



UNIVERSITI
MALAYSIA
KELANTAN

**THE INFLUENCE OF YOUNGSTER'S SATISFACTION TOWARD HIPSTER FOOD
IN KOTA BHARU, KELANTAN**

By:

NURDYIANA BINTI ZAMBRI (H20A1608)

NURHASIDAH BINTI WAHAB (H20A1621)

NURNADIAH BINTI BAHREN (H20A1632)

NURUL AIN NATASYA AMIRAH BINTI ISMAIL (H20A1648)

Bachelor of Entrepreneurship (Hospitality Entrepreneurship)

A report submitted in partial fulfillment of the requirements for the degree of

Bachelor of Entrepreneurship (Hospitality Entrepreneurship)

Faculty of Hospitality, Tourism, and Wellness

UNIVERSITI MALAYSIA KELANTAN

2022

DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution.

OPEN ACCESS

I agree that my report is to be made immediately available as hardcopy or online open access (full text).

CONFIDENTIAL

(Contains confidential information under the Official Secret Act 1972).
*

RESTRICTED

(Contains restricted information as specified by the organization where research was done). *

I acknowledge that University Malaysia Kelantan reserves the right as follow.

1. The report is the property of University Malaysian Kelantan.
2. The library of University Malaysia Kelantan has the right to make copies for the purpose of research only.
3. The library has the right to make copies of the report for academic exchange.



Signature

Group Representative: NURDYIANA BT ZAMBRI

Date: 26/6/2023

Certified by



Signature of Supervisor

Name: NURUL FARDILA ABD RAZAK

Date: 26/6/2023

Note: * If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization stating the period and reasons for confidentiality and restriction.

ACKNOWLEDGEMENT

First and foremost, we would like to express our gratitude to everyone who made a contribution to the completion of this research endeavor. We have received a lot of support and encouragement from their involvement, enabling us to successfully contribute to this research effort. Additionally, we would like to express our gratitude and admiration to Puan Nurul Fardila Binti Abd Razak, our project manager, for overseeing our development. We wouldn't be able to complete this project in a timely and effective manner without her assistance and the skills that she has been so kindly sharing with us.

Moreover, we would like to convey our gratitude to all of the group members who have given this research project their undivided attention and devotion. This project could not have been finished on time without everyone's dedication, support, patience, and understanding. We also want to express our gratitude to our family for their unwavering support of our University Malaysia Kelantan studies. Last but not least, we would like to express our gratitude to University Malaysia Kelantan for providing us with the chance to conduct this study.

UNIVERSITI
MALAYSIA
KELANTAN

TABLE OF CONTENT

TABLE PAGE

CANDIDATE’S DECLARATION..... i

ACKNOWLEDGEMENT..... ii

TABLE OF CONTENTS..... iii

TYPESETTING FOR LIST..... vi

ABSTRACT..... ix

ABSTRAK..... x

CHAPTER 1: INTRODUCTION

1.1 Overview of Chapter.....1

1.2 Background of Study.....2-5

1.3 Problem Statement.....6-8

1.4 Research Objectives.....9

1.5 Research Questions.....9

1.6 Significant of Study.....10

 1.6.1 To the Entrepreneur's Cafe.....10

1.6.2 To the Consumer/Customer.....10

1.6.3 To the Researcher.....10

1.7 Definition of Terms.....11-13

1.8 Summary.....13

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction.....14

 2.1.1 Hipster Food.....14-15

 2.1.2 Consumer Satisfaction.....15-16

 2.1.3 Hipster Cultures16

2.2 Dependent Variable.....17

 2.2.1 The Influence Youngsters Satisfaction Toward Hipster Food.....17-18

2.3 Independent Variable.....18

 2.3.1 Food Quality.....18-19

 2.3.2 Service Quality19-20

 2.3.3 Restaurant Environment.....20-22

2.4 Conceptual Framework.....22-23

2.5 Hypothesis.....23

2.6 Summary.....24

CHAPTER 3: METHODOLOGY

3.1 Introduction.....25

3.2 Research Design.....25-26

3.3 Target population.....26-27

3.4 Sample size.....27-28

3.5 Sampling method.....28-29

3.6 Data collection procedure.....29-30

3.7 Research Instrument.....30-41

3.8 Data analysis.....41-42

3.8.1 Reliability Analysis.....42-43

3.8.2 Description analysis.....44

3.8.3 Pearson correlation coefficient.....44-46

3.9 Summary.....46

CHAPTER 4: DATA ANALYSIS

4.1 Introduction..... 47

4.2 Demographic Characteristics of Respondent..... 47

 4.2.1 Gender 48

 4.2.2 Age..... 49-50

 4.2.3 Marital status 50-52

 4.2.4 Education Level 52-53

 4.2.5 Source of Income..... 54

 4.2.6 Have you ever visited hipster café before this..... 55-56

 4.2.7 I have been visit Hipster Cafe..... 56-57

 4.2.8 I like to take pictures of the food and the design of the shop..... 56-57

4.3 Descriptive Analysis 57

 4.3.1 Independent Variable and Dependent Variable..... 58

 4.3.2 Consumer Attitude..... 59-60

 4.3.3 Perceived Authenticity 61-62

 4.3.4 Consumer Perception..... 62-64

 4.3.5 Consumer Acceptance 64-65

4.4 Reliability Analysis..... 66

4.5 Pearson Correlation Coefficient..... 69-74

4.6 Summary 72

CHAPTER 5: CONCLUSION

5.1 Introduction..... 73

5.2 Recapitulation of the Finding..... 73

 5.2.1 Relationship between Attitudes73-74

 5.2.2 Relationship between perceived Authenticity75-76

 5.2.3 Relationship between perception.....77-78

5.3 Limitations 79

5.4 Recommendation 80

5.5 Summary 80

REFERENCES81-87



LIST OF TABLES

Tables	Title	Page
Table 3.2	Overview of Research Instrument	32
Table 3.3	The purpose of the questionnaires in the google form	33-41
Table 3.4	Cronbach's Alpha Coefficient Range	43
Table 3.5	Range of Absolute Correlation Coefficient (r) and Strength of Correlation	45
Table 4.1	Respondents by Gender	48
Table 4.2	Respondents by Age	49
Table 4.3	Respondents by Marital Status	50
Table 4.4	Respondent by Education Level	51

Table 4.5	Respondent by Source of Income	
Table 4.6	Respondents by Have you ever visited hipster café before this	53-54
Table 4.7	Respondents by I have been visit Hipster Café	55
Table 4.8	Respondents by I like to take pictures of the food and the design of the shop	56
Table 4.9	Range of Mean and Level of Agreement	58
Table 4.10	Descriptive analysis of service quality	59-60
Table 4.11	Descriptive analysis of food quality	61
Table 4.12	Descriptive analysis of restaurant environment	62-63
Table 4.13	Descriptive analysis of youngster's satisfaction towards hipster food.	64-65

Table 4.14	Cronbach's alpha coefficient value	66
Table 4.15	Overall result of reliability analysis	67
Table 4.16	Result for reliability analysis	68
Table 4.17	Strength interval of correlation coefficient	69
Table 4.18	Correlation coefficient for relationship between service quality and consumer satisfaction among youngster.	70
Table 4.19	Correlation coefficient for relationship between food quality and consumer satisfaction among youngsters towards hipster food.	71
Table 4.20	Correlation coefficient for relationship between restaurant environment and consumer satisfaction among youngsters towards hipster food.	71-72
Table 5.2.1	Research Objectives 1 and Research Question 1	74

Table 5.2.2	Research Objective and Research Question 2	75-76
Table 5.2.3	Research objectives, questions and hypothesis	77

LIST OF FIGURES

Figures	Title	Page
Figure 1.1	Example image of the hipster food for modern people's lifestyle	5
Figure 2.4	Conceptual Framework	22
Figure 3.4	Sample size population	28
Figure 3.7	The 5-point Likert Scale	31
Figure 4.1	Pie Chart of Respondents by Gender	48

Figure 4.2	Pie Chart of Respondents by Age	49
Figure 4.3	Pie Chart of Respondents by Marital Status	50
Figure 4.4	Pie Chart of Respondents Education Level	52
Figure 4.5	Pie Chart of Respondents by Source of Income	53
Figure 4.6	Pie Chart of Respondents Have you ever visited hipster café before this	54
Figure 4.7	Pie Chart of Respondents The frequency of youngster's who come to Hipster Café	55
Figure 4.8	Pie Chart of Respondents by I like to take pictures of the food and the design of the shop	57

LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations	
DV	Dependent variables
IV	Independent variables
SPSS	Statistical Package for Social

ABSTRACT (ENGLISH)

Hipster food in Malaysia is a recent invention that has been adapted from diverse concepts, distinctive flavors, and culinary traditions of western nations that are currently popular among young people. Researchers are interested in examining the impact of young people's happiness with hipster food in Kota Bharu, Kelantan because there are an increasing number of hipster eateries or cafes in the area. Young people who have knowledge of and interest in the most recent cuisines served in Kelantan were the subjects of this study. The impact of consumer satisfaction on hipster food restaurant environments, food quality, and service quality is then examined in this research. This study also intends to identify the primary factors influencing the attraction of hipster cuisine among young people in the Kota Bharu, Kelantan area. The researcher will then be able to determine the primary influence of customer satisfaction, particularly among young people, toward hipster food in Kota Bharu, Kelantan, using the study's data at the conclusion of the research. Future research ideas will be presented.

Keywords: Youngster's, satisfaction Hipster food

UNIVERSITI
MALAYSIA
KELANTAN

ABSTRAK (MELAYU)

Makanan hipster di Malaysia merupakan ciptaan terbaru yang telah diadaptasi daripada pelbagai konsep, perisa tersendiri, dan tradisi masakan negara barat yang popular di kalangan anak muda pada masa ini. Pengkaji berminat untuk mengkaji kesan kepuasan golongan muda terhadap makanan hipster di Kota Bharu, Kelantan kerana semakin banyak kedai makan atau kafe hipster di kawasan itu. Golongan muda yang mempunyai pengetahuan dan minat terhadap masakan terkini yang dihidangkan di Kelantan menjadi subjek kajian ini. Kesan kepuasan pengguna terhadap persekitaran restoran makanan hipster, kualiti makanan, dan kualiti perkhidmatan kemudiannya dikaji dalam penyelidikan ini. Kajian ini juga berhasrat untuk mengenal pasti faktor utama yang mempengaruhi tarikan masakan hipster dalam kalangan anak muda di kawasan Kota Bharu, Kelantan. Penyelidik kemudiannya akan dapat menentukan pengaruh utama kepuasan pelanggan, khususnya di kalangan golongan muda, terhadap makanan hipster di Kota Bharu, Kelantan, menggunakan data kajian pada akhir penyelidikan. Idea penyelidikan masa depan akan dibentangkan.

Kata Kunci: Kalangan anak muda, kepuasan makanan hipster .

UNIVERSITI
MALAYSIA
KELANTAN

CHAPTER 1

INTRODUCTION

1.1 OVERVIEW OF CHAPTER

This chapter will discuss the study's background, problem statement, research objectives, research questions, and research framework as well as the importance of the study, definitions of key words, and a summary of the chapter. This study may shed further light on the researcher's main objective, which was to investigate the factors that influenced youngster's satisfaction with hipster food.



1.2 BACKGROUND OF THE STUDY

The global food for food service is one of the fastest expanding markets in the world, and Malaysia is no exception (Euromonitor International, 2019). The broad range of various restaurant kinds, each with their own products and themes, demonstrated the development of the foodservice industry, including both developed and emerging countries. Statistics division according to Malaysia (2017), there were 167,490 food service establishments in 2015, up from 130,570 in 2010_ a 5.1% rise overall. Positive socio economic conditions, demographic changes, alterations in consumer food preferences, and an increase in demand are all brought on by the food service sector's rapid rise. People are dining out more.

According to Zahari et al. (2011), factors including education, way of life, modernisation, shifts in consumer demand, and an exquisite fusion of foods and eating practices are to blame for the causes. Due to the lack of time in the hectic, competitive, and fast-paced metropolitan life, fast food and hipster cuisine have gained popularity on a national and international scale (Platania and Donatella,2003). Then, according to Atkins and Bowler (2001), because of busier consumer lifestyles and dual-work households with children, emphasis is increasingly being placed on fast food and hipster food solutions. User's lives are becoming busier, which leaves them with less time to prepare meals while juggling work and personal obligations. As a result, fast food and hipster cuisine have received increasing attention.

Hipster food consequently addresses not just the ingredients, method of preparation, and consumption but also the individuality of their products, branding, and authenticity that contribute to establish their own identity (Jonathan et al, 2014; Malay & Varis, 2015). This type of cuisine is influenced by fascinating and charming people, showing how successful it is as a cultural bridge.

According to McCracken (2010), the hipster food scene regularly deviates from what is typically consumed. Like other countries around the world, Malaysia is affected by the hipster food culture. Hipster Cafes, which are rapidly proliferating and are typically found in prominent positions on commercial properties, especially in urban areas, serves as a good indicator of this. The hipster food scene in Malaysia has given rise to a new obsession, according to the survey, and its influence on people's eating and lifestyle choices is not limited to food. People have changed their eating habits as a result of the current waves of food trends because of the public's constantly shifting way to life (Ali & Abdullah, 2012).

Nevertheless, according to Desai (2011), hipster food can be defined as the uniqueness of a restaurant that specializes in food preparation and offers a variety of food that is distinct from other food establishments. Other than that, the stores or shops that open hipster food businesses, for example, hipster cafes, garden houses, and others, usually have a good environment for people with creative ideas and a unique theme. They also offer a relaxing place for friends, relatives, and family to spend time together while having food and drink. According to Ignatov and Smith (2006), traveling for food, drink, and culture is an important tool for gaining more experiences in sector tourism. The majority of individuals who travel or visit somewhere do so not just to experience the location and culture but also to try the local cuisine, especially in the hipster food sector.

In the present age, all hipster foods in Malaysia, particularly in the state of Kelantan, use hipster foods to attract Kelantan's people, especially to the youngest. That is because today's young generation is more attracted to the development of the latest issues, especially in terms of cultural changes, food consumption and the concept of constantly innovating the menu in order to make the dishes become popular and cool to attract customers. The researchers vehemently contend that young age, young genders, and social behavior are greatly correlated with eating habits, the

propensity to try something new, and avoiding conventional cuisine (Drewnowski, 1997; Goldberg & Strycker, 2002).

In Kota Bharu, Kelantan has a large number of hipster-themed eateries, cafes, and retail establishments that are distinctive and draw customers. According to Sobal et al (2009) ; Wen, Tchong et al (2015), the cost of living life, new experiences, societal norms, and individual motivations are a few of the elements that have ruined young generations' eating behaviors, food preferences, and food purchasing choices. This is because Kota Bahru is the state capital of Kelantan, which has a large population and is in a strategic position to open more hipster food shops such as cafes and so on. According to the saji.my, there are more than 15 hipster eateries in the area around Kota Bharu such as The Bold Lab, Kopi Mesin Café, and KB Brewster Coffee.

According to the countries mentioned above, their lives are influenced by hipster food, as are their eating patterns and food production. According to Muhammad, Karim and Hamzah (2015), the younger generations frequently prefer different types of foods, which they enjoy with their friends, family, and peers. So, the combination of traditional foods and western such as buttermilk chicken rice, nasi goreng chicken chop and also other fancy western menus like pasta, with a variety of coffee menus offered are types of the examples of hipster foods that have been provided by the hipster cafés in Kota Bharu, Malaysia. Therefore, many different forms of consequences and feedback on customer satisfaction as a result of the rise in the popularity of hipster foods among the younger generation. Due to the advancement of technology, there is currently no study that specifically mentions the degree or impact of consumer satisfaction on hipster food because it is still in the midst of the most recent research process. However, a study on the satisfaction of hipster food in the young generation in Kota Bharu, Kelantan, was conducted.

Young people who reside in and around Kota Bharu, Kelantan, find it extremely rewarding and fascinating that the younger generation has accepted hipster food innovation.



Figure 1.1 : Example image of the hipster food for modern people's lifestyle

1.3 PROBLEM STATEMENT

Consumer lifestyles have evolved in the modern day, with youngsters and the elderly more inclined to frequent laid-back places like this restaurant that will calm their eyes and hearts with lovely décor and highlight their tastes with the most delicious food. Many cafe owners will change their brands, businesses, and operations as a result of releasing this market segment's potential. According to Shaare and Muhammad (2018) examining the requirements and wishes of consumers and comprehending the priorities that can affect their satisfaction is crucial if they must invest a significant amount of money to do so. This is due to the possibility that this discovery will help restaurant owners focus and redirect their resources in more effective ways. Hipster food must compete fiercely to draw and keep consumers because of the worldwide market's quick change.

According to Shaare and Muhammad (2018), young individuals between the ages of 18 and 35 are the biggest consumer of hipster goods. The youth's style of life suggested that they were likely to frequent these laid-back eateries that would treat their palates with the most delectable food and dining experiences while also delighting their senses with magnificent decor. Numerous restaurant owners have rebuilt, repositioned, renamed, and reimagined the interior, exterior, brand image, and business strategy of their locations in an effort to outsmart rivals. Studying young adults' needs and wants as well as understanding how their preferences affect their satisfaction is necessary because doing so will require investing quite a large sum of money. The findings may also help operators of these restaurants focus and refocus their resources effectively.

Customer loyalty and satisfaction greatly affect the quality of food because a restaurant's main offer to customers is food. This is because food quality is very important in the restaurant industry which has a significant effect on the level of satisfaction. Zhong Y and Moon He (2020)

stated that quality food is a combination of factors that include the appearance of dishes, taste, menu variety, health and freshness. High food quality standards are an important marketing tactic that can ensure customers are satisfied with their purchases. It has been emphasized that food quality, especially appearance and taste, affects customer satisfaction and expected behavior. (Namkung and Jang, 2007). However, consumers can make flavor predictions before consumption by taking into account elements like price, quality, product labeling, and brand name. Food quality is essential for restaurants to ensure client satisfaction. Diners are more satisfied when the meal is presented well. As for food quality, customers are more interested in food that is well prepared in terms of food temperature, appearance and attractive texture. According to Wei (2019) to achieve this level of consumer satisfaction, service is not sufficient on its own. In the food service sector, service quality must be upheld and exercised to ensure that the best service is ingrained in personnel and that they are more sensitive to having a nice personality when serving customers. While personnel must be trained so they have the knowledge and skills to deal with clients and make a compelling argument. Expected and perceived service quality, also known as expected service quality and that is acceptable, are the two key elements that determine the level of service provided (Tjiptono, Fandy, & Chandra, 2005). When a customer's expectations are met, the perceived quality of the service is good and satisfactory. When a consumer gets a service that exceeds their expectations, the quality of the service is regarded as ideal quality. On the other hand, if the quality of the service is lower than expected, it is deemed to be of bad quality (Tjiptono, Fandy, & Chandra, 2005).

Furthermore, a good environment will draw more consumers to their restaurant, who will subsequently decide to make a purchase after being happy. It is crucial since people these days are more concerned with the range of services provided than with things like the cost or caliber of the

cuisine served by a particular restaurant. However, the quality of life has changed, and instead of going to the old, conventional restaurants, people now choose to hang out in more luxurious and lovely settings, such as beautifully designed shops. (Ekaterina, 2012). Customers have an exceptional and unforgettable experience thanks to the atmosphere. While Choi, Heo, and Kim (2012) that the customers will change their preferences if a restaurant is unable to satisfy them, therefore providing excellent service will increase the number of visitors. As a result, servicescape is crucial in predicting customer psychology and behavior, particularly when customers spend a lot of time in a setting with a certain atmosphere. (Nasir et al., 2014)

This demonstrates that increased customer assessments of the food service sector will result in food prices rising to a high level and becoming more sensitive in restaurants (Jin, Lee, & Huffman, 2012). Quality service because customers usually focus on the employee's treatment such as giving a smile and speaking well. While Ali Dorosti (2012) contends with heightened rivalry in the restaurant and culinary industries, keeping existing clients is more crucial than attracting new ones. In actuality, a competitive climate offering additional possibilities for patrons to select new eateries and food outlets. Research on the excellent quality of grocery store products, a crucial instrument for achieving customer pleasure, serves as an illustration of this. This study will examine several variables to understand what affects consumer satisfaction with hipster food in Kota Bharu.

1.4 RESEARCH OBJECTIVES

The purpose of this research is to measure the satisfaction toward hipster food in Kota Bharu, Kelantan. The research objectives in this study are as follows:

1. To determine the relationship between service quality with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan.
2. To examine the relationship between food quality with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan.
3. To examine the relationship between restaurant environments with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan.

1.5 RESEARCH QUESTIONS

1. What is the relationship between service quality with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan?
2. What is the relationship between food quality with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan?
3. What is the relationship between restaurant environments with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan?

1.6 SIGNIFICANT OF THE STUDY

This research will provide new insight regarding factors influencing youngster satisfaction for hipster food. This research will help the community to expand the food and beverage sector to build a stable economic structure. Specifically, this research will benefit the following:

1.6.1 To entrepreneurs' café — The study will provide information on the factors that motivate consumers, particularly the youngsters, to be satisfied with hipster foods. The result will enable the entrepreneurs to improve the second-rate of preparing the hipster food to the consumers. Data gathered will help the entrepreneurs to create a value for the customer in order to achieve customers' confidence and trust.

1.6.2 The consumers/customers — The results of the study will help the consumer evaluate the quality of service, food and the restaurant environment that is provided by the hipster cafes. This study could also represent the customers on what kind of expectation that should be standardized by the entrepreneurs when preparing the foods in order to build customers loyalty towards the new food innovation, food hipster.

1.6.3 The researchers — Through this study, the researchers were able to understand more about food innovation, food hipster. This study also helped the researchers to identify reasons on how entrepreneurship deals with consumers' preference. Besides, this study also could inspire other researchers to conduct a similar or additional research in a different geographical area.

1.7 DEFINITION OF TERMS

Young Generation

Hipster food is most frequently purchased by young adults between the ages of 18 and 35. According to Drewnowski, 1997; Goldberg & Strycker (2002), the researchers contend that eating habits, the propensity to try something novel, and avoiding conventional foods are strongly correlated with youth, young genders, and social behaviour. Younger generations also frequently choose novel foods, which they enjoy with friends, family, and other people their age (Muhammad, Karim & Hamzah, 2015).

Hipster Food

Regarding cuisine, the term "hipster food" is incredibly broad. Hipster food is the type of the modern food culture that frequently demonstrates diverse eating habits and rejects mainstream materialism. Despite the lack of agreement on its definition, hipster food is generally understood to be any dish that combines the newest culinary fads and fashions with a distinct character that deviates from the norm. sushi, spaghetti, pizza, dressed-up donuts, fruit loops, and bizarre smoothies. Refer to the Roozbeh et al. (2013), confirmed by other studies, the desirable food experience can satisfy and draw in tourists by appealing to their physiological and psychological demands. Hipster food can also be one of the causes for attracting tourists.

Customer Satisfaction

Shaharudin, Mansor, and Elias (2011) report that food quality is increasingly important in determining how a consumer feels. At that time, emphasis was placed on food quality as a crucial factor in ensuring restaurant patrons were satisfied (Rozekhi, Hussin and all, 2016). Additionally, food quality refers to the sum of a food item's traits and attributes that the consumer finds acceptable. These food quality characteristics include flavour, texture, size, appearance, and nutritional value.

Service Quality

The level of customer satisfaction provided by a business is assessed in proportion to those expectations. In order to meet specific needs, customers acquire services. Whether or not customers are aware of them, people have standards and expectations for how a company's service delivery satisfies their needs. A company with high service quality offers services that are on par with or better than what its customers expect. Service excellence can boost an organization's revenue and standing. Additionally, it directly affects maintaining competitiveness while meeting client demands. Consequently, it is necessary to identify the major factors that influence restaurant service quality specifically for this study (Tripathi and Dave, 2016).

Restaurant Environment

The environment of a restaurant includes both tangible features like the decor, lighting, and cleanliness as well as experiential elements like the level of service and the amenities. The expert concurs, according to Boo (2017), that the atmosphere of a restaurant does affect patron pleasure. When customers choose which restaurant to eat at, they will pay more attention to environmental

issues. Other researchers also state that customer satisfaction is directly impacted by the restaurant's atmosphere, which has a big impact on how customers feel about the establishment's general quality. (Ryu and Jang, 2008).

1.8 SUMMARY

This chapter described the influence of the youngest generations with hipster food among the population in Kota Bharu, Kelantan. To fulfill the goal of this study, which was to determine how satisfied customers were with hipster food innovation, three independent variables had been chosen. It demonstrates that the most important aspects influencing customer satisfaction with regard to innovation in hipster food are service quality, food quality, and restaurant environment. The investigation of the links between all of the independent and dependent variables is the conceptual framework's primary objective, and it was developed based on the literature review. Therefore, this study helps us understand how young people's pleasure with hipster food in Kota Bharu, Kelantan, influences that satisfaction.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The literature review on how youngster's satisfaction with hipster food is influenced will be covered in this chapter, where dependent and independent variables are identified. Understanding each variable in the study's issue in terms of words, definitions, features, and correlations is the goal of performing a literature review. Developing a hypothesis to show a relationship between the independent and dependent variables. A conceptual framework for the research will be suggested based on pertinent theoretical models. The summary came to a conclusion after all the discussion.

2.1.1 HIPSTER FOOD

The term "hipster food" refers to the type of cuisine created by people who are not part of the cultural mainstream but nevertheless incorporate the most recent trends in cooking. Hipster cuisine includes, among other things, dressed-up donuts, sushi, fruit loops, pasta, fancy salads, fancy hamburgers, and freak shakes. Food hipsters place a strong emphasis on authenticity, branding, and uniqueness of their products, all of which aid in the development of their own brand. These factors are in addition to the ingredients, preparations, and consumption (Jonathan, Sherman and Laura, 2014). According to Jonathan, et.al (2014) This kind of food is inspired by fascinating and wonderful individuals, showing that food is an excellent cultural mediator in and of itself. McCracken (2010) also claims that hipster food culture frequently exhibits differences from mainstream consumerism Jonathan and Laura (2014) claim that this kind of food is inspired by

fascinating and wonderful individuals, demonstrating that food itself is an excellent cultural diversity mediator. McCracken (2010) also claims that hipster food culture frequently exhibits differences from mainstream consumerism.

The group that is known to be captivated or inspired by the hipster food culture is young people or younger generations. Researchers contend that eating habits, the propensity to try novel foods, and the avoidance of conventional fare are closely correlated with youth, youth gender, and social behavior (Drewnowski, 1997). According to Wen, Tchong, and Ching (2015), the expense of living, new experiences, cultural norms, and personal reasons are some of the elements that have harmed young generations' eating habits, food preferences, and food purchasing decisions. Younger generations frequently choose novel foods and frequently enjoy them with friends and family, as noted by Muhammad and Hamzah (2015).

2.1.2 CONSUMERS SATISFACTION

A person's feelings of happiness or dissatisfaction that may arise from evaluating a product's perceived performance in light of its expectations can be described as customer satisfaction. Research Advances in the International Journal of Business (Brady dan Robertson, 2001). The controversy over whether satisfaction is a process or an outcome demonstrates the instability of fundamental concepts (Yi, 1990). However, since marketing theories anticipate and as acknowledged by some in the literature on satisfaction, how well a product or service fulfills a person's needs also has a big impact on his level of satisfaction. (Olshavsky and Sprey ,1989). Additionally, consumers experience sentiments of satisfaction when they assess how well a product or service meets their expectations and aspirations.

This comparison process results in a feeling of satisfaction with the information that marketers frequently provide in the form of advertising, package information, and salesperson communications that serve as the basis of their expectations. This satisfaction extends beyond just satisfaction with the product or service. The perception of overall satisfaction with the experience of the product or service is considered to be significantly influenced by both types of satisfaction. Additionally, in determining client retention, customer happiness is a crucial sign of a company's past, present, and future success (Lee, 2004). Consumer trust has come to be seen as a crucial component in all forms of the industry over the years. In other words, customer loyalty enables direct communication between buyers and sellers (Abdullah Abadh, 2012). Additionally, brand loyalty is essential for maintaining the industry's strength and avoiding flaws.

2.1.3 HIPSTER CULTURES

Hipster culture also known as hipsterism is a trendy culture that has grown into a youth community. Hairon and et.al (2017) stated there is no consensus on its definition, hipster food is a form of food created by combining the newest fashion trends, food trends, and alternative to popular society. The term hipster implies a person who manages to keep up with the most recent styles and trends, particularly those that are considered being outside of the mainstream of society (Sharee & Muhammad, 2018). Due to the increase in demand of preference and changing tastes of customers, the food business nowadays operates by using the concept of the hipster. According to Jonathan, Sherman, and Laura (2014), that kind of food is influenced by fascinating and wonderful individuals, demonstrating that food is an excellent cultural bridge builder. McCracken (2010) also believes that hipster food culture frequently exhibits differences from mainstream consumerism.

2.2 DEPENDENT VARIABLES

The dependent variable on other measurable variables As a result of an experimental manipulation of the independent variable or variables, these variables should change. It is the assumed outcome. As a result, the aim of this study is to find out how youngster's satisfaction towards hipster food is influenced.

2.2.1 THE INFLUENCE YOUNGSTER'S SATISFACTION TOWARD HIPSTER FOOD

As, frequent, multidimensional, situational, dynamic and complex decisions involving food, they might be challenging to define (Sobal & Bisogni,2009). A further factor in understanding consumer meal choices and demonstrating pleasure with the food is consumer perception on food manufacturing technologies towards hipster food (Ares & Gamboro, 2007; et al,2009).

As a result, a person's level of happiness or dissatisfaction also influences customer satisfaction (Kotler & Keller, 2011). Since the beginning of commercial exchange, a company's success depends primarily on its ability to satisfy its customers. In order for any type of business to survive in the market and sell their services and goods, customer happiness is crucial. This is especially true for well- known businesses like fast food chains and hipster eateries, as they depend on their loyal clientele to continue doing business with them.

Nowadays, maintaining client loyalty alone is not sufficient to ensure businesses can optimize their earnings in a competitive and demanding market environment, such as the restaurant industry. There are three basic elements that are crucial for boosting a client's happiness. These three important criteria were responsiveness, punctuality. These services, according to Pigatto et

al. (2017), can be categorized as business platforms that offer order service, payment processing and process monitoring but are not in charge of order preparation and delivery operations.

2.3 INDEPENDENT VARIABLES

2.3.1 FOOD QUALITY

The food quality merely needs to be improved. The term "perceived attributes" is understood to refer to more than simply a food's sensory qualities; it also includes perceptions of its safety, practicality, cost, value, and other aspects. Understanding the psychology of food acceptance, choice, and use is necessary to comprehend food quality. The context in which meals are served and consumed, as well as psychological elements that affect contextual and relative consideration, must be taken into account when evaluating the quality of food. However, food quality is determined by appearance, size, shape, color, gloss, and consistency, texture, and taste (Kisang, 2009).

Restaurant experiences depend greatly on the quality of the food (Sulek and Hensley, 2004). According to Bujisic, Hutchinson, and Parsa (2014), the emphasis at upmarket and quick-service restaurants is on food quality, which affects patrons' behavioral intentions. According to Bujisic et al. (2014) at both premium and quick-service restaurants, food quality is positively correlated with customer behavioral intentions, return intentions, and word-of-mouth. Food quality has been viewed as the primary criterion for guests to evaluate restaurants' performance and as the most significant aspect of restaurants (Ramanathan, 2015). Customer satisfaction is greatly influenced by food quality as well.

Shaharudin, Mansor, and Elias (2011) assert that food quality is increasingly important in determining how a consumer feels. Consumers today are well aware of the problems with food quality..Due to the health-conscious trend, consumers increasingly choose fresh ingredients over artificial components or additions when it comes to food processing and food freshness preservation. Therefore, fresh food is a relatively recent phenomenon in tandem with consumers' growing awareness of nutrition and quality. Based on Whitehall, et.al (2006) mentioned that it is a crucial skill to be learned by all parties involved in the food industries in order to satisfy their customers' needs and wants. Additionally, due to the shift in eating habits, the majority of people enjoy going out to dine because they are mesmerized by the presentation of the food (Johnson, 2011). Thus, successfully presenting an aesthetically pleasing and tastefully presented meal can increase the customer perception of quality and will produce a positive impression in terms of the feeling and mood of consumers toward consuming the food. (Shaharudin et.al,2011)

2.3.2 SERVICE QUALITY

Service quality has been defined as the overall evaluation of a product or service that depends on the customer's initial expectations of the restaurant (Hooper et al., 2013). It is not only associated with customer satisfaction and loyalty, but it also shows business performance and profitability (Sureshchandar et al., 2002). Based on the Brady and Robertson (2001) claim that staff communicate with customers through their attentiveness, assurance, and empathy.

Customers in the restaurant business assess the quality of the cuisine as well as the service they experienced during their meal (Kivela et al., 2000). According to Cronin and Taylor (1994), service quality significantly influences behavioral intentions. Similar to what has been shown in earlier studies, service quality has a favorable link with behavioral intentions (Ha and Jang,

2010). When they eat at a restaurant, the majority of customers will start to assess the quality of the service, and this perception of service quality is employed as a gauge of patron satisfaction with restaurants. Due to the fierce rivalry in the food service sector, restaurant owners that can give their patrons high-quality service would have a significant edge over their competitors in retaining clients and achieving survival and growth (Ryu and Han, 2010).

Furthermore, service quality has emerged as one of the most crucial concerns for restaurant owners. Numerous studies have been done, and the findings indicate a connection between service quality and customer satisfaction (Lim, 2010). The most important factors that influence the caliber of restaurant service must be identified specifically for this study (Tripathi and Dave, 2016). Another researcher claimed that it is particularly crucial to link these elements to certain customer segments, such as young people (Boo, 2017). The majority of customers begin to assess the quality of the service when they are dining in the restaurant, and the perceived quality of the service is employed as a measure of the level of customer satisfaction with the establishment. Due to the fierce rivalry in the food service sector, restaurant owners who are able to deliver exceptional service to their patrons will have a significant edge over their competitors to keep patrons and to achieve survival and growth (Ryu and Han, 2010).

2.3.3 RESTAURANT ENVIRONMENT

The atmosphere of a restaurant has emerged as one of the elements luring new customers while retaining existing ones. According to Han and Ryu (2009) when patrons eat in a restaurant, they may do it consciously or unconsciously before, during, and after their meals. Additionally, even if the food and services provided meet the customers' expectations, the physical surroundings, such as the décor, antiques, layout, and music, can have an impact on overall customer satisfaction.

As a result, customers may respond to factors other than just the quality of the food and services when evaluating their experiences and forming opinions about the restaurant.

Thus, customer satisfaction and the likelihood that they would return to a restaurant are highly influenced by the environment, which increases restaurant profitability. Nowadays, clients typically eat at home or while dining in a restaurant. Among professionals, students, and even families, eating out has become popular (Ali & Abdullah, 2012). When patrons eat at a restaurant, they do so to enjoy both delicious food and special experiences (Han & Ryu, 2009). Customers anticipate a pleasant dining experience, functional space layout, signage, symbols, and artifacts (Githiri, 2016). The physical setting can establish and distinguish the sort of restaurant a company operates and foster positive consumer perceptions of the restaurant's goods and services. The diverse layouts, themes, styles, and designs that today's restaurants have exhibited have an impact on how satisfied customers are while on their premises. Previous research on the physical environment of the restaurant has emphasized the criteria of facility aesthetics, atmosphere, lighting, and table and pointed out that these components may affect customer satisfaction (Ryu & Jang, 2007).

According to Madzharov, Block, and Morrin (2015), ambient fragrances have an impact on shoppers' spatial perceptions in retail settings, which in turn affects their emotions of power and, ultimately, their preferences for and use of products. Additionally, Morrin and Ratneshwar (2000) demonstrated how ambient aroma can enhance judgment of a specific product that is new. The ambient aroma of a restaurant is important because it will be correlated with the emotional responses of customers, which can have an impact on how different levels of scent intensity affect shoppers' mood, behavior, and judgements in a retail space. (Leenders Smidts and El Haji, 2016). As a result, the environment of a restaurant has a big impact on how customers perceive the

restaurant's overall quality, which will directly affect customer happiness (Ryu and Jang, 2008). In order to provide customers with a better experience while they are enjoying their dishes, it is crucial for the restaurateur to have a deeper awareness of what customers emphasize.

2.4 CONCEPTUAL FRAMEWORK

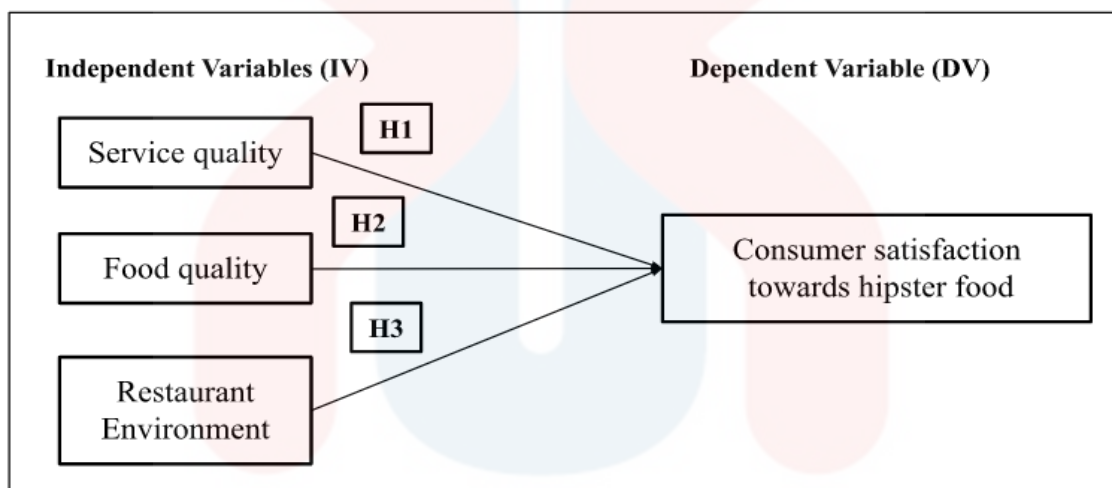


Figure 2.4: Conceptual Framework adapted by Sharee et al., 2018.

The independent variables (IV) and dependent variables (DV) of this study are listed in the conceptual framework, which is depicted in Figure 2.4 and was modified from Sharee et al. (2018). The graphic shows the impact of restaurant ambiance, food quality, and service on how satisfied customers are with hipster cuisine.

The elements that might have an impact on customer satisfaction were the independent variables. The dependent variable (DV) in this study was consumer satisfaction with hipster food. The study's three independent variables (IV) were restaurant environment, food quality, and

service quality. Food quality, such as food freshness and meal presentation, play a significant aspect that could impact the consumer, whereas service quality evaluates the consumer evaluation of the service offered (Shaharudin, Mansor, and Elias, 2011). Finally, the atmosphere of the restaurant, particularly in terms of cleanliness and odour, would influence a customer's decision to purchase hipster food (Sharee at el, 2018).

2.5 HYPOTHESIS

The hypothesis of the research is based on three factors including food quality, service quality and restaurant environment that influences consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan. The following hypothesis was formulated and be tested based on the research:

H1: There is a significant relationship between service quality and consumer satisfaction among youngsters towards hipster food.

H2: There is a significant relationship between food quality and consumer satisfaction among youngsters towards hipster food.

H3: There is a significant relationship between restaurant environment and consumer satisfaction among youngsters towards hipster food.

2.6 SUMMARY

In conclusion, this chapter was briefly about literature review of the research, with a focus on hipster food in Kota Bharu, Kelantan. Besides, this study also analyzed the factors that influence consumer satisfaction especially for the youngsters towards hipster food. All relevant literature of both variables (IV and DV) in research has been discussed and explained. The conceptual framework and hypothesis also has been illustrated by the researchers in this chapter.



CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The study's methodology is detailed in this chapter. Each step taken to finish this inquiry is fully described. This chapter introduces the research design, which is appropriate for the study's goals and methodological approach. The study's main objective is to determine how young people's attitudes regarding hipster food in Kota Bharu, Kelantan, are influenced. This chapter will provide a further explanation of the study technique, followed by a discussion of the data analysis process. The impact of young people's pleasure with hipster cuisine will also be covered in greater depth during the study. In addition to the research methodology utilised to create this report, the target population, sample size, sampling technique, data collection, research instrument, data analysis, and chapter description have all been finished.

3.2 RESEARCH DESIGN

The researcher's ability to collect data and interpret that data for the study they are conducting depends on the study design. In addition, it can help in finding solutions to all the research questions presented in chapter one. Research designs may be mixed, qualitative or quantitative. Researchers can choose from a variety of research methods under this research design, including surveys, correlational studies, experimental studies and quasi-experimental review studies.

This study aims to identify the influence of youngsters' satisfaction towards hipster food. This study has used quantitative data methods to explain the influence of youngster's satisfaction

towards hipster food in Kota Bharu, Kelantan. In research that uses quantitative methods, it is a study that is a more formal, strictly objective, deductive, and systematic strategy to find solutions to the problems in the study (Burns & Grove., 2005). Quantitative research will use statistics to provide answers to queries about who, what, when, where, how much, and how to explain events through the gathering of quantitative, static, and in-depth data. (Creswell ,2011). Quantitative data in general includes things like sensors, observations, counts, quantification, calculations, estimates, and projections. Thus, it is crucial to identify the most significant factor influencing youngster's satisfaction with hipster food through this quantitative descriptive study.

3.3 TARGET POPULATION

A target population is a predetermined, conceptually constrained group of possible participants who may provide access to data on the population of interest's representative traits. In order to prevent having volunteers who do not match the needs of the study and hence inaccurately represent the target population, the target group must also be exclusive enough. The target population is also further constrained so that researchers may clearly define participation boundaries (Kalleberg et al., 1990). The target audience for this study is young people in Kota Bharu, Kelantan, who are satisfied with hipster food.

Youngsters who are readily influenced by hipster food, the service offered, the quality of the food provided, and the ambiance around the restaurant are the study's target demographic. The users of young people are the study's target demographic. Hipster cuisine addresses not only the ingredients, preparation techniques, and consumption techniques, but also the uniqueness of the product, branding, and authenticity that contribute to the definition of their own identity. (2014)

Jonathan et al. Adults between the ages of 18 and 35 were chosen to be survey participants. Teenagers in the Kota Bharu, Kelantan area who enjoy western cuisine made up this population.

3.4 SAMPLE SIZE

A sample size refers to the measure of the number of people used for this study. In a research study, when analyzing statistically significant results, choosing the right sample size is essential. (Qualtrics, 2019). However, investigating a precise number of populations within a limited time and resources is inconceivable. Due to the large population involved in this research and the number of customers of food hipster was uncertain, the research required 384 people as a sample size, for a population of more than 1 000, 000 according to the formula used by Krejcie & Morgan (1970).

Table for Determining 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*

Figure 3.4 : Sample size of population adapted from Krejcie & Morgan (1970)

3.5 SAMPLING METHOD

Sampling is a statistical method that selects a selection of observations from a larger population. Researchers would be better able to understand the fundamental traits or characteristics of the population by examining the sample and comprehending its attributes. Through the use of a sampling technique, researchers select specific population rudiments as the study's subjects. The

two types of sampling techniques employed in business research were non-probability sampling and probability sampling.

In this study used convenience sampling, a non-probability sample technique. The survey was developed using Google Forms and shared on Twitter, Instagram, and WhatsApp among other social media platforms. Social media and Google forms could aid researchers in gathering more responses.

3.6 DATA COLLECTION PROCEDURE

Data was the appropriate support for each decision. While secondary sources, like journals, allow the researcher to potentially receive data from others, primary sources are those from which the researcher was the first to obtain the data. The primary objective of data collecting was to gather trustworthy information that could be assessed and used to back up claims or lend credibility.

In this study, a google form made it easier to collect participant replies. The survey was chosen as the approach for the Google forms currently under investigation. A questionnaire was utilised to acquire information on consumer attitudes, expectations, and opinions regarding consumer acceptance of Malay traditional culinary innovations. According to Kumar, Talib, and Ramayah (2013), a questionnaire consists of a series of questions or other prompts designed to elicit information from a respondent. it necessitates limiting face-to-face interactions. Physical separation must also be kept by avoiding long distance travel and avoiding large crowds of people (World health organisation WHO, 2020).

The usage of a google form may result in cost savings and the ability for respondents to use just easily accessible technological devices, such as phones, tablets, PCs, and so forth. Respondents were unrestricted in when and where they responded.

3.7 RESEARCH INSTRUMENT

Based on the past study, a research instrument is a measuring tool that includes observation, an interview, and a questionnaire to collect meaningful data from target respondents on the topic of interest (Sekaran & Bougie, 2010). Furthermore, choosing the appropriate research instrument for data collecting is important for the study. In this study, the quantitative approach is the research tool applied in this research for collecting, analyzing, and interpreting data. By using quantitative methods, the researchers need to apply mathematical models as the methodology to analyze the collected data.

In this study, the instrument used to collect the data was questionnaire. The questionnaire was designed using data from past research on customer satisfaction in hipster food café. Through this study, close ended questions are used to gather quantitative data from respondents. The researchers conduct surveys using close-ended questions as it is easy to understand for the respondents and able to respond quickly by ticking the category that describes the respondent's answer. The research instrument consisted of 20 questions that were divided into two parts. Part I of the research instrument consists of the targeted respondents' information such as their age, gender, level of the education, and income level. Part II of the research instrument consists of the level of customer satisfaction towards food hipster.

Additionally, the style of scale was implemented in the questionnaire's questions. A scale is used to assess a respondent's level of agreement or disagreement with a certain proposition. The

questionnaire for this study will include a five-point Likert scale. On a scale of 1 to 5, where 1 represents "strongly disagree," the respondents were rated, meanwhile 5 represents "strongly agree". In addition, the researchers used google form to collect the data from the targeted respondents.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sangat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Sangat Setuju
1	2	3	4	5

Figure 2: Five-Point Likert Scale

Table 3.2: Overview of Research Instrument

Sections	Variables	Item	Authors
A	Demographic profile	4	Asyraf Shaare and Nur Shahruliza Muhammad
B	Service Quality	5	Hun-Kean Cheah, Yen-Nee Goh, Salmi Mohd Isa and Zurina Mohaidin
	Food Quality	5	Hun-Kean Cheah, Yen-Nee Goh, Salmi Mohd Isa and Zurina Mohaidin
	Restaurant Enviroment	5	Hun-Kean Cheah, Yen-Nee Goh, Salmi Mohd Isa and Zurina Mohaidin
C	Youngster's Satisfaction Towards Hipster Food	5	Choong ,Kwee et.al (2020)

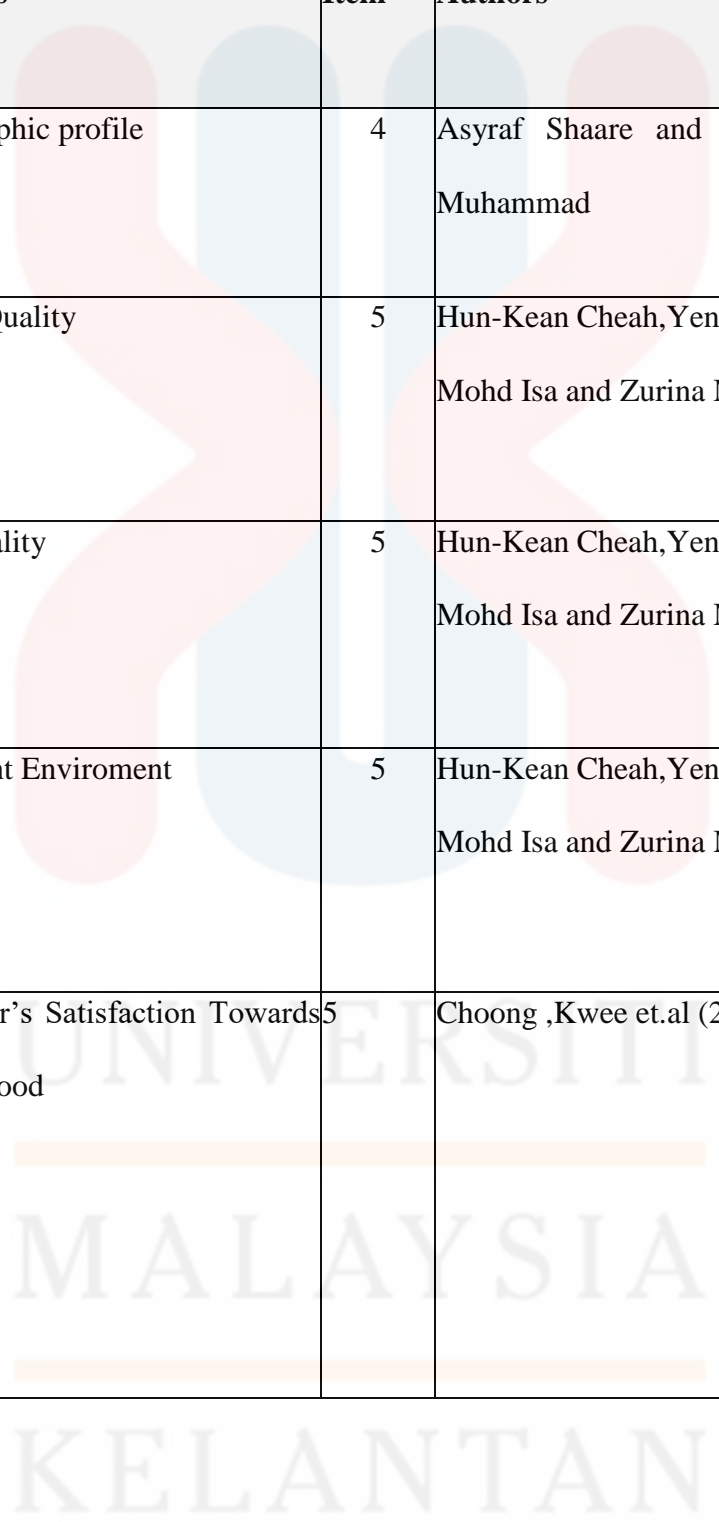


Table 3.3 shows the purpose of the questionnaires in the google form

Section	Factors	Content	Question	References
A	Demographic Profile	1. Gender / <i>Jantina</i>	Male / <i>lelaki</i> Female / <i>perempuan</i>	Asyraf Shaare and Nur
		2. Age / <i>Umur</i>	Below 18 years / <i>bawah 18 tahun</i> 19-24 years / <i>19-24 tahun</i> 25-29 years / <i>25-29 tahun</i> 30 and above / <i>30 dan keatas</i>	Shahruliza Muhammad (2018)
		3. Marital Status/ Status Perkahwinan	Single / <i>Bujang</i> Married / <i>Berkahwin</i>	

		4. Education level / Tahap pengajian	No formal Education / <i>Tiada Pendidikan Formal</i> High School / <i>Sekolah Menengah</i> Collage / <i>Kolej</i> University / <i>Universiti</i> Doctorate / <i>PHD</i> Others / <i>Lain-lain</i>	
		5. Source of Income / <i>Sumber Kewangan</i>	Pocket Money / Duit Poket Spare- time job / Kerja masa lapang Saving / Simpanan Scholarship / Biasiswa Others / Lain-lain	
		6. Have you ever visited Hipster Café before this / Pernahkah anda mengunjungi Hipster Café sebelum ini.	Yes / Ya No / Tidak	
		7. I have been visit Hipster Café	Less than 1 month ago / <i>Kurang dari 1 bulan lalu</i>	

		<p>/ Saya sudah mengunjungi Hipster Cafe</p>	<p>Less than 2 month ago / <i>Kurang dari 2 bulan lepas</i></p> <p>Less than 5 month ago / <i>Kurang dari 5 bulan lalu</i></p> <p>More than 5 month ago / <i>Lebih dari 5 bulan lalu</i></p> <p>Never visited / <i>Tidak pernah mengunjungi</i></p>	
		<p>8. When eating at a hipster café, I like to take pictures of the food and the design of the shop / <i>Bila makan di kafe hipster, saya suka ambil gambar makanan dan reka bentuk kedai</i></p>	<p>Yes / <i>Ya</i></p> <p>No / <i>Tidak</i></p>	
B	Independent Variables	Service Quality	1. Hipster café provides good service	Hun-Kean Cheah, Yen-

			<p><i>Kafe hipster menyediakan perkhidmatan yang baik</i></p> <p>2. I think hipster café workers usually provide a friendly customer service that suit my preference</p> <p><i>Saya rasa pekerja kafe hipster kebiasaanya menyediakan perkhidmatan pelanggan yang mesra bersesuaian dengan kehendak saya.</i></p> <p>3. I prefer hipster café due to decent offer such as free wifi, good music and air conditioning.</p> <p><i>Saya lebih suka hipster kafe disebabkan oleh tawaran yang selayaknya seperti wifi percuma, muzik yang bagus dan penyaman udara.</i></p> <p>4. I am willing to spend my</p>	<p>Nee Goh, Salmi Mohd Isa and Zurina Mohaidin (2018)</p>
--	--	--	--	---

			<p>time in a hipster café even through the price offered is expensive as it reasonable with my expectations.</p> <p><i>Saya sanggup meluangkan masa di kafe hipster walaupun harga yang ditawarkan mahal kerana berpatutan dengan jangkaan saya.</i></p> <p>5. Hipster café provides the service on time</p> <p><i>Kafe hipster menyediakan perkhidmatan tepat pada masanya.</i></p>	
		Food Quality	<p>1) The hipster cafe has a variety of menu items</p> <p><i>Kafe hipster mempunyai pelbagai item menu</i></p> <p>2) The freshness of food in hipster cafe is good</p> <p><i>Kesegaran makanan</i></p>	<p>Hun-Kean Cheah, Yen- Nee Goh, Salmi Mohd Isa and Zurina Mohaidin</p>

			<p><i>dalam kafe hipster adalah baik</i> (2018)</p> <p>3) The food presentation in hipster café is attractive</p> <p><i>Persembahan makanan dalam kafe hipster adalah menarik</i></p> <p>4) I think the food provided is sufficient and filling</p> <p><i>Saya rasa makanan yang disediakan mencukupi dan mengenyangkan</i></p> <p>5) Food is served at the appropriate temperature in hipster cafe</p> <p><i>Makanan dihidangkan pada suhu yang sesuai dalam kafe hipster</i></p>	
	Restaurant Enviroment		<p>1. The facility layout in hipster café allows me to move around easily</p> <p><i>Susun atur kemudahan di kafe hipster membolehkan</i></p>	<p>Hun-Kean Cheah, Yen-Nee Goh, Salmi Mohd Isa and</p>

			<p><i>saya bergerak dengan mudah</i></p> <p>2. The interior design in hipster café is visually appealing</p> <p><i>Reka bentuk dalaman di kafe hipster menarik secara visual</i></p> <p>3. Colors used in hipster café create a pleasant atmosphere</p> <p><i>Warna yang digunakan di kafe hipster mewujudkan suasana yang menyenangkan</i></p> <p>4. Lighting in hipster café creates a comfortable atmosphere</p> <p><i>Pencahayaan di kafe hipster mewujudkan suasana yang selesa</i></p> <p>5. Background music in hipster café is pleasing</p>	<p>Zurina Mohaidin (2018)</p>
--	--	--	---	-------------------------------

			<p><i>Muzik latar di kafe hipster adalah menyenangkan</i></p>	
C	Dependent Variable	<p>Youngster's Satisfaction Towards Hipster Food</p>	<p>1. The night time service rendered by the café employees is respectful</p> <p><i>Perkhidmatan waktu malam yang diberikan oleh pekerja kafe adalah penuh hormat.</i></p> <p>2. The service provider by the staff is friendly and very polite</p> <p><i>Layanan yang diberikan oleh kakitangannya adalah ramah dan sangat sopan</i></p> <p>3. I'm tempted by some of my favourite dishes</p> <p><i>Saya mempunyai keinginan untuk beberapa</i></p>	<p>Robinson et.al (2004)</p> <p>B.L.James et.al (2017)</p> <p>Choong Kwee et.al (2020)</p>

			<p><i>makanan kegemaran saya</i></p> <p>4. I am satisfied with the quality of taste hipster food <i>Saya berpuas hati dengan kualiti rasa makanan hipster</i></p> <p>5. The price listed on each meal are very cheap and satisfying <i>Harga yang tertera pada setiap makanan sangat murah dan saya berpuas hati</i></p>	
--	--	--	--	--

The respondent could only choose one option using the Likert scale based on the answers they provided. A questionnaire approach was used to gather the data for this study. Using a series of questions or other prompts to ask respondents for information, a questionnaire was created as a fundamental sampling tool. Closed-ended questions are a common feature of research questionnaires.

3.8 DATA ANALYSIS

Data analysis is the process of analysing, purging, changing, and modelling data. Finding relevant information was supposed to enhance judgement and support decisions. A qualitative or quantitative approach should be taken while analysing data. While quantitative research employs information acquired via surveys to be categorised, ranked, or quantified in terms of units of measurement, qualitative research involves understanding about a situation through observation and viewpoints like interviews. In order to produce numerical data and specific facts, quantitative research employs theoretical physics methods (Ahmad et al., 2019). The statistical package for social science (SPSS), version 26, is a programme that can assist with the processing of large data sets and complex data information. The reliability analysis, descriptive analysis, and Pearson Correlation Coefficient are the three types of data analysis that will be used in this study's quantitative study design.

3.8.1 Reliability Analysis

Reliability analysis is a type of uncertainty analysis that has been shown to be beneficial in the design of structures because it directly assesses the impact of uncertainty on input parameters on structural response and measurement procedures used to collect data for a research project or thesis. Lee Cronbach created the Cronbach's Alpha Coefficient (α) in 1951 as a metric for internal consistency or dependability. A test's "reliability" refers to how precisely it evaluates an idea. The count model Cronbach's Alpha, which was also a model of internal consistency, would be used to calculate the average correlation between the study's items.

Table 3.4: Cronbach's Alpha Coefficient Range. Sources: Adopted from George & Mallery (2016).

Coefficient of Cronbach's Alpha	Reliability Level
≥ 0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.6-0.69	Questionable
0.5-0.59	Poor
≤ 0.59	Unacceptable

Cronbach's Alpha dependability levels are shown in the table 3.4, with the highest level being Excellent (≥ 0.90), the second highest being Good (0.80-0.89), the third highest level being

Acceptable (0.70-.79), the intermediate level (0.6-0.69) being dubious, and the second lowest level (0.5-0.59). Unacceptable and poor level for (≤ 0.59).

3.8.2 Descriptive Analysis

Descriptive analysis is a form of research methodology that makes it possible for structures to emerge that perfectly fit the needs of the data by effectively describing, illuminating, or summarizing individual data points. The output of a descriptive analysis may be displayed as frequency distribution tables, histogram tables, mean values, standard deviation values, and other data. Tables with data sets and averages, distributional techniques like variance or standard deviation, and cross-tabulations, sometimes known as "crosstabs," are examples of descriptive techniques. There are numerous possibilities that can be investigated using these methods. In section A, respondents provided background information about their gender, age, race, and job status. This information needed to be processed and used to provide the number or percentage of the influence of young people's pleasure toward hipster food in Kota Bharu, Kelantan.

3.8.3 Pearson Correlation Coefficient

The Pearson correlation coefficient, also referred to as the Pearson statistical test (r), measures how strongly certain variables are correlated with one another. When conducting a statistical test between two variables, the analyst should compute the value of the correlation coefficient in order to assess the strength of the relationship between the independent variables (IV) consumer satisfaction with respect to food quality, service quality, and restaurant environment, and (DV), the dependent variable of the influence of youngest's satisfaction toward Hipster Food in Kota

Bharu, Kelantan. In order to construct the results and analyze the data to ascertain the link between the two variables, SPSS Ver. 26—a statistical package for the social sciences—was utilized.

Table 3.5: Range of Absolute Correlation Coefficient (r) and Strength of Correlation.

Sources: Adopted from Ahmad et al., (2020).

Range of Absolute Correlation Coefficient (r)	Strength of Correlation
1 (0.71 to 0.99) or (-0.7 to -0.99)	Very Strong Strong
(0.31 to 0.70) or (-0.31 to -0.70)	Moderate
(0.01 to 0.30) or (-0.01 to -0.30)	Weak
0	No Relationship

When the correlation coefficient (r) is 1, as seen in Table 3.8.3, the correlation is quite strong. In addition, (0.71 to 0.99), or (-0.7 to -0.99), denotes a strong association, (0.31 to 0.70), or (-0.31 to -0.70), a moderate relationship, (0.01 to 0.30), or (-0.01 to -0.30), a weak relationship, and 0 denotes no link.

3.9 SUMMARY

Due to the discussion and description of the research design, target demographic, sample size, sampling process, data collecting, research instrument, and data analysis, the research has a better understanding. The questionnaire was developed using a quantitative technique, and data gathering from the study allowed researchers to see how the independent and dependent factors interacted. The correct scoping of projects and increased rigor and credibility in the work of quantitative researchers will be made possible with the aid of this handy resource. In order to ascertain young people's satisfaction with hipster food, this study may be used as a reference.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

In Chapter 4, the analysts' observations and outcomes from data analysis utilizing Google Forms-created surveys are covered. Descriptive analysis, reliability testing, and correlation analysis were all used to analyze questionnaire data. The Statistical Package for the Social Sciences (SPSS) software was used to analyze the data from the questionnaire.

4.2 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

Frequency analysis is part of the investigation's basic analysis. Inquiries about the respondents' gender, age, marital status, level of education, source of income, whether they have previously visited Hipster Cafe, how frequently they visit Hipster Cafe, and whether they enjoy taking pictures of the food and shops when they go there are all part of the demographic data in Part A of the questionnaire. The respondents' demographic composition is shown using tables and pie charts.

4.2.1 Gender

Table 4.1: Number of Respondents by Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	177	46.1	46.1	46.1
	Female	207	53.9	53.9	100.0
	Total	384	100.0	100.0	

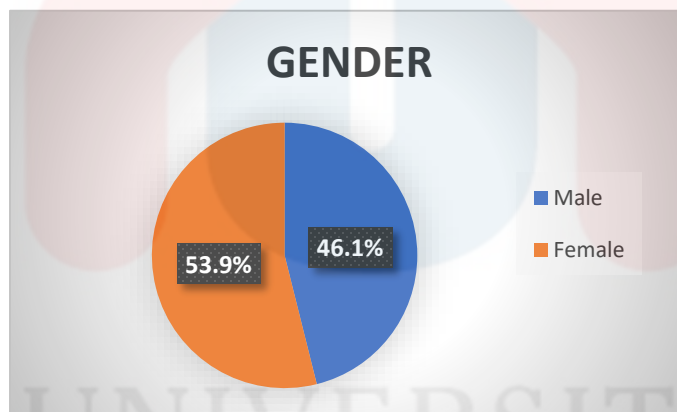


Figure 4.1: percentage Respondents by Gender

Both Figure 4.1 and Table 4.1 display the genders of the respondents. Male respondents made up (177 respondents) and female respondents made up (207 respondents) of the total respondents. The survey was completed by 384 participants, of which 46.1% were men and 53.9% were women.

4.2.2 Age

Table 4.2: Number of Respondents by Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 18	44	11.5	11.5	11.5
	19 - 24	161	41.9	41.9	53.4
	25 - 29	112	29.2	29.2	82.6
	30 Above	67	17.4	17.4	100.0
	Total	384	100.0	100.0	

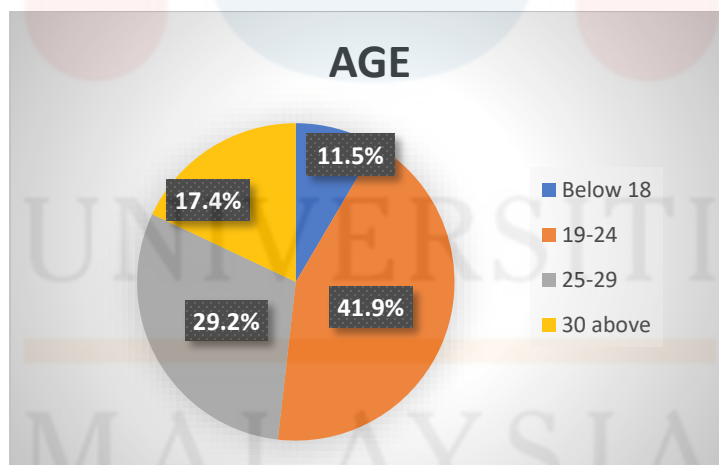


Figure 4.2: percentage respondents by Age

According to age, the total number of respondents is depicted in Table 4.2 and Figure 4.2. 384 respondents under the age of 18 filled out this questionnaire, followed by 161 respondents between the ages of 19 and 24, 112 respondents between the ages of 25 and 29, and just 67 respondents

over the age of 30. Figure 4.2 has also shown 11.5 percent of respondents under the age of 18, 16.1 percent for respondents aged 19 to 24 years, while 29.2 percent for respondents aged 25 to 29 years and 17.4 percent for respondents aged 30 above.

4.2.3 Marital status

Table 4.3: Number of Respondents by Marital Status

Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	246	64.1	64.1	64.1
	Married	138	35.9	35.9	100.0
	Total	384	100.0	100.0	

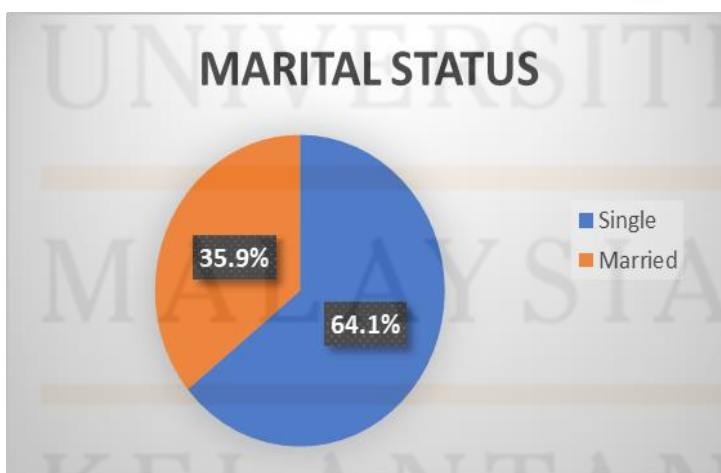


Figure 4.3 : Percentage Respondents by Marital Status

The number and percentage of respondents who reported being married are indicated in Table 4.3 and Figure 4.3. Most of the respondents of 64.1% (247 respondents) were single, and 35.9% (138 respondents) were married, making up the majority of the total number of respondents.

4.2.4 Education Level

Table 4.4: Number of Respondents by Education Level

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Formal Education	4	1.0	1.0	1.0
	High School	86	22.4	22.4	23.4
	Collage	81	21.1	21.1	44.5
	University	200	52.1	52.1	96.6
	Doctorate	13	3.4	3.4	100.0
	Total	384	100.0	100.0	

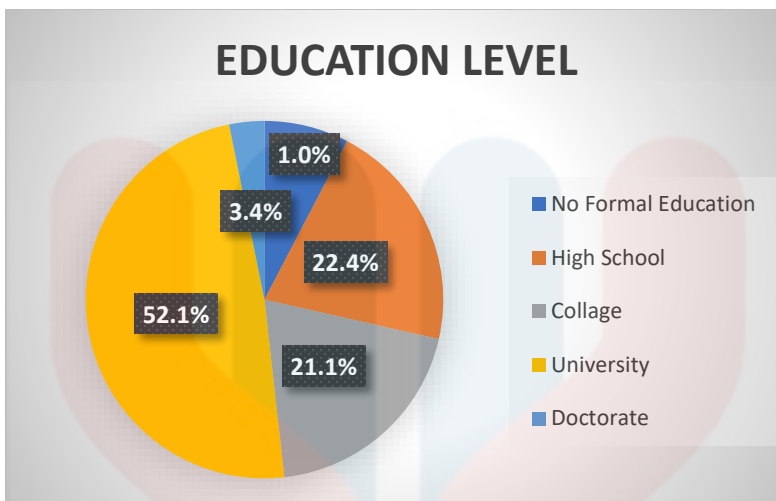


Figure 4.4: Percentage Respondents Education Level

Table 4.4 and Figure 4.4 have shown the total number of respondents with different levels of education. University education level is the highest number of respondents which is (200 respondents) with 52.1 percent. And it is followed by high school which has respondents as many as (86 respondents) equal to 22.4 percent. The level of education for college is as many as 81 respondents with 21.1 percent. The respondents for doctorate are as many as 13 respondents only. The very low level of education is no formal education which is as many as 4 respondents with 1.0 percent.

4.2.5 Source of Income

Table 4.5: Number of Respondents by Source of Income

Source of Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pocket Money	133	34.6	34.6	34.6

Spare - Time Job	89	23.2	23.2	57.8
Saving	69	18.0	18.0	75.8
Scholarship	78	20.3	20.3	96.1
Other	15	3.9	3.9	100.0
Total	384	100.0	100.0	

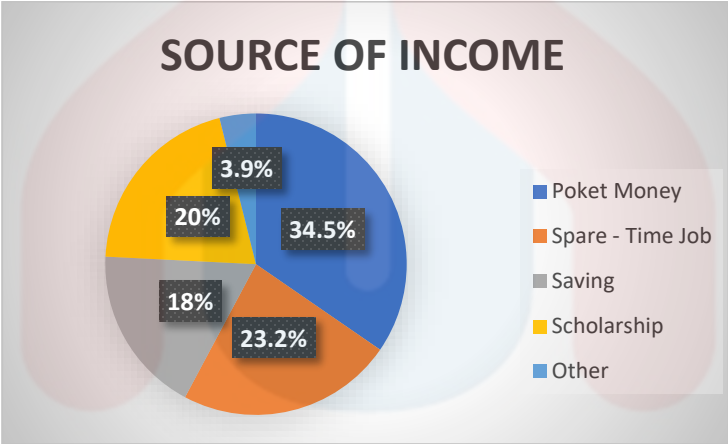


Figure 4.5: Percentages Respondents by Source of Income

Table 4.5 and Figure 4.5 show the number of respondents for the source of income. The respondent with the highest percentage for sources of income is pocket money with 34.6 percent (133 respondents) and the second highest for financial sources is spare-time job of 23.2 percent (89 respondents). While followed by scholarship as much as 20.3 percent (78 respondents). And for source of income saving is as much as 18.0 percent (69 respondents) and lastly, other sources of income as much as 3.9 percent with (15 respondents). As an example for other sources of income like a salary and PTPTN.

4.2.6: Have you ever visited a hipster café before this

Table 4.6: Number of Respondents by Have you ever visited hipster café before this

Have you ever visited hipster café before this?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	318	82.8	82.8	82.8
	No	66	17.2	17.2	100.0
	Total	384	100.0	100.0	

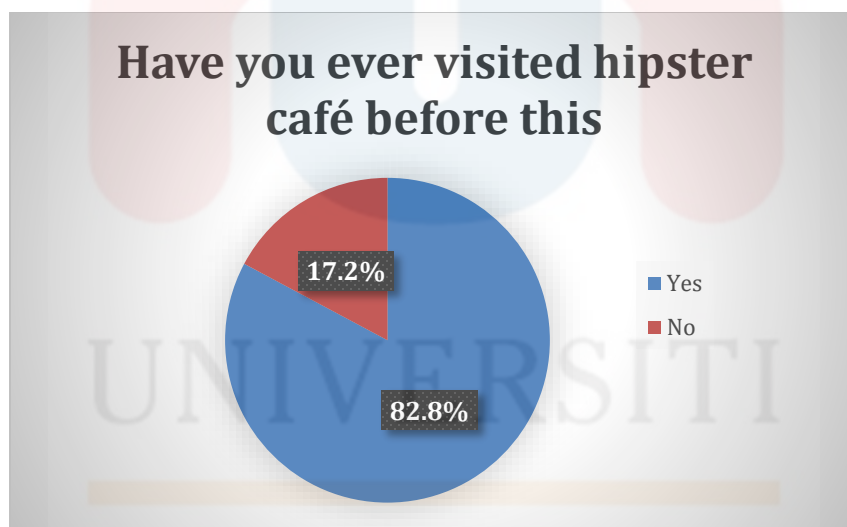


Figure 4.6 : Number of Respondents Have you ever visited hipster café before this

The young people who have previously frequented hipster cafes are depicted in table 4.6 and figure 4.6. Most young people have been to hipster cafes, according to 82.8 percent (318 respondents), who concur with the researcher's statements. And only 17.2 percent (66 respondents) of young people had never been to a hipster cafe.

4.2.7: I have been visited Hipster Café

Table 4.7: Number of Respondents by I have been visit Hipster Cafe

I have been visit Hipster Cafe					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 month ago	104	27.1	27.1	27.1
	Less than 2 month ago	92	24.0	24.0	51.0
	Less than 5 month ago	74	19.3	19.3	70.3
	More than 5 month ago	56	14.6	14.6	84.9
	Never visited	58	15.1	15.1	100.0
	Total	384	100.0	100.0	

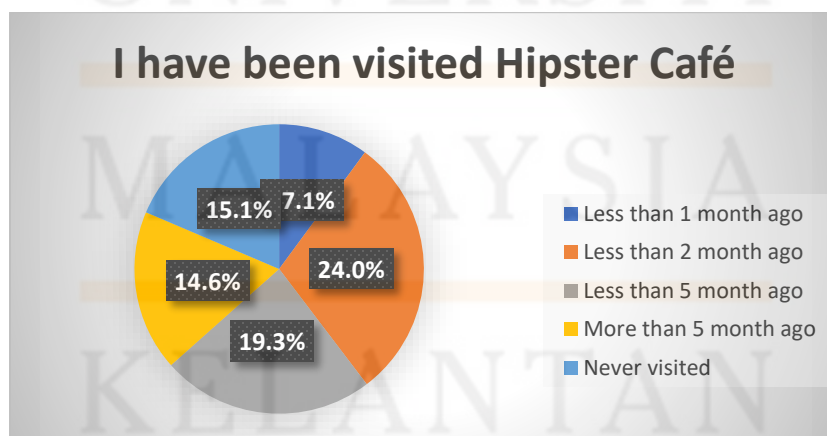


Figure 4.7: Respondents The frequency of youngster’s who come to Hipster Café

Table 4.7 and Figure 4.7 show the frequency of youngster's coming to Hipster Cafe. The highest frequency of youngster's coming to Hipster Cafe is less than 1 month ago by 27.1 percent (104 respondents) followed by less than 2 months ago by 24.0 percent (92 respondents). Next, less than 5 months ago as much as 19.3 percent (74 respondents). The frequency of youngster's coming to Hipster Cafe, more than 5 months ago is as much as 14.6 percent (56 respondents) and lastly the frequency of youngster's coming to Hipster Cafe is never visited by 15.1 percent (58 respondents).

4.2.8: Youngsters like to take pictures and designs at Hipster Cafe.

Table 4.8: Number of Respondents by I like to take pictures of the food and the design of the shop.

I like to take pictures of the food and the design of the shop					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	262	68.2	68.2	68.2
	No	122	31.8	31.8	100.0
	Total	384	100.0	100.0	

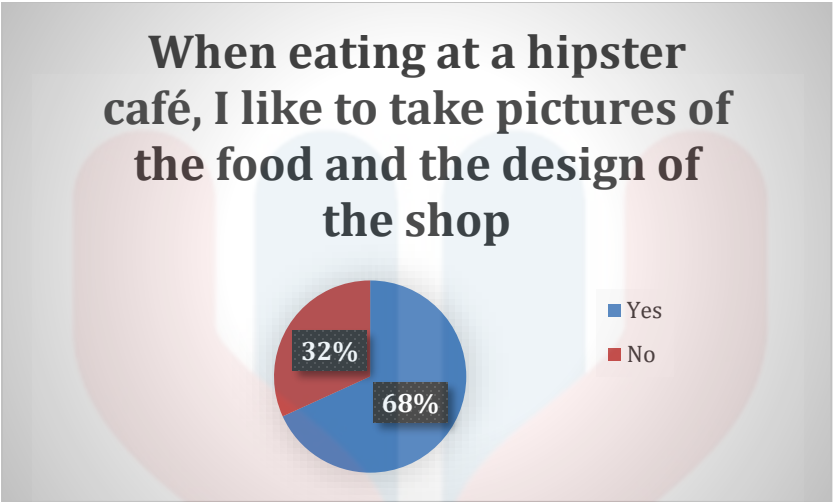


Figure 4.8: Respondents by I like to take pictures of the food and the design of the shop

Table 4.8 and Figure 4.8 have shown the number of respondents who like to take pictures and create designs at Hipster Cafe. The majority of young people who like taking pictures and designs at Hipster Cafe are 68.2 percent (262 respondents) while 31.8 percent (122 respondents) who doesn't enjoy taking photos and designs when it comes to Hipster Cafe.

4.3 DESCRIPTIVE ANALYSIS

An individual data collection, which may represent the entire population or only a subset of the population, is represented by a simple descriptive coefficient known as a descriptive statistic. A descriptive statistic that includes measures of central tendency and population variability (expansion). Standard deviation, variance, minimum and maximum variables, kurtosis, and skewness are examples of measurements of variability, whereas meaning, median, and mode are examples of measures of central tendency.

4.3.1 Mean and average mean of independent and dependent variables

Descriptive analysis has been used to report both the mean and average mean of the dependent and independent variables. Each claim is looked at in detail to ascertain its significance and how widely it is accepted.

Table 4.9: Range of Mean and Level of Agreement

Range of Mean	Level of Agreement
4.21 – 5.00	Strongly Agree
3.41 – 4.20	Agree
2.61 – 3.40	Neutral
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly Disagree

The five mean ranges and the levels of agreement for each value range are shown in Table 4.9. The range from 1.00 to 1.80 has the lowest degree of agreement, strongly disagree, while the range from 1.81 to 2.60 has the highest level. A level of agreement between 2.61 and 3.40 is considered neutral. Agreement is indicated by a range of 3.41 to 4.20, and significant agreement by a range of 4.21 to 5.00.

Table 4.10: Descriptive analysis of service quality

No.	Item Description	N	Mean	Std. Deviation	Level of agreement
SQ1	Hipster café provides good service.	384	4.31	0.682	Strongly Agree
SQ2	I think hipster café workers usually provide a friendly customer service that suits my preference.	384	4.24	0.714	Strongly Agree
SQ3	I prefer hipster café due to decent offers such as free WIFI, good music and air conditioning.	384	4.31	0.729	Strongly Agree
SQ4	I am willing to spend my time in a hipster café even though the price offered is expensive as it is reasonable with my expectations.	384	4.22	0.864	Strongly Agree

SQ5	The hipster café provides the service on time.	384	4.25	0.757	Strongly Agree
Average mean = 4.27 (Strongly Agree)					

The mean values of independent variables, such as service quality, are displayed in Table 4.10. There were five questions, and the two items SQ1 and SQ3 on the statement "Hipster café provides good service" with "I prefer hipster café due to decent offers such as free WIFI, good music, and air conditioning" have the strongest agreement level with the highest mean of 4.31. The item SQ4 on the statement "I am willing to spend my time in a hipster café even though the price offered is expensive as it is reasonable with my expectations" had the lowest mean of 4.22 overall. The mean values for the other two items for SQ2 "I think hipster café workers usually provide a friendly customer service that suits my preference" and SQ5 "The hipster café provides the service on time" were 4.24 and 4.25 respectively has strongly agree as to its agreement level.

In conclusion, the customer believes that most of Hipster café provide good service and they prefer Hipster café due to decent offers such as free WIFI, good music and air conditioning. While the average mean for service quality is 4.27, the respondents strongly agree that service quality plays a significant role for hipster cafes to attract more customers.

Table 4.11: Descriptive analysis of food quality

No.	Item Description	N	Mean	Std. Deviation	Level of agreement
FQ1	The hipster café has a variety of menu items.	384	4.39	0.695	Strongly Agree
FQ2	The freshness of food in hipster café is good.	384	4.28	0.722	Strongly Agree
FQ3	The food presentation in the hipster café is attractive .	384	4.35	0.664	Strongly Agree
FQ4	I think the food provided is sufficient and filling.	384	4.30	0.748	Strongly Agree
FQ5	Food is served at the appropriate temperature in a hipster café.	384	4.30	0.717	Strongly Agree
Average mean = 4.32 (Strongly Agree)					

The mean values for one of the independent variables, food quality, were displayed in table 4.11. The item FQ1 "The hipster café has a variety of menu items" has the highest mean value of 4.39 and a strongly agree response as its level of agreement, followed by the answer to the question FQ3 "The food presentation in the hipster café is attractive" with a mean value of 4.35. The items FQ4 (I believe the food offered is ample and filling) and FQ5 (Food is served at the proper temperature in a hipster café) shared the same mean score of 4.30, while the item FQ2 ("The freshness of the food in a hipster café is good") had the lowest mean score of 4.28. The average food quality score is 4.32, which is significantly in agreement with the degree of agreement and indicates that the majority of respondents concur that food quality has a significant impact on how satisfied young people are with hipster food. In conclusion, the client thinks that the majority of the hipster café offers a wide range of menu items to offer their customer.

Table 4.12: Descriptive analysis of restaurant environment

No.	Item Description	N	Mean	Std. Deviation	Level of agreement
RE1	The facility layout in the hipster café allows me to move around easily.	384	4.40	0.719	Strongly Agree

RE2	The interior design hipster café is visually appealing	384	4.25	0.736	Strongly Agree
RE3	Colors used in hipster café create a pleasant atmosphere.	384	4.32	0.707	Strongly Agree
RE4	Lighting in a hipster café creates a comfortable atmosphere.	384	4.45	0.706	Strongly Agree
RE5	Background music in the hipster café is pleasing.	384	4.40	0.666	Strongly Agree
Average mean = 4.36 (Strongly Agree)					

The mean value of an independent value, restaurant environment, was shown in table 4.12 above. The item RE4 (Lighting at a Hipster Café Creates a Comfortable Atmosphere), with strongly agree as the level of agreement, had the highest mean value of 4.45. Then, both RE1 (The hipster café's layout makes it easy for me to move around) and RE5 (The hipster café's background music is enjoyable) shared the identical mean value of 4.40 with strongly agree as the level of agreement. The levels of agreement for the RE3 (Colours used in hipster café create a nice atmosphere) and RE2 (The interior design of hipster café is visually appealing) items were 4.32 and 4.25, respectively, indicating significant agreement.

The average of mean for the restaurant environment value was 4.36 and the level of agreement is strongly agree. It shows that the respondents love to enjoy the hipster cafes due to the restaurant environment such as facility layout, interior design, colors and lighting.

Table 4.13: Descriptive analysis of youngster's satisfaction towards hipster food.

No.	Item Description	N	Mean	Std. Deviation	Level of agreement
YS1	The night time service rendered by the café employees is respectful.	384	4.35	0.711	Strongly Agree
YS2	The service provider by the staff is friendly and very polite	384	4.33	0.656	Strongly Agree
YS3	I'm tempted by some of my favorite dishes.	384	4.38	0.663	Strongly Agree
YS4	I am satisfied with the quality of the taste of hipster food.	384	4.37	0.685	Strongly Agree

YS5	The price listed on each meal are very cheap and satisfying	384	4.29	0.773	Strongly Agree
Average mean = 4.34 (Strongly Agree)					

The mean value of the dependent variable, young people's pleasure with hipster food, is displayed in table 4.13 above. The item YS3 "I'm tempted by some of my favourite dishes" received the highest mean value of 4.38, followed by the items YS4 and YS1 "I am satisfied with the quality of the taste of hipster food" and "The nighttime service rendered by the café employees is respectful" with mean values of 4.37 and 4.35, respectively. Next, the mean scores of 4.33 and 4.29 for the items from YS2 and YS5 "The service provider by the staff is friendly and very polite" and "The price listed on each meal are very cheap and satisfying" have strongly agreed, respectively.

In conclusion, the average mean value for youngster's satisfaction towards hipster food was 4.34 and agreement in level of agreement was strongly agreed. It shows the youngster's satisfaction based on the service quality, food quality and restaurant environment.

4.4 RELIABILITY TEST

A measurement of a certain pair of spectacles is said to be reliable if it is steady and yields predictable results. It may be connected to recurring occurrences. A test or piece of study is deemed reliable if results from multiple measurements with dependent variables are consistent. In order to

rate the dependability of this inquiry, Cronbach's alpha was used. The reliability and validity of the study's questionnaire can be confirmed using the Cronbach's alpha test.

1.The reliability and validity of the study’s questionnaire may be verified using a reliability test.

Table 4.14 : cronbach’s alpha coefficient value

Coefficient of cronbach’s alpha	reliability level
> 0.90	excellent
0.80-0.89	good
0.70-0.79	acceptable
0.6-0.69	questionable
0.5-0.59	poor
<0.59	unacceptable

The table 4.14 showed the coefficient values of Cronbach's alpha. When the value is 0.9 or above with a maximum value of 1, the dependability level consistency is regarded as excellent.

Table 4.15 : overall result of reliability analysis

Cronbach's alpha	N of item
.834	5

Table 4.15 shows the overall result for reliability analysis of variables which includes the dependent variable and the dependent variable. It was shown that Cronbach's Alpha Coefficient values of the variable is 0.834 which range as excellent in terms of reliability level. As a result, the questionnaire utilized in this research is valid, and the data gathered may be used.

Table 4.16 : result for reliability analysis

Item description	N	no of items	Cronbach's Alpha
Food quality	384	5	0.837
Service quality	384	5	0.834
Restaurant environment	384	5	0.830
The influence youngster	384	5	0.800
Satisfaction toward hipster			
Food			

Table 4.16 showed the result of the reliability analysis by croncbach’s alpha for each independent and dependent variable. There are a total of three independent variables and the first one is food quality. This variable had a total of 5 items under it with Cronbach's alpha value of 0.837 with the reliability level of excellent (> 0.80).

The second independent variable is service quality with 5 items used to test its reliability and validity. The Cronbach's alpha value for this variable is 0.834. This value falls under the reliability level of excellent (>0.80).

The restaurant environment, the third independent variable in this study, had 5 test items and a Cronbach's alpha value of 0.830. This value falls below the excellent dependability criterion (>0.80).

There were 5 items under the dependent variable, The Influence Youngster Satisfaction Towards Hipster Food, to challenge its good (0.70-0.80) level of reliability.

4.5 PEARSON CORRELATION COEFFICIENT ANALYSIS

Pearson's correlation analysis was a key method for examining the linear relationship between the independent and dependent variables. The purpose of the study was to ascertain whether there was any correlation between the dependent variable—youngster satisfaction with hipster food and the independent variables are food quality, service quality, and restaurant environment. The appropriate amount of connection strength must be chosen if the relationship is substantial.

Table 4.17 : strength interval of correlation coefficient

Range of absolute correlation coefficient (r)	strength of correlation
---	-------------------------

1		very strong
	(0.71 to 0.99) or (-0.7 to -0.99)	strong
	(0.31 to 0.70) or (-0.31 to -0.70)	moderate
	(0.01 to 0.30) Or (-0.01 to -0.30)	weak
0		no relationship

Hypothesis 1: Relationship between service quality and consumer satisfaction among youngsters towards hipster food.

Table 4.18 correlation coefficient for relationship between service quality and consumer satisfaction among youngster.

Service quality and consumer satisfaction toward hipster food		Service quality	
Service quality and consumer Satisfaction toward hipster food	pearson correlation	1	0.477***
	sig.(2-tailed)		<0.001
	N	384	384
	Pearson correlation	0.477***	1
Customer satisfaction	sig.(2-tailed)		<0.001
	N	384	384

The Pearson correlation coefficient, significant value, and total number of respondents (384) are all displayed in Table 4.18. The P-value was 0.001, which was below the 0.05 level of significance. The 0.477 correlation value indicated a weakly positive link between customer satisfaction with hipster food and service quality. Cronin and Taylor (1994) found that service quality has a big impact on what people want to do.

Hypothesis 2: Relationship between food quality and consumer satisfaction among youngsters towards hipster food.

Table 4.19 correlation coefficient for relationship between food quality and consumer satisfaction among youngsters towards hipster food.

	Food quality and Consumer Satisfaction toward hipster food	Food quality	
Service quality and consumer Satisfaction toward hipster food	pearson correlation	1	0.467***
	sig.(2-tailed)		<0.001
	N	384	384
Customer satisfaction	Pearson correlation	0.467***	1
	sig.(2-tailed)		<0.001
	N	384	384

The Pearson correlation coefficient, significant value, and total number of respondents (384) are all displayed in Table 4.19. The P-value was 0.001, which was below the 0.05 level of significance. A poor positive link between food quality and consumer happiness with hipster food was indicated by the correlation coefficient of 0.467.

Hypothesis 3: Relationship between restaurant environment and consumer satisfaction among youngsters towards hipster food.

Table 4.20 correlation coefficient for relationship between restaurant environment and consumer satisfaction among youngsters towards hipster food.

	Restaurant environment and Consumer satisfaction toward hipster food	Restaurant environment
Service quality and consumer Satisfaction toward hipster food	pearson correlation sig.(2-tailed) N	1 384
		0.513*** 384
Customer satisfaction	Pearson correlation sig.(2-tailed) N	0.513*** 384
		1 384

The Pearson correlation coefficient, significant value, and respondent count of 384 were used to illustrate Table 4.20. The P-value was 0.001, which was below the 0.05 level of significance. The 0.513 correlation coefficient indicated a weakly positive link between the environment of a restaurant and consumer satisfaction with hipster cuisine.

4.6 SUMMARY

In conclusion, the study's statistical findings show how particular factors influence young people's enjoyment of hipster cuisine. 384 people in all participated in the poll. The statistics show that students make up the majority of responses while people in the other category make up the minority. The three independent variables were shown to be statistically significant with a positive linear relationship. Additionally, the restaurant environment (H3), meal quality (H2), and service quality (H1) all have an impact on how satisfied customers are with hipster food in Kota Bharu, Kelantan. As a result, the dependent and independent variables have a connection and an acceptable relationship.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

Discussion of the data analysis from Chapter 4 is covered in this chapter. The outcomes of data analysis and findings analysis were used to give a thorough argument by contrasting the hypothesis with the actual data. The findings, limitations, and recommendations for further research are all included in this chapter along with the chapter conclusions.

5.2 RECAPITULATION OF THE FINDINGS

The purpose, research questions, and hypothesis of the study were the foundation for the discussion of recapitulation of the data in this chapter.

5.2.1 RELATIONSHIP BETWEEN SERVICE QUALITY WITH CONSUMER SATISFACTION AMONG YOUNGSTERS TOWARDS HIPSTER FOOD IN KOTA BHARU, KELANTAN.

In this study, research question 1 focused on the relationship between service excellence and customer satisfaction among young individuals eating hipster food in Kota Bharu, Kelantan. This also talks about the first goal and hypothesis. Table 5.2.1 lists the research's objectives, questions, and hypotheses.

Table 5.2.1 Research Objectives 1 and Research Question 1

No	Research Objectives (RO)	Research Question (RQ)
1	To determine the relationship between service quality with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan.	What is the relationship between service quality and consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan.

H1 = There is a relationship between service quality with consumer satisfaction among youngsters towards hipster food in Kota Bharu Kelantan.

The chapter 4 findings of hypothesis H1 were looked at in order to address RQ1. According to H1, there is a strong correlation between customer satisfaction and service quality among young individuals in Kota Bharu, Kelantan, who consume hipster cuisine. With a correlation coefficient of 0.477 at a P-value of (0.001), which is less than the threshold of significance of 0.01 the results show that it was only marginally positive. This led to a moderate correlation between young people's satisfaction with hipster food and the level of service in Kota Bharu, Kelantan. Therefore, according to Croin and Taylor (1994), service quality has a significant impact on behavioural intentions.

The extent to which young people in Kota Bharu believe that good service can influence food intake and satisfaction factors. Here are a few justifications for why customer attractiveness depends greatly on service quality. When consumers are treated well, politely, and with humors, a company's reputation is protected, and relationships between buyers and sellers are strengthened. This demonstrates that young patrons in Kota Bharu, Kelantan, have a strong conviction that receiving excellent service has a significant influence on their consumption of hipster food.

5.2.2 RELATIONSHIP BETWEEN FOOD QUALITY WITH CONSUMER SATISFACTION AMONG YOUNGSTERS TOWARDS HIPSTER FOOD IN KOTA BHARU, KELANTAN.

The second research question in this study, which dealt with hipster food, looked at the connection between food quality and patron satisfaction among young people in Kota Bharu, Kelantan. The second objective and hypothesis are also covered by this. The study's goals, questions, and working hypothesis are listed in Table 5.2.2.

Table 5.2.2 : Research Objective and Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To determine the relationship between food quality with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan.	What is the relationship between food quality with consumer satisfaction among youngsters towards hipster food

H2: There is a significant relationship between food quality with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan.

Results from the assessment of hypothesis H2 in chapter four were used to address RQ2. In Kota Bharu, Kelantan, hipster cuisine's capacity to make young people happy and its quality are related, claims H2. The results of the investigation show that it is the unimpressive positive correlation coefficient of 0.467. The table shows the total number of responders (384), the significant value, and the Pearson correlation coefficient. Therefore, the P-value is 0.001, below the threshold of significance of 0.01.

The hipster character food of real Britain or English foods style had to be improved and maintained as much as possible in terms of the sensory properties of the products, specifically the taste, flavour, and texture, in accordance with the food quality characteristics of the innovation (Abdullah & Nor Azam, 2021). This showed that if food quality and customer satisfaction among hipster food inventions were good, the likelihood of young people adopting the innovation increased.

5.2.3 RELATIONSHIP BETWEEN RESTAURANT ENVIRONMENT WITH CONSUMER SATISFACTION AMONG YOUNGSTERS TOWARDS HIPSTER FOOD IN KOTA BHARU, KELANTAN.

Third research question: In Kota Bharu, Kelantan, how do restaurant settings relate to young people's enjoyment with hipster food? The third purpose and hypothesis are addressed in this as well. The goals, queries, and hypothesis for the study are displayed in Table 5.2.3.

No	Research Objective (RO)	Research Question (RQ)
3	To examine the relationship between restaurant environments with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan.	What is the relationship between restaurant environments with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan.

H3: There is a relationship between restaurant environments with consumer satisfaction among youngsters towards hipster food in Kota Bharu, Kelantan.

According to Pearson's Correlation for Perception, there was only a marginal relationship between restaurant atmosphere and patron pleasure among young individuals consuming hipster food in Kota Bharu, Kelantan. The results showed that while customers were pleased with the hipster food atmosphere in restaurants, it was perceived as only slightly better—at 0.51—than they were, overall. The P-value was therefore less than 0.001, or at a significant level of 0.01, it was less than 0.001.

Then, in order to maintain client satisfaction with the restaurant setting for this hipster food, it is necessary to consider a number of factors such as the cleanliness of the store environment and food, the neatness of the store decoration that is able to immediately catch customers' attention, and the maintenance of harmony. better to a satisfying meal. In both quick-service and upscale restaurants, food quality is positively and significantly connected with consumer behavioural intentions, claim Bujisic et al. (2014).

5.3 LIMITATIONS

The sample size is the study's primary shortcoming. This is a result of the challenge in obtaining respondents who make up the necessary sample size. A sample size of 384 respondents is too large for this study, especially among young people in Kota Bharu who are influenced by hipster food. The vast majority of participants ignored the survey when it was handed out or did nothing but watch. Some of the respondents stated that they didn't think the survey was important or helpful. The questionnaire was sent via social media, which means that many individuals will scroll past it and ignore it. They won't respond until the researcher privately and directly addresses them.

The limits of the independent variables, specifically those related to the environment, food, and service quality of the restaurant, have also troubled the researcher. This is because, despite the fact that certain respondents may have additional factors that affect young people's enjoyment of hipster food in Kota Bharu, Kelantan, the researchers only pay attention to and are aware of these three variables. Researchers believe that more than three factors are necessary for a study to be effective.

The study's drawback is getting data. In Kota Bharu, Kelantan, there is minimal knowledge of hipster food, which made it difficult for the researcher to collect data. On the other hand, there is a dearth of information about this hipster cuisine in the information data related to hipster food in the earlier publications. Due to the study's restricted data collection and the topic of hipster food in Kota Bharu, Kelantan, being a relatively new development, it will be more difficult for the researcher to speak with respondents among young people who have a lot of influence over hipster cuisine.

5.4 RECOMMENDATION

Given that it was more practical and efficient to collect the data using a quantitative approach in this study, information from the respondents was sought for. Google forms are the most efficient method for gathering data since they make it easy for researchers to compile a large number of responses at once. The study's authors do contend, however, that conducting in-person interviews can enhance its findings. supplied that the survey is being conducted utilising a Google form, it is likely that the respondents' responses reflect both a hazy and firm comprehension of the supplied topic. In contrast to face-to-face interviews, the researchers are able to better the

respondents if they have any questions on the given question. It can help the researchers to obtain the data to be more accurate

The researcher suggests that future research could improve data collecting as advised for subsequent investigations. This could aid the researcher in learning more about food hipster innovation by giving respondents plenty of time to complete a survey. It will also be simpler for the researcher to complete the questionnaire as a result, which will help them find more respondents. The researcher will then be able to collect more precise data. Surveys could be given out in the future to professionals like chefs or students majoring in hospitality, for example.

Last but not least, the researchers in this study advise other researchers to undertake studies employing observation surveys. As there are no questions asked during data gathering, observation method is the act of identifying and noting facts or occurrences. The researchers think that using an observational approach will allow them to analyse consumer motivations for hipster food without having to identify a significant number of respondents.

5.5 SUMMARY

In conclusion, the results showed that restaurant atmosphere, food quality, and service quality all had an impact on how satisfied customers were with hipster cuisine. The results indicated that aspects of food quality had the greatest effects on consumers' satisfaction with hipster cuisine. Overall, the study's objectives, which included determining the relationship between aspects like food quality, service quality, and restaurant environment and patron happiness with hipster food, were successful. This study must serve as a roadmap for future research and can be applied to the food and beverage industry in the tourism sector to improve the standard of its output.

REFERENCES

- Abadh, J. G., 2012. Service Quality And Customer Satisfaction In The Restaurant Business. Thesis of Central Ostrobothnia University Of Applied Sciences.
- Ali, N. And Abdullah, M. A. 2012. The Food Consumption And Eating Behaviour Of Malaysian Urbanites : Issues And Concerns. Malaysian Journal Of Society And Space, 8 (6). Pp. 157-165. Issn 2180-2491
- Abadh, J. G., 2012. Service Quality And Customer Satisfaction In The Restaurant Business. Thesis of Central Ostrobothnia University Of Applied Sciences.
- Brady, M., & Robertson, C. (2001). Searching for consensus on the antecedent role of service quality and satisfaction: An exploratory cross-national study. *Journal of Business Research*, 51(1), 53– 60
- Boo, H. V., 2017. “Service environment of restaurants: findings from the youth customers”, *Journal of ASIAN Behavioral Studies* Vol. 2, No. 2, 2017, pp. 67-77.
- Bujisic, M., Hutchinson, J., & Parsa, H.G. (2014), The Effect of Ambiance, Food, and Service Quality on Restaurant Customer Behavioural Intentions. *International Journal Contemporary Hospitality Management*, 25, p. 2380-1291.
- Burns, N., & Grove, S. K. (2005). *Pflegeforschung verstehen und anwenden*. Elsevier, Urban & Fischer.
- Choi, W. S., Heo, J. S., & Kim, M. J. (2012). Effects of physical environment on brand loyalty and moderated effects of brand image. *International Proceedings of Economics Development and Research*, 56 (12), 57 – 61.
- Creswell, J. W. (2011). Controversies in mixed methods research. *The Sage handbook of*

qualitative research, 4(1), 269-284.

- Drewnowski, A. (1997) Taste Preferences and Food Intake. *Annual Review of Nutrition*, 17, 237-253.<http://dx.doi.org/doi:10.1146/annurev.nutr.17.1.237>
- Ekaterina, J (2012). The physical environment and its relevance to customer satisfaction in boutique hotels; Hotel Haven, Helsinki. *Journal of Business Management*. 6(4):35
- Githiri, M. N. (2016). Influence of physical environment on customer satisfaction and return intention in Kenyan rated restaurants. *Asian Journal of Social Science Studies*, 2(1), 11.
- Hairon, S., Zahari, M.S.M., Majid, H.N.A. & Akbarruddin, M.N.A. (2017). Overview of Hipster food culture development in Malaysia. *Journal of Tourism, Hospitality & Culinary Arts*, 9(2),481-492
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and Res., 33 customer satisfaction in determining customer loyalty in the restaurant industry. *J. Hosp. Tour.* (4), 487 – 510.
- Hooper, D., Coughlan, J., & Mullen, M. R. (2013). The servicescape as an antecedent to service quality and behavioral intentions. *Journal of services marketing*.
- Ha, J., & Jang, S. S. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International journal of hospitality management*, 29(3), 520-529.
- Hairon, S., Zahari, M. S. M., Akbarruddin, M. N. A., & Majid, H. N. A. (2017). Overview of Hipster food culture development in Malaysia. *Journal of Tourism, Hospitality & Culinary Arts*, 9(2), 481-492.
- Jin, N., Lee, S., & Huffman, L. (2012). Impact of restaurant experience on brand image and customer loyalty: Moderating role of dining motivation. *Journal of Travel & Tourism*

Marketing, 29(6), 532-551.

- Jonathan, C. Y., Sherman, T. J. H., & Laura, T. S. Y., (2014). The Rise of “Hipster” Culture in Singapore: Spatial Transformation in Tiong Bahru. Workshop on Encountering Urban Diversity in Asia: Class And Other Intersections, Singapore , 15-16 May 2014.
- Jaja, H. P., & Iroegbu, I. I. (2019). Food Freshness and Temperature and Customer Patronage of Restaurant Customers in Port Harcourt. *Res. J. Food Sci. Qual. Control*, 5(1), 24-31.
- Kivela, J., Inbakaran, R., & Reece, J. (2000). Consumer research in the restaurant environment. Analysis, findings and conclusions. *International Journal of Contemporary Hospitality Management*, 12 (1), 13 – 30.
- Kisang, R, Heesup. H (2009). Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price. *Net Journal of Business Management*. 3(1):1-12.
- Kumar, R. (2005). A step-by-step guide for beginners. *Research methodology*, 2.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, 30(3), 607-610.
- Kalleberg, A. L., Marsden, P. V., Aldrich, H. E., & Cassell, J. W. (1990). Comparing organizational sampling frames. *Administrative Science Quarterly*, 658-688.
- Lim, H. (2010). Understanding America customer perceptions on Japanese food and services in the US (UNLV Thesis/Dissertations/Professional papers/capstones).
- Liu, Y., & Jang, S. S. (2009). Perceptions of Chinese restaurants in the US: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality*

Management, 28 (3), 338 – 348.

Lee, S. (2004). College student's perception and preference of brand name foodservices in university dining operations (Unpublished master's thesis). Oklahoma State University, Stillwater

Leenders, M. A., Smidts, A., & El Haji, A. (2016). Ambient scent as a mood inducer in Supermarkets.

Muhammad, N. H., Ab Karim, M. S., & Hamzah, H. (2015). Intention to Eat Traditional Food among Boys and Girls in Malaysia. *International Journal of Social Science and Humanity*, 5(5), 450.

McCracken, Brett. 2010. *Hipster Christianity: When church and cool collide*. Grand Rapids, MI: Baker Books.

Morrin, M., & Ratneshwar, S. (2000). The impact of ambient scent on evaluation, attention, and memory for familiar and unfamiliar brands. *Journal of Business Research*, 49(2), 157-165.

Madzharov, A. V., Block, L. G., & Morrin, M. (2015). The cool scent of power: effects of ambient scent on consumer preferences and choice behavior. *Journal of Marketing*, 79(1), 83-96.

Mohammad, H., Ali, D., Afshin, R., & Ali, H. (2012). Evaluation of factors affecting customer loyalty in the restaurant industry. *African journal of business management*, 6(14), 5039-5046.

Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality & Tourism Research* (Washington, D.C.), 31(3), 387–409. doi:10.1177/1096348007299924.

- Nasir, A., Ahmed, M. A., Nazir, I., Zafar, H., & Zahid, Z. (2014). Impact of different Journal of determinants on customer's satisfaction level (A case of fast food restaurant). *International Business and Management Invention*, 3 (9), 32 – 40.
- Olshavsky, Richard W, and Richard A. Spreng (1989). "A Desires as Standard" Model of Consumer Satisfaction," *Journal of Consumer Satisfaction , Dissatisfaction and Complaining Behaviour* , 2 ,49-54.
- Ryu, K., & Han, H. (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-casual restaurants: Moderating role of perceived price. *Journal of Hospitality & Tourism Research*, 34 (3), 310 – 329.
- Roosbeh, B, H., Ng, S, I., & Boo, H, C., (2013). Effect of Food Experience on Overall Satisfaction: Comparison Between First-time and Repeat Visitors to Malaysia. *International Food Research Journal*, 20 (1), 141-146
- Ramanathan, M., Chandra, P., & Deshpande, S. D. (2015). Studies on millet idli batter and its quality evaluation.
- Ryu, K., & Jang, S. S. (2007). The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants. *Journal of Hospitality & Tourism Research*, 31(1), 56-72.
- Ryu, K., & Jang, S. (2008). DINESCAPE: A scale for customers' perception of dining environments. *Journal of Foodservice Business Research*, 11(1), 2-22.
- Rajput, A., & Gahfoor, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, 6(1), 1-12.
- Sharkey, J. R., Johnson, C. M., Dean, W. R., & Horel, S. A. (2011). Association between

- proximity to and coverage of traditional fast-food restaurants and non-traditional fast-food outlets and fast-food consumption among rural adults. *International journal of health geographics*, 10(1), 1-11.
- Sharee, Asyraf, and Nur Shahrulliza Muhammad. "Young Adults' Satisfaction towards Hipster Cafes: the Brewing Factors." *Advances in Business Research International Journal (ABRIJ)* 4.2 (2018): 41-52.
- Sureshchandar, G. S., Rajendran, C., & Anantharaman, R. N. (2002). The relationship between service quality and customer satisfaction??? a factor specific approach. *Journal of Services Marketing*, 16(4), 363–379. doi:10.1108/08876040210433248
- Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait: The case of a full-service restaurant. *The Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235–247. doi:10.1177/0010880404265345
- S. Taylor *et al.* [An assessment of the relationship between service quality and customer satisfaction in the formation of customers' purchase intentions. J Retail \(1994\)](#)
- Shaharudin, M. R., Mansor, S., & Elias, S. J. (2011). Food quality attributes among Malaysia's fast food customers, 2., 198 – 208.
- Tripathi, G., & Dave, K. (2016). Assessing the impact of restaurant service quality dimensions on customer satisfaction and behavioural intentions. *Journal of Services Research*, 16(1), 13.
- Wen, T. H., Tchong, W. L., & Ching, G. S. (2015). A Study on the Relationship between College Students' Personality and Their Eating Habits. *International Journal of Information and Education Technology*, 5(2), 146.
- Wei, H. (2019). The highest hierarchy of consumption: A literature review of consumer well-

being. *Open Journal of Social Sciences*, 7(4), 135-149.

Yi, Y. (1990). A critical review of customer satisfaction. In V. A. Zeithaml (Ed.), *Review of marketing* (pp. 69–123). Chicago, IL: American Marketing Association.

Zhong, Y. and Moon, H.C. 2020. What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Foods*, 9(4), p.460.