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# **FACTORS DETERMINANT OF INTEREST TOWARDS KOREAN FOOD AMONG YOUTH IN MALAYSIA**

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## LIST OF SYMBOLS AND ABBREVIATIONS

### SYMBOLS

N – population

A – alpha

< - less than

N – frequency

% - percent

r – Pearson correlation coefficient

### ABBREVIATIONS

SSPS – Social Sciences Statistical Program

F&B – Food and Beverage

MCO – Movement Control Order

KTO – Korea Tourism Organization

JAKIM – Department of Islamic Development Malaysia

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## ABSTRACT

This research focuses on factors determinant of interest towards Korean food among youth in Malaysia. Korean food is the food that originated from South Korean. Korean food seeped into every heart of many people and love for all things about Korean such as their food, fashion, beauty, drama, and some of their songs. Nowadays, there are many foreign restaurants open around Malaysia. One of the most popular foreign restaurants mushrooming in Malaysia is Korean restaurants. To be more specific, in this research to determine what are the factors determinant of interest towards Korean food among youth in Malaysia. The study examines the relationships among restaurant ambience, food price, food image and interest towards Korean food. To analyze all the data, descriptive analysis, reliability testing and Pearson correlation used to determine the link of independent variables towards determinants of interest towards Korean food among youth in Malaysia. The result indicates that there is a significant relationship between all three factors. The researcher findings on a survey conducted by 384 respondents have been randomly selected as respondents to answer the questionnaire. The results support all the variables. In addition, this study will determine the most important factors that can influence youth towards Korean food in Malaysia. This research and data can be used as reference materials for industry stakeholders to design a better experience to determinants of interest towards Korean food among youth in Malaysia.

Keywords: Restaurant Ambience, Food Price, Food Image, Interest Korean Food, Among Youth in Malaysia

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## ABSTRAK

Kajian ini memberi tumpuan kepada faktor yang mempengaruhi minat belia terhadap makanan Korea di Malaysia. Makanan Korea adalah makanan yang berasal daripada Korea Selatan. Makanan Korea telah memikat hati ramai orang dan mereka menyukai semua perkara mengenai Korea seperti makanan, fesyen, kecantikan, drama dan juga beberapa lagu mereka. Pada masa kini, terdapat banyak restoran asing yang dibuka di seluruh Malaysia. Salah satu restoran asing yang paling popular di Malaysia adalah restoran Korea. Untuk lebih terperinci, penyelidikan ini adalah untuk mengetahui apakah faktor yang mempengaruhi minat belia terhadap makanan Korea di Malaysia. Kajian ini untuk mengkaji hubungan antara suasana restoran, harga makanan, imej makanan dan minat terhadap makanan Korea. Untuk menganalisis semua data, analisis deskriptif, ujian kebolehpercayaan dan korelasi Pearson digunakan untuk menentukan pada pautan pembolehubah bebas terhadap penentu minat terhadap makanan Korea di kalangan belia di Malaysia. Hasil menunjukkan bahawa terdapat hubungan yang signifikan daripada ketiga-tiga faktor tersebut. Hasil kajian penyelidikan yang dilakukan oleh 384 responden telah dilakukan secara rawak sebagai responden untuk menjawab soalan soal selidik ini. Hasilnya menyokong semua pemboleh ubah. Di samping itu, kajian ini akan menentukan faktor yang mempengaruhi minat belia terhadap makanan Korea di Malaysia. Penyelidikan dan data ini dapat digunakan sebagai bahan rujukan bagi pihak industri untuk merancang pengalaman yang lebih baik kepada penentu minat terhadap makanan Korea di kalangan belia di Malaysia.

Kata Kunci: Suasana Restoran, Harga Makanan, Imej Makanan, Minat Makanan Korea, Kalangan Belia

# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

In this research, chapter 1 contains the introduction of this study and consists of sections introducing background of study, problem statement, research objectives and research questions. This is the significance of this study, the definition of terms and summary.

### 1.2 BACKGROUND OF THE STUDY

In order to remain successful, most countries have cultivated different constructive ways to overcome the challenges of globalization today. In this modern world, irrespective of physical barriers, knowledge can be accessed or communicated easily (Arifin, Othman & Abdullah, 2014). This can be proved by the field of Korean broadcasting and entertainment that coming to Malaysia for example is Winter Sonata.

This drama series had become famous about 15 years ago on worldwide television. Nowadays, Korean culture has widely seeped into every heart of many people and love for all things about Korean such as their food, fashion, beauty, drama, and also some of their songs (Roll M. 2018).

According to the Department of Statistics Popularity of South Korean cuisine in Malaysia in (2019), the number of popular establishments has increased from 62.4 percent of respondents stating Korean food was very popular in Malaysia (Won So, 2020). Other than that, according to Liew, Vian & June, (2018) stated that Korean Lifestyle Roadshow 2016 had given exposure to Malaysian about Korean foods, culture and lifestyle as well. Traditional Korean cuisine can be found commonly in Malaysia as there are many Korean restaurants. Korean cuisine has been loved by Malaysian all time like Kimchi, Ramyan, Toppoki and so on. Korean restaurants had been opened when the Korean wave developed in Malaysia. According to Bizhive, (2017) also stated that Malaysian attracted to Korean culture. Korea Tourism Organisation (KTO) also stated that in the first three months of 2017, there were 71,215 Malaysians tourists visiting Korea, making a rise of 14.4 percent compared to 2016 which had recorded 62,236 tourists.

Insight obtained from the market confirmed that demand know that Malaysian love Korean food (Kong, 2017). The Korean fever has spread around the world, which is known as Hallyu in Korea, symbolizing the rapid growth of Korea's culture and has developed continuously in several forms of culture which have penetrated globally (Chung et al. 2016). Since the 1990's, South Korea's cultural industries have grown in popularity that established new markets in a global context. Currently, the demands for all things which are related to Korea have been increased. Inception in April (2015)

Korean food sales doubled with the 16 to 35 age average, which is 40 percent of demand for Korean food (Kong, 2017).

In addition, Korea has its own way of presenting its food, which is distinct from China and Japan, which can draw more people to try it (Roll, 2018). According to 11street (2016), the most popular Korean food such as Banana milk, red pepper powder for kimchi making and also healthy vinegar drinks nowadays give benefits to business people and the demand for Korean food is increasing. The purpose of this study is to provide an overview of the affective factors determinants of interest towards Korean food among youth in Malaysia. The findings of this study are important because the interest in Korean food among youth is growing up. However, this study emphasizes on the factor's determinants of interest towards Korean food among youth in Malaysia.

### 1.3 PROBLEM STATEMENT

Nowadays, there are many foreign restaurants open around Malaysia. One of the most popular foreign restaurants mushrooming in Malaysia is Korean restaurants. According to Amber (2020), since K-pop has boomed in popularity over the past few years, it seems that more Korean restaurants have started cropping up in Kuala Lumpur. Followed by Britannica, Islam is Malaysia's official religion, the population about three-fifths. Apart from the Department of Statistics Malaysia stated that ratio of Muslim in Malaysia recorded 69.6 percent in year 2020, then rise about 3 percent compared to 69.3 percent in year 2019. This can be shown the population of Muslims in Malaysia is increasing significantly every year.

Malaysia Halal hub division director, Datuk Dr Sirajuddin said that there was a rise in demand of halal-certified products in both Muslim and non-Muslim's countries (Pearly, 2018). Therefore, Halal certificate in a restaurant is very important that ensuring the food is processed by following the Islamic procedures. According to the New Straits Time (2018), Halal certification today represents a hallmark of reliability, food product safety and hygiene. While in the meantime, many people are curious whether Korean food in Malaysia is Halal in the food that is supplied.

According to Selvarajah, Che, Irsyad, Nazreen & Sharifah, (2017) reported that the issue of youth in the Muslim Gen Z in Malaysia was the lack of awareness of the option of food industry to consume. Apart from that, some studies showed that the lack of knowledge in choosing the food that follows the Halal concept might lead to the declining value of Halal-ness. KyoChon is a popular restaurant in Malaysia and also stated that they were not yet getting the Halal certificate from JAKIM. Meanwhile, 100%

of their chickens are sourced from JAKIM certified suppliers and our imported sauces are already Halal. Thus, it can be noted that there were Korean restaurants are not getting the Halal certificate but there were still groups of customers rushing to the restaurant.

The international food additives council, a food ingredient is any substance that is added to a food to achieve a desired effect. Food that is Halal must follow the Islamic procedures in preparing the food for the customer. Apart from that, Islamic law, vegetarian food is Halal by default. However, they could contain non-Halal ingredients that would make them Haram (Bhattacharjee, K. 2019). According to Selvarajah et al. (2017) the small entrepreneurs nowadays do not have more knowledge obtaining Halal certification and also lacking knowledge about the registration requirements for intellectual property ownership. Thus, the ingredients that Korean restaurants use make people curious.

Halal logo that mentions according to Wan, Mohiddin, Rusly, Nitty & Suhaimi, (2015) is the most common graphic mark used for Halal Malaysia is certified by Halal by JAKIM, include the symbol that detects the product or business must get the approval by JAKIM. In consonance to the news published by Malay Mail (2019), restaurant owners are exploiting the market by displaying and misusing the 'Halal' certificate in their premise since the most important thing to them is to make profit without considering the food and service quality. Some were found displaying expired certificates while others had the audacity to exhibit certificates that were not validated by the JAKIM. Halal logo in the restaurant is to ease the Muslims on choosing the places to fill their stomach. Thus, there were still many Korean restaurants not preparing the Halal certificate in their shops. Apart from that, youth in Malaysia often choose Korean food and restaurants just follow the trend.

Some of generation Z lack awareness that they didn't get noticed by the Halal logo or certification by JAKIM to consume food and beverage in specific restaurant or product bought (Selvarajah et al. 2017). Apart from that, youth in Malaysia love Korean food and restaurants because they want to be up-to-date with that culture. According to 11street, Malaysia's latest one-stop online shopping mall, the interest for everything Korean, from dramas to pop music to cuisine, and food continues to surge (New Straits Time, 2016). The next phase of this study will collect more information about the interest Korean food among youth in Malaysia. There is limited study on factors determinants of interest towards Korean food. Therefore, this research will aim to analyze restaurant ambience, food price and food image will influence youth to interest in Korean food in Malaysia.

#### **1.4 RESEARCH OBJECTIVES**

The main objective of this research three objectives:

1. To determine the relationship between factors of restaurant ambience and interest in Korean food among youth.
2. To determine the relationship between factors of food price and interest in Korean food among youth.
3. To determine the relationship between factors of food image and interest in Korean food among youth.

#### **1.5 RESEARCH QUESTIONS**

There are several research questions in this study, it includes:

1. To what extent factors of restaurant ambience effect interest of Korean food among youth?
2. To what extent factors of food price effect interest of Korean food among youth?
3. To what extent factors of food image effect interest of Korean food among youth?

## **1.6 SIGNIFICANT OF STUDY**

The title of the study is focus on factors determinants of interest towards Korean Food among youth in Malaysia. The researcher will analyze and identify the reaction of dependent variables which are factors that affect the interest among youth the independent variables which are the determinant of the fact like restaurant ambience, food price and food image. The identification of this study would benefit the researcher, the food and beverage industry.

### **1.6.1. To the Researcher**

In this research paper, it will help the researchers to explore how the restaurant ambience, food price and food image influence the youth interest in Malaysia. Besides that, this research will allow researchers to discover more aspects that have not been explored. Future researchers may gain information from this research paper.

### **1.6.2. To Food and Beverage Industry**

This research paper is helpful for the food and beverage industry since it provides insights to the industry of Korean food in Malaysia among youth. By realizing the interest in Korean food, the operators and marketers will be able to conduct the proper market strategy and design to attract more youth to the industry. By meeting the wants and

intentions demanded by customers, the food and beverage industry achieves competitive advantage by better decision making and gaining profits.

### **1.6.3. To Future Customer**

Future customers may gain benefits through this topic since this research gives and provides guidance to understand the factors that affect the interest in the Korean food among youth in Malaysia. Thus, this research will provide useful information to the future customers.

## **1.7 DEFINITION OF TERMS**

### **1.7.1 Restaurant Ambience**

According to Rande, the atmosphere of the restaurant consists of everything that creates an impact on individuals, such as lighting, interior design, color scheme, wall texture and also decoration. In casual dining restaurants, the idea is to create an environment that will encourage consumers to relax and enjoy themselves (Omar, 2015).

### **1.7.2 Food Price**

Price is the referring level of the product, which purchases the weight, quantity, quantity or other measure of the product or service that has the value to people purchase. The consideration given in the exchange transferring the ownership, price forms the crucial basis of commercial transactions (Dictionary, 2019).

### **1.7.3. Food Image**

Based on MacDougall in Encyclopedia of Food Science and Nutrition (2013), the most significant characteristic of any food appearance is its color, particularly when it is frankly related with other food quality attributes. For instance, the change which takes place during food spoils or becomes stale such as the ripening of fruit or the loss in color feature.

## **1.8 SUMMARY**

In conclusion, there is a need to do this study to show that there is a relationship between restaurant ambiances, food price and food image which are able to attract and increase the statistic population of Korean food lovers in Malaysia. The next chapter will explore the existing literature on determinants of affective factors determinants of interest towards Korean among youth in Malaysia such as restaurant ambience, food price and food image.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This study intends of interest towards Korean food among youth in Malaysia. Since the main focus of this study is on Korean food among youth, the first section of this chapter will explain about Korean food in Malaysia. This chapter ends with determinants of factors determined of interest towards Korean food among youth which is restaurant ambience, food price and food image to find out the relationship and to explore the factors determined in interest of Korean food.

#### 2.2 Korean Food

Korean waves called Korean wave or Hallyu are phenomena that spread into everyone's lives in the world's hemisphere including Malaysia. The spread begins from the presence of the Korean drama on television and pop-up of Korea (K-POP), where it can popper the ears and eyes of each of its enthusiasts. According to Zailin et al. (2013), the Korean wave is popular in Malaysia and has been successfully absorbed into the life of Malaysian.

Then, in the competitive food and beverage industry, customer's satisfaction is vital to a restaurant for repeat guest. It is because, the food is the fundamental element of a restaurant due to influence the behavioral intentions. However, according Sanghyeop, Lee (2019), interest for Korean food is proliferating globally, as there are high number of Korean restaurants scattered around the globe.

Korean food has doubled demand since last year according to new straits times and the top five items commonly purchased by Malaysian is the Pepero, a cookie stick dipped in chocolate, Ramyun and so on. Therefore, Korean food is also known as a unique and healthy food according to the Hae-Kyung Chung & Kyung Rhan Chung (2016). So, this Korean food makes the Malaysian youth more interested than Malaysian food.

### **2.2.1 Independent Variable**

According to Statistics Solution, independent variables (IV) can be defined as variables that are manipulated or are changed by researchers and whose effects are measured and compared. The independent variable is the cause and its value is independent of other variables in the study (Scribbr, 2020)

### **2.2.2 Restaurant Ambience**

Restaurant ambience plays an important role to attract the customer for having a meal. According to Also, stated that ambience is that special ingredient that triggers

people's emotions. It will make them want to come back and it also the distinctive character restaurant emanates. Besides that, this is supported by Muhamad, Hashim & Rozila (2015) who stated that restaurant ambience plays an important role in establishing a restaurant image, and to attract customers to dine in. Exterior and interior design in the restaurant will attract the customer to revisit. Hence, this is also supported by Wan, Amanina & Aina (2018) that the trend nowadays for customers to choose a restaurant to dine in based on environmental issues. While, the atmosphere also is the factor of the crucial parts that management should consider in attracting more customers to choose the restaurant.

Apart from that, Ali, Ahmed & Samy (2016) mentioned that the restaurant atmosphere is usually a customer first perceives when enter a restaurant before any services are delivered. In addition, the atmosphere creates positive or negative emotions in a customer that effect their impression formation regarding the restaurant. Furthermore, from the survey of superior Linen service (2018), they found that customers ranked ambience as the third most important factor in a restaurant. Another poll found that customers think service and atmosphere are more important than the quality of food. Thus, restaurant ambience plays an important role in a restaurant by making the customers have intention to revisit the restaurant.

### **2.2.3 Food Price**

Price refers to the amount of money that customers spend on a product or service (Claessens, 2015). According to Mamun, Rahman & Robel (2014) customer perception on price and their responses toward price is the most important reason for customers to

dine in a restaurant. This is further supported by Zhong & Moon, (2020) who stated that price may change customer purchasing behaviour. Food price plays as stable to maintain consistency and a sense of trust in customer revisit intention (LaMarco, 2019). According to Ryu and Han (2010), food price influence customers' value expectations of a restaurant. When customers appraise food price, they will determine various factors such as service quality, food quality, and physical environment quality (Zhong & Moon, 2020). Service quality relate to specifications, characteristics, and requirements of service that gratify the food price (Serhan, 2019). Food quality plays an essential part in the overall restaurant experience by influencing customer revisit intention (Peri, 2006; Eliwa, 2006). Furthermore, physical environment quality of restaurant is the one of key reasons to strengthen the brand image of a company, reshape customers' perceptions of the food price (Hanaysha, 2016).

Additionally, many researches have proved that the price they pay for receiving the service and when this price increases the quality expectations will increase consequently (Nadzirah et al. 2013). Price fairness means the judgment of whether an outcome or the process to reach an outcome is reasonable or acceptable (Bolton & Shankar, 2013) and similarly Klassen et al. (2005) found that food price is the most significant factor in choosing a food and beverage. Menu variety, menu design, nutritional value and dietary acceptability, taste, food presentation and appearance, portion, and temperature are numbers of aspects used to evaluate food price (Kivela, 2000; Raajpoot, 2002; Sulek & Hensley, 2004; Namkung and Jang, 2007). Referring to the previous research, customers prefer to dine in Korean restaurants because of Korean cuisine menu (Min et al. 2014).

#### 2.2.4 Food Image

According to Sean Bond, food image is just an essential to the success of a dish as its taste and flavour. The way the food looks on the plate is what tempts our eyes and makes you want to taste it. Thus, when the food is present in a good way, it will help to increase the intention of the food. Hence, this also supported by Cengage (2020), mentioned that the presentation of food often refers to its visual composition on the plate, in a state of readiness to be eaten. Thus, this will give the customers a good impression on the food when the food is served.

When the food image and presentation are good, it will help to attract the customer because there was a trend of “camera eat first” nowadays. The trend of camera eats first is a trend that individuals will take the photo of the food before they eat and upload their social medium. According to Julia (2017), Website “Flickr” is the build to photo-sharing and the number of pictures tagged of “Food” has increased more than 6,000,000 within the last two years. It shows that every 60 seconds, there were 90 photos are uploaded and been hash tagged and in February 2017, there were 168,375,343 posts on Instagram for food. Thus, food presentation really gives a big impact for the youths to loves for the Korean food.

## **2.3 Dependent Variables**

Dependent variables are the variable being tested and measured in an experiment, and is 'dependent' on the independent variable (Saul, 2019) Thus, this research is to study the determinants of interest of Korean food among youth in Malaysia.

### **2.3.1 Interest of Korean Food Among Youth in Malaysia**

In this research the dependent variable is the interest of Korean food among youth in Malaysia. According to the CNN Travel (2018), there were hundred type of food which is loves by youth and it should be taste. Thus, Korean food is attracting the youth to love it. This also supported by Won (2020) that stated that the popularity of Korean food in Malaysia in year 2020, recorded 62 percent of respondent that stated that Korean food is very popular in Malaysia. Apart from that, according to KL now, in year 2016, the largest Korean food supermarket, K-market had been launched in Malaysia.

In that market, there were thousands of Korean food product selling to the customers. Thus, this can be showed that the Korean market get this opportunity to operate their business in Malaysia because the interest of Korean food in Malaysia. Hospitality sector of view, customers not only desire a particular quality of food, psychological satisfaction through emotional and social interaction also will cause the interest for the Korean cuisine (Marinkovic, 2019). Hence, the elements that make the youth loves the Korean food are a few which is restaurant ambience, food price and food image and so on.

## 2.4 HYPOTHESIS

The literature review revealed that the independent variables, such as restaurant ambience, food price and food image, were independent. Based on the literature review that had been mentioned and the research question, the hypothesis of this study summarized in the following manner which are:

### **Hypotheses 1**

H1: There is a significant relationship between restaurant ambience and interest of Korean food among youth.

### **Hypotheses 2**

H2: There is a significant relationship between food price and interest of Korean food among youth.

### **Hypotheses 3**

H3: There is a significant relationship between food image and interest of Korean food among youth.

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## 2.5 CONCEPTUAL FRAMEWORK

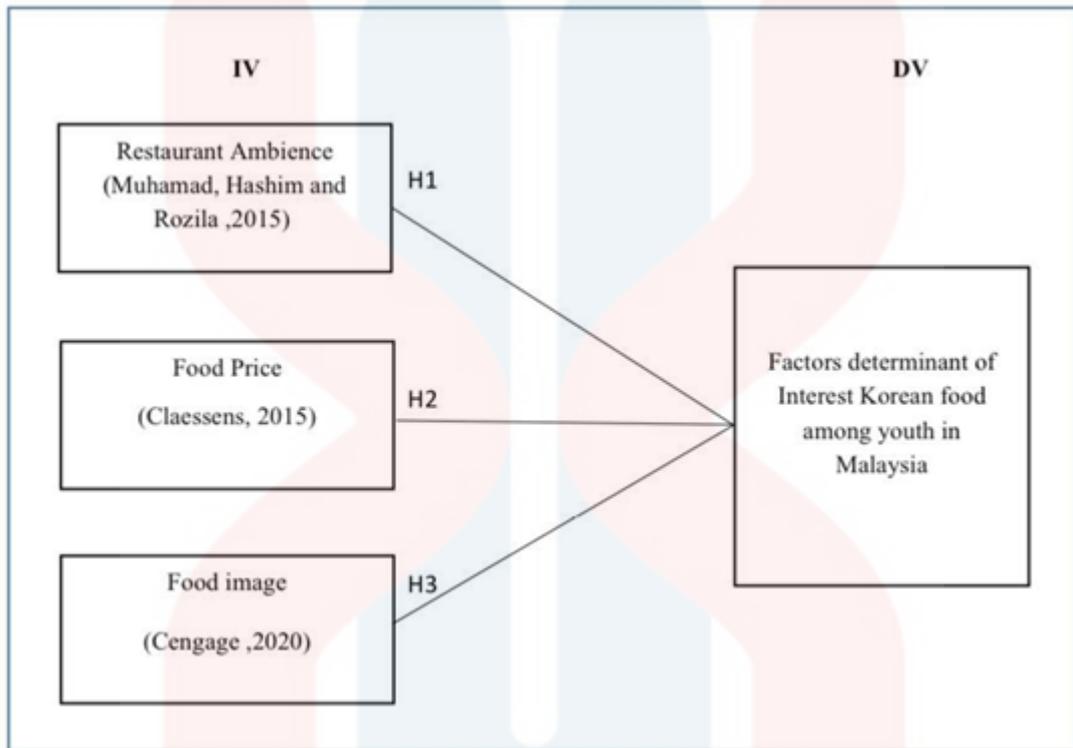


Figure 2.1: Conceptual Framework

Conceptual framework is a structure which the researcher believes that it can best explain the natural progression of the phenomenon to be studied (Camp, 2001). According to Liehr & Smith (1999) the conceptual framework presents an integrated way of looking at the problem under study in a statistical perspective, the conceptual framework describes the relationship between the main concepts of a study. It is arranged in a logical structure to aid provide a picture or visual display of how ideas in a study relate to one another (Grant & Osanloo, 2014).

This figure indicates the independent variables (IV) and dependent variable (DV) of this research. The research framework consists of two variable which are independent variable and dependent variable. The independent variable are restaurant ambience, food price and food image. Whereby, the dependent variable is the affective factors of interest towards Korean food among youth. This figure shows the relationship between restaurant ambience, food price, and food image of affective factors determinant of Interest Korean food among youth in Malaysia

## **2.6 SUMMARY**

In conclusion, the variable is one of the properties of features expressed in a particular or user manned. However, variables are measurable, controlled or manipulated matters in the investigation. Besides that, the independent variable (IV) or dependent variable (DV) are important in this research. It is because this variable can make the researcher to know and get information that this research can give effective interest towards Korean food among youth. In fact, all variables will be related to any of them which affect the use of Malaysian against Korean food. Then, the following chapter will be discussing the types of methods that the researchers will use to explore the outcome of the study. Thus, the researchers will narrow down the target of the study in order to obtain better results for the research. The specific method will be adopted to measure the data obtained.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

In this chapter, it will contain the procedures of the research. This chapter will consist of research design, target population and sample size, sampling method and procedure, data collection, research instrument and research instrument design and lastly data analysis. It consists of a summary for each process and statistical method for trying the hypothesis.

#### **3.2 RESEARCH DESIGN**

The research design refers to the overall plan of the researcher to address the research question by integrate the different components include how, when and where of the study. Quantitative method will be used in this research for gaining all the data through a questionnaire. The unit of analysis is to analyze the interest of Korean food

among youth. According to Scribd, quantitative method is the process of collecting and analyzing numerical data

In this research, the researcher will identify the factor determinants of interest of Korean food among youth in Malaysia. Therefore, descriptive research will be used to gain through questionnaire and will be collected the data from respondents to describe the data.

### **3.3 POPULATION**

The target population of this research is youth in Malaysia. According to the Department of Statistics Malaysia, the total population in Malaysia is estimated at 32.7 million. The total of the population includes Bumiputera, Chinese, Indian, others and non-Malaysian. According to Amber (2019), there was a list of Korean restaurants listed in. Hence, this showed that Korean restaurant is keeping increased in Malaysia. In Kuala Lumpur, Korean restaurant can be found in street and shopping malls even thoughts in stalls at the night markets. According to Arfa & Esther (2019), Youth Societies and Youth Development Act (Amendment) 2019 (Act 668) was passed by the Dewan Rakyat which youth was defined as a person between the ages of 15 and 40. Hence, this research target customers in the age group that below 40 years old who interest Korean food among youth in Malaysia

### 3.4 SAMPLE SIZE

Sample refers to the element of the population. The member of the sample is known as subject and the total number of subjects in the sample is known as sample size. The sample size is normally determined by population. A table for determining sample size is established.

<i>Table for Determining Sample Size of a Known Population</i>									
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*

Table 3.1: Sample size (Krejcie & Morgan, 1970)

According to Institut Penyelidikan Pembangunan Belia Malaysia (IYRES) 2020, the latest data population of youth in 2019 is 10 million. This study uses 384 samples from Krejcie & Morgan (1970). From table 3.1, 1000000 is saturated data and the maximum data in the sample size of (Krejcie & Morgan, 1970).

### **3.5 SAMPLING METHOD**

The Sampling methods are normally classified into two types which is probability or non-probability (Alvi, 2014). Probability sampling methods include random sampling, systematic sampling, and stratified sampling. In non-probability methods it includes the convenience sampling, judgment sampling and quota sampling. In probability samples, each member of the population has an equal chance of being chosen to be in the sample.

In this type of sampling, researcher prefer convenience sampling for this research. This technique is closet with live persons as respondents. For example, researcher can choose anyone to be respondents. In other words, this type of non-probability sampling method, whoever meets the researcher qualifies to be the part respondents that the researcher can use conveniently (Showkat & Parveen, 2017).

### **3.6 DATA COLLECTION METHOD**

According to Lethbridge, Sim, & Singer (2005), data collection is about an essential to acquire accurate and reliable information regarding the situation of the study while managing the field study. The process of collecting data information from all the relevant sources to find and get the answers to the research problem. However, to collect the data have two categories such as primary methods of data collection and secondary methods of data collection.

Besides that, the researcher will use the questionnaire to collect the data. It is because this survey makes it easy for the researcher to collect the data through respondent response toward Korean Food. Nevertheless, according Kumar, Talib & Ramayah, (2013), a questionnaire consists of a set of questions or other types of prompts that mean to collect information from a respondent. The questionnaire will be separated into three sections which are section A, section B and section C. All data will be distributed to the interest towards Korean food among youth. In order to know how the interest towards Korean food among youth, they were able to share Google Form and get respondents from all over Malaysia.

### **3.7 RESEARCH INSTRUMENT**

Research instruments are measurement tools such as questionnaires, tests or scales that are designed to help researchers obtain data on the topic of importance from the research subjects. Besides that, research instruments include information such as the

population addressed, the purpose of the instrument and the variables measured. There are different types of measurement such as survey, case study or questionnaire that can be used by researchers for their study depending on the nature of research that has been carried out (Umoh, 2019).

However, this researcher is probability of a variety of respondents that will answer the questionnaire. So, this questionnaire will be provided by duo language which is English and Malay so that the respondents easier to understand the question. The questionnaire will be separated with three sections such as Section A, Section B and Section C. Section A discusses the demographic segmentation. Demographic profile is a market segment according to the respondent age, gender, religion, race and education (Gigli, 2018). Section B focused on all the independent variables which are provided by the researchers such as restaurant ambience, food price and food image. Section C discussed the dependent variable which is the interest towards of Korean food among youth.

### **3.7.1 Research Instrument Design**

In this chapter, the researchers will use the Likert scale as a question to the respondent. According to Carmines & Zeller, 1979; Hinkin, (1998), the reliability measures increase when the number of Likert Scale increases above five and as a result, a total of five, six or seven scales have been suggested for most of the constructs. In addition, Likert-type scale is often used interchangeably with rating scale although there are other types of rating scales. It is the most widely used approach to scaling responses

in survey research. Thus, the study will use Likert's scale 5-points as the structure for the question. The Likert scale from 1 which imply 'strongly degree' to 5 which imply 'strongly agree'.

<b>SECTION</b>	<b>VARIABLES</b>	<b>ITEM</b>	<b>SOURCES</b>
<b>A</b>	Demographic profile	7	Karen Zumwalt & Elizabeth Craig (2005)
<b>B</b>	Restaurant Ambience	7	Milos bujusic, joe Hutchinson & HG Parsa (2014)
	Food Price	7	Marc J Cohen & James L Garrett (2010)
	Food image	7	Heidi Kildegaard, Annemarie Olsen, Gorm Gabrielsen, Per Moller & Anette Kistrup Thybo (2011)
<b>C</b>	Interest towards Korean food among youth	7	Sanha Ko, Soonhwa Kang, Haesang Kang & Myong Jae Lee (2018)

Table 3.2: Overview of Research Instrument

### 3.8 DATA ANALYSIS

For descriptive data analysis researchers use the Social Sciences Statistical Program (SSPS) to analyze the data gathered. Statistical Package for Social Sciences (SPSS) version 26, is a software that is able to explain the relationship between

independent variables and dependent variables in terms of descriptive analysis and correlation. This system is one of the most popular statistical structures that may be very difficult to control and analyze with a simple method. Data analysis is how analysts shift from a mass of data to concrete observations.

There are several common types of data processing, depending on the scope of study. In the meanwhile, this is a user-friendly application. Statistical Package for Social Sciences (SPSS) could gather virtually every folder to develop tabulated files, including maps and distribution plots. There are three forms of data analysis which are reliability analysis, descriptive analysis, Pearson's Correlation Coefficient.

### **3.8.1 Reliability Analysis**

Reliability analysis is a way of estimating the quality of the measurement procedure used to collect data in a research or thesis. Reliability tests the degree to which an assessment tool produces stable and consistent results. Consistent result with equal value is the result normally given by reliability (Mohajan, H. K, 2017). This is important when it comes to track Cronbach's Alpha are used in testing the consistency of internal and measuring the scale on reliability in this research. According to Nunally and Bernstein, (1994), the acceptance range for alpha value estimates from between 0.7 to 0.8. Table 3.3 below is the rule of thumb of Cronbach's Alpha on testing reliability.

Table 3.3: Rule of Thumb Cronbach's Alpha

Cronbach's Alpha	Level of Reliability
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Sources: Adopted from Stephanie (2014)

### 3.8.3 Descriptive Analysis

Descriptive analysis is an approach to interpreting the data when the data represents the whole population or subset that can explain and summarize all the data in a concise and substantive manner in order to promote a clearer understanding of the data. Calculating descriptive statistics represents a vital first step when conducting research and should always occur before making inferential statistical comparisons (Kaur P, Stoltzfus J, Yellapu V, 2018). These data analyses should be referring to the research questions and the research design selected for this study.

Meanwhile, standard deviation and interquartile range can show how respondents react to items stated in the questionnaire. It is useful to summarise respondents' profile in Section A where respondents will answer some background information such as gender, age, races, working status and frequency of choice Korean food. Thus, it can be used to

identify and analyse the factors determinants of interest towards Korean food among youth in Malaysia.

#### **3.8.4 Pearson Correlation Coefficient**

Pearson Correlation analysis is utilized when the researcher has two quantitative variables and wishes to see if there is a linear relationship between those variables. The research hypothesis would be that by claiming that one result influences the other in the right direction. In this research, Pearson Correlation coefficient analysis was used to determine the relationship between independent variables which are restaurant ambience, food price and food image and dependent variable which is the interest towards Korean food among youth.

The figure between -1 to 1 will be shown as the result of the correlation coefficient, where -1 means the two variables have a perfectly negative correlation and 1 means the two variables have a perfectly positive correlation. The table 3.4 shows the Pearson Correlation Coefficient size.

Table 3.4: Rule of Thumb of Correlation Coefficient size

Correlations Range (r)	Strength of Correlation
0.9 to 1.0 / -0.9 to -1.0	Very High
0.7 to 0.9 / -0.7 to -0.9	High
0.5 to 0.7 / -0.5 to -0.7	Moderate
0.3 to 0.5 / -0.3 to -0.5	Low
0.0 to 0.3 / -0.0 to -0.3	Little, if any

Sources: Hinkle, Wiersma and Jurs (2003)

### 3.9 SUMMARY

In conclusion, this research has been carried out to explore the factors of interest towards Korean food among youth. Besides, this study helps other researchers to do the research about Korean food and can be used as one of their references. The results that have been obtained in chapter 4 through Statistical Package for the Social Sciences (SPSS) were discussed further and at the same time conclusions were made based on the results. As a result, it can be concluded that there is a significant relationship between restaurant ambience, food price, and food image towards acceptance of Korean food among youth. Thus, it is hoped that all the information provided throughout this research will help related parties to generate income and profit which in turn will boost Malaysia's economy.

## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.1 INTRODUCTION

The results of data analysis will be presented in Chapter 4 and data analysis will be analyzed in relation to the research objectives and research problem. After collecting the data, the researchers studied the levels of the dependent and independent variables. Convenience sampling was used to pick 384 responses as the study's key target population. The methods mentioned in Chapter 3 were used to achieve the findings of this report. Based on the findings, all of the analyses in this study were described. The Statistical Package for Social Science (SPSS) version 26.0 was used to analyze the results. In this research, there were four types of data analysis had been used is Reliability Analysis, Descriptive Analysis, Univariate Analysis, and Pearson Correlation Analysis and summary.

## 4.2 RELIABILITY TEST (PILOT TEST)

Reliability test was used to measure the reliability of the questionnaire. The number of test item will be related and give the effect to the value alpha. If the value is low can be due to a low number of question and the low of the correlations among the pairs. While if the value of alpha is high it's Mean the value is close to one. The maximum alpha value of 0.90 it's the best value that have been recommended.

Table 4.1 Rules of Thumb of Cronbach's Alpha coefficient size

Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9	Excellent

Source: Hair et al. (2007)

Pilot test were conducted before collecting the actual data from 384 respondents. A pilot test was carried out from 30 respondents and the questionnaire also distribute through an online survey method. The purpose of this pilot test was to obtain the validity of the variables. Reliability test was conducted to independent variables (IV) and dependent variable (DV).

Table 4.2 Result of Reliability Coefficient Alpha for the variable

Variables	Number of Items	Cronbach's Alpha
Restaurant Ambience	7	0.899
Food Price	7	0.886
Food Image	7	0.815
Interest towards Korean food	7	0.839

Table shows the Cronbach's Alpha values of the questionnaire were in between the range of low acceptance level (0.815) to very high acceptance level (0.899). A total number of three independent variables has been tested using Cronbach's Alpha. The first independent variable that is restaurant ambience are found to be high in the strength of correlation (7 items;  $\alpha = 0.899$ ). Then, the second independence variable which is food price also found the most reliable among all the independence variables (7 items;  $\alpha = 0.886$ ).

Third independent variable is food image which is (7 items;  $\alpha = 0.815$ ). Furthermore, the dependent variables, Interest towards Korean food found to be highly reliable too (7 items;  $\alpha = 0.839$ ). Therefore, the result shows the reliability is very good too. Hereby, it can be concluded that all the variables carried out for this study were good and excellent. Since the Cronbach's Alpha charge for the variables has exceeded 0.7, it shows that questionnaires are very highly reliable and can proceed with the study. All in the reliability has proven that the respondent understood the questions provided well and this means the questionnaires have been accepted for this study.

### 4.3 DESCRIPTIVE ANALYSIS

The descriptive analysis of this study was conducted based on the data collected from the 384 respondents included the frequency, percentage and cumulative percentage. The data from the Section A of the questionnaire included questions from different demographic variables of respondents such as gender, age, race, marital status, location, frequency of eating Korean food and occupation respondents of youth in Malaysia most likely the Korean food. The respondent's demographic profile was presented in a form of table and histogram chart.

#### 4.3.1 Gender

Table 4.3: Respondent of Gender

Gender	Frequency (n)	Percent (%)
Female	249	64.8
Male	135	35.2
Total	384	100

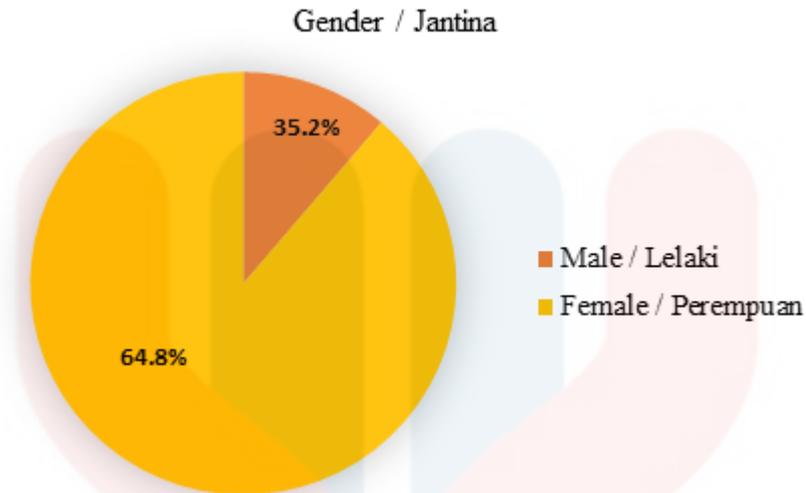


Figure 4.3: The percentage of Gender

Based on Figure 4.3 above, the pie chart shows the gender distribution of a total of 384 respondents. The pie chart above clearly shows that female respondents were 64.8 percent (n=249) more than male respondents' 35.2 percent (n=135). The reason why female respondents were more than male respondents was because female was more willing to answer the questionnaire compared to male. Females were easier to approach and willing to spend time to answer the questionnaire during the data collection.

### 4.3.2 Age

Table 4.4: Respondent of Age

Age	Frequency (n)	Percent (%)
Less than 20 years old	47	12.2
21 - 30 Years Old	289	75.3
31 - 40 Years Old	48	12.5
Total	384	100

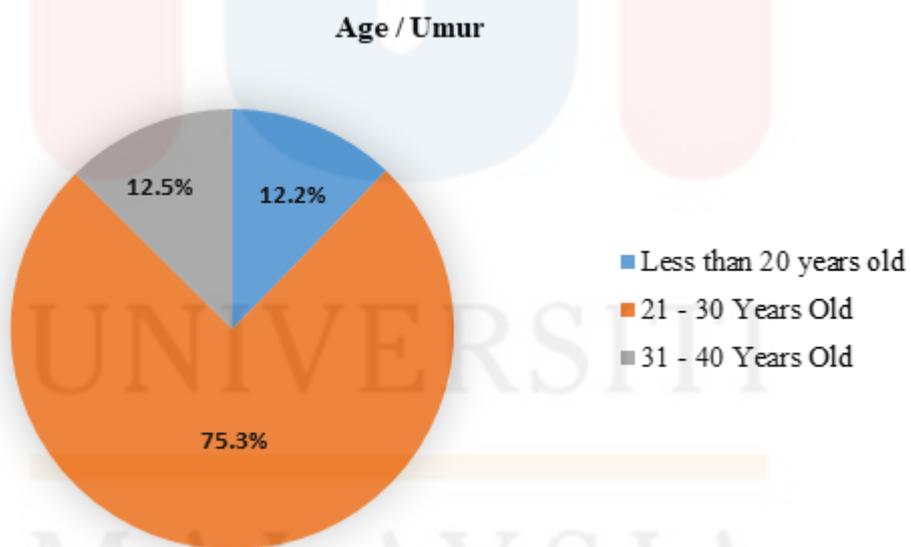


Figure 4.4: The Percentage of Age

Based on Figure 4.4 above, the pie chart shows the age distribution of a total of 384 respondents. The respondent of age 21 – 30 years old 75.3 percent (n= 289) higher

than respondent of 31-40 years old 12.5percent (n= 48) and respondent age of less than 20 years old 12.2 percent (n= 47). From this percentage can be seen the respondents who age 21-30 years old most likely the Korean food.

### 4.3.3 Race

Table 4.5: Respondent of Race

Race	Frequency (n)	Percent (%)
Malay	249	64.8
Chinese	80	20.8
Indian	35	9.1
Others	20	5.2
Total	384	100

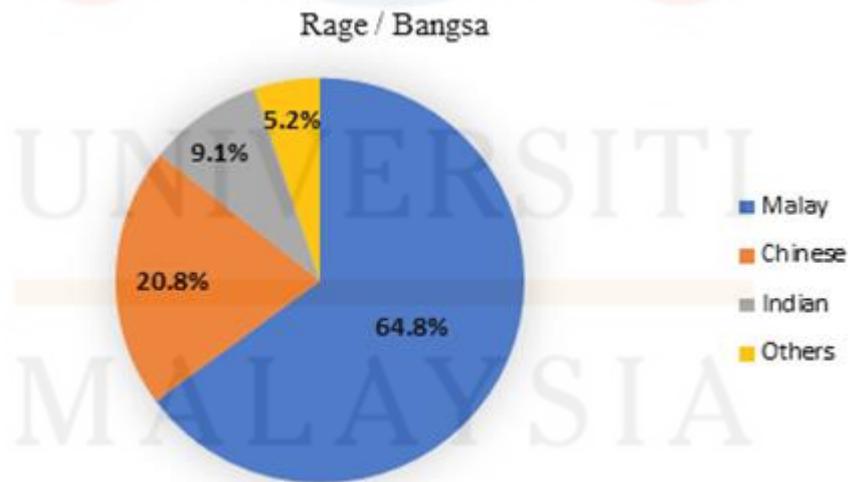


Figure 4.5: The Percentage of Race

Figure 4.5 above shows the percentage of race among the respondents. The highest race of Malay respondents were 64.8 percent (n= 249). The second highest is

Chinese with 20.8 percent (n= 80). Next, the respondent from Indian 9.1 percent (n= 35) and the last respondent from the other race is 5.2 percent (n= 20). The majority respondent is Malay because in Malaysia the community from Malay is higher between the other races. Because of that the majority respondent is from the Malay.

**4.3.4 Marital Status**

Table 4.6 Respondent of Marital Status

Marital status	Frequency (n)	Percent (%)
Single	306	79.7
Married	78	20.3
Total	384	100

Marital Status / Status Perkahwinan

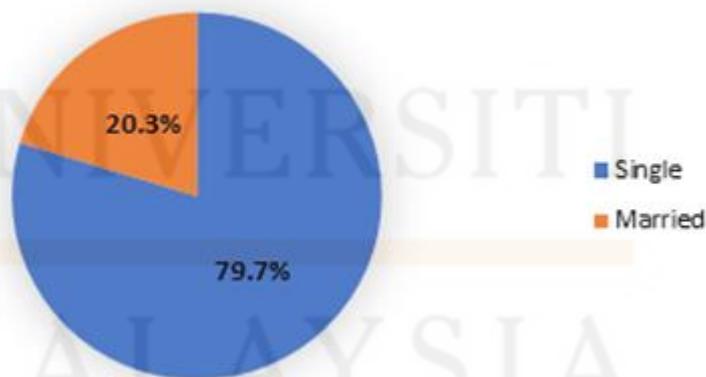


Figure 4.6: The Percentage of Marital Status

Based on Figure 4.6 above, the pie chart shows the marital distribution of a total of 384 respondents. The respondent of a single is higher than the married respondent.

The percentage of single id 79.7 percent (n= 306) and the percentage of married is 20.3 percent (n= 78).

### 4.3.5 Location

Table 4.7 Respondent of Location

Location	Frequency (n)	Percent (%)
City area	192	50
Rural Area	192	50
Total	384	100.0

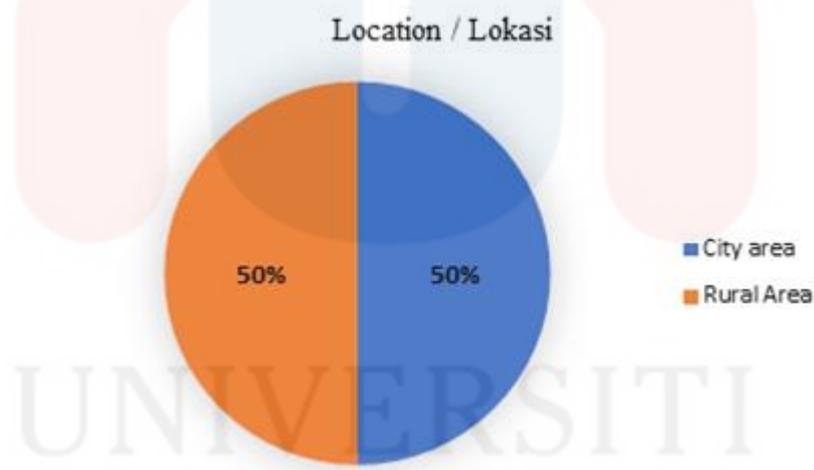


Figure 4.7: The Percentage of Location

Based on Figure 4.7 above, the pie chart shows the location distribution of a total of 384 respondents. The respondent of the city area is the same respondent from the rural area. The percentage of city area id 50 percent (n= 192) and the

respondent from rural area is 50 percent (n= 192). From this response can be seen respondents from the city and rural areas are likely to eat the Korean food.

**4.3.6 Frequency of eating Korean Food**

Table 4.8 Respondent of Frequency of Eating Korean Food

Frequency of Eating Korean Food	Frequency (n)	Percent (%)
Never	30	7.8
1-2 Times	121	31.5
3-4 Times	75	19.5
5 Times Above	158	41.1
Total	384	100

Frequency of eating Korean Food / Kekerapan makan makanan Korea

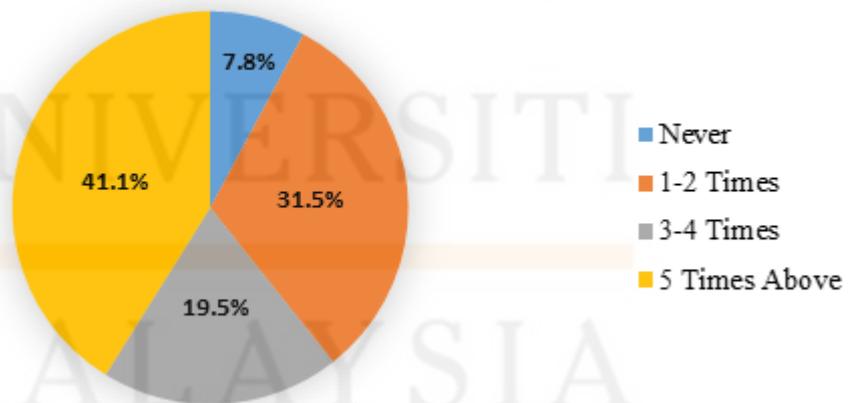


Figure 4.8: The Percentage of Frequency of Eating Korean Food

Based on figure 4.8 above, the pie chart shows the frequency of eating Korean food distribution of a total of 384 respondents. By referring to the chart and table above, shows that 5 times and above has the largest percentage with 41.1 percent (n=158) as

compared to never which is the lowest with 7.8percent (n=30). Following with 1-2 times 31.5 percent (n=121); and 3-4 times is 19.5 percent (n=75). From this situation of the respondent, it can be seen that youth in Malaysia most likely eat Korean food.

### 4.3.7 Occupation

Table 4.9 Respondent of Occupation

Occupation	Frequency (n)	Percent (%)
Student	219	57.0
Self employed	62	16.1
Private Sector	50	13
Government	27	7.0
Others	26	6.8
Total	384	100

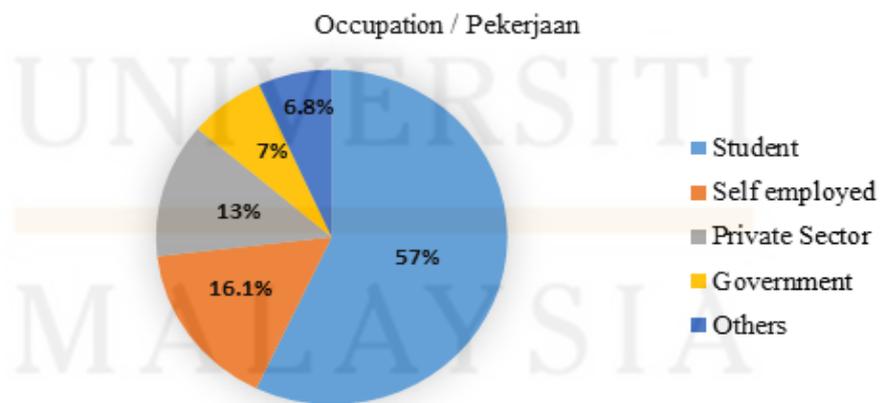


Figure 4.9: The Percentage of Occupation

According to Figure 4.9, the pie chart shows the marital distribution of a total of 384 respondents. The majority of respondents is student's 57 percent of students (n= 219).

Respondents from the self-employed 16.1 percent (n= 62). Following that, the respondent from the private sector is 13 percent (n= 50). Furthermore, the respondent from the government sector is 7 percent (n= 27) and the last from the other occupation is 6.8 percent (n= 26).

#### 4.4 UNIVARIATE ANALYSIS

This study has analyzed the mean and standard deviation for section B and C of the questionnaires.

##### 4.4.1 Independent Variable and Dependent Variable

Table 4.10: Descriptive Statistic

Variables	N	Mean	Standard Deviation
Restaurant ambience	384	31.1771	4.3873
Price	384	30.3937	4.7036
Food image	384	32.0369	4.0117
Interest toward Korean food	384	29.1875	4.2661

Table 4.10 shows the number of respondents, mean and standard deviation of independent variables and dependent variables of the questionnaires. For the independent variables, the highest mean is food image which is 32.0369 and followed by restaurant

ambience which is 31.1771, and price which is 30.3937. For the dependent variable, the mean is 29.1875.

#### 4.4.2 Restaurant Ambience

Table 4.11: Descriptive Statistic of Restaurant Ambience

No.	Item Description	N	Mean	Standard Deviation
1	The interior ambience of the restaurant influenced me in revisiting the Korean restaurant	384	4.4922	.75094
2	The decoration and layout of the restaurant adds to the interest to dine in	384	4.4844	.74031
3	Restaurant's lighting lifts my mood while eating in Korean restaurant	384	4.4167	.79708
4	Color scheme in Korean restaurant created comfortable atmosphere.	384	4.4870	.72970
5	Seating arrangements in Korean restaurant is visually attractive	384	4.4063	.74509
6	Entertainment played in Korean restaurant make me enjoyed the food	384	4.4141	.83832
7	Korean restaurant provides excellent facilities to customers	384	4.4766	.71132

Table 4.11 show the mean and standard deviation analysis on the independent variable which is restaurant ambience. Based on the table, the highest mean value is item 1 which was 4.4922, whereby respondents agreed that the interior ambience of the

restaurant influenced in revisiting the Korean restaurant. The lowest mean value is item 5 which is 4.4063, where the respondent slightly agreed Seating arrangements in Korean restaurants are visually attractive. For the data set from 384 respondents with the standard deviation most of the values lower than 1, it indicated the values close to mean.

#### 4.4.3 Food Price

Table 4.12: Descriptive Statistic of Food Price

No.	Item Description	N	Mean	Standard Deviation
1	Price is the main the components to consider before purchasing food	381	4.3438	.93183
2	I love to eat at Korean restaurant because of its reasonable prices	381	4.2388	.93930
3	Korean restaurant offered variety of Korean cuisine at affordable prices	381	4.3045	.89836
4	The prices offered in Korean restaurant suited with the food portion	381	4.3412	.85169
5	The food portion and its quality worth my money	381	4.3701	.83164
6	The money spent in Korean restaurant worth with the environment and service received	381	4.4304	.76675
7	I'm planning to revisit Korean restaurant because the price is affordable	381	4.3648	.82125

Table 4.12 shows the mean and standard deviation analysis of respondents on the independent variable which is price. Based on the table, item 6 scores the highest mean value which was 4.3701, where the respondents agreed the money spent in Korean restaurants was worth the environment and service received. The lowest mean item 2, with the mean value of 4.2388, where the respondent somewhat agreed that they love to eat at Korean restaurants because of its reasonable prices. From the data set from 384 respondents with the standard deviation most of the values which were lower than 1, indicated the values close to mean.

#### 4.4.4 Food Image

Table 4.13: Descriptive Statistic of Food Image

No.	Item Description	N	Mean	Standard Deviation
1	Food presentation catch the eyes first rather than its taste	384	4.6438	.62765
2	Good food image increased the customers' buying intention	384	4.6095	.63456
3	Korean food presentation is visually attractive	384	4.5646	.65297
4	The visual attractiveness of Korean food encourages me to try it	384	4.5989	.67659

5	Korean food image portrays the Korean culture and identity	384	4.5778	.67935
6	Quality and quantity of Korean food affecting customer in choosing menu	384	4.5831	.68648
7	Usually, Korean food consist of complete meal as advised in food pyramid	384	4.4591	.82314

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Table 4.13 shows the mean and standard deviation analysis of respondents on the independent variable which is emotional. Based on the table, item 1 scores the highest mean value which is 4.6438, where the respondents agreed that Food presentation catches the eyes first rather than its taste. The lowest mean item 7, with the mean value of 4.4591, where the respondent slightly agreed usually Korean food consists of a complete meal as advised in the food pyramid. From the data set from 384 respondents with the standard deviation most of the values which were lower than 1, indicated the values close to mean.

#### 4.4.5 Interest Towards Korean Food Among Youth in Malaysia

Table 4.14: Descriptive Statistic of Interest towards Korean Food

No.	Item Description	N	Mean	Standard Deviation
1	I went to Korean restaurant because of previous travel experience	384	2.2682	1.41548
2	Korean drama influenced me to try Korean food	384	4.5026	.93104
3	The growth of Korean restaurant in Malaysia makes me want to try Korean food	384	4.4505	.83504
4	There is various type of meal courses offered in Korean restaurant from appetizer to dessert	384	4.5807	.68076
5	Varieties food prepared in Korean restaurant satisfied my appetite	384	4.3724	.89055
6	I will promote the delicacy of Korean cuisine with others	384	4.4870	.78819
7	Overall, I enjoyed and satisfied eating Korean cuisine	384	4.5260	.73648

Table 4.14 shows the mean and standard deviation analysis of respondents on the dependent variable which is customer satisfaction. Based on the table, item 4 scored the highest mean value which was 4.5807, where the respondents agreed that there are various types of meal courses offered in Korean restaurants from appetizer to dessert. The lowest mean item 1, with the mean value 2.2682, where the respondent somewhat agreed that they went to Korean restaurant because of previous travel experience. From the data set from 384 respondents with the standard deviation most of the values which were lower than 1, indicated the values close to mean.

#### 4.5 PEARSON CORRELATION COEFFICIENT

The Pearson correlation coefficient analysis is one of the important analyses which measures the strength of linear relationship between the independent variables (IV) and dependent variables (DV). This analysis is to identify whether the correlation exists between the independent variables (restaurant ambience, food price and food image) and dependent variables (interest of Korean food among youth in Malaysia). If the correlation existed, the researchers have to decide the strength and direction of association between the variables. Thus, the level of strength of the association determines whether it is acceptable with the relationship.

Table 4.15: Table of Pearson Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Agunbiade and Ogunyika, (2013)

Table 4.16: Result Restaurant Ambience of Pearson Correlation Coefficient

		<b>Restaurant ambience</b>	<b>Interest of Korean food among youth</b>
<b>Restaurant ambience</b>	Pearson correlation	1	.608**
	Sig. (2-tailed)		.000
	N	384	384
<b>Interest of Korean food among youth</b>	Pearson correlation	.608**	1
	Sig. (2-tailed)	.000	
	N	384	384

Table 4.15 illustrated Pearson correlation coefficient, significant value and the number of cases which are 384. The p-value is 0.000, which mean it has less than the significant level of 0.01. The correlation coefficient is 0.608 which suggested the moderate positive correlation between restaurant ambience and interest of Korean food among youth. The respondents agreed that restaurant ambience is good. Hence, the hypothesis is accepted.

Table 4.17: Result Food Price of Pearson Correlation Coefficient

		<b>Food price</b>	<b>Interest of Korean food among youth</b>
<b>Food price</b>	Pearson correlation	1	.646**
	Sig. (2-tailed)		.000
	N	384	384
<b>Interest of Korean food among youth</b>	Pearson correlation	.646**	1
	Sig. (2-tailed)	.000	
	N	384	384

Table 4.17 illustrated Pearson correlation coefficient, significant value and the number of cases which are 384. The p-value is 0.000, which means it has less than the significant level of 0.01. The correlation coefficient is 0.646 which suggests the moderate positive correlation between food price and interest of Korean food among youth. Based on the questionnaire, the respondent agreed that the price offered in restaurant Korean food is affordable and suitable. Thus, the hypothesis is accepted.

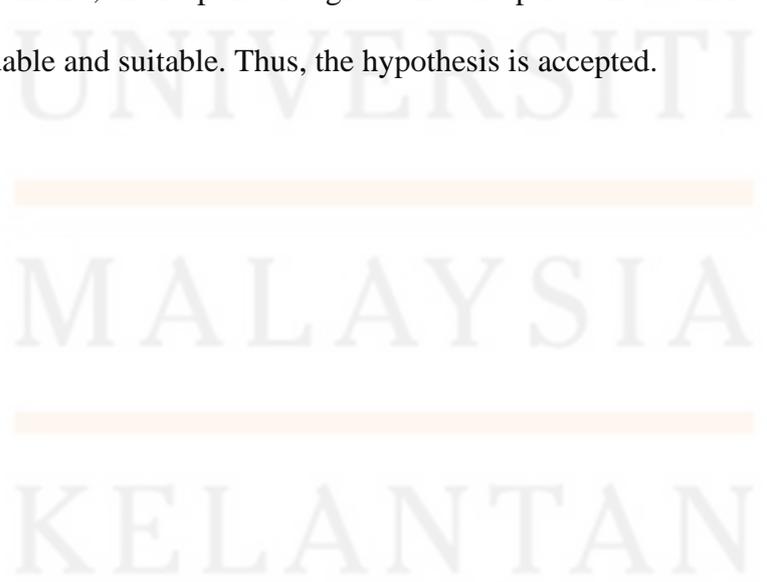


Table 4.18: Result Food Image of Pearson Correlation Coefficient

		<b>Food image</b>	<b>Interest of Korean food among youth</b>
<b>Food image</b>	Pearson correlation	1	.771**
	Sig. (2-tailed)		.000
	N	384	384
<b>Interest of Korean food among youth</b>	Pearson correlation	.771**	1
	Sig. (2-tailed)	.000	
	N	384	384

Table 4.18 Illustrated Pearson Correlation Coefficient, significant value and the number of cases which are 384. The p-value is 0.000, which mean it has less than the significant level of 0.01. The correlation coefficient is 0.771 which suggested the high positive correlation between food image and interest of Korean food among youth. This is because the respondent agreed that the food image that is offered is very attractive to customers and give a positive feeling. Hence, the hypothesis is accepted.

## **4.6 DISCUSSION BASED ON RESEARCH OBJECTIVE**

### **4.6.1 Restaurant Ambience**

H1: There is a significant relationship between restaurant ambience with interest of Korean food among youth in Malaysia.

The research had tested the relationship between independent variables and dependent variables. As the result showed in Table 4.5.1 the relationship between restaurant ambience and interest of Korean food among youth. There were shown that 0.608 which R-value is high and p-value is 0.000. Therefore, it shows that there was a significant relationship among restaurant ambience and interest of Korean food among youth in Malaysia.

### **4.6.2 Food Price**

H2: There is a significant relationship between food price with interest of Korean food among youth in Malaysia

The research had tested the relationship between independent variables and dependent variables. As the result showed in Table 4.5.2 the relationship between food price and interest of Korean food among youth. There were shown that 0.646 which R-value is high and p-value is 0.000. Therefore, it shows that there was a significant relationship among food price and interest of Korean food among youth in Malaysia.

### 4.6.3 Food Image

H3: There is a significant relationship between food image with interest of Korean food among youth in Malaysia

The research had tested the relationship between independent variables and dependent variables. As the result showed in Table 4.5.3 the relationship between food image and interest of Korean food among youth. There were shown that 0.771 which R-value is high and p-value is 0.000. Therefore, it shows that there was a significant relationship among food image and interest of Korean food among youth in Malaysia.

## 4.7 SUMMARY

In conclusion, chapter 4 is about to describe the results of Reliability Analysis, Descriptive Analysis, Univariate Analysis, and the discussion based on research objectives. The independent variables were found to be statistically significant and have a positive linear correlation. Moreover, all the hypothesis which is H1: There is a significant relationship between restaurant ambience and interest of Korean food among youth., H2: There is a significant relationship between food price and interest of Korean food among youth, H3: There is a significant relationship between food image and interest of Korean food among youth. Finally, all the results of this study are very encouraging and all the research questions had been answered by the respondent through these findings and results.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.1 INTRODUCTION

This chapter discussed a recapitulation of study, the findings and discussion about the relationship between restaurant ambiances, food price and food image of interest toward Korean food among youth in Malaysia. Researchers also have discussed the hypothesis test whether the research hypothesis was accepted or rejected. Furthermore, in this chapter also deliberated the limitation of the study and suggested several recommendations for the future study.

Below are the research objectives of this study:

1. To determine relationship between factors of restaurant ambience and interest in Korean food among youth.
2. To determine the relationship between factors of food price and interest in Korean food among youth.
3. To determine relationship between factors of food image and interest in Korean food among youth.

Following with the research questions for this study:

1. To what extend factors of restaurant ambience effect interest of Korean food among youth?
2. To what extend factors of food price effect interest of Korean food among youth?
3. To what extend factors of food image effect interest of Korean food among youth?

## **5.2 RECAPITULATION OF STUDY**

The study was conducted to determine the relationship between restaurant ambiances, food price and food image of interest towards Korean food among youth in Malaysia. In this case, primary data was undertaken which is a set questionnaire used to get feedback from the respondents. The sample of respondents is 384 selected based on the table that was developed by Krejci and Morgan (1970). However, this study also wants to analyses the relationship between restaurant ambiances, food price and food image of interest towards Korean food among youth in Malaysia.

The dependent variables in this study were important to examine the interest towards Korean food among youth in Malaysia. The, a set of the independent variables which consists of restaurant ambience, food price and food image of interest towards Korean food among youth in Malaysia. The established price can be determined by many metrics, such as the reasonable price, the subsidized price and the acceptable price (*BOGE\_JMCR\_The Impact of Product Quality and Price on Customer.Pdf*, n.d.).

The sampling frame of this study was the interest of Korean food among youth in Malaysia. The data was collected from east side, north side, south side and west side. A total of questionnaires was sent and the responses from 384 were usable and can be analyzed. This analysis of data included reliability analysis, descriptive analysis and Pearson's correlation coefficient. In order to verify the internal accuracy of the measuring instrument, a reliability test was carried out on the independent variables. Cronbach's Alpha for all variables scales were in the range of 0.900 to 0.940. They were well above the minimum acceptable reliability of 0.6, as suggested by Sekaran (2006). Price is considered highly excellent with Cronbach's Alpha of 0.940. It showed the price was most influential to the interest of Korean food among youth in Malaysia.

Pearson's correlation was used in this study to describe the relationship of the two variables in the term of direction and strength of the relationship. The result indicated that restaurant ambience and positive correlation between interest of Korean food among youth in Malaysia ( $r=0.608$ ,  $n=384$ ,  $p<0.01$ ) and for the food price ( $r=0.646$ ,  $n=384$ ,  $p<0.01$ ) suggested a moderate positive correlation between restaurant ambience and food price towards interest towards Korean food among youth. However, not only that, the food image ( $r=0.771$ ,  $n=384$ ,  $p<0.01$ ) was also a positive correlation of interest Korean food among youth in Malaysia.

### 5.2.1 Research Question 1: What Is the Relationship Between Restaurant Ambience and Interest of Korean Food Among Youth in Malaysia?

Table 5.1: Research Objective 1 & Research Question 1

No	Research Objective	Research Question
1	To determine relationship between factors of restaurant ambience and interest in Korean food among youth	To what extend factors of restaurant ambience effect interest of Korean food among youth
H1	A positive and significant relationship between restaurant ambience and interest of Korean food among youth in Malaysia	

In this study, the result indicates that the strength of the relationship between restaurant ambience and interest of Korean food among youth in Malaysia is at moderate level ( $r=0.608$ ,  $n=384$ ,  $p<0.01$ ). The finding implies that there was a moderate positive and significant relationship between restaurant ambience and interest of Korean food. As highlighted by Kim, Li & Doh (2008), the cultural and background of education's influence the attitude of the community. Research indicates that western people are socialized to be assertive, direct, and open in their interactions. On the other hand, eastern people are educated to be more reserved and restrained in their communications and be inclined to avoid verbal expression.

### 5.2.2 Research 2: What Is the Relationship Between Food Price and Interest of Korean Food Among Youth in Malaysia?

Table 5.2: Research Objective 2 & Research Question 2

No	Research Objective	Research Question
2	To determine the relationship between factors of food price and interest in Korean food among youth.	To what extent factors of food price affect interest of Korean food among youth?
<b>H2</b>	A positive and significant relationship between price and interest of Korean food among youth in Malaysia	

In this study, the result was indicated that the strength of the relationship between food price and interest of Korean food among youth in Malaysia is at the moderate level ( $r=0.646$ ,  $n=384$ ,  $p<0.001$ ). The findings imply that there was a positive and significant relationship between price and interest of Korean food. According to Chan (2017), price sends an important message to customers. This means that food price plays a key role in influencing consumers in decision making before making any purchasing. Besides, price suitability can support customer satisfaction after achieving the desired level of customer benefits that encourages customers to continue to trust and make repeat purchases (Wantara & Tambrin, 2019). So, positive perception can lead to a sense of satisfaction with the customer.

### 5.2.3 Research Question 3: What Is the Relationship Between Food Image and Interest of Korean Food Among Youth in Malaysia?

Table 5.3: Research Objective 3 & Research Question 3

No	Research Objective	Research Question
3	To determine the relationship between factors of food image and interest in Korean food among youth.	To what extend factors of food image factors affect the interest of Korean food among youth?
H3	A positive and significant relationship between food image and interest of Korean food among youth in Malaysia	

In this study, the result indicates that the strength of the food image and interest of Korean food among youth in Malaysia is at a strong level ( $r=0.771$ ,  $n=384$ ,  $p<0.01$ ). The findings imply that there was a positive and significant relationship between food image and interest of Korean food among youth in Malaysia. Based on Hutchings (1977), humans are willing to accept a food based on its appearance. It is believed that the first impression of a food which is usually attracting virtually is very crucial to influence people to try the food.

### 5.3 LIMITATION

As in any study, this study had its own limitations that give the researchers challenges to complete this study. There were limitations in this study and firstly was the total population and the number of respondents who were interested toward Korean food in Malaysia was too large and the researcher had inefficient time to manage and complete this study. This is because the studies are focused among youth in Malaysia.

Next, the researchers used a four-point Likert Scale and had 384 respondents based on Krejci and Morgan (1970) table. This study is also limited for the researchers in the food and beverage (F&B) sector because it consists of information about the food and beverage (F&B) sector which can help them to find more about food.

Furthermore, this research also lacked accuracy data from respondents because not all respondents give a good commitment and support in this study. In addition, respondents also think answering that questionnaire is wasting their time and they might ignore that questionnaire plus that questionnaire is using the online method which is questionnaire in google form. The questionnaire will spread through social media like WhatsApp and respondents might just ignore them. There are some respondents were not answered all the question in the questionnaire which may cause the researcher had to find another respondent to answer the questionnaire

Next limitation in this study is variable. This study is only focused on the three independent variables. This study is only focused on the three independent variables which are restaurant ambience, food price and food image. As in the tourism and hospitality sector, there are various factors that interest towards Korean food among youth in Malaysia. The other factors also have a relationship in this study as well. This

was because of the limited resources and references for researchers to make research based on other independent variables.

The last limitation of this study in this research is quantitative research. This study only focuses on quantitative research so there is no expansion of the research. When there is no further research on this study especially in qualitative research, the other researcher cannot know further about the factor that interest toward Korean food among youth in Malaysia. The other researcher cannot get a better understanding about this research.

## **5.4 RECOMMENDATION**

### **5.4.1 Theoretical Recommendations for Future Research**

First and foremost, the researchers should conduct more investigations and surveys with the Korean food. This is because the result and the data that get will be more accurate. As Malaysia is known as a food paradise, Korean food is also preferred by many people. When the outsiders get the info towards Korean food, it might help to invest in Malaysia. Besides, this research can make Malaysia more open with outsiders with the investment and at the same time promote to the outsiders.

#### **5.4.2 Methodological Recommendations for Future Research**

Furthermore, the research also needs to collect data based on observation or face to face form. This is because the researchers can get the true emotion when they are answering the question that is provided by the researchers. Other than that, if having face to face, we can get more information from the respondent towards the issue of the Korean food. For example, in this research, there were three independent variables which are restaurant ambience, food price and food image. When the respondent answers the questionnaire in the independent variables part, they must base on the truth and cannot be biased for the data. Thus, it might be less accurate when collecting the data through online.

#### **5.4.3 Practical Recommendation for Future Research**

Finally, the time that is used for collecting data should be shortened. As known, Malaysia starting Movement Control Order (MCO) started March 2020. This brings many difficulties to students in collecting data for the research. They needed to avoid the crowd. Thus, they just can use the online system to collect the data from social media like Facebook, WhatsApp, Instagram and so on. Hence, when the questionnaire needed to finish in a short time. At the same time, it means that students also needed to rush the respondent to answer the questionnaire in a short period. This will totally have a chance of collecting the less accurate data.

## 5.5 SUMMARY

It can be summarized that the researchers delivered the aim of this study based on the matter discussed. Based on the result, it's shown that restaurant ambience, food price and food image have a relationship with the interest toward Korean food among youth in Malaysia. Additionally, the limitation of this study can be used as a reference to produce a better study. Thus, this study may become a reference for those in the industry, especially in the hotel industry to consider restaurant ambience, food price and food image elements in their business to gain more profit.

In addition, the research framework was developed and supported according to literature that had been viewed. Meanwhile, there were 384 respondents who took part in this study through the Google Form. The data were collected and analyzed by SPSS software version 26 supported reliability test, descriptive analysis, univariate analysis, and correlation analysis. In this research, data were collected using the quantitative method. Therefore, the results shown were reliable and it was accepted during this study. Finally, all the variables are related to each other that will interest towards Korean food among youth in Malaysia. Thus, it hoped that all the information in this research will help other parties to generate income in Malaysia.

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UNIVERSITI  
MALAYSIA  
KELANTAN

## **INTEREST TOWARDS KOREAN FOOD AMONG YOUTH IN MALAYSIA**

Dear respondents,

We are final year students of Bachelor of Entrepreneurship (Hospitality) from Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan. We are currently conducting a research project to fulfil our degree requirement. This questionnaire examines factor determinants of interest towards Korean food among youth in Malaysia.

Therefore, we are much appreciated, if you can kindly spend approximately 5-10 minutes to complete this questionnaire. Please fill in this questionnaire based on your experiences that are determinants of interest towards Korean food. Please assure that your answer will be handled in strict confidence. All information provided will be kept SECRET and will only be used for research purposes.

Your cooperation is much appreciated. Any further inquiries, please kindly email to [ckmin.h18a0068@siswa.umk.edu.my](mailto:ckmin.h18a0068@siswa.umk.edu.my)

Yours sincerely,

CHAN KIT MIN	H18A0068
SUHAILA BINTI CHE ALI	H18A0615
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**PART 1: DEMOGRAPHIC****BAHAGIAN 1: DEMOGRAFIK**

*Please tick (/) the related statement about yourself.*

*Tandakan (/) pada kenyataan yang berkenaan tentang diri anda.*

**Question in Section A: DEMOGRAPHIC**

The following question is related to demographic information. For each question, please choose one answer which is the most suitable to you. Please tick (/) in the box provided.

(Soalan berikut adalah soalan yang berkaitan dengan informasi demografi. Untuk setiap soalan, sila pilih jawapan yang paling sesuai dengan anda. Sila tandakan (/) dalam kotak yang disediakan).

**1. Gender / Jantina**

- |                          |                    |
|--------------------------|--------------------|
| <input type="checkbox"/> | Male / Lelaki      |
| <input type="checkbox"/> | Female / Perempuan |

**2. Age / Umur**

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Less than 20 years old / Kurang dari 20 tahun |
| <input type="checkbox"/> | 21 -30 years old / 21 -30 tahun               |
| <input type="checkbox"/> | 31 – 40 years old / 31 -40 tahun              |

**3. Race / Bangsa**

- |                          |                      |
|--------------------------|----------------------|
| <input type="checkbox"/> | Malay / Melayu       |
| <input type="checkbox"/> | Chinese / Cina       |
| <input type="checkbox"/> | India / India        |
| <input type="checkbox"/> | Others / Lain - lain |

## 4. Marital Status / Status Perkahwinan

- |                          |                     |
|--------------------------|---------------------|
| <input type="checkbox"/> | Single / Bujang     |
| <input type="checkbox"/> | Married / Berkahwin |

## 5. Location / Lokasi

- |                          |                                  |
|--------------------------|----------------------------------|
| <input type="checkbox"/> | City Area / Kawasan Bandar       |
| <input type="checkbox"/> | Rural Area / Kawasan Luar Bandar |

## 6. Frequency of eating Korean food / Kekerapan makan makanan Korea

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | Never / Tidak pernah                   |
| <input type="checkbox"/> | 1 – 2 times / 1- 2 kali                |
| <input type="checkbox"/> | 3 – 4 times / 3-4 kali                 |
| <input type="checkbox"/> | 5 times and above / 5 kali dan ke atas |

## 7. Occupation / Pekerjaan

- |                          |                                     |
|--------------------------|-------------------------------------|
| <input type="checkbox"/> | Student / Pelajar                   |
| <input type="checkbox"/> | Self-employed / Bekerja sendiri     |
| <input type="checkbox"/> | Private Sector / Sektor swasta      |
| <input type="checkbox"/> | Government Sector / Sektor kerajaan |
| <input type="checkbox"/> | Others / Lain-lain                  |

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**Question in Section B: INDEPENDENT VARIABLE**

This section is about Restaurant Ambience, Food Price and Food Image. For each statement, please respond to each statement using the scales given indicate by tick to which extent you agree or disagree by selecting from (1-strongly disagree) to (5-strongly agree) on the scale provided.

Bahagian ini adalah mengenai Suasana Restoran, Harga Makanan dan Imej Makanan. Bagi setiap pernyataan, nyatakan, anda perlu memberi maklum balas dengan menandakan sejauh mana anda bersetuju dan tidak bersetuju dengan memilih satu nombor dari (1-sangat tidak setuju) hingga (5-sangat setuju) pada skala yang disediakan.

Figure 3.1: Likert’s Scale Five Point

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>

**Table 3.3: Question to Be Used in Section B of the Questionnaire**

<b>Variables</b>	<b>Item</b>	<b>Descriptions</b>
Independent Variable 1: Restaurant Ambience / Suasana Restoran	A1	The interior ambience of the restaurant influenced me in revisiting the Korean restaurant / Suasana dalaman restoran mempengaruhi saya untuk datang semula ke restoran Korea.
	A2	The decoration and layout of the restaurant adds to the interest to dine in / Dekorasi dan susun atur restoran menambahkan lagi minat untuk makan di restoran tersebut.

	A3	Restaurant's lighting lifts my mood while eating in Korean restaurant / Pencahayaan dalam restoran menaikkan lagi mood saya ketika makan di restoran Korea.
	A4	Colour scheme in Korean restaurant created comfortable atmosphere / Skema warna restoran mewujudkan suasana yang selesa.
	A5	Seating arrangements in Korean restaurant is visually attractive / Susunan tempat duduk dalam restoran Korea menarik secara visual.
	A6	Entertainment played in Korean restaurant make me enjoyed the food / Hiburan yang dimainkan di restoran Korea membuatkan saya menikmati makanan.
	A7	Korean restaurant provides excellent facilities to customers / Restoran Korea menyediakan fasiliti yang sangat baik kepada pelanggan.
Independent Variable 2: Food Price / Harga Makanan	B1	Price is the main the components to consider before purchasing food / Harga adalah kompenen penting yang perlu diambil kira sebelum membeli makanan.
	B2	I love to eat at Korean restaurant because of its reasonable prices / Saya suka makan di restoran Korea kerana harganya berpatutan

	B3	Korean restaurant offered variety of Korean cuisine at affordable prices / Restoran Korea menawarkan pelbagai jenis masakan Korea pada harga yang berpatutan.
	B4	The prices offered in Korean restaurant suited with the food portion / Harga yang ditawarkan di restoran Korea bersesuaian dengan saiz hidangan.
	B5	The food portion and its quality worth my money / Bayaran yang diberikan amat berbaloi dengan saiz hidangan dan kualiti makanan yang diterima.
	B6	The money spent in Korean restaurant worth with the environment and service received / Suasana dan servis yang diterima di restoran Korea amat berbaloi dengan bayaran yang diberikan.
	B7	I'm planning to revisit Korean restaurant because the price is affordable / Saya bercadang untuk datang semula ke restoran Korea disebabkan harganya yang berpatutan.
Independent Variable 3: Food Image / Imej Makanan	B1	Food presentation catch the eyes first rather than its taste / Persembahan makanan lebih menarik minat seseorang sebelum makanan dirasa.
	B2	Good food image increased the customers' buying intention / Imej makanan yang baik menambah minat pelanggan untuk membeli.
	B3	Korean food presentation is visually attractive / Persembahan makanan Korea sangat menarik visual.

	B4	The visual attractiveness of Korean food encourages me to try it / Persembahan hidangan Korea yang menarik menggalakkan saya untuk mencubanya.
	B5	Korean food image portrays the Korean culture and identity / Makanan Korea melambangkan budaya dan identiti rakyat dan negara Korea.
	B6	Quality and quantity of Korean food affecting customer in choosing menu / Kualiti & kuantiti makanan Korea mempengaruhi pelanggan Ketika memilih menu.
	B7	Usually, Korean food consist of complete meal as advised in food pyramid / Kebiasaannya, makanan Korea terdiri dalam satu hidangan sempurna seperti yang dianjurkan dalam pyramid makanan.

**Table 3.4: Questions to Be Used in Section C of the Questionnaire**

<b>Variables</b>	<b>Item</b>	<b>Description</b>
Dependent Variable: Interest Towards Korean Food Among Youth.	C1	I went to Korean restaurant because of previous travel experience / Saya pergi ke restoran Korea disebabkan pengalaman lepas ke Korea.
	C2	Korean drama influenced me to try Korean food / Drama Korea mempengaruhi saya untuk mencuba makanan Korea
	C3	The growth of Korean restaurant in Malaysia makes me want to try Korean food / Pertambahan pembukaan restoran Korea membuatkan saya ingin mencuba makanan Korea.
	C4	There is various type of meal courses offered in Korean restaurant from appetizer to dessert / Terdapat pelbagai jenis hidangan yang ditawarkan di restoran Korea.
	C5	Varieties food prepared in Korean restaurant satisfied my appetite / Kepelbagaian jenis makanan yang disediakan di restoran Korea menepati citarasa dan selera saya.
	C6	I will promote the delicacy of Korean cuisine with others / Saya akan mempromosi keenakan masakan Korea kepada orang lain.
	C7	Overall, I enjoyed and satisfied eating Korean cuisine / Secara keseluruhannya, saya berpuas hati dan menikmati hidangan makanan Korea.