



5TH HOSPITALITY & TOURISM | HTC CONFERENCE '23

Future Trends and Challenges in Hospitality and Tourism Industry:
An Overview of Post-pandemic Research

Date : December 21st 2023
Time : 8.00 am – 5.00 pm
Venue : Wyndham Acmar Klang, Selangor

Opening Ceremony		
8.00am	Arrival & Registration Conference Participant	Wyndham Ballroom
9.00am	National Anthem: Negaraku Doa Recitation	
9.10am	Welcoming Remarks Associate Professor Dr. Norzuwana Sumarjan Dean of Faculty of Hotel and Tourism Management	
9.20am	Officiating Remarks Associate Professor Dr. Badrul Isa Deputy Rector of Student Affairs Universiti Teknologi MARA (UiTM) Cawangan Selangor	
9.30am	Officiating Ceremony Gimmick Souvenir Presentation to Keynote Speaker	
9.45am	Keynote Speech Topic: People and Culture Transformation in Malaysia Aviation Group Dato' Mohd Khalis Abdul Rahim Malaysia Aviation Group Group Chief Human Capital Officer	
10.30am	AM Break	
10.45am	Parallel Sessions	Breakout Session 1
		Breakout Session 2
		Breakout Session 3
13.30pm	Lunch Break	T-Café
14.30pm	SMART PLS Workshop Prof. Dr. Mohd Hafiz Mohd Hanafiah	Wyndham Ballroom
	Parallel Sessions	Breakout Session 4 Breakout Session 5
16.30pm	PM Break	Wyndham Ballroom
16.45pm	Closing and Awarding Ceremony	Wyndham Ballroom



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Closing and Award Ceremony

16.45pm	Arrival of Conference Participant	Wyndham Ballroom
16.50pm	Closing Remarks Associate Professor Dr. Norhidayah Abdullah Conference Chairperson	
17.00pm	Award Presentation Best Paper Award Best Presenter Award	
17.15pm	Photo Session	
17.30pm	Session End	



Parallel Sessions: Breakout Session 1 11.00 am

Room 1			
Moderator: Quratul'ain Syahirah Awang Ali			
1	20 - Impacts of Musical Events in Sarawak: A review from literatures	Rahmatullah Bin Affandy (P) Arni Binti Abdul Gani* Mashita Binti Abdul Jabar	11.00 am – 11.10 am
2	37 - What Makes Malaysian Tourist Intend to Glamping in Malaysia? A Conceptual Paper	Wan Nuramalin Binti Wan Hussin* (P) Ahmad Fitri Bin Amir	11.10 am – 11.20 am
3	23 - Understanding Service Encounter and Loyalty in Malaysian Travel Agencies	Nurulaini Abas* Mazlina Mahdzar	11.20 am – 11.30 am
4	27 - Servicescape and Customer Loyalty of High-end Rural Homestay in China: A Case Study of Beijing	Zhang Yuting* (P) Mazlina Mahdzar	11.30am – 11.40 am
5	26 - Predictors International Tourists' Behavioural Intention to Visit Malaysia: A Conceptual Paper	Ili Aqilah Abdul Muhaemin* (P) Arni Abdul Gani	11.40 am – 11.50 am
6	41 - Sense of Community Participation in Tourism Development: A Case in Cox's Bazar, Bangladesh.	Hazmal Bin Ismail* (P) Md Mahbub Alam Nur Adilah Binti Md Zain Wan Ahmad Nasroun Wan Salman Mohd Hafiz Bin Mohd Hanafiah	11.50 am – 12.00 pm
7	32 - Measuring Local Community Involvement Factors for Halal Tourism in Lombok: A Conceptual Paper	Rizki Amelia Septiani* (P) Arni Abdul Gani	12.00 pm – 12.10 pm



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Parallel Sessions: Breakout Session 1 12.10 am

Room 1

Moderator: Dr. Nur Adilah Md Zain

8	12 - The Effect Of Travel Perceived Risk On Revisit Intention At Chow Kit Road Market (Ckrm), Kuala Lumpur Among Domestic Tourists	Nurul Hasanah Abdul Satar* (P) Ahmad Fitri Amir	12.10 pm - 12.20 pm
9	10 - Local Community Support Towards Creative Tourism Development Of Mojokerto City, Indonesia	Daniel Budi Christiawan Noorhaiza Binti Masri* Dina Hariani	12.20 pm - 12.30 pm
10	1 - Antecedents of Tourist Loyalty in Homestay Tourism Sector: Structural Equation Modeling Approach	Fairul Ifnee Othman* Norfardilawati Musa Christina Mary Richard Zahir Othman	12.30 pm - 12.40 pm
11	18 - Regional Ecotourism Sustainability Assessment: Research Value and Literature Review	Li Jiatong* (P) Liu Yang Arni Abdul Gani Mashita Abdul Jabar Dai Yunchuan	12.40 pm - 12.50 pm
12	61 - Authenticity and Innovation in the Development of Cultural Tourism Villages in Tanah Datar Regency	Sarjini Imran* Nungki Puspita	12.50 pm - 13.00 pm
Lunch Break			13.30 pm - 14.30 pm
Smart PLS Workshop			14.30pm - 16.30pm



Parallel Sessions: Breakout Session 2 11.00 am

Room 2			
Moderator: Dr. Muhammad Aliff Asyraff Kamal Nurzaman			
1	7 - Investigating the customer's intention to utilize service robots in restaurants: the moderating role of age generation	Nur Amerah Nabihah Mohd Nazri Noradzhar Baba* Norhidayah Abdullah	11.00 am – 11.10 am
2	58 - Factors Influencing Customer Satisfaction on Foodpanda Online Delivery Application	Nur Khairina Marsya Ahmad (P) Yasmin Nuraina Hamdan Siti Khuzaimah Abu Bakar* Jazira Anuar Mohd Noor Azmin Akbaruddin	11.10 am – 11.20 am
3	11 - Adoption of Online Food Delivery by Micro Food Service Businesses: A Conceptual Paper	Izhar Hafifi Zainal Abidin* (P) Mohd Onn Rashdi Abd Patah Mohd Aliff Abdul Majdi	11.20 am – 11.30 am
4	52 - Adapting Technology for Survival in the Restaurant Business amid COVID-19	Mohd Aliff Abdul Majid* Ana Batrisyia Azman (P) Mohd Nazri Abdul Raji Samsul Bahri Usman Harnizam Zahari	11.30am – 11.40 am
5	29 - Customer Satisfaction In Using Digital Qr Codes Menu Ordering In Restaurants	Zurena @ Rena Shahril* (P) Nur Syazwanie Arissa Binti Remy Den Nur Ainal Syuhada Binti Shamshul Bahari Noorfarah Ilyana Binti Mohd Asnawi	11.40 am – 11.50 am
6	51 - The Utilization of Social Media and the Application of Fiqh Methods in Non-Islamic Countries with Regard to Food Issues: A Comprehensive Review	Siti Nur Husna Abd Rahman Rafidah Mohd Azli Mohd Asyran Safwan Kamaruzaman Putera Mohd Naim Norsalim* (P)	11.50 am – 12.00 pm
7	47 - Evaluating Customer Satisfaction, Emotion and Experience of Smart Hotels in Zhejiang, China. An Analysis of Online Reviews	Chen Jie Faiz Izwan Anuar* (P)	12.00 pm – 12.10 pm



Parallel Sessions: Breakout Session 2
12.10 pm

Room 2			
Moderator: Dr. Mazlina Mahdzar			
8	22 - A Conceptual Framework: The Impact of Social Media Marketing Activities on Destination Image and Intention to Visit	Shaidathul Jemin (P) Muhammad Aliff Asyraf*	12.10 pm – 12.20 pm
9	31 - Conceptual Framework on Understanding the behavioural intention and usage of Indonesian tourists in relation to the digital payment system: an analysis of UTAUT2	Muhammad Zainul Ridho*(P) Faiz Izwan Anuar Nur Alissya Nazri	12.20 pm – 12.30 pm
10	34 - The Rise of Bots: Exploring Malaysians' Intention to use Chatbots for Travel Planning	Nur Alissya Nazri* (P) Faiz Izwan Anuar Muhammad Zainul Ridho	12.30 pm – 12.40 pm
11	36 - The Digital Endorser: How Do Virtual Influencers Impact Destination Brand Engagement?	Yuan Xinying Faiz Izwan Anuar*(P)	12.40 pm – 12.50 pm
12	60 - Systematic Review of Virtual Live Tourism	Farah Azreen Ahmad Faiz Izwan Anuar*	12.50 pm – 13.00 pm
13	24 - Unlocking E-wallet Adoption: Exploring The Influence Of Functional Barriers From A Generation X Perspective	Mohamad Amirul Rashid Mohd Yusof (P) Mohd Noor Ismawi Ismail* Nurfatihah Mazlan Azdel Abd Aziz Mohd Asyraf Mohd Aslin	13.00 pm – 13.10 pm
14	28 - Guests' Acceptance of Robotic Services in Kuching Park Hotel, Sarawak	Nurul Anis Binti Anil Aziz Nur Arishah Binti Adnan Salamiah A. Jamal* Azdel Abdul Aziz	13.10 pm – 13.20pm
Lunch Break			13.30 pm – 14.30 pm



Parallel Sessions: Breakout Session 3 11.00 am

Room 3			
Moderator: Dr. Mohd Aliff Abdul Majid			
1	14 - Malaysian youth eating behaviour for a better quality of life : A conceptual insights	Dynatalie Delicious*(P) Chemah Tamby Chik Lovelyna Benedict Jipiu	11.00 am – 11.10 am
2	53 - Determinants Of Food Banks' Sustainability - The Case Of Kuala Lumpur	Zubaidah Mohd Ali Tan (P) Firdaus Ahmad Fauzi* Wan Hayati Wan Bujang	11.10 am – 11.20 am
3	9 - Factors Influence Satisfaction Towards Premium Coffee Shops In Penang	Nik Mohd Shahril Nik Mohd Nor* (P) Mohd Syafiq Othman Ahmad Nadzlan Abdullah Zawawi Nur Anis Syaza Shabani	11.20 am – 11.30 am
4	21 - Word of Mouth: A Systematic Review of Restaurants and Cafés.	Raja Iskandar Putera Raja Mustapha* (P) Nadia Hanin Nazlan	11.30am – 11.40 am
5	13 - Young Generation Behavior Towards Malay Traditional Food at Night Market	Muhammad Ibrahim Sa'min* (P) Yusup Apriyanto Muhammad Haikhal Afiqi Muhammad Edrus	11.40 am – 11.50 am
6	39 - Enhancing The Resilience Of Micro Food And Beverage Businesses In Malaysia	Noor Azmi Ahmad* (P) Azdel Abdul Aziz Aliffaizi Arsat	11.50 am – 12.00 pm
7	40 - Evaluating Food Quality, Price Fairness, and Student Satisfaction in UiTM Puncak Alam's Cafeteria	Nur Samirah Binti Marashin @ Hashim Putera Afiq Zulfiqar Bin Othman (P) Lovelyna Benedict Jipiu*	12.00 pm – 12.10 pm



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Parallel Sessions: Breakout Session 3 12.10 pm

Room 3			
Moderator: Dr. Ahmad Esa Abdul Rahman			
8	15 - The Marketing Mix Strategy To Promote Malaysian Local Food: From The Perspective Of Sme Restaurant Business	Arina Aqilah Sukur* (P) Norzuwana Sumarjan Mohd Hairi Jalis	12.10 pm - 12.20 pm
9	57 - Exploring The Concept of Hunan Province Food Heritage: The Case Yong Feng Chilli Sauce	Li Qiong (P) Zatul Iffah Mohd Fuza* Mohd. Shazali Md. Sharif Alina Shuhaida Mohammad Ramly	12.20 pm - 12.30 pm
10	44 - The Effect of Consumer Attitude towards Coffee Shop Green Practices on Purchase Intention	Flora Shumin Chang* (P) Chao-Chin Liu Chun-Yi Chang	12.30 pm - 12.40 pm
11	16 - Study of Customer Online Purchase Behavior on Online Food Delivery Applications: A Conceptual Paper	Mohammad Haziq Izzuddin Bin Baharin* (P) Muhammad Izzat Bin Zulkifly	12.40 pm - 12.50 pm
12	42 - Menu Attributes and Students' Purchase Decision: A Case of Tealive	Hazmal Bin Ismail* (P) Dayang Nur Aisyah Binti Abdullah Awang Tuah Nurain Fatihah Binti Noor Rizian Rozaidy Bin Rasul Nur Adilah Binti Md Zain	12.50 pm - 13.00 pm
13	17 - Investigating Customer Loyalty in Fast-Food Restaurants in Kuala Terengganu, Malaysia	Mohd Aliff Abdul Majid* Ana Batrisyia Azman (P) Mohd Izwan Mohd Zaki Harnizam Zahari	13.00 pm - 13.10 pm
14	43 - Caffeine Chronicles: Understanding The Impact Of Consumption Among MSU Student	Jerome Janggu Anak Gerinang Adli Syakir Bin Suhaimi Syazwi Bin Mazlan*	13.10 pm - 13.20pm
Lunch Break			13.30 pm - 14.30 pm



Parallel Sessions: Breakout Session 4
14.30 pm

Room 2			
Moderator: Hazmal Ismail			
1	38 - Examining the Impact of Job Demand-Resource Theory Variables on Burnout Among Hotel Employees in Kuala Lumpur	Siti Nur Ellya Shahira Binti Ahmad Nizam (P) Joesri Bin Mohamad Saber* Azlan Bin Salim Nur Ayuni Binti Zaidi Khairil Anuar Bahari	14.30 pm – 14.40 pm
2	49 - Work-based Learning (WBL) Hospitality Graduates Attachment: Industry Perspectives	Jazira Anuar* (P) Norzuwana Sumarjan Mohd Onn Rashdi Abd Patah	14.40 pm – 14.50 pm
3	55 - Examining Job Motivation On Kolej Komuniti Students' Intention To Working In Hotel Industry	Azsyanti Ibrahim (P) Nur Zalikha Othman*	14.50 pm – 15.00 pm
4	50 - Assesing Work-Based Learning (WBL) Industry Stakeholders Involvement in Curriculum Implementation in Malaysia	Wan Nur Najmina Najwa Wan Mokhtar* Norhaya Hanum Mohamad Wan Nazriah Wan Nawawi Jazira Anuar	15.00 pm – 15.10 pm



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Parallel Sessions: Breakout Session 4 15.10 pm

Room 2			
Moderator: Dr. Mohd Noor Azmin Akbarruddin			
5	30 - Motivators For Student Entrepreneurs	Nur Aulia Hafiza Binti Nor Yazmi Fatin Nur Farihan Binti Abdullah Raja Nur Syakirah Nabilah Binti Raja Ismail Aslinda Mohd Shahril Chemah Tamby Chik*	15.10 pm - 15.20pm
6	54 - 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"	Jeffridzal Ismail (P) Mohd Salehuddin Mohd Zahari* Chemah Tamby Chik	15.20pm - 15.30pm
7	45 - Exploring Users' Insights on Chatbots Experiences within Online Travel Agency (OTA)	Nurul Syafiqqah Mohammad Shawal Zulhan Othman Nor Adila Kedin Azdel Abdul Aziz Mohd Faez Saiful Bakhtiar* (P)	15.30 pm - 15.40 pm
8	56 - Social Media Influencer (SMI) Restaurant Reviews and Students' Patronization Decision	Abdul Malik Philip Zulhan Othman Adi Hakim Talib Mohd Faez Saiful Bakhtiar Nor Adila Kedin* (P)	15.40 pm - 15.50 pm
9	62 - Trust as Mediating Effect on the Factors of Technology Adoption in Hotels	Zubi Abdelati Ibrahim (P) Faiz Izwan Anuar*	15.50 pm - 16.00 pm



Parallel Sessions: Breakout Session 5

14.30 pm

Room 3

Moderator: Hairulnizwan Abdul Majid

1	8 - A Conceptual Framework: A Social Cognitive Theory to Determine Malaysian Consumer of Food Waste Behavioural Intention in the Hospitality and Food Service Sector	Nadzirah Maripat* (P)	14.30 pm – 14.40 pm
2	48 - Effects Of Covid-19 Pandemic : Ramifications And Prevailing Strategies Of Independent Foodservice Establishments	Wan Hayati Wan Bujang (P) Firdaus Ahmad Fauzi* Zubaidah Mohd Ali Tan Edelton Bichin Nor Syamira Md Yusuf Nur Najwa Mohd Osman	14.40 pm – 14.50 pm
3	19 - Dietary Pattern and Food Habit during the Covid-19 Endemic Phase: Impact on Malaysian Adults Food Preferences	Muhamad Amirul Badlishah Amirruddin Mohd Zuhilmi Suhaimi* Fadzilah Mohd Shariff Mohd Syaquif Yasin Kamaruddin	14.50 pm – 15.00 pm
4	3 - The Impact of Hallyu on Korean Food Consumption: The Role of Imitation Intention	Nur Nadhirah Zaini (P) Tini Maizura Mohtar Izyanti Awang Ramli Azaze-Azizi Abdul Adis*	15.00 pm – 15.10 pm
5	33 - Bolstering Food Security: A Conceptual Scholarly Examination of the Bridge between Food Loss and Food Waste.	Aliffaiziz Arsat (P) Muhammad Izzat Zulkifly* Mohd Aliff Abdul Majid Mohd Salehuddin Mohd Zahari	15.10 pm – 15.20pm



Parallel Sessions: Breakout Session 5
15.20 pm

Room 3

Moderator: Aliffaizi Arsat

6	5 - Leftover Coconut Pulp Flour: A Sustainable Solution for Enhanced Dietary Fibre Gluten-Free Products	Aziz Caliskan Norhidayah Binti Abdullah* (P) Noriza Ishak	15.20pm – 15.30pm
7	4 - Investigating Jackfruit Seed Flour as a Sustainable Alternative in Cookies: A Consumer Acceptability Study	Nur Afrina Binti Nordin Norhidayah Binti Abdullah* (P) Aziz Caliskan	15.30 pm – 15.40 pm
8	35 - Organic Meat Purchase Intention Among Malay Working Adults And Gender Mediation Test: A Conceptual Study	Tuan Ahmad Tuan Ismail Nur Syazana Ahmad Izazuddin (P) Faizal Azrin Abdullah*	15.40 pm – 15.50 pm
9	46 - Engaging Fast Food Consumption: A Case Study Of Malaysian Suburban Residents	Nur Ain Nabila Azmi (P) Hairul Nizwan Abd Majid* Mohd Salehuddin Mohd Zahari Muhammad 'Arif Aizat Bin Bashir Rohaiza Kamis	15.50 pm – 16.00 pm
10	25 - Exploring The Concept of Traditional Food Sustainability	Yusup Apriyanto (P) Mohd Shazali Md. Shariff* Aslinda Mohd Shahril Noriza Ishak Nurul Falah Hashim	16.00 pm – 16.10 pm
11	The Marketability of Mamachef Purply Ice Cream Formulated From Underutilized Local Crop Through Malaysia Retail Outlets	Rosmaliza Binti Muhammad* Norazmir Md Nor Hamizad Abd Hadi Norzuwana Sumarjan Siti Khuzaimah Abu Bakar	16.10 pm – 16.20 pm