between perceived playfulness (PP) and perceived usefulness (PU) towards customer satisfaction in OTA. Outcome from this study is hoped to facilitate both the academicians and practitioners whom are promoting AI within the digital business environment particularly in the hospitality and tourism services.

**Keywords:** Chatbots, Perceived ease of use, Perceived playfulness, Perceived usefulness, Online travel agency, Experience, Satisfaction

## **SOCIAL MEDIA INFLUENCER (SMI) RESTAURANT REVIEWS AND STUDENTS' PATRONIZATION DECISION**

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### **ABSTRACT**

Social Media Influencers (or SMI) has access to a wide audience and they can persuade others by virtue of their authenticity and reach. While there is a significant link between SMI review and consumer purchase decision within the restaurant industry, it is unclear to what extent this finding would be consistent specifically among university students. In accessing the influence of SMI restaurant reviews (covering food quality, food variety, environment and location) towards university students' patronization decision, a quantitative research approach was employed using self-administered survey. A total of 151 usable responses were obtained from undergraduate students at the Faculty of Hotel and Tourism Management (FHTM) in Universiti Teknologi MARA. It was found that the four components of SMI restaurant reviews had significant positive relationship towards university students' patronization decision. It is recommended to restaurant owners to engage their businesses actively in social media marketing to attract adolescents such as university students. SMI restaurant reviews that primarily aimed at similar target group is encouraged to emphasize on food variety as it is perceived the most influential factor; and subsequently followed by the premise environment, food quality offered and finally the location.

Keywords: Social media influencer, Restaurant, Patronization decision, University students

## UNLOCKING E-WALLET ADOPTION: EXPLORING THE INFLUENCE OF FUNCTIONAL BARRIERS FROM A GENERATION X PERSPECTIVE

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### ABSTRACT

Cashless systems play a crucial role in contemporary society as they facilitate the streamlining of financial transactions within the context of an increasingly interconnected world. In contemporary society, individuals tend to prefer utilizing cashless payment methods when doing their financial activities. The use of cellphones for conducting transactions gives a high level of convenience and requires minimal effort. Despite the emergence of Malaysia as a demonetizing economy, the adoption of e-wallets continues to face challenges, as there has been a limited reaction from customers. This study employed Innovation Resistance Theory, which encompasses the dimensions of usage, value, and risk, to investigate the factors that hinder the intention to use e-wallets among Generation X in Malaysia. Convenient sampling will be employed in this investigation, with the inclusion of screening components in the instrument to ascertain suitable respondents. A total of 128 respondents will be involved in this study, utilizing both online surveys through Google Form and hardcopy surveys among individuals belonging to Generation X in the Klang Valley region. The intended results of this study are anticipated to offer valuable insights to multiple stakeholders, including e-wallet service providers, business professionals, government entities, and Bank Negara Malaysia. These findings will enhance their comprehension of the barriers that hinder consumers from utilizing e-wallets. Consequently, this knowledge will assist in mitigating the resistance factors associated with e-wallet adoption, thereby promoting its acceptance and usage to a more favorable extent. Hence, conducting a comprehensive inquiry on the barriers of resistance towards e-wallet adoption in Malaysia will be a compelling and valuable subject.

**Keywords:** E-wallet, Generation X, Functional barriers, Incentives



**SEVICESCAPE AND CUSTOMER LOYALTY OF HIGH-END RURAL HOMESTAY IN CHINA: A  
CASE STUDY OF BEIJING**

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**ABSTRACT**

This study adopts user-generated-content analysis with grounded theory to identify the dimensions and relevant attributes of servicescape in 1502 reviews of high-end rural homestay in China, which was reported by customers on the Tujia.com platform. A total of three dimensions comprising Physical Environment, Social Environment, and Complementary offering and twelve attributes were constructed and used in this study. The findings from the attributes highlighted that physical environment are more frequently than those in social environment, while this reversed in the reviews of loyal customers. Moreover, loyal customers' review and ordinary customers are compared to figure out that there are some differences between the specific attributes (rural setting, service attitude, visitor-to-visitor interaction, visitor-to-staff interaction, homestay location, local cuisine, entertainment/leisure activities), which are more frequently contributing to customer loyalty, thereby providing relevant theoretical and managerial information.

**Keywords:** Servicescape, Customer loyalty, Rural homestay, Beijing

## CUSTOMER SATISFACTION IN USING DIGITAL QR CODE MENU ORDERING IN RESTAURANT

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### ABSTRACT

This study aims to examine the factors determining customer satisfaction to use digital QR code on menus in the restaurants as an alternative ordering. The rapid growth of digital technology in the last two decades has become a factor that encouraged individuals and groups to utilize digital technology from devices or technological tools as effectively and efficiently as possible to facilitate the activities and business processes being carried out. This research used the non-probability sampling technique with a random sampling of 377 restaurants' customers. In addition, this study used data analysis techniques using SPSS version 28, which produced descriptive statistics, reliability analysis, as well as Pearson correlations. The results indicated that all factors, perceived ease of use ( $r = 1$ ) and perceived usefulness ( $r = 0.589$ ), were positively related to customer satisfaction to use digital QR code on menus in the restaurants. By emphasizing and increasing customer awareness with digital QR Code technology, there is a need for socialization efforts and education for restaurant operators and customers to know and realize that digital QR code technology can be used for better menu ordering in terms of convenience, usability, and ease of use as an alternative to order food and beverages. Practically, the results of this study also play a role in encouraging the modernization of menu ordering to be taken into consideration by restaurant operators as a plan for developing alternative menu ordering using digital QR Code Technology.

**Keywords:** Customer satisfaction, Restaurant, Perceived ease of use, Perceived usefulness

## INVESTIGATING THE CUSTOMER'S INTENTION TO UTILISE SERVICE ROBOTS IN RESTAURANTS: THE MODERATING ROLE OF AGE GENERATION

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### ABSTRACT

This study aims to investigate the utilization and intention to employ robot service by customers in the restaurant industry. Business enterprises and scholars will persist in examining and modifying their methodologies to effectively incorporate and gain customer acceptance of robotic services within the restaurant industry. Nevertheless, a thorough evaluation of customer usage and its potential to stimulate future activity remains to be conducted in a rigorous manner. The present study employed a cross-sectional design and utilized a quantitative research approach, employing a questionnaire as the major instrument for data collection. The collection and analysis of data will be conducted to get descriptive statistics. The Unified Theory of Acceptance and Use of Technology (UTAUT2) is widely employed in the field of food service and technology studies. The UTAUT2 model was revised to incorporate customer use intention, which serves as the dependent variable, in order to align with the study design. The literature review is a compilation of seven theoretical frameworks. This study makes a valuable contribution to the field of digital technology and its applications, specifically in the areas of robot service and food service systems.

### Keywords:

Robot service restaurant, Usage, Customer acceptance, Customer use intention, UTAUT2

**PREDICTORS INTERNATIONAL TOURISTS' BEHAVIOURAL INTENTION TO VISIT MALAYSIA: A  
CONCEPTUAL PAPER**

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**ABSTRACT**

International tourists' intention to visit Malaysia as an Islamic tourism destination is influenced by attitudes, subjective norms, and perceived behavioral control. This study aims to investigate the role of destination image and the Theory of Planned Behavior (TPB) in understanding international tourists' behavior and decision-making processes considering Malaysia as their travel destination. However, there is a notable lack of studies investigating international tourists' views and perceptions of their intention to visit Islamic destinations. Data analysis will be conducted using Partial Least Squares Structural Equation Modeling (PLS/SEM). This study employs an extended TPB (ETPB) model, including the constructs of tourist destination image, to predict the travel intentions of international tourists regarding their intention to travel to Malaysia, contributing to developing targeted strategies for promoting halal tourism and attracting more Muslim and non-Muslim tourists to Malaysia.

**Keywords:** Islamic tourism, Theory of Planned Behavior, Destination Image, Malaysia, International tourists, Muslim tourists, non-Muslim tourists

## IMPACTS OF MUSICAL EVENTS IN SARAWAK: A REVIEW FROM LITERATURES

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### ABSTRACT

One of the key tourist attractions that has a solid international reputation is musical events. The popularity of musical events like Summerfest, Woodstock, and Rock in Rio were attributed to their reputation as being significant and well-liked by the local populations. Sarawak, which National Geographic refers to as the "Musical State," has successfully hosted a range of musical events throughout the years. Large-scale musical events such as Rainforest World Music Festival, Jazz Borneo Music Festival, and Sarawak International Festival of Music and Arts have been held through strategic partnerships between the Sarawak Tourism Board (STB) and local event planners. However, the introduction of musical events in Sarawak has paved the way for unfavorable effects such as exposing unhealthy cultures by tourists, producing social issues, and charging exorbitant entrance costs as highlighted in previous research. Therefore, the purpose of this study is to assess the impacts of musical events from the local stakeholder's perspective and to formulate indicator for tracking those effects in Sarawak. The indicators will be a value added to the industry whereby it will help to determine whether musical events are advantageous to Sarawak and to make sure that the organisation is run in a sustainable manner.

**Keywords:** Musical events, Sarawak, Tourism industry, Festivals

## INVESTIGATING JACKFRUIT SEED FLOUR AS A SUSTAINABLE ALTERNATIVE IN COOKIES: A CONSUMER ACCEPTABILITY STUDY

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### ABSTRACT

This study investigates the feasibility of utilizing jackfruit seeds as a sustainable replacement for wheat in bakery products to mitigate the escalating costs of wheat. Jackfruit seeds, an often-overlooked resource, constitute approximately 10-15% of the fruit's weight and are typically discarded due to their perishable nature. Despite their historical neglect, these seeds are rich in nutrients, making them an economical and attractive alternative to wheat in light of the rising wheat prices. The primary focus of this study revolves around the development of Jackfruit Seed Flour (JSF) and its application in cookie manufacturing. Two distinct approaches are examined: the complete substitution of wheat flour with JSF (V1) and the use of varying ratios of jackfruit seed flour to wheat flour in cookies, specifically V2 (50% JSF) and V3 (25% JSF). These formulations are compared to a control sample comprising 100% wheat flour cookies. Furthermore, a comprehensive sensory evaluation, encompassing both descriptive and hedonic assessments, is conducted to evaluate shelf-life and consumer acceptability. Descriptive sensory analysis of all JSF cookies over a 15-day period at room temperature suggest that V3 cookies maintain their quality over time, comparable to the control sample. In contrast, the hedonic sensory test conducted with a panel of 30 randomly selected individuals reveals that V3 is the most preferred option in terms of overall acceptability, followed by V2, and then the control sample. V1 is rated as neutral in terms of overall acceptability. In conclusion, the combination of JSF with wheat flour shows significant potential for cookies production. Usage of JFS in cookies not only reduces waste from jackfruit seeds but also contributes to cost savings in the production of baked goods. This study highlights the viability of utilizing jackfruit seeds as a valuable resource in addressing the challenges posed by the rising costs of wheat in the bakery industry.

**Keywords:** Jackfruit seed flour, Cookies, wastage, Sustainability, Shelf-life

## WORK-BASED LEARNING (WBL) HOSPITALITY GRADUATES ATTACHMENT: INDUSTRY PERSPECTIVES

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### ABSTRACT

The tourism and hospitality sector plays a crucial role in the services industry, functioning as one of the primary contributors to the Malaysian economy. The hospitality industry's performance is closely tied to its significant contribution to job creation, particularly through the employment of hotel staff. The students participating in work-based learning (WBL) industrial attachment or training were utilized as a valuable resource for the hotel's workforce in the form of workers. Given the ever-evolving nature of the education sector, it is crucial to actively participate in the development of curricula that are in accordance with the requirements of the industry. This study investigates instructional practices in the field of hospitality and the concomitant expectations that are linked to these practices. The purpose of this study is to present qualitative data on the perspectives of employers in the hotel industry regarding the industrial attachment experiences of Work-Based Learning (WBL) graduates. This study utilizes a research approach grounded in qualitative technique. The data employed in this study were acquired from a combination of primary and secondary sources. Specifically, primary data was collected through conducting in-depth interviews, while secondary data was gained through evaluating documentary evidence. A series of interviews were conducted with twelve (12) department heads representing a range of hotels in the Klang Valley region. The interviews were transcribed, coded and analyzed using content analytic approaches with the aid of the NVivo 10 software application. The study's findings revealed several interesting insights from industry players perspectives, which have been categorized according to the positive perceptions and conflicts that arose during graduates' industrial attachment period. These findings are classified into WBL Graduates Commitment and Work-ethic, competencies, technology literacy and communication skills. The report concludes by providing recommendations for future research.

**Keywords:** Hotel Managers, Industrial attachment, Graduates, Work-based learning

**THE IMPACTS OF WORK ENVIRONMENT, MENTORSHIP, TECHNOLOGICAL INTEGRATION,  
AND EMPLOYEE TURNOVER ON TVET STUDENTS' INTENTION TOWARD CAREER IN THE  
HOSPITALITY AND TOURISM SECTOR: A QUANTITATIVE ANALYSIS**

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**ABSTRACT**

This research study explores the impact of various factors, including the working environment, mentoring, staff turnover, and technology application, on the career intentions of Technical and Vocational Education and Training (TVET) students within the hospitality and tourism industry. Employing a quantitative research methodology and a purposive sampling approach, the study successfully collected and analyzed 322 valid questionnaires, utilizing inferential statistics for data analysis. The study's findings reveal that, during their industrial training experiences, TVET students exhibit a positive perception of the working environment prevalent in the hospitality and tourism industry. Additionally, industry mentors play a crucial role in reinforcing their interest in this sector, while the integration of technology in the workplace is viewed favorably and significantly contributes to their intentions to pursue careers in the hospitality and tourism industry. Notably, staff turnover observed by TVET students during their internship programs does not appear to have a substantial influence on their career intentions. These insightful findings carry significant implications for a variety of stakeholders, including TVET students, Polytechnic institutions, and the broader hospitality and tourism industry.

**Keywords:** TVET, Polytechnic students, Working environment, Mentoring, Staff turnover, Technology application, Intention to career



## DIETARY PATTERN AND FOOD HABIT DURING THE COVID-19 ENDEMIC PHASE: IMPACT ON MALAYSIAN ADULTS FOOD PREFERENCES

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### ABSTRACT

This cross-sectional study examines the correlations between Dietary Patterns, Food Habits, and Eating Behaviours among Malaysian adults during the endemic phase of COVID-19 in the Klang Valley of Malaysia. A questionnaire was designed to gather information about Malaysian adults' dietary habits and food preferences in order to gain a better understanding of their food habits. Specifically, the survey questionnaire aimed to collect information about Malaysian consumers' food habits, dietary pattern and food preferences. The results of the multiple regression analysis indicate that dietary pattern explains 68.7 percent ( $R^2 = .687$ ,  $F=842.571$ ,  $p<0.001$ ) of changes in food habits. A beta coefficient value of .829,  $p < 0.001$ , indicates how dietary habits are related to changes in food habits. During the endemic phase, dietary patterns appear to positively influence individual food habits. As a result of this study, it will be possible to gain a deeper understanding of Malaysian food habits and to develop better policies to ensure Malaysians' nutritional wellbeing. Gaining a better understanding of dietary habits is essential in order to develop interventions that are tailored to the needs of the Malaysian population. This will help to improve the health and nutrition of Malaysians.

Keywords: Covid-19, Endemic, Food habit, Food preference, Dietary pattern

**ENHANCING THE RESILIENCE OF MICRO FOOD AND BEVERAGE BUSINESSES IN MALAYSIA:  
AN EVALUATION CRITICAL SUCCESS FACTORS APPROACH**

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**ABSTRACT**

This research examines the influence of critical success factors (CSFs) on micro businesses in the food and beverage (F&B) industry in Kuala Lumpur, with a specific focus on their role in fostering resilience in the aftermath of the pandemic. The study aims to explore how these factors contribute to the sustenance and growth of resilient businesses. The food and beverage business has been profoundly affected by the COVID-19 epidemic, leading to considerable challenges for enterprises in sustaining their operations. These challenges arise from a combination of reduced demand, disruptions in the supply chain, and escalated operating expenses. A quantitative research methodology was employed to collect data from small company owners in the Kuala Lumpur area, utilising a self-administered questionnaire as the data-gathering instrument. The data collection method involved the participation of eighty business proprietors. Correlation and regression studies were performed to ascertain the association between the variables under investigation. The results indicate a significant association between critical indicators of success, such as brand reputation, exceptional customer service, reliable delivery, and product innovation, and the overall performance and adaptability of a company. This study offers a comprehensive analysis of the critical determinants of success in the food sector in Kuala Lumpur. It is a helpful reference for scholars and organisations while providing practical insights for small-scale food enterprises. Moreover, this research provides insights into the significance of these Critical Success Factors (CSFs) as a source of competitive advantage for micro businesses operating in the Food and Beverage (F&B) sector in Kuala Lumpur and similar environments. Specifically, it highlights their importance in ensuring the sustainability and robustness of business operations. In brief, the study results provide valuable insights for F&B microbusiness owners on how to address obstacles and establish robust operations. The study underscores the significance of these critical success factors (CSFs) in ensuring the long-term sustainability and prosperity of these businesses within the constantly changing business environment.

Keywords: Critical success factor, Resilience, Food and beverage micro businesses, Business sustainability

**A CONCEPTUAL FRAMEWORK: A SOCIAL COGNITIVE THEORY TO DETERMINE MALAYSIAN CONSUMER OF FOOD WASTE BEHAVIOURAL INTENTION IN THE HOSPITALITY AND FOOD SERVICE SECTOR**

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**ABSTRACT**

The study on food waste behaviour is lacking in social theories. Since food waste prevention and management is a manifestation of behavioural change and pro-environmental behavioural change, this field may be proposed by the other's implementation of behavioural theories and frameworks. This article proposes a conceptual framework adopted from social cognitive theory that may be used to understand the strategies to find out an individual's food waste behavioural intention in the hospitality and food services sector. Based on the framework, self-efficacy acts as a mediator factor known as a personal factor that can affect the consumer's behaviour, which is the feeling of guilt towards food waste and subsequently leads to positive behavioural intention towards food waste. The article is survey-based research that uses an online survey questionnaire to Malaysian consumers who have eaten in restaurants. The finding predicts to provide knowledge in the hospitality and food services sector by investigating the variables that lead to the food waste behavioural intention among Malaysian consumers.

**Keywords:** Social Cognitive Theory, Consumer feeling guilty, Self-efficacy, Food waste Behavioural intention

## FACTORS INFLUENCE SATISFACTION TOWARDS PREMIUM COFFEE SHOPS IN PENANG

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### ABSTRACT

This study examines the factors that affect customer satisfaction in premium coffee shops in Penang, Malaysia's vibrant culinary scene. This descriptive cross-sectional survey surveyed 397 people via questionnaire. Respondents were chosen by convenience sampling. Questionnaires were used to collect quantitative data, which was analyzed using SEM-PLS 4 version 4.0.9.5. The study provides compelling insights into premium coffee shop customer satisfaction. Two factors were significant. First, product quality positively influenced customer satisfaction, indicating that coffee and related product quality is crucial to customer satisfaction. Second, service quality improved customer satisfaction, highlighting the importance of friendly, attentive service. However, the outlet's atmosphere negatively affected customer satisfaction, suggesting that while ambiance is important, it may not be the main driver of satisfaction in premium coffee shops. This study has practical implications for coffee shop owners and F&B stakeholders. The findings highlight the importance of product and service quality in premium coffee shops' customer satisfaction. Businesses should focus on providing high-quality products and services rather than just creating a happy atmosphere to ensure a good customer experience. This study confirms that product quality drives customer satisfaction in premium coffee shops. The coffee shop's ambiance is important, but this study emphasizes product and service quality. It shows coffee shop owners and managers where to focus their efforts and resources to improve customer satisfaction and loyalty. In conclusion, this study sheds light on Penang premium coffee shop customer satisfaction. Coffee shop owners can build customer loyalty and success in this competitive industry by focusing on product and service quality.

**Keywords:** Premium coffee shops, Customer satisfaction, Atmosphere, Service quality, Product quality, Penang

**MENU ATTRIBUTES AND STUDENTS' PURCHASE DECISION:  
A CASE OF TEALIVE**

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**ABSTRACT**

Menu attributes offer the customer convenience and option before the buying decision is made. Therefore, this study was conducted to explore the theory of menu attributes that influence purchasing decisions of Tealive products among students in UiTM Puncak Alam, Selangor. The data for this research is captured from a survey questionnaire that the researcher had developed and distributed to carry off research aims. The data was analyzed with SPSS to assess and identify the menu attributes and students' purchase decisions. This study found that beverage product, price, and services type have influenced the students of UiTM Puncak Alam to purchase the products offered by Tealive.

**Keywords:** Menu attributes, Purchase decision, Beverage products, Services type, Price, Tealive

**SENSE OF COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT:  
A CASE IN COX'S BAZAR, BANGLADESH**

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**ABSTRACT**

This study delves into the relationship between the sense of community and participation in tourism development, focusing on the dimensions of membership, influence, integration, and the fulfillment of needs, along with shared emotional connection. Specifically conducted in Cox's Bazar, Bangladesh, this research employs a quantitative method and a deductive approach, forming hypotheses based on the theory of the sense of community. To collect data, a 5-point Likert Scale self-administered questionnaire was distributed physically. A total of 384 samples were gathered, representing the broader population of 2,823,265 local members in Cox's Bazar, Bangladesh. The findings of this study indicate that each dimension of the sense of community - membership, integration and fulfillment of needs, influence, and shared emotional connection - significantly influences community participation in the context of Cox's Bazar, Bangladesh. These insights are valuable not only for academics and researchers but also for policymakers and stakeholders in the tourism industry, offering a deeper understanding of how the sense of community can drive and enhance participation in tourism development. This research contributes to the growing body of knowledge on tourism and community engagement and has the potential to inform strategies for sustainable tourism development in the region.

**Keywords:** Sense of community, Participation, Tourism development, Cox's Bazar, Bangladesh

## FACTORS INFLUENCING CUSTOMER SATISFACTION ON FOODPANDA ONLINE DELIVERY APPLICATION

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### ABSTRACT

Post pandemic has presented food delivery businesses with advantageous circumstances to enhance their operational efficiency. Foodpanda as a prominent online platform for meal delivery services was designed to facilitate the seamless ordering and receipt of these products by customers. The primary aims of this study are to examine factors influencing customer satisfaction on Foodpanda online delivery application. This secondary study obtained data from various sources such as textbooks, websites, published notes, reports, local and worldwide news, online articles, international papers, and previously conducted local studies. Based on the analysis from more than 30 articles, results have shown that among the factors are customer service quality, food varieties and promotional efforts, exert a substantial impact on customer satisfaction. Hence, it is imperative for Foodpanda as the online food delivery platforms to prioritise service quality dimensions and utilise switching obstacles as strategies to enhance customer satisfaction and foster repeat patronage.

**Keywords:** Customer service quality, Customer satisfaction, Foodpanda, Food varieties, Promotional efforts

## THE DIGITAL ENDORSER: HOW DO VIRTUAL INFLUENCERS IMPACT DESTINATION BRAND ENGAGEMENT?

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### ABSTRACT

This research investigates the influence of virtual influencers on brand engagement and travel intentions towards Chinese tourism destinations. Utilizing the Partial Least Squares Structural Equation Modelling (PLS-SEM) methodology, we explored the extent to which content credibility and interaction quality of virtual influencers impact destination brand engagement and subsequent tourist intentions, contextualizing these effects within the framework of parasocial relationship theory. Drawing from a sample of 201 Chinese tourism social media enthusiasts, the findings reveal that neither interaction quality nor content credibility exert a direct influence on destination brand engagement. Instead, parasocial relationships emerge as a pivotal mediator in this nexus. This investigation bridges the existing knowledge chasm between the realm of virtual influencers and the theory of parasocial relationships, offering invaluable insights for tourism destination entities aiming to leverage virtual influencers for heightened tourist attraction and brand engagement. Additionally, the insights derived from this study bear profound implications for the refinement of digital marketing strategies and the evolution of future tourism market dynamics.

**Keywords:** Virtual influencer, Destination brand engagement, Parasocial relationship, Content credibility, Interaction quality



**EFFECTS OF COVID-19 PANDEMIC: RAMIFICATIONS AND PREVAILING STRATEGIES OF  
INDEPENDENT FOODSERVICE ESTABLISHMENTS**

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**ABSTRACT**

An 'independent food establishment' is defined as an establishment owned by an individual or a private group where the restaurant's concept, menu, and experience is unique. In 2019, the world was devastated by COVID-19 pandemic. Foodservice industry was one of the most affected, and was practically paralyzed after the first wave of the virus attack. After the pandemic was over, the food industry had adjusted their operations accordingly, although still badly affected. Consequently, this research was done to achieve 2 main objectives; (i) to explore the effect of the COVID-19 pandemic towards the operations of independent food establishment, and (ii) to discover independent food establishment operators' strategy to cope with COVID-19 pandemic aftermaths. Ten respondents were interviewed using qualitative, semi-structured approach. Interview transcripts were registered into and analyzed using ATLAS.ti as the main analysis tool. Two themes and two networks were conceived with a total of twelve combined codes. Findings and discussions were presented with the aid of selected quotations. Conclusively, the effects of the pandemic on the respondents and their coping strategies can be a very valuable lessons to other restaurateurs. By learning from their experiences, contingency plans can be made in case similar predicaments repeats itself henceforward.

**Keywords:** Independent food establishments, Restaurant owners/operators, COVID-19, Pandemic, Aftermaths, Coping strategies

## DETERMINANTS OF FOOD BANKS' SUSTAINABILITY: THE CASE OF KUALA LUMPUR

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### ABSTRACT

Food Banks, be it private centres, government agencies, or independent groups, are essential in the effort to enhance food security in Malaysia. In recent economic instability, more and more Malaysian citizens were forced into poverty. Natural disasters and emergencies also sometimes force people to desperately gain access to food supply. Both of these conditions warrant the establishments of food banks in effort to provide aid to these people. Nevertheless, the concept of food bank is quite new in Malaysia, and not many people really aware about the concepts and operations of food banks. Whereas, in European countries, the concepts and operations of food banks is common, and continuously improvised to increase its efficiency and effectiveness. Therefore, this research intent to discover the definition of food banks, especially from the perspective of food banks operators themselves. In addition, the researcher hopes to conduct sustainability analysis (by qualitative approach) on the food banks current operations, as well as proposing recommendations to improve aspects of food bank's practices in the future. Said intentions will be achieved by completing these research objectives; (i) to define the sustainability of Malaysia's food banks, (ii) to explore the benefits and challenges of Malaysia's food banks, (iii) to explore future opportunities and recommendations to improve Malaysia's food banks management and operations, and (iv) to propose a model of Determinants of Malaysia's Food Bank Sustainability. The derived information will provide a glimpse of the future for food bank initiatives, thus determining its sustainability and its way forward in navigating through today's numerous issues and challenges.

**Keywords:** Food bank, Food security, Sustainable food supply, Food insecurity, Food waste

## EVALUATING CUSTOMER SATISFACTION, EMOTION AND EXPERIENCE OF SMART HOTELS IN ZHEJIANG, CHINA: AN ANALYSIS OF ONLINE REVIEWS

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### ABSTRACT

With the rapid advancements in information technology, the integration of big data management across various sectors is becoming ubiquitous. Recent trends show that hotels in Zhejiang Province are increasingly adopting big data management techniques encompassing data analytics, customer relationship management, and strategies to enhance customer satisfaction. This research endeavours to delve into the realm of smart hotels, with a particular emphasis on the customer satisfaction metrics associated with these establishments in Zhejiang Province. Data for this investigation is derived from customer feedback available on online platforms, focusing on anticipated outcomes such as overall satisfaction, emotional responses, and the technical adaptability during their stay at these smart hotels. Our findings suggest that, on the whole, customers are content with their smart hotel experience, notably appreciating the technological ambience and the user-friendliness of the smart amenities provided. Nevertheless, challenges persist in terms of inconsistent smart device performance, a perceived lack of innovative intelligence within these hotels, and an inability to cater to bespoke customer preferences. To further the evolution of smart hotels, it is imperative that their development prioritizes the guest experience, taking into account environmental, service, value, and customer feedback elements that are pivotal in shaping customer satisfaction.

**Keywords:** Customer satisfaction, Smart hotel, Online review, Customer experience

## INVESTIGATING CUSTOMER LOYALTY IN FAST-FOOD RESTAURANTS IN KUALA TERENGGANU, MALAYSIA

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### ABSTRACT

In the realm of fast-food restaurants, the primary objective revolves around the establishment and nurturing of customer loyalty. This loyalty holds the potential to significantly impact the long-term sustainability and profitability. This study seeks to investigate the factors contributing to the development of customer loyalty within fast-food restaurants. A quantitative research approach was employed, and a questionnaire was utilized to investigate the influence of specific factors, focusing on restaurant atmosphere, food quality, and service quality, in enhancing customer loyalty within fast-food establishments located in Kuala Terengganu, Malaysia. Data collection was carried out through convenience sampling, involving 150 respondents, and the collected data underwent analysis through multiple regression techniques. The outcomes of this study clearly underscore the pivotal role played by service quality in shaping customer loyalty within the context of fast-food restaurants. Consequently, it is evident that further research endeavours, incorporating additional data and broader perspectives, are imperative to provide a more comprehensive understanding of the multifaceted factors that wield influence over customer loyalty in fast-food restaurants. This research aspires to provide empirical insights that can empower both scholars and industry professionals to formulate finely tuned marketing and operational strategies aimed at optimizing customer loyalty within the fast-food sector.

**Keywords:** Customer loyalty, Fast-food, Restaurant atmosphere, Service quality, Food quality

## EXAMINING JOB MOTIVATION ON KOLEJ KOMUNITI STUDENTS' INTENTION TO WORKING IN HOTEL INDUSTRY

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### ABSTRACT

The hospitality industry in Malaysia is currently going through post-pandemic and has been challenged with the issue of luring in and keeping quality employees. Hotels are also having problems hiring new staff since younger generations, known as Gen-Z, prefer gig economy jobs and don't enjoy working long hours despite overtime pay. As TVET institutions is preparing students to be competent and qualified workers to meet the industry's demands and expectations, it is crucial to understand their attitudes and intention towards working in that sector. Therefore, this study aims at examining job motivation on Kolej Komuniti Students' intention towards working in the hotel industry as a career choice. Data for this study were gathered through a self-administered questionnaire on 168 students in the hotel operation programme at seven Kolej Komuniti Malaysia. The findings highlight the overall students' intention to engage in industry as a career option is positive. The research will help TVET institutions, policymakers and hospitality sector in motivating students to pursue careers in industry.

**Keywords:** Hotel industry, Job motivation, Students' intention, Hotel operation, Kolej Komuniti Malaysia

## ADAPTING TECHNOLOGY FOR SURVIVAL IN THE RESTAURANT BUSINESS AMID COVID-19

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### ABSTRACT

The convergence of technology and the restaurant industry has become increasingly critical, especially in the context of the unprecedented challenges presented by the COVID-19 pandemic. Embracing technology has played a pivotal role in enabling restaurants not only to endure but also thrive in these turbulent times. This paper highlights how technology has played a vital role in the survival and adaptation of restaurants during the COVID-19 pandemic. It highlights the importance of swift technology integration for restaurants to remain competitive and navigate the disruptions caused by the pandemic. The study emphasizes the significance of technology in ensuring the restaurant industry's continuity and proposes ongoing investments in technology for post-pandemic competitiveness. This research also explores the positive impact of technology on convenience, efficiency, and customer satisfaction in the foodservice sector, offering valuable insights for restaurant owners, policymakers, and technology developers. While acknowledging its limitations, this study underscores the need for further exploration of technology's role in the survival and success of small and medium-sized restaurants, especially in developing countries, as they strategize for sustainability amid the ongoing global health crisis.

**Keywords:** Adaptation, Covid-19, Business survival, Restaurant, Technology

## TRUST AS MEDIATING EFFECT ON THE FACTORS OF TECHNOLOGY ADOPTION IN HOTELS

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### ABSTRACT

The purpose of this study is to explore the effect of perceived usefulness, perceived ease of use, and perceived credibility as independent variables, on the mobile application adoption in the Malaysian hotels as dependent variable. To further explore the relationships in this study, the research introduced the Trust as mediating variable in the middle between perceived usefulness, perceived ease of use, and perceived credibility on the mobile application adoption. In addition, the researchers reviewed the recent published literature alongside five underpinning theories about technology adoption and behavioral studies, and that was in order to define the research gap that this studying is intending to fill. Moreover, the researchers have followed the quantitative research methodology, by selecting 196 hotels as research sample out of 388 hotels in Selangor and Kuala Lumpur. The researchers adopted a semi structured questionnaire from the published literature. In this study, the researcher has used IBM SPSS as mean of data analysis, in addition to IBM AMOS for testing the goodness of the model fit. The research has found strong and significant relationship between perceived usefulness, perceived credibility and Trust with mobile application adoption, while the findings revealed that perceived ease of use observed to be insignificant with mobile application adoption. Furthermore, the researchers found that Trust played a significant mediating role between perceived usefulness, perceived ease of use, and perceived credibility on the mobile application adoption. Finally, the researchers discussed the findings of this study in light with the published literature and presented the implications of this study practically and theoretically, alongside the future research recommendation.

**Keywords:** Perceived usefulness, Perceived ease of use, Perceived credibility, Mobile application adoption, Malaysia, Hotels

## LEFTOVER COCONUT PULP FLOUR: A SUSTAINABLE SOLUTION FOR ENHANCED DIETARY FIBRE GLUTEN-FREE PRODUCTS

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### ABSTRACT

Gluten, a protein found in various grains, plays a crucial role in providing the elasticity and structure of food products. However, for individuals with gluten intolerance (GIP), adhering to gluten-free diets is necessary, which can lead to a decrease in dietary fiber intake essential for maintaining intestinal health. Moreover, gluten-free products are often more expensive. This study focuses on developing an optimal formulation for a high dietary fiber gluten-free alternative flour using leftover coconut pulp, an agricultural waste product. The study involved physical experiments, including milling yield, water activity, and color analysis, to determine the ideal drying time and temperature for producing leftover coconut pulp flour (LOCPF). Various drying times (2, 3, and 4 hours) at temperatures of 40, 50, and 60°C were tested. The results of the physical analysis revealed that LOCPF dried at 40°C for 3 hours yielded the most favorable outcomes, with a higher milling yield ( $51.43 \pm 0.15\%$ ), maintained acceptable water activity levels ( $0.53 \pm 0.01$ ), and color properties closely resembling those of wheat flour, the control sample. This study suggests that Leftover Coconut Pulp Flour (LOCPF) is a promising high dietary fiber gluten-free flour alternative for individuals with gluten intolerance. Furthermore, LOCPF has the potential to contribute to waste reduction by utilizing agricultural byproducts, reduce the cost of gluten-free products, and simultaneously enhance the dietary fiber content of gluten-free diets.

**Keywords:** Left-over coconut pulp, Wastage, Gluten-free, Physical analysis



## THE IMPACT OF HALLYU ON KOREAN FOOD CONSUMPTION: THE ROLE OF IMITATION INTENTION

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### ABSTRACT

Korean cuisine, commonly referred to as Hanshik, has gained significant global popularity due to its distinctive flavour profile, potential health advantages, and cultural significance. This study aims to investigate the relationship between attitude towards Korean culture, normative social influence, perceived behaviour control, and the intention to consume Hanshik. In addition, the mediator role of imitation intention was investigated. A survey of 569 Malaysian consumers were collected in this study. The results show that attitude towards Korean culture, normative social influence, and perceived behavioural control to intention to consume Hanshik are mediated by imitation intention. This study offers marketing insights for the food and beverage industry regarding the use of Korean food as a means of promoting their food products to consumers.

**Keywords:** Korean wave (*Hallyu*), Imitation intention, Intention to consume, Korean food (*Hanshik*), Malaysian consumer.

**THE EFFECT OF TRAVEL PERCEIVED RISK ON REVISIT INTENTION AT CHOW KIT ROAD MARKET (CKRM), KUALA LUMPUR AMONG DOMESTIC TOURISTS**

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**ABSTRACT**

The field of tourism research has discovered that the presence of risk has a substantial role in influencing the intention of tourists to travel and their criteria for selecting a travel destination. The relationship between the travel perceived risk and intention to revisit among tourists has been extensively investigated but lacks on domestic tourists after post-COVID, particularly within the context of Malaysia. However, previous research indicates a strong association between these two variables. This study focuses on local tourists who have visited CKRM, Kuala Lumpur. Chow Kit has a well-deserved reputation as an extremely hazardous district. This study aims to investigate the impact of travel perceived risk on domestic tourists' intention to revisit CKRM. A total of 385 valid responses were collected as samples. The sampling method employed for the selection of domestic tourists was convenience sampling. The data collection instrument utilized in this study was a questionnaire that was adapted for self-administered distribution. The SPSS version 28 was utilized for data analysis. This study found that travel-perceived risk and revisit intention were significant.

**Keywords:** Travel, tourism, Safety, Risk, Revisit intention, Chow Kit Road Market

**ORGANIC MEAT PURCHASE INTENTION AMONG MALAY WORKING ADULTS AND GENDER  
MEDIATION TEST: A CONCEPTUAL STUDY**

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**ABSTRACT**

This qualitative study aims to explore Malay working adults' tastes and motivations towards organic meat consumption in Malaysia. The study is about promoting organic meat to improve the environment and individual health. The independent variables considered in this study are health consciousness, meat characteristics, subjective norms, and the mediating variable of gender. The study will employ a qualitative research method to gain in-depth insights into the attitudes and behaviours of Malay working adults towards organic meat consumption. The research will involve conducting an online survey questionnaire that will be distributed online among Malay working adults in Malaysia. The participants will be selected through convenience sampling to ensure representation from diverse backgrounds and demographics within the Malay community. The data collected from the qualitative interviews and focus group discussions will be analysed using thematic analysis to identify recurring patterns, themes, and insights related to the tastes and motivations of Malay working adults towards organic meat consumption.

**Keywords:** Organic meats, Purchase intention, Health consciousness, Meat characteristics, Subjective norms, Gender

## REGIONAL ECOTOURISM SUSTAINABILITY ASSESSMENT: RESEARCH VALUE AND LITERATURE REVIEW

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### ABSTRACT

The purpose of this paper is to study the value of ecotourism sustainability assessment, to sort out the literature review related to ecotourism sustainability assessment, and to review the current progress of international research on ecotourism sustainability assessment, etc. On this basis, it identifies the gaps in the content and methods of regional ecotourism sustainability assessment and provides a certain theoretical basis for future research in this field. It is hoped that this paper provides the needs of researchers and practitioners with easy references for sustainable tourism and its definitions and applications, and also presents future research opportunities.

**Keywords:** Ecotourism sustainability assessment, Regional ecotourism, Literature review

## CAFFEINE CHRONICLES: UNDERSTANDING THE IMPACT OF ITS CONSUMPTION BY MSU STUDENTS

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### ABSTRACT

The motive in preparing this research report is to research the influence of consuming caffeine drinks among students in Management & Science University. This case study is done among MSU students of different faculties to test which faculty students prefer to consume caffeine and the reasons for their choices. To be able to achieve our objective for this project a set of questions would be prepared and distributed to the students and also a lot of reading and hence research on the topic of Caffeine will be conducted by us before having to conduct this project in action. A better understanding of what we are research about would help us in conducting this research as it is a complicated matter of people's choices and the unpredictable outcomes as people's preferences and conditions does differ. In this assignment a write up on suggesting to conduct this research is done to mentions its objectives, its purpose and also the reasons in consuming caffeine and their effect towards the body.

**Keywords:** Caffeine, Student, University, Beverages

**CONCEPTUAL FRAMEWORK ON UNDERSTANDING THE BEHAVIOURAL INTENTION AND USAGE OF INDONESIAN TOURISTS IN RELATION TO THE DIGITAL PAYMENT SYSTEM: AN ANALYSIS OF UTAUT2**

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**ABSTRACT**

This research examines the crucial area of digital payment uptake among Indonesian visitors in Malaysia, providing a thorough and strong research approach. This research investigates the key aspects that impact the decisions made regarding digital payment systems, providing a clear understanding of their measurable impact on usage. The research method utilizes a quantitative approach and a carefully planned non-probability sampling procedure and uses purposive sampling is sampling technique use with the aid of G\*Power software, guaranteeing accuracy and statistical rigor. This research aims to examine the determinants that influence Indonesian tourists' inclination to utilize digital payment systems while visiting Malaysia. Additionally, it seeks to assess the practical implementation of these intentions. By doing so, this research not only enhances our comprehension of this subject but also offers valuable empirical insights. By utilizing a minimum sample size of 172 respondents, the results are expected to possess not only informative value but also statistical significance, making a substantial contribution to the academic discussion on the topic.

**Keywords:** Digital payment, Indonesian tourist, Usage, Impact

## MEASURING LOCAL COMMUNITY INVOLVEMENT FACTORS FOR HALAL TOURISM IN LOMBOK: A CONCEPTUAL PAPER

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### ABSTRACT

The development of halal tourism has gained significant attention in recent years, particularly in Muslim-majority countries like Indonesia. Lombok, known for its natural beauty and cultural heritage, has the potential to become a prominent halal tourism destination. Despite this, the reality of the success of halal tourism relies heavily on the active involvement of the local community. Therefore, understanding the factors that influence community participation in halal tourism is crucial for its sustainable development. This study aims to determine the relationship between operational factors and personal factors of the local community and their involvement in halal tourism in Lombok. The literature review highlights on operational factors (product, process, interest-oriented, participant responsibility, and situation specific) and personal factors (family, income, interest, confidence, and opportunity) that the factors influence of community involvement in halal tourism in Lombok. This study will employ a quantitative research approach, utilizing an online survey to collect data from Lombok's residents and the data will be analyzed using SPSS software

**Keywords:** Halal tourism, Operational factors, Personal factors, Local community involvement, Lombok

## A CONCEPTUAL FRAMEWORK: THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON DESTINATION IMAGE AND INTENTION TO VISIT

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### ABSTRACT

With the great competition especially during the post-COVID-19, attracting the tourists to visit or re-visit the destination has become the cornerstone for Destination Management Organization (DMO). Marketing activities on social media have been identified as capable of enhancing the positive image of a tourist destination and, simultaneously, increasing the intention to travel of travellers. By adapting the Stimulus – Organism – Response (SOR) model, this study will take Tourism Selangor's social media platforms as the case study to examine the effects of social media marketing activities (SMMA) on destination image and tourists' intention to visit. The findings will provide insightful implications theoretically and practically in the tourism industry realm.

**Keywords:** Social Media Marketing, Destination Image, Intention To Visit, Destination Management Organization, Stimulus – Organism - Response



## LOCAL COMMUNITY SUPPORT TOWARDS CREATIVE TOURISM DEVELOPMENT OF MOJOKERTO CITY, INDONESIA

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### ABSTRACT

Tourism development is known for bringing both positive and negative impacts on the local community that influence their level of support towards future development. This research is conducted to assess the local community level of support towards creative tourism development in Mojokerto city. Utilizing Social Exchange Theory (SET), this paper examines the tourism impacts in Mojokerto city. SET framework mentioned that when tourism development benefits exceed its cost the local community will have a positive attitude towards tourism and will support further tourism development. Moreover, economic benefits, environmental impacts, and social support are the three variables used to quantify the level of support toward creative tourism development. A particular context was studied, that is, in the times of Covid-19. A quantitative approach and stratified random sampling are applied and a total of 104 respondents were collected in three main districts namely Magersari, Prajurit Kulon, and Kranggan. A questionnaire containing four sections was distributed and descriptive statistics were utilized to analyze the data. The findings of this study reveal that creative tourism development in Mojokerto city has generated more positive impact than negative in all three variables. It is found that creative tourism plays an important role in economic development, leaving minimal environmental damage, and does not modify the local culture and lifestyle. Consequently, the local community of Mojokerto city has a high level of support towards creative tourism development.

**Keywords:** Creative tourism, Support, Tourism development, Social Exchange Theory, Mojokerto City, Indonesia

## THE MARKETING MIX STRATEGY TO PROMOTE MALAYSIAN LOCAL FOOD: FROM THE PERSPECTIVE OF SME RESTAURANT BUSINESS

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### ABSTRACT

Marketing strategy is essential for all types and sizes of restaurant businesses, including Small and Medium Enterprises (SMEs), to obtain local market share and profit. Many academics believe that an effective marketing strategy can help a restaurant differentiate itself from its competitors by emphasizing its distinct products, thereby increasing its visibility, and attracting more customers. Customers are less likely to return if they do not appreciate their dining experience, regardless of how well the restaurant provides quality food and service and employs strategic marketing to promote itself. In contrast, a positive experience may encourage positive word-of-mouth marketing and build a strong brand image. Therefore, based on past and present studies, this paper aims to discuss the implementation of marketing mix in promoting Malaysian local food by the SME restaurant businesses. Based on the concept and understanding of marketing mix strategy, this paper further debates on marketing mix strategy concept and application within the Malaysian local food restaurant setting. This helps to provide a better understanding on relevant marketing strategies in promoting the local food employed by the restauranteurs. It is hope that this paper enables to articulate the principal idea of marketing mix and its role towards promoting and sustaining the SME restaurants in Malaysia.

**Keywords:** Small and Medium Enterprise, Restaurant business, Marketing strategy, Marketing mix, Malaysian local food

**WORK-BASED LEARNING (WBL) INDUSTRY STAKEHOLDERS' INVOLVEMENT IN CURRICULUM IMPLEMENTATION IN MALAYSIA**

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**ABSTRACT**

This review focuses on assessing the engagement of work-based learning (WBL) stakeholders in curriculum implementation in Malaysia. By reviewing the literature, this article seeks to expand existing knowledge on the role of stakeholders in WBL program implementation. It seeks to provide a review that expands the literature on WBL stakeholders and programs. For this reason, a study was conducted to gain insight into the role of stakeholders in implementing a WBL program, especially in the hospitality sector. By understanding their roles, stakeholders can improve their engagement in WBL program implementation to meet the current need for competent and well-prepared graduates to work in the industry. This review made extensive use of semi-structured interviews and secondary sources of data collected from recent studies conducted by other researchers from journals, articles and websites. Qualitative techniques were used to analyze data collected from interviews and articles. The results of the study can provide an accurate overview of the literature on the hotel industry.

**Keywords:** Work-based learning, Stakeholders, WBL curriculum

## WHAT MAKES MALAYSIAN TOURISTS INTEND TO GLAMPING? A CONCEPTUAL PAPER

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### ABSTRACT

Glamping is an innovation of camping tourism that promotes recreational activities and comfortable accommodations. The rise of glamping destination in Malaysia can be seen during the post pandemic. However, there exists a regional gap in understanding the relationship between glamping attributes and the intention of potential glampers to go glamping within the Malaysian context. This study aims to investigate how destination attribute factors influence the intention of tourists to glamping in Malaysia. An online survey questionnaire will be conducted to 230 respondent and will be analyzed using Structural Equation Modeling (SEM). This study employes six destination attributes developed by Buhalis (2000) to see whether all the attributes influence the intention to visit glamping in Malaysia. Ultimately, the findings will be able to provide a clear understanding on the most influential attributes in glamping which allow the country to focus on developing and providing a better tourism service.

**Keywords:** Glamping, Intention, Destination attributes, Malaysia, Camping

## WORD OF MOUTH: A SYSTEMATIC REVIEW OF RESTAURANTS AND CAFÉS

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### ABSTRACT

Word of Mouth (WOM) is the organic dissemination of consumer experiences with products and services, distinct from official business communications. Initially constrained by consumer-community relationships, WOM typically involves verbal or textual messages. This systematic literature review delves into WOM within the restaurant and café context, exploring three primary research inquiries concerning 1) the recent development of WOM research in the restaurant and café settings, 2) the common methods used in these studies, 3) the variables commonly examined together with WOM in these studies. Using PRISMA method, this study retrieved 49 publications on WOM from Elsevier's Scopus database with eligibility conditions such as 1) WOM as a variable of interest, 2) only empirical studies is included, 3) studies must be conducted in restaurant or café settings and, 4) consumers as unit of analysis. The data suggests that WOM continues to be significant, as evidenced by a steady flow of scholarly publications spanning the period from 2013 to 2023. The field of research mostly use quantitative methodologies, such as surveys and experiments. In the literature, cultural discrepancies are evident in the preferences of Western customers, who tend to prioritize individualistic reasons, and Asian consumers, who place greater emphasis on supporting others and businesses through word-of-mouth (WOM) communication. There are also numerous studies that highlight the importance of intrinsic motivation within the realm of word-of-mouth communication pertaining to restaurants and cafes.

**Keywords:** Systematic Literature Review, Word of mouth (WOM), PRISMA method, Restaurant, Café

## YOUNG GENERATION BEHAVIOR TOWARDS MALAY TRADITIONAL FOOD AT NIGHT MARKET

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### ABSTRACT

As traditional food became a cultural identity marker that was practised from generation to generation. This study aims to investigate the factors that contribute to the young generation's behaviour when purchasing Malay traditional food. By utilising a qualitative approach, the study has been conducted through field observation in the setting of night market. The sample was determined using purposive sampling and employed twelve respondents in total. Using narrative analysis, the study found factors that contribute to the young generation's behaviour on purchasing Malay traditional foods are the food presentation, including (i) the display of the foods; (ii) the hygiene and sanitation of the food handlers and stall; (iii) the price of the traditional food; (iv) the portions of food; (v) food word of mouth, and (vi) the flavour of the food, according to course of life along with their respective experiences. The empirical findings can be foundation as basis data towards Malay traditional food starting to be decelerating among modern food, and they can also be examined using a quantitative approach to perceive the significance for future exploration.

**Keywords:** Consumer behaviour, Consumer buying behaviour, Malay traditional food, Malaysia night market, Young generation

## SYSTEMATIC REVIEW OF VIRTUAL LIVE TOURISM

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### ABSTRACT

This study published academic works of literature regarding virtual live tourism from 2019 to 2023 were collected from academic and scholar databases. The demanding and open retrieval of pertinent articles for this study is guided by the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach. From 52 articles identified through this method, the study focused on distilling insights from the top 10 articles that are most impactful in the field of virtual live tourism. This study serves as a entry point to a comprehensive understanding of virtual live tourism about main ideas, the advantages, and challenges, also addressed gaps in understanding. These gaps provide avenues for future research and exploration, beckoning researchers to delve deeper into uncharted territories and contribute to the evolving body of knowledge in this field.

**Keywords:** Virtual live tourism, Virtual reality tourism, Augmented reality tourism

**AUTHENTICITY AND INNOVATION IN THE DEVELOPMENT OF CULTURAL TOURISM  
VILLAGES IN TANAH DATAR REGENCY**

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**ABSTRACT**

The research aims to provide a comprehensive understanding of how authenticity and innovation contribute to cultural tourism villages in Tanah Datar Regency. By analyzing the authenticity and innovation of cultural products in the development of cultural tourism destination areas in Tanah Datar Regency, it also aims to examine institutional collaboration and community participation in the development of tourism villages in Tanah Datar Regency. The methodology outlines a qualitative analysis approach, including case studies, participatory observation, content analysis, and theme analysis. Data triangulation is employed for reliability. The results of this study indicate that authentic cultural products in Tanah Datar are well-preserved by the community, with a traditional institutional system involving the younger generation in innovative packaging of these authentic products. The role of the Tanah Datar government is considered supportive of the preservation of cultural authenticity through the innovative policy of designing a calendar of events called "One Nagari, One Event." This policy has successfully mobilized community involvement in organizing events in their villages, simultaneously promoting their cultural richness to a broader audience, not only within Tanah Datar Regency but also nationally and even internationally.

**Keywords:** Authenticity, Innovation, Cultural tourism, Heritage



**EXPLORING THE CONCEPT OF HUNAN PROVINCE FOOD HERITAGE:  
THE CASE YONG FENG CHILLI SAUCE**

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**ABSTRACT**

Recently, scholars have increased the interest of food heritage from seeking cultural heritage sustainability, the growing interest in food heritage products, such as traditional food the standardization threat of globalization to food heritage. In China, the study of food heritage is not as prosperous as that in the western countries, the major research area is on the safeguarding of food heritage and transmission of food heritage. Therefore, this study aims to explore the concept of Hunan Province Food Heritage in the case of Yong Feng Chilli Sauce. Systematic literature review procedures were executed by consulting the following three databases: Google Scholar, Scopus, and Emerald insight. The search was conducted using the keywords "heritage food", "traditional food, "ethnic food" and "local food" to obtain articles specifically related to the meanings of food heritage. The significance of dimension found from this systematic literature review are food heritage, preservation of the food heritage, productive protection of food heritage. Thus, this study could provide insight into how food heritage developed sustainably for local governments in China, such as the Agriculture and Rural Affairs Bureau, the Bureau of Culture and Tourism, and might make this study a steppingstone for discovering how other food heritage can be sustained until today.

**Keywords:** Food heritage, Yong Feng Chilli Sauce, Hunan, Intangible cultural heritage, Heritage

## THE MARKETABILITY OF MAMACHEF PURPLY ICE CREAM FROM UNDERUTILIZED LOCAL CROP THROUGH MALAYSIA RETAIL OUTLETS

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### ABSTRACT

Purple Sweet Potato in Malaysia is one of the abandoned and underutilized crops. Even though it has various health benefits and nutritional values, there is still lack of consumption among Malaysians. Besides high in dietary fibre, it also has low glycemic index, high anthocyanin, and acts as an anti-oxidative, hepatoprotective, anti-inflammatory, anti-tumor, anti-diabetic, anti-microbial, anti-obesity, and anti-aging effects. Therefore, Mamachef Purply Ice Cream is specially formulated and produced to be one of the healthy ice creams in Malaysia from purple sweet potato to enhance its consumption, increase added value, and increase the marketability of this crop. Sensory analysis and interview session among 11 trained panelists has been conducted to evaluate the quality and commercialization potential of the ice cream. The information gathered has been analyzed using Atlas.ti based on thematic analyses. This special ice cream is free from food preservatives, without coloring agents, and food additives. The flesh of the purple sweet potato also acts as fat replacer in the Mamachef Purply Ice Cream. The processing of Mamachef Purply Ice Cream would increase the economic aspects among the Small Medium Entrepreneurs (SMEs) and farmers. It also has a good potential to be marketed in domestic and international commercial food outlets.

**Keywords:** Purple Sweet Potato, Malaysia, Sensory evaluation, Underutilized crop, Marketability



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