CONSUMER PERCEPTION OF FOOD SAFETY AT RESTAURANTS IN KOTA BHARU, KELANTAN

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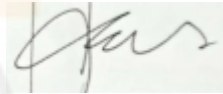The report is the property of University Malaysia Kelantan.
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Abbreviations

UK	United Kingdom
NHFPC	National Health and Family Planning Commission
DV	Dependent Variable
TPB	Theory of Planned Behavior
ISO	International Standardization Organization
FAO	Food and Agriculture Organization
WHO	World Health Organization
RTE	Ready to Eat
DOSM	Department of Statistics Malaysia
SPSS	Statistical Package for Social Science
S	Sample Size
N	Population Size
R	Correlation Coefficient
Sig	Significant
p-value	p-value
n	Frequency
%	Percent
H	Hypothesis

FQ	Food Quality
SQ	Service Quality
RA	Restaurant Ambience
CP	Consumer Perception
r	Coefficient Range
SD	Strongly Disagree
D	Disagree
N	Neutral
A	Agree
SA	Strongly Agree
Std. Deviation	Standard Deviation

ABSTRACT

Food safety is the most critical aspect to consider when dealing with food service sector. The research aimed to determine the significant at the consumer perception of food safety at restaurant in Kota Bharu, Kelantan. The research will be focus on type of restaurant is casual dining. The goal of this study is to discover the consumer perception of food safety with food quality, service quality and restaurant ambience. The main data for the study will be collected using a structured questionnaire, and the analysis will be done using SPSS software. The survey will be distributed to 384 respondents in Kota Bharu, Kelantan. The main findings were that a significant number of consumers think about food safety overall, and especially when eating at restaurant establishments while most consumers stated that restaurants were doing an excellent job, were capable, and were focused on food safety when compared to another restaurant. The findings emphasize the significance of restaurant food safety behaviors, notably in the areas of personal hygiene and workplace cleanliness, food handling, and food preparation. These findings show that food safety is most important aspect in restaurant from consumer perception. Through this study, researchers seek to learn more about the consumer perception of food safety at restaurant casual dining.

Keywords: Food Safety, Consumer Perception, Food Quality, Service Quality, Restaurant Ambience, Kota Bharu, Casual Dining Restaurant

ABSTRAK

Keselamatan makanan adalah aspek yang paling penting untuk dipertimbangkan apabila berurusan dengan sektor perkhidmatan makanan. Kajian ini bertujuan untuk menentukan persepsi yang signifikan terhadap keselamatan makanan di restoran di Kota Bharu, Kelantan. Penyelidikan akan memberi tumpuan kepada jenis restoran adalah restoran makan kasual. Tujuan kajian ini ialah untuk mengetahui persepsi pengguna mengenai keselamatan makanan dengan kualiti makanan, kualiti perkhidmatan dan suasana restoran. Data utama untuk kajian akan dikumpulkan menggunakan soalan berstruktur, dan analisis akan dilakukan menggunakan perisian SPSS. Kajian ini akan dibahagikan kepada 384 responden di Kota Bharu, Kelantan. Temuan utama adalah bahawa sejumlah besar pengguna berfikir tentang keselamatan makanan secara keseluruhan, dan terutamanya apabila makan di institusi restoran manakala majoriti pengguna menyatakan bahawa restoran melakukan kerja yang sangat baik, berkemampuan, dan memberi tumpuan kepada keselamatan makanan apabila dibandingkan dengan jenis restoran lain. Temuan ini menekankan pentingnya tingkah laku keselamatan makanan, terutamanya dalam bidang kesihatan peribadi dan kebersihan tempat kerja, pemprosesan makanan, dan persediaan makanan. Temuan ini menunjukkan bahawa keselamatan makanan adalah aspek yang paling penting dalam restoran daripada persepsi pengguna. Melalui kajian ini, penyelidik berusaha untuk mengetahui lebih lanjut tentang persepsi pengguna mengenai keselamatan makanan di restoran makanan kasual.

Kata Kunci: Keselamatan Makanan, Persepsi Pengguan, Kualiti Makanan, Kualiti Perkhidmatan, Suasana Restoran, Kota Bharu, Restoran Makan Kasual

CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

The public's growing worry over food safety has prompted the food industry and the government of the UK to act through restore consumer confidence (Yeung & Morris, 2001). In Malaysia, it is very emphasized about the safety of this food for fear of deteriorating the health of the public. Also happens in the state of Kelantan, the food safety factor is very prime to ensure the safety of food is guaranteed to be eaten. Food safety is of great concern to consumers in terms of the nature of the food that allows consumers to have negative health effects. Food safety is an important consideration while handling it, especially in settings where it is served, like marketplaces or food stalls. To avoid exposing consumers to foodborne pathogens that can cause food poisoning and negatively impact human health, food safety is a crucial issue that must be treated carefully (Fatin etal., 2021).

Inadequate consumer food handling habits on the part of the consumer could result in disease and disability in the incidences of food poisoning (Fischer et al., 2006). For instance, consumer behavior that occur after the food has been purchased may lead to improper domestic food storage, dangerous food preparation, and cross-

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contamination in the kitchen. Even when food goods matched the performance objective at the moment of sale, this could lead to a consumer getting a foodborne illness (Kreijl et al., 2004; Zwietering & Van Asselt, 2005). As a result, we can only accurately estimate public health objectives related to food safety if we are able to track consumer performance with relation to the pertinent food safety behavior. Following the use of a consumer-focused food safety intervention, changes in consumer performance should also be monitored (Fischer et al., 2006).

1.2   BACKGROUND OF THE STUDY

This study was conducted to about the consumer perception of food safety at restaurant in Kota Bharu, Kelantan. According to (Comfort, 2010), to ensure that food vendors maintain the fundamental standards of food hygiene and sanitation as instructed by the Malaysian Ministry of Health, basic training in food handling, particularly in taking typhoid shot, was highly recommended. Consumer care about how well the grasp hygienic procedures and food safety. Thus, the countries, which is Yaoundé, Cameroon have conducted training programmed to educate vendors about food safety and sanitary practice to meet their needs and situations.

Food safety problems have occurred frequently in the European Union in recent years. These occurrences have increased consumer anxiety over food safety and have an impact on demand. Demand for food safety is significantly influenced by consumer perceptions. On the other hand, consumer food safety regulation is

increasingly embracing information-based procedures. As advertising is increasingly dependent on store, national, and international brands, reputation is playing a bigger role for both producers and retailers. In essence, consumers' market power is growing due to the increased supplier rivalry. However, these advancements also call for supply chains and regulatory authorities to increase their comprehension of consumer perceptions of food safety issues and decision-making.

According to data from the National Health and Family Planning Commission of the People's Republic of China (NHFPC, 2016), 22.0% of illnesses were linked to 46.8% of reported food poisoning outbreaks that occurred at home in 2015, while 17.6% of reported food poisoning outbreaks and 25.5% of illnesses were linked to food consumed in restaurants.

1.3   PROBLEM STATEMENT

Food safety is a key success component in the restaurant industry (Mulyani et al., 2020). However, not all restaurants concern about food safety when prepare the food. The report by (Meldrum et al., 2009), shows that a severe health issue resulting from the ingestion of contaminated salad at the United Kingdom restaurant. According to (Farzanehnia et al., 2018), food contamination may be indicated by the presence of coliforms and E. coli, which can be brought on by inappropriate cooking methods or by combining raw and cooked foods. Furthermore, food safety not practiced correctly when food handlers do not comply with personal hygiene such as

washing hands before preparing food. According to (Sienny & Serli, 2010), people generally anticipate receiving high-food safety when eat at restaurant.

According to (Abdul Rahman et al., 2020), show food safety as the ability to satisfy consumers in terms of service quality. According to (Chang et al., 2014), the bad food safety that provide by restaurant will cause cross-contamination through direct contact between raw materials and cooked food, and unsanitary food preparation place. Through a newspaper written by (Siti Nur Atiqah Manan, 2022), there a one restaurant located in Malaysia, Kuching that provides unsatisfactory food safety, which is inefficient packaging of raw materials impurities, expired and not stored the raw materials at the appropriate temperature. Therefore, according to empirical studies by (Carranza et al., 2018), a restaurant needs to provide and improve food safety will be able to positively influence consumers' loyalty.

The consumers will see restaurants based on cleanliness to see how the restaurant concern about food safety. According to (Ha & Jang, 2010), a nice impression of the restaurant can be created by the ambience. The poor premise hygiene, mishandling of raw materials with improper and use of dirty equipment that will affects food safety. The raw materials will be contaminated if left at room temperature for more than 4 hours. The dirty premise can prevent the effectiveness for consumers to eat the food (Agnes Kanyan et al., 2016). Through newspaper written by (Rizal Zainal, 2022), there a restaurant in Malaysia, Kuala Lumpur did not practice proper hygiene when placing some food near the dirty toilet area. Therefore, according to (Ryu & Han, 2010), customers want a comfortable dining when eat at restaurant.

Kelantan has more cases of typhoid, hepatitis A and cholera which are food and water borne diseases than other states in Malaysia (Ministry of Health, 1998). Kelantan recorded 64 cases of food poisoning. According to Datuk Dr Zaini Hussin State Health Director, said the figure was higher than last year. He also stated that food poisoning cases have been on the decline since 2019, with 516 cases reported that year, 288 cases in 2020 and 197 cases recorded last year. Food poisoning cases were reduced by 31.6 percent during the Covid-19 pandemic from 288 cases in 2020 to 197 cases in 2021. According to him, the number of food poisoning cases during Ramadan increased from 22 cases in 2020 to 39 cases in 2021 because them not washing their hands before and after preparing food, using the same utensils for raw food, and not following standard operating procedures and adopt a new norm in the bazaar (Abdullah, 2022). Although problems with food safety aren't usually apparent right away, consumers are still aware of undercooked food, foreign objects in food, and food temperature. According to (Juliane Pichler et al., 2014), believe that restaurant food handlers' poor hygiene practices will be caused by their lack of understanding about food safety. Therefore, it is important to consider food quality, service quality, and restaurant ambience in this study.

1.4 RESEARCH OBJECTIVES

1. To examine the relationship between the food quality and consumer perception of food safety.

2. To examine the relationship between the service quality and consumer perception of food safety.

3. To examine the relationship between the restaurant ambience and consumer perception of food safety.

1.5 RESEARCH QUESTIONS

1. What is relationship between the food quality and consumer perception of food safety?

2. What is relationship between the service quality and consumer perception of food safety?

3. What is relationship between the restaurant ambience and consumer perception of food safety?

1.6 SIGNIFICANT OF THE STUDY

Investigating consumers' perceptions of restaurants' food safety was the goal of this study (Liu& Lee, 2018). From the point of view of research and information on consumer perception of food safety, it can bring benefits to the surrounding community and will continue to be aware of food safety in the future. The benefits and disadvantages of this emerging industry must be evaluated against potential difficulties, one of which is identifying potential food safety issues that can affect consumer health. The body of knowledge obtained from this study will creation the currents literature and show the current trends of food safety.

Furthermore, for data analysis the researcher has chosen to use the questionnaire form method, throughout this analysis the researcher aspires to understand many foods safety factors that need to be emphasized. In addition, will increase their understanding of the value of proper food handling practices. We are hoping to the necessity for more study into the consumer perception of food safety to open people's eyes about the cleanliness of the food prepared in restaurants nowadays and how to handle the food.

This study also aims to find out consumer perception of food safety around them whether they are satisfied with the way the restaurant handles food or vice versa. Lessons from the study is, to be able identify factors that may be involved with food safety in restaurants. Poor personal cleanliness among food handlers, incorrect refrigerator temperatures, and faulty cooking all increase the risk of foodborne illness in restaurants (Collins, 1997). Unsafe food handling techniques and a lack of understanding about food safety play significant roles (Liu & Lee, 2018).

1.7   DEFINITION OF TERMS

DEFINITION OF TERMS	AUTHORS
1.7.1 CONSUMER PERCEPTION - Consumer perception is probably more influenced because of the psychological interpretation of the viewed product characteristics along with the physical characteristics of the businesses themselves, specifically when there are concerns about food safety.	(Yeung & Yee 2005)
- The challenges of current growing food dangers must be handled at this level since local food safety issues are increasingly spreading to become global issues.	(Frewer, Lynn et al., 2008)
- Although it is not technically a food concern, it could have serious repercussions on just the effectiveness of production of food, people's health, and use of chickens and poultry products.	
- Customer perception refers to the beliefs, emotions, and assumptions that consumers have concerning food safety.	

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1.7.2 FOOD SAFETY - Food hygiene or safety is characterized by how certain it is that the food will not harm or injure when it is prepared, served, and consumed by the consumer. - Food safety refers to the precautions taken to ensure that contaminants that might cause foodborne illnesses are not involved during the preparation, production, and food distribution processes. - Food safety and the quality of food production and processing since it secures the health and safety of customers from food-related risks.	(FAO/WHO, 2003)
1.7.3 FOOD QUALITY - Food quality is a key factor while dining out. That a restaurant's ability to serve good cuisine is a major draw for consumer. - Among the most significant aspects driving people to eat at a restaurant is the taste of the meal flavor because it is the most obvious, physical indicator of the establishment's cuisine quality.	(Adnan, Nadesanet al., 2019)

- Food presentation is thought to provide consumer their initial impression since it is visually appealing. - Additionally, as result of this consumer prefer more to eat in restaurants due to the scent of the cuisine. - As a result, restaurant preference and consumer intent to return are influenced by meal quality.	
1.7.4 SERVICE QUALITY - Service quality is commonly referred to as the overall excellence of the quality service based on the views of the consumer perception. - The conclusion that a restaurant's service quality will be assessed based on the perception of the consumer during the interaction with the service provider. - Service quality is a significant factor and a key component that will affect customers' future visiting behavior.	(Adnan, Nadesanet et al., 2019)

| - It cannot be denied that people eat in restaurants because of the attentive service provided by some of the staff members, some of whom can even recall the regular diners and the dishes they like best. | |

1.7.4 RESTAURANT AMBIENCE - Ambience is the quality of the surrounding place that clients can sense. - The ability to offer specific, passionate effects to consumer improves their likelihood of making a purchase. - There are many different elements that make up atmosphere, including lighting, music, smell, and shading. - According to research, feelings have a significant impact on people's moods, emotions, and behavior. - The most significant influences on consumers' passionate responses were feeling (for instance, music, temperature, and aroma).	(Farooq, 2019)

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1.8   SUMMARY

This research is based on issue that with food safety. The researcher gives a general overview of the research on how consumers perceive food safety in restaurant in Kota Bharu, Kelantan. This study's objective is to examine issues with consumer perception on food safety because recently some restaurant not following the correct procedure of food safety that reason some of the consume getting such a food poisoning and bad environment such as restaurant not following the cleanliness. The researcher has defined the problem. Furthermore, measures to improve the food safety which can help consumer not afraid to bought it with good quality of products or food. This chapter also explains the research topic and provides context for the current investigation.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The studies and dependent variable (DV) will be discussed within this chapter. Food safety perception among consumers will be discussed first, followed by food quality, service quality and restaurant ambience. By using a conceptual framework and assumptions, the link between the variables will then be more clearly understood. All the discussion's points will be addressed in the conclusion.

2.2 UNDERPINNING THEORY

2.2.1 THEORY OF PLANNED BEHAVIOUR (TPB)

The basis of the Theory of Planned Behavior (TPB) is that kind of suggested framework. TPB is indeed an expansion of one's own behavioral intention that incorporates three possible forecasters, including a person's intent (Prasetyo, 2021).

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Behavioral intention, social norm, and facilitating conditions are three predictive factors. The essential distinction between the concepts of reasoned both planned and action conduct because the core of the proposed framework, is indeed the aim of an individual. Furthermore, a person's the intention is used to demonstrate how strongly people are willing to attempt a particular behavior and identify factors that influence it.
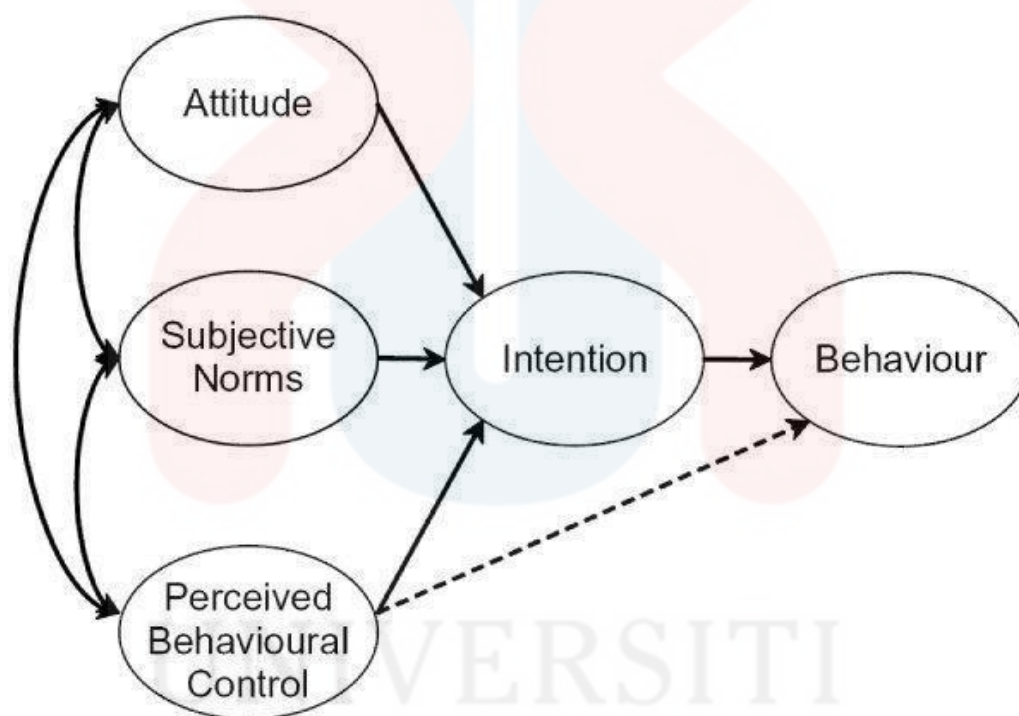
Figure 2.1: Theory of Planned Behavior (TPB)

Source: (Ajzen, 1991)

The amount paid, the advantages obtained, the time and effort exerted during the transaction, and previous transaction experience all play a role in whether a person feels treated fairly. TPB theory appears to distinguish themselves from other models in that perceived is evaluated in connection to other parties (people) in a transaction, with the results taking into consideration all parties who have the same experience

(Woodruff et al., 1983).

According to this theory, consumer perception is a subjective judgment that reflects the company's safety as well as the consumer's costs and efforts in making the purchase. Consumers have long concerns about food quality and services quality. Price, friendliness, cleanliness, attention, variety, quickness of service, and consistency of cuisine are among their perceived safety concerns while utilizing the service, all of which may impact their decision to restaurant (Oliver & Swan, 1989).

According to (Fisk & Coney, 1982), consumers learned that other customers received a better food quality and better service than them, they were less satisfied and had a negative attitude toward the restaurant. When consumers acquire food quality or services, restaurant ambience has an impact on their ideas and emotions. The above TPB theory, it suggests that a person's option to engage in that precise action.

In other words, their perceptions of the restaurant's ambience will express the consumers satisfaction and influenced their current prospects and purchasing behavior. Dependability food safety includes keeping clean, separating raw and cooked ingredients, completely cooking, keeping food at acceptable temperatures, and using environmentally safe products such as raw material. Whereas the preceding text demonstrates that TPB theory can be predicted based on their purpose to engage in a certain behavior (Prasetyo, 2021).

2.3 CONSUMER PERCEPTION

Perception is a major psychological factor influencing people's purchase decision (Kotler & Armstrong, 2011). It is described as the act of seeing and understanding environmental information via the use of the four senses of vision, listening, tasting, and touching (Statt, 1997).

However, because of the high subjectivity that is engrained in each individual's perception, each person receives and interprets environmental stimuli in a variety of ways (Kotler & Armstrong, 2011). Consumers are more likely to make purchases from businesses that provide them with the highest level of value that can affected by their perceptions. In other words, organizations who score 7 may offer their customers the best service or product experience.

Thus, firms strive to influence consumer perceptions of their products, services by improving their image and creating long-term connections with consumer (Kotler & Armstrong, 2011). Because consumer perception is a criterion such as reputation and quality are very subjective among people and are impacted by a range of factors such as age, salary, education level, lifestyle, personal characteristics, understanding of the product or service, and the business itself (Kotler & Armstrong, 2011).

Perception is a marketing term. According to (Business Dictionary, 2015) describes a customer's perception, awareness, or consciousness of an organization or its offerings. This phrase is used in this study to research customers' perceptions about food safety and their purchasing intentions, as well as their knowledge of the function of high hygiene of food in the environment and society.

2.4 FOOD SAFETY

According to (Scallan et al., 2011), the environment must be taken throughout the food production chain to ensure that it is safe for human consumption, and nutritious. Food is judged safe if it is devoid of any physical, chemical, or biological dangers that could poison or even kill consumers. Food safety is a problem since it offers hazards to the public, particularly vulnerable populations like new-born, young children, the elderly, and people with immune deficiencies (Soon, Singh & Baines, 2011).

Most of the knowledge is learned during food safety training. Participating in a recognized training session where participants learned about the significance of maintaining adequate time and temperature management, good hygiene, and safe food hygiene one aspect of this is the nature of the disease brought on by food. Print educational materials and new media, where food safety information is readily available, are additional sources of food safety information. To carry out excellent food handling practices, food handlers need to be trained and knowledgeable about food safety. Numerous studies have shown that better food handling techniques result from greater food safety education. (Abdul-Mutalib et al., 2012; Toh & Birchenough, 2000).

2.5   RESTAURANT

There are many different interpretations of the word "restaurant," which generally refers to a business or organization that provides food and beverages to paying consumer Restaurants of various types are popular all around the world, creating enormous quantities of beverages. While a restaurant may offer food and drink for takeout or delivery, this sort of company is distinguished by the provision of a place for consumers to sit down for a meal.

Many various sorts of restaurants serve a variety of food styles and standards. Service models also differ greatly. Traditional restaurants are included in the restaurant sector, but so are various sorts of businesses such as bars and coffee shops that offer food, bistros, fast food outlets, and others.

In this study, focus a casual dining establishment is a full-service establishment that offers a leisurely, relaxed, family-friendly atmosphere and an affordable menu a fine dining restaurant has had an expensive atmosphere, a dress code, chef-curated highly priced cuisine, and serving that adheres to the "white tablecloth" requirement (Revfine.com, 2022).

2.6   CONSUMER PERCEPTION OF FOOD SAFETY ON FOOD QUALITY

The primary product of a restaurant is a food, greatly influences how the consumer perceives its quality. Therefore, it is a strategy to ensure that consumers have a satisfying dining experience, which is food as a core product for a restaurant (Walter et al., 2010). According to (Ryu et al., 2012), food must be delicious, nutritious, and have a good aroma. Meanwhile, quality is an important role for products or services because it will provide a good perception by consumers. According to (Churchill & Surprenant, 1982), quality is thought to be a sign of a good product or service.

According to (Namkung & Jang, 2007), food quality must be consistent and reliable when providing to consumers in terms of freshness, temperature, taste, and presentation. Restaurants that prioritize food quality by taking care of all food conditions in terms of appearance, texture, shape, and taste will be able to attract consumer loyalty to keep coming to the restaurant because the food can be accepted by consumers. According to (Sulek & Hensley, 2004), when choosing a restaurant to eat at, consumers are more likely to think about the food's quality because it will help them form a favorable impression.

Several prior research has supported that food quality influences consumer impression favorably, particularly in restaurants. Based on a study conducted by (Sulek & Hensley, 2004), the most crucial element that might affect consumer impression and the reason why people choose a restaurant, they discovered is the food quality. In addition, it is also supported by (Ha & Jang, 2010), when it has been

established that there is an association between consumer loyalty and Korean restaurant food perception and quality.

In addition, a study by (Dube et al., 1994), by using both theoretical and empirical data, that demonstrates a relationship between food quality and a desire to eat in a restaurant. The findings discovered there are seven restaurant features, and food quality has the greatest impact on diners' intentions to make additional restaurant purchases. Furthermore, in a study conducted by (Raajpoot, 2002), stated that food presentation, dish size, menu layout, and food variety were all considered while determining the food quality in the restaurant industry. However, the food quality in the restaurant market is viewed from a different way because some literature reviews will suggest that research should focus on menu diversity and healthy food (Saelens et al., 2007).

2.7 CONSUMER PERCEPTION OF FOOD SAFETY ON SERVICE QUALITY

Service is an intangible or performance that one party offered to consumers. There are four categories can be used to categorize the idea of a service which is input-oriented (supplier resources and capabilities), process-oriented (how the service is generated), function-oriented (service functionality and output), and outcome-oriented (service functionality and output) (economic value in monetary terms) (Axelsson & Wynstra, 2002). Consumers who always looks in a product such as food to know how the service that will provide in restaurant. Furthermore, service

quality is a valuable characteristics and features which is important which is such as tangibility, reliability, responsiveness, assurance, and empathy. For example, for tangibility it can provided a physical facility and facilitating goods to consumers. Given the difficulties in creating comprehensive specifications, many businesses for performance-based contracting (Kleemann & Essig, 2013).

A service, according to the International Standardization Organization (ISO), is a component of the idea of total output. The management and service quality used to extend the evaluation of consumer perception. Therefore, the restaurant who provide a good service quality in terms of food safety will be able to maintain a loyal consumer. While poor service quality can lead the consumers choose the other restaurant. Producing implies adding value, which means that the value added exceeds the total resources used in the manufacturing process. In a market economy, this added value is continuously evaluated, and client preferences are important.

Aspects of quality include consumer perception, technical quality, experience, and credibility quality. They also include reality vs. perception, expectations vs. perceptions, and quality of results and process. To increase performance of food safety, a variety of strategies and methods are used toimprove service including quality function deployment, shifting the visibility line, blueprinting, and falsifying as well as compliance quality guarantees, recovering, and measuring.

2.8   CONSUMER PERCEPTION OF FOOD SAFETY ON RESTAURANT AMBIENCE

Ambience is the quality of the surrounding place that clients can sense. The components of ambience include things like lighting, music, smell, color, and others. Restaurant ambience plays a key part in creating a restaurant's reputation and luring diners in. Attractive outside and interior design will entice consumers to visit eateries. (Omar et al., 2015). A clean and safe ambience will guarantee food safety in the restaurant. Customers now expect restaurants to be more than just a place to eat because of globalization (Othman et al., 2009).

Consumers use a restaurant's physical environment as a gauge for how well it meets their standards for quality, which influences how they perceive the quality of the cuisine (Parasuraman, Zeithaml & Berry, 1988; Rys,Fredericks & Luery, 1987; Wall & Berry, 2007; Omar et. al., 2014). The quality of the food in question is the condition of the food, is it safe to be served and eaten by the consumer. Food prepared according to the correct standards will have a positive impact on consumers.

Customers might not come to a restaurant just for the cuisine on their first visit, but additional elements like an appealing exterior design, favorable media coverage, or word-of-mouth recommendations might. The consumer view of the eating experience must be influenced by the decor, atmosphere, and service standards (Omar et al., 2015). Consumers reactions and evaluations of a restaurant are influenced by the surroundings (Lim, 2010).

2.9 THE RELATIONSHIP BETWEEN FOOD QUALITY, SERVICE QUALITY, AND RESTAURANT AMBIENCE WITH CONSUMER PERCEPTION OF FOOD SAFETY AT RESTAURANTS

2.9.1 THE RELATIONSHIP BETWEEN FOOD QUALITY WITH CONSUMER PERCEPTION OF FOOD SAFETY

Providing food quality at a restaurant is very important because it is one of the products that can describe the perception of the restaurant. The significance of food quality has previously been empirically studied. According to (Andaleeb & Conway, 2006), people go to restaurants for the food, and if the food satisfies their impression of what they want, they will be satisfied. Therefore, it can be said that consumer impression of food quality in restaurants is highly correlated (Johns & Howard, 1998).

Most people go to restaurants to get their food and food quality is always a predominant factor. According to (Sajdakowska et al., 2018), explain that the consumers of the 21st century exhibit quality concerns about the products that they buy and care about the food quality when eating at a restaurant. For example, they are curious about everything that relates to them such as what they eat. So, it is impossible that without a good food quality, the restaurant can run the business successfully. Therefore, a higher food quality will lead a positive consumer perception to the restaurant.

Furthermore, the relationship among food quality and consumer perception will determine a person's acceptance of food. According to a study conducted by (Qin & Prybutok, 2009), stated that in the United States fast-food restaurants, food quality and consumer perception are directly related. In addition, that have a similar discovery at a fast-food restaurant located in China (Qin, Prybutok & Zhao, 2010). Therefore, a higher food quality will give a good perception by consumers while low and unsatisfactory food quality will lead to an unsatisfying perception among food consumers.

2.9.2 THE RELATIONSHIP BETWEEN SERVICE QUALITY WITH CONSUMER PERCEPTION OF FOOD SAFETY

In most country, the food industry and agriculture constitute together make up a significant portion of the economy. In addition to oxygen and water intake, food is a fundamental factor in how well human body functions. It is important for consumer to make their selection of food to ensure that their own daily diet has all essential element in appropriate amount and proportion.

Currently, however, it is more and more common for food stuffs to not adhere to strict requirements be improperly stored, have damaged packaging, or not follow hygienic guidelines, which leads to the presence of both harmful and healthy substances. According to the World Health Organization (WHO), eating foods that are unhealthy causes up to 2 million deaths worldwide each year. The bad service

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quality would affect the health of consumers if the food served by the restaurant is unsafe and contaminated with harmful bacteria.

This report's major goal was to determine whether certain food kinds are viewed as potentially hazardous to health and how consumers in Slovakia evaluate the healthfulness of food. According to survey findings, most consumers had only infrequent concerns about the detrimental effects of food on health and had little doubt about the hygiene standards of restaurant facilities (60.5%), fast food (53%) and frozen food (49.2%), poultry meat, eggs, and mayonnaise are thought to be the foods that pose the greatest risk. Food that endangers the health of the consumers should be banned (61.9%) or suspended (19.5%) from sale.

2.9.3 THE RELATIONSHIP BETWEEN RESTAURANT AMBIENCE WITH CONSUMER PERCEPTION OF FOOD SAFETY

Ambience quality includes both "hard" and "soft" aspects, including operational effectiveness, affordability, safety, clean ability and maintenance, ergonomics, noise, and space arrangement. Image, style, comfort, marketing, and ambience are examples of soft dimensions. Restaurants prioritize ambience to increase consumers loyalty and draw in additional diners (Bujisic et al., 2014). Consumers emotional responses and pleasure are influenced by the physical environment of a restaurant, including the condition of the service area, restrooms, and lighting (Wei, 2021).

According to consumer perceptions of restaurant cleanliness, personal hygiene in the establishment, aesthetics, and waiter etiquette all has a significant impact on how well-regarded a restaurant is thought to be (Seung, 2012). The restaurant business depends heavily on cleanliness. The importance of restaurant hygiene and food safety has grown as the percentage of people eating out has increased, both from a managerial and consumer perspective (Seung, 2012). Human qualities were evaluated based on how servers handled food and how they looked. For example, servers had to keep their fingernails neat, wear only certain types of approved jewellery, have clean uniforms or protective clothing, use gloves when handling Ready to Eat (RTE) foods, and be free of any signs of illness such as a runny nose, coughing, or sneezing (Wei, 2021).

Regular consumers cannot assess the level of food safety since they are unaware of the origin of the components and the handling procedure used to prepare the meal. Consumers will construct their opinions of a restaurant using obvious and discernible signs. Consumers' intentions to return to the restaurants are influenced by hygiene standards and safety assurances (Chun & Nyam-Ochir, 2020). Therefore, it is the duty of restaurant owners, staff, national and state health regulators to ensure clean and safe dining ambience by lowering the burden of foodborne illness. The regulatory ambience is also becoming more stringent for the restaurant business (Seung, 2012).

2.10   CONCEPTUAL FRAMEWORK

An investigation on the relationship between consumer perceptions of food safety at restaurants in Kota Bahru, Kelantan, led to the development of the research framework. The proposed conceptual structure is displayed in Figure 2.2. It has been suggested that three independent which is food quality (Huang et al., 2004; Mohi, 2012; Shaharudin et al., 2011), service quality (Parasuraman et al., 1985, 1988) and restaurant ambience (Heung & Gu, 2012; Jalil et al., 2016; Kement et al., 2021; Stroebele & De Castro, 2004; Wu & Mohi, 2015). The dependent variable is consumer perception of food safety.

INPENDENT VARIABLE   DEPENDENT VARIABLE

Food Quality

Service Quality

Restaurant Ambience

H1

H2

H3

Consumer Perception of Food Safety
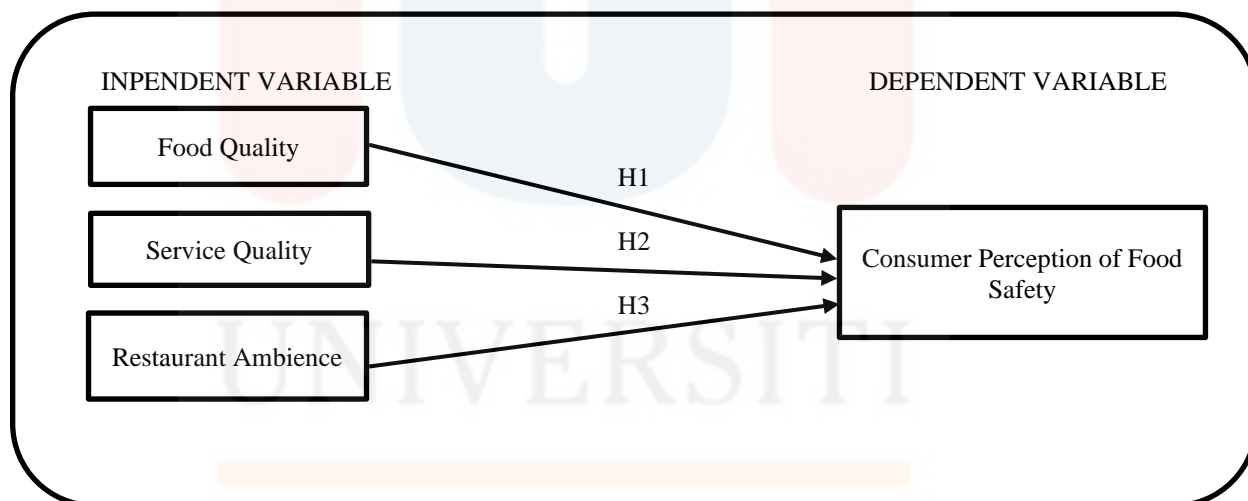
Figure 2.2: Conceptual Framework Consumer Perception of Food Safety at Restaurant

The link that anticipates existing between the variables, or the trait or properties that want to investigate, is represented by a conceptual framework. Conceptual frameworks, which can be written or visually represented, are typically

created using a literature analysis of previous studies. For this study, the independent variable was food quality, service quality and restaurant ambience. While the dependent variable is a consumer perception of food safety at restaurant.

2.11 HYPOTHESIS

The hypothesis of this research was made based on food quality, service quality, and restaurant ambience with consumer perception on food safety at restaurant in Kota Bharu, Kelantan. The hypothesis was developed and evaluated based on the results of the research:

H1

There is a significant relationship between a food quality and consumers perception of food safety at restaurant in Kota Bharu, Kelantan.

H2

There is a significant relationship between a service quality and consumers perception of food safety at restaurant in Kota Bharu, Kelantan.

H3

There is a significant relationship between a restaurant ambience and consumers perception of food safety at restaurant in Kota Bharu, Kelantan.

2.12 SUMMARY

In conclusion, this chapter describe the consumer perception of food safety in terms of food quality, service quality, and restaurant ambience. The proposed conceptual framework will indeed be built review of the literature. The researcher intends to investigate the relationships between all the independent and dependent variable.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter describes the process in methodology followed to acquire data for this study. Several measures must be taken to guarantee that the correct data is obtained. The rationale for picking the population of target, the size of the sample, the sampling technique, the gathering of data, use of the research tool, and analysis method to complete this study are all covered in this chapter. Research methodology refers to the processes or approaches used to find, choose, and analyses, along with interpret data on a certain topic that the researcher desires to investigate.

The purpose of this research will be to find the relationship between consumer perception of food safety. The appropriate methodology used in this study on the relationship between consumer perception of food safety in restaurant in Kota Bharu, Kelantan will be analyzed.

3.2 RESEARCH DESIGN

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This study's objective is to gain a better understanding of how consumer perceptions of food safety in restaurants in Kota Bharu, Kelantan are linked. A study design, according to (Sekaran & Bougie, 2003), is a framework for deciding how to obtain new data, assess and interpret it, and eventually provide a solution to the problem. As a result, the quantitative research method will be used in the study. Quantitative research is the systematic examination of phenomena using quantifiable data and statistical, mathematical, or computer methods. Aside from that, the study's population will be drawn.

A quantitative approach was used in this study. For the survey portion of this study, a questionnaire was used. When obtaining practical insights from statistical data was necessary, a quantitative research approach was adopted. The growth of every organization demands the use of quantitative analytical design approaches. Insight gained from analysis and real numerical data is very helpful when making decisions about the future of the firm. The differences between the two have a big impact on the type of conclusions that can be constructed and the conclusions that can be drawn.

The four primary categories of quantitative design are descriptive, correlational, quasi-experimental, and experimental. The degree researcher design oversight of the experiment's variable is the primary distinction between the four categories. This study adopted a quantitative methodology since it calls for the gathering of continuous and distinctive numerical data. The numerical form, also known as the quantitative form, is frequently used.

The sample used in the survey on consumer who live in Kota Bharu 18 years of age or older. Consumer that was chosen for this survey, please explain how their perception of food safety on restaurant. The study was carried out using quantitative and descriptive approaches, through questionnaires acting as the primary research tool. The questionnaire was made to elicit all data relevant to the objectives of the study. The questionnaire contains a section on demographics with multiple choice options. Five components made up the questionnaire. The consumer survey includes questions evaluating five categories: demographic information, food quality, customer perceptions of food safety, the question on service quality consumer perception of food safety, questionnaire on restaurant ambience (casual dining) consumer perception of food safety, and dependent variable on consumer perception of food safety at restaurant in Kota Bharu, Kelantan.

Respondents are required to decision choices. The Likert Scale was utilized in the section to determine the consumer perception of food safety at restaurant in Kota Bharu, Kelantan. The questions highlighted respondent's main consumer perception of food safety at restaurant in Kota Bharu, Kelantan and scored on a scale of 1 to 5, with 1 being the strongest disagreement and 5 the strongest agreement. The data was examined using the most recent version of the Statistical Package for Social Science (SPSS). A broad range of academics utilize the programmed known as SPSS, or Statistical Package for Social Sciences, to do complex statistical data analysis. To organize and analyze survey data, SPSS is used by marketing specialists, physicians, survey companies, government organizations, university researchers, marketing organizations, and data

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analysis, among others. This study used SPSS software to get a result from information

gathered by using questionnaires that provided to respondents.

3.3 TARGET POPULATION

People in a group is considered a population not just a city or a group of people

with similar characteristics. For statistical research, a population is a group of people

from which samples are selected. Consequently, a population could be defined as a

group of individuals with comparable characteristic (Stratton, 2021). Kota Bharu,

Kelantan residents comprise the study's target population.

As mentioned by (DOSM, 2023), the population of Kelantan in 2020 itself is

around 1.7 million that comprise of 95% of Malays, and the remaining made up of

Chinese, Thai, and Indian communities. In this study, the researcher had taken the

consumer of Kota Bharu town as the target population. The population of Kota Bharu

town is around 363, 000 people in 2023. The study's target population 384 respondent

from Kota Bharu, Kelantan who visiting casual dining restaurant.
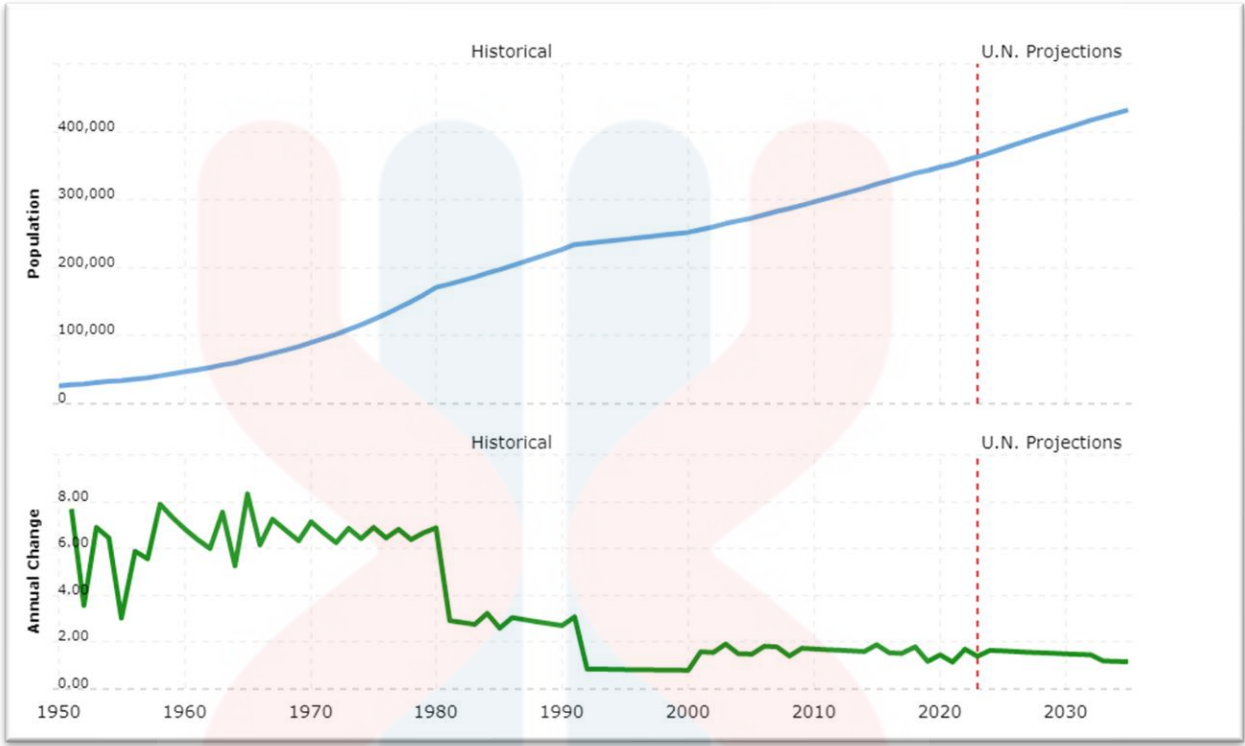
Figure 3.1: Kota Bharu, Malaysia Metro Area Population (1950-2023)

Table 3.1: Determine Sample Size of a Known Population

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

Note: N is Population Size; S is Sample Size Source: Krejcie & Morgan, 1970

Source: (Krejcie & Morgan, 1970)

3.4 SAMPLE SIZE

The entire number of participants in this research discovery is sample size. According to (Taherdoost, 2017), sample size is the important consideration for any empirical study to draw statistical conclusions. Sample size is a subset of the population needed to ensure that information is sufficient. Therefore, obtaining the correct sample size is important to study statistically relevant findings. Furthermore, the sample size can be constructed with the target population of consumers who eat

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at casual dining restaurants around Kota Bharu, Kelantan.

The sample size for this study was calculated using the total number of respondents. Given the abundance of people live in Kota Bharu, Kelantan, the study sums up the categories of people live in Kota Bharu, Kelantan level which are 363,000 people. Based on the table 3.1 shown, 363,000 peoples which is 384 responses are used to calculate the sample size. According to (Krejcie & Morgan's, 1970), 384 respondents are the correct number determined from 363,000 peoples as a result, 384 respondents from the study's greatest sample size were used. 384 questionnaires for the study were given out to the participants. The survey was sent at random to get consumer perception of food safety in restaurant to get the information.

3.5 SAMPLING METHOD

According to (Osuala, 2007), the sampling is a strategy for researchers to infer the information about population. Therefore, the researcher will choose some elements of the population as the focus of the study. There are several techniques for instance, non-probability sampling and probability sampling which are two main sample methodologies in this study. Simple random sampling, systematic sampling, stratified sampling, and cluster sampling are the four primary methods of probability sampling (Etikan et al., 2017). Furthermore, it is often used for quantitative research.

Meanwhile, there four types of non-probability sampling are convenience,

purposive, snowball, and quota sampling (Etikan et al., 2017). In a non-probability sample, it will be selected using non-random criteria because not everyone has an equal chance of being included. Furthermore, non-probability sampling is often used for qualitative research and exploratory (Taherdoost, 2016). These samples are more accessible and affordable but have a larger chance of sampling bias because they allow for weaker population inferences than probability sampling (Tsung et al., 2018).

For this study, researcher chose a quantitative consists of non-probability sampling technique which is convenience sampling. The convenience sampling is a method used to gather information from a set of respondents who are readily available. It is the most used sampling technique because it is quick, simple, and affordable (Sukhtatme, 2008). The researcher uses convenience sampling because there are no criteria required to be part of the sample. Furthermore, all respondents are eligible to be involved in the sample. Therefore, researchers will select a sample that is available to consumers who eat at restaurants around Kota Bharu, Kelantan.

3.6   DATA COLLECTION

To conduct this study, the primary and secondary data were used as the two different sorts of data sources for this investigation. As part of primary data analysis, information pertaining to the study at hand is gathered from legitimate sources including consumers, customers, and organizations (Ganesha et al., 2022). The data

collected consists of surveys, observations, experiments, questionnaires, or interviews (Ganesha et al., 2022). Furthermore, the price of gathering primary data is higher since more resources are needed for field work, which has a higher cost value.

Meanwhile, secondary data that other people have collected and assembled (Awang, 2012). Secondary data sources consist of interpreted, analyze, describe, review, and explain. Because the data is already available, a literature review in this study is regarded as secondary data that was used to support. Additionally, articles, journals, magazines, and newspapers consist of secondary data.

This study is based on primary data. Primary data is data obtained by the researcher directly using questionnaire sources. The questionnaire will be conducted online for respondents to answer easily. In addition, this research provides 20 questionnaires to respondents among consumers. Using a smaller sample size than anticipated, the pilot study is a method for testing the questionnaire. This purpose is to get useful feedback from respondents and the researcher can revise and improve the questions before publication. In the questionnaire, it will obtain the food quality, service quality, restaurant ambience, and consumer's perception of food safety at restaurants in Kota Bharu, Kelantan.

3.7   RESEARCH INSTRUMENT

Research instruments used in research are those that collect, measure, and examine data pertinent to the goals of the study. These tools are frequently used in the medical sciences, sociology, and academics to assess a variety of people, including clients, guests, students, trainees, instructors, and staff. Tests, questionnaires, inspections, and interviews are examples of research instruments. Typically, the researcher has chosen resources that are relevant to the research strategy.

This study will be adept and adopt the questionnaire from six sections. This will be summarizing of sections section A will be gathered about the demographic of respondents. Section B is frequency and reasons visiting casual dining restaurant, section C is questionnaire on food quality, section D is service quality, section E is restaurant ambience, and section F is consumer perception of food safety.

The closed-ended questionnaire utilized for the analysis is made up of conventional inquiries. The first advantage of using this technique is that it would be simple and quick to implement. Second, respondents took less time to complete the survey than they did the open-ended survey (Foard et al., 2006). According to (Sekaran & Bougie, 2009), interval scales make it possible for researchers to carry out several numbers of statistical operations linked to data collection, such as estimating the degree to which individual preferences vary. The Likert Scale instrument, which was mentioned earlier, is used to measure the level of agreement in each instrument as it develops and expands into six sections, with the Likert Scale instrument being used to gauge the degree of agreement, as was previously said.

Therefore, six instrument parts include Part A, B, C, D, and E for the analysis. Part A deals with the demographic profile of the respondents, Part B is about frequency and reason of visiting to casual dining restaurant. Part C will cover question about food quality, Part D respondent feedback about service quality and Part F is question about fine dining restaurant ambience. Part F is about consumer perception of food safety.

We will gauge people's attitudes, preferences, and views using the Likert Scale. According to (Ogden & Lo, 2012), attitudes or opinions are tested using the Likert Scale form or frequency scale, which has a set response format. For this study, a 5-point Likert Scale will be used. Below is a 5-point Likert Scale.

Table 3.2: Likert Scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Disagree
1	2	3	4	5

Sources: Likert Scale – Type Scale Table (Brown, 2010)

Table 3.3: Source of Measurements

Section	Variable	Items	Source of Measurements Item
A	Demographic	7	-

	Background		
B	Frequency and Reason of Visiting to Casual Dining Restaurant	2	(Baia, et al., 2019)
C	Food Quality	5	(Rajput & Gahfoor, 2020)
D	Food Service	5	(Liua & Leeb, 2018)
E	Restaurant Ambience (casual dining)	4	(Misiran et al., 2022)
F	Consumer Perception of Food Safety	4	(Liua & Leeb, 2018)

3.7.2   CONSUMER PERCEPTION OF FOOD SAFETY

In food and beverage industry, the most crucial factor is consumer perception. Consumer perception is extremely important to us. Consumer interacts Table 3.4 as one of the statements.

Table 3.4: Item to Measure the Consumer Perception of Food Safety at Restaurant

No	Statement
1	The food is consistent in quality.
2	Proper food handling.
3	Proper chain management.
4	Food in good condition.

3.7.1 FOOD QUALITY

One of the elements that users especially emphasize is food quality. Table

3.5 is among the justify food quality factors that will be offered to consumers.

Table 3.5: Item to Measure the Food Quality of Food Safety at Restaurant

No	Statement
1	Restaurant uses fresh ingredients (e.g., no off-flavor or off-color foods).
2	Restaurant serves food at the appropriate temperature (e.g., hot food and cold food).
3	The food appears to be and smells delicious.
4	Food preparation satisfies health trends.
5	The food presentation is visually attractive.

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3.7.3 SERVICE QUALITY

Service quality is a factor that also plays an important role for consumers. Good service quality will have a good impact on consumers and restaurant. Table 3.6 is one the statements that will be given to consumers about service quality.

Table 3.6: Item to Measure the Service Quality of Food Safety at Restaurant

No	Statement
1	The staffs are wash hands with soap and water before handling food.
2	Serving utensils are clean.
3	The speed of service is accurate as described.
4	The staffs are clean and neat.
5	Efficient and effective explanation of the menu.

3.7.4   RESTAURANT AMBIENCE

Restaurant ambience is also an important factor on food safety. It is also closely related to consumer satisfaction. Table 3.7 is one of the statements that will be given to consumers about the restaurant ambience.

Table 3.7: Item to Measure the Restaurant Ambience (Casual Dining) of Food Safety at Restaurant

No	Statement
1	The surrounding of the dining area is clean.
2	I am pleased with the ambience (e.g., feeling, mood) of the casual dining.
3	The floor of the casual dining restaurant is clean and does not have any food particles.
4	The arrangement in the casual dining restaurant is comfortable and provides enough seating space.

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3.8 DATA ANALYSIS

The researcher will use the program Statistical Programmer for Social Science (SPSS) version 2.4 to examine the primary data. The SPSS is the programmed-based data processing and analysis data windows that allow to create tables and pie charts. Computer aided researchers in lowering the effort required to determine the information and making quantitative analysis easily and quickly. The researcher uses the descriptive statistic, reliability statistic and Pearson's Correlation and regression to evaluate quantitative data.

3.8.1 DESCRIPTIVE STATISTIC

The data set, which may be a sample of data population or representative of the entire population, is summed up by the brief population coefficient, and known as descriptive statistics. The descriptive statistics include the central tendencies and the measure of variability. The measures of variability include the standard deviation, variance, minimum and maximum variation, kurtosis, and skewness whereas the measure of central tendency includes mean, median and mode. This set of data was divided structurally and well formatted. Researchers can understand the data in more efficient by using descriptive analysis. The mean interpreted as follows Strongly Disagree in the point range of 1.00-1.80, Disagree 1.81-2.60,

Neutral 2.61-3.40, Agree 3.41-4.20, and Strongly Agree 4.21-5.00.

Table 3.8: Relationship between Mean and Level of Agreement

Likert-Scale Description	Likert-Scale	Likert Scale interval
Strongly disagree	1	1.00 - 1.80
Disagree	2	1.81 - 2.60
Neutral/Uncertain	3	2.61 - 3.40
Agree	4	3.41 - 4.20
Strongly agree	5	4.21 - 5.00

Source: (Pimentel, 2010)

3.8.2   RELIABILITY TEST

Verifying the general, group and specific factors among the item, as the consistency of the result in the factors from test to test, is how the reliability is defined. The hypothesis self- correlation, the coefficient of the equivalence is the definition of four dependability that are identified as being fundamentally distinct. It is explored to estimate each of these coefficients if it is possible. In the attenuation for correction, the measurement and other real word application, and the coefficient of standard errors have a different value and are not interchangeable. To determine the reliability of the questionnaire, Cronbach's Alpha was used in this study.

Table 3.9: Rules of Thumb about Cronbach's Alpha

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Cronbach's Alpha Coefficient	The Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 < 0.9	Very Good
0.9	Excellent

Source: Essential of Business Research Method (Hair et.al, 2003)

3.8.3   PEARSON CORRELATION

The Pearson Correlation approach was the most popular technique for analyzing numerical variables, and was assigned with values between 0 and 1, and with denoting 1 total positive correlation and 0 denoting total negative correlation (Boslaugh et al., 2008). A correlation value of 0.7 between two variables denotes a significant and favorable association between them according to the following interpretation if the variable A rises and then the variable B will likewise increase, means a positive correlation whereas if the A increases, then B declines means that the correlation was negative (Steven Nickolas, 2021).

Table 4.0: Rules of Thumb about Correlation Coefficient Size

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Coefficient Range (r)	Strength of Association
±0.91 to ±1.00	Very Strong
±0.71 to ±0.90	High
±0.41 to ±0.70	Moderate
±0.21 to ±0.40	Weak
±0.01 to ±0.20	Very Weak

Source: Essential of Business Research Method (Hair, 2015)

3.9 RESULTS OF RELIABILITY TEST (PILOT TEST)

The reliability test used in this investigation was conducted to evaluate the validity of the distributed questionnaire and the precision of several scale items. The data, whose values range from 0 to 1, were shown using Cronbach's Alpha. The Cronbach's Alpha, which is referred to as the alpha coefficient and is used to evaluate the dependability of the independent and dependent variables. The values of Cronbach's Alpha Coefficient for independent variables are displayed in the tables below. (Food quality, Service quality, and Restaurant ambience (casual dining) and dependent variables (Consumer perception of food safety) in this study. All independent factors and the dependent variable were above 0.7, as seen in the tables. The questionnaire has thus been approved and is legitimate. The table 4.1 generalization regarding Cronbach's Alpha Coefficient is the foundation for this research strength of correlation.

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Table 4.1: Rules of Thumb about Cronbach's Alpha

Cronbach's Alpha Coefficient	The Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 < 0.9	Very Good
0.9	Excellent

Source: Essential of Business Research Method (Hair et.al., 2003)

3.9.1 RELIABILITY TEST

Table 4.2: Reliability Test

Variable	Items	Cronbach's Alpha	Explanation
Food Quality	5	0.753	Good
Service Quality	5	0.811	Very Good
Restaurant Ambience (casual dining)	4	0.700	Moderate
Consumer Perception of Food Safety	4	0.745	Good

Five questions were utilised in this study to assess the food quality variable that consumer perception of food safety at restaurant. Table 4.2 demonstrates that Cronbach's Alpha, food quality is 0.753 this gave rise to a good relationship. Consequently, the coefficient found for question of the food quality variable is valid. Second, five questions were implemented to assess the service quality variable. The Cronbach's alpha coefficient is

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0.811, indicating a very good connection. As a result, the coefficient produced for the service quality variable questioned is correct. Thirdly, there are four questions were used to measure the restaurant ambience (casual dining) variable that consumer perception of food safety at restaurant. The Cronbach's Alpha coefficient of restaurant ambience (casual dining) is 0.700 because of moderate strength of association. As a result, the coefficient derived for the questions of restaurant ambience (casual dining) variable is valid. Lastly in this study, there are four to assess, questions were used for the consumer perception of food safety variable. The Cronbach's Alpha value is 0.745, showing a good relationship. As a result, the coefficient calculated for the variable of consumer perception of food safety is valid.

3.9.2   PEARSON CORRELATION COEFFICIENT (PILOT TEST)

Pearson's Correlation analysis was one of the most significant methods for examining the linear relationship between the two variables. This study's objective was to investigate any connections between the independent variables (food quality, service quality, and restaurant ambience and the dependent variable (consumer perception of food safety). Researchers should decide if the amount of connection strength is satisfactory if the relationship is significant.

Table 4.3: Rules of Thumb about Correlation Coefficient Size

Coefficient Range (r)	Strength of Association
±0.91 to ±1.00	Very Strong
±0.71 to ±0.90	High
±0.41 to ±0.70	Moderate
±0.21 to ±0.40	Weak
±0.01 to ±0.20	Very Weak

Source: *Essential of Business Research Method* (Hair, 2015)

HYPOTHESIS 1: FOOD QUALITY

H1: There is relationship between food quality and consumer perception of food safety.

Table 4.3.1: Correlation Coefficient for Food Quality and Consumer Perception of Food Safety

		Consumer Perception of Food Safety	Food Quality
Consumer Perception of Food Safety	Pearson correlation	1	0.561**
	Sig. (2-tailed)		0.000
	N	30	30
Food Quality	Pearson correlation	0.561**	1
	Sig. (2-tailed)	0.000	
	N	30	30

Table 4.4 displays the Pearson correlation coefficient for the pilot test, the significant value, and the total number of answers (30). The p-value was 0.000, which was below than the significance threshold of 0.01. The somewhat favorable association between food quality and consumer perceptions of food safety was revealed by the correlation value of 0.561.

HYPOTHESIS 2: SERVICE QUALITY

H2: There is relationship between service quality and consumer perception of food safety.

Table 4.3.2: Correlation Coefficient for Service Quality and Consumer Perception of Food Safety

		Consumer Perception of Food Safety	Service Quality
Customer Perception of Food Safety	Pearson correlation	1	0.373**
	Sig. (2-tailed)		0.000
	N	30	30
Service Quality	Pearson correlation	0.373**	1
	Sig. (2-tailed)	0.000	
	N	30	30

Table 4.5 displays the Pearson correlation coefficient, significant value, and total number of replies (30). The p-value was 0.000, which was below than the significance threshold of 0.01. A weakly positive association between service quality and consumers' perceptions of food safety was suggested by the correlation value of 0.373.

HYPOTHESIS 3: RESTAURANT AMBIENCE CASUAL DINING

H3: There is relationship between restaurant ambience (casual dining) and consumer perception of food safety.

Table 4.3.3: Correlation Coefficient for Restaurant Ambience (Casual Dining) and Consumer Perception of Food Safety

		Consumer Perception of Food Safety	Restaurant Ambience
Consumer Perception of Food Safety	Pearson correlation	1	0.444**
	Sig. (2-tailed)		0.000
	N	30	30
Restaurant Ambience	Pearson correlation	0.444**	1
	Sig. (2-tailed)	0.000	
	N	30	30

The Pearson correlation coefficient, significant value, and number of 30 responses were presented in Table 4.6. The p-value was 0.000, which was below than the significance level of 0.01. The correlation coefficient of 0.444 demonstrated a weak positive association between restaurant ambience (casual dining) and consumer perception of food safety.

3.10   SUMMARY

In conclusion, in this chapter covered the research technique and quantitative strategy used in this study. The sampling will be drawn from the whole population of Kota Bharu, Kelantan based on the category and factors acceptable for data collection. This data collection was through discussed, including the use of a questionnaire based on convenience sample and sampling methods of consumers. The researcher begins with the study purpose, then identifies the target respondent and the instrument used to gather data.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter's main goal is to explain a study of a survey conducted online that was issued to respondents to gather data. The results of the data analysis performed on the survey's 384 participants are discussed in this chapter. The Statistical Package for Social Sciences (SPSS) software version 2.4 was used to generate the survey data given out to respondents. The conclusion was reached using a reliability test, descriptive analysis, and Pearson's correlation analysis.

4.1.1   Respondent Rate

A total number of 384 questionnaires was distributed and the research the data. First proceed is to be screening. After screening all questionnaire were analyzed and response for this is 100% proceed for data analyses. It is indicating a 100% of responder rate for this study acceptable. According to (Rogelberg & Stanton, 2007) pointed out that a 100% response rate

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is rarely achieved because researchers rely on the willingness of respondents to participate in the survey. (Baruch, 1999), also explained that a higher response rate is desirable because it proves the dependability and validity of the results.

4.2   RESULTS OF DESCRIPTIVE ANALYSIS

The demographic data of the respondents who participated in this research was compiled using a descriptive analysis of the data in Section A.

4.2.1   RESPONDENTS DEMOGRAPHIC PROFILE

The respondent's demographic information including gender, age, race, marital status, level of education, occupation, and income is explained in this section.

4.2.1.1 NUMBER OF RESPONDENTS BASED ON GENDER

Table 4.4 displays the gender distribution of the 384 respondents who provided information during data collection.

Table 4.4: Frequency Analysis on Respondents Gender

Gender	Frequency (n)	Percent (%)
Male	156	40.6
Female	228	59.4
Total	384	100.0
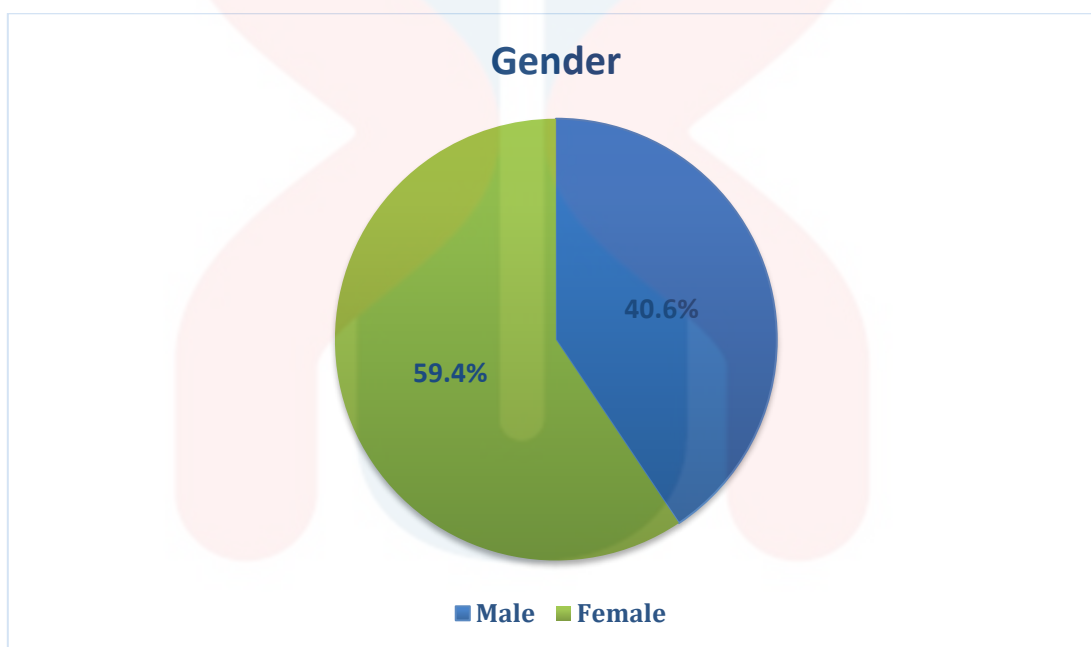
Figure 4.1: The Percentage of Gender

The pie chart in Figure 4.1 shows how the 384 respondents were divided by gender. The pie chart above plainly shows that there were 59.4% (n=228) more female respondents than male respondents, who made up 40.6% (n=156). Because women were more inclined to fill out the survey than men, there were more female respondents than male respondents. Females were simpler to contact and were more ready to take the time to complete the questionnaire, which made it much easier to collect the data.

4.2.1.2 NUMBER OF RESPONDENTS BASED ON AGE

Table 4.5 displays the age distribution of the 384 respondents who provided their ages during data collection.

Table 4.5: Frequency Analysis of Respondents Age

Age	Frequency (n)	Percent (%)
Below 18	16	4.2
18 – 24	267	69.5
25 – 34	70	18.2
35 – 44	21	5.5
45 and above	10	2.6
Total	384	100.0

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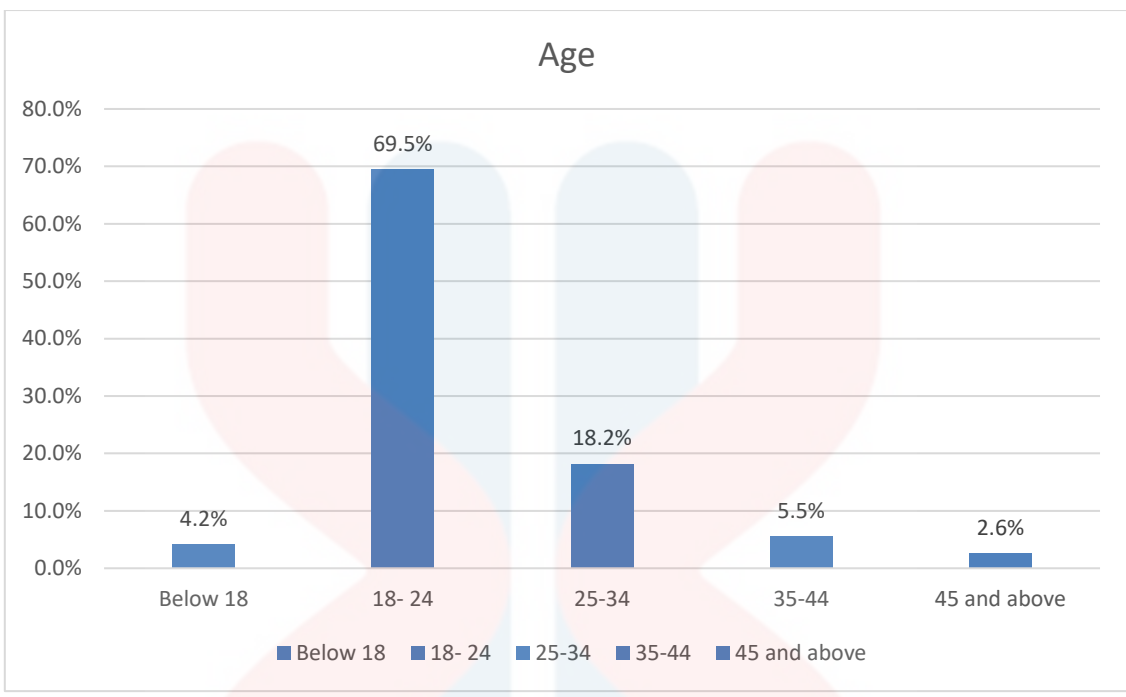
Figure 4.2: The Percentage of Age

The age distribution of the 384 respondents is shown in Figure 4.2. The age range of 18 to 24 had the largest percentage of responders (69.5%; n=267) among these five age ranges. With 70 responses, the age group of 25 to 34 years old had the second-highest percentage of responders (18.2%). With 21 responses, the 35 to 44 age group had the third-highest percentage of responders (5.5%). With a rate of 4.2% (n=16), respondents under the age of 18 made up the fourth-highest proportion of respondents. While the lowest percentage of respondents, 2.6% (n=10), belong to the 45 and above.

The greater percentage of responses was between the ages of 18 and 24 years old. This might be because most people were in the same age group as the researchers and were also, they are student or working they interested to visit and exploring to casual dining restaurant which is best restaurant to having dine in when they holiday time. Meanwhile, people between the ages 45 and above had the lowest number of responses, they are busy with working so they not having proper time to visiting to casual dining restaurant and other reason they are saving money more than spend money.

4.2.1.3 NUMBER OF RESPONDENTS BASED ON RACE

Table 4.6 presents the race distribution of a total 384 of respondents collected from the data collection.

Table 4.6: Frequency Analysis of Respondents Race

Race	Frequency (n)	Percent (%)
Malay	269	70.1
Chinese	55	14.3
Indian	58	15.1
Others	2	0.5
Total	384	100.0
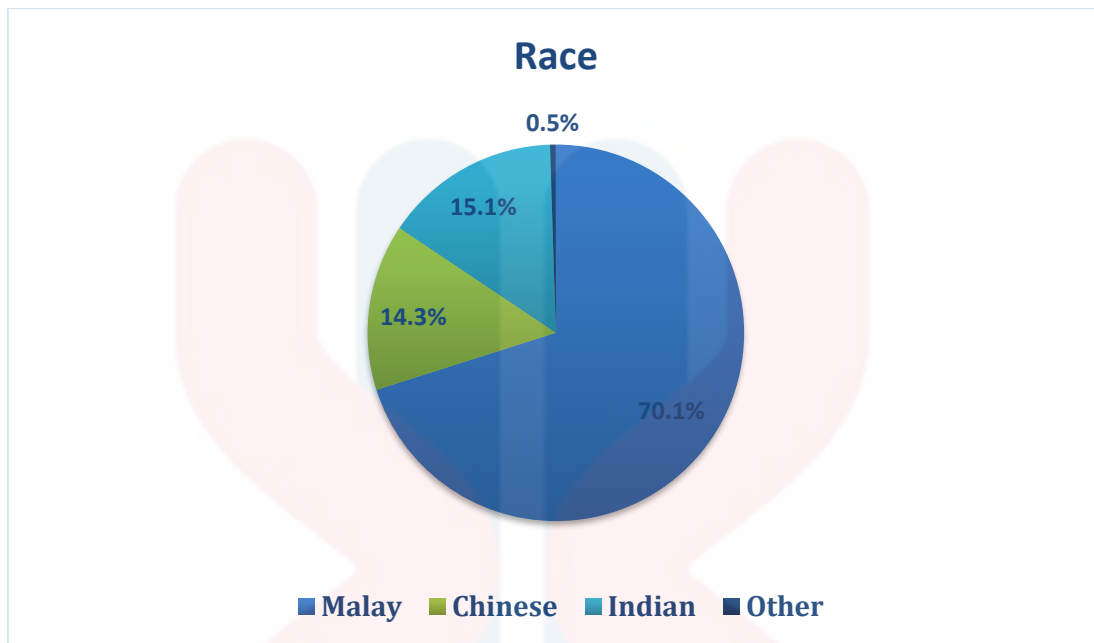
Race

Figure 4.3: The Percentage of Race

Table 4.6 and Figure 4.3 below give the number and percentages of responders by race. Malay, Indian, Chinese, and Other were the four categories into which the respondents were split based on their race. According to the study, 70.1% (n=269) of the respondents who participated in this questionnaire were Malay. Indian was the second-highest group with 15.1% (n = 58). The other respondents, 14.3% (n=55) of Chinese descent and 0.5% (n=2) of other races, made up the remaining respondents. Perhaps since most individuals are Malay, the majority of replies are also. Because they have the fewest significant residents in Kota Bharu, Kelantan, other races have the lowest response rates in this study.

4.2.1.4 NUMBER OF RESPONDENTS BASED ON MARITAL STATUS

Table 4.7 presents the marital status distribution of a total 384 of respondents collected from the data collection.

Table 4.7: Frequency Analysis of Respondents Marital Status

Marital Status	Frequency (n)	Percent (%)
Married	52	13.5
Single	332	86.5
Others	0	0
Total	384	100.0

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Martial Status

0%

13.5%

86.5%

■ Married ■ Single ■ Others
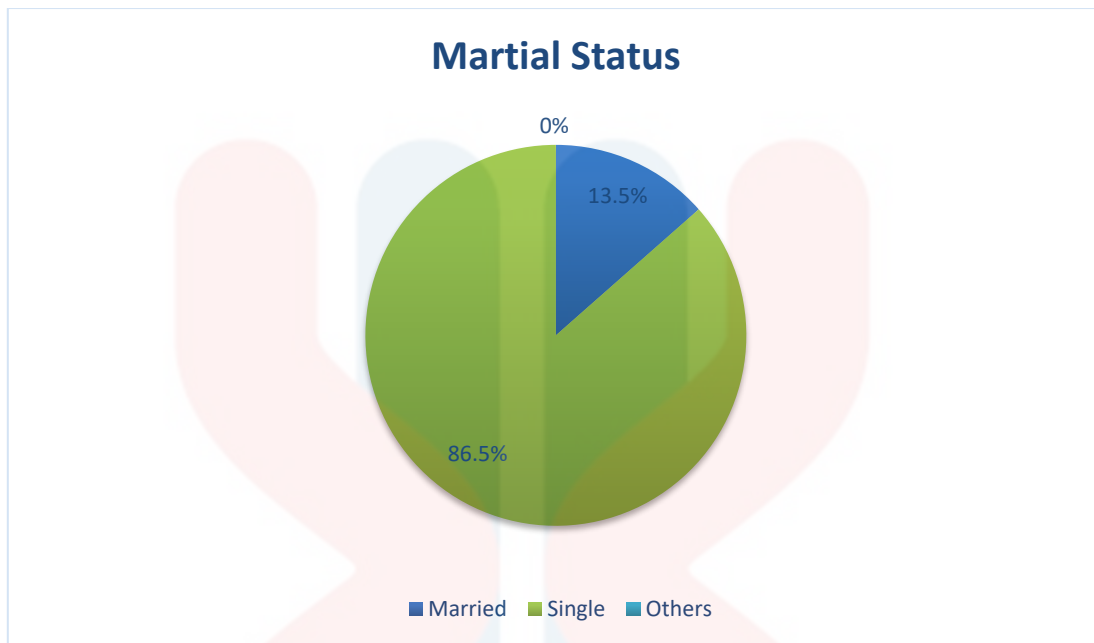
Figure 4.4: The Percentage of Marital Status

In addition, Table 4.7 summarizes a listing of responses by marital status. This show that 86.5 percent (n=332) of the respondents were single. 13.5 percent (n=52) of the respondents were married. 0 percent (n=0) of the no respondents were others.

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4.2.1.5 NUMBER OF RESPONDENTS BASED ON EDUCATION LEVEL

The distribution of respondents' educational backgrounds among a total of 384 respondents is shown in Table 4.8.

Table 4.8: Frequency Analysis of Respondents Education Level

Education Level	Frequency (n)	Percent (%)
Primary school	5	1.3
Secondary school	57	29.7
Diploma	66	42.2
Degree	243	63.3
Masters	8	2.1
PhD	5	1.3
Total	384	100.0

Education level

1.3%

2.1 — 1.3%

14.8%

17.2%

63.3%

- Primary school
- Secondary school
- Diploma
- Degree
- Master
- PhD
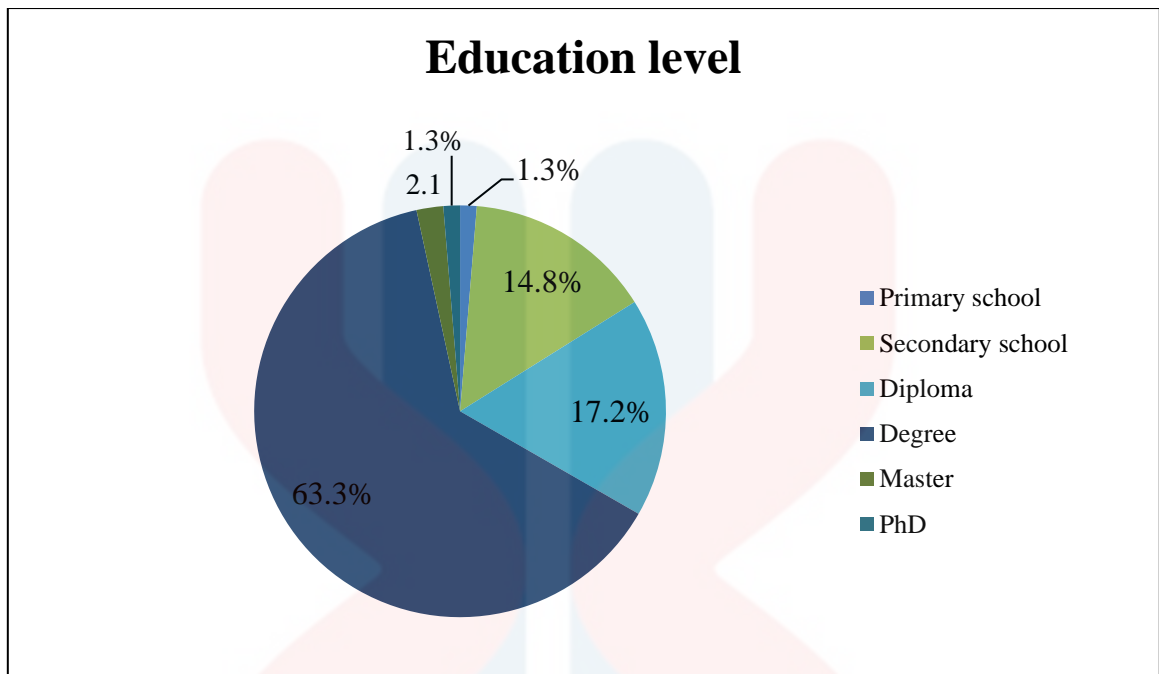
Figure 4.5: The Percentage of Year of Education

Furthermore, Figure 4.5 shows the distribution of respondents based on education level. The highest 63.3% (n=243) of the respondents has degree. Meanwhile, the 17.2% (n=66) of the respondents have diploma. Next, the 14.8% (n=57) of the respondents have SPM/Certificate which is secondary school. Next, the 2.1% (n=8) of the respondents have master. Primary school and PhD the same percentage which is 1.3% (n=5) of the respondents.

4.2.1.6 NUMBER OF RESPONDENTS BASED ON OCCUPATION LEVEL

Table 4.9 presents the occupation level of a total 384 of respondents collected from the data collection.

Table 4.9: Frequency Analysis of Respondents Occupation Level

Occupation Level	Frequency (n)	Percent (%)
Student	169	44.0
Employed Part Time	105	27.3
Employed	93	24.2
Unemployed	16	4.2
Retired	1	0.3
Total	384	100.0

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Occupation Level

4.2%   0.3

24.2%

44.0%

27.3%

■ Student   ■ Employed Part time   ■ Employed   ■ Unemployed   ■ Retired
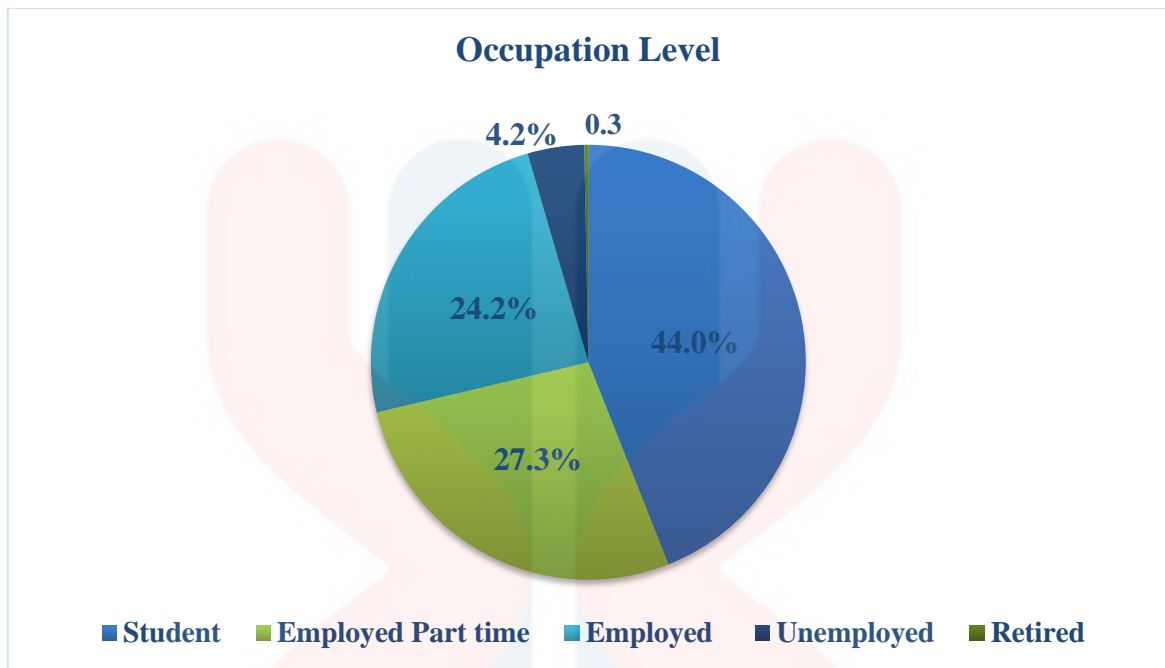
Figure 4.6: The Percentage of Occupation Level

The occupation level that has been assigned to 384 respondents is shown in Figure 4.6. Five categories made up the occupation level in this questionnaire, which is student, employed part time, employed, unemployed and retired. Referring to the chart and table above, it shows that students have the largest percentage with 44.0 % (n=169) as compared to retired, which is the lowest with 0.3% (n=1). In between, employed part time is a 27.3% (n = 105) and employed is a 24.2% (n = 93). Meanwhile, the unemployed, which is next lowest with 4.2% (n=16).

4.2.1.7 NUMBER OF RESPONDENTS BASED ON INCOME LEVEL

Table 4.10 presents the income level distribution of a total 384 of respondents collected from the data collection.

Table 4.10: Frequency Analysis of Respondents Income Level

Year of Education	Frequency (n)	Percent (%)
Below RM2000	176	45.8
RM2001- RM3000	145	37.8
RM3001- RM4000	42	10.9
Above RM4000	21	5.5
Total	384	100.0

Income Level

5.5%

10.9%

45.8%

37.8%

■ Below RM2000 ■ RM 2001 - RM3000 ■ RM 3001- RM 4000 ■ Above RM 4000
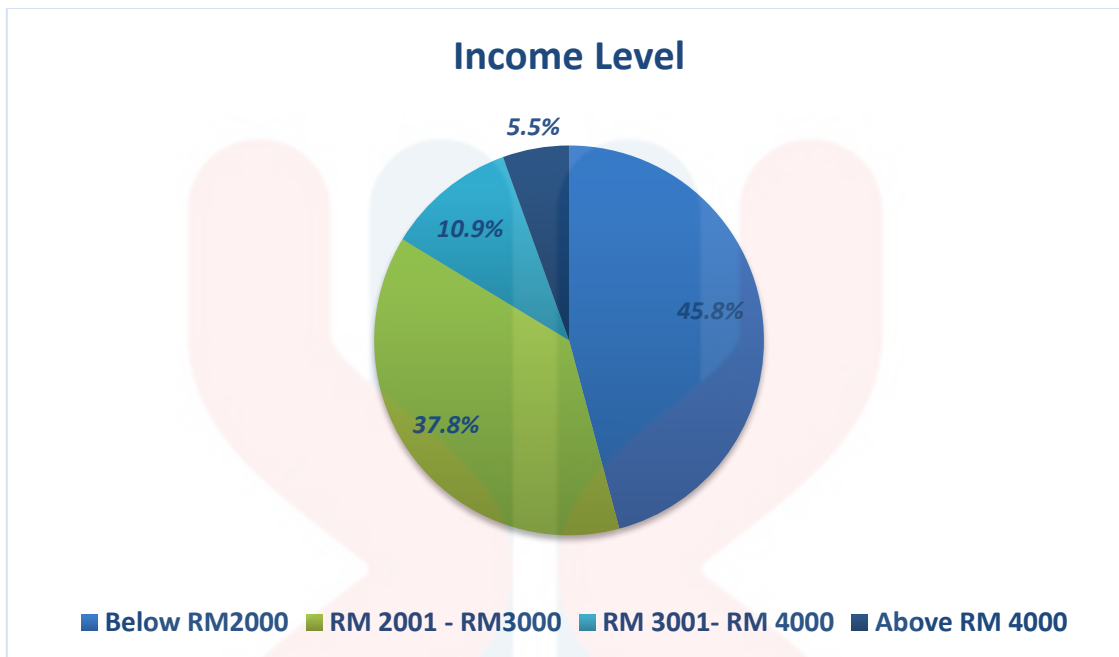
Figure 4.7: The Percentage of Income Level

Figure 4.7 shows the income level that has been distributed to 384 respondents. The 45.8% (n=176) of the respondents who gain salary below RM2000. Meanwhile, the 37.8% (n=145) of the respondents gain salary between RM2001 to RM3000. Next, the 10.9% (n=42) of the respondents gain salary between RM3001 – RM4000. While only 5.5% (n=21) of the respondents gain salary above RM4000.

4.2.1.8 NUMBER OF RESPONDENTS BASED ON DINING-OUT FREQUENCY (CASUAL DINING RESTAURANTS ONLY)

Table 4.11 presents the student status distribution of a total 384 of respondents collected from the data collection.

Table 4.11: Frequency Analysis of Respondents Dining-out Frequency (Casual Dining Restaurants Only)

Dining-out Frequency (Casual Dining Restaurants Only)	Frequency (n)	Percent (%)
Always	26	6.8
Usually	153	39.8
Sometimes	173	45.1
Seldom	32	8.3
Total	384	100.0

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Dining-Out Frequency (Casual Dining Restaurants Only)

6.8% 8.3% 39.8% 45.1%

■ **Always** ■ **Usually** ■ **Sometimes** ■ **Seldom**
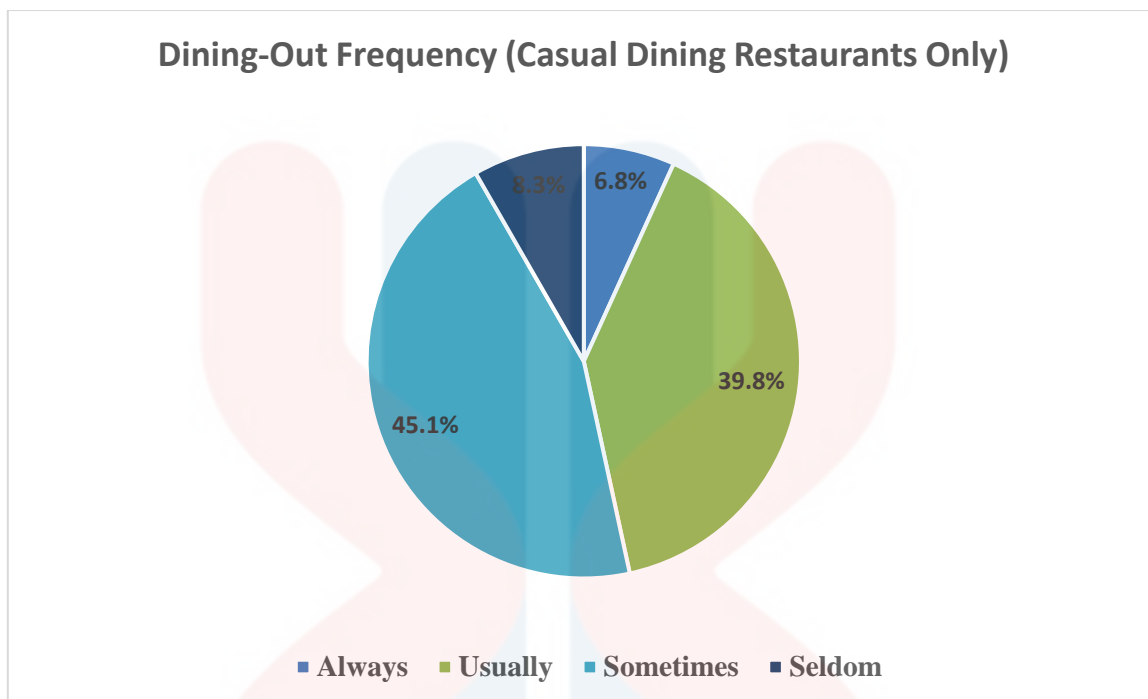
Figure 4.8: The Percentage of Dining-out Frequency (Casual Dining Restaurants Only)

The frequency of respondent who dining out at casual restaurant are shown in Table 4.11 and Figure 4.8 above. The questionnaire was divided into 4 categories, which are always, usually, sometimes and seldom. Therefore, most of the respondents that were involved in this questionnaire were sometimes dining out in casual dining restaurant, which consists of 45.1% (n=173). While the second highest is usually which was 39.8% (n=153). The third highest is seldom dining out in casual dining restaurant which is 8.3 % (n=32). While the lowest number of respondents for dining out casual dining restaurant is always, which consists of 6.8% (n=26). The largest number of people responses was from sometimes, which might be because they not cooking in home because no time after back home after work.

4.2.1.9 NUMBER OF RESPONDENTS BASED ON WHY DO YOU CHOOSE TO DINE-IN CASUAL DINING RESTAURANT

Table 4.12 presents the student status distribution of a total 384 of respondents collected from the data collection.

Table 4.12: Frequency Analysis of Respondent's Why do You Choose to Dine-in Casual Dining Restaurant

Why do you choose to dine in casual dining restaurant	Frequency (n)	Percent (%)
Fast service	52	13.5
Good ambience	62	16.1
Food quality good	86	22.4
Reasonable price	55	14.3
Taste good	126	32.8
Others	3	0.8
Total	384	100.0

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Why Do You Choose to Dine In Casual Dining Restaurant

0.8%   13.5%

32.8%   16.1%

22.4%

14.3%

■ *Fast service*   ■ *Good Ambience*   ■ *Food quality good*
■ *Reasonable price* ■ *Taste good*   ■ *Others*
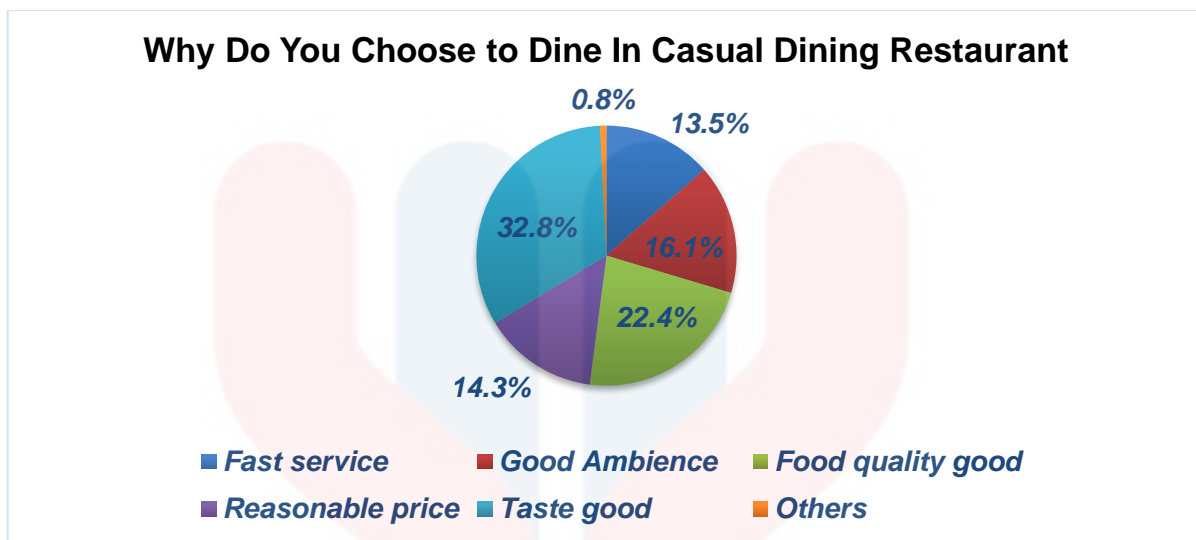
Figure 4.9: The Percentage of Why do You Choose to Dine-In Casual Dining Restaurant

The percentage of respondents why choose to dine in casual dining restaurant are shown in Table 4.12 and Figure 4.9 above. The questionnaire was divided into 6 categories, which were fast service, good ambience, food quality good, reasonable price, taste good and others. Therefore, most of the respondents that were involved in this questionnaire were taste good reason of choose to dine in casual dining restaurant which consists of 32.8% (n=126). While the second highest is food quality good the reason there choose to dine in casual dining restaurant which was 22.4% (n=86). The third highest is good ambience of reason there choose to dine in casual dining restaurant which is 16.1 % (n=62). The fourth highest is reasonable price and fast service which is 14.3% (n=55) and 13.5 (n =52) While, the lowest number of respondents for others reason there choose to dine in casual dining restaurant, which consists of 0.8% (n=3) state as lazy to cook and save they time. The largest number of people responses was taste good, which might be due to the enables the individual the choice of correct food, which is crucial for one's existence, maintenance, and function.

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4.2.2   CENTRAL TENDENCIES MEASUREMENT OF CONSTRUCT

The measurements of the variables are utilised to display the frequency distribution, mean, and standard deviation for the dependent variable (consumer perception of food safety) and the independent variables (food quality, service quality, and restaurant ambience). Sections C, D, E, and F of the questionnaire each have five and four questions. All the questions in sections C (independent variable), D (independent variable), E (independent variable), and F (dependent variable) were measured using the SPSS program and a five-point Likert Scale.

4.2.2.1 FOOD QUALITY

Table 4.13 presents the Central Tendencies Result of the food quality collected from 384 respondents.

Table 4.13: Central Tendencies Result of the Food Quality

Item		Mean	Std. Deviation
FQ1	Restaurant uses fresh ingredients (e.g., no off-flavour or off-colour foods).	4.05	0.578
FQ2	Restaurant serves food at the appropriate temperature and (e.g., hot food t and cold food).	4.37	0.649
FQ3	The food appears to be and smells delicious.	4.61	0.609
FQ4	Food preparation satisfies health trends.	4.03	0.763

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FQ5	The food presentation is visually attractive.	4.66	0.575

Table 4.13 displays the frequency, mean, and standard deviation for the Food Quality (FQ) elements. There were six (5) items assessed, with item FQ5 having the highest mean, 4.66, on the statement "The food presentation is visually appealing." Out of 384 responders, 368 (95.8%) strongly agreed or agreed with item FQ5. However, the FQ4 item had the lowest mean, which was 4.03. The line "Food preparation satisfies health trends" was present. For item FQ4, a total of 18 respondents (4.7%) selected disagree. The mean values for the remaining four (3) FQ1, FQ2, and FQ3 items were 4.05, 4.37, and 4.61, respectively.

Therefore, most of the respondents agreed that "The food presentation is visually attractive" is the most impactful statement in food quality that gives impact on consumer perception of food safety at restaurant casual dining in Kota Bharu, Kelantan.

4.2.2.2 SERVICE QUALITY

Table 4.14 presents the Central Tendencies Result of the service quality collected

from 384 respondents.

Table 4.14: Central Tendencies Result of Service Quality

	Item	Mean	Std. Deviation
SQ1	The staffs are wash hands with soap and water before handling food.	4.08	0.561
SQ2	Serving utensils are clean.	4.09	0.536
SQ3	The speed of service is accurate as described.	4.36	0.675
SQ4	The staffs are clean and neat.	4.16	0.557
SQ5	Efficient and effective explanation of the menu.	4.44	0.698

The frequency, mean, and standard deviation for the items used to gauge the Service Quality (SQ) of food safety at a casual eating establishment are displayed in Table 4.14. Five (5) questions were evaluated, and item SQ5's mean score—4.44—on the statement "Efficient and effective explanation of the menu"—was the highest. 306 of the 384 respondents (or 79.7%) strongly agreed with and agreed with question SQ5 in the survey. However, SQ1 item were measured with the lowest mean which is 4.08. There was "The staffs are wash hands with soap and water before handling food" statement. There was a total of 10 respondents (2.6%) chose disagreed for item SQ1. The second highest mean value of statement is on item SQ3 "The speed of service is accurate as described" with 4.36. Out of 384 respondents, 143 respondents (37.3%) strongly agreed and agreed to item SQ3. The mean values for other 2 items for SQ2 and SQ4 were 4.09 and 4.16 respectively.

Therefore, most of the respondents agreed that ""Efficient and effective explanation of the menu" is the most impactful statement on service quality that gives impact on the consumer perception of food safety at restaurant casual dining in Kota Bharu, Kelantan.

4.2.2.3 RESTAURANT AMBIENCE

Table 4.15 presents the Central Tendencies Result of restaurant ambience (casual dining) collected from 384 respondents.

Table 4.15: Central Tendencies Result of Restaurant Ambience

	Item	Mean	Std. Deviation
RA1	The surrounding of the dining area is clean.	4.16	0.513
RA2	I am pleased with the ambience (eg. feeling, mood) of the casual dining	4.51	0.689
RA3	The floor of the casual dining restaurant is clean and does not have any food particles.	4.11	0.627
RA4	The arrangement in the casual dining restaurant is comfortable and provides enough seating space.	4.53	1.133

Table 4.15 shows the frequency, mean and standard deviation for the items used to measure the Restaurant Ambience (RA). There were six (4) questions measured and item RA4 had the highest mean, 4.53 on the statement "The arrangement in the casual dining

restaurant is comfortable and provides enough seating space". Out of 384 respondents, 366 respondents (95.4%) agreed and strongly agreed to item RA4. Meanwhile, RA3 item were measured with the lowest mean which is 4.11. There was "The floor of the casual dining restaurant is clean and does not have any food particles" statement. There was a total of 227 respondents (70.8%) chose to agree for item RA3. While 9 respondents (2.3%) chose to disagree for the statement. The mean values for other 2 items for RA1 and RA2 were 4.16 and 4.51 respectively.

Therefore, most of the respondents agreed that "The arrangement in the casual dining restaurant is comfortable and provides enough seating space" is the most influential statement in restaurant ambience that gives impact on consumer perception of food safety at restaurant casual dining in Kota Bharu, Kelantan.

4.2.2.4 CONSUMER PERCEPTION OF FOOD SAFETY

The Central Tendencies Result of the customer perception data gathered from 384

respondents are shown in Table 4.16.

Table 4.16: Central Tendencies Result of Consumer Perception of Food Safety

	Item	Mean	Std. Deviation
CP1	The food is consistent in quality.	4.22	0.564
CP2	Proper Food handling.	4.22	0.568
CP3	Proper chain management.	4.13	0.599
CP4	Food in good condition.	4.62	0.561

The frequency, mean, and standard deviation for the items used to assess the Consumer Perception of Food Safety (CP) are displayed in Table 4.16. There were six (6) questions tested, and item CP4's mean score on the statement "Food in good condition" was the highest at 4.62. 384 responses (97.1%) agreed and strongly agreed with item CP4 out of the 373 respondents. The CP3 item, on the other hand, had the lowest mean measurements (4.13). A comment about "proper chain management" was made. For item CP3, a total of 8 respondents (2.1%) selected disagree. While 272 participants (70.8%) opted to concur with the statement. The average scores for the remaining two (2) items for CP1 and CP2 were 4.22 on each occasion.

As a result, most respondents concurred that "Food in good condition" is the most persuasive claim on consumer perception of food safety in casual dining restaurants in Kota Bharu, Kelantan.

4.2.2.5 INDEPENDENT VARIABLE AND DEPENDENT VARIABLE

Table 4.17: Mean of Independent Variable and Dependent Variable

Variables	N	Mean	Standard Deviation
Food Quality	384	4.39	0.602
Service Quality	384	4.14	0.495
Restaurant Ambience (Casual Dining)	384	4.34	0.488
Consumer Perception of Food Safety	384	4.25	0.474

The total number of answers, as well as the mean and standard deviation of the independent and dependent variables, were shown in Table 4.17. Food quality had the highest mean for the independent variables (4.39), followed by restaurant ambiance (4.34), and service quality (4.14). The dependent variable's mean value was 4.25.

4.3   PEARSON CORRELATION COEFFICIENT

Pearson's correlation analysis was one of the most significant analyses that looked at the linear connection between the two variables. The purpose of this study was to investigate any associations between the dependent variable (the consumer perception of food safety) and the independent variables (food quality, service quality, and restaurant ambiance). If the association is substantial, researchers should determine if the connection strength is acceptable.

Table 4.18: Rules of Thumb about Correlation Coefficient Size

Coefficient Range (r)	Strength of Association
±0.91 to ±1.00	Very Strong
±0.71 to ±0.90	High
±0.41 to ±0.70	Moderate
±0.21 to ±0.40	Weak
±0.01 to ±0.20	Very Weak

Source: Essential of Business Research Method (Hair, 2015)

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HYPOTHESIS 1: FOOD QUALITY KELANTAN

H1: There is relationship between food quality and consumer

perception of food safety.

Table 4.19: Correlation Coefficient for Food Quality and Consumer Perception
of Food Safety

		Consumer Perception of Food Safety	Food Quality
Consumer Perception of Food Safety	Pearson correlation	1	0.416**
	Sig. (2-tailed)		0.000
	N	384	384
Food Quality	Pearson correlation	0.416**	1
	Sig. (2-tailed)	0.000	
	N	384	384

Table 4.19 displays the Pearson correlation coefficient, significant value, and total number of replies (384). The p-value was 0.000, which was below the significance threshold of 0.01. Food quality and customer perceptions of food safety are somewhat correlated, according to a correlation coefficient of 0.416.

HYPOTHESIS 2: SERVICE QUALITY

H2: There is relationship between service quality and consumer

perception of food safety.

Table 4.20: Correlation Coefficient for Service Quality and Consumer
Perception of Food Safety

		Consumer Perception of Food Safety	Service Quality
Customer Perception of Food Safety	Pearson correlation	1	0.643**
	Sig. (2-tailed)		0.000
	N	384	384
Service Quality	Pearson correlation	0.643**	1
	Sig. (2-tailed)	0.000	
	N	384	384

Table 4.20 displays the Pearson correlation coefficient, significant value, and total number of replies (384). The p-value was 0.000, which was below than the significance level of 0.01. The correlation value of 0.643 indicated a moderate relationship between service quality and consumer perception of food safety.

HYPOTHESIS 3: RESTAURANT AMBIENCE

H3: There is relationship between restaurant ambience (casual

dining) and consumer perception of food safety.

Table 4.21: Correlation coefficient for restaurant ambience casual dining and
consumer perception of food safety

		Consumer Perception of Food Safety	Restaurant Ambience (casual dining)
Consumer Perception of Food Safety	Pearson correlation	1	0.561**
	Sig. (2-tailed)		0.000
	N	384	384
	Pearson correlation	0.561**	1
Restaurant Ambience (casual dining)	Sig. (2-tailed)	0.000	
	N	384	384

The significant value, Pearson correlation coefficient, and number of 384 responses were presented in Table 4.21. The p-value was 0.000, which was below than the significance level of 0.01. The correlation coefficient of 0.561 demonstrated a moderate association between restaurant ambience and consumer perception of food safety.

4.4 RESULTS OF RELIABILITY TEST

For this study, a reliability test was conducted to evaluate the validity of the distributed questionnaire and the precision of several scale items. The data, whose values range from 0 to 1, were shown using Cronbach's Alpha. The Cronbach's Alpha, which is used to assess the dependability of the independent and dependent variables, was defined as the alpha coefficient. The values of Cronbach's Alpha Coefficient for independent variables are displayed in the tables below (food quality, service quality, and restaurant ambience) and dependent variables (consumer perception of food safety) in this study. All variables that were independent and dependent variables were above 0.7, as seen in the tables. The questionnaire has thus been approved and is legitimate. Table 4.22, which is a generalization regarding Cronbach's Alpha Coefficient, serves as the foundation for the strength of connection in this study.

Table 4.22: Rules of Thumb about Cronbach's Alpha

Cronbach's Alpha Coefficient	The Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 < 0.9	Very Good
0.9	Excellent

Source: Essential of Business Research Method (Hair et.al, 2003)

4.4.1   RELIABILITY TEST

Table 4.23: Reliability Test

Variable	Items	Cronbach Alpha	Explanation
Food Quality	5	0.700	Moderate
Service Quality	5	0.730	Good
Restaurant Ambience (casual dining)	4	0.651	Moderate
Consumer Perception of Food Safety	4	0.704	Good

Five questions were utilised in this study to evaluate the food quality variable that consumer perception of food safety in restaurant. Table 4.23 demonstrates that the food quality Cronbach's Alpha coefficient was 0.700, indicating a moderate strength of correlation. Consequently, the coefficient discovered the food quality variable questions is correct. Second, five questions were utilized to assess the service quality variable, which is consumer perception of food safety in restaurants. The Cronbach's Alpha coefficient of is 0.730 which show as good strength of association. Thus, the coefficient obtained for the questions of the service quality variable is valid. Thirdly, there are four questions were used to measure the restaurant ambience (casual dining) variable that consumer perception of food safety in restaurant. The Cronbach's Alpha coefficient of restaurant ambience (casual dining) is 0.651 which resulted as moderate strength of association. Thus, the coefficient obtained for the questions of the restaurant ambience (casual dining) variable is valid. Lastly, 4 questions were utilised in this study to gauge the consumer's perception of food safety. The

Cronbach's Alpha coefficient is 0.704 which resulted as good strength of association. Thus, the coefficient obtained for the questions of the consumer perception of food safety variable is valid.

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

4.5.1 FOOD QUALITY

Table 4.24: Relationship between Food Quality and Consumer Perception of Food Safety at Restaurant in Kota Bharu, Kelantan

Research Objective	Results	Interpretation
To identify the relationship between food quality and consumer perception of food safety at restaurant in Kota Bharu, Kelantan.	r = 0.416, p < 0.01	Accepted

Hypothesis 1: Food Quality

H_1 – There is a significant relationship between food quality and cconsumer perception of food safety at restaurant in Kota Bharu, Kelantan.

The Pearson Correlation between food quality and consumer perception of food safety at a restaurant in Kota Bharu, Kelantan, as shown in Table 4.24, is 0.416. The p-value is 0.000, which is less than the 0.01 significance level. At a restaurant in Kota Bharu,

Kelantan, the association between meal quality and consumer impression of food safety is moderately positive. As a result, this study accepts Hypothesis1.

4.5.2 SERVICE QUALITY

Table 4.25: Relationship between Service Quality and Consumer Perception of Food Safety at Restaurant in Kota Bharu, Kelantan

Research Objective	Results	Interpretation
To examine the relationship between service quality and consumer perception of food safety at restaurant in Kota Bharu, Kelantan.	$r = 0.643$, $p < 0.01$	Accepted

Hypothesis 2: Service Quality

H_2 – There is a significant relationship between service quality and consumer perception of food safety at restaurant in Kota Bharu, Kelantan.

Table 4.25 presented the Pearson Correlation coefficient between service quality and consumer perception of food safety at restaurant in Kota Bharu, Kelantan a 0.643. The p-value is 0.000, which is less than the significant level of 0.01. The relationship between service quality and consumer perception of food safety at restaurant in Kota Bharu, Kelantan is a moderate positive coefficient. Therefore, this study accepts the H_2 for Hypothesis 2.

4.5.3 RESTAURANT AMBIENCE

Table 4.26: Relationship between Restaurant Ambience and Consumer Perception of Food Safety at Restaurant in Kota Bharu, Kelantan

Research Objective	Results	Interpretation
To identify the relationship between restaurant ambience and consumer perception of food safety at restaurant in Kota Bharu, Kelantan.	r = 0.561, p < 0.01	Accepted

Hypothesis 3: Restaurant Ambience

H_3 – There is a significant relationship between restaurant ambience (casual dining) and consumer perception of food safety at restaurant in Kota Bharu, Kelantan.

The Pearson Correlation coefficient between restaurant ambiance (casual dining) and consumer perception of food safety at a restaurant in Kota Bharu, Kelantan is 0.561, as shown in Table 4.26. The p-value is 0.000, which is less than the 0.01 significance level. The association between restaurant ambiance (casual eating) and consumer impression of food safety at Kota Bharu, Kelantan is moderately good. As a result, this study accepts Hypothesis 3.
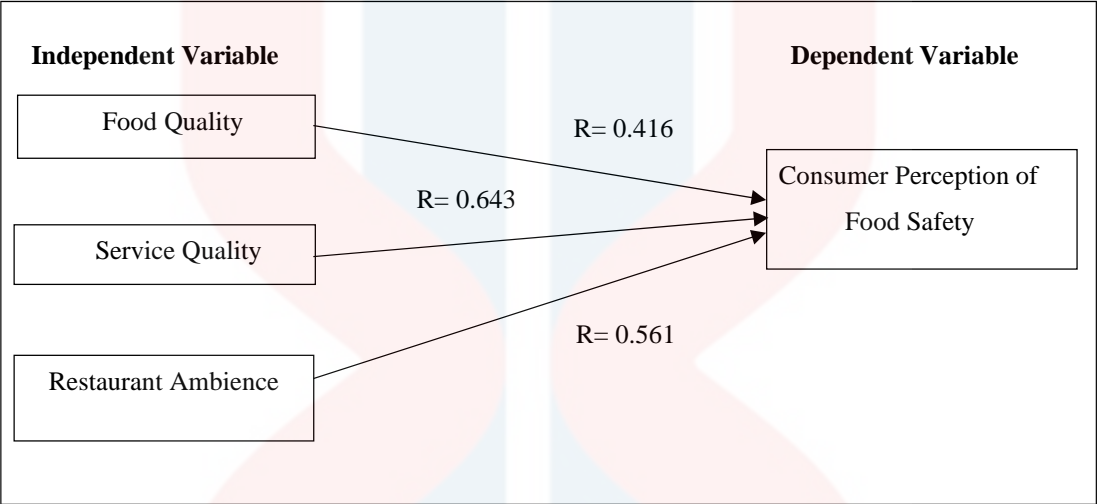
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4.6 FRAMEWORK ANALYSIS

Figure 4.10: Correlation between Food Quality, Service Quality, Restaurant Ambience and Consumer Perception of Food Safety

Figure 4.10 shows the data values for the important independent variables that influence the dependent variables. The dependent variable demonstrated a substantial association with three independents (food quality, service quality, restaurant ambience). The service quality and restaurant ambience factors, and perhaps consumer perception have the greatest Pearson correlation value of 0.643 and 0.561 respectively. Meanwhile, the food quality factor with consumer perception of food safety has the lowest Pearson correlation value of 0.416. As a result, there have been three independent that had a significant association to consumer perception of food safety at restaurant in Kota Bharu, Kelantan.

4.7   SUMMARY

After analysing the relationship between the variables using SPSS version 2.4, the researchers concluded that there is a modest good association between food safety between food quality, service quality and restaurant ambience on consumer perception of food safety at restaurant in Kota Bharu, Kelantan. Correlation coefficients among food quality (0.416), service quality (0.643), and restaurant (0.561) is a support the conclusion. All the independent variables included in this study (food quality, service quality, and restaurant ambience) were significant. This is because the p-value of 0.000 is smaller than the alpha value of 0.01, (p 0.01) and falls within the range of 0.51 to 0.70. The entire chapter explores the various techniques researchers use to evaluate the data have collected, such as reliability analysis, descriptive analysis, and Pearson correlation analysis.

CHAPTER 5

CONCLUSION

5.1   INTRODUCTION

The findings and explanation of the connection between consumer perception of food safety on food quality, service quality and restaurant ambience at restaurants in Kota Bharu, Kelantan are examined for this chapter. This chapter also addressed the study's limitations and offered some recommendations for additional research.

5.2   RECAPITULATION OF STUDY

This research analyzing the relationship between consumer perception of food safety, on food quality, service quality and restaurant ambience. The purpose of this study is to determine the relationship between consumer perception of food safety with food quality, service quality and restaurant ambience at restaurants in Kota Bharu, Kelantan.

Primary information was collected in this instance by administering a series of questionnaires to respondents. From the table generated by (Krejcie & Morgan, 1970), 384

respondents were selected This study investigated the impact on consumer perception of food safety on food quality, service quality, and restaurant ambiance. The dependent variable in the study was critical in evaluating consumer perceptions of food safety in restaurants in Kota Bharu, Kelantan. A collection of independent factors influences consumer perceptions of food safety at restaurants in Kota Bharu, Kelantan, including food quality, service quality, and restaurant ambience.

The participants in this study were person who stay in Kota Bharu, Kelantan. The information was gathered by various nationalities in Kelantan whether they are still student or already working at Kelantan. An overall 384 out of the 384 surveys that were sent out had usable results that could be analyzed. The reliability analysis, descriptive analysis, and Pearson's correlation coefficient were all used in this data study. On the independent variables, a reliability test was carried out to validate the measuring instrument's internal consistency. Cronbach's Alpha ranged 0.700 to 0.811 for all variables scaled. According to (Ubaidillah et al., 2007), they were much over the 0.6 criterion for acceptable dependability.

With a Cronbach's Alpha of 0.730, the service quality is regarded extremely reliable. It was shown that the service quality at restaurants in Kota Bharu, Kelantan had the greatest impact on consumer perceptions. With Cronbach's Alpha values of 0.704 and 0.700 the consumer perception of food safety and food quality were deemed reliable, and all the variables were provided for future study.

Pearson's correlation showed in this research to define the direction and strength of the association between the two variables. This result showed that for food quality and consumer perception is a good correlation between restaurants ambience (r=0.416, n=384, p<0.01). Not only that, service quality (r= 0.643, n= 384, p<0.01) was also suggested a good

correlation between food quality and consumers perception of food safety at restaurants in Kota Bharu, Kelantan.

5.2.1 RESEARCH QUESTION 1: WHAT IS THE RELATIONSHIP BETWEEN FOOD QUALITY AND CONSUMERS PERCEPTION OF FOOD SAFETY.

Throughout this research, the food quality was identified as an aspect that influences consumer perception of food safety at restaurants in Kota Bharu, Kelantan. The world of food quality is presented through a system of product demands, both material and immaterial, relating to the product in and of itself, the manufacturing environment, the product-packaging system, and the product-market system. A link between processing conditions, product qualities, product performance, and consumer needs is also utilized to demonstrate how the quality system dynamics function. All of this raises the issue of approaches and plans for analyzing and improving the overall quality of food goods (Peri, 2006). According to the findings, connection between food quality and consumers perception is good enough (r=0.416, n=384, p<0.01). The findings demonstrated a good and a significant relationship between food quality and consumer perception of food safety. As a result, food quality plays an important role in consumer perception of food safety at restaurants in Kota Bharu, Kelantan. The term quality has been defined in a wide variety of contexts, including those related to food and other things. Quality has both objective and subjective dimensions, which is widely recognized. Engineers and food technologists frequently deal with a product's objective quality, which refers to the physical elements included into it. Subjective quality

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refs to the perceived quality of customers (Grunert, 2005). A study that has been done in a restaurant in Spain shows that the people there agree that food quality is the most important to ensure the safety of food for consumers (Authors, 2012). There is an analysis study done in the UK stating that they care more about service quality than food quality because they concluded that poor service will reduce the potential customers base and the perception of that restaurant is affected (Ghobadian et al., 2015).

5.2.2 RESEARCH QUESTION 2: WHAT IS THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CONSUMER PERCEPTION OF FOOD SAFETY?

The findings of this study revealed that association between service quality and consumer perception of food safety at restaurants in Kota Bharu, Kelantan is good (r=0.643, n=384, p< 0.01). According to the data, there is good and substantial link between service quality and consumer perception of food safety. Superior service quality, value, and customer happiness are essential to the success of restaurant enterprises because they increase patrons' behavioral intentions. The moment of truth for the restaurant manager is when the customer decides whether or not to go back after their meal (Ramseook-munhurrun, 2012). Service quality play a key role in influencing consumer purchasing decisions. A study has been done in a Mauritius Island dining restaurant area where this aspect of quality is considered more important in the minds of consumers in Mauritius and thus will be the main determinant of consumer satisfaction as well (Ramseook-munhurrun, 2012). The results of the study showed

a positive impact like a study done in Malaysia which found that the quality of the restaurant service that customers felt was satisfactory and the study showed that consumers were very satisfied because of the service provided by the restaurant and also because of the loyalty of the users (Management, 2009). There is a study that found restaurants in India have a moderate level of service quality based on several critical service quality factors such as the primary service or product, the human aspect in providing services, the systematization of providing services, and the tangible results of providing services (Sureshchandar, 2002).

5.2.3 RESEARCH QUESTION 3: WHAT IS THE RELATIONSHIP BETWEEN RESTAURANT AMBIENCE AND CONSUMER PERCEPTION OF FOOD SAFETY?

The findings of this study that the restaurant ambience and consumer perception on food safety in a moderate (r=0.561, n=384, p< 0.01). The ambience of a restaurant is crucial to creating a positive first impression and luring diners in impression (Mehrabian et al., 1974). Customers will visit the restaurants if the exterior and interior are appealing. A study found that restaurants in Guangzhou, China show that physical ambience or environment are more important than the outcome quality for restaurants consumer because this aspect is considered more important in the minds of consumers in China and thus will be a critical determinant of consumer satisfaction (Chow et al., 2007). Another international study that supports restaurant ambience was conducted in a restaurant in Hong Kong, and it states that

the restaurant's marketing strategies depend not only on the quality and style of the food but also on other attributes like the restaurant ambience created by that restaurant. As a result, the study's findings indicate that restaurant ambience is crucial (Kivela & Kivela, 1997). In contrast, the study's analysis of the scenario at a restaurant in Spain reveals that the food's quality is the most crucial factor, followed by the service's level of excellence, the price of the meal, and the last is ambience of the restaurant. The Spanish population there is therefore more focused on the food's quality than the restaurant ambience (Authors, 2012).

5.3. LIMITATION

This study was conducted to help in knowing the understanding level of consumer about food safety in restaurant in Kota Bharu, Kelantan. There are a few limitations that have been encountered and identified throughout this study conducting, and it is very important for it to be point out for other researcher to make an improvement of this study quality in the future.

The first limitation that had been discovered was the lack of study in this field especially in Kota Bharu, Kelantan. Even though there was a lot of restaurants that had been open in Kota Bharu, Kelantan, it still hard for this research to be conduct as the main target of respondent was the people who are staying in Kelantan whether they are still student or working. It was hard for the researcher to collect the data as the student, was also busy with their own assignment and their own research, so the time for them to answer the questionnaire was a bit restrict and for the worker, it is make it hard for them to participate as the research was conduct through questionnaire, as the questionnaire had been deliver using the

WhatsApp, Telegram and a few other social media, and not all of them concern to answers the question. Therefore, the data collection was limited to the student and a few people who are stayed at Kota Bharu only and the data only show the consumer perception of food safety in Kota Bharu, Kelantan.

5.4   RECCOMMENDATION

5.4.1. THEORETICAL RECOMMENDATION FOR FUTURE RESEARCH

The research show that the lack of study of consumer perception of food safety in Kota Bharu, Kelantan. It is show that food quality, service quality and restaurant ambiance, all of this can affect the consumer perception at restaurant. This study will also help with the improvement of the restaurant about what will make the customer attract to the restaurant in terms of the result from the structural equation modelling showed that consumer perception mediated the relationship between two antecedents and customer loyalty (JaeMin Cha & Carl P. Borchgrevink, 2018).

From this research, the findings reveal that the independent variable, which is, food quality was one of the most reasons the respondent goes to the restaurant. The future study can make use of this study improve the food quality and safety to attract more customer to the restaurant. For student, other than the taste of food, the food quality and the good ambiance of the restaurant also became a main point for the customer come to the restaurant.

5.4.2.   METHODOLOGYCAL   RECOMMENDATION   FOR   FUTURE

RESEARCH

To improve local scientific and technological capabilities as well as provide effective tools and training programs, food safety must be increased (WHO, 2002). According to (Mitchell, Fraser, & Bearon, 2007), such initiatives are viewed as a primary intervention for increasing food safety in the food service industry. Food safety education is crucial in eliminating or lowering food pollutants, avoiding the growth of microorganisms at levels that might cause disease, and ensuring that workers do not contaminate food, according to the (World Health Organisation, 2000).

Regular training is regarded as the most crucial method for reducing or eliminating the hazards of food contamination by modifying handlers' practices and honing their abilities. Regular monitoring of the activities of the workers involved should go together with training (Acikel et al., 2008; Campos et al., 2009; Capunzo et al., 2005; Sousa, 2008). Employee development is seen as a crucial element of a company's reputation as well as of its ability to compete on the internal and external markets (DiPietro, 2006). Nieto-Montenegro, Brown, & LaBorde (2008) claim that planning checks are necessary as well as methodology and approach adoption for a training programmed to be successful. The learning of these experts in food safety can be enhanced by studies of training approaches for food service workers (Pontello et al., 2005; Salazar et al., 2006). To improve food safety in food services, the conducted a systematic review to identify and evaluate the methodological tactics utilized in training programs.

## 5.4.3. PRACTICAL RECOMMENDATION FOR FUTURE RESEARCH

For the future study, they can develop a safe food handling which is include maintaining personnel cleanliness, preventing cross-contamination, heating the food properly, maintaining food at proper temperature and avoiding consumption of risky food. By practicing this method, it can prevent any unwanted foodborne illness such as food poisoning as this method was about the prevention of the microorganism in the food. The other practical that the owner of the restaurant can use in based in study findings to improve customer adoption of their food safety information, customer trust, and, ultimately, buy intention in their establishments (Kiyan Shafiezah, Salman Alotaibi, Chen Wei, 2023).

5.5. SUMMARY

The goal of this study was to look at about the customer perception of food safety in Kota Bharu, Kelantan and to determine whether the food quality, service quality and restaurant ambiance can influence the customer perception of food safety at restaurant. The research includes the dependent variable which is customer perception and independent variable which is food quality, service quality and restaurant ambience in this study.
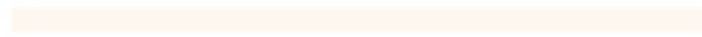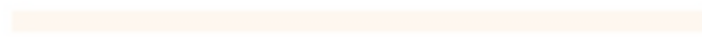
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APPENDICES

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APPENDIX A: QUESTIONNAIRE

CONSUMER PERCEPTION OF FOOD SAFETY AT RESTAURANTS (CASUAL DINING) IN KOTA BHARU KELANTAN

Dear respondents,

We are undergraduate students of Bachelor's Degree in Entrepreneurship (Hospitality) with Honors, from the Faculty of Hospitality, Tourism, and wellness (FHPK), University Malaysia Kelantan, Pengkalan Chepa, Kota Bahru, Kelantan. We are doing our final year research project and will conduct the above study. The purpose of this study is to examine customer perception of food safety (Casual dining) in Kota Bharu Kelantan. This study focuses on the variables given namely food quality, service quality, restaurant ambience casual dining and consumer perception of food safety. We hope that you can provide us with the information by completing the questionnaire. Your responses will have kept strictly confidential and will be used for academic purposes only. Thank you for your cooperation.

Sincerely,

NURULHUDA BINTI SAIDON (H20A1710)

PRINAH A/P BALAKRISHNAN (H20A1715)

RAIHAN HANIS BINTI RUSMAN (H20A1722)

ROHAIZIE AZIEYRA BINTI IBRAHIM (H20A1732)

Your voluntary participation in this study would be highly appreciated. Thank you so much for your cooperation.

SECTION A: DEMOGRHAPIC

BAHAGIAN A: DEMOGRAFI

Please specify your answer by tick (√) on the relevant answer provided.

Sila nyatakan jawapan anda dengan tandakan (√) pada jawapan yang relevan yang disediakan.

Gender / Jantina	( ) Male / Lelaki ( ) Female / Perempuan
Age / Umur	( ) Below 18 ( ) 18 -24 ( ) 25- 34 ( ) 35- 44 ( ) 45 and above
Race / Bangsa	( ) Malay ( ) Chinese ( ) Indian ( ) Other
Marital Status / Status perkahwinan	( ) Single/ Bujang ( ) Married / Berkahwin ( ) Other

Education Level / Peringakat Pendidikan	( ) Primary school/ Sekolah Rendah
	( ) Secondary school / Sekolah Menengah
	( ) Diploma
	( ) Degree
	( ) Masters
	( ) PhD
Occupation/ Pekerjaan	( ) Student / Pelajar
	( ) Employed / Bekerja
	( ) Employed Part time / Kerja Sambilan
	( ) Unemployed / Tidak kerja
	( ) Retired / Bersara
Income Level / Pendapatan	( ) Below 2000
	( ) RM 2001 – RM 3000
	( ) RM 3001 – RM 4000
	( ) Above RM 4000

SECTION B: ABOUT FREQUENCY AND REASON OF VISITING TO RESTAURANT.

Please specify your answer by tick (√) on the relevant answer provided.

Sila nyatakan jawapan anda dengan tandakan (√) pada jawapan yang relevan yang disediakan.

Dining – out frequency /Casual dining restaurant only.	( ) Always / Sentiasa ( ) Usually / Selalu ( ) Sometimes / Kadang – kadang ( ) Seldom / Jarang
Why do you choose to dine in casual dining restaurant/Mengapa anda memilih untuk makan di restoran casual dining?	( ) Fast Service / Servis cepat ( ) Good Ambience / Suasana yang baik ( ) Food quality good / Makan yang enak ( ) Reasonable price / Harga berpatutan ( ) Taste good / Rasa sedap ( ) Other

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Instruction: Respondents are required to indicate the extent to which they agree or disagree with each statement by using 5 Likert Scale:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Please click **ONE** option for each question below.

INDEPENDENT VARIABLE:

SECTION C: FOOD QUALITY

No.	Items	Scales				
		1	2	3	4	5
1.	Restaurant uses fresh ingredients (i.e., no off-flavor or off-colour foods) / Restoran menggunakan bahan-bahan segar (iaitu, tiada makanan yang tidak berperisa atau tidak berwarna).					
2.	Restaurant serves food at the appropriate temperature and (i.e., hot food hot and cold food cold) / Restoran menyajikan makanan pada suhu yang sesuai(iaitu, makanan panas panas dan makanan sejuk sejuk).					
3.	The food appears to be and smells delicious. / Makanan nampak sedap dan menyelerakan.					
4.	Food preparation satisfies health trends. / Penyediaan makanan memenuhi trend kesihatan.					
5.	The food presentation is visually attractive. / Persembahan makanan kelihatan menarik.					

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SECTION D: SERVICE QUALITY

No.	Items	Scales				
		1	2	3	4	5
1.	The staffs are wash hands with soap and water before handling food. / Kakitangan mencuci tangan dengan sabun dan air sebelum mengendalikan makanan.					
2.	Serving utensils are clean. / Perkakas menghidang bersih.					
3.	The speed of service is accurate as described. / Kepantasan perkhidmatan adalah tepat seperti yang diterangkan.					
4.	The staffs are clean and neat. / Kakitangannya bersih dan kemas.					
5.	Efficient and effective explanation of the menu. / Penerangan menu yang cekap dan berkesan.					

SECTION E: RESTAURANT AMBIENCE CASUAL DINING

No.	Items	Scales				
		1	2	3	4	5
1.	The surrounding of the dining area is clean. / Persekitaran ruang makan bersih.					
2.	I am pleased with the ambience (eg. feeling, mood) of the casual dining. / Saya berpuas hati dengan suasana (cth. perasaan, mood) casual dining.					
3.	The floor of the casual dining restaurant is clean and does not have any food particles. / Lantai restoran (casual dining) bersih dan tidak mempunyai sebarang sisa makanan.					
4.	The arrangement in the casual dining restaurant is comfortable and provides enough seating space. / Susunan di restoran (casual dining) adalah selesa dan menyediakan ruang tempat duduk yang mencukupi.					

DEPENDENT VARIABLE

SECTION F: CONSUMER PERCEPTION OF FOOD SAFETY

No.	Items	Scales				
		1	2	3	4	5
1.	The food is consistent in quality / Makanan adalah konsisten dalam kualiti.					
2.	Proper food handling / Pengendalian makanan yang betul.					
3.	Proper chain management / Pengurusan rantai yang betul.					
4.	Food in good condition. / Makanan dalam keadaan baik.					

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