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PREFACE

Alhamdulillah, it is with immense gratitude that we present to you the first issue of the Journal of Hospitality, Tourism, and Wellness Studies. This issue continues to explore the dynamic and ever-evolving sectors of hospitality, tourism, and wellness, which play a vital role in global economies, cultural exchange, and enhancing individual well-being. In recent years, these industries have faced numerous challenges, from the impact of the COVID-19 pandemic to increasing demands for sustainable and wellness-centered travel experiences. Despite these obstacles, we have witnessed remarkable resilience and innovation across these sectors, and it is this spirit that we seek to highlight through the articles featured in this journal.

The Journal of Hospitality, Tourism, and Wellness Studies, published biannually (January and September), serves as a key platform for scholars, practitioners, and policymakers to disseminate research and insights shaping the future of these interconnected fields. This issue explores a broad spectrum of topics aimed at sparking and advancing discussions among academics, managers, and decision-makers in both the private and public sectors. The journal encompasses a wide range of empirical and conceptual research on significant issues impacting the hospitality, tourism and wellness industries. By bridging academic theory with practical applications, the journal provides readers with actionable insights to navigate the evolving landscapes of these industries. We hope the research featured in this issue fosters meaningful dialogue and supports the ongoing transformation and sustainability of hospitality, tourism, and wellness.

We express our sincere gratitude to the authors, reviewers, and editorial team for their dedication and invaluable contributions to this edition. Their hard work ensures that this biannual publication upholds the highest standards of academic rigour and relevance. The Journal of Hospitality, Tourism, and Wellness Studies continues to serve as a crucial platform for advancing knowledge, fostering collaboration, and driving innovation within these fields. We invite our readers to immerse themselves in the insights offered in this edition and engage with the evolving discussions shaping these industries' future. Your continued support and contributions are vital to the journal's success, and we look forward to the exciting research and discoveries that will follow. Together, we can build a more sustainable and impactful future for hospitality, tourism, and wellness, benefiting individuals, communities, and the global society.

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Research Article

Factors Influencing Satisfaction among Domestic Tourists Visiting Muslim Friendly Destinations in Kelantan

Hayatul Nafisa Mohammad Hafidz, Hazirah Izzati Honorius, Hazwani Hanisah Halihul Jaman, Idzni Haziqah Mohamad Nawi, *Muhamad Nasyat Muhamad Nasir & Aikal Liyani
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ABSTRACT

One of the business opportunities in the tourism industry has recently been accelerated by an increase in the interint of Muslim-friendly tourism products and services. The objective of this study is to determine the relationships between customer engagement, religiosity, and Muslim-friendly tourism on tourists' satisfaction among domestic tourists visiting tourist destinations in Kelantan. This study used a quantitative approach with a total of 201 respondents participated in the questionnaire survey. The study found that all hypotheses are supported, indicated that customer engagement, religion, ,city and Muslim-friendly tourism have a strong and high positive correlation with satisfaction among domestic tourists when visiting Kelantan. Thus, tourism management in Kelantan should design tourism facilities and campaigns that fully meet Islamic religious needs which could cater to domestic tourists visiting Kelantan for Islamic tourism.

Keywords: Customer Engagement; Religiosity; Tourist Satisfaction; Muslim-Friendly Tourism; Kelantan

INTRODUCTION

Malaysia is one of the most popular countries for tourism in Asia (Muhamad Nasir, Mohamad, & Ab Ghani, 2021a). The tourism Malaysia is consistently revising its strategic plan. Currently, the Minister of Tourism, Arts, and Culture in Malaysia announced to focus on domestic tourism promotions and emphasized their strategic plans on six pillars such as (1) enhancing domestic tourism (2) encouraging more smart partnerships (3) improving tourism promotions through offline and online (4) strengthening media engagement and strategic communication (5) execute travel bubble (6) implement strategic transformation

(Tourism Malaysia, 2023). Geographically, Malaysia consists of thirteen states and three federal territories. It is inhabited by Muslim population and it is estimated around 20.6 million population in Malaysia are Muslim. Thus, Malaysia must promote their Muslim-friendly tourism since the majority of the population practices Islamic religious and lives according to Islamic principles. Kelantan is one of Malaysia's states on the east coast of Peninsular Malaysia.

Kelantan means "Land of Lightning" and it is considered as the origin of Malay culture. It is home to numerous architectural, social, and cultural treasures. Kelantanese people are passionately attached to their culture, and this becomes obvious, especially in their daily lives. Kelantan is also popular for its tourist attractions, which include every aspect from nature to exquisite buildings and cultural communities. Most importantly, Kelantan is also popular as an Islamic city since it was ruled by the Islamic Party, namely, Parti Islam Se-Malaysia (PAS) for more than three decades. This has a very high potential to promote Kelantan as an Islamic tourism or Muslim-friendly tourism destination. Muslim-friendly tourism is defined as a type of tourism that adheres to the values of Islam. Facilities and services provided that adhere to Islamic and Syariah principles are crucial to the development of Islamic tourism. However, the facilities, cleanliness, and safety of tourists in Kelantan still need to be improved. Evidently, tourists' dissatisfaction with the state of Kelantan is viewed since the state is considered a less safe state whereby many issues were reported related to sexual crime cases, especially on tourists (Harian Metro, 2022), seven districts in Kelantan including Tumpat, Gua Musang, Jeli, Kuala Krai, Tanah Merah, Pasir Mas and Pasir Putih are among the 28 poorest districts in Malaysia due to a lack of crucial infrastructures and do not even have water treatment facilities within these areas (New Straits Times, 2019) and many Kelantanese do not withstand with the cleanliness drives (New Straits Times, 2021). Hence, these issues contradict the Islamic teachings and values which hinder this state from promoting itself as a Muslim-friendly destination. If these issues keep on arising, the initiative of tourism management in Kelantan to resemble its state as a Muslim-friendly destination since Islam concerns on the cleanliness, safety, and welfare of the people. Therefore, this study aims to investigate the factors that influence domestic tourist's satisfaction when visiting Kelantan as a Muslim-friendly tourist destination. This could help Kelantan to maintain its quality as a Muslim-friendly tourist destination among domestic tourists since every state in Malaysia should promote its tourism products attractively to increase domestic visitor arrivals to that destination (Ab Ghani et al., 2021).

There are several objectives of this study were established as follows:

1. To determine the relationship between customer engagement and tourist satisfaction visiting Muslim-friendly tourist destinations in Kelantan.
2. To determine the relationship between religiosity and tourist satisfaction visiting Muslim-friendly tourist destinations in Kelantan.
3. To determine the relationship between Muslim-friendly tourism and tourist's satisfaction with visiting Muslim-friendly tourist destinations in Kelantan.

LITERATURE REVIEW

Satisfaction

Satisfaction occurs when a tourist's perception exceeds their initial expectation (Muhamad Nasir, Mohamad, & Ab Ghani, 2021b). Basically, the term consumer satisfaction is referred to

as an estimation that decides how delighted consumers are with an organization's items (products and services), administrations, and capacities (Ali et al., 2021). In the tourism context, it can be characterized as the degree of customer (tourists) satisfaction and joy attained from a trip experience incorporating a feature of a good or service that meets the traveler's expectations, wants, and needs (Khan et al., 2013). In short, if the performance of destination attributes is achieving its minimum standards and acceptable, it is assumed that tourists would be satisfied. Otherwise, if the performance of destination attributes is not achieving its expectations, the tourists will be dissatisfied (Biswas et al., 2021).

In the context of Muslim friendly tourism destination, satisfaction can be defined as the expectation of the tourists is fulfilled when the destination offers services and products that adhere to the values of Islam. Therefore, the destination marketers must understand that Muslim tourists have special needs (needs related to Islamic rules and obligations related to Islam) when they are traveling to certain destinations (Fajriyati, Afiff et al., 2020). Consequently, to sustain long in the Muslim-friendly tourism business, Muslim tourism destinations must offer the accommodation, services, food, entertainment, and facilities according to the rules and principles of Islam.

Customer Engagement

Pansari and Kumar (2017) argue that when consumers appreciate and build emotionally bonding relationships with companies, they become engaged. As a result, customer engagement is the process by which a company establishes a relationship with its customers to promote awareness and loyalty (Biscobing, 2017).

In tourism, customer engagement is related to a tourist's interactive brand experience (Brodie et al., 2011), which is gaining popularity in tourism literature. Thus, this study defined customer engagement in the context of Muslim friendly tourism where the tourists are actively involved in the activities, facilities and services according to the rules and principles of Islam provided by the destination. Moreover, several pieces of evidence have proven that customer engagement has a positive correlation with satisfaction. Evidently, Pansari & Kumar (2017) claimed that customer engagement is the factor that influences customer satisfaction in a long-term relationship. Similarly, Zaid and Patwayati (2021) found that customer engagement has a positive correlation with satisfaction. Based on the previous findings, the present study establishes the following hypothesis:

H1 There is a significant relationship between customer engagement and satisfaction among domestic tourists visiting Muslim-friendly tourists' destination in Kelantan.

Religiosity

"Religiosity" is people's diverse tendencies to devote their lives to beliefs, religious concepts, and acts (Ellis, Farrington, & Hoskin, 2019). In the context of Islam, religiosity refers to practice, knowledge, and a general code of conduct (Zohra and Irshad 2012), as well as a way of life (Abdel-Khalek et al., 2019).

Meanwhile, religiosity in tourism is indeed the visiting of a variety of spiritual places and related services for both secular and religious purposes. To be specific, Islamic religiosity in tourism refers to the people traveling to understand and practice the principles of Islam during their trip. Weidenfeld (2006) claimed that tourists would be more satisfied if they can find tourism products and services that are appealing to their religious demands. Sholihin et al.

(2022) claimed that their study succeeded to prove the linear and positive influence of the religiosity variable on life satisfaction in various study samples. Thus, this study proposes the following hypothesis:

H2 There is a significant relationship between religiosity and satisfaction among domestic tourists visiting Muslim-friendly tourists' destinations in Kelantan.

Muslim Friendly Tourism

Musa et al. (2021) claimed that the concept of Muslim-Friendly Tourism (MFT) is used interchangeably with other terms such as halal tourism, halal-friendly tourism, Islamic tourism, Muslim tourism, Islamic travel, Shariah Tourism, Ziyarah Tourism. Generally, the concept of these has been described differently by the authors since there is no universally accepted definition.

Muslim-friendly tourism is the term that is used to describe a service, a facility, or a place, that indicates the faith-based needs some of the Muslim travellers' needs to be taken into consideration (Fazal Bahardeen, Rasheed, & Noor, 2016). Moreover, Muslim-friendly tourism also includes halal restaurants and hotels halal transportation, halal trip packages, and halal financing. Consequently, Muslim-friendly tourism is made up of a variety of associated industries. Weidenfeld & Ron (2008) states that meeting the religious needs of visitors would cause a high degree of satisfaction among tourists. Therefore, the following hypothesis is established:

H3 There is a significant relationship between Muslim-friendly tourism and satisfaction among domestic tourists visiting Muslim friendly tourist destinations in Kelantan.

Research Framework

Figure 1 below depicts the research model of the study consisting of independent variables: customer engagement, religiosity, and Muslim-friendly tourism while satisfaction acts as the dependent variable.

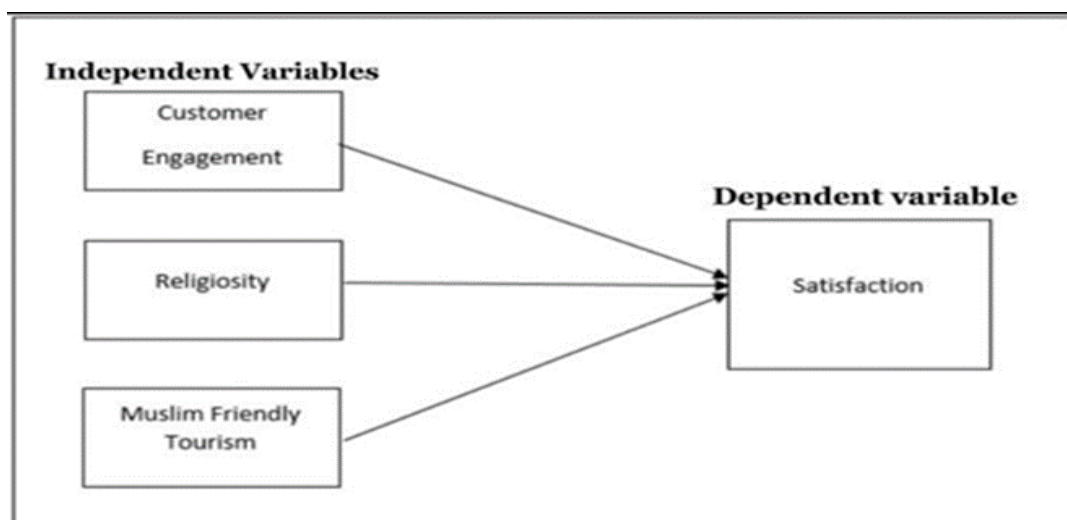


Figure 1. Research Model

METHODOLOGY

Research Design

The quantitative method is used in this investigation. The research design categorizes studies as descriptive, exploratory, or causal. The effects of religiosity, customer engagement, and Muslim friendly, on satisfaction have been investigated using causal research design. A cross-sectional design is used in this study. A cross-sectional design is about collecting data at a single point in time. Self-administered questionnaires are a low-cost technique that can quickly and efficiently gather a lot of information from multiple individuals. As a result, this study collected data through a self-administered questionnaire using Google form. The unit analysis of the study is domestic tourists visiting the Islamic tourism destination in Kelantan.

Data Collection and Research Instrument

This study conducted a survey using the questionnaire in order to gather information from the respondents. Moreover, questionnaires are a useful tool for data collection. Data for this study was gathered via self-administered questionnaires. This research focuses on respondents who visited Kelantan and have used any Muslim-friendly facilities during the visit. To determine how tourists are satisfied with the services, products, and facilities of Muslim-friendly tourism in Kelantan, questionnaires were distributed to the respondents using Google Forms. The study collected around 201 responses from the survey. A purposive sampling method was used in this study. Several criteria were included in the filter questions before the individuals were selected as the respondents such as (1) they must be at the age of 18 and above (2) they must stay in Kelantan for more than 24 hours and less than 365 days (3) they engaged in any tourism activities in Kelantan (4) the individuals have used the tourism facilities in Kelantan.

The questionnaires have been designed into six parts including the screening questions section and utilized a 5-point Likert's scale from (1) strongly disagree (1), disagree (2), neutral (3), agree (4) to strongly agree (5). The first part is about the screening questions (to make sure the respondents are qualified to answer the questionnaires). The second part relates to customer engagement comprising four items. The third part contains questions related to religiosity consisting of six items. The fourth part of the questionnaire contains statements about Muslim-friendly tourism consisting of nine items. The fifth part of the questionnaire contains a statement related to satisfaction comprising three items. All items were adapted from the study by Abror et al. (2020). The final part of the questionnaire covers the respondent's traveling information such as gender, age, race, occupation, travel frequency, travel period, and their last visit to Kelantan.

Data Analysis

Four types of analysis were used in this study, namely reliability analysis, frequency analysis, descriptive analysis, and Pearson's correlation coefficient analysis. In addition, Pearson's correlation coefficient analysis was used to examine the effect of a linear correlation between the independent variables and the dependent variable.

FINDINGS

Table 1. Reliability

Variable	Cronbach's Alpha	No of Item
1. Customer Engagement	0.739	4
2. Religiosity	0.953	6
3. Muslim Friendly	0.915	9
4. Satisfaction	0.888	3

Table 1 describes the reliability analysis of the items in measuring the intended variable. Basically, all items are consistent in measuring the variables since the magnitude of Cronbach's Alpha exceeds 0.7.

Table 2. Profile of the Respondents

Respondents Profile	Categories	Frequency	Percentage(%)
1. Gender	Male	137	68.7
	Female	63	31.3
2. Age	18 – 20 years old	18	9
	21 – 30 years old	138	68.7
	31 – 40 years old	27	13.4
	41 – 50 years old	13	6.5
	51 years and above	5	2.5
3. Race	Malay	181	90
	Chinese	4	2
	Indian	2	1
	Others	14	7
4. Occupation	Government Servant	31	15.4
	Private Sector	139	69.2
	Self-employed	26	12.9
	Others	5	2.5
5. Travel Frequency	1-2 times	97	48.3
	3-5 times	72	35.8
	More than 5 times	32	15.9
6. Travel Period	Public Holiday	51	25.4
	Weekend	67	33.3
	Anytime	79	39.3
	Others	4	2
7. When was your last visit to Kelantan	A few months ago	81	40.3
	A year ago	60	29.9
	2 years ago	26	12.9
	3 years ago	34	16.9

Table 2 depicts the profile of the respondents in the present study. The majority of them are male (69%) at the age of 21- 30 years old (69%). Most of them are Malays (90%) and work in private sector (69.2%). They used to travel to Kelantan 1- 5 times (84.1%) and at any time (39.3%). The majority of them visited Kelantan in the past few months to a year ago (70.2%).

Table 3. Item Mean and Standard Deviation

Items	N	Mean	Standard Deviation
1. Customer Engagement (CE)			
When interacting with this tourism site, it is difficult to detach myself (CE 1)	201	3.62	0.909
I am immersed completely in my interaction with this tourism site (CE 2)	201	3.74	0.933
I am someone who enjoys interacting with like-minded others that fly with this tourism site (CE 3)	201	3.65	0.910
In general, I thoroughly enjoy exchanging ideas with other people that visit this tourism site (CE 4)	201	3.75	0.855
2. Religiosity (RE)			
Religion is very important for my life (RE1)	201	4.60	0.878
Islam helps me to have a better life (RE2)	201	4.65	0.793
I have been supported by the Dua' (supplication) (RE 3)	201	4.63	0.797
I recognize the Prophet Muhammad (peace-be-upon-him) as the role model (RE 3)	201	4.68	0.748
One of my main priorities is performing Hajj (RE 4)	201	4.58	0.803
I believe that Allah (God) helps Me (RE 5)	201	4.67	0.796
3. Muslim Friendly Tourism (MF)			
Qibla direction for pray is available in the hotel (MF1)	201	4.28	0.838
Halal food is available at tourism sites, malls, hotels, etc (MF 2)	201	4.34	0.866
Hotel and restaurant provide segregated halal kitchen (MF 3)	201	4.15	0.895
The authority has banned the prostitution (MF4)	201	4.40	0.917
The authority has banned / indecent display of affection between sexes at public places (MF 5)	201	4.47	0.831
The authority has censored adult scenes in movies shown on TV (MF 6)	201	4.37	0.966
Free alcoholic drinks have been banned by the authority at public places (MF 7)	201	4.48	0.819
The gambling activities have been banned by the authority at public places	201	4.47	0.831
4. Satisfaction			
I am satisfied with the Islamic facilities in the	201	4.30	0.862

tourism sites (S1)			
I am satisfied with the halalness of tourism sites (S2)	201	4.34	0.864
I am satisfied with the general Islamic morality in the tourism sites (S3)	201	4.27	0.866

According to Table 3 above, the most notable results from customer engagement are the tourists interact with other people to exchange ideas ($m=3.75$) and immersed completely in the tourism site ($m=3.74$). This is true since the facilities and people make the tourists engage in the tourism destination. Meanwhile, for religiosity, domestic tourists strongly believe that the Prophet Muhammad (peace-be-upon-him) is the role model ($m=4.68$) and they believe Allah will help them ($m=4.67$). This is true because the principle of Islam is to put our trust that Allah will help us in any circumstance and follow the foot step of Prophet Muhammad (peace-be-upon-him) as a role model. Subsequently, as for Muslim-friendly tourism, the respondents believe that the authority in Kelantan has banned alcoholic drinks ($m=4.48$) and gambling activities ($m=4.47$). This is true since Kelantan is one of the states in Malaysia that prohibits alcoholic drinks for Muslims as well as gambling activities. Moreover, most the tourists are satisfied with halalness of tourist sites ($m=4.34$).

Table 4. Pearson Correlation Analysis

Variable	Analysis	Satisfaction
1. Customer Engagement	Pearson Correlation	0.569
	Sig. (2 tailed)	<0.001
	N	201
2. Religiosity	Pearson Correlation	0.730
	Sig. (2 tailed)	<0.001
	N	201
3. Muslim Friendly Tourism	Pearson Correlation	0.725
	Sig. (2 tailed)	<0.001
	N	201

Table 4 indicates that there is a strong positive correlation between customer engagement and satisfaction among domestic tourists visiting Muslim-friendly tourism destinations in Kelantan (0.569). Next, there is a moderate positive correlation between religiosity and satisfaction (0.730). Meanwhile, there is a strong positive correlation between Muslim-friendly tourism and satisfaction (0.725). Most importantly, all three variables have a positive significant correlation with satisfaction since the p-value is less than 0.05 ($p<0.05$). Therefore, all hypotheses are supported.

DISCUSSIONS AND CONCLUSION

Theoretically, the present study examined the factors that determine the satisfaction among domestic tourists visiting Muslim-friendly tourism destinations in Kelantan. Based on the findings of the study, all hypotheses are supported. It was found that customer engagement has a positive significant correlation with tourist satisfaction. This is supported by the previous study by Pansari & Kumar (2021) whereby customer engagement is the factor that influences customer satisfaction in a long-term relationship. This means that, when domestic tourists can get involved in tourism activities in the tourism sites and interact with the local people by exchanging ideas in Kelantan, it would initiate their satisfaction with their trip to Kelantan. Hence, H1 is supported.

Further to this, religiosity was found to have a positive correlation with satisfaction. This finding is aligned with the finding by (Sholihin et al., 2022) whereby claimed that their study succeeded to prove the linear and positive influence of the religiosity variable on life satisfaction. This means that tourist destination in Kelantan has practiced Islamic teachings and principles, which would propel towards satisfaction among the domestic tourists visiting Kelantan. Thus, H2 is supported. Moreover, Muslim-friendly tourism has a positive correlation with satisfaction. It is consistent with the finding by (Weidenfeld & Ron, 2008) whereby meeting the religious needs of visitors would cause a high degree of satisfaction among tourists. This finding implies that the tourists require a Muslim friendly destination which is offering Islamic-based products and services such as qibla directions for pray, halal food available in the malls, hotels, etc, and the authority should ban acholic drinks and gambling activities. Thus, H3 is supported.

Practically, marketers should explore more about "Islamic tourism" and develop marketing strategies to attract Muslim tourists. The destination marketers and management in Kelantan should be able to design resorts/hotels that fully meet Islamic religious needs, such as segregated beaches and swimming pools, increase safety and protection towards domestic tourists, keep the tourism sites clean, and ban alcoholic drinks, non-halal foods as well as gambling activities to satisfy the tourists. These are among the values required for a destination to appear as a Muslim-friendly destination.

As for future research since the current study focuses on one state in Malaysia which may restrict the generalization of results when compared to other nations. Focusing on a country other than Malaysia will improve our comprehension of the destination's Islamic principles and practices in different contexts, emphasizing the concept's universality and global significance. Furthermore, future research could delve into the destination's distinctive Islamic standards and practices by comparing it to certain countries. This is important because there are considerable cultural differences in how Muslims move between countries, and these may provide important insights into understanding the research findings. This study also has some limitations whereby the study is not being funded by any institutions. Thus, the budget is limited especially for data collection and to subscribe to an advance analysis tool like PLS-SEM which incurs more costs. Then, the time constraint to collect the data.

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Research Article

The Customers' Perception of Service Quality for Spa Establishments

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ABSTRACT

Spa and wellness are the world's fastest-growing industry. Spas and health are rapidly developing these days, and this sort of service has emerged as a result of health tourism packages in spas. In Malaysia, spas are the most well-known industry. Therefore, this study aimed to explore the value and impact of service quality, perceived value and service performance on customer satisfaction at spa located in Pengkalan Chepa, Kelantan. This qualitative study utilized in-depth interviews. All interviews were consented, audio-recorded then transcribed verbatim, followed by identification of emerging themes. Data saturation was achieved after interviewing a total of 12 respondents. The results were presented and described according to the respondents' characteristics. Three themes raised from respondents were (1) Spa service quality, (2) Spa perceived value, and (3) Spa perceived service performance. The results have shown that service quality, perceived value and service meeting dimensions have a close relationship with all customers. Subsequently, the information obtained from this study might be used to create a marketing plan aimed at improving consumer satisfaction in the market and industry of the spa in Pengkalan Chepa, Kelantan. This study can help to grow the economy with the influx of foreign investment due to the quality of service and can provide numerous job possibilities for the community in Malaysia. As a result, looking at the degree of happiness from this spa's consumers can be a signal in creating new spas and improving the economy through foreign investment

Keywords: Customer perception; Service quality; Perceived value; Service performance; Spa operation

INTRODUCTION

The spa sector is part of the wellness and health industry, and it is one of the most well-known industries in the world. In fact, this industry is growing rapidly over time. Industry spa and

wellness is the fastest-growing global industry. The value and benefits can be seen through several levels in the spa industry (Sulaiman et al., 2020). In 2020, Asia-Pacific will be the leading region for health spending at \$1.5 trillion. It also belongs to one of the fastest-growing health markets from 2017 to 2019. Service quality is an important topic in the field of service management and marketing (Dadkhah, 2019). Service quality is described by Zeithaml et al. (1990) as "customer comparisons of expectation with service performance in which if the previous service provision falls short of the latter, the customers have unfavorable service experiences."

Customer satisfaction is important in business to ensure that the business is always growing and successful. Customer perception is based on the opinions, feelings, and beliefs of a customer that they feel towards the product or service they receive. According to scholars who have studied the customer's perception of the quality of this spa service, they think that it has a positive relationship with customer satisfaction. Customers put their trust in the service they receive without a guaranteed quality because the service they receive is not significant. If the quality perceived by the customer is more than the perceived cost then it will be high in customer value (Matzler et al., 2006). According to Parasuraman, Zeithaml, and Berry (1988), they have five scopes, which are dependability, tangibility, safety, responsiveness, and empathy. Former researchers have stated that scope is very significant for employees since the employee must constantly be responsive to the interests and customer needs.

Responsiveness captures the conception of inflexibility and the capability to acclimatize services to client requirements. Spa operations should also ameliorate staff skills. Good responsiveness will impact the value of customer satisfaction with spa services. When the spa staff provides fast service, it will make customers feel satisfied to do the treatment at the spa because they like the spa that provides quick and fast service without making them stay too long to get the service. After all, responsiveness is an important factor in explaining positive feelings. Staff need to be ready to help their guests, give prompt service, load workers, and promptitude of spa center staff because responsiveness is a factor strongest relationship with customer perception (Spyridoula et al., 2017).

Empathy and honest and compassionate treatment of guests is a variable that plays an important part in prognosticating client satisfaction (Spyridoula et al., 2017). According to the empirical results, it is shown that perceived value will have a significant positive effect on customer satisfaction that is word of mouth and the intention to repurchase the product or use the service again. Customer satisfaction has a very positive effect and significant price sensitivity on word of mouth and their intention to purchase or use the service again. Perceived value has a positive effect on customer satisfaction because the user's evaluation of the product or service is related to the perceived value, their repurchase intention will be influenced by the perceived value of the product by the customer. Therefore, the longer the perceived quality and value of a product or service, the longer the customer's intention to buy (Tyrone et al., 2022).

The purpose of the study was to explore the significance and impact of service quality, perceived value, and service performance on customer satisfaction at a spa in Pengkalan Chepa, Kelantan. This research has greatly improved service quality and customer satisfaction with spa services in Pengkalan Chepa, Kota Bharu, Kelantan. This study was crucial in supporting spas in acquiring a better understanding of service quality, which can have a positive or

negative impact on their client's satisfaction with the business. This is because this study serves as an indirect guidance for them to expand their competence and earn a lot of profit as a consequence of better spa client contentment.

METHOD

Research Design

This study uses qualitative as the main tool as a tool in the data collection process of the respondents. This research will focus on qualitative analysis that tries to explain in detail about social or human issues from various perspectives. In this study, in-depth interviews will be used to collect data. After collecting the data, it will be checked. Data was collected by sampling method either in a semi-structured format because we used a qualitative method in this study (Creswell et al., 2018).

Data Collection

In-depth interviews were conducted using an interview guide exploring respondents' experiences and their perspectives on customer satisfaction at a spa. The interviews were conducted at spa settings, and some were conducted in restaurants as per the respondent's request. Interviews were performed in the Malay language because most of the respondents were Malays, and they understood and preferred the language. The saturation occurs when new data collection has no longer contributed to further information on the issues under investigation. The respondents provided written consent, and brief socio-demographic information before the interview sessions. Confidentiality and anonymity of ethics were maintained. All interviews were conducted for approximately 45 to 90 minutes each session.

Sampling Strategy

Purposive sampling was the first sample technique utilized in this study. It is a non-probability sample that was chosen in accordance with the study's objectives and the demographics of the target respondents. Purposive sampling is a pretty simple process to carry out. As a result, researchers can gather as much information from as many perspectives as feasible. This was the case for M. Kogan and colleagues' customers at the spa were selected in this study as a total of 12 respondents. In other words, the sampling strategy for qualitative methods in implementation studies is less clear (Lawrence et al., 2015). This sampling was used to achieve the objectives of this research and obtain data from the respondents. Spa customers in Pengkalan Chepa, Kota Bharu have been selected for this study, a total of 12 respondents.

Data Analysis

The interviews were recorded with some note-taking by the researchers. The Malay language audio files were transcribed verbatim. These interview transcripts were then coded. Thematic analysis was chosen as the method to analyze the data from the interviews. The analysis represents a systematic framework to code qualitative data to recognize patterns across the data (Braun & Clarke, 2014). In order to enhance the credibility of the study, triangulation from different sources has been applied by researchers. Next, the member-checking process

was done by phone calls, and the polished content of the transcripts and the quotations cited were read to the respondents. The rich, thick description was utilized to provide various viewpoints on a theme, making the data more genuine and realistic. The study procedures were clearly documented in order to allow reproducibility (Creswell & Creswell, 2018). The transcription notes were checked repeatedly with the audio files to minimize obvious errors. Furthermore, triangulation of data includes conducting a pilot study, multiple case studies, triangulation between case study interview data and respondent's verification of interview data. Rigor was tested in this study to assess research quality and ensure that the data obtained are as relevant and trustworthy as feasible (Finlay, 2006). Rigor was evaluated by means of dependability, credibility, confirmability, and transferability.

FINDINGS

Sociodemographic Characteristic

In this research, four demographic items have been set, namely age, gender, race and occupation. Respondents in the age range of 21-23 years are the majority for this study. Malays are the majority race for this study. In this study, customer satisfaction with the quality of service at the spa was used in the demographic section.

TABLE 1. Descriptive characteristics of respondents

Respondents	Age (years)	Gender	Ethnicity	Occupation
R1	22	Female	Malay	Student
R2	23	Female	Malay	Student
R3	23	Female	Malay	Student
R4	23	Female	Malay	Self- employed
R5	44	Female	Malay	Lecturer
R6	24	Female	Malay	Intern
R7	33	Female	Malay	Self- employed
R8	25	Female	Malay	Student
R9	23	Female	Malay	Student
R10	21	Male	Iban	Self- employed
R11	23	Male	Malay	Student
R12	33	Female	Malay	Student

Factor affect customer perception of customer perception:

Based on the semi-structured interviews, three main themes were derived from the transcripts regarding the factors that affect customer perception of customer service. The themes were: (1) Spa service quality, (2) Spa perceived value, and (3) Spa perceived service performance. Each theme was made up of several sub-themes.

TABLE 2. Themes and sub-themes for factors affect customer perception of customer perception

Quotations	Codes	Sub-themes	Main themes
<ul style="list-style-type: none"> ● <i>When I did the treatment at the spa, the staff there did it carefully. The reason is that he uses technology. (Respondent 2)</i> ● <i>And the answers given about the problems experienced by the customer are also very detailed and are always given examples if the customer does not understand it. (Respondent 9)</i> ● <i>I am quite confident in their treatment and words regarding my health and beauty. they are very good in providing information because the doctor from the spa explained to me that if you want to do facials regularly. (Respondent 6)</i> 	<ul style="list-style-type: none"> ● Assurance ● Responsive ● Reliability 	(1) Service quality of service staff	1. Spa service quality.
<ul style="list-style-type: none"> ● <i>The spa is near my house, and it is convenient and convenient for me to go there. In addition, the spa is very comfortable with aromatherapy and the service by the staff is very comforting and at the same time gives me confidence to go there again. (Respondent 1)</i> ● <i>It is near the spa, mostly overall from what I see, the view is beautiful, maintain, follow the creativity in the spa. (Respondent 2)</i> 	<ul style="list-style-type: none"> ● Convenience ● Cleanness 	(2) Service quality of ambiance	
<ul style="list-style-type: none"> ● <i>Like for me because I like it there because he uses products from us. International has a brand, after we used it for treatment there, it didn't make my skin. Respondent 1)</i> ● <i>If you come early, ask your name, ask to sit first, wait a moment and wait inside, keep coming, their service is fast, when you walk in, you have to wait a while. (Respondent 1)</i> 	<ul style="list-style-type: none"> ● Good aspect of a purchased product 	(1) Customer's satisfaction on service & product	2. Spa perceived value

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<ul style="list-style-type: none"> ● <i>The waiting time was not long and he continued to enter because when I arrived there was no one but he said it was good luck because they usually have to book first so after I waited a very long time to enter then there were two or three workers. (Respondent 4)</i> 	<ul style="list-style-type: none"> ● Ability to reduce waste 		
<ul style="list-style-type: none"> ● <i>Like for me because I like it there because he uses products from us. International has a brand, after we used it for treatment there, it didn't make my skin. (Respondent 1)</i> 	<ul style="list-style-type: none"> ● Receiving the quality customers pay for a particular product 	(2) Customer's satisfaction on prices	
<ul style="list-style-type: none"> ● <i>I am very satisfied with the price offered at the spa. It is worth the type of treatment offered. (Respondent 5)</i> 	<ul style="list-style-type: none"> ● Price always comes first, and quality follows 		
<ul style="list-style-type: none"> ● <i>I got to know about this spa from Facebook, the post about this spa has been posted several times on my fyp, so it has attracted my attention to try to do treatment at this spa. (Respondent 8)</i> 	<ul style="list-style-type: none"> ● Remote encounter 	(1) Spa service encounter	3. Spa perceived service performance
<ul style="list-style-type: none"> ● <i>When the treatment is ready, he takes me to the relaxation area and gives me tea and a light snack. (Respondent 1)</i> 	<ul style="list-style-type: none"> ● Face to face encounter 		
<ul style="list-style-type: none"> ● <i>I will message them first and tell them that I want to make an appointment or book the date I want to visit. Please reply to my messages quickly and reply to my messages nicely and politely. (Respondent 4)</i> 	<ul style="list-style-type: none"> ● Phone encounter 		
<ul style="list-style-type: none"> ● <i>The spa provides great service and provides good customer service. (Respondent 12)</i> 	<ul style="list-style-type: none"> ● Customer service 	(2) Spa functional quality	
<ul style="list-style-type: none"> ● <i>Really satisfied, good service, like when she canceled the appointment, she apologized for everything, we have to understand whether or not the employee is there. (Respondent 6)</i> 	<ul style="list-style-type: none"> ● Product performance 		

DISCUSSIONS

According to our respondents, (1) spa service quality, (2) spa perceived value, and (3) spa perceived service performance influenced customer impression of customer service in Pengkalan Chepa, Kelantan. Many spa customers in the Pengkalan Chepa continent respond positively and in accordance with the user's preferences. Customers who visit the spa have certain expectations as spa goes in Malaysia. The Spa in the Pengkalan Chepa base area, it turns out, received positive comments or sharing from the consumers who went. Many people also mentioned that the spa where they attended offered clear instructions on how to do a treatment. According to Jack et al. (2019) the aspect that influences whether people trust a leader is how well-informed and knowledgeable they are. Although the customer does not know the actual cost, they simply follow the internal sentiment for a product that is worth it where it is relevant to support the use of perceived value for the improvement service quality guidelines shown (Keme et al., 2013).

One of the customers who came to the spa in Pengkalan Chepa stated that she was very satisfied with the price offered by the spa which was worth the type of treatment offered. It shows that perceived value will have a significant positive effect on customer satisfaction, that is word of mouth and the intention to repurchase the product or use the service again. Customer satisfaction has a very positive effect and significant price sensitivity on word of mouth and their intention to purchase or use the service again. Some consumers see value when there is a low price, others see value when there is a balance between quality and price (Mercy Mueni Kiyingi et al., 2018). Spa Service Experience Expectations for a service interaction were characterized by Hsieh as a desire for service. The services or goods that should be offered or desired by those customers are presented as customer expectations. Another industry that focuses on customer satisfaction and is recognized for offering therapies for well-being and beauty includes spa services (Chen et al., 2013). This factor is an important issue that affects the level of customer satisfaction with service quality because the value of the service that customers feel will affect the price because they are willing to pay a high price because the quality of the service provided is worth the price.

Some customers from the Pengkalan Chepa spa stated that the staff at this spa provided very good service. A good staff can provide pleasure and comfort to their customers as well as improve the performance and good image of the spa. According to (Carpini et al., 2017). Job performance is probably the most important and studied variable in industrial management and organizational behavior. A good experience from customer response can also give a good performance and image to the spa. This is due to the staff giving sweet smiles and welcoming service to the customer. The ability of a firm to sustain revenue during service encounters was then further emphasized, highlighting how important customer service and satisfaction are. Wang (2011) claims that several earlier studies have backed the claims that good customer service directly influences customer happiness. Next, it is said that through perceived value, customer service has an impact on customer satisfaction. According to Choi (2019), wellness services like spas heavily rely on services cape. The personnel at these facilities recognize the spa service encounter as a front-stage experience and a true moment that has a significant impact on these services (Choi, 2019).

Communication partners should be present in messenger communication and give a case for why they should be heard and helped (Knop et al., 2016). Getting information directly from customers is one of the ways to enhance the spa experience and win their trust. Customers in the study acknowledged their pleasure with the service given, indicating that it meets the

spectrum of satisfaction and gives them more trust. According to Ali et al. (2021), the appearance of physical facilities, equipment, workers, and communication materials is a Service Quality Dimension for the spa.

As a result, the study's findings may be useful to spa owners or managers in strategizing their marketing plan to maximize revenue and minimize costs on which attributes to focus on, as tangibility and responsiveness attributes do not affect spa-goer satisfaction. Aside from that, spa owners or managers might conduct an inquiry into disgruntled spa-goers to enhance the present service so that it meets the demands and expectations of the spa-goers.

CONCLUSION

This study revealed that consumers' perceptions of service quality for spa establishments, particularly in Pengkalan Chepa, Kelantan, are outstanding. Overall, customers who used spa services in the studied region reported being satisfied; favorable rising spa evaluations, and service value, service experience, and contentment were all satisfied. Furthermore, customers were provided with spa commodities that exceeded their expectations. The researchers proposed service quality development recommendations as a contribution to spa industries in order to give exceptional service quality in the spa industry, including service quality dimension, perceived value, service experience, and customer satisfaction. The mentioned perceptions may be advantageous to spa entrepreneurs; they can use the offered results as guidance to build their service performance and serve spa consumers with a high degree of efficiency and perfection.

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Research Article

Understanding the Tourism Business Ecosystem for Pondokstay

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ABSTRACT

Malaysia remains among the top 5 Muslim destinations in 2019, and the demand for Islamic tourism products has attracted much attention from international and domestic tourists. In response to this and to revitalize Islamic tourism landscapes, the concept of pondokstay will be introduced for the first time in 2019. Initially, the concept of pondokstay refers to the availability of facilities and a series of activities conducted in schools that are close to the well-known concept of homestay. Guests have the opportunity to immerse themselves in an authentic Islamic environment, but to date, there is no universally accepted definition. However, there are many challenges for the school. Previous research has found that an additional element is required during production because the main business of the school is education, which is only teachers and students, but pondokstay requires more elements. So, an existing education entrepreneur transitioning to a tourism entrepreneur needs a different business ecosystem. Articles from three types of tourism, namely Islamic, educational and spiritual tourism, are revised to characterize pondokstay. Face-to-face in-depth interviews were conducted with five qualified informants based on documents of the state religious authority. They are selected according to specific criteria, such as the school's establishment period and the number of employees and students. The responses were manually transcribed, grouped, coded, and thematized. Based on the analysis conducted, three themes emerged to describe pondokstay, namely the establishment factors, the programs, and the facilities required. In addition, there are ten subthemes that were categorized into fifteen indicators.

Keywords: Pondokstay; Business Ecosystem; Islamic Tourism; Spiritual Tourism; Educational Tourism.

INTRODUCTION

Based on the findings of previous studies, the potential for schools to become tourist attractions in Malaysia and Indonesia is promising (Ibrahim et al., 2013; Fadil et al., 2013; Fadil &

Derweanna, 2021; Zabidi et al., 2022; Purnama et al., 2021; Hassan et al., 2022). The accommodation, activities and accessibility are some of the features of the product that have been repeatedly described either in Malaysia or Indonesia. This study aims to examine the relationship between the characteristics of pondokstay and the business ecosystem, using stakeholder attitudes as a moderator. Moderation occurs when the impact of a business ecosystem on the characteristics of pondokstay changes depending on the stakeholder's attitude (Farooq & Viji, 2017). The study discovered fourteen criteria: entrepreneurial orientation, situational strengths, industry type, perceived organizational support, competitive intensity, and many more (Farooq & Viji, 2017). However, the listed criteria do not moderate the relationship for this study. Interestingly, the study suggests that the criteria should be selected from the available outcomes. Therefore, the stakeholder's attitude is selected as the conceptual framework of this study, as shown in Figure 1.

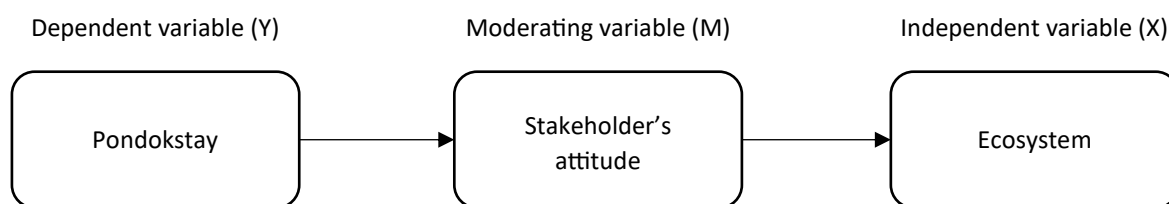


Figure 1. Conceptual Model for Pondokstay Production

Previous research shows that production is promising due to the availability of numerous elements such as serene ambiance, the main reference point, Islamic celebrations, and more, but some challenges restrict the production. Insufficient facilities and limited financial resources are some of the listed challenges in both countries. It is believed that stakeholder attitude can reduce challenges and accelerate production.

LITERATURE REVIEW

Types of tourism

This study attempts to combine three types of tourism in describing pondokstay, namely Islamic tourism, educational tourism, and spiritual tourism. Islamic tourism means observing the requirements of religion and is different from ordinary tourism. According to the findings of (Amir Abdullah et al., 2021), the absence of immoral and prohibited acts, tranquillity and cultural diffusion are some of the components of Islamic tourism. Meanwhile, in another study by (Suid et al., 2017), Islamic tourism is characterized by three concepts, namely economic, cultural, and religious. The findings state that tourism can improve the economy of the destination, promote Islamic traditions, and integrate religious components into the product, which makes it different from other ordinary types of tourism (Suid et al., 2017). In addition, the study by (Zainol et al., 2017) found that the availability of prayer rooms, halal food, gender-segregated rooms, prohibition of alcohol, adultery, gambling, and revealing clothing are the Islamic attributes of the place. For this reason, pondokstay should have Sharia-compliant and religious amenities, clear dress guidelines, and Islamic celebrations. These features distinguish pondokstay from other forms of ordinary Islamic tourism in the country, such as visiting historical mosques.

On the other hand, (Voleva, 2020) defines educational tourism as a combination of educational products and tourism products. Educational products can be seminars, research trips, conferences, and summer camps. Tourism products are essentially static elements such as attractions, accommodations and restaurants. In another study (Tri, 2020), educational tourism is divided into three dimensions: the main product, the actual product, and the additional product. The main product refers to a product whose primary purpose is educational gain and learning. In the meantime, the main product, which is bundled and offered in a tourism product to meet the needs of tourists, is called the actual product. Lastly, swimming pools, sightseeing tours and gastronomic services are classified as additional products (Tri, 2020). Due to this fact, as described by (Voleva, 2020; Tri, 2020), educational programs should include outdoor activities such as sightseeing to increase excitement. The facilities, such as classrooms and rooms for educational programs, remain the same as in Islamic tourism, except for the points related to gender mixing.

Finally, spiritual tourism is an act of soul healing. It involves a holistic approach that encompasses the outer and inner journeys to achieve balance in life. By integrating spiritual dimensions into the actual journey, a person's connection to a higher source or creator can be restored, thus strengthening their faith (Gambhir et al., 2021; Poggendorf, 2022). This form of tourism is expected to secure and build a better future for the planet, profit, and people (Gambhir et al., 2021; Poggendorf, 2022). Visiting churches, shrines, mosques, or meditation programs at specific religious sites are some examples of spiritual tourism activities. Therefore, the pondokstay should offer both indoor and outdoor activities provided that the Islamic narratives are included. The activities can bring them closer to the Creator and create a casual but firm memory. Table 1 shows the elementary differences between the three types of tourism. Some relevant variables, namely activities and facilities, are used in this study because they are recurrent.

Table 1. Elemental Differences

Types/Elements	Islamic	Educational	Spiritual
Attributes	Sex-separated room	Not specified	Not specified
Foods	Halal	Not specified	Not specified
Prohibition	Alcoholic drinks, gambling, adultery, revealing clothes	Not specified	Not specified
Activities	Any program that observes the requirements of religion	Any program that contributes to education	Any program that can strengthen their faith
Place of worship	Prayer space	Not specified	Varying according to the religion
Product of tourism	Museums, Islamic heritage sites, galleries	Hotel, terminal, restaurant	Specific spots such as Nachi Falls

The potential is bright; the school could be motivated by the opportunity as discovered in past research (Ibrahim et al., 2013; Fadil et al., 2013; Fadil & Derweanna, 2021; Zabidi et

al., 2022; Purnama et al., 2021; Hassan et al., 2022). However, the explanation of why the school decided to participate in the new ventures (Alhammad, 2020) requires confirmation. Whether they want to generate additional revenue by using their lifestyle to grab the business opportunity because tourists demand unique experiences (Alhammad, 2020; Ratten, V, 2020) or something else. It could be true that the school is facing a financial problem, but to some extent, further studies are needed because the matter is controversial. In addition, pondokstay offers unlimited opportunities to the school as it is relatively easy to enter the sector due to minimal start-up requirements (Dias et al., 2023).

Despite that, the production requires a different business ecosystem, as the new business differs from the existing one. The function of an ordinary school is expanded into a tourism product. The business ecosystem is an interplay of actors, institutions, social structures, and cultural values that support entrepreneurial endeavors, such as physical infrastructure, financial infrastructure, business support services, human capital, network opportunities, social capital, education and training, governance, community culture, quality of life, and general context (Kline & Clark, 2022). In addition, the study by (Jaafar, M et al., 2011) shows that external factors such as funding opportunities and a supportive business ecosystem influence the project's success. Once the relevant stakeholders are identified, and the barriers are removed, one could think of pondokstay as staying in school and participating in indoor or outdoor programs. However, all activities and facilities should be bound by Shariah principles.

Chronology and challenges of the school

The idea of pondokstay has been discussed since 2013 until today, but before that, we should understand the challenges of the school. The chronology is divided into five periods, which are shown in Figure 2.

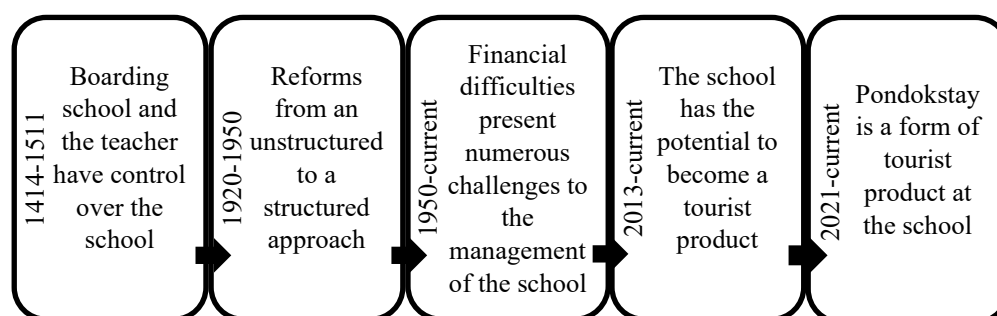


Figure 2. Chronology And Challenges

From the 14th century onwards, financial difficulties arose, which affected the school's administration. The school relies on school fees, donations in the form of land or buildings and monetary donations from local residents (Abd Rahim et al., 2016; Fadil et al., 2021; Fazial et al., 2021; Zabidi et al., 2022) to keep it running. In addition, the operators regularly accept financial support from the state religious authority (Ahmad et al., 2018; Fazial & Bahari, 2018). Insufficient funding is another problem for the teachers, who receive inadequate salaries and are therefore limited in their abilities. This is one reason why most of them cannot stay at school for long (Fazial et al., 2021; Fadil & Derweanna, 2021). In the past, donations were used to fund projects that benefited the community in many ways, such

as building schools, mosques, hospitals and other facilities for the needy according to the donor's original intention. (Fazial & Bahari, 2018; Fazial et al., 2021).

The benefits of the project include the construction of better facilities, such as the creation of a conducive and systematic learning infrastructure. Second, these projects can strengthen the financial aspects of the school. Thirdly, the project could train the school management in managing the fund and promote students' entrepreneurship in dealing with real business and make them pious entrepreneurs in the future (Fazial et al., 2021). Finally, social opportunities for school and community members could be enhanced through educational sponsorships (Fazial et al., 2021). Simply put, the school accepts donations but does not strive to generate revenue and profits from the donations it receives, leading to a false perception of the school (Fazial & Bahari, 2018; Fazial et al., 2021; Hassan et al., 2022; Zabidi et al., 2022). In addition, trust is also influenced by the school's transparency in managing donations. The project's success indicates the school's transparency because the administration does not use the public's donations effectively, which causes them to lose faith or trust in the administration and discourages them from supporting the school financially in the future (Fazial & Bahari, 2018).

Meanwhile, in Indonesia, there are funding problems, especially regarding the availability of funds due to low allocations from stakeholders. They rely on self-funding, which comes solely from students' tuition fees (Ramdhansyah et al., 2022). This is due to the lack of competent or trained staff to write proposals and the neglect of information about possible grants. Low staff motivation to work results from the low salaries or other benefits they receive, and incompetent staff hinder the search for funding opportunities and affect school performance (Ramdhansyah et al., 2022).

As mentioned above, the original business is different from the proposed project, so some configurations are needed, as the school's potential to become a tourist product is promising, as previously mentioned.

METHODOLOGY

This study uses a semi-structured interview. According to (Showkat & Parveen, 2017), this method enables the collection of an enormous amount of information from informants. The order of questions is not rigid as long as it covers the framework (Showkat & Parveen, 2017). The responses are transcribed and coded, the codes are thematized, and the themes are described (Esfahani & Walters, 2018). As this is a cross-language analysis, special care must be taken during the process to ensure that the informants' original responses are not altered (Showkat & Parveen, 2017).

ANALYSIS

This part looks at the results and relates them to the business ecosystem. It examines how the business ecosystem enables production. It is assumed that characteristics are a dependent variable, the business ecosystem is an independent variable, and stakeholder attitudes are a moderating variable, as shown in Figure 1. The recorded responses are divided into two categories: financial support systems and partnerships. As mentioned earlier, the relationship between the characteristics and the business ecosystem is influenced by the attitude of the actors.

Informant 1 stated that “more toilets, parking, spaces and spacious dining areas are needed” if they wanted to accommodate a larger audience. The same response is also recorded by Informant 3; the informant said, “guests can rent the chalet near the school and attend religious classes. But more toilets, parking lots, and dining areas are needed”. The last response of Informant 4 states that “incomplete facilities like chalets prevent them from running the program on a larger scale”. From the recorded responses, the availability of funding mechanisms such as grants and project funding opportunities from state and private sources at the state or federal level are some of the practical examples that encourage production. In addition, tax exemption is another practical mechanism to encourage investors to develop the required facilities.

Second, partnerships with other companies are essential, especially for outdoor activities. Informant 3 mentioned that “guests are taken to the durian orchard during the season and need to be arranged prior to the trip”. Moreover, Informant 5, which prioritized destination gastronomic offerings for its guests, also stated that “local delicacies are being introduced to the guests during outdoor programs.” The third response from Informant 2 stated that “horse riding can be offered as part of the outdoor program for the guests. Based on these three responses, it is clear that partnerships with others are essential to ensure outdoor activities run smoothly, as this plays a critical role in guest satisfaction. Finally, strong partnerships between the school and operators in organizing outdoor activities could encourage further consumption at the destination.

FINDINGS

The results of this study indicate that additional conditions are needed, namely the availability of financial support systems and partnerships. Based on the considerations in the previous section, the commitment of stakeholders, whether government or private sector, is vital to the production. Moreover, partnerships are important, especially for outdoor activities. Therefore, the presence of these two constructs could influence production in the future. Finally, the pondokstay should include outdoor activities and not just focus on indoor programs. Interestingly, this study shows that stakeholder attitudes moderate the relationship between pondokstay and the business ecosystem.

CONCLUSION

Based on the two constructs described earlier, it is crucial to identify relevant stakeholders, especially in terms of financial support systems and partnerships, to mitigate existing challenges during production. As mentioned earlier, identifying the relevant stakeholders from the government or private sectors is indispensable. Therefore, it is recommended that Pentha–Helix or multi-stakeholder models be developed for pondokstay. For example, government agencies (e.g., the state religious department, significant tourism associations), tourism-related businesses (e.g., tour operators, restaurants), academia, residents, and media partners (e.g., magazines and newsletters) are some of the relevant stakeholders, but further work is needed to define their respective roles.

Pondokstay is expected to revitalize the Islamic tourism landscape in Malaysia. The concept is currently gaining popularity in the country due to the establishment of the Islamic Tourism Centre. So far, Islamic tourism has been associated with trips to Islamic museums, mosques, and Sharia certification of accommodations. Perhaps pondokstay could be offered to broader groups in the next few years. In addition, another moderator should be used in future research to examine the relationship between dependent and independent variables. In addition, a cost-benefit analysis should be conducted to determine if the benefits of production outweigh the associated costs. In addition, an analysis of the range of tourism opportunities is recommended as it may be associated with the development of outdoor programs. Finally, the study area could be expanded to the state and federal levels, and selection procedures could be tightened in the future.

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Research Article

Consumers Purchase Intention Towards Organic Beauty Products Among Women in Malaysia

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ABSTRACT

The objective of this research is to investigate the determinants of consumer purchase intention towards organic beauty products by examining the influence of green ads, trust, attitude, and green knowledge. Using a quantitative method this study employs an online questionnaire survey of women in Malaysia. 384 data had been collected using purposive sampling and analyzed using the SPSS 28 version. The results showed that there were significant positive correlations between green ads, trust, attitude, and green knowledge with consumer purchase intention. The significance of this study is the expansion of knowledge on the factors that lead to women's purchase intention towards organic beauty products. Future research can expand this study by investigating other factors using qualitative methods and different respondents.

Keywords: Green Ads; Trust; Attitude; Green Knowledge; Purchase Intention

INTRODUCTION

Organic beauty products can be classified as 'experience goods' because consumers generally learn about their quality and attributes during the pre-purchase and pre-consumption. The market for organic beauty products was estimated to be worth over USD 34.5 billion in 2018. It is expected to increase at a compound annual growth rate of 5.2% from 2018 to 2027 when it is expected to reach USD 54.5 billion. Consumers are more aware of the negative consequences of beauty products loaded with inorganic material because using personal care products is a common practice (Al Mamun et al., 2018; Rani et al., 2018). Since organic beauty products help protect human skin while having a less negative impact on the environment, many women in particular feel compelled to buy them (Khan et al., 2021). Sometimes, even non-users of organic beauty products (people who have never used organic beauty products)

purchase organic beauty products (Munerah et al., 2021). Thus, helping the organic beauty product industries increase sales rate.

Even though the organic beauty market is still in its infancy, researchers who are more interested in this issue have found a wide range of factors that affect consumers' intentions to purchase organic beauty products. Based on Kim and Chung (2011), health consciousness partially supported the consumers' purchase intention toward organic beauty products among women. Only a few studies, particularly in the context of developing economies, have focused on the theoretical frameworks that predict consumers' propensity to buy organic beauty products (Ghazali et al., 2017; Suphasomboon et al., 2022).

Therefore, this study aims to investigate the determinants of consumer purchase intention toward organic beauty products among women in Malaysia. The outcomes of this study were useful for the researchers to understand the relationship between consumers and organic beauty products. The objective of this research is to investigate the relationship between green ads, trust, attitude, and green knowledge toward organic beauty product purchase intention among women.

LITERATURE REVIEW

Underpinning Theory

The Theory of Planned Behavior (TPB) (Ajzen, 1991) discusses and identifies the factors that predict a person's intentions and behavior. The basis for behavior according to the TPB where attitude, subjective norms, and perceived behavioral control affect intention and eventually affect behavior (Ajzen, 1985). TPB is selected as the theoretical framework for anticipating behavioral intention (Ajzen, 1980) and it is one of the most important theories for predicting psychological and behavioral conditions. Additionally, Chen (2017) has combined several other variables including trust in the TPB. Chen (2017) adds two link paths from the subjective norm and perceived behavioral control to attitudes toward non-remunerated blood donations to the TPB's basic model, integrating elements like perceived risk, trust in blood-collection organizations, and blood donation experience.

Attitude is a belief, either positive or negative, and an assessment of a certain behavior. According to Ajzen (1991), an individual is more likely to engage in a particular action if they have a positive attitude about it. The subjective norm is the behavior that a person accepts as normal because of peer pressure and perceivable behavioral standards. Perceived behavioral control occurs when an individual's motivation is affected by how they perceive the difficulty or simplicity of a certain behavior.

According to Vazifehdoust et al. (2013), consumers' decisions to purchase green products are affected by a variety of factors, including product quality, green labeling, green advertising, and environmental sensitivity. Green purchase intention is significantly impacted by environmental awareness and concerns (Aman et al., 2012). Green purchasing behavior is positively influenced by environmental awareness, green product attributes, green marketing strategies, and green costs (Boztepe, 2012). Thus, TPB is well-designed and appropriate for characterizing behavioral patterns, according to Kalafatis et al. (1999).

Environmental concerns and environmental knowledge are important elements that affect customers' decisions to buy organic products, claim Paul et al. (2016) and Yadav et al. (2016).

As a result, it's critical to produce goods that satisfy customers in terms of cost, functionality, quality, and environmental concerns (Vazifehdoust et al., 2013). Research on environmentally friendly consumption is a topic of recent studies, and Gilg et al. (2005) claim that additional data is still required to fully understand how environmental concerns affect green consumption.

Green Ads

Green advertising emphasizes the connection between services and products, and the environment, encourages eco-friendly living, and conveys a great image of collective environmental stewardship (Banerjee et al., 1995). Green advertising can influence consumers' purchasing intentions by fostering consumer trust and raising knowledge of organic products (Fuerst et al., 2016; Rahmi et al., 2017). Along with promotional tactics, brand value is created by cultivating customer trust (Rizomyliotis et al., 2021) this influences consumers' buying intentions for organic beauty products (Jayaram et al., 2015). Although lots of products with organic labels are inexpensive, consumers are less likely to trust goods without a strong green label. According to Jaiswal et al., (2018), consumers assess organic beauty products depending on the products' details, environmental, and green packaging. However, women's desire to buy organic beauty products is harmed by their misgivings about green social media advertising. Thus, during the research process, green advertisements have a favorable effect on consumers' trust in organic beauty products. Consumer perceptions of organic beauty products are positively impacted by green advertising.

- H1 There is a positive relationship between green ads with consumer purchase intention toward organic products.

Trust

Trust is an emotional brain state, not merely a behavioral expectation, and it is an essential component of all human connections, including love relationships, family life, corporate operations, politics, and medical procedures (Thagard, 2018). Previous research has shown that trust appears to have an impact on the choice to choose a renewable power source. Customer trust is one of the factors that influence behavior related to customer perceptions of the company's organic goods (Lavuri et al., 2022). According to Wang et al. (2022), trust can reduce a consumer's potential risk while increasing the possibility of purchasing at the time of transaction processing. Trust minimizes the possibility that an exchange relationship would act opportunistically, increases transaction worth, and increases the likelihood that a purchase will be made (Wang et al., 2022). According to Lavuri et al. (2022), when customers trust in the offerings and believe that the organic items are eco-friendly, they will expand a favorable purchase intention.

- H2 There is a positive relationship between trust and consumer purchase intention toward organic products.

Attitude

In general, attitudes are mental states, and implicit attitudes are distinct from explicit attitudes on two fronts: they are automatic and not discoverable through introspection (Machery, 2016). According to Tewary et al., (2021), environmental and health concerns have a substantial influence on young working women's attitudes toward buying organic cosmetic products. According to Tarkiainen et al., (2005), there is a positive relationship between the attitude toward purchasing organic beauty products and the intention to buy them. According to Khan

(2021), the positive relationship between attitude and purchase intention is strengthened by customer involvement.

- H3 There is a positive relationship between attitude and consumer purchase intention toward organic products.

Green Knowledge

Green product knowledge refers to a customer's subjective comprehension of a green product's environmental features and environmental implications. Customers' attitudes and behaviors may be at odds if they are unaware of green products (Wang et al., 2019). Knowledge about the brand and the product is a key factor in the intention to buy green products (Limbu et al., 2022). Consumers' opinions about purchasing eco-friendly cosmetics are positively impacted by their understanding of sustainable personal care goods, which in turn influences their propensity to do so. In other words, a young female consumer's power to buy green cosmetics increases with her level of awareness about green cosmetics. Higher knowledge concerning green cosmetics is likely to increase the intention to buy green cosmetics.

- H4 There is a positive relationship between green knowledge and consumer purchase intention toward organic products.

Research Framework

A conceptual framework describes the significant determinants of consumer purchase intention toward organic beauty products by using references from the literature review. Figure 1.1 depicts the conceptual framework for this study. Green ads, trust, attitude, and green knowledge are the four independent variables. The dependent variable is the purchase intention toward organic beauty products among women in Malaysia.

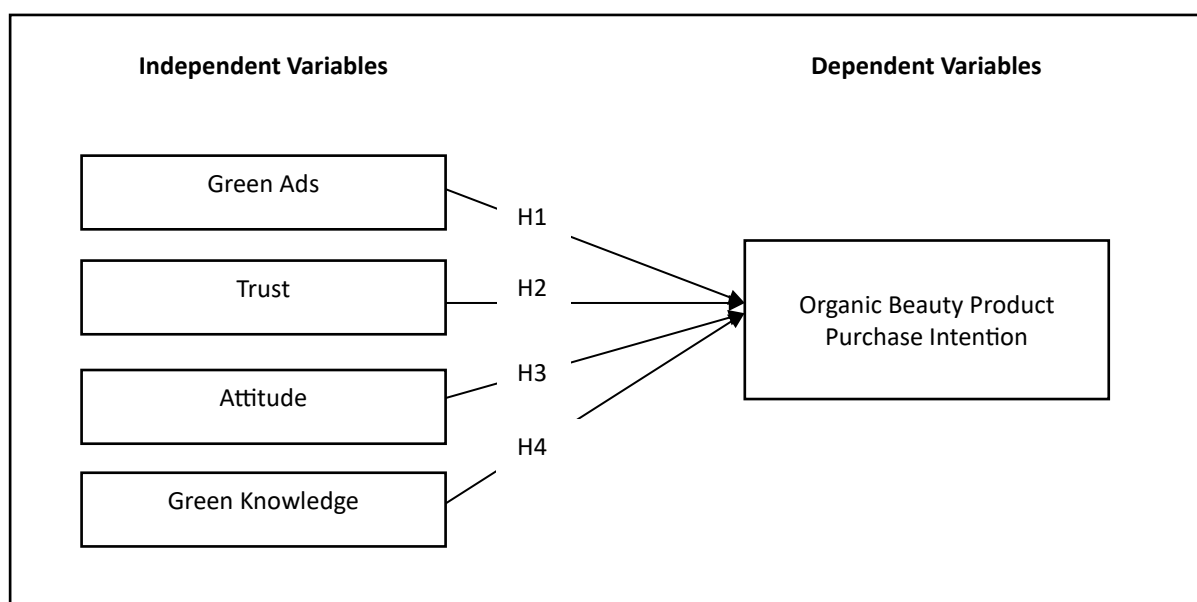


Figure 2. Conceptual Framework of Organic Beauty Product Purchase Intention

METHODOLOGY

To achieve the objectives, this study employed a quantitative method using an online questionnaire survey to gather information on consumer purchase intention toward organic beauty products among women in Malaysia. Data was collected using a five-point interval scale for respondents to choose from. The questionnaire was distributed to Malaysian women consumers (18 years and above) who have used organic beauty products at least once. The questionnaire was collected through online surveys to reach the targeted respondents. Using non-probability sampling (or non-random sampling) offers a variety of sample selection procedures, the majority of which incorporate an element of subjective judgment. Furthermore, with the increasing expansion of online questionnaires, non-probability samples have become significantly more widespread (Saunders et al., 2019). In this study, purposive sampling will be used as a technique to find and collect the respondent. The collection of information from specific individuals relevant to the study who are easily available to supply it is referred to as purposive sampling (Sekaran et al., 2016).

FINDINGS

384 data were gathered and analyzed using Statistical Package for Social Sciences (SPSS) version 28.0 for descriptive, reliability, and correlation analysis. Findings from the data show most of the respondents' ages ranged from 18 to 25 years old (38.8%) followed by those between 24 and 34 years old (38%), (18.3%) are those between 35 and 54 years old, and (4.9%) only respondents are those over 55 years old. In terms of race, the majority of the respondents are Malays (71.9%), followed by Indians (17.9%), and Chinese (9.6%). Most of them are single (64%) and only (35.4%) are married. Regarding occupation, students (38%) are the highest occupation response who use organic beauty products, followed by private employees (31.5%), government employees (18%), and self-employed (7.6%), with others (4.9%) being the lowest. More respondents with a degree (61.7%) than respondents with a diploma (27.9%). Only (7.6%) of the respondents had their SPM, while others (2.9%) had no formal education. Most of the respondents with the highest monthly incomes were between RM1001 and RM4000 (88.3%), and the lowest were respondents with a monthly income of RM10,000 and above (0.5%). Lastly, the majority of respondents responded they have experience using organic beauty products (86.7%), compared to only 13.3% of those who did not.

Table 1. Demographic Profile

Characteristics	Frequency	Percentage (%)
Age		
18-24 years old	149	38.8
25-34 years old	146	38
35-44 years old	34	8.9
45-54 years old	36	9.4
55 years old and above	19	4.9
Race		
Malay	276	71.9
Indian	67	17.4
Chinese	37	9.6
Others	4	1

Marital Status		
Single	246	64
Married	136	35.4
Others	2	0.5
Occupation		
Student	146	38
Government Employee	69	18
Private Employee	121	31.5
Self-employed	29	7.6
Others	19	4.9
Education Level		
SPM	29	7.6
Diploma	107	27.9
Degree	237	61.7
Others	11	2.9
Monthly Income		
RM1000 and below	29	7.6
RM1001-RM4000	147	88.3
RM4001-RM6000	36	9.4
RM6001-RM8000	29	7.6
RM8001-RM10,000	8	2.1
RM10,001 and above	2	0.5
None	133	34.6
Experience by Using Organic Beauty Products		
Yes	333	86.7
No	51	13.3

Descriptive Analysis

Table 2 depicts the descriptive analysis of each item in the variables under study. The mean scores were used to determine the levels of agreement for each variable. A mean score of 2.49 or less was considered "low", a mean score of 2.50 to 3.49 was considered "moderate", and 3.50 or more was considered "high".

Table 2. Descriptive Analysis

Variables	Items	Mean	Standard Score
Green Ads	I think that green advertising can raise awareness about the importance of organic beauty products.	4.5625	0.69406
	I believe using green advertising could help make organic beauty products more well-known to many people.	4.5573	0.68314
	I think that green advertising makes me more environmentally aware.	4.5443	0.70294
	I believe green advertising makes me more likely to buy organic beauty products.	4.4792	0.78136
	I believe that green advertising can help to promote organic beauty products.	4.5026	0.73694

	I believe that green advertising can be beneficial to organic beauty products.	4.5391	0.68060
Trust	I trust there are no dangerous chemical residues in organic beauty products.	4.1849	0.83630
	I trust the idea of using organic beauty products.	4.2812	0.70734
	I trust that using organic beauty products has a beneficial effect on health.	4.2604	0.72255
	I trust buying organic beauty products is a trustworthy choice.	4.2734	0.74450
	I trust using organic beauty products helps me live a healthy life.	4.2266	0.77374
	I trust the use of ingredients in organic beauty products.	4.2318	0.76198
Attitude	I'm aware of organic beauty products and use them.	4.1849	0.86092
	I believe it is a terrific idea to give my family, friends, and acquaintances organic beauty products.	4.4010	0.71944
	I consciously prefer to use organic beauty products.	4.3307	0.75962
	I recommend to my friends and family regarding the organic beauty products.	4.3151	0.81255
	I believe using organic beauty products makes my skin look healthy and glowing.	4.2552	0.77660
	I always do a pricing check before purchasing any organic beauty products.	4.2786	0.77018
Green Knowledge	I know a lot about organic beauty products.	3.9557	0.93698
	I am familiar with the green terms in organic beauty products.	4.0391	0.90316
	I am conscious of the advantages and qualities of organic beauty products.	4.1745	0.78715
	I think that I am more knowledgeable in understanding organic beauty products compared to other products.	3.9816	0.95817
	I believe that women who are pregnant or nursing can safely utilize organic beauty products.	4.1641	0.78939
	I believe that green knowledge can help me to identify organic beauty products and animal-based products.	4.1563	0.77934
Purchase Intention	I am willing to purchase organic beauty products while shopping.	4.0417	0.87216
	I'm going to start buying organic beauty products.	4.1406	0.77562
	I will purchase more organic beauty products.	4.0495	0.82718
	I'm willing to spend more money on organic beauty products.	3.8724	1.01779
	I will purchase organic beauty products to protect the environment.	4.2292	0.6890
	I would like to purchase organic beauty products as soon as I run out of them.	4.1198	0.80548

The maximum mean value for items in green ads was 4.5625, where respondents strongly agreed that “*green advertising can raise awareness about the importance of organic beauty products*”. While item for the trust variable, that received the highest mean score of 4.2812 was “*I trust the idea of using organic beauty products*”. According to the independent variable's mean and standard deviation analysis of attitude, respondents highly agreed with the statement “*I believe it is a terrific idea to give my family, friends, and acquaintances organic beauty products*” with the highest mean of 4.4010. The statement “*I am conscious of the advantages and qualities of organic beauty products*” had the highest mean value of 4.1745 on the independent variable of green knowledge. Finally for the measurement of the dependent variable of purchase intention towards organic beauty products, the item “*I will purchase organic beauty products to protect the environment*” had the highest mean value.

Reliability Test

Cronbach's alpha coefficient values for the independent and dependent variables in this study are shown in Table 3 to demonstrate their reliability. The reliability of all variables under study was supported by the value of Cronbach's alpha coefficient above 0.9. Trust has the highest Cronbach's alpha value, which is 0.958, followed by purchase intention towards organic beauty products among women in Malaysia with the value of 0.953. The third highest was green ads with a value score is 0.950, followed by green knowledge with a value of 0.943. Attitude had the lowest Cronbach's alpha score which is 0.936. As a result, measurements for all variables are reliable.

Table 3. Reliability Test

Variable	Number of Items	Cronbach's Alpha coefficient	Strength of Association
Green Ads	6	.950	Excellent
Trust	6	.958	Excellent
Attitude	6	.936	Excellent
Green Knowledge	6	.943	Excellent
Purchase Intention	6	.953	Excellent

Pearson Correlation

The strength of the association between the dependent variables (purchase intention) and independent variables (green ads, trust, attitude, and green knowledge) was assessed using the Pearson correlation test. The interpretation of the correlation coefficient is shown in the Table 4.

TABLE 4. Pearson Correlation Analysis

Hypothesis	Pearson Correlation	p-value	Interpretation	Result
H1: There is a positive relationship between green ads and consumers' purchase intention towards organic beauty products.	0.527	0.000	Moderate (positive)	Accepted
H2: There is a positive relationship between trust and consumers' purchase intention towards organic beauty products.	0.680	0.000	Moderate (positive)	Accepted
H3: There is a positive relationship between attitude and consumers' purchase intention towards organic beauty products.	0.703	0.000	Strong (positive)	Accepted
H4: There is a positive relationship between green knowledge and consumers' purchase intention towards organic beauty products.	0.785	0.000	Strong (positive)	Accepted

Table 4 shows the results of the Pearson correlation analysis to evaluate the relationship between the independent variables and the dependent variable. The correlation between green ads and customer's purchase intention of organic beauty products is positively significant with a correlation value of 0.527 and a *p*-value below the 0.01 level. The *p*-value was 0.000, which

is less than the significance threshold of 0.01. A positive significant association between trust and purchase intention toward organic beauty products with a correlation value of 0.680 and a p -value below the 0.01 level. Attitude also had a substantial positive correlation with 0.703 and the p -value was 0.000, which is less than the significance level of 0.01. A significant positive relationship between attitude and customer purchase intention for organic beauty products was found, with a correlation value of 0.703. Furthermore, for green knowledge, there were positive significant values of correlation of 0.785 with the p -value of 0.000, which is less than the 0.01 level of significance. Thus, the findings showed the positive impact of green ads, trust, attitude, and green knowledge on customer purchase intention.

CONCLUSION

This research investigates the determinants of consumer purchase intention for organic beauty products, focusing on the influence of green ads, trust, attitude, and green knowledge among women in Malaysia. Findings of the research show environmental awareness and knowledge play a crucial role in consumers' decisions to purchase organic beauty products. Understanding the relationship between green ads, trust, attitude, and green knowledge helps in promoting environmentally friendly consumption and sustainable personal care choices. The study contributes to the limited research on the theoretical frameworks predicting consumers' propensity to buy organic beauty products, especially in developing economies. Future research could explore cultural variations in consumer perceptions and purchase intentions toward organic beauty products. Given the increasing role of online platforms, future research could delve into the impact of digital marketing, social media, and influencers on consumer perceptions and purchase intentions. In conclusion, this research sheds light on the determinants of consumer purchase intention toward organic beauty products among women in Malaysia, contributing valuable insights for both industry practitioners and academic researchers.

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Research Article

Motivational Factors to Consume Organic Food Products Among University Students in Kelantan

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ABSTRACT

Previous research has shown that organic food products have gained attention among consumers. However, studies on youth motivation towards consuming organic food products are still scarce. Therefore, this study investigates the motivation to consume organic food products by examining the relationship between consumer attitude, price perception, health concerns, and environmental concerns toward motivation to consume organic food products among public university students in Kelantan. Questionnaire surveys were distributed to a sample of 235 students from three public universities in Kelantan. The data were gathered and analyzed for descriptive, reliability, and correlation analysis using SPSS version 26. The study found that consumer attitude, price perception, health concern, and environmental concern were significantly correlated with the motivation to consume organic food products. This research contributes to the factors that motivate youth to consume organic food products. The study also provides information and resources for the food industry in providing organic food for university students. Future studies should provide qualitative data, investigate other potential factors influencing the motivations for organic product consumption, and expand the study with a larger and definitive population size.

Keywords: Consumer Attitude; Price Perception; Health Concern; Environmental Concern; Organic Food Product

INTRODUCTION

Organic food products use natural and organic ingredients that support consumers' health. The ingredients of organic food products come from sources that are believed to be safe because the production process starts from the cultivation of ingredients using organic farming techniques. David et al., (2020) found that using organic farming techniques is a method farmers use to produce organic food products. According to Nguyen and Truong,

(2020) study, based on statements from the World Health Organization (WHO), organic food is considered to be the result of natural gardening, where the fertilizer used is made organically without mixed materials and the way to prevent insects is to use biological methods. Sulaiman et al., (2020) organic food has become a growing priority among the community. Demand for organic food products increased due to consumers' awareness of the importance of their health (Melovic et al.,2020). In 2017, the sale of organic food products reached 97 billion US dollars, with the US, Germany, France, and China having the largest market. Organic food products have advantages such as being free from harmful substances and having content that is believed to be safe, making people reluctant to buy. This study was carried out because it looked at the statistics of deaths in the community in Malaysia caused by suffering from various health problems such as diabetes and heart disease due to irregular and unhealthy eating habits. Also, conducting this study in Kelantan is essential as it is one of the states with various unhealthy and sweet foods.

Numerous studies on organic food products have been conducted and have revealed a connection between consumers' health concerns and their propensity to consume organic foods. An example of a study from Singh and Verma, (2017) makes price health concern and perception as a factor in consumer behavior to buy organic food products. Ditlevsen et al., (2019) have also researched organic food products, but it is more focused on consumers' health when using organic products. Previous studies have found that attitude, price perception, health concerns, and environmental concerns influence the motivation to use organic food products (Yang, Shaaban & Nguyen, 2014; Singh & Verma, 2017; Sulaiman et al., 2020; Nguyen & Truong, 2020). However, studies that link the above factors with the motivation to use organic food products for university students are still limited. Therefore, this study investigates factors that motivate university students to consume organic products. The objectives of the present study are 1. To investigate the relationship between consumer attitude and motivation to consume organic food products; 2. To determine the relationship between price perception and motivation to consume organic food products; 3. To examine the relationship between health concerns and motivation to consume organic food products, and; 4. To investigate the relationship between environmental concerns and motivation to consume organic food products.

This research contributes to the motivation factors of university students to consume organic and nutritious food. The present study also promotes awareness among university students to eat more organic or nutritious food. In addition, people are encouraged to stick with chemical-free organic food products. The present study also encourages consumers from the youth group, especially university students, to focus on the nutritional value of the food they take. On the packaging nutritional label, consumers can also find the organic purity, giving more assurance to young people to eat organic food. In addition, this study can be used as a resource for the food industry to determine what influences university students' dietary decisions and to increase the size of its market in Malaysia. This healthy diet can help students improve their performance in learning and encourage positive behavior. Improving food quality can provide students with good body health (Chen, 2017).

LITERATURE REVIEW

Organic food product

The production of organic food started with cultivation methods that do not use chemicals.

According to the United States Department of Agriculture (USDA), (2019), organic food was processed according to the rules set by agencies related to the organic sector. Organic food is produced using biological, mechanical, and physical procedures that preserve the essential quality of each component and the final product (IFOAM, 2006). When consumers have a sense of concern for environmental issues, it causes them to be motivated to use organic food products (Diekmann & Franzen, 1999). The growth of organic products was partly because of developing marketing trends where consumers were exposed to information on organic products and their benefits before they decided to make a purchase (Thogersen, 2016). A study by Singh and Verma (2017) found that health awareness, knowledge, subjective norms, and price factors have influenced consumers to use organic food products. Organic foods are increasingly preferred over conventional. The rise in the prevalence of lifestyle conditions like heart disease and depression significantly impacts how modern consumers change (Rana & Paul, 2017).

Consumer Attitude

Pang et al., (2021) study found that the attitude of consumers depends on their knowledge of something known as a cognitive component, while after that will involve the feelings and emotions of consumers about something that refers to the effective component. Then, the way they act will be involved, called the behavioral component. According to a study by Sulaiman et al. (2020), consumer attitudes have encouraged them to buy. Consumers' positive attitude towards buying organic food products enables them to evaluate the product and determine whether it is good or bad for them if they buy it. Students with a positive attitude towards organic food will be more motivated to consume organic food on campus and at home (Dahm et al., 2009). Rana and Paul, (2017) and Adamtey et al., (2016) have stated that the change in the attitude of each consumer towards organic food products is due to products that meet the tastes of modern consumers. A better attitude is related to behavior. If individuals have a good attitude toward something, then there will be an intention to behave towards that matter (Ajzen, 2015).

Price Perception

The term "perception" has meanings that are acknowledged in the marketing literature. The act of choosing, compiling, and interpreting sensations into a coherent whole is called perception. The frame of reference of the individual affects this process, which is very subjective (Hanna et al., 2009). Marketers are keenly aware of consumer impressions since they are crucial to businesses. In actuality, the only reality that counts in the market is the one that is created in the minds of the consumers, who are the (fair or unfair) judges of the goods and the masters of their own decisions. Here, this study investigated how individuals view the qualities of organic food. Most research studies in organic consumer behavior focus on customers' buying motivations, values that guide their decisions to buy organic food, and an analysis of factors such as health, nutritional value, flavor, or environmental concerns. According to an Italian study, customers identify organic products with health and pursue good, delectable, and nourishing goods (Zanoli & Naspetti, 2002). According to Tobler et al. (2011), health and flavor are the primary reasons people choose to eat sustainably. A thorough study by Hughner et al., (2007) and Bourn and Prescott, (2002) found that health and flavor are the main elements influencing the consumer's decision to buy and consume organic food.

Health Concerns

Previous studies by Nguyen et al., (2019) said that individuals' health consciousness reflects their attitudes toward health issues and their willingness to take action to protect their health. Consumers are becoming increasingly concerned about food safety and nutrition. Organic foods are considered healthier because they are high in nutrition and free of chemicals. Research findings from Tsakiridou et al., (2019) found that as many as 87.6% of his respondents believed that this organic product was healthier for them than other products. Therefore, it can be said that health concerns have led or encouraged consumers to use organic food because of the authenticity of the product that can be trusted.

Environmental Concerns

Consumer awareness and perception of ecosystem damage and the depletion of natural resources are considered environmental concerns (Kalafatis et al., 1999). Additionally, environmental care is described as one's individual opinions, attitudes, and degrees of environmental concern (Ahmadun, 2003). As people's concern for the natural environment has grown, consumers are looking for products with a "green element," as well as those with a positive impact on the environment. In addition, people are increasingly concerned about their health while purchasing products, particularly food products. This element has emerged as the primary motivator for people to purchase organic food (Yin, 2010). Organic foods protect the environment because manufacturing and selling processes do not employ polluting chemicals and technology. As a result, environmental concern is regarded as one of the factors influencing consumers' consumption of organic products (Winter & Davis, 2006).

Figure 1 shows the research framework of the present study. Four hypotheses have been developed for this study to determine whether there is a relationship or correlation between dependent and independent variables, H1: There is a positive significant relationship between consumer attitude and motivation to consume organic food products; H2: There is a positive significant relationship between price perception and motivation to consume organic food products; H3: There is a positive significant relationship between health concerns and motivation to consume organic food products, and; H4: There is a significant positive relationship between environmental concern and motivation to consume organic food products.

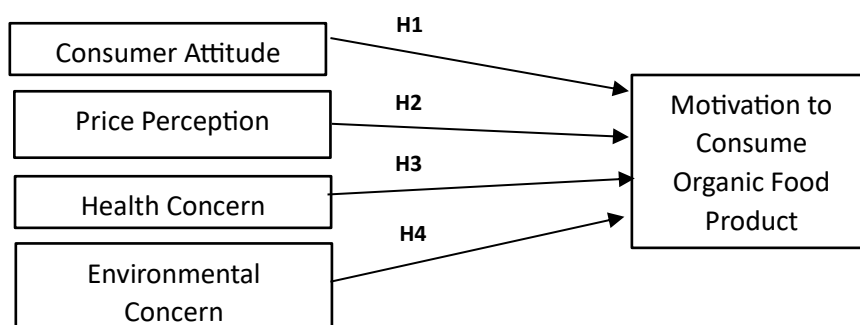


Figure 1. Conceptual Framework Of Motivation To Consume Organic Food Products

METHODOLOGY

Quantitative methods were used to examine the motivation to consume organic food products among university students in Kelantan. White and Millar, (2014) and Creswell, (2011) agree that quantitative research is statistical to answer questions related to who, what, when, where, how much, and how to explain events. To collect data from respondents regarding the study, the researcher opted to employ a quantitative method called a survey. In this study, primary data has been collected from university students in Kelantan namely at the Universiti Malaysia Kelantan (UMK), Universiti Sains Malaysia (USM), and Universiti Teknologi Mara (UITM). the selection of these respondents because Kelantan has been known as a heaven of food and various of its foods contain high-sugar ingredients. Thus this study aims to investigate the dietary and organic food consumption among students in Kelantan. An online self-administered questionnaire through Google Forms was used for data collection. The questionnaires were designed to gather demographic information and data regarding the factors that motivate youth to consume organic food products. The questionnaire was distributed using social media sites such as WhatsApp and Facebook as well as physically in each university location by sharing the Google Form with respondents.

According to Periodicals, (2019), sampling is the process of choosing a portion of the target population for a research project. A smaller group is used instead of attempting to contact every person in the community. Sampling from the population is frequently more realistic and enables data to be obtained faster and at a lesser cost. In the present study, the convenience sampling method was used. Convenience sampling is one of the types of samples included in the non-probability sampling method. The advantage of this method is that it saves time and resource savings. Convenience sampling is a sampling that takes into account the elements' accessibility and simplicity of acquisition. Convenience sampling was applied to obtain the target sample at the appropriate location and time. Although this strategy is less reliable, it is the quickest and least expensive to carry out because researchers are free to choose whom they interact with.

Data analysis was administered to determine the descriptive analysis and reliability of each variable, and Pearson correlation analysis to test the relationship between the four independent variables (IVs) and a dependent variable (DV). The four IVs in this study were consumer attitude, price perception, health concern, and environmental concern, whereas the DV was motivation to consume organic food products. Data analysis is a technique for assessing the gathered data. In most cases, it includes examining the data created by applying analytical abilities to spot trends, correlations, or patterns. Following the completion of the information-gathering process with the respondents, data were generated using SPSS software.

FINDINGS

235 data were gathered and the respondent profile is summarized in Table 1. The majority of respondents were female with 77.0% (181) while the rest were male. The highest percentage of the age group is age 21 to 23 years old with 78.3%, followed by age 18 to 20 with 17.4%, 24 to 26 with 3.8%, and 27 and above with 0.4%. Most of the respondents were single (96.6%), and Malay (91.95%). The balance was 8 Indian respondents (3.4%), 5 Chinese (2.1%), and other races at 2.6%. The respondents were degree students totaling

219 in numbers (91.9%), 18 diploma students (7.7%), and 1 master's degree student (0.4%) from Universiti Malaysia Kelantan (52.3%), Universiti Sains Malaysia (21.7%), and Universiti Teknologi MARA (26%). They were mostly in their third year (145 respondents, 61.7%). The respondents' home states were also stated in Figure 1. The state of Kelantan was ranked highest at 48.9% with 115 respondents, and the second highest was Terengganu at 10.2% with 24 respondents, while Kedah gets 9.4% with 22 respondents. For the state of Pahang, it got 7.7% with 18 respondents. For the state of Johor, there was 6.8% for that state with 16 respondents. Selangor has 4.7% with 11 respondents, followed by Penang 3.8% with a total number of 9 respondents. Perlis is equivalent to 2.1% with a total of 5 respondents. While for the state of Sembilan, Perak and Sabah share 1.3% with 3 respondents. Likewise, Kuala Lumpur and Melaka have the same percentage of 0.4% with 1 respondent.

Table 1. Result Of Demographic Analysis

Characteristics		Frequency	%
Gender	Male	181	77.0
	Female	54	23.0
Age	18-20 years old	41	17.4
	21-23 years old	184	78.3
	24-26 years old	9	3.8
	27 years and above	1	0.4
Marital Status	Married	8	3.4
	Single	227	96.6
Race	Malaysia	216	2.1
	Indian	8	3.4
	Chinese	5	91.9
	Other	6	2.6
Education Level	Bachelor of Degree	216	91.9
	Diploma	18	7.7
	Master Degree	1	0.4
Institution	University Malaysia Kelantan (UMK)	123	52.3
	University Teknologi Mara (UITM)	61	26.0
	University Sains Malaysia (USM)	51	21.7
Years of study	Year 1	33	14.0
	Year 2	34	14.5
	Year 3	145	61.7
	Year 4	23	9.8
States	Johor	16	6.8
	Kedah	22	9.4

Kelantan	115	48.9
Kuala Lumpur	1	0.4
Melaka	1	0.4
Negeri Sembilan	3	1.3
Pahang	18	7.7
Perak	3	1.3
Perlis	5	2.1
Pulau Pinang	9	3.8
Sabah	3	1.3
Sarawak	4	1.7
Selangor	11	4.7
Terangganu	24	10.2

Result of Descriptive Analysis

This study analyzed the mean and standard deviation for each section of the questionnaires (see Table 2). The mean and standard deviation on the independent variable for consumer attitude, with the maximum mean value of 4.27 (0.844), showed that respondents strongly agreed that organic food products are useful for meeting nutritional needs. The mean and standard deviation on the independent variable for price perception had the highest mean score of 4.01 (0.822), with the statement that “*I think the price of organic food products is in accordance with the benefits*”. The mean and standard deviation on the independent variable for health concerns, the item with the highest mean was 4.31 (0.823), which strongly agreed by respondents think often about their health. The mean and standard deviation on the independent variable, environment concern, the highest mean value was 4.25 (0.744), with the statement “ I think environmental aspect is very important in my food choice”. The dependent variable for motivation to consume organic food products for the item “ Organic food products are good for health” showed the highest mean and standard deviation score was 4.22 (0.764), indicating that the respondents strongly agreed that organic food products are good for health.

Table 2. Descriptive Statistics

Variable	Items	Mean Score	Standard Deviation
Consumer Attitude	I think buying organic food products is beneficial.	4.02	0.889
	I think buying organic food products is a wise choice.	4.23	0.814
	Buying organic food products makes me feel good.	3.95	0.818
	I believe organic food products are very useful to meet nutritional needs.	4.27	0.844
	Buying organic food products makes me feel	3.92	0.836

	pleased.		
Price Perception	I always choose the healthiest option, although it is more expensive.	3.79	0.968
	I think the price of the organic food product is not a barrier to purchasing it.	3.71	1.005
	I think everyone should buy organic food products, even though they are more expensive.	3.51	1.023
	I think the price of organic food products is in accordance with the benefits.	4.01	0.822
	I think the price of organic food products is high.	3.94	0.868
Health Concern	I think often about my health.	4.31	0.823
	I choose organic food products carefully to ensure good health.	4.18	0.830
	I think organic food products have a beneficial effect on my health.	4.19	0.746
	I think of myself as a health-conscious consumer.	4.19	0.826
	I am concerned about the type and amount of nutrition in the food that I consume daily.	3.86	0.936
Environment Concern	The balance of nature is very delicate and can be easily upset.	3.92	0.834
	I pay a lot of attention to the environment.	4.20	0.801
	I think the environmental aspect is very important in my food choice.	4.25	0.744
	I believe that organic food is more environmentally friendly than conventional food.	4.07	0.834
	I think humans must maintain a balance with nature in order to live a healthy life.	4.23	0.767
Motivation to Consume Organic Food Products	Organic food products are good for health.	4.22	.764
	Organic food products do not contain any chemicals.	4.10	0.849
	Organic food products have more nutritional value than conventional food.	4.09	0.796
	Organic food products consumption will help to protect the environment.	4.13	0.814
	I would buy organic food products because of their quality.	4.20	0.748

Result of Reliability Test

Table 3 shows the reliability of the independent and dependent variables in this study using Cronbach's Alpha Coefficient values. All the variables demonstrate sufficient reliability. Consumer attitude has the highest Cronbach's Alpha, with a score of 0.909, followed by the motivation to consume organic food products and the health concern, with scores of 0.896 and 0.858, respectively. The Cronbach's Alpha score for environmental concern was 0.822.

Price perception had the lowest Cronbach's Alpha, with a score of 0.813. Overall, all variables of the present study have trustworthy Cronbach's Alpha values.

Table 3: Results Of The Reliability Test

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Consumer attitude	5	.909	Excellent
Price perception	5	.799	Acceptable
Health concerns	5	.858	Good
Environment concerns	5	.822	Good
Motivation to consume organic food product	5	.896	Good

Pearson Correlation

In this study, the Pearson Correlation is intended to measure the strength of the relationship between independent variables (consumer attitude, price perception, health concern, and environmental concern) and dependent variable (motivation to consume organic food products). Table 4 shows the interpretation of the correlation coefficient. The result of the Pearson Correlation for consumer attitude showed a significant value of p , 0.000, < 0.01 level of significance. The consumer attitude and motivation to consume organic food products showed a positive correlation value of 0.620. In addition, the price perception demonstrated a significant value of p (0.000, < 0.01 significant level) with a correlation coefficient of 0.453. Next, health concerns also showed a positive significant relationship towards motivation to consume organic food products with a correlation coefficient of 0.678 and a p -value was 0.000, < 0.01 level of significance. Finally, the environmental concern demonstrated a significant positive relationship towards motivation to consume organic food products with a p -value of 0.000, < 0.01 level of significance, and a correlation value of 0.639.

Table 4: Pearson Correlation Analysis

Hypothesis	Pearson's correlation, p -value	Result
H1: There is a significant positive relationship between consumer attitude and motivation to consume organic food products.	$r = 0.620, p < 0.01$	H1 is supported
H2: There is a positive significant relationship between price perception and motivation to consume organic food products.	$r = 0.453, p < 0.01$	H2 is supported

H3: There is a positive significant relationship between health concern and motivation to consume organic food products.	$r = 0.678, p < 0.01$	H3 is supported
H4: There is a positive significant relationship between environmental concern and motivation to consume organic food products.	$r = 0.639, p < 0.01$	H4 is supported

DISCUSSIONS

This study discovered significant positive correlations between customer attitude, price perception, health concern, and environmental concern when purchasing organic food products. As a result, all of the research objectives have been met. This study is in line with previous studies on motivation to consume organic food products (Rana & Paul, 2017; Nguyen et al., 2019 & Ekasari et al., 2021). In most previous studies, it has been shown that the relationship between consumer attitudes and motivation to use organic food products is positive. This is because the two things are very closely related. According to what is in the study by Ekasari., (2021) concluded that consumer attitudes have had a positive effect on the consumer's decision to use organic food products and the same statement is found in the study by Pang et al., (2021). Therefore, this proves that consumer attitudes have a great impact on encouraging the use of organic food products. In most previous studies, it has been shown that the relationship between price perception and motivation to use organic food products is positive. This is because the two things are very closely related. The findings of the study by Ekasari et al., (2021) stated that price perception can be the reason for customer purchases of certain foods. This can be explained by the statement given by Suprpto and Wijaya, (2012), which states that consumers will decide to buy depending on the price of organic food items. This can be deduced that there is a positive relationship between price perception and the motivation that influences them to use organic food products.

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environment. Empirical research shows that views about purchasing organic food are positively influenced by environmental concerns in both industrialized and emerging nations like Australia, Taiwan, and India (Squires, 2001). Concern for the environment is one of the primary drivers of organic food purchases. Since they are produced and distributed without the use of harmful chemicals or technologies, organic foods contribute to environmental protection. More consumers are realising how important it is to safeguard the environment in every way they can.

CONCLUSION

This research was carried out in order to understand the motivation to consume organic food products among university students in Kelantan, Malaysia. The study identified four factors influencing this motivation, which are consumer attitude, price perception, health concerns, and environmental concerns. The positive attitude of consumers towards organic food products is found to be a significant factor motivating their consumption. Positive attitudes are linked to an individual's intention to consume organic food. Not only that, perception of prices, consumer awareness, and concern for health and environmental issues contribute to consumers' trust and motivation to consume organic products.

This research is significant for several reasons. First, the study aims to promote awareness among university students about the importance of consuming organic and nutritious food, emphasizing the potential health benefits and environmental impact. By understanding the factors influencing motivation, the research encourages young consumers, especially university students, to focus on the nutritional value of their food, potentially leading to healthier dietary choices. This study can serve as a resource for the food industry, helping them understand the factors influencing university students' dietary decisions and used to expand the market for organic products in Malaysia.

Future research could explore a broader demographic to understand if the factors influencing motivation to consume organic food vary across different age groups, professions, or regions in Malaysia. Not only that, change to other populations, such as among schools, to determine if school children already know about this organic food product. The research should be expanded using the qualitative method to get more authentic information. More research on the other potential variables should be explored to determine the motivation factors to consume organic food products. Longitudinal studies could assess the long-term impact of consuming organic food on individuals' health and behavior, providing a more comprehensive understanding of the benefits over time.

In conclusion, this research sheds light on the motivation factors for university students in Kelantan to consume organic food, emphasizing the importance of consumer attitudes, price perceptions, health concerns, and environmental considerations. The findings have implications for promoting healthier dietary choices and expanding the market for organic products. Future research could delve deeper into specific aspects and extend the scope to different demographics and regions.

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Research Article

Investigating Social Media Marketing Adoption among Homestay Operators in Malaysia

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ABSTRACT

The widespread use of social media has revolutionized communication, connectivity quality, and information consumption, making it an indispensable element in human daily lives. As such, social media marketing has emerged as a crucial tool for businesses to promote their products and services. In the case of Small Medium Enterprises (SMEs) in Malaysia, however, found that the adoption of social media marketing remains low, particularly among homestay operators. This study aimed to investigate the factors that influence homestay operators in Malaysia to adopt social media as a marketing medium. By employing a cross-sectional research design, a self-administered questionnaire was used to collect responses from a total of 208 homestay operators in Selangor, Negeri Sembilan, Melaka, and Johor. The results generated by the Structural Equation Modeling revealed that customer pressure and preference, as well as competitive pressure, have a significant impact on social media marketing adoption compared to perceived cost and digital skills. Significantly, this study provides valuable insights to the authorities to understand more about social media marketing adoption among homestay operators in Malaysia so that effective strategies can be highlighted to encourage SMEs in Malaysia to fully utilize new technology for business purposes. Overall, SMEs need to employ new technologies, specifically social media marketing for business growth as it provides extensive and effective connectivity at low cost.

Keywords: Social media marketing; Homestay operators; Social media adoption; Small Medium Enterprises; New technologies

INTRODUCTION

The development of Information and Communication Technology (ICT) today has shown the transformation of the Internet entering a new phase (Olsson & Bernhard, 2021). The use of the Internet changed when the transformation process it underwent shifted from a browsing medium to a transaction medium that enables users to engage in various online activities. Today, the Internet is not only used for personal purposes but also for business sustainability.

There are five roles of the Internet in business, and they involve communication, promotion, product distribution, management, and research (Carson, 2005). The transformation process of the Internet continues to occur over time, moving from a transaction medium to a social medium that offers two-way communication. This new generation of the Internet is known as social media, and it has changed users' knowledge, needs, and expectations in terms of search, information sharing, and decision-making processes (Rejeb et al., 2022). Nowadays, the public has started using social media as a business platform for things involving buying and selling, making inquiries, and obtaining feedback (Gunelius, 2011). Through the characteristics of social media such as being easily accessible, affordable, and fast, it makes today's information sharing more focused on uploading images and videos through platforms like Facebook, Twitter, and YouTube (Chan & Guillet, 2011).

Previous studies have also mentioned that the development of the tourism industry today is influenced by the characteristics of social media that further facilitate business activities between service providers and tourists (Alrashid, 2012). In addition, Mohamad (2022a) argues that the influence of social media should not be ignored by tourism businesses if they want to remain competitive in the market. For small and medium-sized enterprises (SMEs) in the tourism industry in particular, they need to understand and adapt to market changes in order to leverage the opportunities created by social media as well as market their products and services (Litvin et al., 2018; Xiang & Gretzel, 2010). This also applies to budget accommodation sectors such as budget hotels, homestays, guesthouses, chalets, and motels, which are seen to have limited resources and primarily focus on the local market and existing businesses (Mohamad, 2022b). Various factors will influence a budget accommodation establishment to adopt social media as their marketing medium, which include the size of the organization, culture, market trends, cost, competition, and infrastructure. However, there is still a research void on the adoption of social media marketing among homestay operators, particularly in Malaysia.

Research on the topic of social media is still insufficient despite its significance and its potential as an effective marketing tool. Existing studies primarily focus on social media usage in large corporations, but seem to neglect its adoption by entrepreneurs, particularly in small and medium enterprises (SMEs) (Olsson & Bernhard, 2021). Consequently, there is a lack of knowledge regarding the current level, patterns, and factors that influence the utilization of social media as a marketing tool, specifically from the perspective of Malaysia (Abu Bakar & Ahmad Zaini, 2022). Hence, this study aimed to investigate factors that influence the homestay operators in Malaysia, particularly in Johor, Melaka, Negeri Sembilan and Selangor to adopt social media as their marketing medium.

LITERATURE REVIEW

Social Media Marketing Adoption

Generally, social media marketing can help SMEs to increase website traffic, create conversations with audiences, enhance brand awareness, generate a brand identity and positive brand association, and encourage communication and interaction with audiences (Olsson & Bernhard, 2021). Social media marketing includes activities like posting text, images, videos, and other content that drives audience engagement. The more engagement between SMEs and the audience, the easier it is for SMEs to achieve their marketing goals (Mohamad, 2022b). Previous studies consistently indicated that the adoption of social media as a marketing medium has positively increased business performance, generated sales, and enhanced business

relationships with customers (Ali Abbasi & Abdul Rahim, 2022). In Malaysia, the adoption of ICT among SMEs is still low. This could be due to a lack of information, skills, or resources, all of which are required to use social media for marketing goals in an efficient manner (Abu Bakar & Ahmad Zaini, 2022; Appel et al., 2019).

It is important to note that to ensure the effectiveness, efficiency, and competitive advantage of SMEs, the applications and utilization of modern ICT are necessary to help improve the growth of SMEs, as well as the economy of a country (Liu et al., 2022). By using social media platforms for marketing purposes, consumers easily connect with businesses' products, services, and brands regardless of time or geographic boundaries. From a business perspective, social media allows SMEs to get feedback from consumers to improve the quality of their products, services, and brands. As social media is based on Web 2.0, it cannot be denied that the use of ICT, including social media marketing can help SMEs to connect, not only with consumers but also with other enterprises to improve their business widely. Scholars have been engaged in discussions regarding the usage of social media by entrepreneurs, and this topic is still at the developmental phase (Ali Abbasi & Abdul Rahim, 2022).

Customer Pressure and Preference

Customer pressure and preference refer to the perceptions customers hold regarding the business and its products, as well as their individual needs and preferences. It can be categorized as one of the important elements when it comes to technological adoption (Ali Abbasi & Abdul Rahim, 2022). Previous studies on technological adoption among SMEs have consistently proven that customer pressure has a positive correlation with business' intention to adopt the technology (Abdul Jamil et al., 2020; Costea et al., 2018; Dwivedi et al., 2021; Eid et al., 2020). On the other hand, some argue that the adoption of social media marketing is influenced by customer pressure and preferences, as businesses can enhance their profitability through long-lasting relational exchanges that foster strong emotional ties with customers. Therefore, the following hypothesis is formulated:

- H1 Customer pressure and preference have a significant influence on social media marketing adoption among homestay operators (P₁₅).

Perceived Cost

Costs can be characterized as expenditures that can be quantified in monetary or physical terms, yielding corresponding benefits. They are also defined as exchange rates, expenses, or sacrifices made to attain benefits or accomplish specific objectives of consumers (Yamin et al., 2019). Cost is identified as a key technological factor that significantly influences the willingness of SMEs to adopt social media marketing practices as they prefer to communicate with consumers while keeping expenses at low costs (Kaplan & Haenlein, 2010). In other words, if the cost of adopting social media marketing is low, the level of adoption will be increased (Ali Abbasi et al., 2022; Chatterjee & Kar, 2020). Earlier research has proven that cost plays an important role in the acceptance and utilization of technology. A study by Chatterjee and Kar (2020) indicated that naturally, SMEs will be cautious regarding the cost involved in adopting social media marketing. Moreover, there is also a suggestion that perceived cost is an important indicator of social media marketing adoption in developing countries (Rahman et al., 2020). The study found that social media marketing among SMEs in India is significantly affected by costs. Therefore, the following hypothesis is formulated:

- H2 Perceived cost has an insignificant influence on social media marketing adoption among homestay operators (P₂₅).

Competitive Pressure

Competitive pressure plays an important role in adopting technology. Competitive pressure refers to the pressure that is expended by competitors in the same industry. As SMEs are vulnerable to plenty of competitors in the same industry, they must exploit the benefit of technology by adopting social media marketing to adapt to the changes in market trends and sustain their presence in the industry. Earlier studies indicated that competitive pressure has a significant effect on social media marketing adoption among SMEs in Malaysia (Abdul Jamil et al., 2020; Ali Abbasi et al., 2022; Eid et al., 2020; Rahman et al., 2020), leading the following hypothesis to be formulated:

- H3 Competitive pressure has a significant influence on social media marketing adoption among homestay operators (P₃₅).

Digital Skills

In the era of digitalization, knowledge and digital skills are vital to sustain the growth of SMEs. Previous research has suggested that SMEs need to improve their knowledge and digital skills in order to meet the requirements of market trends and consumers' needs (Olsson & Bernhard, 2021). It is worth noting that by improving knowledge and digital skills, SMEs have high capabilities to face digital challenges and market changes. Recent research indicated that knowledge and digital skills among owners of SMEs have a significant impact on social media marketing adoption (Effendi et al., 2020; Rahman et al., 2020); Trawnih et al., 2014). Nevertheless, due to a lack of resources, other studies mentioned that digital skills have negative relationships and insignificant impact on social media marketing adoption among SMEs (Chatterjee & Kar, 2020; Effendi et al., 2020). Therefore, the following hypothesis is formulated:

- H4 Digital skill has an insignificant influence on social media marketing adoption among homestay operators (P₄₅).

Figure 1 exhibits the research framework which developed according to the discussions provided in earlier sections. The research framework indicated the influences of exogenous constructs which are customer pressure and preference, perceived cost, competitive pressure, and digital skills towards the endogenous construct of social media marketing adoption.

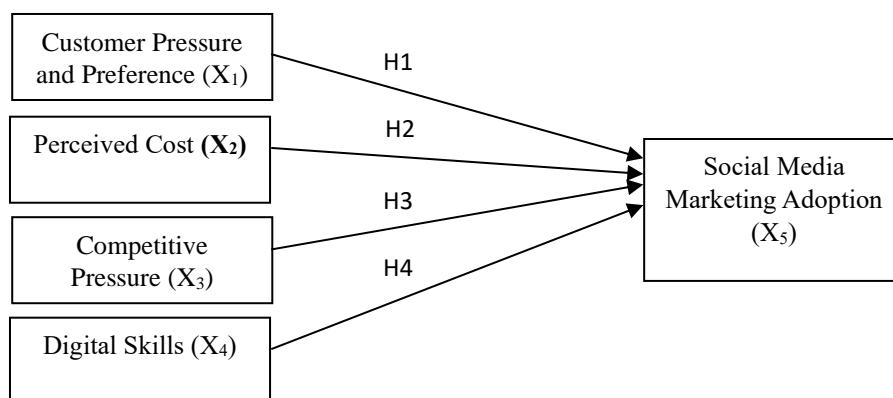


Figure 1. Research Framework.

METHOD

To conduct this study, a cross-sectional research design and convenience sampling technique were employed. Using a self-administered questionnaire, a total of 208 responses were collected from homestay operators in Johor, Melaka, Negeri Sembilan, and Selangor. This sample size is considered valid for further analysis based on two conditions. First, according to the PLS-SEM technique, the minimum number of respondents required for this study is 40 as the rule to calculate sample size is that each structural path in the research model ought to be multiplied by 10 (4 structural paths x 10) (Hair et al, 2014). Second, sample sizes in the range of 100 to 200 are appropriate for large or unknown populations (Hair et al., 2006).

Section A of the research instrument addresses the profile demographic of respondents and questions related to respondent's social media usage for marketing purposes. Section B comprises the social media marketing adoption, customer pressure and preferences, perceived cost, competitive pressure, and owner's knowledge and digital skills, which were measured using a five-point Likert scale (1=strongly disagree to 5=strongly agree). The construct of social media marketing adoption was measured using five items adapted from (Ali Abbasi & Abdul Rahim, 2022; Odoom et al., 2017). Five items for customer pressure and preferences construct were retrieved (Ali Abbasi & Abdul Rahim, 2022; Chatterjee & Kar, 2020). Six items for the construct of perceived cost were adapted from (Chatterjee & Kar, 2020; Rahman et al., 2020). For the competitive pressure construct, five items were measured based on the study (Ali Abbasi & Abdul Rahim, 2022; Rahman et al., 2020; Cao et al., 2018; Susanto et al., 2021). Lastly, five items from Ali Abbasi and Abdul Rahim (2022) and Rahman et al. (2020) were adapted for the construct of knowledge and digital skills. To test the research hypotheses, an inferential analysis was conducted to perform the PLS-SEM technique using the SmartPLS software. The PLS-SEM technique was engaged to assess the reflective measurement model and structural model.

Results

A total of 208 responses were received from respondents in Johor, Melaka, Negeri Sembilan, and Selangor. The majority of the respondents are male (59.1%) while 40.9% are female, which all fall under the age category between 31 to 40 years old (32.7%). Most of them are Malay (56.3%), owners of homestay (38.5%), and have already operated their homestay business for about 1 to 5 years (48.1%). Besides, 52.4% of them have experience using social media for marketing purposes for less than 6 years of which the most preferred social media channels is Facebook (89.9%), followed by Instagram (66.8%), and TikTok (52.4%). The majority of respondents also preferred to upload content such as photos (96.2%), videos (86.5%), and texts (60.6%).

Table 1 shows that the research model meets the requirements of measurement model assessment, where the Cronbach Alpha (α) value and composite reliability (CR) value are above 0.7, with factor loading (λ) value above 0.708 and loaded in their appropriate construct, and the Average Variance Extracted (AVE) value is above 0.5. Additionally, results also show that the Fornell-Larcker criteria of which the AVE square root value for each construct is larger than the correlation coefficient value ($\sqrt{AVE} > r$), and the HTMT ratio is above 0.9, indicating research's data is fit to the discriminant validity (Garson, 2016; Hair et al., 2014).

Table 1. Measurement Model Assessment

Constructs	Items	λ (> 0.708)	(α) (> 0.7)	CR	AVE	Discriminant Validity
Competitive Pressure	COM1	0.817	0.871	0.907	0.661	YES
	COM2	0.858				
	COM3	0.768				
	COM4	0.794				
	COM5	0.824				
Perceived Cost	COST1	0.836	0.889	0.914	0.64	YES
	COST2	0.804				
	COST3	0.798				
	COST4	0.779				
	COST5	0.781				
	COST6	0.803				
Consumer Preference	CPP1	0.821	0.912	0.934	0.74	YES
	CPP2	0.876				
	CPP3	0.877				
	CPP4	0.878				
	CPP5	0.847				
Digital Skills	KS1	0.844	0.903	0.928	0.721	YES
	KS2	0.827				
	KS3	0.889				
	KS4	0.86				
	KS5	0.823				
Social Media Marketing Adoption	SMMA1	0.8	0.874	0.909	0.666	YES
	SMMA2	0.857				
	SMMA3	0.817				
	SMMA4	0.758				
	SMMA5	0.845				

Inferential analysis revealed through the PLS-SEM technique has indicated that “consumer preference” ($\beta=0.275$, $t= 2.610$, $CI[0.052, 0.478]$) has a significant influence on social media marketing adoption among homestay operators in Malaysia. Consistent with Cao et al. (2018), environmental context such as consumer preference plays an important role in influencing companies to adopt social media marketing. A study by Effendi et al. (2020) indicated that the environmental context is full of uncertainties that are complex and fast. Thus, it is crucial for homestay operators to deeply understand the technological changes and how they can affect the business nature. As people nowadays rely more on online platforms to search for products and do their comparisons, low involvement of new technology will affect the business’s operation. Therefore, Hypothesis 1 (P_{15}) is accepted.

Next, perceived cost was found to have an insignificant influence on social media marketing adoption among homestay operators in Malaysia ($\beta=0.166$, $t= 1.955$, $CI[-0.009, 0.330]$). According to Chatterjee and Kar (2020), naturally, SMEs have limited resources to adopt new technology including providing the facilities needed. Thus, it is common for SMEs to be more cautious about cost. It is worth mentioning that to ensure the success of social media marketing,

management needs to provide relevant courses so that the person in charge understands the nature of social media in detail, including how it attracts the target market. Furthermore, they also have to commit in terms of facilities such as the Internet and devices. As most of the homestay operators operate their business on a small scale as it is not the operators' main source of income, the willingness to invest high cost for social media marketing is low (Dube & Sharma, 2018; Effendi et al., 2020). Therefore, Hypothesis 2 (P₂₅) is accepted.

Besides, this study discovered that competitive pressure ($\beta=0.483$, $t=5.015$, $CI[0.274, 0.660]$) has a significant influence on social media marketing adoption among homestay operators in Malaysia. As suggested by previous studies, competitive pressure can be the main motivation factor for business firms to adopt social media marketing (Effendi et al., 2020; Kumar et al., 2019). In line with a study by Cao et al. (2018), competitive pressure is the most influential factor in a company's decision to adopt social media marketing. Therefore, Hypothesis 3 (P₃₅) is accepted.

Lastly, digital skills were found to have an insignificant influence on social media marketing adoption among homestay operators in Malaysia ($\beta=0.005$, $t= 0.048$, $CI[-0.189, 0.209]$). Previous studies have suggested that the management of an organization should provide support through continuous training about social media applications usage for business purposes to staff so that they are alert about the latest interactive functions of social media and can utilize them optimally (Abdullah et al., 2022; Ahmad et al., 2019). Hence, it is worth noting that support from top management of organizations to provide sufficient knowledge and digital skills is one of the important components for organizations in adopting new technology including social media for marketing purposes. However, in the case of SMEs, a lack of resources can be the reason for companies unable to provide sufficient training in social media marketing (Effendi et al., 2020). Due to the size of the company, the top management perceived that they don't need to be experts on social media marketing, and it is sufficient for them to develop knowledge and digital skills based on self-learning. Therefore, Hypothesis 4 (P₄₅) is accepted. Table 2 summarizes the result of hypothesis testing.

Table 2. Results Of Hypothesis Testing

Hypothesis	Path	β	t	P	Results
H1	Consumer Preferences -> SMM (P ₁₅)	0.275	2.610	0.01*	Accepted
H2	Perceived Cost -> SMM (P ₂₅)	0.166	1.955	0.05	Accepted
H2	Competitive Pressure -> SMM (P ₃₅)	0.483	5.015	0.00*	Accepted
H3	Digital Skills -> SMM (P ₄₅)	0.005	0.047	0.962	Accepted

*Significant level at 0.05

DISCUSSIONS AND CONCLUSION

This study expands the body of knowledge on social media adoption and provides significant understanding regardless of how SMEs in the tourism industry, particularly homestay operators accept new technology as their marketing medium. Based on the research findings, the authorities such as the Ministry of Rural Development as well as the Ministry of Tourism, Arts and Culture are expected to be consistently encouraging homestay operators to utilize social media wisely in order to attract tourists' attention to their products. Moreover, homestay operators are also advised to be creative in offering their products or services on social media

as part of their strategies to create tourists' intention to buy the products or services. Furthermore, the management of homestays also has to be supportive and proactive in ensuring the success of social media as a new strategy marketing medium. This may include motivational support as well as providing the facilities needed and relevant training for staff to assimilate knowledge and skills associated with social media marketing. Besides the practical implications, this study recorded some limitations. Firstly, only a few factors are explored in this study. There may be other valuable factors from organizational and technological perspectives that should be highlighted such as the size of an organization, government support, market trend, perceived ease of use, perceived usefulness, and so on (Chakraborty & Biswal, 2020; Alrousan et al., 2021; Salah et al., 2021). Hence, future research is encouraged to venture into this possibility. Secondly, as this study was conducted based on a cross-sectional design by using the PLS-SEM technique, future studies can apply a longitudinal design so that respondents can be assessed in different time frames. By doing this, the effectiveness of social media adoption among homestay operators can be assessed in several phases. Finally, future studies can also implement advanced techniques of analysis such as Multilevel Structural Equation Modeling (MSEM) as it is believed to be able to produce more resilient and detailed findings.

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Research Article

Identifying the Factors that Affect the Passenger's Satisfaction using AirAsia Airline

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ABSTRACT

The main purpose of the study is to determine the effects of service quality, motivation, and involvement on passenger's satisfaction to travel within domestic destinations in Malaysia using Air Asia Airline. The questionnaire survey was distributed among Air Asia passengers and the data was analyzed using the Statistical Package for Social Sciences (SPSS). In total, 306 respondents have participated in the questionnaire survey. The study found that service quality, motivation and involvement have significant correlations with passenger satisfaction. Therefore, this study helps Air Asia company to improve service quality, particularly in time management, safety, facilities, and comfortability and motivates them to participate among passengers to initiate satisfaction among passengers using Air Asia Airlines.

Keywords: Airlines; Service Quality; Motivation; Involvement; Tourist Satisfaction

INTRODUCTION

The travel and tourism sector is important since it is the main source of income and is a basis for a country's economic growth. Tourism consists of different industries and one of the most significant industries that contributes to the growth of tourism is air transportation. This is because it helps tourists to travel from one destination to another. A leading low-cost carrier in Asia is Air Asia Airlines. It offers both domestic and international flights. However, the most frequently reported problem with Airasia is that they suddenly cancel, reschedule, and retime passengers' flight reservations (AirAsia, 2022).

Evidently, the Malaysian Aviation Commission (Mavcom) claimed that AirAsia company received the most complaints in the first half of 2022 whereby it is consisting of 42.1 percent of all aviation-related complaints surpassing Malaysia Airlines (40.7 percent) and Batik Air (7.9 percent) based on a report release by the Malaysian Aviation Commission's 12th issue

of its bi-annual Consumer Report in the first half of 2022 (MalayMail, 2022). There are various reasons why AirAsia flights are frequently delayed, including bad weather, technical issues, and others (Osman, 2019). Most of the tourists who have an urgent issue would be affected due to the sudden ticket cancellation and flight delay. Moreover, the passengers could not be directly involved in resolving this issue but needed to wait for the retimed flight. Consequently, this situation makes the passengers feel unsatisfied with the airline's services. As a result, the focus of this study is to identify the factors that determine passengers' satisfaction with using Air Asia as their preferred airline to travel around domestic destinations in Malaysia.

Several objectives of this study are established as follows:

1. To investigate the relationship between service quality and passengers' satisfaction using AirAsia as a preferred Airline to travel to domestic destinations in Malaysia.
2. To investigate the relationship between motivation and passengers' satisfaction using AirAsia as a preferred Airline to travel to domestic destinations in Malaysia.
3. To investigate the relationship between involvement and passenger satisfaction using AirAsia as a preferred Airline to travel to domestic destinations in Malaysia.

LITERATURE REVIEW

Passenger Satisfaction

In recent years the air transportation industry has changed considerably due to the effects of deregulation on the industry, the growth of various low-cost airline companies, inter-airport competition within different geographical areas, and rapid development in technological advancement have significantly affected the air transportation industry and led to massive changes in airport settings (Lopez-Valpuesta and Casas-Albala, 2023). Thus, the concept of satisfaction plays an important role for any business to sustain long in the market including the air transportation industry. Kotler and Keller (2015) claim that satisfaction is about fulfilling an individual's initial expectations based on the performance of a service offered. Meanwhile, Ali et al. (2021) found that satisfied persons are more likely to behave favorably toward the products and services offered by the business.

Thus, the present study claimed that passenger satisfaction is related to fulfilling passenger's expectations from their experience using the services of the Airline company. Hence, Alonso-Almeida et al. (2015) pointed out that the airline business should examine their passengers' satisfaction levels in order to catch their attention as well as reduce costs and increase profitability. Thus, satisfaction can be said as a primary objective for any business. If results are as expected, the individual is delighted. Otherwise, if the results are not as expected, they will be dissatisfied. Consequently, a business must constantly pay attention to the quality of the goods and services offered to the customer (Subashini & Gopalsamy, 2016) in order to satisfy individual needs and wants.

Service quality

Kotler (2013) asserts that quality should start with the needs of the consumer and end with how they perceive it. In other words, any business that intends to offer services must identify the current needs of the customer in order to guarantee the customer's experience consuming the service. Moreover, Lewis (2010) defines service quality as the extent to which a service

satisfies a customer's needs or expectations. Therefore, offering better services enhances the tourist experience and satisfaction, which draws in more customers and boosts sales for the business. However, it is difficult to evaluate the quality of services as compared to products since it is intangible.

A study conducted by Wang et al. (2020) investigated the effects of functional service quality, technical service quality, comfort, and cleanliness together with service planning and reliability on satisfaction and reuse intention towards urban rail transit in Tianjin, China. Similarly, a group of researchers found that service quality is crucial for the development of satisfaction (Muhamad Nasir, Mohamad, and Ab Ghani, 2021a; Muhamad Nasir, Mohamad, and Ab Ghani, 2021b). However, the current study investigates the effect of service quality offered by AirAsia Airlines on passenger satisfaction. Thus, based on the findings of the past studies, the first hypothesis of the study is established:

H1 There is a significant relationship between service quality and passenger satisfaction using AirAsia as a preferred airline to travel to domestic destinations in Malaysia.

Motivation

One of the most significant psychological influences on consumer behavior is motivation, which is a person's inner condition or aspirations to achieve an intended goal. In 1918 Woodworth was the first person who introduced the concept of "motivation" (Morris et al., 2022). The motivation refers to an inner drive that makes individuals to take action. Meanwhile, if the need is not satisfied, it will create pressure and the pressure will motivate individuals to take action to alleviate it (Huang, 2023). When a person can create an impulse that develops into a want, which then results in unhappiness until the need is met, that person is motivated (Wu, 2015). In tourism, motivation refers to internal feelings, desires, and thoughts that an individual has, influencing the tourists to travel (Nasir and Wongchestha, 2022). Thus, the present study defined motivation as feelings, desires, and thoughts that an individual has, influencing an individual to travel using a certain Airline company. Tourists choose to travel using certain Airline companies because of their inherent motivation for intangible rewards such as enjoyment, security, and other emotional needs. According to Prachi (2015), other intrinsic motivators include tourists' attitudes toward their knowledge of a person, place, or item, as well as their favorable or negative feelings about it. Moreover, Bayih and Singh (2020) claimed that motivation is an important predictor of developing satisfaction. Similarly, Pestana, Parreira, and Moutinho (2020) refute that motivation is important to initiate satisfaction among individuals. Thus, the second hypothesis is developed as follows:

H2 There is a significant relationship between motivation and passenger satisfaction using AirAsia as a preferred airline to travel to domestic destinations in Malaysia.

Involvement

Involvement would lead to an increased interest in the goods or services, and eventually, engagement with the company would extend beyond a simple purchase transaction. Involvement is important because it may serve as an active and trustworthy spokesperson for the brand, assist other individuals in identifying their wants for goods and services, determine how the business can meet those needs, and remove barriers between the firm and the tourists. Involvement refers to an individual's participation in local activities, and usage of tourism

products and services, which results in developing positive or negative perceptions of their overall trip experiences (Nasir & Wongchestha, 2022). To be specific, the present study claims that involvement refers to purchasing ticket as well as using the Airline's products and services which results in developing positive or negative perceptions of their travelling experience with the Airline. Moreover, Kim, Woo, and Uysal (2015) and Varshney (2020) claimed that involvement is an important factor in satisfaction. Therefore, the third hypothesis of the study is established:

H3 There is a significant relationship between involvement and passenger satisfaction using AirAsia as a preferred airline to travel to domestic destinations in Malaysia

Research Framework

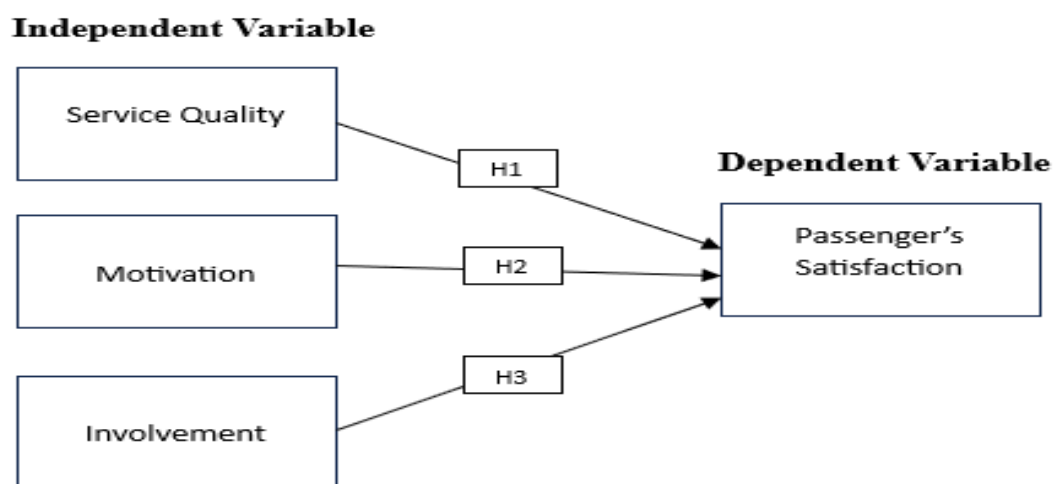


Figure 1. Research Framework

The Figure 1 above shows the research framework used for this study including the independent variables: service quality, motivation and involvement while dependent variable is passenger's satisfaction.

METHODOLOGY

Research Design

Quantitative is used in this study and it is a measurable investigation of numerical information gathered in an overview to inquire about, utilising strategies, for example, surveys using questionnaires. The purpose of the study is causal research whereby it intends to investigate the effects of independent variables towards the dependent variable. Then, a cross-sectional study is used in this research. The benefits of cross-sectional design include the focus on identifying correlations between variables at a single point in time and the collecting of data only once. In this study, the unit of analysis is individual tourists who travel using Air Asia Airline to domestic destinations in Malaysia.

Data Collection, Sampling and Data Collection Instrument

Data collection is a technique for gathering information from various sources in order to produce complete and reliable data. Data for this inquiry were gathered using a questionnaire survey through Google Forms. This type of study is often less expensive and simpler to manage than other approaches because it is standardized. The sampling method is a strategy for choosing a small sample from a large population for the study. This study chooses a non-probability sampling, namely, purposive sampling to select the samples of the study. Purposive sampling is where only selected respondents with certain criteria or characteristics are qualified to become the samples of the study. Thus, in the Google form, there is a section called as the screening section to filter whether the respondents qualify to become the respondents of the study or otherwise. This section will identify whether the respondents are (1) at the age of 18 years and above (2) domestic passengers who travel within any state in Malaysia (3) passengers who are experiencing rendering and purchasing Air Asia's products and services (4) Travelled with AirAsia airline in the last 3 years ago.

The questionnaire is designed with six sections including screening questions sections. The first section starts with the screening section. The second section is related to service quality offered by airline adapted by (Surahman, Yasa, & Wahyuni, 2020) consisting nine items. The third section is about motivation of passengers consisting five items adapted from (Nasir, & Wongchestha, 2022). The fourth section is related to involvement consisting of five items adapted from (Wang, 2014). The fifth section is about passenger's satisfaction consisting of four items adapted from (Surahman, Yasa, & Wahyuni, 2020). The last section is about the demographic profile of the respondents. All items used to measure the variables are using 5-point Likert scale.

Data Analysis

This study used four different types of data analyses: reliability analysis, frequency analysis, descriptive analysis, and Pearson Correlation analysis. The Statistical Package for the Social Sciences (SPSS) was used to analyse the data.

FINDINGS

Table 1. Reliability

Variable	Cronbach's Alpha	No of Item
1. Service Quality	0.89	9
2. Motivation	0.89	5
3. Involvement	0.96	9
4. Passenger's Satisfaction	0.97	4

The Table 1 above is the reliability analysis of the items in measuring the intended variable. Generally, the Cronbach's Alpha for all items is more than 0.7, indicating an acceptable consistency in measuring the variables.

Table 2. Profile of the Respondents

Respondents Profile	Categories	Frequency	Percentage (%)
Gender	Male	148	48.4
	Female	158	51.6
Race	Malay	260	85.0
	Indian	11	3.6
	Chinese	16	5.2
	Others	19	6.2
Marital Status	Single	267	87.3
	Married	39	12.7
Education Level	Diploma	50	16.3
	Bachelor Degree	186	60.8
	Master's Degree	68	22.2
	Doctor of Philosophy	2	0.7
Occupation	Government	28	9.2
	NGO	50	16.3
	Self-employed	26	8.5
	Private Sector	195	63.7
	Student	7	2.3

Based on the Table 2 above, most of the respondents are male (52%) and Malay (85%). Most of them are bachelor's degree holders (60.8%) and work in the private sector (63.7%).

Table 3. Item Mean and Standard Deviation

Items	N	Mean	Standard Deviation
Service Quality			
Operating hours exactly according to the set time.	306	3.53	0.962
AirAsia staff help passengers who face any problems related to the Airline.	306	3.81	0.886
Spacious and convenient Airline facilities.	306	3.76	0.951
AirAsia staff provide information needed by passengers.	306	3.84	0.815
AirAsia staff prioritize passenger safety.	306	4.03	0.841
AirAsia staff give full attention to passengers.	306	3.91	0.831
AirAsia staff pay attention to passenger comfort.	306	3.90	0.828

AirAsia staff help passengers' needs.	306	3.92	0.847
AirAsia staff inform the exact service time.	306	3.69	0.943
Motivation			
Using AirAsia Airlines to travel is fun.	306	3.72	0.886
Using AirAsia Airlines to travel is very entertaining.	306	3.75	0.883
Using AirAsia Airlines to travel makes me happy.	306	3.77	0.862
AirAsia provides various promotions during his holidays.	306	3.86	0.902
Using AirAsia Airlines to travel is exciting.	306	3.84	0.849
Involvement			
Using AirAsia Airlines is important to me.	306	3.56	0.908
Using AirAsia Airlines is interesting for me.	306	3.64	0.888
Using AirAsia Airlines is relevant to me.	306	3.72	0.890
Using AirAsia Airlines is exciting to me.	306	3.74	0.881
Using AirAsia Airlines is meaningful for me.	306	3.65	0.852
Using AirAsia Airlines is an attractive notion to me.	306	3.71	0.862
Using AirAsia Airlines is valuable to me.	306	3.67	0.894
Using AirAsia Airline is demanding a certain amount of involvement from me.	306	3.66	0.907
Using AirAsia Airlines is necessary for me.	306	3.69	0.929
Passenger's Satisfaction			
The feeling of pleasure using this AirAsia Airline.	306	3.68	0.830
Using AirAsia Airlines exceeds my expectations.	306	3.62	0.868

Feeling satisfied with the services provided by AirAsia Airlines.	306	3.78	0.847
Overall, I feel satisfied with AirAsia Airlines.	306	3.79	0.839

Based on Table 3 above, in terms of service, the most crucial part required by the passengers is safety ($m=4.03$) and facilitating what passengers need ($m=3.92$). This means that the passengers want the condition of all airplanes are maintained at the highest quality to ensure their safety during the flight as well as AirAsia airline staff assisting them with what they need in terms of flight information, etc. The highest means for motivation is various promotions during his holidays. In other words, passengers are looking for the lowest fares or cheap flights every time they travel to save their money. Subsequently, the passengers believe that using AirAsia is exciting ($m=3.74$) because AirAsia's system is friendly especially to manage their flights. Most of them are feeling satisfied using AirAsia's products and services.

Table 4. Pearson Correlation Analysis

Variable	Analysis	Satisfaction
Service Quality	Pearson Correlation	0.842
	Sig. (2-tailed)	0.000
	N	306
Motivation	Pearson Correlation	0.865
	Sig. (2-tailed)	0.000
	N	306
Involvement	Pearson Correlation	0.875
	Sig. (2-tailed)	0.000
	N	306

The result in Table 4 indicates that there are positive significant correlations between service quality, motivation and involvement toward passenger satisfaction since the values for all correlations are less than 0.05 ($p<0.05$). Moreover, all independent variables (service quality, motivation and involvement) have a strong correlation with passenger satisfaction with a magnitude of more than 0.80.

DISCUSSIONS AND CONCLUSION

In general, this study has extensively researched the determining factors, namely, service quality, involvement, and motivation influencing passenger satisfaction using AirAsia Airlines as a preferred airline to travel to domestic destinations in Malaysia. A total of 306 respondents who were at least 18 years old responded to complete the questionnaire. 306 data were analyzed using SPSS analysis including reliability analysis, frequency analysis, descriptive analysis, and Pearson Correlation analysis.

Based on the findings of the study, it was found that there is a correlation between service quality and passenger satisfaction using AirAsia Airlines as a preferred airline to travel to domestic destinations in Malaysia. It is aligned with the finding by Wang et al. (2020), which is indicated that passengers' satisfaction and reuse intention of urban rail transportation strongly rely on the factor of service quality. This means that the passengers are looking for high-quality services offered by AirAsia Airlines such as operating hours according to the set time (including reducing flight delay), helpful and informative Air Asia staff to assist the passengers, safety of passengers and spacious and convenient Airline facilities which could result in high satisfaction among passengers. Hence, H1 is supported. Moreover, it was found that there is a correlation between motivation and passenger satisfaction using AirAsia Airlines as a preferred airline to travel to domestic destinations in Malaysia. This is consistent with the findings by Subrahmanyam (2017), whereby motivation is an important factor that influences satisfaction. This means that it is a must to initiate the internal feelings of passengers to travel with AirAsia Airlines by making the travel experience with the airline to be fun, entertaining, and exciting with various promotional kit by the airline. As a result, they will be more satisfied. Thus, H2 is supported. Subsequently, it was found that there is a significant correlation between involvement and passenger satisfaction using AirAsia as a preferred airline to travel to the domestic destinations in Malaysia. This finding is aligned with the research by Kim, Woo, and Uysal (2015), whereby engaging in tourism activities will improve their life satisfaction. This means that the passengers are expected to be involved from the initial stage of consuming the service by AirAsia Airline such as choosing the most suitable ticket in terms of price, time, promotions, etc. until they have landed to the intended destinations. This will make them to be more satisfied. Thus, H3 is supported.

Practically, it is important to make passengers satisfied and happy with the service provided by the airlines because satisfied passengers will reduce complaints about the services provided by the airline. Hence, resolving issues such as flight cancellation, rescheduling, and retimed flights would make passengers feel pleased when they travel with AirAsia Airlines to the other domestic destinations in Malaysia. Moreover, great jobs and economic progress are among the objectives of this research. The unemployment rate has increased from day to day. To ensure sustainable and inclusive economic growth, more work must be done to increase employment opportunities, particularly for young people, and even reduce informal employment and labor market inequality. Additional work must also be done to support a safe and secure work environment and to increase access to financial services (Sustainable Development Goals, 2022). Therefore, if Air Asia company is able to maintain the highest quality of services to the passengers, it would ensure their continuity in rendering AirAsia services. This could help the company to generate income and provide more job opportunities to the people. Hence, this study helps to achieve several SDG goals such as (1) no poverty, (2) zero hunger (3) good health and well-being and (8) decent work and economic growth.

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Research Article

Factors Influencing Consumer's Purchase Intention on New Seasonal Menu Selection (*Viral Food*)

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ABSTRACT

The study evaluated consumers' purchase intentions for new seasonal menu selections (*Viral Food*). Three elements cited in the study greatly influenced someone's buying intention to acquire this *viral food* product. Personal attitudes, societal influences and product attributes. The study examines the link between personal attitude and buy intention, the impact of societal influences on someone's purchase intention, and how the product qualities of *viral food* influence someone's purchase intention. The data was collected using a quantitative technique through an online questionnaire. According to the findings of 405 respondents, numerous factors influence *viral food* purchasing intentions. This study might be useful for people working in the food industry since it provides a comprehensive understanding of consumers' purchasing intentions, expectations, and perceptions, particularly about *viral food*. Companies now have more information to build marketing tactics and customer preferences to boost the new seasonal menu choices (*viral food*).

Keywords: Purchase Intentions, Personal Attitudes, Social Influences, Product Attributes

INTRODUCTION

Malaysians have traditionally appreciated food and beverages made in the country. Rice and side dishes, as well as beverages such as '*chicken curry*', '*rendang*', '*asam pedas*', '*sambal tumis*', and iced tea with sweetened condensed milk, are some of the most well-known and have been enjoyed by locals for many years. In addition, the weather, neighbouring countries, and locally accessible foodstuffs all impact Malaysian eating patterns. According to Mehmeti and Xhoxhi (2014), there have been significant modifications in consumer attitudes around food choices during the previous two decades. Malaysians' eating habits and culinary preferences have evolved as the nation is exposed to various foods. As a result of these factors,

Malaysians' eating habits and food preferences have evolved since the nation was exposed to a wider variety of foods.

Due to globalization, economic development, and expansion in the early 2000s, Malaysians' eating preferences also altered. In Asia's rapidly developing countries, food consumption has increased dramatically and has become more diverse. Other elements contributing to this phenomenon include high population growth, considerable gains in family income, and drastic changes in living style, all of which have evident consequences for economists and policymakers (Ishida et al., 2003). This might explain why people continue to spend on them despite the high expense of many viral foods. This is the effect of changing consumer attitudes over the previous two decades, with more people adopting foreign cuisines or culinary ingredients like cheese, Boba Milk tea, a new flavour of instant noodles, waffles, and many more that are now widely available nationwide.

A phrase for a remarkable selection of food frequently made by local consumers on social media and characterized as the most shared and in-trend food on social media. Furthermore, the phrase *viral food*, often known as 'food trends' refers to broad shifts in consumer tastes. Food trends are often discussed in culinary journals and on the internet. The restaurant intends to leverage digital platforms to provide information to Malaysian consumers, allowing them to access various data sources (Saaid, 2013). So, these *viral foods* have achieved international fame and are beginning to affect eating habits in our country. Certain viral foods emerged in Malaysia, and many restaurants began offering new menu items. Rainbow-coloured cakes and durian in collaboration with foreign treats such as Durian crepe, potato chip with salted egg flavour, and '*Milo Maggie*' are just a few examples.

To get more views and explanations of this study, researchers outlined some of the study's objectives below. There were three objectives of this research:

1. To identify the relationship between personal attitudes and purchase intention of *viral food*.
2. To investigate the impact of societal influences on someone's purchase intention on *viral food*.
3. To determine how product attributes of *viral food* influence someone's purchase intention.

Significance of the Study

Marketer

From a managerial standpoint, this issue may be valuable to restaurant owners. This research might help researchers better understand consumer behaviour and marketing skills in the viral food industry. Food manufacturers would understand customers' tastes. Furthermore, the restaurant owner may learn about current dietary trends and develop new recipes.

Consumer

Based on this research, consumers may see why specific viral recipes have grown in popularity and are enjoyed by many people. They can understand the ingredients in these meals and make educated selections. They can also use viral food marketing to make informed meal choices

without being persuaded. Consequently, customers will have more dietary alternatives and more opportunities to find their favourite restaurants and *viral food*.

Researcher

This study might be used for academic exchanges and communicated to other universities regarding literature. University students exploring this study may learn about the factors influencing viral meal choices in a new menu and apply what they've learned to other papers and books. Students and readers may then use this material to better understand the current status of *viral food* and the factors that impact it, making it easier for them to break into the industry. Students and academics may use the charts and tables in this study to better understand people's preferences for various cuisines. As a result, these results may be published in newspapers and periodicals. After that, health institutions may better understand the factors to consider while choosing *viral food* in restaurants. Consequently, they may utilize this finding to encourage consumers to avoid eating viral food at restaurants or be cautious while purchasing these products.

LITERATURE REVIEW

Viral Food Situation in Malaysia

In recent years, Malaysians' eating habits have been more influenced by the cultures of other countries, such as South Korea, Japan, Thailand, and European countries. The famous '*mukbang*' from South Korea is today's youth's most influential eating habit. Korean fried chicken has become a prominent international export thanks to franchises such as *Bonchon*, *KyoChon*, and renowned chef David Chang's Momofuku. There are various Korean fried chicken restaurants in Malaysia, ranging from '*KyoChon*', '*Chir Chir Fusion Chicken Factory*', '*Nene Chicken*', and others (Halim, 2021; Patwary et al., 2020). Then, Japanese cuisine significantly affects Malaysian meals and is recognized as food influencing client preferences. For example, Fukuya Authentic Japanese Restaurant, is known for its '*kaiseki*' food and is popular with Malaysian visitors. Traditional Japanese foods such as tempura sushi, grilled eel, teriyaki beef, and fried chicken are popular in our capital city (James, 2021; Patwary & Rashid, 2016). Furthermore, several Malaysian restaurants serve *viral food* from other nations, such as Cambodia, China, and Thailand. For instance, '*Tongmo*', '*llaollao*', and '*frogutz*' have been viral and become the new preferences for customers during Move Control Order (MCO).

Personal Attitudes

Attitudes are formed by a mix of ideas, emotions, and values, as well as a desire to behave in certain ways. A favourable attitude toward hiring disabled people, for example, is a well-established way of thinking or feeling usually mirrored in a person's actions (Patwary, 2022; Stranger et al., 2021). Furthermore, health attitudes impact the attention paid to food purchases. According to studies, beliefs about how organic and local items taste may influence taste perceptions more than the actual taste of certain buyers (Bernard, 2017). Despite evidence from other domains that emotions of the same valence, such as anger and fear, can lead to dramatically different decisions and behaviours, discrete emotions like anger, fear, sadness, or

disgust, as well as positive discrete emotions like gratitude or pride, have received less systematic attention (Izard, 2009).

Social Influences

Food habits research has produced several models that explain causes, influencers and eating patterns, as well as various efforts to create more detailed pictures of the food selection process (Furst, 1996). Food crises and warnings about conventional foods have swiftly spread via social media and other outlets, leading people to investigate organic foods (Laguna et al., 2020). Family television and peers are the most essential sources of information that influence values, standards, and behaviour. The impact of children on family purchase choices has been investigated from numerous angles. Buy intentions are explained by peer pressure and societal norms, while highly unfavourable personal views can impact purchase intentions (Alom et al., 2019; Vermeir, 2006).

Product Attributes

The product attributes are the distinguishing features that set it different from the competition. Attributes include size, colour, flavour, packaging type, and other features relevant to the subcategory. These variables determine the assessment set and influence the customer's ultimate purchasing intention. Physical objects, services, people, organizations, and desires are all examples of product characteristics that may be exploited to attract attention, adoption, or consumption (Drummond & Ensor, 2005). Characteristics are used in advertising to indicate that a product has a particular feature or provides certain benefits to the buyer (Patwary et al., 2022; Veres & Tarjan, 2014). Then there's pricing, a characteristic of a product that impacts product selections and selection, as well as playing a critical role in every purchase intention (Zanoli et al., 2013). Pricing has a significant and complex influence on a consumer's product evaluation. Then, product packaging may be characterized as one of the product aspects that impacts a consumer's purchase choice. Packaging plays a vital role in sales promotion. As packaging takes on a role similar to other marketing communications elements, the importance of package design as a communication and advertising tool is growing (Khan et al., 2018). Furthermore, product labelling may describe product qualities. In stores, purchasers make snap selections between things that differ in outward qualities, such as branding, packaging, labelling, and price. Customers may utilize food labels to get critical information and make better-informed purchase decisions (Harris, 2014). Finally, the product's taste or flavour is likewise a product characteristic. Consumer impressions and the probability of orders are influenced by food flavour (Earle et al., 2017).

Research Hypothesis

This research aims to see how the three independent variables (personal attitudes, social influences, and product attributes) interact with the dependent variable (purchase intention of *viral food*). The three hypotheses given in this research to fulfil the goals are:

- H1₀** There is no relationship between personal attitudes and the purchase intention of *viral food*.
- H1_a** There is a relationship between personal attitudes and the purchase intention of *viral food*.

- H2₀** There is no relationship between social influences and the purchase intention of *viral food*.
- H2_a** There is a relationship between social influences and the purchase intention of *viral food*.
- H3₀** There is no relationship between product attributes and purchase intention of *viral food*.
- H3_a** There is a relationship between product attributes and purchase intention of *viral food*.

Research Framework

Figure 1 below shows the research framework used for this study.

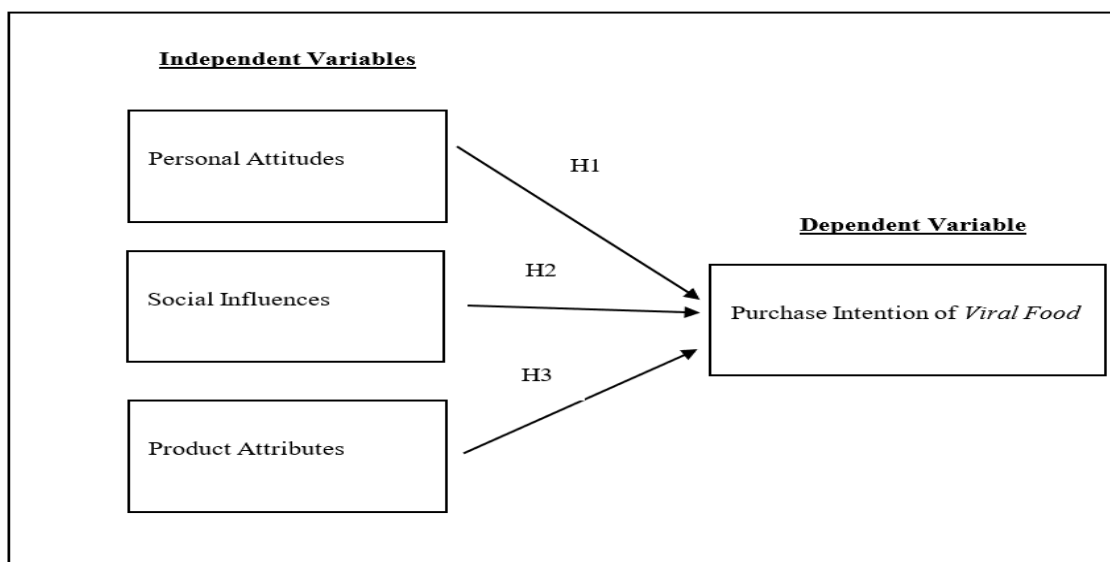


Figure 3: Research Framework

METHODOLOGY

Research Design

This study employed a quantitative statistical method to gather data by sending a series of questions using Google Forms. The research questions have been clearly stated, and objective replies are desired. Then, the questionnaire was developed to collect all information relevant to the study's aims. Following that, the demographic portion of the questionnaire includes multiple-choice questions. The Likert Scale was used in this study, and the options ranged from 1 to 5, with 1 being strongly disagreed and 5 strongly agreeing. This study's sample was made up of people aged 18 and up. These responders must have internet access and have already consumed *viral food*. They must also be Malaysian citizens, as this study focuses on *the*

increase in the number of viral foods in Malaysia. All the data were analysed using the latest version of SPSS, version 27.

Data Collection

The electronic questionnaire was created utilising the Google Form application, with a filter question after the consent page. The filter was applied to the question on the variables influencing customers' purchase intentions for *viral food* consumption to identify prospective respondents who consume *viral food*. The respondents were then allowed to react to all variables and acceptance statements. The survey was circulated using internet platforms such as WhatsApp, Instagram, Twitter, and Facebook. Due to the present status of the decimated Covid-19 epidemic in Malaysia, the poll was performed online. The 400 surveys were distributed in March 2022.

Sampling

Convenience sampling is an approach to non-probability sampling. It enables scientists to generate different samples with little or no cost and in a short period. Findings from convenience samples are difficult to replicate. The findings of convenience sample surveys are less likely to be reported on by major media outlets. Even if the approach is not labelled, media organizations are more inclined to use it. The questionnaire is built with Google Forms and distributed over social media channels, including WhatsApp, Instagram, Twitter, and Facebook.

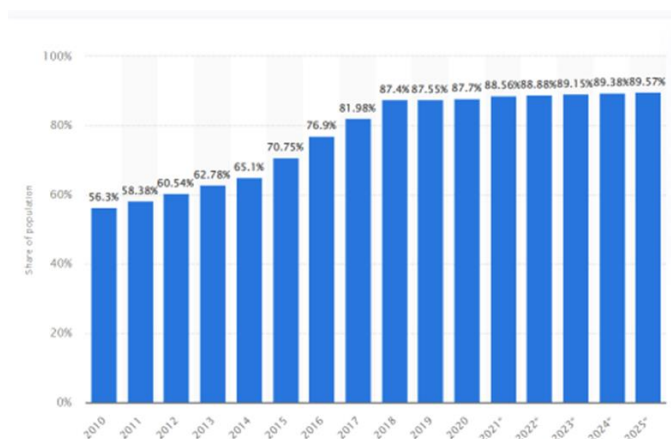


Figure 2: Population for internet usage rate among Malaysians.

(Source: <https://www.statista.com/statistics/553752/number-of-internet-users-in-malaysia/>.)

As shown in this figure, Malaysian Internet users have risen from 56.3% to 87.6% in 2020. Hence, a rapidly growing population have access to the internet and is aware of *viral food*. As a result, the researchers assumed that 87.6% of all Malaysians had access to social media and had the opportunity to taste *viral food*. So, the sample size was 400.

Data Analysis

This study used four types of data analysis: frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. The demographic profile of the respondents was analysed using frequency analysis, while the level of agreement of the variables was described using descriptive analysis. The goal of the reliability test was to guarantee that the data was dependable, that it fulfilled the purpose of the analysis for a certain period in a given environment, and that it could conduct an error-free operation. Correlation analysis was a statistical technique used to assess the strength of the link between independent and dependent variables.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Female	203	50.1
Male	202	49.9
Age		
18 – 25 years old	125	30.9
26 – 33 years old	99	24.4
34 – 41 years old	94	23.2
42 – 49 years old	51	12.6
50 years and above	36	8.9
Race		
Malay	124	30.6
Chinese	175	43.2
Indian	64	15.8
Other	42	10.4
Education Level		
SPM	94	23.2
STPM / A – level	42	10.4
Diploma	59	14.6
Degree	124	30.6
Master's Degree	53	13.1
PHD	33	8.1
Occupation		
Employed	121	29.9
Self – employed	114	28.1
Unemployed	25	6.2
Student	126	31.1
Retired	14	3.5
Not seeking for work	5	1.2
Annual Salary		
Not earning	122	30.1
Below RM12,000	68	16.8

RM12,001 to RM24,000	76	18.8
RM24,001 to RM48,000	86	21.2
Above RM48,000	53	13.1

This questionnaire had 405 responses, which were tabulated. The most gender filled out this questionnaire is females, 203 questionnaires (50.1%). All respondents' ages were grouped into five categories. The 18-to-25 age group had the most responses, with 125 (30.9%). 175 (43.2%) were then identified as Chinese. This ethnicity was the most likely to answer the questionnaire. Then, 124 (30.6%) respondents held a bachelor's degree, the most educated group. Following that, 121 (29.9%) of respondents were employed in the occupation section. This group is the one who fills out the most questionnaires among all employment occupation groups. Finally, most respondents who filled out the questionnaire in the annual salary section are not earning. This group got 122 respondents (30.1%).

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Personal Attitudes	Taste judgement will affect my desire to buy <i>viral food</i> .	4.47	0.709
	Emotion's beliefs will affect my desire to buy <i>viral food</i> .	4.02	1.013
	I want to be among the first people to try a new <i>viral food</i> .	3.22	1.148
	I am willing to take a risk when it comes to investing for new <i>viral food</i> .	3.12	1.194
	Before purchasing <i>viral foods</i> , I considered the amount of calories my body needs.	3.12	1.208
	Before consuming <i>viral foods</i> , I considered the amount of calories my body needs.	3.13	1.193
Social Influences	I always read consumer evaluations and comments before purchasing <i>viral food</i> .	4.14	0.832
	I always read consumer evaluations and comments before eating <i>viral food</i> .	4.22	0.865
	I would not interested in purchasing meals that have received negative reviews on <i>viral foods</i> .	3.91	1.001
	I always watch video reviews on current food trends.	3.87	1.052
	I always keeping up with current food trends on social media.	3.90	1.086
	I always influenced to try <i>viral foods</i> after seeing advertising on television.	3.14	1.102
	I prefer to eat meals that are high in nutrients for myself and others over foods that are low in nutrients and can harm the body's health.	4.01	0.813
	I always rate a food through the reviews given in the comments section on the authentic source of <i>viral food</i> .	3.36	1.187

Product Attributes	The offered <i>viral food</i> has a more appealing colour combination, particularly on the packaging, which makes me want to buy it.	4.10	0.890
	I am tempted to try <i>viral food</i> because of the colour of the food exhibited.	3.49	1.138
	I am tempted to try <i>viral food</i> because of the form of the food exhibited.	3.76	1.038
	I am quickly attracted to portion size of <i>viral foods</i> .	3.79	1.100
	When making a purchase, I would be more concerned with the physical appearance of a <i>viral food</i> .	3.88	0.852
	I never actually consider a seller's pricing for a <i>viral food</i> .	3.07	1.277
	Purchase Intention of Viral Food	I like purchasing <i>viral food</i> in the future.	3.83
I like eating <i>viral food</i> in the future.		3.89	0.976
I will be consuming <i>viral food</i> on a regular basis.		3.23	1.125
Purchasing <i>viral food</i> will demonstrate my distinct taste and personality.		2.99	1.228
Eating <i>viral food</i> will demonstrate my distinct taste and personality.		3.15	1.241
Purchasing <i>viral food</i> has the potential to enhance my quality of life.		2.50	1.319
Eating <i>viral food</i> has the potential to enhance my quality of life.		2.62	1.306

Since respondents agreed or were neutral on the majority of the items, the results from the table indicate that 'personal attitudes' influence the purchase intention of *viral food*. The taste judgment will influence respondents' willingness to purchase *viral food* (mean=4.47, SD=0.709). According to respondents, emotional beliefs will influence their desire to buy viral food (mean=4.02, SD=1.013). Furthermore, some respondents said they would try *viral food* as the first people (mean=3.22, SD=1.148) and would be prepared to take a risk when eating *viral food* (mean=3.12, SD=1.194). Finally, while purchasing *viral food* (mean = 3.12, SD=1.208) and eating *viral food* (mean=3.13, SD=1.193), some respondents may consider the number of calories their bodies need.

Secondly, since respondents agreed with most of the elements in the table, the 'social influences' impacting the purchase intention of *viral food* can be shown. Before purchasing *viral food* (mean=4.14, SD=0.832) or eating *viral food* (mean=4.22, SD=0.865), respondents agreed that they would always read customer reviews and comments. Most respondents agreed that they would not buy meals that had received poor evaluations on *viral foods* (mean=3.91, SD=1.001). Furthermore, most respondents watch video evaluations of current food trends regularly (mean=3.87, SD=1.052) and keep up with current food trends on social media (mean=3.90, SD=1.086). Then, when respondents were constantly encouraged to try *viral foods* after viewing advertisements on television (mean=3.14, SD=1.102), they were indifferent. Following that, most respondents choose to consume high-nutrient meals over foods that are low-nutrient and harmful to the body's health (mean=4.01, SD=0.813). Finally, some respondents acknowledged that they always grade a meal based on the comments section on the genuine source of *viral food* (mean=3.36, SD=1.187).

Thirdly, since respondents agreed with most of the items in the table, the ‘product qualities’ impact the purchase intention of *viral food*. According to respondents, the viral food has a more appealing colour combination, particularly on the packaging (mean=4.10, SD=0.890). Because of the colour of the food shown, respondents were somewhat more likely to sample *viral food* (mean=3.49, SD=1.138). Then, due to the food form shown (mean=3.76, SD=1.038) and the portion size of *viral foods* (mean=3.79, SD=1.100), respondents agreed they are enticed to eat *viral food*. They would be more concerned with the physical appearance of a *viral food* when making a purchase (mean=3.88, SD=0.852). Finally, some respondents never consider a seller’s pricing for a viral meal (mean=3.07, SD=1.277).

Finally, the table’s results demonstrate that most respondents are neutral on purchase intention of purchasing *viral food*. In the future, respondents answered they would want to buy *viral food* (mean=3.83, SD=0.970) and consume *viral food* (mean=3.89, S=0.976). After that, some responders decided to eat *viral food* daily (mean=3.23, SD=1.125). Following that, several of them believed that buying *viral food* (mean=2.99, SD=1.228) and consuming *viral food* (mean=3.15, SD=1.2241) would demonstrate their distinct taste and personality. Purchasing *viral food* has the opportunity to improve the performance of respondents’ lives (mean=2.50, SD=1.319). Lastly, some respondents felt that consuming *viral food* had the potential to improve their quality of life (mean=2.62, SD=1.306). In conclusion, the majority of respondents were neutral.

Result of Reliability Analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Personal Attitudes	6	0.482
Social Influences	8	0.683
Product Attributes	6	0.746
Purchase Intention of <i>Viral Food</i>	7	0.899

There are 3 independent variables and 1 dependent variable in total. According to the table, the first independent variable is personal attitudes. With a Cronbach’s Alpha of 0.482 and an unacceptable internal consistency ($0.5 > \alpha$), this variable contains 6 entries. The second independent variable, social influences, was investigated using eight questions. Cronbach’s Alpha for this variable is 0.683. Internal consistency is questionable with this result ($0.7 > \alpha \geq 0.6$). The third independent variable in the research is product attributes. There are 6 entries in this variable, with a Cronbach’s Alpha of 0.746. This value is acceptable in terms of internal consistency ($0.8 > \alpha \geq 0.7$). The dependent variable, purchase intention of *viral food*, contains seven elements underneath it that call into doubt its validity. Cronbach’s Alpha for this variable is 0.899, which is considered good in terms of internal consistency ($0.9 > \alpha \geq 0.8$).

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
<p>H1₀: There is no relationship between personal attitudes and purchase intention of <i>viral food</i>.</p> <p>H1_a: There is a relationship between personal attitudes and purchase intention of <i>viral food</i>.</p>	0.404	H1 _a is supported.
<p>H2₀: There is no relationship between social influences and purchase intention of <i>viral food</i>.</p> <p>H2_a: There is a relationship between social influences and purchase intention of <i>viral food</i>.</p>	0.467	H2 _a is supported.
<p>H3₀: There is no relationship between product attributes and purchase intention of <i>viral food</i>.</p> <p>H3_a: There is a relationship between product attributes and purchase intention of <i>viral food</i>.</p>	0.592	H3 _a is supported.

The relationship between personal attitudes and purchase intention of *viral food* is seen in the table above. The correlation between the two variables is weakly positive, which explains the result of 0.404. Hence, H1_a is used to assess the association between personal views and the propensity to acquire *viral food*. So, respondents agreed that personal attitudes, including taste judgments and emotional beliefs would influence their decision to buy these meals. Food choices are impacted by ideas and identities and are conditioned by societal images that shape attitudes by exposing people to what meals are good and proper (Franchi, 2011).

The purchase intention of *viral food* is linked to social influences (P-Value=0.467). As an outcome, social influence has a weakly positive impact on the purchase intention of *viral food*. Hence, H2_a, used to assess the association between social factors and *viral food* purchase intent, was accepted. It implies that social influences such as television or social media influence the consumer's decision to buy *viral food*. According to Vermeir (2006), social pressure from peers and societal norms explains buy intentions, while somewhat unfavourable personal views also impact purchase intentions.

The product attributes (P-Value=0.592) strongly correlate with the purchase intention of *viral food*. As a result, product attributes have a strong positive influence on the purchase intention of *viral food*. Hence, H3_a used to assess the association between product features and purchase intention of *viral food* was approved. It shows that most respondents were eager to buy viral food due to its colour, shape, or portion size. Therefore, it is relevant to the previous research by Gwin et al. (2003), that product traits or features assist marketers in better understanding the customer's perceived value for the qualities in connection to the brand's price.

DISCUSSIONS AND RECOMMENDATIONS

Some limitations could not be prevented from hindering the research process from running smoothly mainly due to the spread of Covid-19 during the entire study. The first recommendation is that researchers should seek out more respondents to boost the credibility of the findings. The general study limit is 384 respondents. Respondents may still gather extra data to boost the research's variety and dependability. Besides, the primary data of this study was collected by distributing questionnaire using online Google Form. Researchers should strive to find more individuals interested in *viral foods* on the internet to answer questions to improve the accuracy of the findings further.

Cronbach's alpha was utilized to assess the reliability of the study, which indicated the range from 0 to 1. The variables' Cronbach's alpha coefficient value is 0.881, considered good in terms of internal consistency. Next, the future researcher should increase consciousness among respondents of *viral food* in the food and beverage field for sample size. This is because the researcher had just circulated the questionnaires to the society in Malaysia. Furthermore, researchers must craft questions that do not trespass excessively on respondents' privacy, allowing them to make more accurate and factual decisions. Following that, the third recommendation for this study is that researchers should check the respondents' backgrounds to ensure the data is reliable. Researchers may visit additional locations and facilities to recruit more respondents from various backgrounds to complete the survey.

Furthermore, the researchers might instruct the responder on how to complete the questionnaire. Researchers may clarify the definitions of each component to respondents to make better-informed decisions. Respondents will not be confused while answering questions if they know these parts' meanings. Finally, researchers can utilize the media to get more information from other nations. More articles on food trends and publications in other languages may be found by searching social media and academic websites. The researchers could then submit different portions of the study to academics and give extensive data for others to refer.

CONCLUSION

This study has provided empirical evidence on how consumer purchase intention affected new seasonal menu selection (*viral food*). 405 respondents took part in this study through the online survey method. The data were collected and analysed by SPSS software version 27 based on descriptive, reliability, and correlation analysis. The results acquired in Chapter 4 using the Statistical Package for the Social Sciences (SPSS) were explored further, and inferences were drawn from the findings. So, it can be inferred that personal attitudes, social influences, and product attributes moderately impact customer purchase intentions for *viral food*. As a result, it is intended that all of the information gathered during this study would assist associated parties in generating cash and profit, therefore boosting Malaysia's economy and promoting the food culture of Malaysia.

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Research Article

Factors That Influence University Students' Attitudes Towards Fast-Food Consumption in Malaysia During the Recovery Period of COVID-19

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ABSTRACT

Fast food is a form of cuisine that can be prepared quickly and sold to customers at an affordable price. During the recovery period of Covid-19, the need for fast food may also be observed through changes in customer demand, such as taste and lifestyle, which leads to the introduction of various new menus by fast food firms to suit customer demand. This also influences university students' attitudes regarding fast food consumption during the period. The research objective of this study is to examine the relationship between independent variables such as taste, time-saving as well as promotion attractiveness and the dependent variable on university students' attitudes towards fast food consumption during the recovery period of Covid-19. A survey was conducted by using online questionnaires via Google Form, involving 400 respondents from universities in Malaysia. The methodology used to analyse data obtained in this study included descriptive analysis, reliability analysis, and Pearson correlation analysis. The findings revealed that the three independent variables are significantly related to the dependent variable. This study can help researchers discover more about fast food, and the information provided can be used as reference material in the future.

Keywords: Attitudes, Covid-19, Fast Food, University Students.

INTRODUCTION

Fast-food consumption in Malaysia is on the rise among all demographic groups, but particularly among young university students (Blešić et al., 2018), and the influence of western culture eating such as burgers, French fries, pizza, and fried chicken has become a trend among Malaysians (Man et al., 2021). Life as a student is difficult because they have a tight schedule of classes and must catch up by the assignments' due date. Adding to the difficulty, the students

must now face fully online classes, and this will cause influence university students' attitudes toward choosing fast-food meals.

University students' fast food intake is high (Mokhtar et al., 2020). The influence of fast-food corporations' creative marketing strategies is a major attraction. Recent marketing strategy during the Covid-19 period relies primarily on applying technology to satisfy customer demand. As the Internet grows and becomes a trend, shopping applications such as online delivery for ordering fast food meals enable users to explore menus and receive a discount before selecting. Furthermore, fast-food restaurant advertisements usually make fast food look healthy, making the consumers readily persuaded (Gerritsen et al., 2021). Fast food is characterised as being readily available, most option, tasty and reasonably priced (Xiao et al., 2018).

The study aims to investigate the elements that positively affect university students' attitudes about fast food consumption in Malaysia during the recovery period from Covid-19. In this study, the researchers will focus on university students' views about fast food intake during the Covid-19 recovery phase.

This study consists of three objectives:

1. To identify the relationship between taste and university students' attitudes toward fast food consumption during the recovery period of Covid-19.
2. To examine the relationship between time-saving and university students' attitudes toward fast food consumption during the recovery period of Covid-19.
3. To illustrate the relationship between promotion attractiveness and university students' attitudes toward fast food consumption during the recovery period of Covid-19.

Significance of Study

This study allows researchers to have a deeper understanding of which elements impact university students' fast food consumption during the recovery period of Covid-19. It may be claimed that fast food has become the preferred diet of university students due to its convenience and speed of preparation. This study also examines the factors of students' attitudes about fast food consumption. This is because the study's objective guides IV the study's title is the factor of fast-food intake among especially in post Covid-19. This study will also provide new information, knowledge and the latest resources on students' opinions about fast food consumption. This research may be valuable for further investigation into this topic. Future researchers will be able to determine what factors impact students' perceptions about the fast-food sector due to this study. It can assist researchers in collaborating with the fast-food business to address the demand for fast-food items among students and generate new fast-food goods that can help the fast-food sector retain its profitability. Based on the findings, researchers can study the consumers' expectations regarding fast food consumption and students' attitudes towards fast food intake, particularly among students at the university in Malaysia. Researchers may also observe the prevalence of fast-food consumption,

LITERATURE REVIEW

Taste

It is a well-known fact that the younger generation, such as university students, like trying new foods and will choose fast food based only on flavour. According to Alom et al. (2019) and Ebadi et al. (2018), the dish's flavour is a significant determinant in young people's choice of fast food. In addition to its excellent flavour, it is also connected to the fact that fast food is readily made in a short amount of time. This also occurs as a result of age-related changes that are considerable. From infancy to maturity, a person's eating preferences will alter according to their evolving tastes.

In addition to taste preferences, food selection is also influenced by the menus given by food-producing corporations. Some reasonably nutritious foods, such as fruits, can assist this group in consuming less high-calorie fast food. However, their need for fast food is mainly driven by their desire for high-calorie items, as the majority of these fast foods are tasty and should appeal to university students (Lemia, Shaban, 2019). According to Khongrangjem et al. (2018), the degree of the flavour of fast-food products has the most significant impact on student's attitudes and is the primary factor in boosting fast-food consumption. They desire to taste and appreciate the flavour of the dish itself. When they are anxious, they eat something nice, which might help them relax.

Time Saving

Due to the Covid-19 epidemic, individuals were required to work or study online and were only authorised to leave their homes for medical reasons, critical employment, food purchases, or emergencies (Koh, 2020; Patwary, 2022). As a result of such dramatic life changes, people's lifestyle behaviours, such as their eating habits, might be negatively affected. During the Covid-19 epidemic, university students experienced significant and usually unfavourable changes in their eating choices, according to research by Powell et al. (2021). Differences in the availability of food caused these alterations.

Consumption of fast food has become a global habit. Individuals spend more effort and considerably less time preparing meals at home. Thus, the rapid growth of the fast-food industry has spawned a surprising trend, especially among young adults and university students, due to its fast service, convenience, and low cost (Mokhtar et al., 2020; Patwary & Rashid, 2016). Therefore, saving time is one reason why most students favour fast food, as they perceive it to be more convenient and time-efficient.

In addition to their economic preferences, students choose fast food since their hectic schedules and time limits make cooking impossible, even though they reside outside of a dormitory. In contrast to a traditional restaurant, where guests must wait in line for a server to serve and take their orders, diners at this restaurant do not have to wait. While rapid meal preparation takes only a few minutes, students may enjoy their lunch or supper without wasting time.

Promotion Attractiveness

According to Shamsi and Khan (2017), promotion attractiveness is a technique marketers use to acquire new and prospective customers and retain existing ones. Advertising is the most prevalent kind of marketing in the fast-food sector. It involves attempting to persuade people to purchase products or services via the use of a persuasive marketing message. Fast-food

businesses frequently employ strategies to market their products and attract more customers. Moreover, price promotion has evolved into a crucial marketing concept with the capacity to influence customer behaviour. It has received the most budget relative to other branding techniques in the fastest-growing areas because it can increase sales rapidly and enable customers to build brand awareness across different media channels. The most popular things are maintained at affordable prices, while new or less popular items are discounted. The product offering developed over time to accommodate client expectations.

Typically, in order to increase sales volume, the fast-food sector employs promotional techniques to entice consumer buy intent. The significance of the launch of a new product or service is conveyed by the attractiveness of the promotion attractiveness of the promotion conveys the significance of the launch of a new product or service, and the firm has deployed a variety of marketing strategies to stimulate customer demand. Students are considered to be attracted to and influenced by advertising due to their frequent and extensive exposure to it.

University Students' Attitudes Towards Fast Food Consumption in Malaysia During Post Covid-19

Based on a study by Ben Hassen et al. (2021), the Covid-19 have effects on fast-food consumption and purchasing attitude. Fast food can be defined as simple meals that come from American meals, have a reasonable price, quick service and use media social to advertise their services, such as hamburgers, pizza, sandwiches and French chips (Ghoochani et al., 2018; Patwary et al., 2020).

Day by day, the need for fast food among young people is growing every day because of a few factors that influence the university students' attitude toward purchasing fast food products, such as good taste, affordable price, offer fast service, and convenience (Jashari & Kotsios, 2019). Due to a lack of time, they will choose less expensive and simple food to consume. According to Mokhtar et al. (2020), there are 84.5% of university students in Malaysia choose to buy and consume fast food; meanwhile, there 15.5% of university students in Malaysia do not take fast food. They choose home-cooked food because they are more concerned with health and finances. In the study conducted by (Patwary et al., 2022; Syafiqah et al., 2018) students, fast food is the main source because they live far from their families.

Referring to Akhter (2019), during Covid-19 Malaysian fast-food consumers are more focused on the cleanliness of product, taste, place and freshness before making a decision, which influences their attitudes as a fast-food consumer. This is because they want to ensure the product, they ate is safe and free from Covid-19 virus infection.

Research Hypotheses

The research hypothesis is to identify students' intake of fast food, especially during the recovery period from Covid 19.

- H₁** There is a relationship between taste and university students' attitudes toward fast-food consumption in Malaysia during the recovery period from Covid-19.

- H₂** There is a relationship between time and university students' attitudes toward fast-food consumption in Malaysia during the recovery period from Covid-19.
- H₃** There is a relationship between promotion attractiveness and university students' attitude toward fast-food consumption in Malaysia during the recovery period from Covid-19.

Research Framework

Figure 1 below shows the research framework for this study.

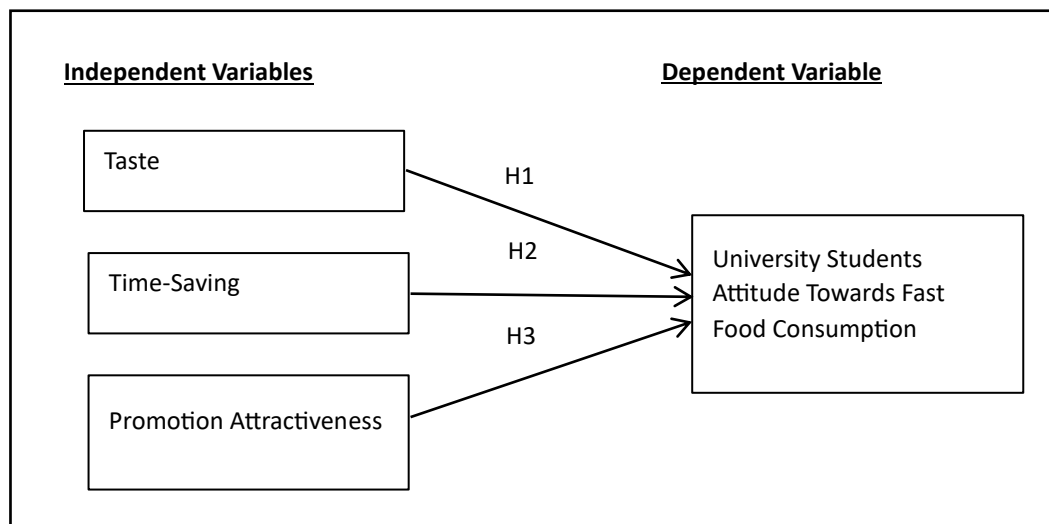


Figure 4: Research Framework

METHODOLOGY

Research Design

The fundamental purpose of this study is to evaluate the factors that impact university students' views about fast food consumption in Malaysia during the Covid-19 recovery phase. Therefore, the researchers will collect primary data quantitatively. Using this methodology, the researchers may investigate further and determine how variables impact university students' views about fast food intake during the Covid-19 recovery period. In addition, this methodology will describe the phenomenon of food intake among Malaysian university students during the Covid-19 recovery phase.

Data Collection

Data collection is acquiring, measuring, and assessing relevant facts for research using established accepted methodologies. Based on the acquired data, a researcher may evaluate their hypothesis. For various study areas, the technique for data collection varies based on the information required. In the majority of instances, regardless of the subject of study, data collection is the first and most important step. This study's data will be collected using online

questionnaires. Malaysian university students will be randomly assigned an online quiz. Google Forms will be distributed over social media sites, including WhatsApp, Facebook, and Telegram. It is vastly superior for data collecting, as researchers can rapidly distribute and collect questionnaire replies. The questionnaire emphasises the purpose of the study, the objectives of the inquiry, and the respondent's consent to the confidentiality of the information supplied. All respondents may respond to this question using their smartphones or computers, making it much simpler for them to react from anywhere and at any time.

Sampling

The sampling method is a technique for selecting a sufficient number of policy examples from the population. In this approach, the researcher will pick many demographic bases as subjects. Probability sampling and non-probability sampling are the two sorts of sample methods that the researcher will employ to determine the population size that will be examined. Probability sampling is a type of sampling that employs a random selection. Non-probability sampling approaches include collecting samples so that no element of the population has a known probability of being picked. To create a random selection system, methods or protocols must be followed to ensure that all population units have equal chances of being selected. To learn more about the issue, researchers will select a probability sampling approach for this study. Based on this study, a sample will be drawn from the target demographic of university students who purchased fast food during the Covid-19 recovery period.

Data Analysis

Data analysis is the process through which a business gathers data on purpose, analyses it, and converts it into information. This is a method that aids in the implementation of the quality management system. The methodology used to analyse data obtained in this study included descriptive analysis, reliability analysis, and Pearson correlation analysis.

FINDINGS

Result of Frequency Analysis

Table 2: Frequency Analysis

Characteristics	Frequency (N)	Percentage (%)
Gender		
Male	189	47.3
Female	211	52.8
Age		
18 – 21 years old	80	20.0

22 – 25 years old	306	76.5
26 years old and above	14	3.5
Year		
Year 1	51	12.8
Year 2	54	13.5
Year 3	188	47.0
Year 4	107	26.8
CGPA		
2.50 and below	16	4.0
2.50 and above	39	9.8
3.00 – 3.50	177	44.3
3.50 – 4.00	168	42.0
Race		
Malays	127	31.8
Chinese	64	16.0
Indian	31	7.8
Others	178	44.5
Education Level		
Bachelor	378	94.5
Master	15	3.8
PHD	7	1.8
Marital Status		
Single	384	96.0
Married	16	4.0

There are 400 university students in Malaysia has been participated in this study. The male respondents were 47.3% (n=189) and female were 52.8% (n=211). It indicates that the

percentage is highest for male students than for female students. In terms of age, the highest percentage for 22 – 25 years old had stated 76.5% (n=306), followed by the age group 18 – 21 years old, which was 20.0% (n=80) and the lowest percentage for 26 years old and above had stated 5% (n=14). Next, for year, the highest percentage is Year 3, with 47.0% (n=188), followed by Year 4 with 26.8% (n=107), Year 2 with 13.5% (n=54) and the lowest percentage is Year 1 with 12.8% (n=51). In terms of CGPA result, most of respondents got 3.00 – 3.50, with 44.3% (n= 177), followed by 3.50 – 4.00, with 42.0% (n=168), 2.50 and above, with 9.8% (n= 39) and the rest is 2.50 and below, with 4.0% (n=16). In terms of race, the table shows that others races represent the highest percentage with 44.5% (n=178), followed by Malays, with 31.8% (n= 127), Chinese, with 16.0% (n= 64) and Indian, with 7.8 (n=31). Besides that, for the education level, the bachelor is the highest percentage with 94.5% (n=378) and PHD is the lowest percentage with 1.8% (n= 7). Lastly, for marital status, most of the respondents single with 96.0% (n=384) and for married is 4.0% (n= 16).

Descriptive Analysis

Table 3: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Taste	I love to eat fast food because of its taste.	4.18	0.799
	The taste of fast food is really mouth-watering.	4.12	0.758
	The taste of fast food added to my palate and make my meal more enjoyable.	4.05	0.793
	The color and flavor of fast food stimulate the appetite.	4.11	0.772
	For me fast food is tastier than other food tastes better and satisfies my need for food.	3.76	1.048
	Fast food contains sugar, calories and saturated fats that release the neurotransmitters dopamine and oxytocin, which cause relaxation	4.06	0.765
Time Saving	Fast food consumption saves a lot of my time	4.25	0.850
	I really like to enjoy fast food because it helps me save energy to prepare food	4.10	0.896
	I find it easy to finish my work by not wasting my time cooking for myself.	4.18	0.870
	I did not have to wait a long time to buy fast food.	4.10	0.876
	It is easy to find a fast-food restaurant just by using a smartphone.	4.34	0.769

	The small designed fast-food packing makes it easy for me while travelling.	4.25	0.724
Promotion Attractiveness	I prefer visit fast food outlets when there is a promotion.	4.19	0.810
	In my opinion, promotion has an impact on the demand of fast food.	4.28	0.720
	I think fast food promotion attractiveness makes me feel excited.	4.16	0.824
	I think promotion helps to build a good relationship between customers and fast-food outlets.	4.24	0.716
	I think promotion can help to increase my confidence level to buy fast food.	4.14	0.837
	I think discounted and special offers can help to increase my satisfaction level to buy fast food	4.21	0.820
University Students' Attitude Towards Fast Food Consumption	Eating fast food can help increase my mood for study.	3.91	1.103
	I know how far the benefits and effects of fast food to me	4.14	0.832
	I believe that I can control myself to consume fast food.	4.16	0.877
	I feel enjoy while eating fast food.	4.13	0.794
	Eating fast food can help to reduce my stress.	4.12	0.916
	The brand of fast food affects me to consume fast food.	3.92	0.965

The highest mean score for the factor of taste was “I love to eat fast food because of its taste” with 4.18, followed by the item “The taste of fast food is mouth-watering” (4.12), “The colour and flavour of fast food stimulate the appetite (4.11), “Fast food contains sugar, calories and saturated fats that release the neurotransmitters dopamine and oxytocin, which cause relaxation, pleasure and enjoyment” (4.06), “The taste of fast food added to my palate and make my meal more enjoyable” (4.05) and “For me, fast food is tastier than other food tastes better and satisfies my need for food” (3.76).

Next, the highest mean score for the factor of time-saving is “It is easy to find a fast food restaurant just by using a smartphone” with 4.34, followed by both items which are “Fast food consumption saves a lot of my time” (4.25) and “The small designed fast food packaging makes it easy for me while travelling” (4.25), “I find it easy to finish my work by not wasting my time cooking for myself” (4.18). The lowest item is “I really like to enjoy fast food because it helps me save energy to prepare food” and “I did not have to wait a long time to buy fast food” with the same value of mean of 4.10.

For the factor of promotion attractiveness, the item “ In my opinion, the promotion has an impact on the demand of fast food” is the highest mean score with 4.28, followed by “I think promotion helps to build a good relationship between customers and fast food outlets” (4.24), “I think discounted, and special offers can help to increase my satisfaction level to buy fast food” (4.21), “I prefer to visit fast food outlets when there is a promotion” (4.19), “ I think fast food promotion attractiveness makes me feel excited” (4.16) and “ I think promotion can help confidence level to buy fast food” (4.14).

The highest mean score for university students’ attitude toward fast food consumption were 4.16 for the item “I believe that I can control myself to consume fast food”, followed by “I know how far the benefits and effects of fast food to me” (4.14), “I feel enjoy while eating fast food” (4.13), “Eating fast food can help to reduce my stress” (4.12), “The brand of fast food affects me to consume fast food” (3.92) and “Eating fast food can help increase my mood for study” (3.19)

Result of Reliability Analysis

Table 4: Reliability Analysis

Variables	Number of Items	Cronbach Alpha
Taste	6	0.868
Time-Saving	6	0.885
Promotion	6	0.884
University Students’ Attitudes towards Fast-Food Consumption	6	0.831

Table 4 represents the total result of the reliability analysis of variables between the independent and dependent variables. All independent and dependent variables show the value of items is 0.6, and the correlation in reliability was very good in terms of consistency. So, these values indicate an acceptable level of internal consistency of the items.

Result of Pearson Correlation Analysis

Table 5: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported / Not Supported)
H ₁ There is a relationship between taste and university students' attitude towards fast food consumption in Malaysia during the recovery period of Covid-19.	$r = 0.810, p < 0.01$	H ₁ is supported.
H ₂ There is a relationship between time saving and university students' attitude towards fast food consumption in Malaysia during the recovery period of Covid-19	$r = 0.735, p < 0.01$	H ₂ is supported.
H ₃ There is a relationship between promotion attractiveness and university students' attitude towards fast-food consumption in Malaysia during the recovery period of Covid-19.	$r = 0.711, p < 0.01$	H ₃ is supported.

Based on the Table 5, Pearson correlation analysis shows that taste ($r = 0.180, p < 0.01$), time saving ($r = 0.735, p < 0.01$) and promotion attractiveness ($r = 0.711, p < 0.01$) had a strongly positive correlation and supported on university students' attitude towards fast food consumption in Malaysia during the recovery period of Covid-19.

DISCUSSIONS AND RECOMMENDATIONS

This study investigated the elements that positively affect university students' attitudes toward fast food consumption in Malaysia during the recovery period from Covid-19. The result of this study revealed that taste, time-saving and promotion attractiveness have an influence on the university students' attitude toward fast food consumption in Malaysia during the recovery period of Covid-19. Therefore, the results of this study lead to the conclusion that university students like to consume fast food because it has an excellent effect on their study. Based on the study's findings, the current study would provide several recommendations for the future researcher to make this research more interesting. Firstly, to expand the number of languages available for the questionnaire. The questionnaire was written in two languages: Bahasa Malaysia and English. For a broader and better understanding, it would be more advantageous and beneficial if the questionnaire included languages such as Chinese and Tamil.

Next is to grow the scope of study with not only focus on university students' attitude towards fast food consumption but focus on the public of any age dan background. This is because not only children and young people like to eat fast food, but older people also like to eat fast food. Because eating fast food not only has a bad effect but also a good effect on fast food consumption. For example, eating fast food can make the fast food consumption feel happy and help to decrease stress. Furthermore, it is recommended that future researcher continue using quantitative methods for any future research related to this topic. Because it is much

faster and easier to analyse data than the qualitative method. The quantitative method enables future researchers to conduct this study on a larger population. However, future research can still use this data and study to guide developing a more developed researcher and exciting study. Other than that, these research findings are also recommended for the Fast Food industry to provide bouncer or package meals for students. So, for that, it can help the student save their money to buy fast food meals, and it also will make there happy, also help the Fast Food industry increase their income.

CONCLUSION

In conclusion, this study has explained the factors that influence university students' attitudes towards fast food in Malaysia during the recovery period from Covid-19. The study reveals that taste, time-saving and promotion attractiveness are essential factors considered by university students regarding fast-food consumption. This research provides an opportunity to understand the key influences on food choice during the Covid-19 recovery period.

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Research Article

The Impacts of Lifestyle Study and Eating Behaviour Quality on Academic Performance among University Students

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ABSTRACT

Academic performance is one of the essential things among students to pass the graduation level and succeed upon graduation. A quantitative research was conducted to achieve this research objective. The research focused on the determined of the impacts of lifestyle study and eating behaviour quality on academic performance among university students that consists of physical activity, study habit and eating habit. The research questionnaire information was gathered from an online survey distributed via social media platforms such as WhatsApp, Instagram, and Telegram and managed to gather data from 399 respondents. The impact of study lifestyle and eating behaviour on academic performance was tested in first-year and last-year university students. According to the findings, physical activity, eating habits, and study habits all significantly impact academic achievement. Most students nowadays are unable to concentrate and do effectively in their studies, risking their academic performance, while regular physical activity, good practice of study habits and eating habits can lead to better academic performance.

Keywords: Academic performance, university students, physical activity, study habit, eating habit

INTRODUCTION

Academic performance is the outcome of how well the students put their efforts in their studies. Various factors influence students' academic performance (Patwary et al., 2022). The overall average grades and marks from the preceding semesters are used to evaluate academic performance. The researcher determined which variables have a favourable or unfavourable influence on students' academic performance. Academically, positive self-esteem and self-confidence are essential components of academic achievement. Individuals that are more organised, prepared, and have an organisational strategy and planner perform better in school

and will do so in their careers. Academic performance is achieved by time management, priority, attention, and motivation (Regier, 2011).

A poor dietary habit has often affected academic performance. Academic performance may be considered an issue when people cannot meet their short- or long-term educational goals. When students do poorly in university, it is frequently due to a lack of preparation for the exam or test. Still, it may also be due to a lack of attention in class, a poor memory, a lack of capacity to follow through on issues, and a lack of coordination in class (Patwary & Rashid, 2016).

With a growing focus on (GCPA) and academic performances, it is important to consider how lifestyle and eating habits may influence their success (Reuter et al., 2020). Dietary habits can be linked to poor academic achievement in some cases. Students engage in a variety of unhealthy eating behaviours regularly, including skip breakfast, snacking at night, drinking less water, consuming large amounts of food, and eating while engaged in activities are all bad habits (Sogari et al., 2018). The purpose of this study is to investigate the impact of lifestyle study and eating behaviour quality on academic performance among first-year and final-year university students. The research contained three objectives:

1. To identify the relationship between physical activity and academic performance among university students.
2. To examine the relationship between study habits and academic performance among university students.
3. To illustrate the relationship between eating habits and academic performance among university students.

SIGNIFICANCE OF THE STUDY

In this study, several stakeholders will get the benefit as follows:

Researcher

This study aimed to give better information and enlighten new researchers about the entire extent of available data. Future researchers will benefit from this study. Future researchers will be able to discover more about the impact of students' lifestyles and eating habits on their academic performance. As a result, this research study will help future researchers improve their work quality.

University Students

This study will share the impacts of lifestyle and eating behaviour quality on academic performance among university students. With that, the new norms of food choice among students will happen after knowing the bad effect of consuming unhealthy lifestyles and food choices. University students are known to be confronted with a significant amount of assignments, work, and co-curriculum activity that is hard to arrange. This demands the knowledge and implementation of good study techniques (Jafari et al., 2019). Evidence reveals

that students with inadequate knowledge for study methods will not obtain a good and consistent learning and, as a result, do not achieve the desired degree of academic performance (Arora, 2016).

Society

This research finding will have a significant impact on society, especially among the students, about awareness of unhealthy eating habits and lifestyles that can affect their academic performance. The study also shows that impacts on the students' academic performance happen based on various issues and directly lead to various negative impacts. The impacts are related to multiple issues in one context: physical activity, study, and eating habits. In addition, this study will help people, especially students, with awareness in preventing harmful eating behaviour. Besides, this study will be helpful to the community, either adults and children or workers and students, to know the information and knowledge of the impact of unhealthy eating habits and lifestyles.

LITERATURE REVIEW

Physical Activity Effects on Students' Lifestyle

Actual physical activity is critical for prosperity, security and ailment aversion. This genuine work is routinely performed by kids, youngsters, and adults. Regardless, school understudies are preferred to contribute more energy analysing than partaking. Busy work has been seen to help individuals, increase breaking points, and work on overall individual fulfilment (Alom et al., 2019). Physical activity is a critical ally of 33% of overweight or fat adults. The pace of heaviness in the U.S. school people has extended from 12% in 1991 to 36% in 2004. Only 45% of adults get the proposed 30 minutes of genuine work on something like five days out of each week, and adolescents are inactive. 81% to 85% of adults continue with a comparative illustration of genuine work they set up during their senior year of school. A standard of 40 to 45% of understudies participate in wellbeing practices regularly (≥ 3 days/week) (Nobles et al., 2020). Honest work, for instance, high-sway work out (e.g., determination exercises like walking, swimming, treadmill running, and cycling) on mental and actual prosperity markers using semi-investigations between subjects (i.e., the relationship of genuinely unique and fixed benchmark gatherings) and in-subject arrangement that is, an assessment of a comparable assembling already, then, at that point, afterwards the action intervention).

Study Habits Effects on Student's Academic Achievement

Study habits can bring many advantages or disadvantages, especially on students' academic performances that depend on how good or bad university students applied in their university's life. Arora (2016) has mentioned that study habits can be defined as different individual behaviour about studying. As the researchers mentioned, several types of study habits can be assessed through students' reports, examinations, rating scales and others. The study has shown that good study habits influence the students' achievement especially in academics (Mukminin et al., 2019). As mentioned by Mukminin et al., (2019) poor study habits also make the students have low comprehension and confidence in study as well as affect their academic performance.

Consequences of Eating Habits

Nowadays, students are experiencing various problems related to food selection. Most students get less exposure to the pros and cons of the food consumed. Many students consume enough nutrition with healthy foods, however, negative attitudes toward healthy eating behaviours are also common among students. Good eating habits such as the pattern of eating time or complete nutritional intake may positively impact them especially for their body and mental health. However, poor eating habits, such as missing breakfast, can lead to students dozing in class or failing to participate at all. Because they had a long and stressful day, students tended to eat late at night. They get exhausted, which has an impact on their sleeping patterns. All these eating patterns may lead to different results for their health.

Breakfast habits have been shown to help students attain academic success in high school and college (Patwary et al., 2020). Besides, eating fruits and vegetables is one of the best solutions to this issue. Vitamins, vitamins C and A, minerals, such as electrolytes, and, more recently, phytochemicals, such as antioxidants, have all been implicated in fruits and veggies. Dietary fibre can also be obtained from fruits and vegetables (Slavin & Lloyd, 2012). On the other hand, unhealthy food eating habits have become a challenge to most students, as almost all tasty, delicious, and exciting foods are malnourished and unhealthy foods. Fast food intake has been associated with decreased academic performance. De Vleminck et al. (2013) found that students who ate more fast food, specifically French fries and burgers, had a worse GPA and were less likely to show up for tests. Respondents' self-reported current GPA based on their fast food intake habits.

The Impact of Study Lifestyle and Eating Behaviour Quality on Academic Performance

If students do not eat a proper meal and maintain their study lifestyle properly, it will impact their academic performance. Such as an adverse effect of a bad lifestyle and unhealthy eating habits among university students are the consequences of academic performance. Different research findings on study habits varied depending on the precise study habits examined. Schuman et al. (1985) looked at group studying, cramming, note-taking, reviewing previous tests, and going over readings twice. Still, they had concluded that none of these factors directly impacted grades. Positive outcomes, on the other hand, were observed when a mix of study habits was employed, such as attendance, homework handed in, and usage of a study guide, as well as previous preparation for the class, class participation, and arriving on time (Gracia et al., 2003). Besides, eating habits such as breakfast intake has also been featured to help students achieve school-level progress up to university (Patwary, 2022). It reveals that students who eat breakfast will perform better on exams than those who skip breakfast.

Research Hypothesis

The hypothesis in the study constructs a non-directional hypothesis. This hypothesis is related to the dependent variable and independent variable. It shows the research's hypothesis that used had relationships between dependent and independent variables. Below is the following hypothesis that the study concerned;

- H₁** There is a significant relationship between physical activity and academic performance among university students
- H₂** There is a significant relationship between study habits and academic performance among university students.
- H₃** There is a significant relationship between eating habits and academic performance among university students.

Research Framework

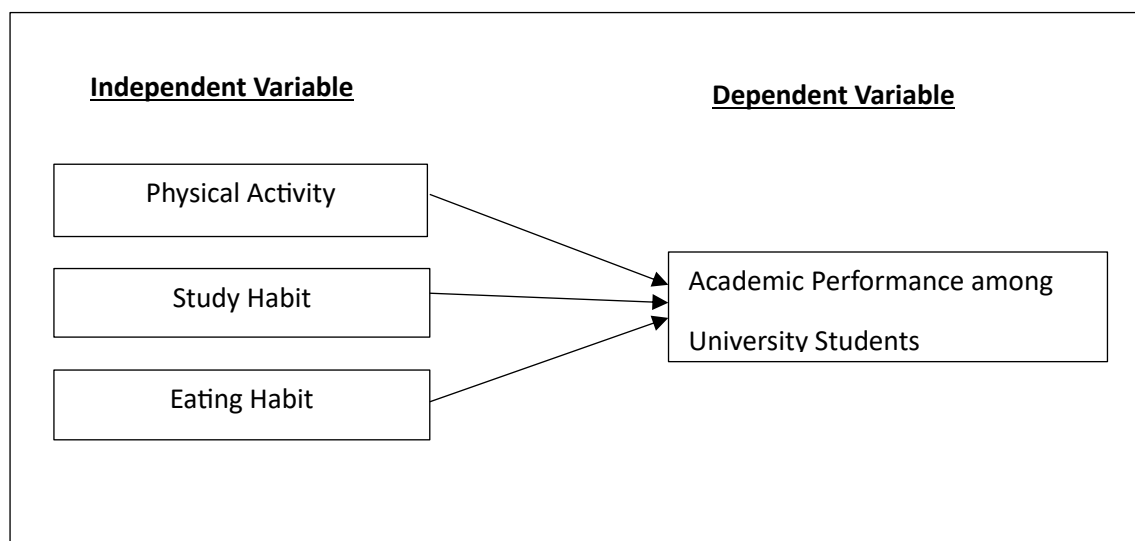


Figure 5: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method where the questionnaire was dispensed to 399 respondents who are university students in Malaysia. In this study, the target populations chosen were on the degree level, which consists of Year 1 and Year 4. This research is based on a quantitative descriptive study design. Besides, it can be linked to the descriptiveness of this study that consists of physical activity, study habits and eating habits that affect academic performance among university students. In addition, a set of questionnaires has used to collect the data from the respondents. There are five sections in the survey: demographic profile of the respondents such as gender, year of study and CGPA in Section A, academic performance in Section B, physical activity in Section C, study habits in Section D and eating habits in Section E. Also, the questionnaires used the format of multiple choices and 5-point Likert scales of agreement.

Data Collection

The study has decided to use a survey method where this study involves online platforms such as Google form where the questionnaire would be shared on other social media such as

Facebook, WhatsApp and Telegram due to pandemic outbreak, cost saving and ability to keep ethical considerations such as their personal information at the same time.

Sampling

The convenience sampling method was chosen in this study since it was non-probability sampling. This study uses this method because the questionnaire forms are prepared and distributed online or posted to social sites to obtain information from the respondents. Questionnaires were also distributed to respondents on the impact of lifestyle study and eating behaviour quality on academic performance among university students on social media.

$$n = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + x^2 p (1 - p)}$$

n = sample size

N = population size

e = acceptable sampling error

χ^2 = chi square of degree of freedom 1 and confidence 95% = 3.841

P = proportion of population (if unknown 0.5)

Table 3: The population of undergraduate students in public and private universities.

Universities	Number of undergraduate students
Public university	470,413
Private university	341,378
Sum	811,791

Source: Ministry of Higher Education, 2020

Data Analysis

This study consists of four types of analysis: frequency analysis, descriptive analysis, reliability analysis and Pearson correlation analysis. The researchers used the SPSS version to investigate the statistical data analysis in this study.

FINDINGS

Result of Frequency Analysis

Table 2: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	109	27

Female	290	73
Year		
1st Year	260	65
4th Year	139	35
CGPA		
2.5 & below	4	1
2.5 & above	41	10
3.0 – 3.5	231	58
3.5 – 4.0	123	31

There are 399 university students has been participated in this study is 73% (n=290) were female respondents, and 27% (n=109) were male respondents. Most of the university students were in the first year of study, 65% (n=260) and 35% (n=139) were in the last year of study. Also, the majority of university students who were on 3.0 to 3.5 at 58% (n=231), 3.5 to 4.0 at 31% (n=123), 2.5 and above at 10% (n=41) and 2.5 and below were only 1% (n=4).

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Physical Activity	Do you regularly exercise for less than 3 days/week?	3.43	1.034
	Are you categorized in the active group in the university?	3.46	0.912
	Do you often do physical activities such as walking/ swimming/ running on a treadmill or cycling on a campus?	3.63	1.019
	Do you often get involved in clubs at university?	3.60	0.938
	Do you agree that involvement in physical activity will have a positive impact on the academic achievement of a university student?	4.20	0.778
	Do you agree that students should get involved in games and sports activities at university?	4.23	0.690
Study Habit	I read all the questions before answering the test questions.	4.39	0.762
	I take notes while reading the text that is related to the subject.	4.20	0.693
	Do you agree that note taking techniques are important study skills?	4.38	0.706
	Do you agree that writing skills are important study skills?	4.32	0.666
	I prefer to study within a week before the final exam.	3.71	1.068
	I prefer to study within two weeks before the final exam.	3.84	0.983
	Do you agree that study skills can be improved by reading and repeating the text?	4.21	0.784
Eating Habit	Do you agree that breakfast intake is important?	4.44	0.688
	Do you agree that academic performance has to do with breakfast?	4.06	0.869
	Do you agree that breakfast leads to the quality of student education?	4.15	0.800
	Do you agree that nutritional food intake will have a good effect on the student academic performance?	4.37	0.699
	Do you agree that students with higher grades have healthier eating habits?	3.87	0.919
	Do you agree that students' performance develops well if they consume good nutrition?	4.18	0.733

	As a student, do you agree that unhealthy food will have a negative effect on the student's academic performance?	3.99	0.899
Academic Performance	Improving my grades every semester is my biggest goal in university.	4.56	0.827
	I know how to manage my time to maintain good grades.	3.99	0.797
	I set the deadlines for myself for completing my assignments.	4.12	0.912
	I believe that I can improve my academic performance if I manage my time wisely.	4.54	0.714
	I enjoy doing assignments and outdoor activities because they help me to improve my skills in every subject.	4.23	0.809
	I actively participate in every discussion. (group discussion, etc..)	4.25	0.751

The highest mean score of students' physical activity was 4.23 for the item "Do you agree that students should get involved in games and sports activities at university?" followed by the item "Do you agree that involvement in physical activity will have a positive impact on the academic achievement of a university student?" (4.20), "Do you often do physical activities such as walking/ swimming/ running on a treadmill or cycling on a campus?" (3.63), "Do you often get involved in clubs at university?" (3.60), "Are you categorized in the active group in the university?" (3.46), and "Do you regularly exercise for less than three days/week?" (3.43). Next, the highest mean score of students' study habit was 4.39 for the item "I read all the questions before answering the test questions." followed by the item "Do you agree that note-taking techniques are important to study skills?" (4.38), "Do you agree that writing skills are important to study skills?" (4.32), "Do you agree that study skills can be improved by reading and repeating the text?" (4.21), "I take notes while reading the text that is related to the subject." (4.20), "I prefer to study within two weeks before the final exam" (3.84) and "I prefer to study within a week before the final exam." (3.71).

Also, the highest mean score of students' eating habit was 4.44 for the item "Do you agree that breakfast intake is important?" followed by the item "Do you agree that nutritional food intake will have a good effect on the student's academic performance?" (4.37), "Do you agree that students' performance develops well if they consume good nutrition?" (4.18), "Do you agree that breakfast leads to the quality of student education?" (4.15), "Do you agree that academic performance has to do with breakfast?" (4.06), "As a student, do you agree that unhealthy food will harm the student's academic performance?" (3.99) and "Do you agree that students with higher grades have healthier eating habits?" (3.87). Besides, the highest mean score of students' academic performance was 4.56 for the item "Improving my grades every semester is my biggest goal in university" followed by the item "I believe that I can improve my academic performance if I manage my time wisely" (4.54), "I actively participate in every discussion (group discussion, etc.)." (4.25), "I enjoy doing assignments and outdoor activities because they help me to improve my skills in every subject." (4.23), "I set the deadlines for myself for completing my assignments." (4.12) and "I know how to manage my time to maintain good grades." (3.99).

The researchers had assumed that the average mean for physical activity is 3.76, and it shows the majority of respondents agree that physical activity is vital for students in university to make sure that they have a good performance in academics. The average mean for academic performance is 4.28 and it shows the majority of respondents are strongly agree that improving

and maintaining their performance is important for students to gain a good achievement. The average mean for study habits is 4.15, and it also shows the majority of respondents agree that study habit is important essential for students in university to make sure that they have a good performance on in academics. Moreover, the average mean for eating habits is 4.15, and it shows that the majority of respondents believe in the importance of eating habits when it comes to the effectiveness on academic performance among students in the university.

Result of Reliability Analysis

Table 4: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Physical Activity	6	0.823
Study Habit	7	0.775
Eating Habit	7	0.895
Academic Performance	6	0.809

Table 4 shows the total result of the reliability analysis of variables, which comprises the independent and dependent variables. The dependability of Cronbach's Alpha was used to examine the reliability of three independent variables such as physical activity was discovered to be very good in terms of consistency (6 items; = 0.823), study habit (7 items; = 0.775), also has a good correlation in reliability while eating habit and academic performance, both had stated (7 items; = 0.895), (6 items: = 0.809) which were very good in the strength of correlation.

Result of Pearson Correlation Analysis

Table 5: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported / Not Supported)
H ₁ There is a significant relationship between physical activity and academic performance among university students.	$r = 0.563, p < 0.01$	H ₁ is supported.
H ₂ There is a significant relationship between study habits and academic performance among university students.	$r = 0.601, p < 0.01$	H ₂ is supported.
H ₃ There is a significant relationship between eating habits and academic performance among university students.	$r = 0.386, p < 0.01$	H ₃ is supported.

Based on Table 5, Pearson's correlation analysis shows that physical activity and study habits has moderate positive correlation on academic performance among university students ($r = 0.563, p < 0.01$) and ($r = 0.601, p < 0.01$) respectively while eating habits has a weak positive correlation on academic performance among university students ($r = 0.386, p < 0.01$).

DISCUSSIONS AND RECOMMENDATIONS

Discussions are focused on the problem solution towards the questions and directing hypothesis as referred to in the first chapter of this study. Overall, this study has considered the impacts of lifestyle study and eating behaviour quality on academic performance among university students. Based on the study's findings, the recent study would illustrate various

recommendations for future researchers that allow the university students to realize their involvements as the students in order to achieve a good academic performance as well as enhancement that can be made in future studies. Reading ability in study habits had the highest benefaction among university students, improving their academic performance. In fact, this study habit is commonly used by them during the examination because it can make it easier for students to get excellent performance in academics by understanding the questions related to the subjects. Besides, physical activity and eating habits are also crucial for students' academic performance and to develop future result based on the recent study.

Other than that, future researchers can conduct a study related to the student's academic performance based on the variable question that the previous researchers have been done, which is reading ability in study habit as one of the keys in study to make sure the students have good performance in academic. Another essential variable which is physical activity such as sports activity and eating habits such as breakfast intake, can give positive impacts on students' academic performance. Moreover, it has advocated that future researchers must maintain the utilisation of quantitative methods in future research. Hence, it advocates at future researchers conduct the study by using all of the methods for data collection purposes among the respondents. This is because the results would become more realistic and applicable to a larger population, and it is very suitable for an online survey such as Google form. Therefore, future research would be advised to do this method because of the well-informed questionnaire in the survey and validated by the result of finding.

CONCLUSION

In conclusion, this research aimed to determine the impacts of lifestyle study and eating behaviour quality on academic performance among university students. Three independent variables, which were physical activity, study habits and eating habits had, were decided to investigate their relationships to the dependent variable, which is academic performance. The study managed to gain 399 respondents from first-year and final-year university students. Finally, based on Pearson's correlation analysis, physical activity had stated 0.563** in value, study habit had a 0.601** value, and eating habit stated 0.386**.

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