UNIVERSITY STUDENTS PERCEPTION TOWARDS HIPSTER CAFÉ IN KOTA BHARU, KELANTAN

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ABSTRACT

Hipster café has gotten a lot of attention from university students. Kota Bharu is also one of the district that has seen a increase in the number of hipster cafés, which has taken the populace by surprise. With the advent of hipster cafes in Malaysia's coffee industry, hipster cafe operators are strategically spreading their wings in order to capture market share and obtain a competitive advantage over competitors. Customers will favour a hipster cafe that can offer higher-quality items and customer service. This study investigated the impact of Hipster Cafe Services, Culture, and Café Environment on University Students' Perceptions Towards Hipster Cafes in Kota Bharu. The main data for the study will be collected using a structured questionnaire, and the analysis used SPSS version 27 software. The survey was distributed to 384 respondents of students perception towards hipster café. It is possible to conclude that cafe services, culture, and café environment have a considerable favourable impact on students' perceptions of hipster cafes.

Keywords: Hipster Café, Café Services, Hipster, Culture, Café Environment , Students Perception .

ABSTRAK

Kafe hipster telah mendapat banyak perhatian daripada pelajar universiti. Kota Bharu juga merupakan salah satu daerah yang menyaksikan peningkatan jumlah kafe hipster yang mengejutkan penduduk. Dengan kemunculan kafe hipster dalam industri kopi Malaysia, pengusaha kafe hipster secara strategik melebarkan sayap mereka untuk menguasai bahagian pasaran dan memperoleh kelebihan daya saing berbanding pesaing. Pelanggan akan menyukai kafe hipster yang boleh menawarkan barangan berkualiti tinggi dan perkhidmatan pelanggan. Kajian ini menyiasat kesan Perkhidmatan Kafe Hipster, Budaya, dan Persekitaran Kafe terhadap Persepsi Pelajar Universiti Terhadap Kafe Hipster di Kota Bharu. Data utama kajian akan dikumpul menggunakan borang soal selidik berstruktur, dan analisis menggunakan perisian SPSS versi 27. Tinjauan tersebut telah diedarkan kepada 384 responden persepsi pelajar terhadap kafe hipster. Adalah mungkin untuk membuat kesimpulan bahawa perkhidmatan kafe, budaya, dan persekitaran kafe mempunyai kesan yang baik terhadap persepsi pelajar terhadap kafe hipster.

Kata kunci: Kafe Hipster, Perkhidmatan Kafe, Hipster, Budaya, Persekitaran Kafe, Persepsi Pelajar.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This section offers introduction of the study. It has 8 sections. Section 1.2 describes about the background of the study. Section 1.3 briefly mention about the problem statement. Section 1.4 define about the research objective. Section 1.5 focused about the research question. Section 1.6 explain about the significant of the study. Section 1.7 different about the definition of terms. Lastly Section 1.8 represented about the summary.

1.2 BACKGROUND OF THE STUDY

The phrase "hipster cafe"pertains to a particular type of restaurant that specializes in brewing coffee and offers food that is distinctive from that of other coffee houses. Pricey coffee and food, some cafes provide live performance and Wi-Fi facility for customers to hang out with friends on their mobile devices (Lynn Van der Wagen, Lauren White 2018).

Hipsters can be of any ethnicity or age, but they tend to be white and between the ages of 20 and 35. Hipsters like independently owned businesses, especially coffee shops and breweries, and are typically found in urban areas. Hipsters prefer independent music and performers that the general public hasn't yet found. Hipsters typically enjoy unique clothing, frequently donning vintage or thrift store finds as well as retro shoes or boots that look well-worn. Hipsters typically come from middle- or upper-class backgrounds. They are known for their pursuit of authenticity as well as their goal to exude coolness and originality. For comedic irony, they might wear graphic t-shirts, moustache, or other body art. For hipsters, progressive politics are the norm.

The ambiance and overall impression that a space's design has on its users are heavily influenced by it. Ambience is the general environment of a space that enables people to sense and become immersed in it.

The aesthetics, interior design, and staff demean our all contribute to the hipster cafe's ambiance. It wouldn't be otherwise, but the correct atmosphere has a strong impact on inhabitants' senses. By combining elements like colour, perfume, music, and lighting, the decor can enhance the ambiance. The aura of the environment, whether emotional or physical, has a significant impact on the clientele's mood.

Lastly, hipsters' food has become a new culinary culture, an array of fusion food outside the norm or mainstream. The identity attached to this has evolved into an influential factor that draws customers. Expectation of food quality at hipster cafes gradually increases with the growth of high income population in a town Chan Jess Min (2021). Beside that, In Malaysia, hipster cafes can usually be recognized by the inventive names given to foods and beverages, as well as the goods utilized, and the unusual presentation. According to Syakirah (2015), hipster food culture in Malaysia has created a new preoccupation, and the influence of this food culture not only influences their food preparation, consumption, or food ways, but also their lifestyles. The public's ever-changing lifestyle has inspired people to practice new eating habits, which has resulted from the present waves of food trend changes in eating habits, dining place, eating time, and food types are associated with social transformation in a community.

1.3 PROBLEM STATEMENT

Due to the abundance of restaurants opening up to satisfy consumer demand, the "Hipster Café," which arose from the hipster movement, is one of the most recent blooming trends. Hipster cafes' main customer is the young hipster community, which is comprised of young adults between the ages of 18 and 35. Hipsterism emerges as a subculture phenomenon that can benefit from flexibility, originality, and culturalexperimentation. Today's youth are drawn to an excellent style that is distinct with the addition of different cultures, according to a survey conducted by Amour in (2009), but unlike older people, they prefer to stick totheir own preferences rather than experimenting.

The upsurge of hipster cafes serving unique menus of everyday foods is challenging consumers' traditional products. According to Kavitha et. al, (2011), while Malaysians are generally aware of health knowledge and healthy eating, the majority of Malaysians do not practise those healthy lifestyles. Food attributes such as freshness and presentation are the essential sensory elements that interacted with the factors such as taste, smell and sight Delwiche (2004); Namkung et. al, (2007). Although price sensitivity is a concern for most people, the sensory appeal of healthy foods leads the hipster community, particularly Generation Y

86.8%, to believe that the food they consume should be valued for money Moss, (2014). An option to embrace hipster lifestyle is a cultural way for the new generation to communicate preferences. After all, rising disposable income and a growing young population are driving the expansion of cafes in Malaysia 68, where these young people typically enjoy hanging out with friends at cafes and are willing to spend more time and money.

While the restaurant environment factor has been studied extensively, and it has been proven that making the environment more pleasant and innovative is critical for a firm's success Reimer and Kuehn et. al, (2005); Wakefield et. al, (1996). Furthermore, Kotler (1973) stated that the atmosphere of a restaurant is just as important as the food. According to Hussain et. al, (34) agreed, stating that customers nowadays prefer other factors such as store environment over food quality. Café with a pleasant instagrammable environment are more likely to attract walk-in customers, who are more likely to return. Furthermore, due to the fact that eating healthy food will help people avoid contracting food-borne illnesses, customers today demand a betterhygiene food environment. Customers will be left with a lasting negative impression as a result of this causingthem to avoid returning to the café. Another important factor to consider when attracting customers is the scentof the restaurant as documented in the study of on how different levels of scent intensity affect customer's mood, behaviour, and evaluations in a retail space, ambient scent of a café is important because it will link tothe emotional responses of customers. Then, cafes which are located in convenient locations near consumers' homes can provide affordable products in a comfortable setting.

Service quality is a concept that reflects a customer's expectation and perception of a service or product that they purchase. Customers perceive service quality simply by comparing the service provided to their expectations. When customers' perceptions surpass their expectations, service quality is excellent. On the other hand, if customers maintain a low level of expectation, a sufficient number of customers will not be attracted to a service or product offered. As a result, service quality is regarded as one of the most important factors in customer satisfaction, which leads to loyalty Gotlieb, Grewal, & Brown, et. al, (1994). The gap between customer expectations and service providers' actual performance is attributed to service quality Gronroos (1984), Parasuraman, Zeithaml et. al, (1985, 1988). Therefore, due to the intense competition in the food service industry, café operators who can provide quality service to their customers will have a significant advantage over their competitors in terms of customer retention, survival, and growth Ryu et. al, (2010). Asa result, it is critical to assess the reliability dimension, Tang et al. (2006) identified responsiveness in hipster cafés, which promotes service speed, as the most important feature in Malaysian food service quality. Jangga and colleagues (2012).

As a result, the goal of this study is to investigate how factors such as food quality, service quality, and

restaurant environment affect the university students views and perception also their satisfaction towards hipster cafes. Aside from that, one of the reasons the Hipster Café was chosen as a university student's favorite because it is a good meeting place for hipsters to exchange information. In addition, Hipster Café is helping the government prevent the demolition of the historic structure without performing any general upkeep on the interior and exterior of the former shop lots. The study, according to Kim et al. (2009), also encourages young people to go to hipster cafés where they can find antique cutlery and other vintage decorations that show the younger generations the antique value of the items.

1.4 RESEARCH OBJECTIVE

There are several goals are researcher aspire to accomplish through this research on university students perception towards Hipster Café.

1) To examine the relationship between the service quality influence the satisfaction towards Hipster Café.

2) To examine the relationship between the café culture influence the satisfaction towards Hipster Café.

3) To examine the relationship between the café environment influence the satisfaction towards Hipster Café.

1.5 RESEARCH QUESTION

1) Does service quality influence the satisfaction towards Hipster Cafe?
2) Does cafe culture influence the satisfaction towards Hipster Cafe?
3) Does cafe environment influence the satisfaction towards Hipster Cafe?

1.6 SCOPE OF THE STUDY

This study examines how the hipster coffee shop in Kota Bharu's product, service, and environment quality and customer happiness. Customers now mostly frequent hipster coffee shops for self-personality, rather than for the nature of the refreshment or the necessity for food. At this time, numerous factors such as a good environment, product quality, and the level of service play a big a part in impacting consumer contentment in the coffee sector as it develops.

Marketers will then be able to implement effective techniques to promote new hipster coffee shops can put a lot of effort into providing high-quality customer service and a welcoming environment. This enables them to continually improve consumer happiness. In order to compete with already established hipster coffee shops, they need to create their own unique experience.

1.6.1 SIGNIFICANCE OF STUDY

The study looked into the motivation for university students views and perception towards hipster cafe in Kota Bharu, Kelantan. Based on the findings of this study, the community will be able to evaluate the strengths and weaknesses of hipster cafes in Kota Bahru. As a result, the community can gain insight into hipster cafe satisfaction, which may encourage or motivate the community to dine at hipster cafe.

The related data in this study can help reveal the desire of Malaysians of different ages to know about a cafe or restaurant. Data from this study will also help convince consumers and motivate them to visit the hipster cafe. For example, if there is a review about a certain cafe, this will make it easier for customers to make comparisons with other cafes and to help customers to come and enjoy food at the cafe. Therefore, it can simultaneously change the public's perception of hipster cafe.

Finally, students benefit from this research. The research data may be used by university students for research purposes, particularly in relation to food hospitality motivation and customer satisfaction in a hipster cafe. In other words, this study opens up new avenues for future researchers to learn more about the hipster cafe in the fast-food industry.

1.7 DEFINITION OF TERMS

1.7.1 FOOD STANDARD

A food standard is any reference to the composition, quality, or other properties of a food as specified in the Food Regulations (1985). Food standards are important for defining the quality of foodstuffs and protecting consumers from unscrupulous food manufacturers in the preparation and use of food.

1.7.2 CUSTOMER SATISFACTION

Customer satisfaction is one of the most important challenges that businesses face today Parasuraman et al, (1988), Kandampully, J., Mok, C., and Sparks, B. et al, (2001). According to Howard and Sheth (1969), satisfaction is defined as "the buyer's cognitive state of being adequately or inadequately rewarded for the sacrifice he has made.

1.7.3 HIPSTER CAFE

The study's findings will help we now gain more comprehension of the specific motivations for why visitors who visit the tourist attraction where the hipster cafe is located on purpose, dine in a hipster café. According to McCraken (2010), hipster food culture retains characteristics that go far beyond popular cuisines.

1.8 SUMMARY

Finally, this chapter focuses on the client. satisfaction belong to the hipster cafe. Among the criteria about hipster cafe that give impact on customer satisfaction are their food standard, the atmosphere and decorating of cafe, the services that serve by cafe and so on. After seeing all the elements on this research, the researcher can conclude that the customer will satisfy if cafe provide a good things for them to enjoy. Now every single elements out there can take parts to ensure or generate a new idea to become a tools in getting customer satisfaction. So in this case it prove that customer will satisfy if their needs can be fulfilled by cafe. This kind of situation can look more proven when customer feel relax and happy while enjoy in the cafe.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The purpose of this chapter are to describe and analysis what researcher need to do in process to getting the correct data by know deeply about what are the specific observation that need to researcher study. The following section that will carry by the researcher are to analysis hipster culture, food quality and also customer satisfaction. In this chapter also will discuss about the conceptual framework that will use in creating the hypothesis to this research. Lastly, for this section will discuss the hypothesis. The hypothesis in a way to know the relationship between two indicator. This study should do it by the researcher because the researcher need to know either the indicator are suit or not in order to influence the researcher to make a better conclusion.

2.2 LITERATURE REVIEW

This study's goal is to investigate university students. perception towards at a Hipster Cafe in Kota Bharu. Furthermore, there is little empirical evidence about customer satisfaction with hipster cafe service quality. In the service industry, customer satisfaction is a post-purchase evaluation. Customer satisfaction serves as a feedback mechanism to improve the consumer experience. Customer satisfaction gives the cafe a competitive advantage and results in positive behavioral revisit intention. Customer satisfaction is emphasized in marketing literature in anticipation of positive word of mouth, revisit intention, and revisit behavior.

2.2.1 HIPSTER CULTURE

In Malaysia, hipster refers to a culture that has been around since the 1990s but has only recently gained traction. Hipsters have their own philosophy or attitude, claiming to be separate from popular culture and attempting to distance themselves from it. The 'freak' fashion, food, and habit of wearing something unusual, especially when posting a photo on social media platforms like Instagram, are all part of their unique lifestyle.

2.2.2 CAFE SERVICE QUALITY

Service quality measures the superiority of brands in the travel, retail, hotel, airline, and restaurant industries. The quality of restaurant service influences customers' dining experiences. Service quality makes an initial impression on customers and influences their perception of quality. To maintain a sustainable competitive advantage, the service industry provides high-quality services to customers.Service quality is a gauge of an organization's performance delivers services in accordance with client expectations. Customers purchase services to address specific needs. They have expectations and standards for how a company's service delivery satisfies those needs, whether voluntarily or unvoluntarily. A business that offers high-quality customer service delivers products and services that satisfy customers' needs or go above and beyond.

2.2.3 HIPSTER FOOD & CAFÉ

As the popularity of hipster foods grows, increased, the number of hipster eateries increased as well. According to McCraken (2010), the hipster food culture retains characteristics that go far beyond popular cuisines. The study's findings will help us better understand the specific reasons that visitors from a hipster cafe choose to dine there on purpose.

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2.2.4 FOOD QUALITY

The significance of food quality in the overall restaurant experience is widely recognised in the restaurant industry. Food quality is the most essential criterion in restaurant choosing, and it is closely tied to customer happiness. Food quality is a vital condition for meeting the demands and expectations of consumers. meal quality affects customer loyalty, and customers assess restaurants based on meal quality. Food taste, presentation, temperature, freshness, nutrition, and menu variety are all aspects of food quality. The quality of the food influences consumers' decisions to return to the restaurant. Academic curiosity is developing in restaurant menus, as variety of menu items is recognised as a crucial element of culinary quality. Food's taste is a sensory feature. The taste is judged after eating. Customers, on the other hand, anticipate taste before ingestion based on price, quality, food labels, and brand names. The flavour of the dish influences customer happiness. Food presentation increases customer pleasure in restaurants. Customers' concerns about healthy meals have a big impact on their expectations and restaurant choice. The aroma, juiciness, crispness, and fresh posture of the meal are utilised to determine freshness. Customer pleasure rises when meal quality improves.

2.2.5 QUALITY OF THE PHYSICAL ENVIRONMENT

PEQ is a restaurant setting where products and services are offered. In a restaurant, physical environment quality includes artifacts, decoration, spatial layout, and ambient conditions. Customers want a pleasant dining experience, so they look for physical environment quality 31. The quality of the physical environment both satisfies and attracts new customers. PEQ improves financial performance and provides customers with a memorable experience. Consumers judge a Cafe quality based on its cleanliness, quirky, comfortable welcome, physical environment quality, and other ambiance-creating amenities. The effect of physical environment quality on behaviour is visible in service businesses such as restaurants, hotels, hospitals, retail stores, and banks. Customer satisfaction is influenced by the physical environment. As a result, restaurants must create an appealing and distinct physical environment.

2.2.6 CUSTOMER SATISFACTION

Customer satisfaction comprises pleasure and well-being as feelings. When a customer receives what they expect from a service, their level of satisfaction rises. Customer satisfaction has received a great deal of attention in the fields of consumer behavior and social psychology. It is defined what the word "customer satisfaction" means. "as the customer's subjective assessment of the consumption experience, based on certain associations between the customer's perceptions and objective product characteristics." Customer satisfaction is vital in determining how happy a consumer experience makes them. Customer satisfaction, described as "a comparison of a consumer's perceived level of product or service performance, quality, or other outcomes with an evaluative standard," is critical. Customer satisfaction is defined as a customer's overall assessment of an experience. Customer satisfaction is a reaction to meeting the needs of customers. Customer satisfaction leads to increased repeat purchase behavior and referral intent. Customers who are dissatisfied are hesitant to return to the establishment. A positive restaurant experience can increase the consumer's desire to return.

2.3 HYPOTHESES

The study hypothesis seeks to ascertain whether there is a relationship between dependent and independent variables based on university students' perceptions towards Hipster Cafe in Kota Bharu :

H1

There is a relationship between the service quality and customer satisfaction towards Hipster Café in Kota Bharu.

H2

There is a relationship between cafe culture and customer satisfaction towards Hipster Café in Kota Bharu.

H3

There is a relationship between café environment and customer satisfaction towards Hipster Café in Kota Bharu.

2.4 CONCEPTUAL FRAMEWORK

This conceptual framework for this study . The independent variables that will be proposed has three components, that is café service quality, cafe culture and cafe environment. While dependents variable is the satisfaction towards hipster café.

Independent Variables (IV)   **Dependent Variable (DV)**
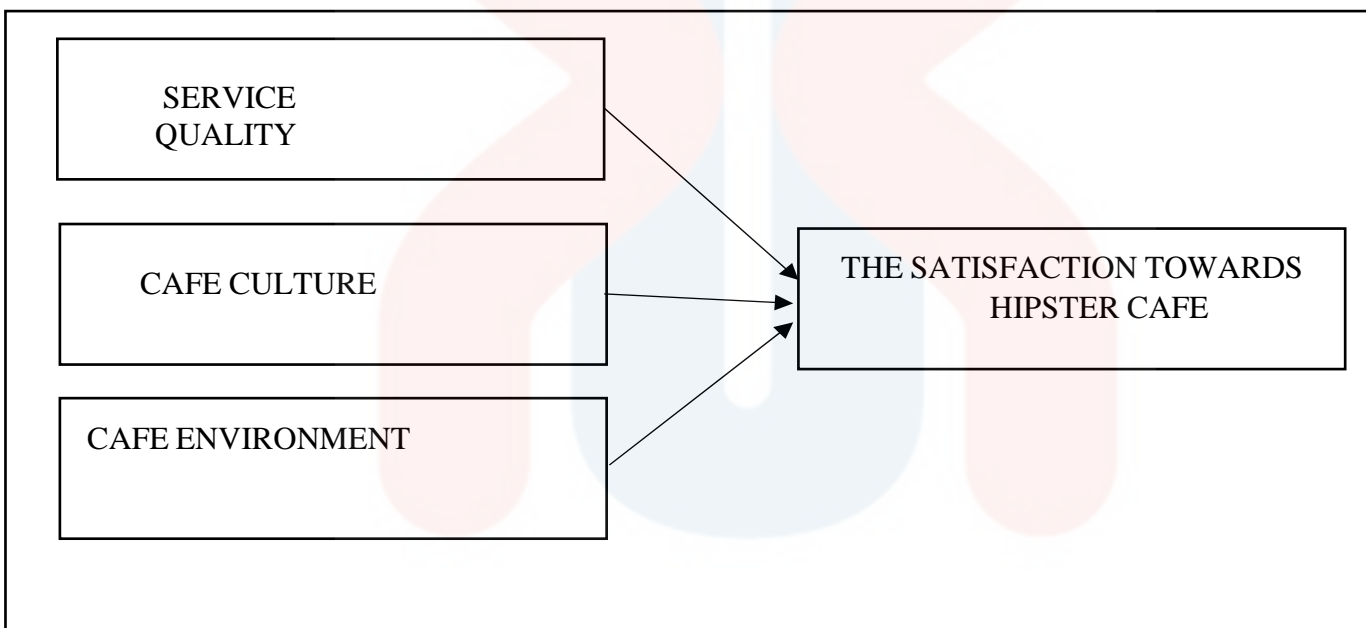
Figure 2.1 shows the conceptual framework of this study.
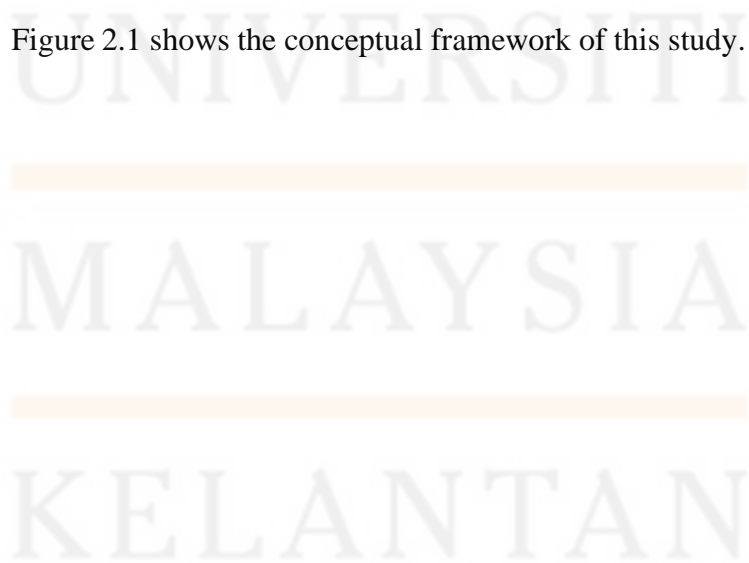
2.5 SUMMARY

In conclusion, in this chapter the researcher explains university students perception towards hipster café that focus on the customer satisfaction towards Hipster Café in Kota Bharu. The independent variables and the dependent variable are explained in detail in this chapter. Customer satisfaction is defined as an indicator of how satisfied perception of the customers are with a company's products, services, and capabilities. Thus, from this study, feasible to conclude that product quality and environment influences customer satisfaction. As a result, the café owner must make certain that the product quality meets the expectations of the customer or traveler in order to gain their satisfaction. This situation will encourage customers to return and spread the good word about the café to others. Furthermore, future researchers were urged to use a quantitative approach when gathering information from respondents. As a result, researchers can obtain more detailed information with less bias. The data collection process should also be carried out in the café while customers are present.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The main objective of this section to determine what influences university success. student's perception towards Hipster Café in Kota Bharu, Kelantan. As a matter of fact, a suitable research methodology will be use to ensure that the data collection techniques can be capable of gathering the necessary information from these valuable employees. This thesis was researched using the quantitative method. This chapter will discuss the research techniques that could be applied in this investigation. This chapter describes the research methodology, including research design, instrument, sampling, research framework, hypothesis,data gathering, analysis, and a pilot test.

3.2 RESEARCH DESIGN

Simple terms, Research plans are a strategy for the planned research effort and can considered to be the overall framework of the project. A technique should be the foundation of a research plan, at least in part. The research design should have been created after the issue and subject of research have been identified and established, the purposes have been clearly defined, concepts the hypothesis has been framed properly, and the terms have been defined properly. The research design is a comprehensive plan of action that connects the development of research questions to the accomplishment of the research agenda. Research design primarily addresses both qualitative and quantitative issues. This justification then provides a context for contrasting qualitative and quantitative research as two prominent research options.

The study's main objectiveis to identify the elements that affect college students. perception towards hipster café in Kota Bharu, Kelantan. The primary objectives of description research as it described data associated with determinants of customer satisfaction in Hipster Café. Descriptive research is employed to collect information about the current state of a phenomenon in order to describe what exists in relation to variables in a given situation. Primary data refers to data that is gathered for the first time. Anderson (2006)

stated that the data gathered must be unbiased, measurable, and statistically valid. It can obtain numerical data for data analysis by implementing mathematical models in this research by using quantitative research William (2007). A questionnaire is a series of questions or items used to gather information about respondents' attitudes, experiences, or opinions. The questionnaire that was used has mostly shuttered questions that are easier for consumers to answer and multiple choice alternatives. Secondary data was gathered by consulting websites, articles, journals, and so on.

In general, there are three types of business research designs, exploratory research, descriptive research, and survey research. Descriptive research is used to describe a population in terms of important variables according to Zikmund, Babin, Carr and Griffin,(2013). This is done to investigate the relationship and impact of each variable. It donates data gathered for the purpose of description and interpretation. In fact, this design is frequently used to determine the relationship between independent variables and dependent variables. This is not direct evidence of causality because the outcomes are based on significant and appropriate information, which includes proper analysis, interpretation, comparison, and relationship Salaria, (2012).

3.3 POPULATION

Those people who make up a population are referred to as a group that reside in a specific region and have established a settlement there. Residents or individuals in the area frequently rely on the same resources to complete daily tasks. These resources depend on other people and the environment to survive in the long run. Scientists or scientists have studied a population by looking at how its members interact or communicate with one another. They also looked at how people as a whole interact with their environment.

Population ecology relies on a number of statistical measures, known as demographic parameters, to demonstrate that it is a population. It is also one of the tools to scientifically examine the population Lebreton et al. (1992).

The study population includes all students studying at several universities in Kota Bharu. Based on the academic management of UITM Kota Bharu Campus, there are currently 1,324 UITM students. While at Politeknik Kota Bharu there are now 1,987 students and at Universiti Malaysia Kelantan City Campus there are now 6,237 students. The overall facility is the investigator population used in this research study. Therefore, all the data obtained are very suitable for use in this research study. This study targets a sample or participants of 370 respondents who will be from different universities in Kota Bharu.

3.4 SAMPLE SIZE

The number of populations is often what determines the sample. According to Salant & Dillman (1994), The following four elements will determine the sample size: size of the population, the population's interest characteristic diversity, the smallest subgroup within the sample for which estimates are necessary, and the amount of sampling error that may be accepted. In this study, the researchers have concentrated on theimpact of university students' perceptions of hipster cafes. The required sample size, according to Krejcie & Morgan (1970), is 370 for a population that have 10,000 person.

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size.   S is sample size.

Source: Krejcie & Morgan, 1970

Table 3.1: Determining Sample Size from a Given Population

3.5 SAMPLING METHOD

The sampling may be defined as the selection of some part of the population on the basis of which of the judgement about of the entire population is made. Sampling methods are divide into probability and non-probability methods. Probability known as every item in the population has a equal chance to be a part into the sample, while non-probability known as qualitative research which is the sample selected based on the researcher's subjective judgement as opposed to random selection. Thus, the selection sample of this study that will use by the researcher is convenience sampling which is non-probability type. According to Samuel J.S (2021), convenience sampling is a type that often used for clinical cases or participants that are available around a location such as hospital, database, medical records, Internet site and customer-membership list.. Convenience sampling resembles a non-random sampling type. These samples are focusing in what the objective that really need by study. To describe this easily is convenience sampling is not allowed any participants that outside from the objective of the study to become the sample. This is why this sampling is used in many research because it's proved the quality of result that will ensure to get the specific answer that need by the objective of the study. Beside that, this sampling also less costly, quicker, and simple than others method. So, by using this method in the research it will aid researchers in obtaining precise information and data. that need by researcher in order to achieve the objective of this study.

3.6 DATA COLLECTION PROCEDURE

Primary data and secondary data are the two types of data collection that can be used to collect various information. Because primary data is the original data, researchers can obtain itby means of tests that were conducted as experiments, surveys, and interviews. second-hand data, on the other hand, is information that researchers have already obtained through previous research, such as academic studies. Secondary data can assist researchers in gathering information about their study and referring to previously collected information.

This study's survey used a self-service data collection mode, in which respondents were asked to fill out the questionnaire themselves. Individuals will be asked to complete the questionnaire. The researcher will explain the questionnaire to the respondent after they agree to fill out the question. There is no requirement to complete the research questions. It will be returned after the respondent has completed the questionnaire. Data for this study is gathered using online questionnaires. The researchers will distribute questionnaires to consumers in

Kota Bharu. The questionnaire emphasises the study's goals and purpose while also stating that the respondents' answers are private.

3.7 RESEARCH INSTRUMENT

In this study, questionnaires were used as the primary research tool. A questionnaire is simply a series of printed or mimeographed questions completed by or on behalf of a respondent. The questionnaire is the primary tool for gathering quantitative primary data because it allows for systematic data collection while also ensuring that the results are internally consistent and coherent for analysis. A research tool used to gather data is called an instrument. The researcher collects data for the instruments by using online questionnaires. Questionnaires are used to collect information in the survey. An inventory is made to ensure that all necessary data has been gathered. The questionnaire rating scale is simple to grade. The questionnaires are made up of strong agreeing to strong disagreeing in a series of closed-ended questions. This is done to make data collection easier. Researchers can collect data using a variety of methods, including structured questionnaires and face-to-face interviews. On the basis of the study's characteristics, such as customer satisfaction, the researcher will develop a set of questions. A 5-point Likert scale is used to grade the survey.

Discovering is the aim of this study. consumer perceptions of perceived ease of use, perceived security, and customer satisfaction.Part A, Part B, and Part C make up the three sections of the questionnaire. A Section is where respondents will provide general demographic information. In section B, will be perceived ease of use, perceived security, and customer satisfaction. Section C will go over the dependent variable, Malaysians' Food Hospitality Motivation in the Hipster Cafe. The researcher's questions in the questionnaire to the respondent were all considered closed-ended inquiries. The scale for each question ranged from 1 for "strongly disagree" to 5 for "strongly agree."

According to new research, developing and administering questionnaires can be quite inexpensive. They are used when resources are scarce, to protect privacy, because time is the most valuable resource that questionnaires consume to the fullest. When supported by other research and the ability to execute various data-gathering procedures, questionnaires can be a valuable confirmation tool. Participants will only give honest answers if their identities are kept hidden and confidential. Roopa and Rani ,(2012). The questionnaire is divided into four sections A, B and C. Three extra data points within the data instrument were produced in

response to the study's objectives. In the relevant section, all elements are simplified and described similarly. In order to collect quantitative data, structured questionnaires are used information from the intended audience. a group of questionnaires will be distributed to participants who will respond voluntarily. Before delivering the questionnaire, the respondent is informed of the study's objectives, and all private information is kept secret.

3.7.1 QUESTION IN SECTION A OF THE QUESTIONNAIRE

Section A focuses on the demographic makeup of the respondents. The questionnaire requests information such as the respondent's gender, age, race, degree of education, and experience with the hipster café app. Five items were designed to quantify specific assertions for each of the five factors in this section: gender, age, race, and ethnicity. education level, and hipster cafe experience.

3.7.2 QUESTION USED IN SECTION B AND C OF THE QUESTIONNAIRE

Sections B and C aim to describe Malaysians' attitudes towards hipster cafes. To quantify specific statements in each of the four dimensions, 20 items were generated for this section in section C, which include perceived ease of use, perceived security, customer happiness, and Malaysians' Food Hospitality Motivation.When asked to rate their level of agreement, respondents are given a five-point Likert scale with extremes of "strongly disagree" and "strongly agree."

3.8 DATA ANALYSIS

Data analysis is the most important aspect of research. Data analysis entails rearranging, modifying, inspecting, and transforming data. It entails applying advanced analytical processing to data in order to identify patterns, correlations, and trends. Analyzing data analysis is a method or attempt to change data into different information in order to make the data qualities more understandable and useful for addressing problems,

particularly those requiring research. Data processing is the process of converting information about research findings into new evidence that can be used to draw conclusions. In general, data analysis aims to make data easier to understand so that conclusions can be drawn.

Data analysis methods can be used to analyses and manipulate data, investigate links and relationships withindata sets, and reveal understandable relationships and correlations. On this analytical data, this would providetest results and interviewee responses to the performed survey instrument. The survey questions were examined using the Statistical Package for Social Science SPSS system. The results are illustrated using tables, pie charts, and graphs. The study's conclusions, which are presented in this essay, are meant to clarify the solution to the customer satisfaction research question.

3.8.1 DESCRIPTIVE STATISTIC

In order to describe a study's fundamental characteristics, descriptive statistics are used. information. Sample summaries and analytic are easily obtained. The foundation of almost all quantitative research and basic statistical representations. Gender, age, race, education level, and customer satisfaction of hipster cafe respondents are included in this analysis to facilitate descriptive analysis.

The sum of the following data sets, for example, is 20: (2, 3, 4, 5, 6). The average score is 4 (20/5). The mode of a data set is the most frequently occurring value, and the median is the figure in the middle of the data set. It is the figure that divides a data set's higher and lower figures. However, there are some descriptive statistics that are less common but are still very important.

Descriptive statistics are used to transform difficult-to-understand quantitative insights from a large data set into bite-sized descriptions. For example, a student's grade point average (GPA) provides an excellent understanding of descriptive statistics. A GPA averages data points from a variety of exams, classes, and grades to provide a general understanding of a student's overall academic performance. The average academic performance of a student is reflected in their personal GPA.

Simple quantitative overview of a set of data is what descriptive analysis is. It assists researchers in fully comprehending the survey or data provided and providing the necessary context, such as customer satisfaction.

3.8.2 RELIABILITY TEST

The dependability of the questionnaire will be evaluated using the analysis of dependability. The consistency of an analysis process is referred to as its reliability. The computation is considered fair if the same answer can be produced consistently using the same methods in the same situations. A computation's consistency is determined by comparing multiple copies of the same statistic. Test reliability is the degree to which survey results remain consistent across multiple testing sessions, different test versions, or multiple raters evaluating quiz takers' responses.

There are three types of reliability: parallel form reliability, test-retest reliability, and inter-rater reliability. Parallel form dependability is a metric obtained by evaluating the same phenomenon with a similar sample population using various evaluation methods. Survey-retest reliability is a measure of dependability obtained by repeating the same test with the same sample group over time. Respondents may be invited to complete the same survey on food hospitality motivation so that test results can be compared to determine score stability. Last but not least, inter-rater reliability refers to the measurement of sets of findings produced by multiple assessors using the same procedure, as the name implies.

3.8.3 PEARSON CORRELATION

The strength of a linear link between two numerical or ranking variables can be measured. Pearson Correlation Analysis was used to calculate Saunders et al., (2009). The term "Person Product-Moment Correlation" also refers to Pearson correlation. In this study, the Pearson Correlation coefficient is used to examine the relationship between the variables. The coefficient can have any value between -1 and +1, with +1 representing a perfect positive correlation and -1 representing a perfect negative correlation Saunders et al.,(2009) .The result will be calculated and shown as a number between -1 and 1.A score of -1 denotes a perfect negative correlation between two variables, whereas a score of 1 denotes a perfect correlation in favour. Additionally, a value of 0 denotes the absence of a linear relationship between the two variables.

3.9 SUMMARY

Last but not least, the researcher used convenience sampling to gather the data. in this research. The numberof sample that will collect by the researcher is 370 sample. This is because researcher are follow the table thatalready set up by table of Krejcie and Morgan (1970). This table will determine the number of sample shouldhave on the research when that place or location is known population. The researcher use the online questionnaire method in collect the data from respondents. This is because through this method it will be more flexible and the respondents can answer the question with politely. So the result will be more accurate and also will help researcher achieve the real answer for the situation happen

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CHAPTER 4

RESULTS AND DATA ANALYSIS

4.1 INTRODUCTION

As stated in the previous chapter, in generally, chapter 4 will describe of the conclusions drawn from the data analysis acquired for this research. Following that, the process of collecting data from the target population is far from simple, and the researcher must overcome several obstacles in order to reach the sample, as well as, most significantly, ensure that the participants answer the questionnaire, which contains a large number of the variety of questions required to accurately measure the intended construct.

4.2 SAMPLE AND RESPONSE RATE

Before describing the considering the respondents' demographics, it is critical to discuss the study's response rate according to the targeted sample and the actual number of responses gathered during the data collection process. There were a total of 384 responses received.

Surveys can increase response significantly, but increasing accuracy is challenging due to the reliance on relative sampling. Most people use the response rate, which refers to the percentage of individuals who take the questionnaire and pass the quality requirement, to determine how useful the survey findings are.

Table 4.1 Response Rate Of The Questionnaire

Total Number of Questionnaire	
Number of questionnaires distributed	384
Questionnaires Returned and Useable To Be Analysis	384
Response Rate	100%
The Questionnaire Used for Analysis	384

Source: Fieldwork Study (2023)

4.3 RELIABILITY TEST

The word dependability implies to the consistency of a measurement. A reliability coefficient can also be used to compute the mean error of measurement, which calculates the variability around a "true" score for an individual when repeated measurements are taken. The degree to which a test measures without of mistakes is referred to as test reliability. It is closely related to test validity. A good test or scale comes with high reliability and validity. However, a test or scale can be reliable but not valid. Following that, validity is defined as the extent in which a test or scale measures the establish it is designed to measure. Assume which a specific scale that weighing boxes constantly weighs the boxes 10 pounds heavier than their true weight.

The way in which of how the test measures the hypothesised underlying construct is referred to as test validity. Reliability is not a constant property of a test, instead, different types of reliability exist for various populations at different levels of the construct being measured. To determine the internal consistency of a test, the correlation between its various items must be assessed using Cronbach's Alpha. The outcome value should be greater than or equal to 0.70. The reliability increases as the Alpha value increases. The table displayed the internal consistency of the value and Cronbach's Alpha scale.

Table 4.2 Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
α ≥ 0.9	Excellent
0.9 > α ≥ 0.8	Good
0.8 > α ≥ 0.7	Acceptable
0.7 > α ≥ 0.6	Very Good

Table 4.3 The results of reliability analysis for the study variables

No of items	Study variable	Cronbach's alpha	Remarks (acceptable/not acceptable)
5	Hipster Café Service	0.877	Acceptable
5	Hipster Café Culture	0.813	Acceptable
5	Hipster Café Environment	0.870	Acceptable
5	Customer Satisfied	0.858	Acceptable

The reliability analysis findings for the study variables were displayed in the table. The table shows that Hipster Café Service is 0.877, Hipster Café Culture is 0.813, Hipster Café Environment is 0.870 Customer Satisfied is 0.858 (Dependent Variable). In addition, all of the independent variable items—Hipster café Service is 0.877, Hipster Café Culture is 0.813, and Hipster Café Environment is 0.870 —were acceptable because the score result was over 0.70. The dependent variable, Customer Satisfied, has a value of 0.858, showing that the variables used to measure this variable were suitable and precisely defined. In short, the independent variables in this study's study had acceptable and correlated Cronbach's Alpha reliability coefficients.

4.4 DEMOGRAPHIC PROFILE

Demographics refer to a population's various characteristics. The variables such as the race, gender, and age of a population being studied are examples of demographics. Following that, the vast majority of the 384 respondents (69.8%) were between the ages of 21 and 24. In the sample, 52.9% were female, 60.7% had a bachelor's degree as their bare minimum qualification, and 81.0% were still students when they completed this questionnaire. Researchers have to investigate the demographics of those who responded to the survey in order to make sense of the data. Table 1 illustrated the respondents' profiles.

Table 4.4: Respondents' Profile

Respondent's Profile Gender	Frequency N=384	Percentage %
Male	181	47.1%
Female	203	52.9%
Total	384	100%
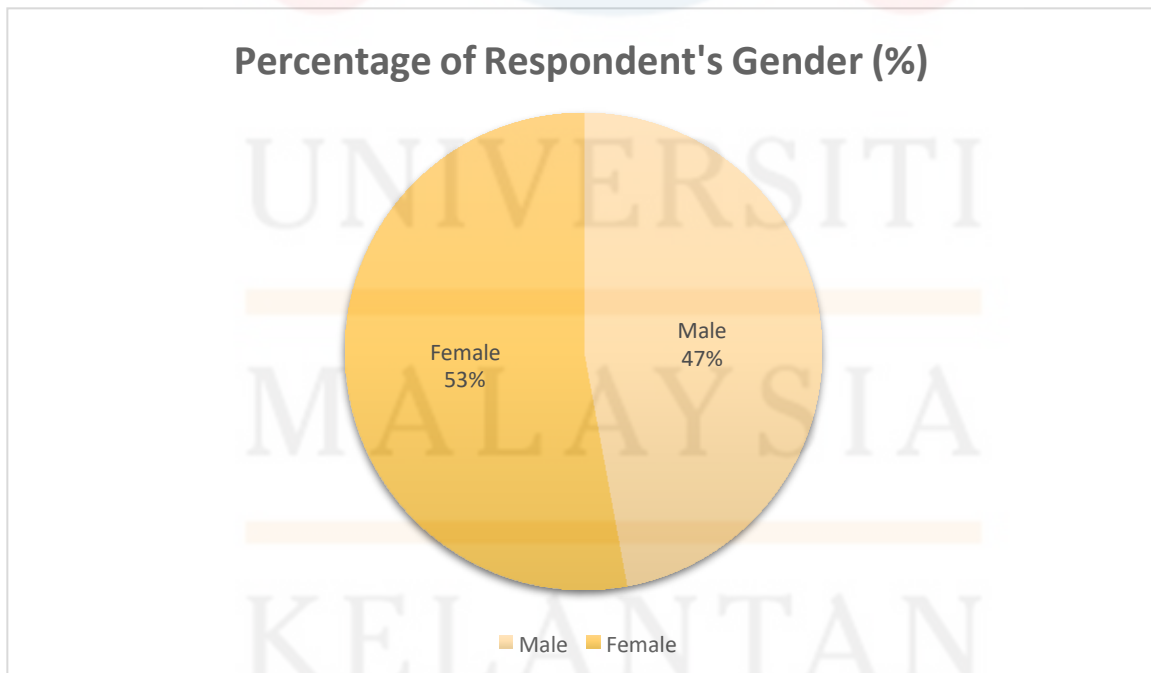
Figure 4.1 The Percentage of Respondent's Gender

According to the demographic data from 384 respondents, 203 are female, accounting for 52.9% of the total, while male respondents account for 181 people, accounting for 47.1% of the total.

Respondent's Profile Age	Frequency N=384	Percentage %
18-20 years old	41	10.7%
21-24 years old	268	69.8%
25-30 years old	58	15.1%
31-44 years old	17	4.4%

Table 4.5: Respondent Demographic Profile Of Age
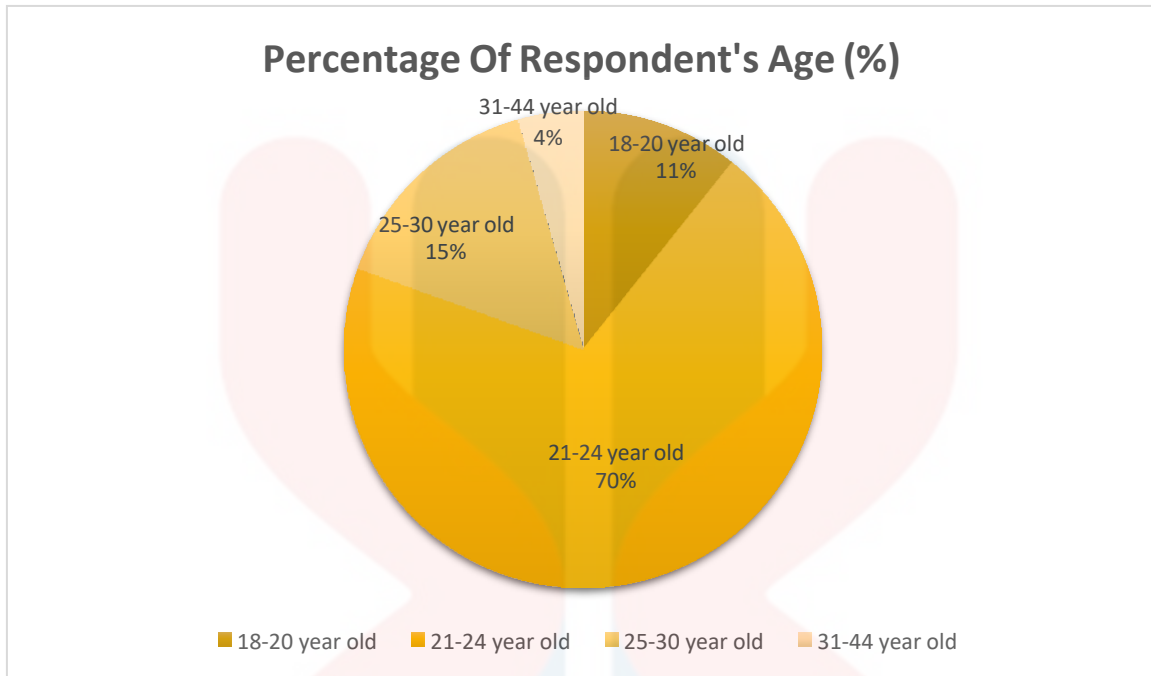
Figure 4.2 The Percentage Of Respondent's Age

According to Table 4.5, respondents aged 21 to 24 have the most study participants (268), accounting for 69.8% of the total number of study participants, while those aged 31 to 44 have the fewest (17), accounting for 4.4% of all study participants. With (58) people, or 15.1% of total responses, the age category of 25 to 30 years old had the second highest overall number of survey participants. There were 41 responses between the ages of 18 and 20, accounting for 10.7% of the total.

Respondent's Profile Race	Frequency N=384	Percentages %
Malay	316	82.3%
Chinese	33	8.6%
Indian	20	5.2%
Others	15	3.9%

Table 4.6: Respondent's Demographic Profile Of Race

Percentage Of Respondent's Race (%)
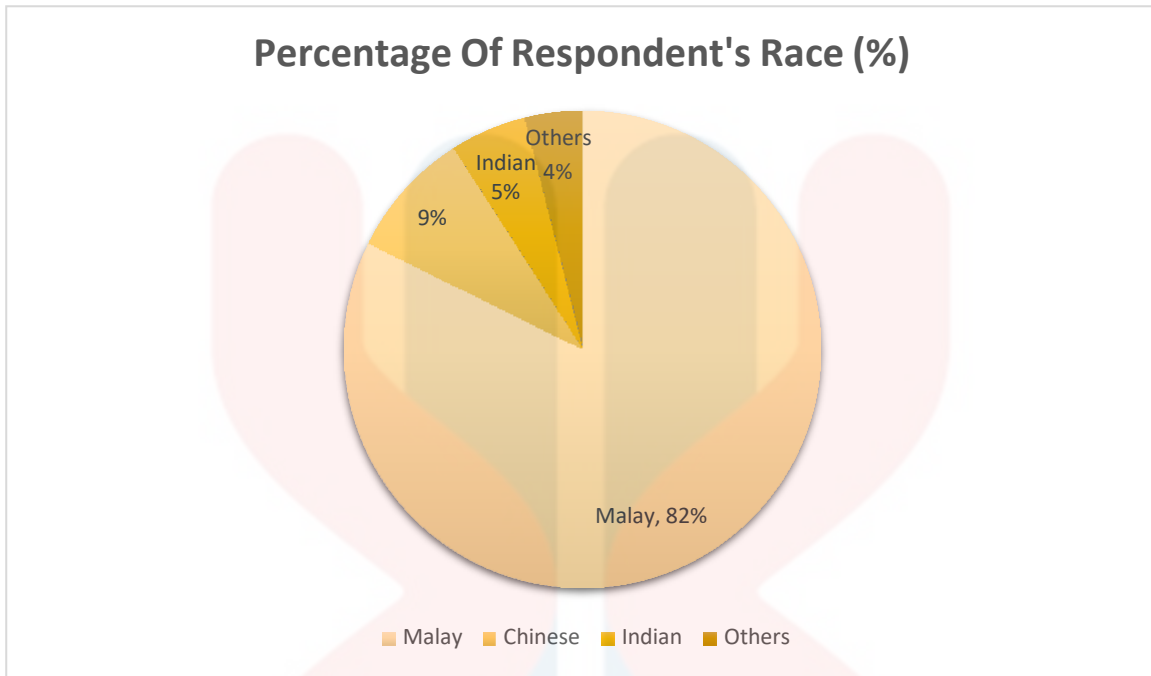
Figure 4.3 The Percentages Of Respondent's Race

According to the data, Malay those who responded had the highest value of 316 (82.3%), while Others had the smallest value of 15 (3.9%). While the Chinese had the second-greatest number of respondents with 33 (8.6%), Indians came in third with 20 (5.2%).

Respondent's Profile Education Level	Frequency N=384	Percentages %
Secondary School	14	3.6%
Diploma/ STPM	127	33.1%
Degree	233	60.7%
Master / PhD	10	2.6%
Total	384	100%

Table 4.7: Respondent's Demographic Profile Of Educational Level

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Percentage Of Respondent's Educational Level (%)
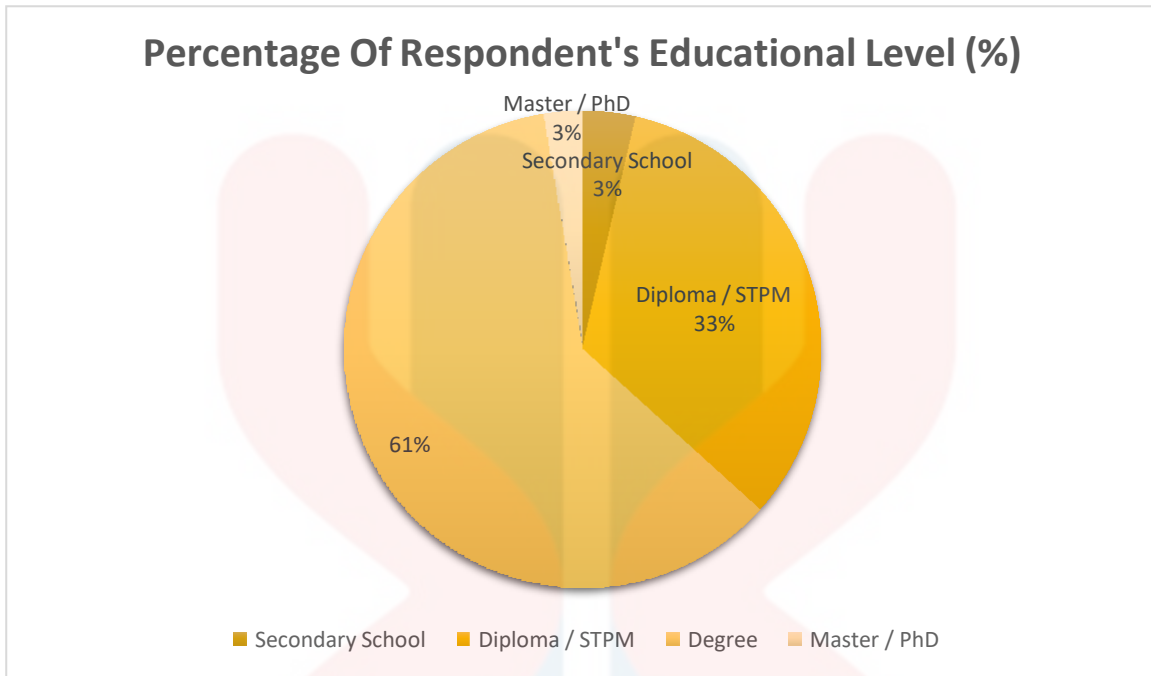
Figure 4.4 Percentage Of Respondent's Educational Level

The findings of table 4.7 show that the majority of respondents in this study have a degree and above, with a total of 233 people, or (60.7%). In addition, Diploma/ STPM recorded the second-highest value with 127 respondents (33.1%), followed by Master/PhD in the lowest place with 10 respondents, leading to a value of (2.6%) and secondary School with a total of 14 respondent's (3.6%).

4.5 DESCRIPTIVE ANALYSIS

Each type of data analysis can help you achieve specific goals and, when combined, can create an overall view of data that informs your organization's strategy formulation and decision-making processes. Descriptive analysis is the process of identifying trends and relationships in historical as well as current data. It is sometimes referred to as the most basic kind of data analysis because it illustrates trends and relationships but does not delve deeper. In general, when writing descriptive analysis, you should include a minimum of one kind of central tendency (or average), such as the mean, median, or mode. Furthermore, you should presentone type of variability, typically the standard deviation.

A common type of analysis of data is descriptive analysis. It is frequently performed prior to diagnostic or predictive analysis because it simply seeks to describe and summarise past data. To accomplish this, descriptive analysis employs a variety of variables such as nominal, ordinal, interval, and ratio, including frequency, central tendency, dispersion, and position measures. What you want to learn will determine how you conduct descriptive analysis, but the processes usually involve gathering, organising, and analysing data. The advantage through this descriptive analysis are gives the researcher the freedom to use both quantitative and qualitative data to discover population attributes and also a clear advantage of the survey method over other descriptive techniques in that it allows researchers to easily study larger groups of people. If the surveys are accurately administered, they provide a more detailed and organised overview of the unit under study.

Table 4.8: Level of Mean Score For Variables

Level	Mean
Strongly agree	4.01-5.00
Agree	3.01-4.00
Neutral	2.01-3.00
Disagree	1.01-2.00
Strongly disagree	0.00-1.00

4.5.1 **Variable No 1**

Table 4.9 : Descriptive Analysis for Independent Variable (1) towards Hipster Café Service

No	Item for variable No 1	Mean	Standard deviation
1	Did the host greet you upon arrival?	4.09	0.949
2	Does the service provide by hipster cafe workers the best?	4.22	0.769
3	Was the table cleared between dishes by bussers ?	4.27	0.834
4	Does hipster cafe workers are always dressed according to procedure and wear gloves when preparing food?	4.25	0.833
5	Did the WiFi and internet provided fast?	4.20	0.872

The scale for the Hipster Café Service is derived from the table above by adding the means and standard deviations for the five components. The measuring items' averages ranged from 4.09 to 4.27, and their standard deviations were between 0.769 and 0.949. So, the mean for the variable number one is strongly agreed.

4.5.2 **Variable No 2**

Table 4.10 : Descriptive Analysis for Independent Variable (2) towards Hipster Cafe Culture

No	Item for variable No 2	Mean	Standard deviation
1	Do you think the existence of hipster cafes can influence food tourism among university students?	4.24	0.786
2	Do you think that outsiders or tourists will be more interested in visiting hipster cafes if they have viral food?	4.25	0.720
3	Is this hipster cafe culture suitable for	3.99	0.925

No	Item	Mean	Standard deviation
	all ages?		
4	Does this hipster culture mostly emphasize unique and interesting store design?	4.35	0.704
5.	Has the increasingly popular hipster cafe culture in Malaysia influenced the interest of young people, especially university students, to make hipster cafes a place to meet friends or a place to study?	4.40	0.694

The scale for the Hipster Café Culture is derived from the table above by adding the means and standard deviations for the five components. The measuring items' averages ranged from 3.99 to 4.40, and their standard deviations were between 0.694 and 0.925. Then, the mean for the variable number is agreed.

4.5.3 Variable No 3

Table 4.11 : Descriptive Analysis for Independent Variable (3) towards Hipster Cafe Environment

No	Item for variable No 3	Mean	Standard deviation
1	Can the atmosphere outside the hipster cafe attract the attention of customers?	4.32	0.761
2	Can the interior decoration of hipster cafe influence in creating a calm and comfortable atmosphere?	4.42	0.715
3	Does the hipster cafe care about cleanliness and customer safety?	4.44	0.660
4	Is the atmosphere calm and quit affect the environment of hipster cafe?	4.39	0.704
5.	Is concept of hipster cafe make them more recognizable?	4.41	0.676

The scale for the Hipster Cafe Environment is derived from the table above by adding the means and standard deviations for the five components. The measuring items' averages ranged from 4.32 to 4.44, and

their standard deviations were between 0.660 and 0.761. Next, the mean for the variable number three is greatly agreed.

4.5.4 **Variable No 4**

Table 4.12 : Descriptive Analysis for Dependent Variable (4) towards Customer Satisfied

No	Item for variable No 3	Mean	Standard deviation
1	Are you interested in eating at a hipster cafe?	4.25	0.750
2	Does the food prepared give your satisfied?	4.08	0.856
3	Does the food at the hipster cafe worth your money?	3.92	0.944
4	Does the atmosphere affect your satisfied?	4.40	0.694
5.	Is the payment system at hipster cafe more efficient by offering various forms of access to make payments such as qr code, swipe card and also in cash?	4.47	0.757

The scale for the Customer Satisfied is derived from the table above by adding the means and standard deviations for the five components. The measuring items' averages ranged from 3.92 to 4.47, and their standard deviations were between 0.694 and 0.944. Next, the mean for the variable number three is greatly agreed.

4.6 PEARSON CORRELATION ANALYSIS

The Pearson correlation coefficient (r) is a highly commonly used metric for determining a linear relationship. It is a number ranging from -1 to 1 that indicates the strength and direction of a relationship between two variables. In addition, the Pearson correlation coefficient is an inferential statistic, which means it can be utilised for testing statistical hypotheses. We can specifically test for a significant connection between two variables.

This study has two sections: the independent variables and the dependent variable, which measures University Students Perception Towards Hipster Café In Kota Bharu, Kelantan. The three factors that make up the independent variable are Hipster Café Service, Hipster Café Culture, and Customer Satisfied. The Pearson Correlation is being utilized to provide a more precise measurement with the aim of determining whether the correlation coefficient is significant.

Table 4.13: Show the coefficient range, r

Coefficient range, r	Strength of association
0.91 to 1.0 / -0.91 to -1.0	Very strong
0.71 to 0.90 / -0.71 to -0.90	High
0.51 to 0.70 / -0.51 to -0.70	Moderate
0.31 to 0.50 / -0.31 to -0.50	Small but define relationship/weak
0.01 to 0.30 / -0.01 to -0.30	Slight, Almost negligble

Source : Mukaka (2012)

4.6.1 Correlation between Independent Variable 1 and Dependent Variable (H1)

H1 : *Hipster café service positively impact the customer satisfied*

In this hypothesis, hipster café service and hipster café environment are described as the independent and dependent variables. The outcome of the association between these two variables is provided in table below.

Correlations

		Hipster cafe Service	Customer Satisfied
Hipster Cafe Service	Pearson Correlation	1	.478**
	Sig. (2-tailed)		<.001
	N	384	384
Customer Satisfied	Pearson Correlation	.478**	1
	Sig. (2-tailed)	<.001	
	N	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.14: Correlation between hipster café service and customer satisfied

Table 4.1 shows that the correlation between hipster café service and hipster café environment is 0.478. This discovery reveals the existence of a relationship between the variables. The positive correlation coefficient of 0.478 demonstrated that their relationship is small but defined relationship. As a consequence, the hypothesis H1, which is used to assess the association between hipster café service and hipster café environment, is regarded as reasonable or accepted.

4.6.2 **Correlation between independent variable 2 and dependent variable (H2)**

   H2 : *Hipster café culture positively customer satisfied*

In this hypothesis, hipster café culture and customer satisfied are described as the independent and dependent variables. The outcome of the association between these two variables is provided in table below.

Correlations

		Hipster Cafe Culture	Customer Satisfied
Hipster Cafe Culture	Pearson Correlation	1	.639**
	Sig. (2-tailed)		<.001
	N	384	384
Customer Satisfied	Pearson Correlation	.639**	1
	Sig. (2-tailed)	<.001	
	N	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.15 Correlation between hipster café culture and customer satisfied

   Table 4.2 shows that the correlation between hipster café service and customer satisfied is 0.639. This discovery reveals the existence of a relationship between the variables. The positive correlation coefficient of 0.639 demonstrated that their relationship is moderate. As a consequence, the hypothesis H2, which is used to assess the association between hipster café service and customer satisfied, is regarded as unquestioned.

4.6.3 **Correlation between independent variable 3 and dependent variable (H3)**
H3 :*Hipster café environment positively customer satisfied*

In this hypothesis, customer satisfied and hipster café environment are described as the independent and dependent variables. The outcome of the association between these two variables is provided in table below.

Correlations

		Hipster Cafe Environment	Customer Satisfied
Hipster Cafe Environment	Pearson Correlation	1	.633**
	Sig. (2-tailed)		<.001
	N	384	384
Customer Satisfied	Pearson Correlation	.633**	1
	Sig. (2-tailed)	<.001	
	N	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.16 Correlation between hipster café environment and customer satisfied

Table 4.3 shows that the correlation between hipster café environment and customer satisfied is 0.633. This discovery reveals the existence of a relationship between the variables. The positive correlation coefficient of 0.633 demonstrated that their relationship is relatively moderate. As a consequence, the hypothesis H3, which is used to assess the association between hipster café environment and customer satisfiedis regarded as has been approved.

4.7 SUMMARY

This study presents the findings of an investigation into university students' perception towards hipster cafes in Kota Bharu, Kelantan. All hypotheses tested in this study are acceptable and even unquestioned. According to the hypothesis tested, each objective of the study appears to be related to the factthat there is a significant correlation between the independent and dependent variables in this study. Hipster cafe service, hipster cafe culture, and hipster cafe environment are subjective and important variables in this study. Furthermore, the customer satisfied is the dependent variable. The next study's conclusions, recommendations, and guidelines will be discussed in greater depth in the final chapter, Chapter 5, which is the overall conclusion from the beginning of the study.

CHAPTER 5

CONCLUSION

5.1   INTRODUCTION

The findings of the analysis in Chapter 4 will be examined further in this chapter. The data analysis and findings were thoroughly discussed by comparing the set hypotheses to the actual data outputs. The implications of this study, as well as the limitations and recommendations of this study, are discussed in the final section of this chapter.

5.2   RESEARCH FINDING

This study was conducted to see the perception of university students towards Hipster Cafe at Kota Bharu. Data were gathered through the convenience sampling, means that the survey was only answered by the respondents who live in Kelantan. A quantitative approach through self-complete questionnaire surveys among the respondents was gathered. Each of the data was analyzed using SPSS ("Software Package for Social Science"), descriptive analysis, reliability analysis, correlations and simple linear regressions.

5.2.1   Research Questions One: *Does service quality influence the satisfaction towards Hipster Cafe?*

By looking at the service quality influence the satisfaction towards Hipster Cafe, the result from the table 4.15 in Chapter Four illustrates that respondents were agreed that the quality services provided by Hipster Cafe is in a highest level. In addition, respondents also agree that services provided by hipster cafe staffs was the best. The respondents also agree that the table are clean and was cleared from any dishes by staffs. Then respondents also agree with the hipster cafe staffs were always dressed according to procedure and wear gloves when handling food. Lastly, respondents also agree that WiFi and internet provided by hipster cafe are fast.

5.2.2   Research Questions Two: *Does cafe culture influence the satisfaction towards Hipster Cafe?*

According to Table 4.16 in Chapter Four express that respondent were agreed that cafe culture influence the satisfaction towards hipster cafe. Respondents agreed that hipster culture mostly unique and

interesting cafe design. Beside that, respondents also agree with the hipster cafe culture are increasingly the interest of young people to make the hipster cafe the place to meet and discuss with their friends. Then, respondents also agree that hipster cafe culture are suitable to all generations. Then, respondents also agree with the tourists will be more interested with hipster cafe if have the viral concept. Lastly, respondents also agree that the existence of hipster cafe can influence food tourism among university students.

5.2.3   Research Questions Three: *Does cafe environment influence the satisfaction towards Hipster Cafe?*

Overall result in Table 4.17 in Chapter 4, the outcomes shown most respondents agreed that cafe environment have relationship with satisfaction towards hipster cafe. The result shown that respondents agreed that atmosphere outside the hipster cafe attract the attention of customers. It also shown that respondents were agreed with the interior decoration influence in creating a calm and comfortable atmosphere. The respondents also expressed they agreed on hipster cafe cares about their cleanliness and customer safety. Beside that, the respondents also agreed that cafe environment atmosphere are calm and quiet. Lastly, it also shown respondents agreed that hipster cafe concept like using the luxurious concept and looks fun are one of the most important factors that make more recognizable.

5.3 LIMITATIONS

The limitation is the possibility of flaws that are strongly associated with the chosen research design and data analysis methods (Theofanidis, & Fountouki, 2019). In this sense, a limitation is an 'imposed' restriction that is thus largely beyond the researcher's control. Several limitations have been encountered and identified while conducting this research study, and it is important to point them out in order to provide benefits and convenience for other researchers to acknowledge and improve.

At the most basic level, research limitations are the study's weaknesses, which are often due to factors beyond the researcher's control. These factors could include things like data, and participants. For example, if we were unable to obtain a random sample of participants for the study and instead had to use a convenience sampling strategy, the generalization of the findings would suffer, indicating a study limitation. As we all know, not all students are from Kelantan, and not all students like to eat at hipster cafes, so perhaps they don't know or don't know much about the hipster cafes in kota bahru, and thus there may be a few who are not interested in answering the survey.

The next is time limitations in the data collection process that must be related to the sample size. This is due to the difficulty in gathering enough respondents to meet the sample size. Students are our target

respondent or sample size. Students may be too busy with daily tasks to answer the research questions. The time required to collect the data as well as the sample size must be considered. A lengthy survey may be too long for students who are preoccupied with their own tasks. This would reduce the number of students who would be willing to participate. For recognition, the next study should change the sample size so that they can conduct research on residents and students alike, because it is not always students who dine at hipster cafes, but also residents. This can assist them in obtaining more and more efficient data.

5.4 RECOMMENDATIONS

Research recommendations are an important part of the analysis phase. Recommendations allow researcher to propose specific interventions or strategies to address the issues and constraints identified in study. We have two recommendations, firstly always put the quality first and assist people in relaxing and having fun at hipster cafe.

5.4.1 ALWAYS PUT THE QUALITY FIRST.

Serve the best. This should go without saying, but in a competitive industry like the restaurant business, the owner must consistently serve the best meal with good quality for customers. This entails investing in high-quality equipment and products. People go out of their way for good food. Aside from that hire the rightpeople. Quality also entails hiring the right people to work in your cafes. This can mean the difference betweensuccess and failure. Although it may be tempting to hire the cheapest help, in the long run, the owner must ensure that their front line is positioned to promote repeat business and growth through word of mouth. Theiremployees are their customer service force, and they require a top-notch team.

5.4.2. ASSIST PEOPLE IN RELAXING AND HAVING FUN AT HIPSTER CAFES

The owner should also take advantage of people's desire to connect with others by providing board games, puzzles, or other interactive activities in their cafes. Hipster cafes are more than food and drink people love it is a reason for people to come together and connect. Understanding the various needs that their shop serves will improve their chances of success and consistent growth. So it will make your customers smile as they leave your hipster cafes. This will encourage both new and returning customers to return to your hipster cafes not only for the food but also for the hospitality. Develop strong customer relationships, upgrade your menu, host coffee-related events, and create a relaxed environment where people can unwind while sipping

their favourite beverage. When your customers smile as they leave your hipster cafes of course they will return the next day.

5.5 CONCLUSION

In this study, all variables had a substantial and favourable impact on university students' perceptions of Hipster Cafe in Kota Bharu. According to the findings, all independent variables such as service quality, cafe culture, and cafe environment had an impact on university students' perceptions. For future research, this study recommends using a different research design, sample method, and the same quankitative method.

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