



FACTORS INFLUENCING GREEN RESTAURANT REVISIT INTENTION AMONG CONSUMER IN MALAYSIA.

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ABSTRACT

A green restaurant is environmentally friendly in all food production and sales areas. There needs to be more existing research on the demand for green practices within the food service sector from the consumers' perspectives in Malaysia. Therefore, this study aims to determine the factors influencing consumers' intention to revisit green restaurants. This study employed a correlational cross-sectional survey through purposive sampling to collect information concerning the intention to revisit green restaurants. The proposed model is an extension of UTAUT and was empirically tested using data obtained from an online survey of revisit intention (n-250). 250 data were analyzed using Statistical Package for social science (SPSS) version 28.0. The analysis revealed that performance green consumerism, perceived value, perceived quality, and product price positively influence consumers' revisit intention in the green restaurant. The findings revealed that perceived value had the biggest effect on diners' inclination to return to green restaurants. Other theories may be used to direct future research into the elements that motivate patrons to return to green eateries.

Keywords: Green Consumerism, Perceived value, Perceived Quality, Product Price, Revisit Intention

TABLE OF CONTENTS

	PAGE
COVER PAGE	
ABSTRACT	i
TABLE OF CONTENTS	ii
LIST OF TABLES	iii
LIST OF FIGURES	iii
LIST OF SYMBOLS & ABBREVIATIONS	iii
 CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	1-2
1.3 Problem Statement	2-5
1.4 Research Questions	5
1.5 Research Objectives	5-6
1.6 Scope of the Study	6
1.7 Significance of the Study	7-8
1.8 Definitions of Terms	8-10
1.8.1 Green Consumerism	8
1.8.2 Green Preceived Value	9
1.8.3 Green Preceived Quality	9
1.8.4 Product Price	9-10
1.9 Summary	10

CHAPTER 2: LITERATURE REVIEW

2.1	Introduction	11
2.2	Underpinning Model and Theory	11-14
2.3	Conceptual Framework	14
2.4	Hyphothesis Development	15-18
	2.4.1 Influence Between Green Consumerism and Revisit Intention	15
	2.4.2 Influence Between Green Perceived Value and Revisit Intention	16
	2.4.3 Influence Between Green Perceived Quality and Revisit Intention.	17
	2.4.4 Influence Between Price and Revisit Intention.	18
2.5	Summary	19

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Introduction	20
3.2	Research Design	20-21
3.3	Population	21-22
3.4	Sample Size	22-23
3.5	Sampling Method	23-24
3.6	Data Collection Procedure	25
3.7	Research Instrument	25-28
3.8	Data Analysis	28-29
3.9	Summary	29
		30-33

CHAPTER 4: RESEARCH FINDING

4.1	Introduction	33
4.2	Response Rate	33
4.3	Data Screening	34
4.4	Common Methode Variance (CMV)	34-35
4.5	Respondent's Demographic Analysis	36-44
4.6	Normality Test	45-47
4.7	Descriptive Analysis	47-54
4.8	Pearson Correlation Analysis	54-61
4.9	Regression Analysis	61-64
4.10	Discussion Based on Research objective	65-67
4.11	Summary	67-68

CHAPTER 5: CONCLUSION

5.1	Introduction	69
5.2	Recapitulation of the finding	69-72
5.2.1	To Determine the Influence Between Green Consumerism and Revisit Intention of Green Restaurants in Malaysia.	72
5.2.2	To Determine the Influence Between Green Perceived Value and Revisit Intention of Green Restaurants in Malaysia.	72
5.4.3	To Determine the Influence Between Green Perceived Quality and Revisit Intention of Green Restaurants in Malaysia.	73
5.4.4	To Determine the Influence Between Product Price and Revisit Intention of Green Restaurants in Malaysia.	73-74
5.3	Limitation	74-76
5.4	Recommendation	76-77
5.5	Summary	78

LIST OF TABLES

Tables	Title	Page
Table 2.1	Summary of hypothesis	20
Table 2.2	Likert scale measurement	26
Table 3.1	Construct, definitions, items, measurement scales and reference sources	27
Table 3.2	Likert scale measurement	29
Table 3.3	Reliability test coefficient Alpha for revisit intention on green restaurants factor	31
Table 4.1	Response Rate	33
Table 4.4.1	Result of common method variance	35
Table 4.5.1	Summary of demographic profile of respondents	36
Table 4.6.1	Normality test for revisit intention	45
Table 4.6.2	Normality test for green consumerism	45
Table 4.6.3	Normality test for green perceived quality	46
Table 4.6.4	Normality test for green perceived value	46
Table 4.6.5	Normality test for product price	47
Table 4.7.1	Descriptive Statistic for each construct	48
Table 4.7.2	Mean Value Green consumerism	48
Table 4.7.3	Mean Value Green Perceived Quality	49
Table 4.7.4	Mean Value Green Perceived Value	50
Table 4.7.5	Mean Value for price product	52
Table 4.7.6	Mean Value for revisit intention	53
Table 4.8	Rules of thumb about correlation coefficient size	54
Table 4.8.1	Correlation between green consumerism and revisit intention green restaurant among consumer	55

Table 4.8.2	Correlation between perceived quality and revisit intention green restaurant among consumer	
Table 4.8.3	Correlation between green perceived value and revisit intention green restaurant among consumer	57
Table 4.8.4	Correlation between product price and revisit intention green restaurant among consumer	59
Table 4.8.5	Result of Pearson correlation coefficient	60
Table 4.9.1	Summary of regression Analysis on the Influence between green consumerism and revisit intention of green restaurant among consumer in Malaysia.	62
Table 4.9.2	Summary of regression Analysis on the Influence between green perceived quality and revisit intention of green restaurant among consumer in Malaysia.	63
Table 4.9.3	Summary of regression Analysis on the Influence between green perceived value and revisit intention of green restaurant among consumer in Malaysia.	64
Table 4.9.4	Summary of regression Analysis on the Influence between product price and revisit intention of green restaurant among consumer in Malaysia.	64
Table 4.11	The result of hypothesis testing and findings	68
Table 5.2	Summary of the research objectives, questions, hypothesis, and findings	71

LIST OF FIGURES

Figure	Title	Page
Figure 1	Conceptual Framework	16
Figure 2	Research process	21
Figure 3	Statistical test of independent variables	24
Figure 4.5.1	Gender of respondents	38
Figure 4.5.2	Age group of respondents	39

Figure 4.5.3	Race Group of respondents	40
Figure 4.5.4	Marital status group of respondents	41
Figure 4.5.5	Highest education group of respondents	42
Figure 4.5.6	Occupation group respondents	43
Figure 4.5.7	Household Income (per month) of respondents	44

LIST OF SYMBOLS & ABBREVIATIONS

Abbreviations

IGEM	International Greentech & Eco products exhibition & conference Malaysia
TPB	Theory of Planned Behaviour
DOSM	Department of Statistics Malaysia
SPSS	Statistical Package for the Social Sciences

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CHAPTER 1

1.1 INTRODUCTION

This chapter contains the background of the study as general information of this study. It is followed by the problem statement, research question, research objectives, scope of the study, the significance of the study, and as well as the definition of terms. At the end of this chapter, the chapter summary was presented to summarize chapter 1.

1.2 BACKGROUND OF THE STUDY

Business operations indirectly contribute to the effects of global warming, high energy consumption, large-scale food consumption, and an increase in food waste disposal (Krause, 1993; Han, 2011; Langgat, 2019; Asadi, 2020). As a result, consumers are becoming more concerned and aware of environmental issues, which has significantly affected the amount of effort and responsibility they imply. Unexpectedly, the worries have sparked a new trend in the green restaurant sector. Restaurant operations today are significantly impacted by shifts in consumer attitudes and behavior. Compared to other commercial restaurants, dining at green restaurants has become a popular choice. The solid sentiments and social responsibility of environmental concern influenced the restaurant selection.

Due to numerous restaurant practices, including higher energy consumption, higher food waste generation, and increased use of non-recyclable products, this phenomenon has resulted in environmental degradation (Wang, 2016). In the meantime, eco-friendly and healthy eating ideas have gained popularity in line with the expanding sustainability trends (Wang, Chen, Lee, & Tsai, 2013). Hence, the food and beverages industry is one of the least sustainable economic sectors, and it is recognized for its duty to reduce environmental problems by implementing green practices (Wang et al, 2013).

Looking at the Malaysian restaurant industry, green practices are still in their early stages, with little consumer interest. This can be seen in the fact that very few restaurants in Malaysia use green practices. However, restaurant operators in Malaysia will adopt green practices if there is increased awareness among entrepreneurs and the general public, complete government guidance and support, and expert monitoring of green practice operations (Langgat, 2019). Therefore, this study aims to investigate the factors influencing green restaurant revisit intention among consumers in Malaysia.

1.3 PROBLEM STATEMENT

The restaurant sector has a broad and significant impact on the environment from excessive water, energy, and resource consumption to high carbon emissions from the manufacture and delivery of items as well as the mobility of patrons and personnel (Schubert, 2015). Although attempts have been made to identify green attributes, there is not any agreement among researchers, managers, and clients

(Hopkins, 2017). Indeed, three aspects of green restaurant activities were provided by a framework for green restaurants which is health, environment, and social. Therefore, to fill the gaps this study aims to propose an alternative framework for green restaurants that combine food environment and administration-focused green initiatives.

According to Jeong and Kwok (2016), which were grounded in the framework for green restaurants employed specified measurements to assess consumer perceptions of green restaurants. However, because green characteristics are already present in the data, analyzing the noticeability of green behaviors is challenging using this quantitative method. Although customers' behavioral intentions and preferences for restaurants that provide sustainable products and dining experiences have been partially studied in the past (Lavuri, 2021), it is still unclear how green consumerism, green perceived value, and green perceived quality affect consumers. For instance, despite the obvious immediate benefits of a restaurant's green qualities, prior research has been unable to prove that green attributes influence revisit intentions (Jang et al., 2011). In fact, according to recent studies, buyers frequently assume that products with green qualities are of lower quality (Skard et al., 2021). Therefore, more research into factors that influence green restaurant revisit intention is required.

Since a growing number of customers have favorable views toward green consumption, empirical research in the field of pro-environmental behavior and sustainable consumption has long maintained that buying intentions do not always translate into actual purchasing behavior (Park & Lin, 2020). Different motivating

elements are frequently incorporated into consumer decision-making processes, making it more difficult to comprehend consumer attitudes and behavioral intents in certain situations. Although green consumerism has gained much coverage in recent literature as an essential component of sustainable consumption, the transition from environmental knowledge to behavioral adjustments is not simple and need attention (Hojnik et al., 2020).

Additionally, customers unconsciously and cognitively assess the restaurant's qualities while dining out. Thus, they have a positive behavioral intention when the food is of a high calibre, or vice versa (Ha & Jang, 2013). A subjective relevance of an attribute for evaluating a restaurant's goods and/or service is what is meant by an "essential attribute" (Ponnam & Balaji, 2014). Additionally, their subjective assessment of their events leads to the experience and hence the qualities (Jeong & Jang, 2011). Customers assess a restaurant's qualities and rate them according to importance (Perutkova, 2010). The most crucial element for a restaurant is green perceived quality, which comprises the calibre of the cuisine, the calibre of the service, and the calibre of the environment (Liu & Jang, 2009). While a restaurant's primary offering and most frequently noted trait is its food quality, patrons also consider other factors. They also take into account the aspects that determine the quality of a restaurant's service, ambiance, and authenticity (Liu & Jang, 2009).

Based on existing research, this study hypothesizes that situational circumstances such as the adoption of green perceived value in green practices and price may have an impact on their revisit intention. Indeed, customers who are

highly engaged in green practices may also be more likely to concentrate on the pertinent information, which eventually affects green restaurant revisit intention in Malaysia. Numerous studies support that environmental concerns, awareness, or values encourage consumers to choose eco-friendly goods and services (Liao et al., 2020). Consumer mistrust may make it more difficult to translate intention into actual conduct, as businesses frequently overstate the environmental benefits of their products. Another important factors in predicting revisit intention in green consumers' evaluations is the price (Alamsyah et al., 2021). However, little research was conducted to determine the relationship between price and green restaurant revisit intention. Therefore, this study aims to investigate the relationship between price and green restaurant revisit intention. Indeed, implementing green practices does not always ensure consumer loyalty and retention (Shapoval et al., 2018). Despite substantial prior research investigating perceived value in relation to behavioral intention (Yadav & Pathak, 2017), findings on the relationship between perceived value and intention are still controversial (Mao & Lyu, 2017). Therefore, to fill the gaps this study is aims to determine the factors that influence revisit intention of green restaurant in Malaysia.

1.4 RESEARCH QUESTIONS

The following are research questions (RQ) that have been developed in response to the phenomenon of this study.

RQ 1: Is there any influence between green consumerism and revisit intention of green restaurants in Malaysia?

RQ 2: Is there influence between green perceived value and revisit intention of green restaurants in Malaysia?

RQ 3: Is there influence between green perceived quality and revisit intention of green restaurants in Malaysia?

RQ 4: Is there influence between price and revisit intention of green restaurants in Malaysia?

1.5 RESEARCH OBJECTIVES

1.5.1 General Research Objective

This study aims to examine the factors that influence green restaurants' revisit intention among consumers in Malaysia.

1.5.2 Specific Objective

Specific objectives were then established to achieve the goals of this research, as follows:

RO 1: To determine the influence between green consumerism and revisit the intention of green restaurants in Malaysia.

RO 2: To determine the influence between green perceived value and revisit the intention of green restaurants in Malaysia.

RO 3: To determine the influence between green perceived quality and revisit the intention of green restaurants in Malaysia.

RO 4: To determine the influence between price and revisit intention of green restaurants in Malaysia.

1.6 SCOPE OF STUDY

This research investigates the factors that will be influenced the intention to revisit green restaurants among consumers in Malaysia. The variables that will be used in this study are green consumerism, green perceived value, and green perceived quality as well as price to study the factors of revisit intention green restaurants in Malaysia. A green restaurant that is environmentally friendly in all aspects of production and preparation includes restaurant design, product production, food preparation, ingredients used by restaurant operators, and product cleanliness, including packaging supplies, appearance, and shop decoration. Based on the current literature, green restaurants have various other positive effects on business. Green restaurants can attract the attention of customers for the establishment of the concept and provide more benefits to customers. (Schubert et al., 2010). Thus, this study covers consumers of green restaurants who have visited green restaurants in Malaysia at least once.

1.7 SIGNIFICANCE OF THE STUDY

There are several significances of the study that will be contribute to several bodies as follow:

1.7.1 Future Research

The importance of this research becomes a guide and source for future research on revisiting the intention of green restaurants among consumers in

Malaysia. Other researchers can also improve this study and can rearrange the old study to be used as a new study and get a better idea about the scope of this study's investigation based on the result that will be obtained.

1.7.2 Policy

The findings of this research will be able to provide various information to the existing policy of green food to take appropriate action. This study can give ideas to the related agency to implement various related programs such as the implementation of go green program, green procurement implementation seminars, Worldwide Green energy & Environmentally sound Products Exhibition & Conference Malaysia (IGEM), and the 3R program's implementation (reduce, reuse, recycle). In daily life, this program can help users get information related to green restaurants in Malaysia.

1.7.3 Consumer

The findings will be directly benefit consumers in Malaysia in enhancing awareness about the green restaurants by enhancing their green consumerism, the green perceived value, green perceived quality, and price which can enhance revisit intention toward green restaurants in Malaysia.

1.7.4 Restaurant entrepreneur

The significance of this study benefits restaurant operators because the government serves as an alternative platform for educating Malaysian consumers about the value of environmentally friendly restaurants in order for them to support green

restaurant operators in Malaysia by enforcing environmental legislation and regulations (Kasim et al., 2015). As a consequence, environmental issues may be reduced to aid in environmental sustainability, resulting in a natural environment for the community, and more customers may reconsider Malaysian green restaurants.

1.8 DEFINITIONS OF TERMS

Research studies that refer to key terms should be carefully and accurately defined to measure the correct construct and to avoid confusion in choosing the right key term for the purpose of the research. The conceptual definition states what is to be measured or observed in the study while the operational definition states how to capture value. The following is the definition of key terms that will be studied in this study.

1.8.1 Green consumerism

According to Conserve Energy Future (2022), Green consumerism is defined as consumer desire for goods and services that have undergone an eco-friendly manufacturing process or one that involves recycling and protecting the planet's resources. In this study, green consumerism refers to all production and sales such as menu design, cleaning products, packaging supplies, choice of materials, and the use of materials that are environmentally friendly.

1.8.2 Green perceived value.

Green perceived value refers to a consumer's overall assessment of the total sourced benefit of a specific product, service, or market offering (Patterson & Spreng., 2015). In this study, green perceived value refers to consumers who evaluate products that are healthier and more worthwhile between green restaurants and regular restaurants.

1.8.3 Green perceived quality

Green perceived quality is defined as customer perception ratings of environmentally friendly products that they consume by balancing the benefits of what they accept against the sacrifices they make in order to obtain the product, which includes their need for an environmentally friendly product (Spreng, 1997). In this study, the value of green perception refers to the revisit intention of consumers in Malaysia to maximize the value that can be obtained and compare the quality of ordinary restaurants and choose green restaurants that provide greater value to consumers in Malaysia.

1.8.4 Product Price

The definition of price is the money that customers must pay for a product or service (Rosemary Carlson., 2020). In this study, the price offered to customers who come to green restaurants to sell green products that have been prepared. The effect is that customers will choose subject to a reasonable price and more worthwhile than the price of a normal restaurant in Malaysia.

1.9 SUMMARY

This chapter describes the study's background and the research problem. It is followed by research questions, research objectives, the scope and significance of the study, and term definitions. This chapter also serves as a fundamental guideline for the study's future development. This research will be discussed in greater detail in Chapter 2.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The previous chapter highlighted the critical elements of the study. Chapter 2 aims to review the information within the literature and develop a conceptual framework that relates to the research problem. Section 2.2 begins by providing a brief explanation of the model and theories related to revisiting the intention of the green restaurant followed by the proposed conceptual framework. Section 2.3 presents an explanation of the factors influencing green restaurants among consumers in Malaysia, followed by a discussion of the formulated hypotheses in Section 2.4. Finally, there was a summary presented at the end of this chapter to summarize the entire chapter.

2.2 UNDERPINNING MODEL AND THEORY

The theory of planned behaviour (TPB) and cue usage theory will be used to conduct this study, which will serve as the primary foundation for the current study. Researchers agree that adding a few relevant variables can broaden theories like TPB (Perugini & Bagozzi, 2001). This theory contributes to the formulation of several relationships between attitudes toward an action, desire, and intention,

positive and negative predicted emotions, frequency, and recent experience with prior activity (Perugini & Bagozzi, 2021). The TPB claims that behavioural intentions, which are formed from attitudes, perceived behavioural control, and subjective norms, determine sustainable consumer behaviour such as supporting green businesses and purchasing green items.

The TPB, which holds that consumers use market information to make rational decisions linking green behavioural intentions to environmentally friendly purchases, serves as the foundation for the green consumerism construct presented in the proposed model (Figure 1) (Zhang et al., 2019). Green consumerism, according to TPB, has a beneficial and positive influence on consumers' intentions to make sustainable purchasing decisions (Rustam et al., 2020). According to the TPB, green customers develop favourable attitudes toward green products, which may influence behavioural intentions.

TPB was used to collect information about green consumers' attitudes and their desire (revisit intention) to patronise green restaurants. TPB considers consumer intention to be the primary dependent variable that reflects a person's willingness to act in a specific way, and intention is formed from attitudes (Ajzen, 2022). Intentions are acknowledged as the best predictors of a planned activity, as has been well-documented in earlier studies (Liobikien et al., 2016). Intentions are also effective predictors of human behavior. In the theoretical paradigm, green perceived value and green perceived quality are also evaluated through the theoretical lens of cue use.

According to the theory, both intrinsic and external cues provide consumers with the information they need to infer value and quality from market offerings. Extrinsic cues are essential characteristics of a product that are not inherent in it, such as the brand name and packaging. In contrast, intrinsic cues are product characteristics that are inherent to it, such as utility, and cannot be changed without changing the product's physical characteristics (Toni et al., 2018). In the fields of marketing and consumer behavior, perceived value is an important area of study that is used to evaluate both the intentions and actions of consumers. While perceived quality encompasses both internal and external cues and offers differentiation of any market offering (Zeithaml, 2019) definition of perceived value places a major focus on the underlying utility and perceived cost of any providers (Konuk, 2019). In the case of restaurants, the appearance, flavor, and freshness of the food may serve as intrinsic quality signals, but the setting and name of the restaurant may serve as extrinsic quality cues. Customers' intentions to make future purchases are significantly influenced by the quality of the offers and their perception of their worth when it comes to sustainable consumption (de Toni et al., 2018; Konuk, 2019; Wang et al., 2020).

Customers consider both product-related and non-product-related cues before making a purchase decision, according to the cue usage hypothesis. This is especially noticeable when they consistently buy from the same brand.

The TPB has been extended in many pro-environmental behavior studies by including other cognitive constructs as predictors of pro-environmental behavior intentions (Teng et al., 2018). Little research has been conducted on product pricing

and revisiting green restaurant intentions. Based on previous research, the current study aims to combine green consumption with additional cognitive factors, green perceived value and quality, and price. The customer's willingness or desire to return to the same restaurant for dinner is referred to as intention to return (Kim, Lee, & Fairhurst, 2017). The willingness to engage in that behaviour, according to Perugini and Bagozzi (2021), is the most important element in describing a behavior's intention. As a result, green restaurant patrons' decision to act in an environmentally responsible manner is determined by their intent to return. Customer return intent has been studied in a variety of contexts, with a particular emphasis on revisit intention (Stylos et al., 2016).

2.3 CONCEPTUAL FRAMEWORK

A conceptual framework describes the significant factors that influence the revisit intention of a green restaurant in Malaysia using references from the literature review. Figure 1 depicts the conceptual framework for this study. Green consumerism, green perceived value, green perceived quality, and price are the four independent variables. The dependent variable is the intention to revisit green restaurant in Malaysia.

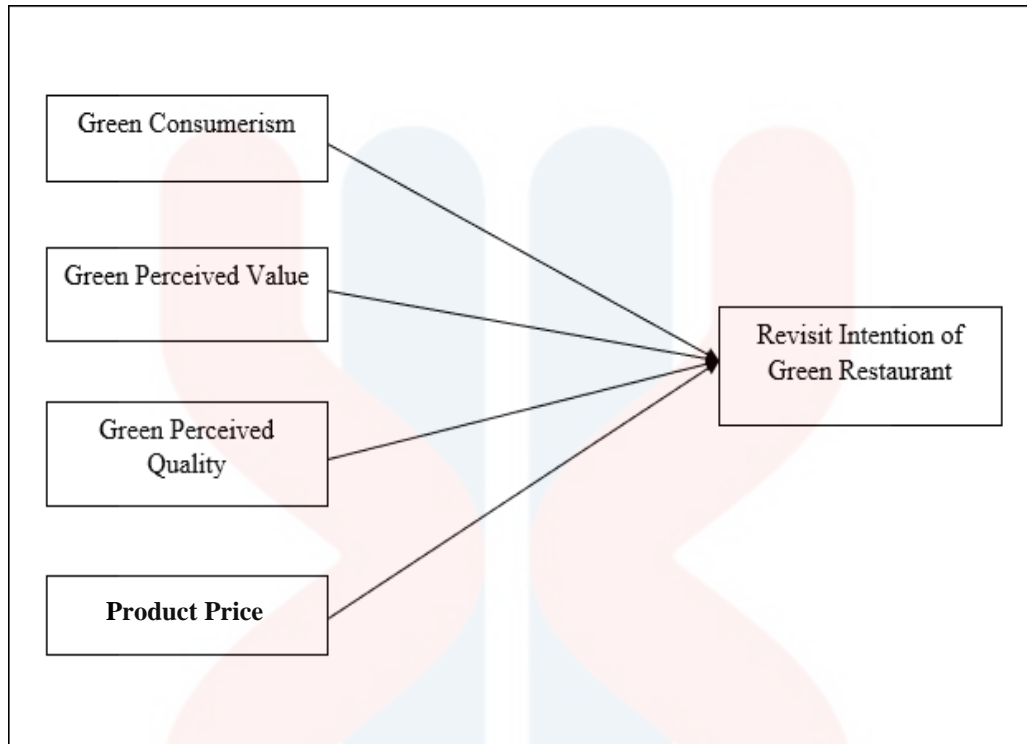


Figure 1: Conceptual Framework

2.4 HYPOTHESIS DEVELOPMENT

For this study, five hypotheses have been developed. The following sections explain the specifics discussion on the relationship between the variables.

2.4.1 The influence between green consumerism and revisit intention.

Customers become more worried about the environmental impact of commercial activities that are becoming popular vocal supporters of responsible individuals' behavior (Warburg et al., 2021). Green consumerism refers to customer awareness of the climate change crisis, as well as consumer initiatives or movements aimed at protecting the surroundings and reducing consumption's negative impact (Rizomyliotis et al., 2021). According to previous literature, many

studies have been conducted to investigate the factors influencing green restaurant revisit intention among Malaysian consumers (Atzori et al., 2018). Consumers are becoming environmentally conscious and more likely to engage in sustainable consumption (Kim & Park, 2020). Consumers develop favorable attitudes toward green restaurants as a result of environmental concerns. Positive attitudes refer to the underlying theory (Perugini et al., 2001), which can lead to consumer revisit intention (Yadav., 2017). Previous research has found that the perceived effectiveness of eco-friendly behavior, green consumption practices in everyday life, environmental awareness, and a company's green reputation all influence consumer purchasing decisions (Han, 2021). However, little study has been conducted on green consumerism. Therefore, the hypothesis is presented:

H1: There is a influence between green consumerism and revisit intention.

2.4.2 The influence between green perceived value and revisit intention

Perceived value is defined as a consumer's overall evaluation of the net benefit of a specific product, service, or market offering (Patterson., 1997). Green restaurant revisits intent is significantly predicted by consumer perceived value (Teng & Wu, 2019). Customers' overall evaluation of the received benefit of a market offering is based on their environmentally sustainable desires, expectations, and needs, which are referred to as green perceived value (Juliana et al., 2020). Existing literature suggests that perceived value is a predictor of destination loyalty, and that perceived value is derived from product or brand experience (Teng & Wu, 2019). In addition, perceived value is an essential factor in understanding customer

intention (Jiang & Hong, 2021). Several studies have been conducted to investigate customers' behavioural intentions in relation to green marketing efforts such as environmental, green innovation, and restaurant green programmes (Nicolau et al., 2020). Extensive research indicates a positive relationship between perceived value and characteristics intention, as perceived value influences prospective purchasing intention by increasing trust in the purchased item, and optimism influences consumers' future intentions (Chen., 2012). Based on TPB theory, green perceived value predicts consumer revisit intentions. Therefore, the hypothesis is presented:

H2: There is a influence between perceived value and revisit intention.

2.4.3 The influence between green perceived quality and revisit intention.

Consumers' overall assessment of a company's differences or dominance is perceived quality (Alamsyah et al., 2021). Most restaurants base their satisfaction level on perceived quality (Agnihotri & Chaturvedi, 2018). Green perceived quality is defined as "customers' overall judgment of a product's total environmental superiority or excellence" by Wasaya et al. (2021), and it is a distinguishing feature that frequently influences green consumers' assessments of that offering (Alams et al., 2021). Extensive research backs up the effectiveness of green perceived quality. Not only does it elicit positive responses from customers, but it also increases purchase intentions (Wasaya et al., 2021). Customers who are environmentally conscious are more likely to return to restaurants with a high perceived green quality (Ahn & Kwon, 2020). In addition, perceived quality is a well-known advertising concept, with research indicating a positive relationship with customer

loyalty. As a result, customer intent to return should be predicted by green perceived quality. It is reasonable to expect a stronger link between green values and revisit intentions when perceived green quality is high. Therefore, the hypothesis is presented:

H3: There is a influence between green perceived quality and revisit intention.

2.4.4 The influence between product price and revisit intention.

According to Zeithaml (2021), "price is an element that is compromised when it comes to satisfying consumer needs," and the price product is unavoidable in determining the impact of revisit intention. Customers are typically price-conscious as a sign of thriftiness, and they form their opinion of a supplier by comparing price differences between products or services (Raji., 2017). Despite differences in consumer experience under different conditions, price influences consumer attitudes and, as a result, customer revisits intention is prevalent in green restaurants. Price variations influence customer expectations, evaluation, and decision-making in the green restaurant industry (Bhattacharjee et al., 2018). The fourth hypothesis contends that green restaurant products' prices influence consumers' willingness to return. As a result, to retain and attract customers, the price of goods or services must be reasonable compared to the quality of the goods or services (Han., 2015). Customers who dine at green restaurants are usually aware that they cannot afford to spend more money than they have. As a result, product pricing may influence a customer's purchasing decisions (Polas, Imtiaz, Mahbub, & Khan, 2019). Above all, the type and frequency of price fluctuations increase

customer vulnerability in Malaysian green restaurants. This flaw perplexes the customer, influencing his or her decision to purchase the product or service (Tayara & Raju, 2020). Therefore, the hypothesis is presented:

H4: There is a influence between product price and revisit intention.

2.5 SUMMARY

In conclusion, this chapter reviewed the literature on variables influencing green restaurants on revisit intention among consumers in Malaysia. It is expected to have a relationship between the determinants of green consumerism, green perceived value, green perceived quality, and price among consumers in Malaysia. Based on this TPB theory and review of literature, the conceptual framework for this study was formulated and presented. Finally, the study hypothesis was postulated which is summarized in Table 2.1.

Table 2.1: Summary of hypothesis

No.	Hypothesis	Statements
1	H1	The influence between green consumerism and revisit intention.
2	H2	The influence between green perceived value and the revisit intention.
3	H3	The influence between perceived quality and the revisit intention.
4	H4	The influence between product price and the revisit intention.

CHAPTER 3

3.1 INTRODUCTION

The second chapter outlined and reviewed the relevant literature for this study, as well as developed a preliminary conceptual framework. Chapter 3 outlines the methodology employed to collect and analyse the data for testing the conceptual framework. Acting as a bridge, Chapter 3 prescribes the most acceptable research design, followed by a description of the target population and sample size, instrumentation, and validity. A summary of the data collection and data analysis process is discussed in this section. The entire methodology process is summarised in Figure 2

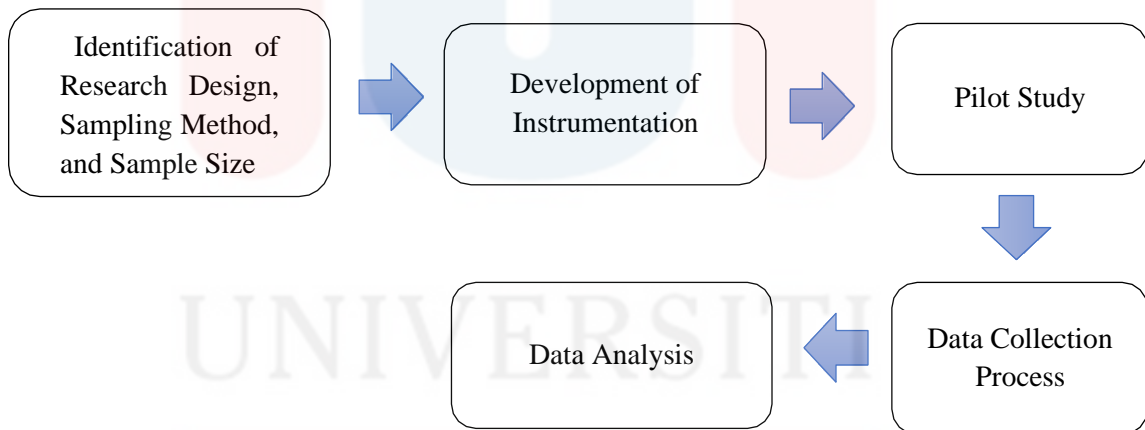


Figure 2: Research process

3.2 RESEARCH DESIGN

A study design includes rational decision-making choices about obtaining and interpreting the data to reach a solution (Creswell & Creswell, 2018). According to Sekaran and Bougie (2021), research design comprises issues related

to decisions regarding the purpose of the study (exploratory, descriptive, hypothesis testing), type of investigation (for instance, correlational and causal study), the temporal aspects (time horizon), the study setting, the type of information and data gathering, and the level at which the data will be analyzed (unit of analysis). This study will examine the factors influencing consumers' intentions to revisit green restaurants in Malaysia. This research proposal employed a cross-sectional study research design. For gathering information, the survey research strategy will be used. Researchers will be conducting using self-administered questionnaires to determine Malaysian consumers' intention to revisit green restaurants.

3.3 POPULATION

According to data from the Department of Statistics Malaysia 2022, the total number the people in Malaysia is 32.7 million. This research aims to identify the factors that influence green restaurants on the intention to revisit among consumers in Malaysia. Therefore, the target of this study is the community in Malaysia. The researcher will collect the information through a questionnaire.

A population in this study is a collection of persons, variables, ideas, or phenomena. The sampling frame is a significant issue that must be stressed to determine the population. A respondent that makes up the population or group being sampled is known as a sampling frame (Stephanie, 2019).

In this study, respondents include users aged 18 and over as the target respondents to explore patronage intentions towards green restaurants from the perspective of customers in Malaysia. This age category is given attention because this group has income and is expected to have an understanding of green restaurants. This questionnaire was administered to 250 respondents. Because it was impossible for this study to collect, analyze, and interpret large amounts of data within the time and budget constraints, sampling will be used to represent the entire population (Sekaran and Bougie). A sample is also used to reduce random errors and provide reliable generalization results (Barreiro & Albandoz, 2001). The data collection will be conducted in Malaysia, including the northern, middle, southern, and eastern areas. The criterion for the selection of the respondents is described in the following section.

3.3.1 Inclusion criteria include the following:

- i. Consumers who have visited the green restaurant at least once.
- ii. Malaysian citizens who are 18 years and above.
- iii. Agree to participate in this study respondent.

3.4 SAMPLE SIZE

Determining the sample size is the critical phase in sampling as it is a vital process that bears a major effect on the research. Appropriating the correct sample size is not a simple task, since numerous factors must be considered and accounted

for before any given number can be decided as the minimum sample size. The process of determining sample size includes estimating accuracy, the time allotted, and the financial budget of the researcher.

Social science research has used power analysis to determine the sample size. Hair, Hult, Ringle, and Saestedt, (2014) proposed that power analysis is appropriate for deciding the sample size using the structural equation modeling (SEM) technique. As such, this study will be used a power analysis to decide the minimum sample size. Figure 3.1 was used to determine the minimum sample size required to obtain appropriate statistical power and to clarify the model relationships (Hair, Hult, Ringle, & Sarstedt, 2017). The findings with four predictors showed that the minimum sample size was 84, which was the amount needed to achieve a power of 80% at a medium effect size (0.15) and a confidence level of 0.05. Considering the adjustment for the non-response rate from other studies, the data collection of this study was determined to be 250 respondents.

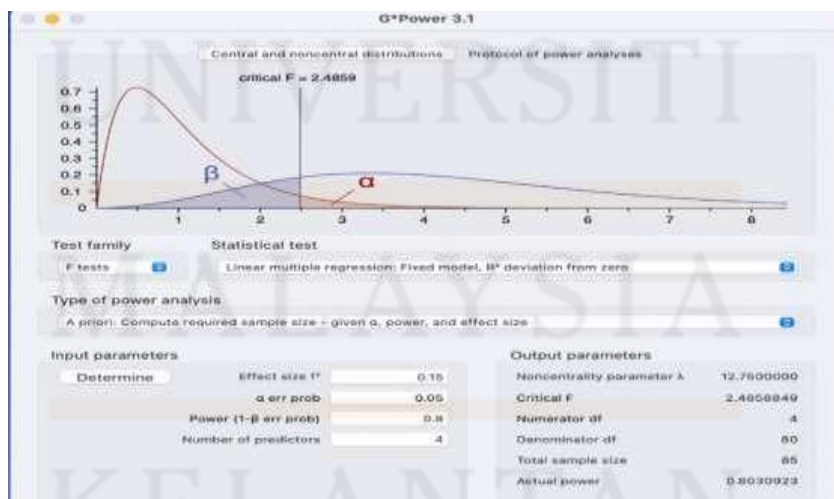


Figure 3: Statistic test of independent variables

3.5 SAMPLING METHOD

A quantitative method will be employed in this study using a survey questionnaire. A quantitative researcher tends to use a type of sampling method based on the criterion suitable for their study, which is probability sampling or non-probability sampling methods. In probability sampling, each subject has a known chance or non-zero chance of being selected from the population as a subject in the survey (Sekaran & Bougie, 2016). Although the possibility may not be equal, everyone reflects a presumed possibility of inclusion.

Non-probability sampling is employed when it is unknown population is. In other circumstances, extrapolating from the sample to the population might not be of much importance. The most frequent justification for employing a non-probability sampling method is that it is less expensive and frequently more easily deployed than a probability sampling method. It has processes for convenient, quota-based, and intentional sampling.

In this study, it was decided to adopt non-probability sampling methods through the purposive sampling method. Purposive sampling will be used in this study because the researcher is aware of the specific characteristics of the population of respondents. According to Ritchie, Lewis, Nicholls, and Ormston (2014), it is permissible to choose more than one criterion for target respondents. As a result, restaurant-goers aged 18 years old and above and Malaysian citizens were chosen as a respondent for this study. These people have purchasing power because they earn the majority of the working population's income (DOSM, 2016).

As a result, they constitute the majority of consumers both now and in the future (Kim et al., 2016). Teenagers aged 15 to 17 have been excluded because they had a high unemployment rate in 2016. This demonstrated that the majority of them are dependent because they are still in school (DOSM, 2017).

3.6 DATA COLLECTION PROCEDURE

The questionnaire is the instrument that will be used in data collection for this study. The closed-ended questionnaire consisted of a five-point interval scale for respondents to choose. The questionnaire will be distributed among 250 Malaysian consumers (18 years and above) who have visited a green restaurant in Malaysia at least once. The questionnaire will be collected through online surveys to reach the respondent in Malaysia.

3.7 RESEARCH INSTRUMENT

In this study, a survey questionnaire will be used as a quantitative method. How the survey instrument is adopted and modified prior to the measurement process is one of the critical components in obtaining the required information or measurement. The researcher will use a questionnaire to the respondents to collect and analyze the respondents' feedback on factors influencing green restaurants to revisit intention among consumers in Malaysia.

This study started by meeting the specific requirements that must be met to increase the response rate from the respondents. Researchers must first consider the questionnaire that will be distributed to respondents at a level sufficient for their understanding (Sekaran & Bougie, 2015). The questionnaire must have an easy-to-

understand language, appropriate to the respondent's level of understanding (Czaja & Blair, 2015). For example, the researcher will use English and Malay in collecting data through questionnaires since the respondents in Malaysia who will be studied have multiple races and religions. In addition, the sequence of questions in the survey questionnaire is well structured and can attract respondents to answer the question (Bradburn et al., 2016).

Through research instruments, questions will be developed to collect respondent data. The questionnaire will involve 3 parts: A, B, and C. Part A are about the respondents' demographic data on age range, gender, race, highest education, marital status, and occupation.

Next is part B, questions about the dependent variable of revisiting intention to green restaurants in Malaysia. Finally, part C of the questionnaire involves independent variable questions. All the items measure in this study will be summarized as Table 3.1

Table 3.1: Constructs, definitions, items, measurement scales and reference sources

Construct	Items	Total item	Measurement Scale	α	Reference
Green consumerism	<ul style="list-style-type: none"> - I look for locally grown organic food. - I always make an effort to purchase environmentally friendly products. - I am interested in participating if there is any green program in Malaysia. - I will be frugal in the use of water. - I'd like to buy products withless packaging. 	5	5-point Likert Scale ranging from 5-strongly agree to 1-strongly disagree.	0.909	Farzana Riva et al. (2022)

Green perceived quality	<ul style="list-style-type: none"> - I prefer a product that is of environmentally friendly - I always look for products that are functionally reliable. - I try to buy green-branded products. -I prefer to dine at a restaurant that I have previously visited. -I appreciate dependable providers. 	5	5-point Likert Scale ranging from 5-strongly agree to 1-strongly disagree.	0.899	Farzana Riva et al. (2022)
Green perceived value	<ul style="list-style-type: none"> - The restaurant has all of the expected eco-friendly features. - While I place my order, the restaurant saves me time. - Making a purchase from this restaurant is simple. - Recycling bins are available. - The food I buy here is a good investment for the environment and for my money. 	5	5-point Likert Scale ranging from 5-strongly agree to 1-strongly disagree.	0.921	Farzana Riva et al. (2022)
Product Price	<ul style="list-style-type: none"> - This restaurant's prices are reasonable. -The price set by this restaurant is reasonable. - It tastes good for the price. -The restaurant experience was priceless. - This restaurant offers me a lower price than others. 	5	5-point Likert Scale ranging from 5-strongly agree to 1-strongly disagree.	0.917	Mohammad Rashed Hasan Polas et al (2020)
Revisit Intention	<ul style="list-style-type: none"> - I come here frequently. - I recommend that my friends and family come here. - I consider myself a regular at this restaurant. - I am very likely to return to this restaurant for my next meal. 	4	7-point Likert Scale ranging from 7-strongly agree to 1-strongly disagree.	0.940	Farzana Riva et al. (2022)

Additionally, the researcher has created five levels of agreement in this study that will be used to evaluate factors influencing green restaurant revisit intention in Malaysia. Each level of evaluation will be assigned a value in the form

of a number on a likert scale, with 5 representing strongly agree, 4 representing agree, 3 representing neither agree nor disagree, 2 representing disagree, and 1 representing strongly disagree. This Likert scale is essential for measuring and collecting comprehensive data for the study of revisiting intent in green restaurants.

Table 3.2: Likert scale measurement

1	2	3	4	5	6	7
Strongly Disagree <i>Sangat tidak Setuju</i>	Disagree <i>Tidak Setuju</i>	Somewhat disagree <i>Agak tidak pasti</i>	Neither agree nor Disagree <i>Berkecuali</i>	Somewhat agree <i>Agak setuju</i>	Agree <i>Setuju</i>	Strongly Agree <i>Sangat bersetuju</i>

3.8 DATA ANALYSIS

This research was the primary data and will be collected through the questionnaire. Researchers will be used the Statistical Package for the Social Sciences (SPSS) version 28.0 to analyze the data. SPSS is computer software to help researchers analyze and transform data into graphs or tables. It helped the researcher to reduce the time it took to calculate the primary data. The researcher coded the questionnaire and keyed it into the data file. After keying in, the researcher moved to the next procedure. The data analysis collection was categorized by descriptive statistics and multiple regressions. The descriptive analysis will help the researcher describe and summarize data in a meaningful way.

Descriptive analysis will be used to analyze the profile of respondents such as age, education, and others. Therefore, the descriptive analysis helped the researcher analyze the respondents' demographic profiles.

A correlation analysis will be used to analyze this study's dependent and independent variables. In other words, correlation analysis is to identify the relationship between a dependent variable and the independent variable. Pearson Correlation Coefficient can be grouped by two correlations which are positive correlation and negative correlation. The range for the positive correlation is the value higher than positive 1 (+1.00) and the value lower than negative 1 (-1.00) will be a negative correlation. There is no relationship between two variables when the value is 0. A positive correlation is considered if the value is more than 0.

3.9 Reliability Test

The reliability of a set of scale items is a measure of their internal consistency. Cronbach's alpha is a popular measure for determining the reliability measure for the measuring item under each component. Cronbach's Alpha is a reliability coefficient that indicates how well items in a set are positively correlated.

The collected data was subjected to reliability analysis in order to determine the measure's reliability. A Cronbach's Alpha of 0.6 or higher for a component, according to Awang (2015), indicates that the measuring items under that component will provide a reliable measure of internal consistency. Reliability values less than 0.60 are considered poor, values between 0.70 and 0.80 are considered acceptable, and values above 0.80 are considered excellent. Cronbach's

Alpha can be between 0 and 1. The closer the value is to 1.0, the more reliable the study's variable scale.

3.9.1 Pilot test

The researcher used a pilot test to identify the questionnaire's flaws. The pilot test helped the researcher improve the quality of data in the research. It aided researchers in reducing research errors. The researcher's target respondents were all Malaysians, and 50 questionnaires were distributed as a pilot test to increase the reliability and validity of the results. The results of the pilot test are shown in the table below:

Table 3.3: Reliability test coefficient Alpha for revisit intention on green restaurants factor (Pilot Test)

Construct	α
Revisit Intention	0.947
Green Consumerism	0.947
Green Perceive Quality	0.833
Green Perceive Value	0.965
Price Product	0.971

According to table 3.3, the Cronbach's Alpha for independent variable and dependent variable more than 0.7, which is satisfactory. The results demonstrated that it is reliable and can be used in this study.

3.9 SUMMARY

In conclusion, the research methodology chapter discussed the method used in this study. This is a study on the factors influencing green restaurants on revisit intention among consumers in Malaysia. In addition, SPSS software will be used to analyze the data of respondents using descriptive statistics and correlation analysis. The relationship between a dependent and independent variable was discovered as a result of the analysis.

CHAPTER 4

RESEARCH FINDINGS

4.1 INTRODUCTION

The empirical findings are presented in Chapter 4 of this study, which also describes the data analytic procedures utilised to assess the research hypotheses. Beginning with the introduction to this chapter, it is divided into eight major sections. The subsequent sections assess the response rate and prospectively data screening. The subsequent section presents the respondent's background information and descriptive analysis of the respondents. This is followed by the data analysis that involves bivariate analysis and multiple linear regression to determine the effect of the independent variable. At the end of this chapter, there was a brief chapter summary in concluding this chapter.

4.2 RESPONSE RATE

About 250 questionnaires were distributed, with only 208 deemed worthy of use for the subsequent analysis, presenting a 83.2% of valid response rate. The response rate was comparable to several studies using an online survey. The description of the response rate is demonstrated in Table 4.1.

Table 4.1: Response rate

Descriptions	No. of samples	Percentage
Total number of questionnaires distributed	250	100.0%
Effective response rate (usable)	208	83.2%

4.3 DATA SCREENING

Recognizing missing data and considering potential actions is one of the processes in the data analysis process. Missing data may occur when survey respondents fail to answer specific questions or need more information about particular questions. This could involve incomplete or improperly marked survey questions. However, several methods for dealing with missing data include distribution, replacement, and deletion (Hair et al. 2016, 2015). Surveys containing a disproportionate amount of missing data, discrepancies, or irrational responses were disregarded. As a result, seven surveys out of a total of 257 were disregarded because of an excessive amount of missing data, deviations, or irrational responses. As a result, data analysis could only be done on 250 questionnaires.

4.4 COMMON METHODE VARIANCE (CMV)

In a cross-sectional study, CMV is a prerequisite that must be tested for self-reported questionnaires. The predictor and measure variables, in particular, are obtained from the same individual (Podsakoff, MacKenzie, Lee, & Podsakoff, 2015). As a result, statistical methods were used in this study to address this issue. To determine whether such bias occurred in this study, CMV can be tested using Harman's single-factor test (MacKenzie & Podsakoff, 2015).

According to Podsakoff et al. (2015), this test entails loading all measures into exploratory factor analysis (EFA). It is assumed that CMV exists as a single or general factor that accounts for most of the covariance in the measures.

As a result of the findings, the most significant variance of a revisit intention factor was 44.663%. According to Podsakoff et al. (2015) and Fuller et al. (2016), CMV may be an issue if the measured items all load on a single latent factor and

explain more than 50% of the total variance. This study's findings revealed that neither a single factor nor a general factor accounted for most of the covariance. As a result, CMV was determined to be insignificant.

Table 4.4.1: Result of Common Method Variance

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.119	44.663	44.663	13.119	44.663	44.663
2	2.201	9.172	63.835			
3	1.322	5.508	69.343			
4	1.082	4.510	73.854			
5	.841	3.505	77.359			
6	.713	2.973	80.332			
7	.624	2.598	82.930			
8	.470	1.960	84.890			
9	.397	1.656	86.546			
10	.369	1.536	88.082			
11	.348	1.449	89.531			
12	.338	1.409	90.940			
13	.316	1.316	92.256			
14	.263	1.094	93.350			
15	.253	1.056	94.406			
16	.229	.954	95.359			
17	.206	.859	96.219			
18	.175	.728	96.947			
19	.161	.672	97.618			
20	.144	.600	98.218			
21	.127	.529	98.747			
22	.118	.490	99.237			
23	.104	.435	99.672			
24	.079	.328	100.000			

Extraction Method: Principal Component Analysis.

4.5 RESPONDENT'S DEMOGRAPHIC ANALYSIS

Researchers used descriptive analysis to find the meaning of every section in this study as well as to know the most factors that contribute to and affect the understanding level of nutrition information among communities in Kelantan. The researcher attempted to evaluate the analysis of data gathered from respondents related to the factors that influence the revisit intention of green restaurants in Malaysia.

The first information investigated after the data screening is the general background of respondents who attended the questionnaire in this research. It is worthwhile to look at the demographic profile of the respondents who participated in this research before further analyzing the actual data. The sample consists of a total of 250 respondents. This part of analyze consists of information related to gender, Age, Race, Martial status, Highest education, Occupation, and Household Income (per month).

Table 4.5.1 : Summary of Demographic Profile of Respondents

Demographic Profile		Frequency (N=250)	Percentage (%)
Gender	Male	94	37.6
	Female	156	62.4
Age	18-25 years	97	38.8
	26-35 years	89	35.6
	36-45 years	51	20.4
	46 years above	13	5.2
Race	Malay	92	36.8
	Chinese	91	36.4
	Indian	65	26.0
	Others	2	0.8

Marital Status	Single	145	58.0
	Married	105	42.0
Highest Education	SPM	32	12.8
	STPM	25	10.0
	Diploma	61	24.4
	Degree	131	52.4
	Others	1	.4
Occupation	Student	77	30.8
	Employed	110	44.0
	Self-employed	55	22.0
	Unemployed	8	3.2
Household Income (per month)	< RM1000 – RM2000	104	41.6
	RM2001 – RM3000	67	26.8
	RM4001 – RM5000	43	17.2
	> RM5001	26	10.4
	Others	6	4.0
	Total	250	100

4.5.1 Gender of Respondents

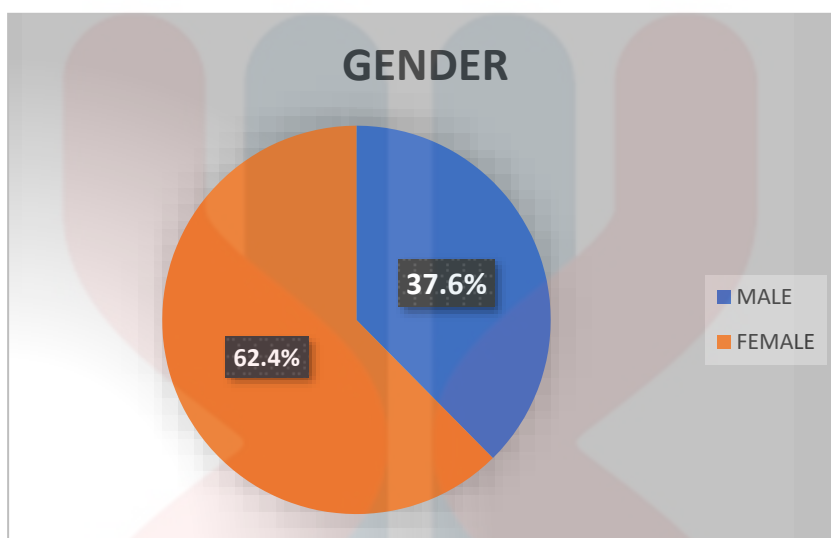


Figure 4.5.1 : Gender of Respondents

Figure 4.5.1 showed the gender of respondents which consisted of male and female while Table 4.1 showed the frequency and percentage of the gender of respondents. Out of 250 respondents in the studies, 94 (37.6%) males and 156 (62.4%) females are involved in this study. It showed that the number of female respondents was higher compared with the number of males who were more likely to revisit intention green restaurants compared to male (Kasapila et. al., 2015; Cheah et. al., 2016). Therefore, female is more willing to involve in this study.

4.5.2 Age Group of Respondents

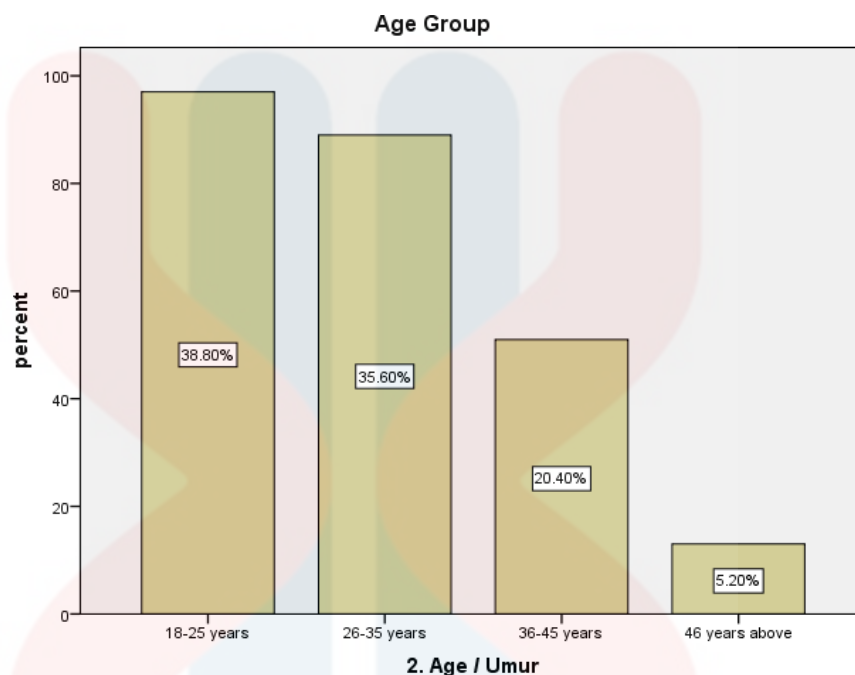


Figure 4.5.2: Age Group of Respondents

Figure 4.5.2 showed the bar chart of the age group of respondents which consisted of 118 to 25 years old, 26 to 35 years old, 36 to 45 years old, and 46 years old above, while Table 4.1 showed the frequency and percentage for each age group. Most of the respondents which were 97 (38.8%) respondents are categorized in the age group of 18 to 25 years old, while the respondents in the age group 26 to 35 years old were 89 (35.6%) respondents. Next, 51 (20.4%) respondents were aged 36 to 45 years old, and only 13 (5.2%) respondents were in the age group 46 years old and above. An individual who was aged over 18 to 25 years old was likely to revisit the intention green restaurant in Malaysia.

4.5.3 Race Group of Respondents

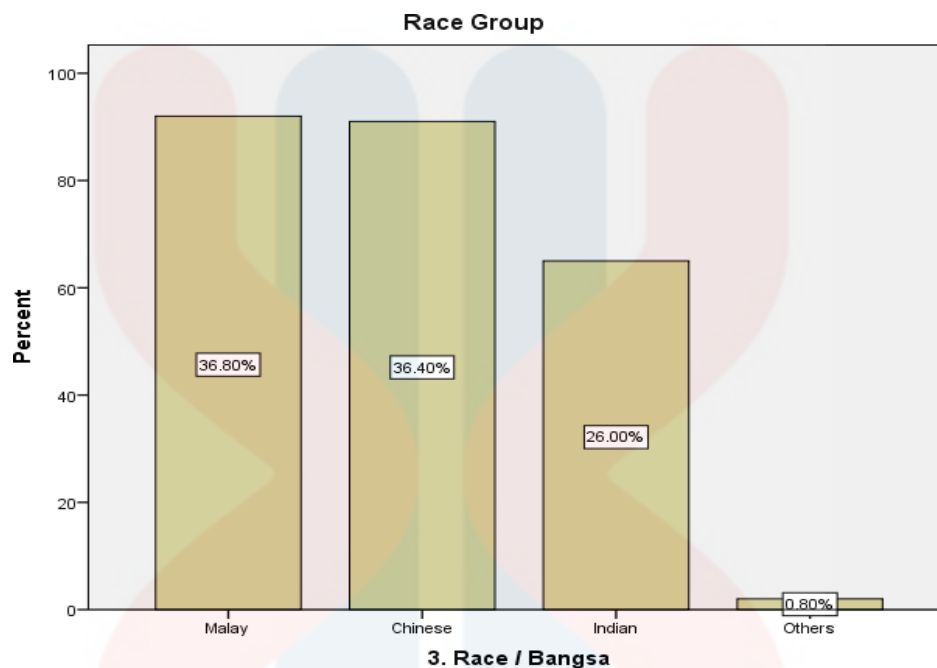


Figure 4.5.3: Race Group of Respondents

Figure 4.5.3 showed the bar chart of the Race group of respondents which consisted of Malay, Chinese, Indian, and others while Table 4.5 showed the frequency and percentage of race of respondents. Out of 250 respondents in this study, most of the respondents were Malay with the highest percentage of 36.80% compared with other religions, then followed by Chinese respondents with 36.40% and Indian respondents with 26.00%. The remaining 0.80% of respondents were of another religion.

4.5.4 Marital Status Group of Respondents

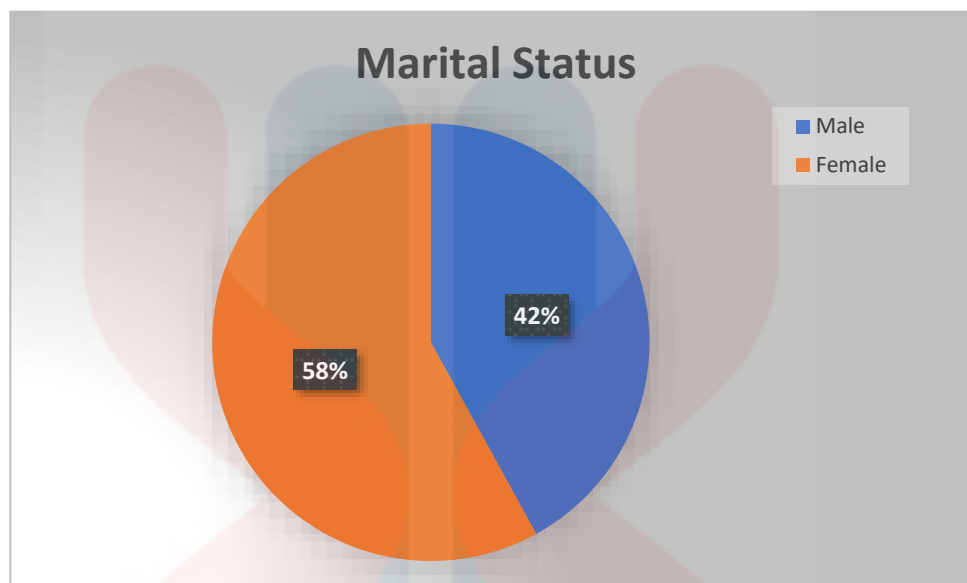


Figure 4.5.4: Race Group of Respondents

Figure 4.5.4 showed the status of respondents, which consisted of single and married while Table 4.5 showed the frequency and percentage of the status of respondents. Out of 250 respondents, 145 respondents and 58.0% were single while 105 respondents with 42.0% were married. This shows that unmarried people visit green restaurants more than married people.

4.5.5 Highest Education Group of Respondents

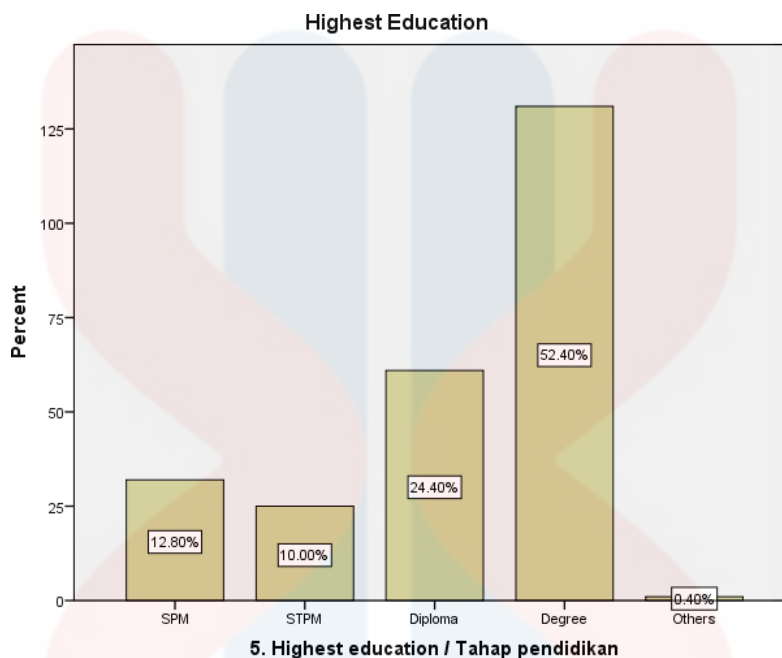


Figure 4.5.5: Highest education Group of Respondents

Figure 4.5.5 showed the highest education of respondents which consisted of SPM, STPM, Diploma, Degree, and others while Table 4.1 showed the frequency and percentage of the highest education of respondents. As a result, the highest frequency and percentage with 131 (52.4%) respondents were Degree and then followed by 61 (24.4%) respondents were Diploma, 32 (12.8%) respondents were SPM, 25 (10.0%) respondents were STPM, remaining of 0.4 percent was categories others which were only 1 respondent. The respondents with higher education were used and understood the advantages of revisiting green restaurants compared to a normal restaurant (Cheah et. al, 2021).

4.5.6 Occupation Group of Respondents

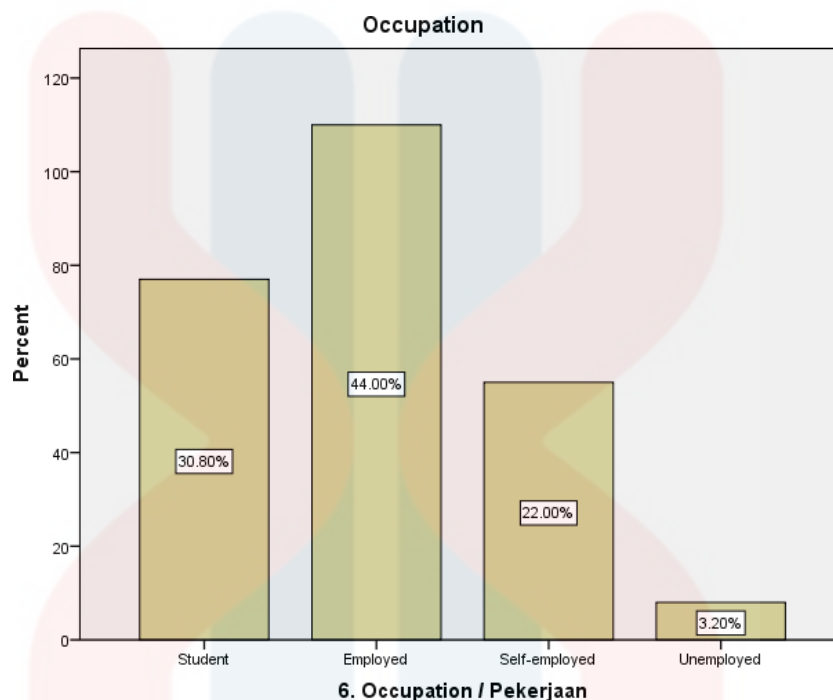


Figure 4.5.6: Occupation Group of Respondents

Figure 4.5.6 showed the Occupation of respondents while Table 4.1 showed the frequency and percentage of Occupation of respondents. Most of the respondents were Employed with the highest percentage of 44.00% which was 110 respondents and then followed by 30.8% or 77 respondents represented as students, 22.00% or 55 respondents represented as self-employed. The remaining 3.2% was other unemployed with 8 respondents. Past studies have stressed that employment status has been an influencing factor revisit the intention of green restaurants (Grunert et. al, 2021; Falola et. al, 2021).

4.5.7 Household Income (per month)

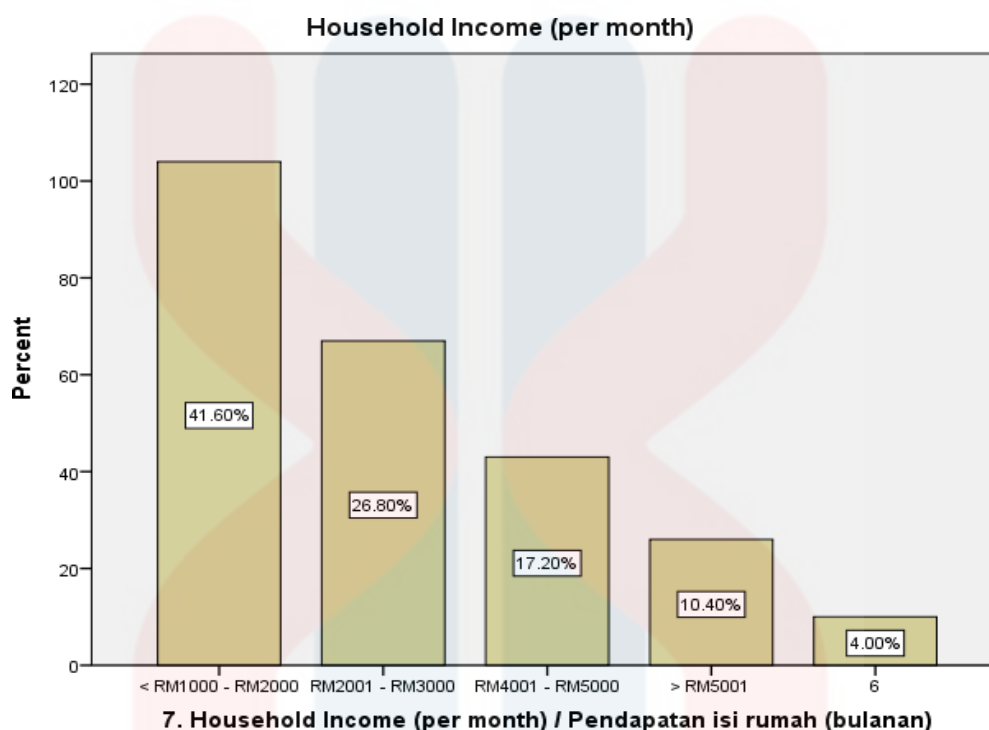


Figure 4.5.7: Household Income (per month) of Respondents

Figure 4.5.7 showed the income of respondents while Table 4.1 showed the frequency and percentage of the income of respondents. According to the results above, most of the respondents have income below RM1000 to RM2000 which is 41.60% or 104 respondents while 26.8% or 67 respondents have income between RMRM2001 to RM 3000. Next, 26 (10.4%) respondents have an income of RM5001 or above, and only 6 (4.0%) respondents in other income. There was a positive relationship between income level and revisit intention toward green restaurants (Henseler et al., 2015).

4.6 NORMALITY TEST

According to Park et al. (2018), the normality test was used to categorize sample data from the target population as normal or non-normal. Results of the test may indicate that the target population fails to reject the null hypothesis. Skewness is the kind of normalcy test applied in this study. A measurement of symmetry is the slope. The range of skewness, according to Ghasemi & Zahediasl et al (2019), is between -3 and 3. Skewness between -1 and 1 is the accepted range of normality.

4.6.1 Normality Test for Revisit Intention

Table 4.6.1: Normality Test for Revisit Intention

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Revisit Intention	250	5.8880	1.10469	-1.325	.154

Table 4.6.1 shows the normality test for revisit intention, which is the dependent variable. The statistical value for Skewness is -1.325. Therefore, the data for revisit intention is normal because the value of the Skewness statistic is within an acceptable range of -1 to 1. Therefore, the researcher uses Pearson's correlation in the data to find significant relationships in the variables.

4.6.2 Normality Test for Green Consumerism

Table 4.6.2: Normality Test for Green Consumerism

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Green Consumerism	250	4.5864	0.56878	-1.665	.154

Table 4.6.2 shows the normality test for green consumerism, which is the independent variable. The statistical value for Skewness is -1.665. Therefore, the data for green consumerism is normal because the value of the Skewness statistic is within an acceptable range of -1 to 1. Therefore, the researcher uses Pearson's correlation in the data to find significant relationships in the variables.

4.6.3 Normality Test for Green Perceived Quality

Table 4.6.3: Normality Test for Green Perceived Quality

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Green Perceived Quality	250	4.6304	0.54665	-1.786	.154

Table 4.6.3 shows that the normality test for green perceived quality which is independent variables. The statistical value for Skewness is -1.786. Therefore, the data for green perceived quality is normal because the value of the Skewness statistic is within an acceptable range of -1 to 1. Therefore, the researcher uses Pearson's correlation in the data to find significant relationships in the variables.

4.6.4 Normality Test for Green Perceived Value

Table 4.6.4: Normality Test for Green Perceived Value

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Green Perceived Value	250	4.6624	0.51009	-1.707	.154

Table 4.6.4 shows the normality test for green perceived value which is independent variables. The statistical value for Skewness is -1.707. Therefore, the data for green perceived value is normal because the value of the Skewness statistic is within an acceptable range of -1 to 1. Therefore,

the researcher uses Pearson's correlation in the data to find significant relationships in the variables.

4.6.5 Normality Test for Product Price

Table 4.6.5: Normality Test for Product Price

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Product Price	250	4.6568	0.54291	-2.009	.154

Table 4.6.5 shows the normality test for product price which is independent variables. The statistical value for Skewness is -2.009. Therefore, the data for product price is normal because the value of the Skewness statistic is within an acceptable range of -1 to 1. Therefore, the researcher uses Pearson's correlation in the data to find significant relationships in the variables.

4.7 Descriptive Analysis

The descriptive statistics analysis was used in this part to explain and summarize the key features of the data set for each variable, including green consumerism, green perceived quality, green perceived value, and product price. The dependent variable is revisit intention of green restaurants. To comprehend the variability and dependency of the dimensions used in this study, each variable's means and standard deviations were computed. Response items for the variable were on a 5-point Likert Scale (1=strongly disagree to 5= strongly agree). The following criteria based on the mean scores were used to determine the levels of agreement for each variable.

As shown in Table 4.6, the mean value for each construct can be calculated. The mean value for each construct can be measured as high, as presented in Table 4.6. In ascending order, the high scores in mean values are Revisit Intention (mean=5.8880, standard deviation=1.10469), Green Perceived Value (mean=4.6624, standard deviation= 0.51009), Product

Price (mean=4.6568, standard deviation=0.54291), Green Perceived Quality (mean=4.6304, standard deviation=0.54665), Green Consumerism (mean=4.5864, standard deviation=0.56878). The highest among independent variables was the Green Perceived Value.

Table 4.7.1: Descriptive Statistics for Each Construct

Variables	Mean	Std. Deviation
Revisit Intention	5.8880	1.10469
Green Consumerism	4.5864	0.56878
Green Perceived Quality	4.6304	0.54665
Green Perceived Value	4.6624	0.51009
Product Price	4.6568	0.54291

Note: N=250

Measurement scale: 1- Strongly Disagree to 5- Strongly Agree

Measurement level: 1.00 – 2.49: Low; 2.50 – 3.49: Moderate; 3.50-

5.00: High

4.7.2 Green Consumerism

Table 4.7.2 Mean Value and standard deviation for consumerism construct

No.	Statement	Mean	Std. Deviation	N
1	I look for locally grown organic food.	4.60	.683	250
2	I always make an effort to purchase environmentally friendly product.	4.59	.648	250
3	I am interested in participating if there is any green program in Malaysia.	4.56	.693	250
4	I will be frugal in the use of water.	4.60	.640	250
5	I do like to buy products with less packaging.	4.59	.654	250

Table 4.7.2 showed the result of descriptive statistics for Green Consumerism. The overall mean for these five questions which related to Green Consumerism was more than 4.0. This indicated that most of the respondents perceived that green consumerism influencing revisit intention green restaurant. As a result of the highest mean was 4.60, This shows that the respondents are interested in visiting the restaurant and agree to be careful in using water and avoid wastage. However, the statement stating the involvement of individuals in following green programs organized in Malaysia got the lowest mean score of 4.56. This shows that Malaysians are more inclined to practice green culture than participate in green programs organized due to time constraints due to being busy with work.

4.7.3 Green Perceived Quality

Table 4.7.3: Mean Value for green perceived quality

No.	Statement	Mean	Std. Deviation	N
1	I prefer a product that is environmentally friendly.	4.66	.574	250
2	I always look for products that are reliable.	4.69	.564	250
3	I try to buy green-branded products.	4.64	.644	250
4	I prefer to dine at a restaurant that I have previously visited.	4.62	.679	250
5	I appreciate dependable providers.	4.70	.548	250

Table 4.7.3 shows descriptive statistical results for the quality of green perception. It shows that the overall mean for green perceived quality is more than 4.0 and thus shows that respondents agree that food preparation trust is the main factor getting the highest mean of 4.72, this is because the average green restaurant owner in Malaysia is Chinese. However, Malaysians believe that every preparation is Halal and clean. Although, the statement about respondents who do not agree to come back to restaurants that have been visited before got the lowest mean of 4.62, but this shows that they are more attracted to Green Restaurants than regular restaurants.

4.7.4 Green Perceived Value

Table 4.7.4: Mean Value for green perceived value

No.	Statement	Mean	Std. Deviation	N
1	Green Restaurant has all of the expected eco-friendly features.	4.63	.608	250
2	While I place my order, the green restaurant saves me time.	4.64	.612	250
3	Making a purchase from green restaurant is simple.	4.61	.619	250
4	Recycling bins are available.	4.64	.663	250
5	The food I buy here is good investment for my money.	4.62	.629	250

Table 4.7.4 showed the result of descriptive statistics for green perceived value. It showed that the overall mean for green perceived value was more than 4.0 and thus it indicated this factor influences revisit intention on green restaurant. The second and fourth questions get a higher mean of this study. The second statement indicates that the green restaurant is efficient in saving customers' time during the ordering process. The respondents, on average, expressed a high level of agreement with this statement, as evidenced by the mean rating of 4.64. While the, fourth statement suggests the presence of recycling bins at the green restaurant. The respondents, on average, rated this aspect positively, with a mean rating of 4.64. The mean for the first statement is 4.63 and followed by the last statement 4.62. However, the third statement scored the lowest mean with 4.61 which making a purchase from the green restaurant is simple. In this way, respondents perceived the purchasing process to be straightforward, and simply compare to other restaurants.

4.7.5 Price Product

Table 4.7.5: Mean Value for Price Product

No.	Statement	Mean	Std. Deviation	N
1	Green restaurant's price is reasonable.	4.62	.691	250
2	The price set by green restaurant is affordable.	4.64	.620	250
3	It tastes good for the price.	4.67	.619	250
4	The visit of green restaurant experience was priceless.	4.70	.604	250
5	Green restaurant offer me a lower price that others.	4.66	.595	250

Table 4.7.5 showed the result of descriptive statistics for price product. It showed that the overall mean for price product was more than 4.0 and thus it indicated this factor influences revisit intention on green restaurant. The fourth statement has the highest mean rating of 4.70. Respondents rated the experience of visiting the green restaurant as invaluable include exceptional customer service, a unique and enjoyable ambiance, high-quality food, memorable interactions with staff members and they had overwhelmingly positive experiences that led them to consider the visit as priceless. While a mean rating of 4.62 is still relatively high, it is the lowest among the statements presented. Respondent rated the price of the green restaurant as reasonable, but it received a slightly lower rating

compared to other statements. The reasons for this could vary. Some respondents have perceived the price as slightly higher than their expectations and have considered it reasonable but not exceptionally attractive. The mean of second, third and last statement is 4.64, 4.67 and 4.66.

4.7.6 Revisit Intention

Table 4.7.6: Mean Value for Revisit Intention

No.	Statement	Mean	Std. Deviation	N
1	I come to green restaurants frequently.	5.72	1.315	250
2	I recommend the green restaurant to my close acquaintance.	5.91	1.148	250
3	I consider myself a regular customer at green restaurants.	5.91	1.206	250
4	I am very likely to return to green restaurant for my next meal.	6.01	1.119	250

Table 4.7.6 showed the result of descriptive statistics for dependent variable revisit intention. It showed that the overall mean and standard deviation for revisit intention was more than 4.0 and thus it indicated this study. The last statement has the highest mean rating of 6.01. Respondents expressed a strong likelihood of returning to the green restaurant for their next meal and have a strong intention to revisit the restaurant, indicating a high level of satisfaction, positive experiences, and the perception that the restaurant meets their expectations. While a mean rating of 5.72 is still

relatively high for the first statement, it is the lowest among the given statements. Participants indicated a slightly lower frequency of visiting green restaurants. The reasons for this could vary, such as participants having other dining options, limited availability, or preferences for diverse culinary experiences. Other than that, the mean value of second and third statement shows the same mean which is 5.91 which is the respondents have had positive experiences, perceive the restaurant as deserving of recommendations to others and indicates a sense of loyalty and an established relationship with the restaurant.

4.8 Pearson Correlation Analysis

The linear relationship between two numerical variables was evaluated using the Pearson correlation test. This test's goals are to establish the correlation coefficient's significance as well as to determine which hypothesis should be accepted or rejected. If there is a substantial relationship, the researcher must determine whether the association's strength is acceptable.

Table 4.8: Rules of Thumb about Correlation Coefficient Size

Coefficient Range (r)	Strength of Association
0.90 to 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Sources: (Mukaka, 2012). Malawi Medical Journal

The rules of thumb for interpreting the strength of the link between variables based on the size of the correlation coefficient are shown in Table 4.8. If the coefficient range value (r) is 1, then the relationship is perfectly positive; if r is -1, then the relationship is perfectly negative. Consequently, since the value of $r = 0$, there is no link between the variables.

To determine the link between the dependent variable and the independent variable in this study, the researcher utilized correlation analysis. Revisit Intention among Malaysian consumers on green restaurant is the dependent variable in this study. Green Consumerism, Green Perceived Quality, Green Perceived Value, and Product Price are some of the independent factors.

4.8.1 : Correlation between Green Consumerism and Revisit Intention Green Restaurant among Consumer.

		Revisit Intention	Green Consumerism
Revisit Intention Green Restaurant among Consumer	Pearson Correlation	1	.637**
	Sig. (2-tailed)		.000
	N	250	250

Table 4.8.1 shows the association between green consumerism and Revisit Intention of Green Restaurant among consumers in Malaysia. The p value of revisit intention is 0.00 which is less than the highly significant level which is 0.01. Based on the results, there is a significant association between Revisit Intention of Green Restaurant among consumers in Malaysia. However, the Pearson Correlation coefficient of 0.637** shows that the association between green consumerism and Revisit Intention of Green Restaurant among consumers in Malaysia is negligible. The null hypothesis is accepted because there is a significant association between

green consumerism and Revisit Intention of Green Restaurant among consumers in Malaysia.

Based on the results, the researchers consider that the green consumerism factor has little association on the revisit intention of green restaurant because the correlation is negligible. This can be explained by some users who may be concerned about green consumerism when revisit the green restaurant. As a result, the level of revisit intention of green restaurant is somewhat associated by green consumerism. Negligible correlation may be due to consumers not being able to interpret information about green consumerism in revisit intention of green restaurant among consumers.

4.8.2 Hypothesis 2

4.8.2 : Correlation between Green Perceived Quality and Revisit Intention Green Restaurant among Consumer.

		Revisit Intention	Green Perceived Quality
Revisit Intention Green Restaurant among Consumer	Pearson Correlation	1	.493**
	Sig. (2-tailed)		.000
	N	250	250

Table 4.8.2 shows the association between green perceived quality and Revisit Intention of Green Restaurant among consumers in Malaysia. The p value of revisit intention is 0.00 which is less than the highly significant level which is 0.01. Based on the results, there is a significant association between Revisit Intention of Green Restaurant among consumers in Malaysia.

However, the Pearson Correlation coefficient of 0.493** shows that the association between green perceived quality and Revisit Intention of Green Restaurant among consumers in Malaysia is negligible. The null hypothesis is accepted because there is a significant association between green perceived quality and Revisit Intention of Green Restaurant among consumers in Malaysia.

Based on the results, the researchers consider that the green perceived quality factor has little association on the revisit intention of green restaurant because the correlation is negligible. This can be explained by some users who may be concerned about green perceived quality when revisit the green restaurant. As a result, the level of revisit intention consumers in green restaurant is somewhat associated by the green perceived quality. Negligible correlation may be due to consumers not being able to interpret information about green perceived quality in revisit intention to green restaurant among consumers.

4.8.3 Hypothesis 3

4.8.3 : Correlation between Green Perceived Value and Revisit Intention Green Restaurant among Consumer.

		Revisit Intention	Green Perceived Value
Revisit Intention Green Restaurant among Consumer	Pearson Correlation	1	.487**
	Sig. (2-tailed)		.000
	N	250	250

Table 4.8.3 shows the association between green perceived value and Revisit Intention of Green Restaurant among consumers in Malaysia. The p value of revisit intention is 0.00 which is less than the highly significant level which is 0.01. Based on the results, there is a significant association between Revisit Intention of Green Restaurant among consumers in Malaysia. However, the Pearson Correlation coefficient of 0.487** shows that the association between green perceived value and Revisit Intention of Green Restaurant among consumers in Malaysia is negligible. The null hypothesis is accepted because there is a significant association between green perceived value and Revisit Intention Green Restaurant among consumers in Malaysia.

Based on the results, the researchers consider that the green perceived value factor has little association on the revisit intention of green restaurants because the correlation is negligible. Some users who can explain this may be concerned about green perceived value when revisiting the green restaurant. As a result, the level of revisit intention of green restaurants is somewhat associated by the green perceived value.

4.8.4 Hypothesis 4

4.8.4 : Correlation between Product Price and Revisit Intention Green Restaurant among Consumer.

		Revisit Intention	Product Price
Revisit Intention Green	Pearson Correlatio	1	.510**

Restaurant among Consumer	n		
	Sig. (2-tailed)		.000
	N	250	250

Table 4.8.3 shows the association between product price and Revisit Intention of Green Restaurant among consumers in Malaysia. The p value of revisit intention is 0.00 which is less than the highly significant level which is 0.01. Based on the results, there is a significant association between Revisit Intention of Green Restaurant among consumers in Malaysia. However, the Pearson Correlation coefficient of 0.510** shows that the association between product price and Revisit Intention of Green Restaurant among consumers in Malaysia is negligible. The null hypothesis is accepted because there is a significant association between product price and Revisit Intention of Green Restaurant among consumers in Malaysia.

Based on the results, the researchers consider that the product price factor has little association on the revisit intention of green restaurant because the correlation is negligible. This can be explained by some users who may be concerned about product price when revisit the green restaurant. As a result, the level of revisit intention of green restaurant is somewhat associated by the product price. Negligible correlation may be due to consumers not being able to interpret information about product price in revisit intention of green restaurant among consumers.

4.8.5 Overall Results of Pearson Correlation Coefficient

Table 4.8.5: Results of Pearson Correlation Coefficient

Hypothesis	Result	Conclusion
<p><u>Hypothesis 1</u></p> <p>H₀ = There is a association between green consumerism and revisit intention of green restaurant among consumer in Malaysia.</p>	<p>p= 0.00</p> <p>Negligible correlation relationship</p>	Accepted
<p><u>Hypothesis 2</u></p> <p>H₀ = There is a association between green perceived quality and revisit intention of green restaurant among consumer in Malaysia.</p>	<p>p= 0.00</p> <p>Negligible correlation relationship</p>	Accepted
<p><u>Hypothesis 3</u></p> <p>H₀ = There is a association between green perceived value and revisit intention of green restaurant among consumer in Malaysia.</p>	<p>p= 0.00</p> <p>Negligible correlation relationship</p>	Accepted
<p><u>Hypothesis 4</u></p> <p>H₀ = There is a association between product price and revisit intention of green restaurant among consumer in Malaysia.</p>	<p>p= 0.00</p> <p>Negligible correlation relationship</p>	Accepted

Based on Table 4.8.5, the researcher can conclude that the hypothesis has a negligible relationship with the dependent variable. All independent variables used were significant in the range of 0.00 to 0.30. In terms of green consumerism, green perceived quality, green perceived value, and product price are neglected in revisit intention in green restaurants among consumers in Malaysia because the proven correlation

coefficients are reported as 0.637**, 0.493, 0.487 and 0.510, respectively. There is a significant relationship between green consumerism, green perceived quality, green perceived value and product price in this study with revisit intention in green restaurant among consumer in Malaysia. Therefore, alternative hypotheses for green consumerism, green perceived quality, green perceived value and product price are accepted.

4.9 REGRESSION ANALYSIS

Regression analysis is used to evaluate an independent variable's influence or effect on the dependent variable. There are two types of regression: basic linear regression and multiple linear regression. According to Ibrahim (2021), asserts that multiple regression is used to examine a number of independent variables' impacts on a dependent variable in addition to the influence of an independent variable on an independent variable. Thus, multiple regression has been used in this section to answer the followings research objectives:

1. To determine the influence between green consumerism and revisit intention of green restaurants among consumer in Malaysia.
2. To determine the influence between green perceived quality and revisit intention of green restaurants among consumer in Malaysia.
3. To determine the influence between green perceived value and revisit intention of green restaurants among consumer in Malaysia.
4. To determine the influence between product price and revisit intention of green restaurants among consumer in Malaysia.

4.9.1 The influence between green consumerism and revisit intention of green restaurants among consumer in Malaysia.

To answer the first research hypothesis, which is "the influence between green consumerism and revisit intention of green restaurants among consumer in Malaysia," a regression analysis was performed on green consumerism and revisit

intention of green restaurants among consumer in Malaysia. In this analysis, revisit intention of green restaurant among consumer is the dependent variable, and green consumerism is the independent variable. Table 4.9.1 shows that green consumerism affects revisit intention of green restaurant among consumer in Malaysia. The F statistic shows a significant relationship between the independent and dependent variables ($F= 169.397$, $p<0.05$). The R^2 value shows that green consumerism explains 406 percent of the variance of the revisit intention. Therefore, H1 is supported.

Table 4.9.1: Summary of Regression Analysis on the Influence between Green Consumerism and Revisit Intention of Green Restaurant among consumer in Malaysia.

Variable	Coefficients	Standard Error	t-value	p value
Green Consumerism	1.237	0.95	13.015	0.000**
$R^2= 0.406$; $F= 169.397$				
Sig. = 0.000**				

Note: Dependent Variable: Revisit Intention

Note: * $p \leq 0.05$ ** $p \leq 0.01$

4.9.2 The influence between green perceived quality and revisit intention of green restaurants among consumer in Malaysia.

To answer the second research hypothesis, which is "influence between green perceived quality and revisit intention of green restaurants among consumer in Malaysia," a regression analysis was performed on green perceived quality and revisit intention of green restaurants among consumer in Malaysia. In this analysis, revisit intention of green restaurant is the dependent variable, and green perceived quality is the independent variable. Table 4.9.2 shows that green perceived quality affects revisit intention of green restaurant among consumer in Malaysia. The F statistic shows a significant relationship between the independent and dependent variables ($F=77.304$, $p<0.05$). The R^2 value shows that green consumerism explains 238 percent of the variance of the revisit intention. Therefore, H2 is supported.

Table 4.9.2: Summary of Regression Analysis on the Influence between Green Perceived Quality and Revisit Intention of Green Restaurant among consumer in Malaysia.

Variable	Coefficients	Standard Error	t-value	p value
Green Perceived Quality	1.056	0.120	8.792	0.000**
R²= 0.238; F= 77.304 Sig. = 0.000**				

Note: Dependent Variable: Revisit Intention

Note: * $p \leq 0.05$ ** $p \leq 0.01$

4.9.3 The influence between green perceived value and revisit intention of green restaurants among consumer in Malaysia.

To answer the third research hypothesis, which is "the influence between green perceived value and revisit intention of green restaurants among consumer in Malaysia," a regression analysis was performed on green perceived value and revisit intention of green restaurants among consumer in Malaysia. In this analysis, revisit intention of green restaurant is the dependent variable, and green perceived value is the independent variable. Table 4.9.3 shows that green perceived value affects revisit intention of green restaurant among consumer in Malaysia. The F statistic shows a significant influence between the independent and dependent variables ($F=79.688$, $p<0.05$). The R² value shows that green consumerism explains 243 percent of the variance of the revisit intention. Therefore, H3 is supported.

Table 4.9.3: Summary of Regression Analysis on the Influence between Green Perceived Value and Revisit Intention of Green Restaurant among consumer in Malaysia.

Variable	Coefficients	Standard Error	t-value	p value
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Green Perceived Value	0.997	0.112	8.927	0.000**
R²= 0.243; F= 79.688 Sig. = 0.000**				

Note: Dependent Variable: Revisit Intention

Note: *p ≤ 0.05 **p ≤ 0.01

4.9.4 The influence between product price and revisit intention of green restaurants among consumer in Malaysia.

To answer the fourth research hypothesis, which is " the relationship between product price and revisit intention of green restaurants in Malaysia," a regression analysis was performed on product price and revisit intention of green restaurant among consumer in Malaysia. In this analysis, revisit intention of green restaurant is the dependent variable, and product price is the independent variable. Table 4.9.4 shows that product price affects revisit intention of green restaurant among consumer in Malaysia. The F statistic shows a significant relationship between the independent and dependent variables (F=87.114, p<0.05). The R2 value shows that product price explains 260 percent of the variance of the revisit intention. Therefore, H4 is supported.

Table 4.9.4: Summary of Regression Analysis on the influence between Product Price and Revisit Intention of Green Restaurant among consumer in Malaysia.

Variable	Coefficients	Standard Error	t-value	p-value
Product Price	1.037	0.111	9.333	0.000**
R²= 0.260; F= 87.114 Sig. = 0.000**				

Note: Dependent Variable: Revisit Intention

Note: *p ≤ 0.05 **p ≤ 0.01

4.10 DISCUSSION BASED ON RESEARCH OBJECTIVE

The goal of the discussion is to interpret and describe the results of the previous chapter's data analysis and to develop a better understanding of research problems. As a result, the discussions are linked to the research questions presented in Chapter 1. Furthermore, the findings of this study will be discussed briefly in terms of the correlation test between four independent variables and dependent variables.

In this research, there are three objectives related to this study, which are:

4.10.1 To determine the influence between green consumerism and revisit intention of green restaurants in Malaysia.

The first objective is to determine the relationship between green consumerism and revisit the intention of green restaurants in Malaysia. Based on the result obtained, green consumerism factors have a Strong relationship toward revisit intention on green restaurant in Malaysia. Most respondents strongly agree with green consumerism factors influencing with an average mean in revisit intention of 4.59. According to previous literature, many studies have been conducted to investigate the factors influencing green restaurant revisit intention among Malaysian consumers (Atzori et al., 2018). Green consumerism refers to customer awareness of the climate change crisis, as well as consumer initiatives or movements aimed at protecting the surroundings and reducing consumption's negative impact (Rizomyliotis et al., 2021). Previous research has found that the perceived effectiveness of eco-friendly behavior, green consumption practices in everyday life, environmental awareness, and a company's green reputation all influence consumer purchasing decisions (Han, 2021).

4.10.2 To determine the influence between green perceived value and revisit intention of green restaurants in Malaysia.

The second objective is to determine the relationship between green perceived value and revisit the intention of green restaurants in Malaysia. Based on

the result obtained, green perceived value factors has a Strong Relationship towards revisit intention on green restaurant in Malaysia where the average mean for green perceived value is 4.66. Based on research (Nicolau et al., 2020), Several studies have been conducted to investigate customers' behavioral intentions in relation to green marketing efforts such as environmental, green innovation, and restaurant green programs. (Chen., 2016) also found extensive research indicates a positive relationship between perceived value and characteristics intention, as perceived value influences prospective purchasing intention by increasing trust in the purchased item, and optimism influences consumers' future intentions.

4.10.3 To determine the influence between green perceived quality and revisit intention of green restaurants in Malaysia.

The third objectives are to determine the relationship between green perceived quality and revisit the intention of green restaurants in Malaysia. Based on the result gotten, green perceived quality factors have a Strong Relationship towards revisit the intention of green restaurants among consumers in Malaysia. The respondents strongly agree with green perceived quality with an average mean of 4.63. According to (Alamsyah et al., 2021), Consumers' overall assessment of a company's differences or dominance is perceived quality. Most restaurants base their satisfaction level on perceived quality (Agnihotri & Chaturvedi, 2018). The researchers (Ahn & Kwon, 2020) found that, Customers who are environmentally conscious are more likely to return to restaurants with a high perceived green quality.

4.10.4 To determine the influence between product price and revisit intention of green restaurants in Malaysia.

The fourth objective is to determine the relationship between price and revisit intention of green restaurants in Malaysia. Based on the analysis data, the research found product price factors have a strong association towards revisit the intention of green restaurants among consumers in Malaysia. The respondents strongly agree with the product price with an average mean of 4.66. According to

Zeithaml (2017), "price is an element that is compromised when it comes to satisfying consumer needs," and the price product is unavoidable in determining the impact of revisit intention. Customers are typically price conscious as a sign of thriftiness, and they form their opinion of a supplier by comparing price differences between products or services (Raji., 2017). The researchers (Polas, Imtiaz, Mahbub, & Khan, 2019) also found that Customers who dine at green restaurants are usually aware that they cannot afford to spend more money than they have. As a result, product pricing may influence a customer's purchasing decision.

4.11 SUMMARY

The study's findings are presented in this chapter. It has been discovered that there is significant influence between green consumerism, perceived value, perceived quality and product price among consumers on green restaurants. The findings, conclusions, and implications of the study will be discussed in detail in the following chapter. Table 4.11 displays the hypothesis test results.

Hypotheses	Statement	Decision
H1	There is an influence between green consumerism and revisit intention among consumers.	Accepted
H2	There is an influence between perceived value and revisit intention among consumers.	Accepted
H3	There is an influence between perceived quality and revisit intention among consumers.	Accepted
H4	There is an influence between product price and revisit intention among consumers.	Accepted

Table 4.11: The results of hypotheses testing and findings.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

Chapter 5 presents a discussion of the findings, implication, limitation and concluding remarks. The chapter begins with a recapitulation of the study, followed by a review of the findings and implications of this study, comprises of theoretical and practical contributions. Next section presents the research limitations, followed by the recommendation for future research and concluding remarks.

5.2 RECAPITULATION OF THE FINDINGS

The research design of this study was correlational cross-sectional study, which aimed factors influencing green restaurant revisit intention among consumer in Malaysia. In conducting the research, a survey approach was undertaken where 250 surveys were distributed by online using google form platform among citizens in Malaysia. About 250 questionnaires were distributed, with only 208 deemed worthy of use for the subsequent analysis, presenting an 83.2% of valid response rate.

Surveys containing a disproportionate amount of missing data, discrepancies, or irrational responses were disregarded. As a result, five surveys out of a total of 257 were disregarded because of an excessive amount of missing data, deviations, or irrational responses. As a result, data analysis could only be done on 250 questionnaires.

In a cross-sectional study, CMV is a prerequisite that must be tested for self-reported questionnaires. The predictor and measure variables, in particular, are obtained from the same individual (Podsakoff, MacKenzie, Lee, & Podsakoff, 2015). As a result, statistical methods were used in this study to address this issue. To determine whether such bias occurred in this study, CMV can be tested using Harman's single-factor test (MacKenzie & Podsakoff, 2015).

According to Podsakoff et al. (2015), this test entails loading all of the measures into exploratory factor analysis (EFA). It is assumed that CMV exists as a single or general factor that accounts for the majority of the covariance in the measures.

As a result of the findings, the most significant variance of a revisit intention factor was 54.663%. According to Podsakoff et al. (2015) and Fuller et al. (2016), CMV may be an issue if the measured items all load on a single lantern factor and explain more than 50% of the total variance. This study's findings revealed that neither a single factor nor a general factor accounted for the majority of the covariance. As a result, CMV was determined to be insignificant. This study incorporated four hypotheses, as stated in Chapter 2. Hypotheses one to four examined the effect of the direct hypothesis. Table 5.2 summarizes the objectives, RQs, hypotheses, and findings of the study.

Table 5.2: Summary of the research objectives, questions, hypotheses, and findings.

No	Research Question	Research Objective	Research Hypotheses	Findings
1	Does green consumerism influence revisit intention green restaurant among consumers?	To identify the influence between green consumerism and revisit intention	H1 Green consumerism has a positive influence with revisit intention.	Supported
2	Does green perceived quality influence revisit intention green restaurant among consumers?	To examine the influence between green perceived quality and revisit intention	H2 Green perceived quality has a positive influence with revisit intention.	Supported
3	Does green perceived value influence revisit intention green restaurant among consumers?	To determine the influence between green perceived value and revisit intention	H3 Green perceived value has a positive influence with revisit intention	Supported
4	Does product price influence revisit intention green restaurant among consumers?	To determine the influence between product price and revisit intention	H4 Product price has a positive influence with revisit intention	Supported

The goal of the discussion is to interpret and describe the results of the previous chapter's data analysis and to develop a better understanding of research problems. As a result, the discussions are linked to the research questions presented in Chapter 1. Furthermore, the findings of this study will be discussed briefly in

terms of the correlation test between four independent variables and dependent variables.

In this research, there are three objectives related to this study, which are:

5.2.1 To determine the influence between green consumerism and revisit the intention of green restaurants in Malaysia.

The first objective is to determine the relationship between green consumerism and revisit the intention of green restaurants in Malaysia. Based on the result obtained, green consumerism factors have a strong relationship toward revisit intention on green restaurant in Malaysia. Most respondents strongly agree with green consumerism factors influencing with average mean in revisit intention is 4.59. According to previous literature, many studies have been conducted to investigate the factors influencing green restaurant revisit intention among Malaysian consumers (Atzori et al., 2018). Green consumerism refers to customer awareness of the climate change crisis, as well as consumer initiatives or movements aimed at protecting the surroundings and reducing consumption's negative impact (Rizomyliotis et al., 2021). Previous research has found that the perceived effectiveness of eco-friendly behavior, green consumption practices in everyday life, environmental awareness, and a company's green reputation all influence consumer purchasing decisions (Han, 2021).

5.2.2 To determine the influence between green perceived value and revisit the intention of green restaurants in Malaysia.

The second objective is to determine the relationship between green perceived value and revisit the intention of green restaurants in Malaysia. Based on the result obtained, green perceived value factors has a strong relationship towards revisit intention on green restaurant in Malaysia where the average mean for green perceived value is 4.66. Based on research (Nicolau et al., 2020), Several studies have been conducted to investigate customers' behavioural intentions in relation to green marketing efforts such as environmental, green innovation, and restaurant

green programmes. (Chen., 2012) also found extensive research indicates a positive relationship between perceived value and characteristics intention, as perceived value influences prospective purchasing intention by increasing trust in the purchased item, and optimism influences consumers' future intentions.

5.2.3 To determine the influence between green perceived quality and revisit the intention of green restaurants in Malaysia.

The third objectives are to determine the relationship between green perceived quality and revisit the intention of green restaurants in Malaysia. Based on the result gotten, green perceived quality factors have a strong relationship towards revisit the intention of green restaurants among consumers in Malaysia. The respondents strongly agree with green perceived quality with an average mean of 4.63. According to (Alamsyah et al., 2021), Consumers' overall assessment of a company's differences or dominance is perceived quality. Most restaurants base their satisfaction level on perceived quality (Agnihotri & Chaturvedi, 2018). The researchers (Ahn & Kwon, 2020) found that, Customers who are environmentally conscious are more likely to return to restaurants with a high perceived green quality.

5.2.4 To determine the influence between product price and revisit intention of green restaurants in Malaysia.

The fourth objective is to determine the relationship between price and revisit intention of green restaurants in Malaysia. Based on the analysis data, the research found product price factors have a strong relationship towards revisit the intention of green restaurants among consumers in Malaysia. The respondents strongly agree with the product price with an average mean of 4.66. According to Zeithaml (2022), "price is an element that is compromised when it comes to satisfying consumer needs," and the price product is unavoidable in determining the impact of revisit intention. Customers are typically price conscious as a sign of

thriftiness, and they form their opinion of a supplier by comparing price differences between products or services (Raji., 2017). The researchers (Polas, Imtiaz, Mahbub, & Khan, 2019) also found that Customers who dine at green restaurants are usually aware that they cannot afford to spend more money than they have. As a result, product pricing may influence a customer's purchasing decision.

5.3 LIMITATION

This study has several inherent limitations that should be considered when interpreting the results and implications. Firstly, bias in the online surveys normally limit participation to persons who are willing to participate and have access to the internet. This can result in a biased representation of the population. It's possible that this will lead to a skewed sample that doesn't accurately reflect the whole population.

Secondly, bias caused by self-selection online surveys frequently rely on voluntary participation, which can lead to instances of bias caused by self-selection. People who are more interested in or motivated to reply may have different perspectives towards environmentally friendly restaurants compared to those who opt not to engage in the survey. The findings' ability to be generalized could be affected as a result of this bias. Thirdly, bias in respondents' answer. It's possible that survey respondents won't always give honest or accurate answers. They could be impacted by their current mood, which could result in response bias, or they could be predisposed to provide answers that are socially desirable. In order to mitigate this, it is essential to utilize language that is clear and objective throughout

the survey questions, in addition to providing assurances of anonymity and confidentiality.

Next, responses bias on online surveys frequently relies on closed-ended questions or responses based on a Likert scale, both of which provide a limited amount of insight into the opinions of respondents. Because of this, the level of understanding that can be gained regarding the intention to return and the factors that influence it can be limited. Consider incorporating open-ended questions into the survey as a means of collecting additional qualitative data and eliciting a wider variety of responses from respondents.

Hence, limited control when we conduct a survey online, we have limited control over the environment of the survey. It's possible that respondents will finish the survey in a variety of environments, each of which might present them with unique challenges, such as interruptions or distractions. In addition, it is difficult to verify the identities of participants as well as the demographic features of the participants, which may influence how the results are interpreted.

Last but not least, in online surveys are unable to offer respondents with the same kinds of contextual clues that they may see in a physical setting. This is the sixth flaw in the design of online surveys. There is a possibility that participants will not fully appreciate or take into consideration key characteristics of green restaurants that have the potential to impact their intention to return. Consider utilizing graphics or explanations to provide a fuller knowledge of the

environmentally conscious measures that have been implemented by the restaurants in order to transcend this issue.

It is recommended that additional research methods, such as interviews or observations, be combined with online surveys in order to acquire a more thorough understanding of revisit intention and the factors that influence it. This will help to minimize the constraints that are associated with online surveys.

5.4 RECOMMENDATION

Define the goal in as much detail as possible: First things first, be sure that the purpose of your survey is crystal clear. Determine the particular characteristics of environmentally conscious restaurants and the goal of your visit you wish to investigate. This will be of assistance in the process of creating pertinent queries and efficiently analyzing the data.

Firstly, clear target objective population and identify target population based on the specific qualities you wish to examine, such as demographics (age, gender, geography), previous experience with green restaurants, or the frequency with which they dine out. Next, provide a variety of question formats, including both open-ended and close-ended inquiries in your survey. While responses to closed-ended questions on a Likert scale can provide quantitative data, responses to open-ended questions that allow participants to express their opinions in their own words provide greater qualitative insights. Closed-ended questions with Likert scale responses can be found here.

Thirdly, validated measurement scales question. We should assess variables such as satisfaction, perceived value, environmental consciousness, or revisit intention, validated measurement scales should be used whenever possible. This guarantees the dependability of your data as well as its comparability. Next, use language that is clear and concise: When writing the questions for your survey, use language that is clear and concise to avoid leaving room for ambiguity or misinterpretation. Avoid asking leading or biased questions that could potentially impact the responses of the participants. Conduct a test run of your survey on a limited population in order to detect and address any potential issues with the clarity of the questions or the phrasing used. Hence, provide incentives and participation. In order want higher response rates and more participation from participants, we might think about offering them incentives or rewards. This may take the shape of discounts or vouchers for environmentally conscious eateries, or it could be in the form of a prize draw for those who participated in the poll. It is important to give prompt and clear communication regarding the benefits being offered.

Clearly stating the goal of the survey, assuring participants that their responses will remain secret, and obtaining their informed agreement are all important ethical considerations. Maintaining participant confidence and complying with privacy requirements both require adhering to ethical norms for the collecting, storage, and utilization of collected data. Lastly, validation and analysis of collected data: Put in place procedures to validate the data that was gathered. Include things like attention-check questions and checks to ensure logical consistency, for instance, within the survey. Following the completion of data

collection, relevant statistical methods, such as regression analysis or factor analysis, should be used to analyse the data in order to determine the elements that influence a person's intention to return.

5.5 SUMMARY

This result demonstrates that consumers' opinions about the image of a green restaurant are a significant predictor of their intention to patronize green restaurants frequently. As more and more individuals express worry about a restaurant's sustainability, restaurant management teams should develop more persuasive green strategies and images in light of the research's findings. The research has some shortcomings that need to be addressed despite its contributions to the theoretical and managerial implications of running green restaurants. The results of this study are restricted to the patrons of the green restaurant in Istanbul during a specific time frame. Because of this, comparisons in upcoming research could be done by making sure that patrons of green restaurants in other cities and nations participate. The study's focus can also be broadened to cover a variety of ideas connected to the high level of customer service provided by eco-friendly restaurants, including customer satisfaction, customer loyalty, sustainable technology, and service innovation.

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APPENDIX A: RESEARCH QUESTIONNAIRE



UNIVERSITI MALAYSIA KELANTAN

Factors Influencing Green restaurant revisit intention among consumer in Malaysia.

Faktor-Faktor yang mempengaruhi niat kunjungan semula restoran hijau di kalangan pengguna di Malaysia.

Dear Participant,

RESEARCH TITLE:

**FACTORS INFLUENCING GREEN RESTAURANT REVISIT INTENTION
AMONG CONSUMERS IN MALAYSIA.**

This study is mainly to discover the determinants in explaining green restaurants among consumers in Malaysia, your responses are essential in helping me to better understand revisit intentions at green restaurants.

2. This questionnaire will take about 10-15 minutes to complete. We would appreciate it if you could complete the attached questionnaire. There are no right or wrong answers to any questions in this survey.
3. Your response to the questionnaire is confidential, and no individual responses can identify you. The information collected will be used for academic purposes only.
4. Your participation in this study is voluntary. However, your input will be a great deal of help to me. Thank you in advance for participating in the survey.

Thank you for your time and cooperation.

Yours sincerely,

atirah

(NUR ALIA ATIRAH BINTI CHE AZNAN)
Representative student

(DR.NURUL HAFIZAH BINTI MOHD YASIN)
Supervisor

Peserta yang dihormati,

TAJUK KAJIAN:

**FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT KUNJUNGI SEMULA RESTORAN
HIJAU DALAM KALANGAN PENGGUNA DI MALAYSIA**

Tujuan utama kajian ini adalah untuk menentukan faktor yang mempengaruhi restoran hijau dalam kalangan pengguna di Malaysia. Maklum balas anda adalah penting dalam membantu kami untuk lebih memahami tentang niat melawat semula di restoran hijau .

2. *Soal selidik ini akan mengambil masa kira-kira 10-15 minit untuk disiapkan. Kami amat menghargai kerjasama dan kesudian anda dalam melengkapkan soal selidik yang dilampirkan. Tidak ada jawapan yang betul atau salah untuk mana-mana soalan dalam kaji selidik ini.*
3. *Respon anda terhadap soal selidik ini adalah sulit dan tiada respon individu yang boleh mengenal pasti anda. Maklumat yang dikumpulkan akan digunakan untuk tujuan akademik sahaja.*
4. *Penyertaan anda dalam kajian ini adalah secara sukarela. Walau bagaimanapun, input anda sangat membantu pihak saya. Terima kasih terlebih dahulu kerana sudi menyertai kaji selidik ini.*

Terima kasih di atas masa dan kerjasama anda.

Yang ikhlas,

atirah

(NUR ALIA ATIRAH BINTI CHE AZNAN)
Representative student

(DR.NURUL HAFIZAH BINTI MOHD YASIN)
Supervisor

SECTION A – YOUR BACKGROUND INFORMATION

BAHAGIAN A – MAKLUMAT LATAR BELAKANG ANDA

Please answer each of the following questions by TICKING an appropriate answer.
Sila TANDAKAN jawapan yang sesuai bagi setiap soalan berikut.

1. Gender/ *Jantina*

☐ Male/ *Lelaki*

☐ Female/ *Perempuan*

2. Age / *Umur*

☐ 18- 25 years/ *tahun*

☐ 26 – 35 years/ *tahun*

☐ 36 – 45 years/ *tahun*

☐ 46 years above/ *tahun keatas*

3. Race/ *Bangsa*

☐ Malay/ *Melayu*

☐ Chinese/ *Cina*

☐ Indian/ *India*

☐ Others (please specify):

lain-lain (sila nyatakan): _____

4. Marital status/ *Status perkahwinan*

☐ Single/ *Bujang*

☐ Married/ *Berkahwin*

☐ Others (please specify):

lain-lain (sila nyatakan): _____

5. Highest education / *Tahap pendidikan*

☐ SPM/ *SPM*

☐ STPM/ *STPM*

☐ Diploma/ *Diploma*

☐ Degree/ *Sarjana Muda*

6. Occupation/ *Pekerjaan*

☐ Student/ *Pelajar*

☐ Employed/ *Bekerja*

☐ Self-employed/ *Bekerja Sendiri*

☐ Unemployed/ *Tidak Bekerja*

7. Household Income (Per Month)

☐ < RM1000 – RM2000

☐ RM2001 – RM3000

☐ RM4001 – RM5000

☐ Others (please specify):

lain-lain (sila nyatakan); _____

SECTION B: REVISIT INTENTION GREEN RESTAURANT**BAHAGIAN B: NIAT MELAWAT SEMULA RESTORANT HIJAU**

Please indicate your level of agreement with each of the statements below:

Sila nyatakan tahap persetujuan anda bagi setiap pernyataan berikut:

	1 Strongly Disagree <i>Sangat tidak Setuju</i>	2 Disagree <i>Tidak Setuju</i>	3 Neither agree nor disagree <i>Berkecuali</i>	4 Agree <i>Setuju</i>	5 Strongly Agree <i>Sangat Setuju</i>
1 I come to green restaurants frequently. <i>Saya kerap berkunjung ke restoran hijau.</i>				1 2 3 4 5	
2 I recommend the green restaurant to my close acquaintance. <i>Saya mengesyorkan kepada rakan dan kenalan rapat saya untuk datang ke sini.</i>				1 2 3 4 5	
3 I consider myself a regular customer at green restaurants. <i>Saya menganggap diri saya sebagai pelanggan tetap restoran hijau.</i>				1 2 3 4 5	
4 I am very likely to return to green restaurant for my next meal. <i>Saya berkemungkinan besar akan kembali ke restoran hijau untuk hidangan seterusnya.</i>				1 2 3 4 5	

SECTION C: INDEPENDENT VARIABLE**BAHAGIAN C: PEMBOLEHUBAH BEBAS**

Please indicate your level of agreement with each of the statements below:

Sila nyatakan tahap persetujuan anda bagi setiap pernyataan berikut:

	1 Strongly Disagree <i>Sangat tidak Setuju</i>	2 Disagree <i>Tidak Setuju</i>	3 Neither agree nor disagree <i>Berkecuali</i>	4 Agree <i>Setuju</i>	5 Strongly Agree <i>Sangat Setuju</i>
GREEN CONSUMERISM / PENGGUNA HIJAU					
1 I look for locally grown organic food. <i>Saya mencari makanan tempatan yang organik.</i>				1 2 3 4 5	
2 I always make an effort to purchase environmentally friendly product. <i>Saya sentiasa berusaha untuk membeli produk mesra alam.</i>				1 2 3 4 5	
3 I am interested in participating if there is any green program in Malaysia. <i>Saya berminat untuk menyertai sekiranya ada program hijau di Malaysia.</i>				1 2 3 4 5	
4 I will be frugal in the use of water. <i>Saya akan berjimat cermat dalam penggunaan air.</i>				1 2 3 4 5	
5 I do like to buy products with less packaging. <i>Saya suka membeli produk dengan pembungkusan yang minimum.</i>				1 2 3 4 5	

GREEN PERCEIVED QUALITY / KUALITI TANGGAP HIJAU						
1	I prefer a product that is high environmental friendly. <i>Saya lebih suka produk yang mesra alam yang tinggi.</i>	1	2	3	4	5
2	I always look for products that are reliable. <i>Saya sentiasa mencari produk yang boleh dipercayai.</i>	1	2	3	4	5
3	I try to buy green-branded product. <i>Saya cuba membeli produk berjenama hijau.</i>	1	2	3	4	5
4	I prefer to dine at a restaurant that I have previously visited. <i>Saya lebih suka menjamu selera di restoran yang pernah saya kunjungi sebelum ini.</i>	1	2	3	4	5
5	I appreciate dependable providers. <i>Saya menghargai penyedia yang boleh dipercayai.</i>	1	2	3	4	5
GREEN PERCEIVED VALUE/NILAI TANGGAP HIJAU						
1	Green restaurant has all of the expected eco-friendly features. <i>Restoran hijau ini mempunyai semua ciri mesra alam yang diharapkan.</i>	1	2	3	4	5
2	While I place my order, the green restaurant saves my time. <i>Semasa saya membuat pesanan, restoran hijau menjimatkan masa saya.</i>	1	2	3	4	5
3	Making a purchase from green restaurant is simple. <i>Membuat pembelian dari restoran hijau adalah mudah.</i>	1	2	3	4	5
4	Recycling bins are available. <i>Tong kitar semula disediakan.</i>	1	2	3	4	5
5	The food I buy here is a good investment for my money. <i>Makanan yang saya beli di sini adalah pelaburan yang baik untuk wang saya.</i>	1	2	3	4	5
PRODUCT PRICE/HARGA PRODUK						
1	Green restaurant's price is reasonable. <i>Harga di restoran hijau berpatutan.</i>	1	2	3	4	5
2	The price set by green restaurant is affordable. <i>Harga yang dikenakan oleh restoran hijau adalah mampu milik.</i>	1	2	3	4	5
3	It tastes good for the price. <i>Rasanya sedap sesuai dengan harga.</i>	1	2	3	4	5
4	The visit of green restaurant experience was priceless. <i>Pengalaman mengunjungi restoran hijau sangat berharga.</i>	1	2	3	4	5
5	Green restaurant offer me a lower price than others. <i>Restoran hijau memberikan saya harga yang rendah berbanding yang lain.</i>	1	2	3	4	5

Thank you for your kind cooperation
Terima kasih di atas kerjasama anda