INVESTIGATING FACTORS THAT INFLUENCE UNIVERSITY STUDENTS TO DINE IN AT RESTAURANT DURING COVID 19 RECOVERY PERIOD

BY

AMMAR YASIR BIN MD NOR (H19A0950)
FARAH HANIS BINTI MOHD FAUZI (H19A0955)
IFFAH LIYANA BINTI KAFFLEE (H19A0956)
NIK NURUL FARAHANIS BINTI MOHD ZAIN (H19A0968)

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_____

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Group Representative:

Iffah Liyana Binti Kafflee

Date: 26 Jun 2022

_____

Signature of Supervisor

Name:

Dr. Mohd Fadil Bin

Mohd Yusof

Date: 26 Jun 2022

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ABSTRACT

Nowadays, Covid-19 is one of the factors that affect students to dine in at the restaurant. This research aimed to determine the factors that influence students to dine in at restaurants during the covid-19 recovery period. This research was among students at a university in Malaysia. This survey involved the students aged 18 to 30 years old who were selected as respondents for this study. A convenience sampling method was used as a sampling method and a set of online self-administered questionnaires was used for data collection. Descriptive analysis, reliability test, and inferential analysis which is Pearson correlation were performed in this study. The method used to complete this report is through questionnaires to students through observations, questionnaires, and references. Findings show restaurants are very important for students to eat and buy food and so on. In addition, it was also identifiable that students were concerned about what factors influenced them if eating at a restaurant during the covid-19 recovery period. From this study it is was able to find out very important for students to eat in restaurants and in the same time whether the influencing factors.

Keywords: *Eat and buy food, university students, Covid 19 recovery period*

ABSTRAK

Pada masa kini, Covid-19 menjadi salah satu faktor yang mempengaruhi pelajar untuk menjamu selera di restoran. Penyelidikan ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi pelajar untuk menjamu selera di restoran semasa tempoh pemulihan covid-19. Penyelidikan ini adalah dalam kalangan pelajar di sebuah universiti di Malaysia. Tinjauan ini melibatkan pelajar berumur 18 hingga 30 tahun yang dipilih sebagai responden kajian ini. Kaedah persampelan kemudahan digunakan sebagai kaedah persampelan dan satu set soal selidik yang ditadbir sendiri dalam talian digunakan untuk pengumpulan data. Analisis deskriptif, ujian kebolehpercayaan, dan analisis inferensi iaitu korelasi Pearson telah dilakukan dalam kajian ini. Kaedah yang digunakan untuk menyiapkan laporan ini adalah melalui soal selidik kepada pelajar melalui pemerhatian, soal selidik, dan rujukan. Dapatan menunjukkan restoran sangat penting untuk pelajar makan dan membeli makanan dan sebagainya. Di samping itu, dapat dikenal pasti bahawa pelajar bimbang tentang faktor yang mempengaruhi mereka jika makan di restoran semasa tempoh pemulihan covid-19. Daripada kajian ini ia dapat mengetahui sangat penting untuk pelajar makan di restoran dan dalam masa yang sama sama ada faktor yang mempengaruhi.

Kata Kunci: *Makan dan beli makanan, pelajar university, tempoh pemulihan Covid 19*

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The purpose of the research is to study Investigating Factors That Influence University Students to Dine in At Restaurants during Covid 19 recovery period. In this topic, we will describe the findings, and the study material to formulate a clear frame of mind from the problem formulation to be studied. This research will link all the bases of articles on Covid 19 which have a large impact investigating factors that influence university students to dine in at restaurants the during Covid 19 recovery period.

1.2 BACKGROUND OF STUDY

In this chapter, the findings of the study are relevant to restaurants for a fun and comfortable experience and service. The restaurant industry is one of the fastest-growing industries in the global market and is indeed growing rapidly in Malaysia. Various types of restaurants with different products and concepts prove the emergence of the restaurant industry. Malaysia is moving fast with the direction in the restaurant industry along with developed and developing countries around the world. Coronaviruses are a group of viruses that can cause animals or humans and Covid-19 is an infectious disease caused by the recent coronavirus pandemic has posed an unprecedented threat to the world economy. In particular, restaurants proved to be worst hit by the COVID-19 pandemic due to the high risk of air and environmental pollutants in restaurants (AHLA, 2020). By 2020, it is estimated that nearly 50% of worldwide restaurant revenue will decline due to this widespread virus, based on historically low occupancy rates (38%), the lowest since the Great Depression in 1933 (AHLA, 2020). Moreover, the worldwide hotel industry will take approximately five years to achieve preCOVID-19 occupancy, average daily rate (ADR) and revenue (Dube K, 2020). This indicates that the redevelopment of the hotel industry is very slow as a result of this pandemic The crisis has caused the hotel industry to be unable to operate including restaurants.

1.3 PROBLEM STATEMENT

A few months back, as we all knew the whole world are experiencing a virus disease that are caused by a dangerous pandemic virus named Corona Virus or also known as Covid19. Referred to (Rahman, 2021), due to the situation, a lot of people and organizations are affected either in terms of health or economy. Too many adverse effects result from the phenomenon of the incident and many have fallen victim to Covid-19. To reduce the increase in Covid-19 casualties, the government has taken very strict precautionary measures.

Among the measures taken by the government to reduce the risk of infection with this virus is to quarantine at home and prevent from attending work or school for a certain time. As a result, (Rahman, 2021) said that the country's economy has been severely affected.

However, after several years of living in this environment, referred to (Lammers, 2021) the government has announced that we will continue to live in an endemic phase where we must get used to living with Covid-19 conditions. However, we must still practice all Standard Operating Procedure (SOP) precautions to protect ourselves from future infections.

Lately, after the government announced new living norms in this endemic phase, many establishments have already started their business operations. Whether it is a long-established business establishment or a new business to be started. This can be seen when the public has been given permission by the government to go out to carry out their daily

routine activities as usual. Among the businesses that are seen growing rapidly are businesses related to the food and beverages sector.

Since the government announced the release and termination of lockdown and self-quarantine, many small and medium enterprises and industries have taken off especially eateries and cafes. This is because the community will be more interested in having time to meet old friends or relatives by enjoying good food at the restaurant after being quarantined at home for so long, especially young people such as students. According to Alkasasbeh (2020) who referred to a reference from Dataset said that the increase of students to choose to eat at restaurants outside the campus is more increased when compared to the previous data.

However, even if students can go to a restaurant to enjoy food, they still must comply with the SOPs set by the shop owner. Among the SOPs that have been set by the shop owner is that only visitors who complete two doses of vaccine can enter the premises. In addition, students and other visitors must enter the premises wearing a full-face mask. They also need to scan the QR code record of attendance to the premises through the My Sejahtera application and check the body temperature.

Among the problem statements in our research report is, the restaurant cannot provide comfortable facilities especially for students who may visit the restaurant in large numbers. This is due to the shop owner who needs to comply with several SOP procedures to maintain the safety of visitors and employees of the restaurant such as limiting the number of visitors to the premises. Thus, this research will examine the factors why students prefer to visit and eat in restaurants especially during the endemic phase.

1.4 RESEARCH OBJECTIVE

This research is aimed to observe the factors that influence university students to dine in at restaurants during Covid 19 recovery period. The following objectives have been created to achieve the main goals of this research:

1.   To examine the relationship between time saving and factors that influence university students to dine in at restaurant.

2.   To analyse the convenience of restaurant based on factors that influence university students to dine in at restaurant.

3.   To examine the linked between factors that influence university students to dine in at restaurant and cleanliness of restaurant.

1.5 RESEARCH QUESTION

1.   What is the relationship between time saving and factors that influence university students to dine in at restaurant?

2.   What is the convenience of restaurant based on factors that influence university students to dine in at restaurant?

3.   What is linked between factors that influence university students to dine in at restaurant and cleanliness of restaurant.

1.6 SIGNIFICANCE OF STUDY

This study will contribute to the factor of university students in Malaysia wanting to dine in at restaurants during the covid-19 recovery period. Today, there are many factors that influence students to eat at restaurants even in the middle of a very dangerous situation out there. Therefore, restaurant cleanliness satisfaction is very important to university students. There are several such factors as taking good control of restaurants to provide food with cleanliness and hygiene. In addition, it can result in an increase for university students to dine in at the restaurants they want to go to. Therefore, this study was conducted to find out what are the factors that cause university students in Malaysia to often eat at restaurants.

Additionally, the results of this study will be useful to future researchers in the h ospitality sector as they develop new plans for enhancing the convenience and cleanlines s of restaurants and preserving their market share.

This is due to the fact that the sector may encounter numerous difficulties and w ork to address any student complaints about unsatisfactory service while also enhancing it.

The industry can also investigate the impact of high-quality online meal delivery of fast food and beverages, but the emphasis is on the degree of cleanliness on the loyalty and satisfaction of university students. They will discover that perceptions about university students might vary depending on the situation. Everybody has a unique idea. By choosing wisely when dining out at restaurants during the Covid-19 recovery period, the study's findings will help the industry better understand university students' requirements and preferences.

Future researchers will also gain from this study. Future researchers can learn about the time, convenience, and cleanliness saved by university students who eat in restaurants during the Covid-19 recovery period. They can also learn about variables that might affect why university students eat in restaurants during the Covid-19 recovery period. As a result, these findings might be useful for future research that focuses on these factors to close any gaps in knowledge about how university students and other users think. As a result, this study will assist subsequent researchers in increasing the quality of their work.

Finally, these findings are important for analysing the level of hygiene maintained when university students dine in at restaurants

1.7 DEFINITION OF TERMS

1.7.1 TIME SAVING

According to (Lloyd, 2014), time both preceding and follows purchasing. There are many ways to look at time. Economically speaking, time is viewed as an intangible good because it is limited in supply, has a finite lifespan, and can only be obtained through the exchange of another resource, such cash or labour. Studies have concentrated on time usage patterns, breaking down time into separate temporal categories like work, schoolwork, and leisure; and how consumers spend time at various stages of consumer purchasing, using a commodity perspective of time problem recognition, information search, alternative evaluation, purchase, and post purchase valuation. From a social psychological standpoint, time savings are frequently utilised to assess time allocation and usage. From a psychological perspective, models of time have examined how people experience time, with the majority of studies focusing on perceived time duration.

1.7.2 CONVENIENCE

According to (Khalida, 2020), An unreserved cue space on the street for 10 vehicles to enter and exit at a convenience restaurant or fast-food restaurant with drive-through equipment. Creating land use terms for coffee shops helps to bridge the gap between eateries, convenience restaurants, and restaurants in that you need to categorize such uses in current land use terms.

Places of worship or convenience restaurants are only permitted if the location is adjacent to a zone of the street. Therefore, this should be considered when considering whether to include roads in the zone.

1.7.3 CLEANLINESS

According to (Anggraeni, 2019), Happiness is Cleanliness. The most crucial parts of the restaurant industry are cleanliness, hygiene, and sanitation. Consumers will not flock to your place if it is not clean, regardless exactly how good your cuisine is, how unique your dishes are, or how good your service is. Several cleaning and janitorial materials are required to maintain a clean and healthy working environment for not only the personnel but also the patrons.

1.8 SUMMARY

In conclusion, this chapter 1 discusses the subtopics conducted in the initial phase of the study. The first subtopic discussed in this chapter is about the background of the study related to the research topic stated in general. Other than that, this chapter also focuses on the problem statement where it refers to the main questions of the study to be

conducted. In addition, this subtopic is important for generating questions that can help researchers provide answers appropriate to the topic being studied.

As an illustration, the topic highlighted by the researchers was on 'Investigating Factors That Influence University Students to Dine in at Restaurant during Covid 19 recovery period'. Therefore, the questions posed are core research questions on what the importance of cleanliness restaurant is and how restaurant effect student's satisfaction.

Besides, this core question will be focused by the researcher to provide the right answer that is the researcher's objective on the research topic conducted based on to identify the importance of cleanliness restaurant and how restaurant effect student's satisfaction. Then, subtopics on the definition of the term as well as the significance of the study are also stated in this chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Study of independent and dependent variables will be discussed in this chapter. This discussion will begin with the independent variable (IV), The reason university students dine in at the restaurant during Covid 19 recovery period. After that, comes the dependent study variable (DV), University Student's acceptance of the idea to dine in at restaurant during Covid 19 recovery period. The summary will cover the entire topic and discussion.

2.2 DISCUSSION OF INVESTIGATING FACTORS THAT INFLUENCE UNIVERSITY STUDENTS TO DINE IN AT RESTAURANT DURING COVID 19 RECOVERY PERIOD

2.2.1 TIME SAVING

Throughout 2020, the COVID-19 virus has spread worldwide, forcing leaders and universities to take drastic measures that affect the way citizens and students interact socially, educationally, and employment (Zhai & Du, 2020). Although social incarceration, the intervention can effectively slow infection (Elmer, 2020), it also increases students 'social isolation, affecting their psychological well -being and mental health (Van Bavel et al., 2020).

Since the endemic phase that has been launched by the government where all sectors have been given permission to resume operations, after so long not operating due to compliance with the MCO. This has given space to various companies to resume operations, especially in the food and beverage sector. Due to many enterprises, especially the food and beverage factor, the restaurant is back in operation, many people have taken the opportunity to eat at the restaurant, especially university students.

One of the traceable factors why university students choose to eat in restaurants is because of time saving factors. Referring to (Valerie Tandoi, n.d) explained that enjoying food in a restaurant can save time especially if it is a fast-food restaurant. This is agreed by many people especially for those working class where they have limited time to cook at home and they choose to eat in restaurants.

This situation is also supported by a number of university students where they also have limited time to prepare their own cuisine due to the density of their classes. University students also have barriers to cook on their own especially for those who are in college because of the need to comply with instructions that do not allow the use of any cooking utensils due to safety factors. Thus, it is clear that the choice to dine in a restaurant is due to time -saving factors.

2.2.2 CONVENIENCE

As we all know, Malaysia has experienced a phase of difficulties in combating the virus that has spread, namely the Covid-19 virus. All Malaysians have been facing this challenge together for about 2 years. Various measures taken by the government to reduce the spread of this contagious virus include a quarantine process that is mandatory for all Malaysians. This quarantine process has been implemented in stages according to phase by phase based on the increase and decrease in the rate of victims who have been infected by the Ministry of Health Malaysia (MOH). Other business or the other small business also need to be closed for a while along with the implementation of MCO In Malaysia and it is also included with restaurant or cafe. After several phases of Malaysians undergoing a quarantine process or MCO, now the Malaysian government

has announced an endemic phase where, all industrial sectors have been opened and the people are no longer tied to the MCO order.

Since the MCO has ended and the endemic phases has started, a lot of stores are redeveloping after so long had to stop production due to obstacles by the MCO directives. It can also be observed many new eateries and cafes have been established everywhere. This is a very good thing because it has received a strong response from the community, especially university students.

However, from the observation, it can be seen that university students are also listed as one of the groups that are choose to dine-in in restaurant along with the other groups like families, couples, and workers. University students can be observed that they are very open to dining in restaurants on a variety of factors.

Du (2021) once said that students are also one of the higher groups that hold high statics where they often choose to eat out of their college which means eating in restaurant at least once a week. Besides, it also can be seen that university students often choose fast food restaurants and also coffee shop. Teenagers nowadays especially university students prefer to be in a comfortable place where they can spend time with friends or enjoy their own time comfortably. A number of restaurants operating mainly in the endemic phase have now largely followed the trend of trends in line with the tastes of young people. Thus, indirectly many university students choose to enjoy food in restaurants due to the comfort factor found in the restaurant of their choice.

(Nusra, 2021) also once said that, the increase in the percentage of customers who attend to enjoy food in restaurants is higher as compared to before. This can be identified when their customers seem trusting and comfortable with the restaurant services

provided. The delivery service provided by the restaurant is very satisfactory when the restaurant is operating during a time where people cannot enjoy food in the restaurant, and now their customers who know and are satisfied with their service have decided to eat at the restaurant especially now that the situation is back to the endemic phase.

2.2.3 CLEANLINESS

According to a statement about the acceptance of university students dining in restaurant, (Yang, 2020) said there is a few factors that supporting the statement that university students choose to dine in in a restaurant.

Since many new restaurants and cafes are opened after the end of the quarantine or MCO, it is one of the factors that attract the attention of university students to visit the restaurants and cafes. After being confined in the house for a long time to undergo the quarantine phase or MCO, the community tends to go out of the house, especially the students as researcher already know they might be stressed after going through the online learning at home. After all, when the times and chances come, they choose to go out and enjoy some good foods especially in restaurant or cafes.

Among other factors that motivate university students to eat in restaurants in the endemic phase is the cleanliness factor. Referring to (Integrity Services, 2018) say that the cleanliness factor is one of the factors influencing the ambiance of one of the

restaurants. Apart from the menu and service factors that satisfy the customers, especially university students, also emphasizes on the cleanliness of the restaurant, especially during the season that is prone to various diseases. Although the restaurant provides excellent customer service and provides delicious food but there will be no customers who are comfortable enjoying food in a dirty and unmanaged restaurant.

Besides, (Integrity Services, 2018) say that restaurant cleanliness factors also symbolize the trust and safety that their customers can give. Even though we are living in an endemic phase, but the covid-19 virus is still circulating but the situation can still be controlled, therefore the restaurant needs to focus on the cleanliness of the premises to convince customers to enjoy the food and services provided in their restaurant.

Cleanliness is one of the important factors nowadays due to prevent covid-19 virus infections. Therefore, the customers, especially university students, are very concerned about cleanliness where they gain confidence to dine-in at the restaurant.

Thus, the cleanliness factor is one of the factors that motivate the community, especially university students to dine-in in a restaurant.

2.3 HYPOTHESES

The hypothesis in this study is to find out factor's restaurant is related to University Students.

Hypothesis 1: There is relationship between time saving and factors that influence university students to dine in at restaurant during covid 19 recovery period

Hypothesis 2: There is relationship between convenience and factors that influence university students to dine in at restaurant during covid 19 recovery period

Hypothesis 3: There is relationship between cleanliness and factors that influence university students to dine in at restaurant during covid 19 recovery period

2.4 CONCEPTUAL FRAMEWORK

In this time of pandemic, we all know that we must always be vigilant and always maintain cleanliness while outdoors and indoors. Every individual must wear a face mask

regardless of adult or child to always be alert and sensitive to this very dangerous disease. It is known as Covid 19 which has been certified since March 2019.

Therefore, the government requires every individual over the age of 18 to receive two doses of vaccine to strengthen a person's antibodies to fight infectious diseases. However, the government still gives flexibility to all economic activities to be allowed to operate except for activities that are high risk and listed on the negative list.
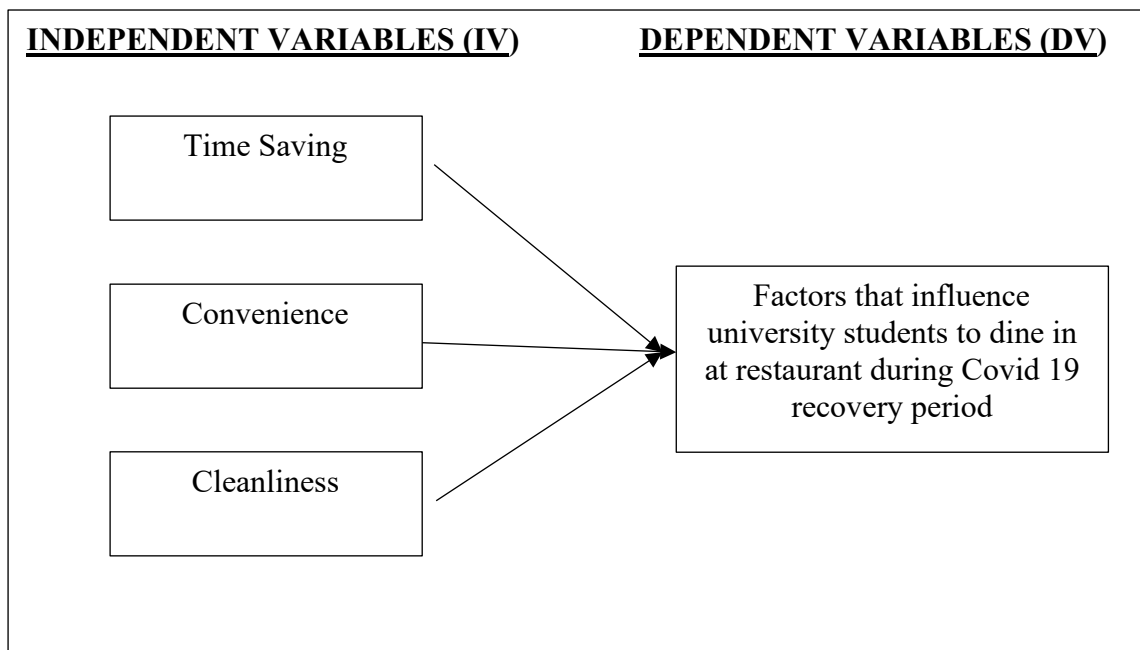
Figure 2.1: Conceptual Framework

Independent variable (IV) is the reason that influence university students to dine at restaurant during Covid-19 recovery period. There are three independent variable (IV) that have been determined in this study which is time saving (Lloyd, 2014), convenience (Khalida, 2020), and cleanliness (Anggraeni, 2019). The dependent variable (DV) is factors that influence university students to dine in at restaurant during Covid-19 recovery period.

2.5 SUMMARY

In conclusion, the main point of this chapter is focusing on the Independent Variable (IV) that time saving, convenience and cleanliness while the Dependent Variables (DV) is based on the factors that influence university students to dine in at restaurant during Covid-19 recovery period. Other than that, the proposed conceptual framework is to develop based on the literature review. Besides, the authors aim to analyse the relationship between all the independent and dependent variables.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The chapter for gathering, processing, and analysing data are covered in this chapter in order to provide a more ordered and systematic response to the hypotheses. It details the research strategy, target demographic, sample size, sampling technique, data collection techniques, research instrument, and data analysis used in the study. Additionally, this chapter's goal is to make sure the right research methodologies are used so that the readers can better comprehend and assess the research's findings.

3.2 RESEARCH DESIGN

The researcher used quantitative methods based on raw data to conduct this research. To answer the research question, the researchers constructed a causal research design or an experimental research design (Shariff, 2016). This is related to researchers' aim to identify the factors that influence university students dine in at restaurant during Covid-19 recovery period.

Causality study is a type of research in which researchers investigate at the relationship between independent variables which are thought to impact the dependent variable. This study design's primary goal is to gather evidence concerning causation or to test hypotheses. In this study, researchers tested the relationship between time saving, convenience, cleanliness (independent variables), and factors that influence university students to dine in at restaurant during Covid-19 recovery period (dependent variables).

3.3 POPULATION

A population is a group of individuals or objects that can be identified by at least one common characteristics for data collection and analysis purposes (Shona McCombes, 2021). The survey question or purpose of the survey provides a definition of the appropriate population to survey in terms of geography and restrictions on a particular

age, gender, race or year university student's when selecting the population to be surveyed. The population covered by this survey is mainly the population of Malaysian university students. The individuals that make up this population were selected because the purpose of this research project is to investigate the factors that influence university students to dine in at restaurant during the recovery period of Covid-19.

3.4 SAMPLE SIZE

Sampling size is a method or system that researchers use to easily select individuals or groups of individuals from the community in order to make statistical inferences and discover demographic characteristics.

The marketing research used employs a variety of sampling strategies, allowing them to obtain useful information without having to survey the entire population. This sampling strategy can also be used to optimize derivation in research survey software. As a result, researchers have two sampling methods at their disposal: probability sampling and non-probability sampling. According to (Taherdoost, 2017) in order to the sample size must be sufficient to generalise from a random sample while avoiding sampling errors or biases. A number of elements that frequently confound people doing surveys for the first time determine what is adequate. This is because, rather than the percentage of the study population that is sampled, what matters is the absolute size of the sample

chosen in relation to the complexity of the community, the researcher's objectives, and the forms of statistical manipulation that will be used in data analysis.

According to (Bukhari, 2021), the ever-increasing an accurate sample size determination method is now in demand due to the need for a representative statistical sample in empirical research. Krejci and Morgan (1970) created a readily accessible table for determining sample size for a specific population to fill the gap.

The table is created using the algorithm below to choose the sample size.

Formula for determining sample size

$$s = X^2 NP(1-P) \div d^2(N-1) + X^2 P(1-P)$$

s = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = the population size.

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05).

Source: Krejcie & Morgan, 1970

Table 3.1: Formula for determining sample size. Sample size adapted from Krejci & Morgan, (1970).

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

Note.—N is population size. S is sample size.
Source: Krejcie & Morgan, 1970

Table 3.2: Table for Determining Sample Size from a Given Population adapted from Krejci & Morgan, (1970).

(Memon, 2020), the Krejci and Morgan table (KMT, Krejci & Morgan, 1970) is well known for determining sample size among behavioural and social science researchers. This table doesn't require any calculations and may be used with any stated population. A sample size of 384 is sufficient for a population of 100,000 or more, according to the KMT. As a result, 384 has come to be known as the "magic" number in science and has been cited in countless articles and theses. A sample must also be representative of the population being investigated while using the KMT. In empirical research, the requirement for a representative statistical sample is growing, calling for the creation of a reliable technique for determining sample size. Krejci and Morgan (1970)

created a table that could be easily accessed for evaluating sample size for a certain population to fill the gap. The questionnaire will be distributed to respondents who take part in or have previously engaged in university student proficiency. It is believed that choosing these respondents will make it easier to collect the information required for this inquiry.

3.5 SAMPLING METHOD

The process of identifying a portion of a population to represent a sample is known as sampling. Through sampling, research can be conducted more accurately and affordably. Whether or whether the study's conclusions can be applicable to other circumstances depends on the sampling process. In other words, sampling is the process of selecting a small subset of a population for study. The two types of sampling techniques are probability sampling and non- probability sampling.

Non-probability sampling is a sampling strategy when the probability that someone will be chosen for a sample cannot be determined. The reverse of probability sampling is this, when the probability can be calculated. Non-probability samples are not randomly chosen, but probabilistic samples are. Instead, it makes use of the researcher's personal assessment.

3.6 DATA COLLECTION PROCEDURE

Data collection is the process of collecting, measuring, and analysing accurate evidence for research purposes using established and approved procedures. Researchers can evaluate their hypothesis based on based on the information received. Data collection is often the first and most important phase of the research process, regardless of research topic. Different types of data collection are used in different research areas, depending on the information needed. For example, surveys and polls require the least resources.

Researchers will conduct an online survey using a Google Form because it is the best option in this pandemic. Respondents who meet the criteria for this study will receive 24 questionnaires via social media platforms such as WhatsApp, Telegram, Instagram, and Facebook. Respondents should be people who fit the criteria for this study. To begin, the respondents must work in the hospitality industry. Second, the respondents must be university students in Malaysia. Before the respondent answers the question, the questionnaire asks a few questions to make sure they are qualified for they are really university students in Malaysia.

Non-stochastic sampling was used in this study, and the sample type used was a convenient sample. Convenience sampling, as the name implies, means collecting samples or data from the appropriate areas and from the most accessible people. For example, use a social media platform such as Facebook and a messaging app such as WhatsApp or Google Forms to create an online survey.

Convenience sampling has the advantage of, which allows researchers to collect data quickly and easily. In this study, data can be collected quickly and directly. This is especially important during the social distance period of Covid-19. Non-probability sampling has many advantages, including the fact that the is very costly and time efficient because it uses online surveys

3.7 RESEARCH INSTRUMENT

An instrument used in research is one that collects, measures, and analyses data from subjects related to the issue under study. Depending on the type of study researcher are conducting—quantitative, qualitative, or mixed methods—you will need to pick which instrument to utilise. For instance, researcher can select to utilise a questionnaire for a quantitative study and a scale for a qualitative study. Although using a present instrument is helpful because its efficacy is recognised, researcher could need to utilise a different instrument or develop researcher own instrument. In the paper's methods section, researcher must detail the equipment utilised.

The way researcher survey collected primary data on subjects, researcher selected a sample that was representative of the population, through the use of questionnaires. It is very popular because various types of information can be collected, including, motivational aspects of attitudes, perceptions, and behaviours. It allows for uniformity

and standardization in the questions asked and in the method of approaching the subject, making it easier to compare and contrast answers by groups of respondents.

Researcher will also ensure higher reliability than some other techniques. Researcher do a survey; researcher want respondents to fill out your entire survey and answer the questions correctly. Research shows that the more researcher engages with respondents and the more respondents enjoy the experience, the better the quantity and quality of feedback.

3.7.1 QUESTIONNAIRE DESIGN

In this research, researcher is going to use a questionnaire method where in it have five fraction section through section which is Section A, B, C, D and E. researchers as a team already discussed about the questionnaire process and researcher have completely done it by group in order to collect all the important information from the respondent later. researcher also make this questionnaire in duo basic language that often be used in Malaysia so that there will be no problems happened that consisting language that make respondents hard to answer the question later.

As mentioned above, researcher have five fraction section which is Section A, B, C, D and E. Essentially, in section A researcher are going to discuss about the respondent demographic question like age, gender, race and year of university students. Researcher also going to ask about their experience when dine in at the restaurant during Covid 19 recovery period. Researchers are going to put a simple multi choice question and the respondent need to choose the answer based on their experience. 22

In section B, researcher is going to ask a question that are related to the factors Covid -19 that influencing the students when dine in at restaurant. In section C, the question is more about the time saving for university students during Covid-19. The question is what to do when dine in at the restaurant and what the SOP should take when they not at home.

Other than that, section D is a question what the restaurant prepare convenience for university students. The last one is cleanliness. ThiSectionis snowshoes the restaurant take care about the cleanliness during recovery period Covid 19.

Liker scale is one of the measuring methods that have a variety option rating scale to directly measure attitude where it allows the respondent to express their agree and disagree with a particular statement. The range of the 5-point Likert started from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly Agree).

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

Table 3.3: The Five Point Liker

3.8 DATA ANALYSIS

Data analysis tools assist users in processing and manipulating information, analysing relationships and connections between data sets, and detecting perception

patterns and trends. Here is a complete list of methods for analysing results used in analysis. Data analysis is the process of converting raw data into structured information in order to understand the issues raised by the research. Researcher used SPSS software to generate data after collecting all of the information from the respondents.

The steps in this study's data analysis are outlined below. It begins with a descriptive analysis of the data.

3.8.1 DESCRIPTIVE ANALYSIS

Descriptive analysis is a sort of data analysis that aids in accurately describing, displaying, or summarising data points so that patterns may appear that satisfy all of the data's requirements. It is one of the most crucial processes in the examination of statistical data. A data set is a compilation of observations or responses from a sample of a population or the complete population.

Measures of frequency, central tendency, dispersion or variation, and position are the four categories of descriptive analysis. We'll employ frequency metrics in this study. It can be used to determine the variation and how many participants are under a particular age.

Utilize measures of central tendency as well, which involves determining the average or central. Three averages—the mean, the median, and the mode—are used as

measures of central tendency. The mean average would be a very useful descriptive metric in this situation.

In quantitative research, the initial step is statistical analysis to describe response characteristics after data collection. For instance, the average of one variable, like age, or the relationship between two variables, like creativity and age.

3.8.2 RELIABILITY TEST

To evaluate the accuracy of study. The concepts of reliability have been used. researcher identify the specificity with which a technique or analysis is carried out. The aim of a reliability test is a guarantee that the programme is stable, that is meets the evaluation goals over a set period in a specific context and that it can perform an error-free process. Social scientists assess reliability in three different ways over period (test-retest reliability0, over artefacts (internal consistency) and throughout research (inter-rater reliability). In sum, if indeed the association in the consistency analysis is good, the scale generates accurate measurements and thus is trusted.

Cronbach's alpha	Internal consistency
α ≥ 0.9	Excellent
0.9 > α ≥ 0.8	Good
0.8 > α ≥ 0.7	Acceptable
0.7 > α ≥ 0.6	Questionable
0.6 > α ≥ 0.5	Poor
0.5 > α	Unacceptable

Table 3.4: Cronbach's Alpha Level of Reliability

The Cronbach's Alpha rules of thumb are seen in Table. If the values are less than 0.5, the findings are unacceptable. Once the coefficients are mostly under 0.6 and greater than 0.5, the intensity of correlation is poor. Whenever the results are among 0.6 and 0.7, the intensity of the relation is questionable. If the figures are 0.7 or less than 0.8, it demonstrates that the relation is acceptable. A good frequency of relation is between 0.8 and less than 0.9, whereas a Cronbach's Alpha coefficient range of 0.9 and above shows an excellent degree of association.

Cronbach's alpha reliability (Cronbach, 1951) became one of the most frequently used measure of accuracy in the environmental and political sciences. Cronbach's alpha accuracy is known as the consistency of an amount or median of quantities, in which the q measurements which represent q values, periods, alternative forms, or survey / interview items. Composite reliability is a standard of "world accuracy" reliability when the measurements represent various research artefacts, which is the most common use.

3.8.3 CORRELATION TEST

The main part of correlation analysis, which is the examination of the signals that have a causal relationship in the aggregate, is the analysis of the indicators that do have a connection in the aggregate. It is the technique of expressing how closely related different objective things are to one another using the proper statistical indicators. The dependent variable and the independent variable are not correlated if the probability distribution of the dependent variable is the same for all values of the independent variable. The link between independent factors and dependent variables in the study is quantified using the Pearson Correlation Coefficient, or r. The strength of the association between independent factors and dependent variables is determined in the table below.

Correlation Coefficient Value	Strength of Correlation
$r = 1$	Perfectly positive
$0.5 < r < 1$	Strongly positive
$r = 0.5$	Moderately positive
$0 < r < 0.5$	Weakly positive
$r = 0$	No correlation
$-0.5 < r < 0$	Weakly negative
$r = -0.5$	Moderately negative
$-1 < r < -0.5$	Strongly negative
$r = -1$	Perfectly negative

Table 3.5 Interpretation of Pearson Correlation Coefficient Value

The correlation coefficient r indicates how closely two variables are correlated. Any value within the range of -1 and 1 is acceptable for the correlation coefficient, or r. When one variable grows and the other does too, there is a positive correlation, and the value of r is between 0 and 1. Conversely, when one variable increase and the other drops, there is a negative correlation, and the value of r is between -1 and 0. The correlation between the two variables is inversely correlated with the absolute value of r: the closer it is to 1, the stronger the connection; the closer it is to 0, the weaker the correlation.

3.9 SUMMARY

Through this chapter, researcher clearer about the study such as research design, population, and sample, sampling methods, data collection procedures, research instruments and data analysis. From this investigation. Researcher can also know how to use research forms and functions and other components. Research explain how survey methods are used in this chapter.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter will examine the results of the analysis, which were based on information gathered from a questionnaire sent via social media platforms such as WhatsApp, Facebook, and Instagram. The data from the questionnaire was analysed with the use of a software application called Statistical Package for the Social Sciences (SPSS). A pilot test was conducted on the entire number of respondents before the official questionnaire was conducted, and a release ability test was utilized to determine the acceptability of the variables**.**

4.2 RESULT OF DESCRIPTIVE ANALYSIS

The demographic profile in part A of the questionnaire, as well as the mean and mean of the dependent variables and the independent variables reported in part B of the questionnaire, were described using descriptive analysis. The acquired data set can be summarised or given a quick quantitative description. With the help of this summary, the data collected may be put into context and turned into meaningful information, which will improve understanding of the study.

4.2.1 DEMOGRAPHIC PROFILE

Table 4.1: Respondent Demographic Profile – Gender

Respondent's Profile	Frequency	Percentage (%)
	N= 384	
Male	182	47.4%
Female	202	52.6%
Total	384	100%
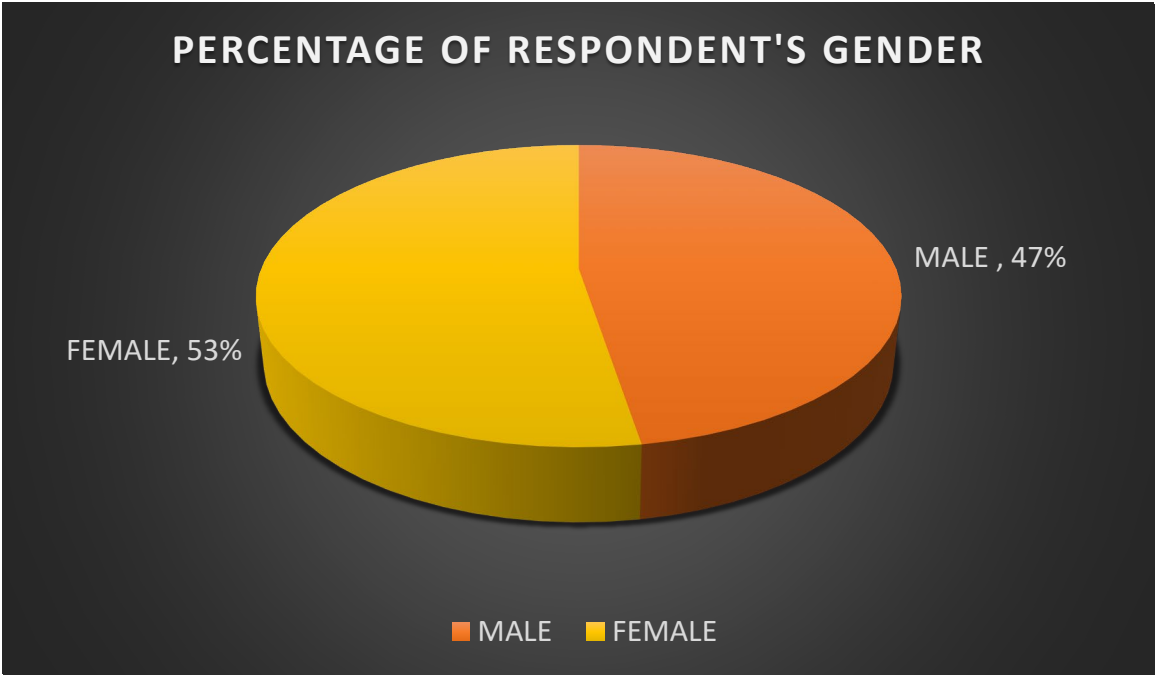
Figure 4.1: Percentage of Respondent's Gender

The total number of respondents for males is 182 while the number of female respondents is 202 respondents. Of the 384 respondents, 47.4% of the total respondents were male and the remaining 52.6% were female respondents involved in this study.

4.2.2 Age

Table 4.2: Respondent Demographic Profile – Age

Respondent's Age	Frequency	Percentage (%)
	N= 384	
18 - 20 years old	84	21.9%
21 - 25 years old	237	61.7%
26 – 30 years old	63	16.4%
Total	384	100%
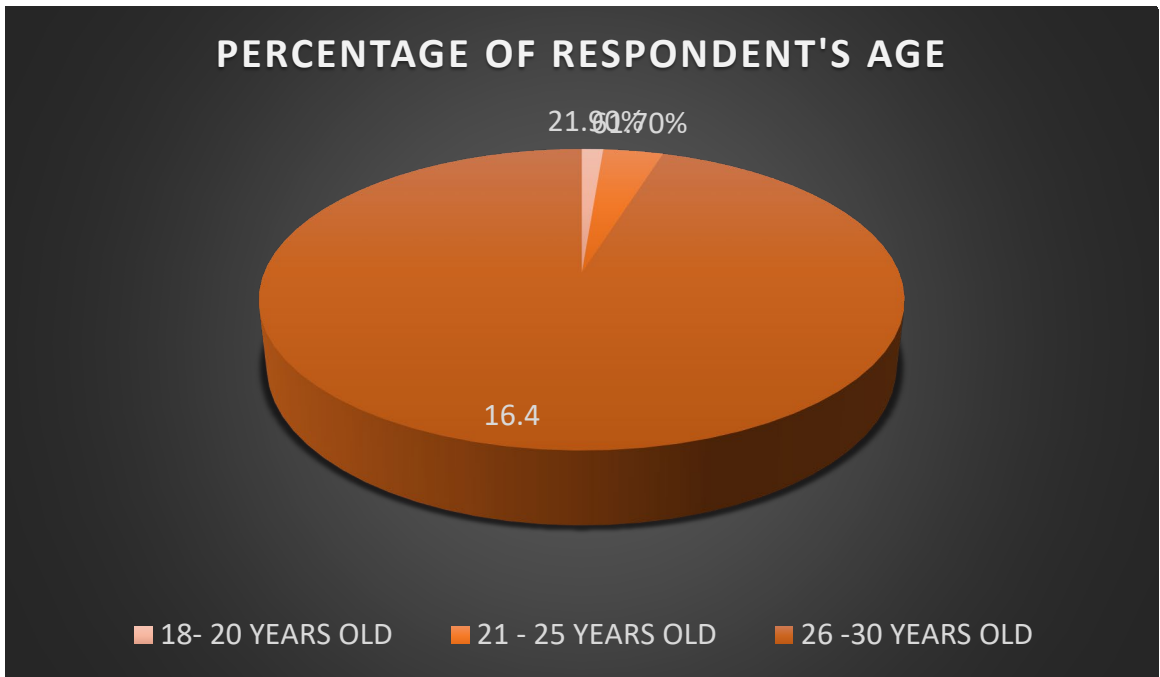
Figure 4.2: Percentage of Respondent's Age

Shows the number of respondents by age. There were 384 respondents ranging in age from 18-20 (84 respondents), 21-25 (237 respondents), 26-30 (63 respondents). The figure shows that the highest percentage of respondents are respondents within the age range of 21-25 (21.9%), followed by the age of 18-20 (61.7%) and the lowest 26-30 (16.4%).

4.2.3 Race

Table 4.3: Respondent Demographic Profile – Race

Respondent's Race	Frequency	Percentage (%)
	N= 384	
Malay	129	33.6%
Chinese	39	10.2%
India	59	15.4%
Bumiputera Sabah	112	29.2%
Bumiputera Sarawak	45	11.7%
Total	384	100%
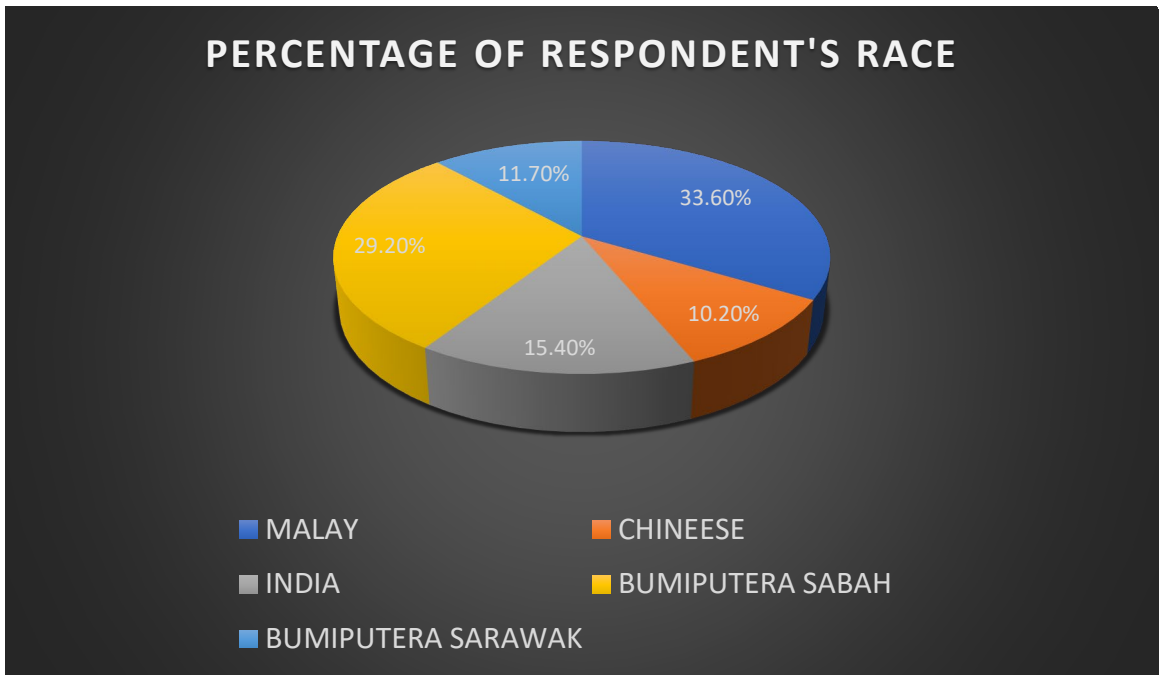
Figure 4.3: Percentage of Respondent's Race

The table and Figure show the number of respondents by race. There are 401 respondents consisting of Malays (129 respondents), Chinese (39 respondents), Indians (59 respondents) Sabah Bumiputera (112 respondents) and Sarawak Bumiputera (45 respondents) have answered the questionnaire. The figure shows that the highest percentage of respondents are Malays (33.6%) and followed by Chinese (10.2%), the percentage of Sabah Bumiputera respondents (15.4%) and Sarawak Bumiputera (29.2%), the lowest percentage of respondents are Indians (11.7%).

4.2.4 Year

Table 4.4: Respondent Demographic Profile – Year

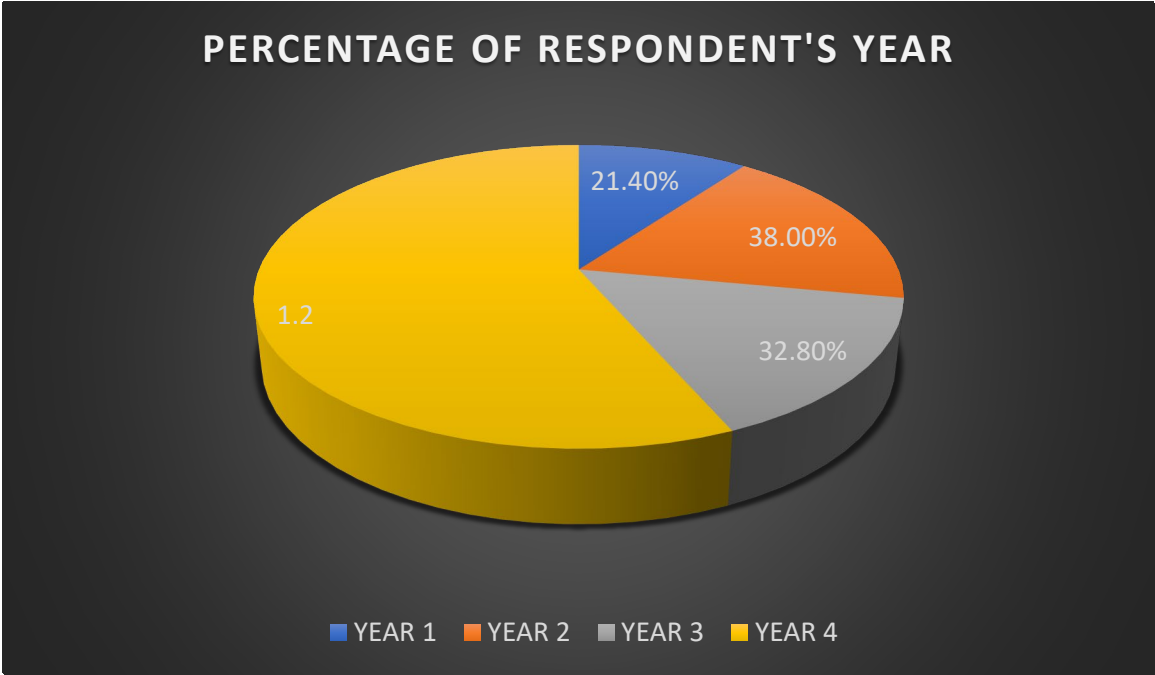| Respondent's Year	Frequency	Percentage (%)
	N= 384	
Year 1	82	21.4%
Year 2	146	38.0%
Year 3	126	32.8%
Year 4	29	7.6%
Total	384	100%

Figure 4.4: Percentage of Respondent's Year

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Table and Figure show the number of respondents by year of study. There were 401 respondents consisting of year 1 (82 respondents), year 2 (146 respondents), year 3 (126 respondents) year 4 (29 respondents). The figure shows the highest percentage of respondents is year 2 (38.0%) and followed by year 3 which is (32.8%), the percentage of respondent's year 1 (21.4%), the lowest percentage of respondents is year 4 (7.6%)

4.2.5 Mean and Average Mean of Independent and Dependent Variables

Descriptive analysis has also been used to describe the mean and the average mean of both dependent variable and independent variables. Each statement is analysed to determine its mean and interpret it according to the levels of agreement.

Table 4.5: Descriptive Analysis for Independent Variables – Time Saving

Time Saving	N	Mean	SD
Ordering fast food is seen to save more time compared to cooking on your own, especially among students.	384	3.58	1.059
The density of the daily schedule possessed by the students prompted them to choose fast food on the time - saving factor.	384	3.63	1.014

The students do not have enough time to cook on their own due to being too focused in completing the assignments given by the university.	384	3.64	.913
Students prefer to order fast food to save time and use that time to study the lesson more focused.	384	351	.991
Students can enjoy more leisure time if they choose to order fast food and enjoy that time.	384	3.77	.993
The students were seen to have a good rest time after getting tired of doing homework when they ordered fast food rather than choosing to cook on their own	384	3.69	.873

Based on the table education consists of six (6) questions. The mean score for the five (5) questions in this capital ranged from 3.51 to 3.77. Students can enjoy more leisure time if they choose to order fast food and enjoy that time. (M = 3.77, SD = 0.993) followed by 'The students were seen to have a good rest time after getting tired of doing homework when they ordered fast food rather than choosing to cook on their own' (M = 3.69, SD = 0.873), 'The density of the daily schedule possessed by the students prompted them to choose fast food on the time -saving factor. ' (M = 3.63, SD = 1.014), 'The students do

not have enough time to cook on their own due to being too focused in completing the assignments given by the university.' (M = 3.64, SD = 0.913), Ordering fast food is seen to save more time compared to cooking on your own, especially among students.' (M = 3.58, SD = 1.059) and 'Students prefer to order fast food to save time and use that time to study the lesson more focused.' (M = 3.51, SD = 0.991).

Table 4.6: Descriptive Analysis for Independent Variables – Convenience

Convenience	N	Mean	SD
There are complete basic facilities such as public toilets and a surau.	384	3.86	.968
The restaurant area is strategic to visit and has ample parking.	384	3.86	.955
Efficient spot cleaning service.	384	3.79	.976
The restaurant follows the SOPs set by the government.	384	3.92	1.739
Provide more than one hand wash and provide soap and tissues.	384	3.75	1.007
Provide a QR code scanner for customers before entering the restaurant.	384	3.85	.894

Based on Table education consists of six (6) questions. The mean score for the five (5) questions in this capital ranged from 3.75 to 3.92. Provide a QR code scanner for customers before entering the restaurant. (M = 3.85, SD = 0.894) followed by 'The restaurant area is strategic to visit and has ample parking. ' (M = 3.86, SD = 0.955), 'There are complete basic facilities such as public toilets and a surau ' (M = 3.86, SD = 0.968), 'Efficient spot cleaning service.' (M = 3.79, SD =0.976) The restaurant follows the SOPs set by the government ' (M = 3.92, SD = 1.739) and 'Provide more than one hand wash and provide soap and tissues.' (M = 3.75, SD = 1.007).

Table 4.7: Descriptive Analysis for Independent Variables – Cleanliness

Cleanliness	N	Mean	SD
Cleanliness is a practice that should be practiced by an individual.	384	3.98	.976
The condition of the restaurant meets the criteria recommended by the government.	384	3.92	.936
Restaurants should adopt cleanliness practices during the Covid 19 recovery period.	384	3.87	.953
Does the restaurant need to adopt the correct SOP?	384	3.80	1.011

Students need to practice the 3 W practices implemented by the government.	384	3.84	.896
Cleanliness in the restaurant is the responsibility of the restaurant owner.	384	4.27	.791

Based on Table education consists of six (6) questions. The mean score for the five (5) questions in this capital ranged from 3.80 to 4.27. Cleanliness in the restaurant is the responsibility of the restaurant owner (M = 4.27, SD = 0.791) followed by 'Cleanliness is a practice that should be practiced by an individual' (M = 3.98, SD = 0.976),

'The condition of the restaurant meets the criteria recommended by the government. ' (M = 3.92, SD = 0.936), 'Restaurants should adopt cleanliness practices during the Covid 19 recovery period. ' (M = 3.87, SD = 0.953), Students need to practice the 3 W practices implemented by the government.' (M = 3.84, SD = 0.896) Does the restaurant need to adopt the correct SOP' (M = 3.80, SD = 1.011).

Factor Influence University Students to Dine in At Restaurant During Covid 19 Recovery Period

Table 4.8: Descriptive Analysis for Dependent Variables – Factor Influence University Students to Dine in At Restaurant During Covid 19 Recovery Period

Factor Influence University Students to Dine in At Restaurant During Covid 19 Recovery Period	N	Mean	SD
University students agree with the idea of dine in at restaurant during the Covid 19 recovery period.	384	3.48	1.029
The idea of dine in at restaurant during Covid 19 recovery had a positive impact on university students.	384	3.43	1.012
The idea of dine in at restaurant during Covid 19 recovery opens up industrial training opportunities to university students.	384	3.57	.996

A restaurant is the second-place university students gather after class or the library	384	3.44	1.060
The idea of dine in at restaurant during Covid 19 recovery made it easier for university students to find food.	384	3.71	.982
The idea of dine in at restaurant during Covid 19 recovery can save university students time to prepare food.	384	3.65	.924

Based on Table, education consists of six (6) questions. The mean score for the five (5) questions in this capital ranged from 3.43 to 3.71. The question with the highest the idea of dine in at a restaurant during Covid 19 recovery made it easier for university students to food (M = 3.71, SD = 0.982) followed by 'The idea of dine in at restaurant during Covid 19 recovery can save university students time to prepare food' (M = 3.65, SD = 0.924), 'The idea of dine in at restaurant during Covid 19 recovery opens up industrial training opportunities to university students. ' (M = 3.57, SD = 0.996), 'The idea of dine in at restaurant during Covid 19 recovery had a positive impact on university students' (M = 3.43, SD = 1.012), 'University students agree with the idea of dine in at restaurant during the Covid 19 recovery period' (M = 3.48, SD = 1.029) dan 'A restaurant

is the second-place university students gather after class or the library' (M = 3.44, SD = 1.060).

4.3 RELIABILITY TEST

Reliability can be defined as a measurement of a certain spectacle that is stable and has results that can be considered consistent. It can also be related to the happenings of repeatability. A test or study is considered reliable if the repeated measurement with constant variables produces the same results.

Reliability can be defined as a measure of a particular spectacle that produces results that can be considered stable and consistent. It may also be related to reproducibility events. A test or investigation is considered reliable if repeated measurements using constant variables yield the same results. In this study, Cronbach's alpha was used to measure its reliability. Cronbach's alpha is a measure of internal consistency and is expressed as a number from 0 to 1. This measurement can be used to determine the validity and reliability of the questionnaire.

Results of Cronbach's Alpha value of variables

Questionnaires	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items

Independent Variables:			
• Time Saving	.805	.809	6
• Convenience	.746	.742	6
• Cleanliness	.808	.806	6
Dependent Variable: Factor that influences university students to dine in at restaurant during Covid 19 recovery period	.824	.825	6

For the first independent variable, time saving, the coefficient alpha obtained in the actual reliability test is 0.805. The coefficient alpha calculated for the next independent variable, convenience, was 0.746. The coefficient result for cleanliness in Section D is 0.808. Furthermore, the survey's dependent variable, factor that influence university students to dine in at restaurant during Covid 19 recovery period, gained 0.824 as a result of coefficient alpha. Above all, the results are presented in table above. Based on the table, it shows that all the variables are highly reliable. In summary, the results of the reliability tests support the acceptability of the instruments employed throughout this research, and the concept examined is appropriate for the research area. As a result, the instruments' output is suited for higher-level analyses.

4.4 PEARSON CORRELATION

Inferential statistics are frequently employed in research and studies to find differences or correlations between variables. Performance expectations, social influence, and perceived trust are the independent variables, whereas consumer acceptance is the dependent variable. Pearson Correlation In this study, the coefficient will be utilised to assess the strength of the link between the independent and dependent variables. The table below shows the coefficient correlations and the strength of the link based on their values as a guideline.

Results of Pearson Correlation

		Factor that influences university students to dine in at restaurant during Covid 19 recovery period	Time Saving	Convenienc e	Cleanline ss

Factor that influences university students to dine in at restaurant during Covid 19 recovery period	Pearson Correlation	1	.775**	.094**	.084**
Time Saving	Pearson Correlation	.775**	1	.069**	.125**
Convenience	Pearson Correlation	.094**	.069**	1	.000
Cleanliness	Pearson Correlation	.084**	.125**	.000	1

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

Inferential statistics are frequently employed in research and studies to find differences or correlations between variables. Performance expectations, social influence, and perceived trust are the independent variables, whereas consumer acceptance is the dependent variable. Pearson Correlation In this study, the coefficient will be utilised to assess the strength of the link between the independent and dependent variables. The table below shows the coefficient correlations and the strength of the link based on their values as a guideline.

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

Table 4.5.1: Summary for Hypothesis Testing

Hypothesis	Pearson's Correlation Results	
H1 there is a significant relationship between time saving and factors that influence university students to dine in at restaurant during covid 19 recovery period	r=0.805, p < 0.01	Supported
H2 there is a significant relationship between convenience and factors that influence university students to dine in at restaurant during covid 19 recovery period	r=0.746, p < 0.01	Supported
H3 there is a significant relationship between cleanliness and factors that influence university students to dine in at restaurant during covid 19 recovery period	r=0.808, p < 0.01	Supported

Table 4.5.1 serves to summarize the findings of this study. Hypotheses that have been tested for the purpose of this study will be further elaborated as follow:

Communication skills have a high positive relationship with time saving, according to Hypothesis 1 (H1). The communication skills had a Pearson Correlation Coefficient of 0.805, p = 0.01, according to the results provided in Table 4.15. As a result, the results support hypothesis 1 (H1), which states that communication skills are strongly related to factors that influence university students to dine in at restaurant during covid 19 recovery period.

Furthermore, Hypothesis 2 (H2) stated that convenience with the factors that influence university students to dine in at restaurant during covid 19 recovery period. The entertainment had a Pearson Correlation Coefficient of r = 0. 746, p = 0.01, as shown in Table 4.15. As a result, the results support hypothesis 2 (H2), which states that language competency has a strong positive relationship with factors that influence university students to dine in at restaurant during covid 19 recovery period.

Cleanliness was predicted to have a strong positive relationship with factors that influence university students to dine in at restaurant during covid 19 recovery period in Hypothesis 3 (H3). According to the statistics given in Table 4.15, cleanliness has a Pearson Correlation Coefficient of r = 0.808, p = 0.01. As a result, the results support hypothesis 3 (H3), which states that cleanliness is positively significant with factors that influence university students to dine in at restaurant during covid 19 recovery period.

4.6 SUMMARY

As conclusion, this section has examined about the information examination utilized in the review. The reason for information examination is to investigate the information assortment by utilizing dependability investigation, ordinariness, univariate investigation and Pearson relationship investigation while the conversation and finish of the review would be talked about on the following part.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

The objectives of the study are to determine the relationship between time saving and factors that influence university students to dine in at restaurant, to identifying the relationship between convenience and factors that influence university students to dine in at restaurant and to investigate the relationship between cleanliness and factors that influence university students to dine in at restaurant.

5.2 RECAPITULATION OF THE FINDINGS

In this part of the chapter, a discussion of recapitulation obtained from the findings is written based on the research objective, research questions, and hypothesis for this study.

5.2.1 TIME SAVING

RO$_1$: To examine the relationship between time saving and factor the influence university students to dine in at restaurant.

RQ$_1$: What is the relationship between time serving and factors that influence university students to dine in at restaurant.

H$_1$: there is a significant relationship between time saving and factors that influence university students to dine in at restaurant during covid 19 recovery period.

Based on the Pearson Correlation analysis in Table 4.6.1 in the previous chapter, the Pearson Correlation value (r -value) of assurance on student agreement was high (0.768) where the p value was 0.000 (p> 0.01). This shows that the significant relationship between time saving and factors that influence university students to dine in at restaurant during covid 19 recovery period. While the Cronbach's Alpha value for service quality in the internal reliability test is 0.819, which is also the second largest value when compared to other variables.

The government will provide flexibility to carry out social activities including dine in in restaurants, however with the conditions that have been implemented in the health protocol made by the government, (Yulita P., 2020). This is to prevent the spread of covid 19 in Malaysia. in turn can help the business get back in operation. This will benefit the students to waste time preparing their own meals.

5.2.2 CONVENIENCE

RO$_2$: To examine students' perception towards the restaurant service after Covid-19.

RQ$_2$: What is the relationship between restaurant and perception of the student?

HO$_2$: there is a significant relationship between convenience and factors that influence university students to dine in at restaurant during covid 19 recovery period.

According to the Pearson Correlation analysis in Table 4.6.2 in the previous chapter, it shows that the People Correlation value (R-values) of service quality is 0.639, indicating a moderately positive relationship in knowing restaurant service after covid 19. Since the p-value is positive 0.01 (0.000), the relationship between significant relationship between convenience and factors that influence university students to dine in at restaurant during covid 19 recovery period. In contrast, While the Cronbach's Alpha value for service quality in the internal reliability test is 0.818.

Based on Sharee & Muhammad (2018) the most important aspect in the dining experience that determines customer satisfaction and behavioural intentions is the quality of service. Astari Simanjorang & Syahputra (2022) found that food quality and physical environment influence satisfaction and support repurchase tendencies. therefore, the restaurant environment should be kept away from the covid19 virus if students or customers want to return to dine in at the restaurant.

5.2.3 CLEANLINESS

RO₃: To identify why the Covid-19 give effect to the student to dine in at the restaurant.

RQ₃: Why the Covid-19 give effect to the student to dine in at the restaurant?

HO₃: There is a significant relationship between cleanliness and   factors   that influence university students to dine in at restaurant during covid 19 recovery period

Referring to the People Correlation analysis in the previous chapter, Table 4.6.3, the People Correlation value (R-values) is reported at 0.522, which indicates the weakest relationship. While the p value is above p <0.01 (0.000), thus it shows a significant relationship between cleanliness and factors influencing university students to eat in restaurants during covid recovery period 19. While Cronbach's Alpha value for service quality in internal reliability test is 0.862.

Customers will be impressed with the cleanliness of the restaurant and the cleanliness of the food. Food safety is also an important issue such as the use of equipment not only for the preparation of raw materials, but also for cooked food, this is due to the spread of bacteria occurs very fast when the same equipment is used in handling raw materials and also cooked food ingredients (Rahman & Saad, 2011).

5.3 LIMITATION

The limitations of each study are generally potential errors beyond the control of the researcher and are closely related to economic limits, statistical model limits, study

design, or other factors. Based on this study, a limitation is an event or event that occurred during a research event that was beyond the control of the researcher.

This research is discussed about the relationship between factors that influence university students to dine in at restaurant during COVID-19 recovery. Between time saving convenience and cleanliness. This research is a quantitative research method where the data were collected by using questionnaire which is Google form. By using this method, it is easy to achieve the target respondents and it also provides facilities for respondents to give evidence and answer all questions asked regarding this research.

Throughout the conduct of this study, we did not miss in facing some challenges and obstacles in the period to complete this study. We faced various obstacles and problems during the period to complete this study. Among the challenges faced is that it is difficult to reach the number of respondents. The questions were asked in the Google form where the respondent needs to fill in some personal information such as email and so on.

Next, the site will take the respondents to the question section page where they just need to tick the answer in the space provided. The researchers have spread the link that leads to our question site which is Google form to answer questions in several mediums such as WhatsApp, Instagram, and Facebook to reach the required target respondents. However, not many respondents acted to access the site of the link site that is Google Form to answer our survey questions.

Another challenge faced is that the size of respondents that need to be achieved is in a very large number. The large size is actually a big problem, however, the relevance of the problem involving a number of respondents who did not cooperate in solving this survey question has affected to some extent the process in solving this study. This can be

attributed when the problem of respondents who do not provide cooperation makes it difficult for researchers to complete the required number of respondents.

Limited time constraints are also one of the challenges faced by the researchers during the conduct of this questionnaire session. The need for a large number of respondents with a short period of time makes the researchers had to chase time in order to complete this questionnaire session on time. If the process of preparing this questionnaire is done in a hurry, other problems such as information leakage may occur.

Another problem that can be identified during this questionnaire session is that respondents take a long time to answer questions on Google form. This is because, the respondents are confused to set the answer that suits their situation in accordance with the question asked. In addition, respondents may also take some time to understand each of the questions asked.

It can be concluded that, there are various challenges faced by researchers in order to implement this questionnaire session. However, thanks to the efforts and cooperation done by fellow researchers, it makes this questionnaire can be completed smoothly.

5.4 RECOMMENDATIONS

The first suggestion is to keep collecting data from respondents using the quantitative method. This strategy is certainly the most effective for gathering accurate data for this investigation. This method is clearly the best method to achieve proper data collection for this study. As this study is to investigate factors that influence university

students to dine in at restaurants during Covid 19 recovery period. It is appropriate to employ the quantitative method. The findings would be more applicable, credible, and generalizable to Malaysia's big population.

The subsequent proposal is finding respondents that know about the survey. This would assist scientists with having the option to get more exact information of the overview. This will make it simpler information assortment and increment the quantity of test information. Accordingly, there will be negligible errors with respondents who don't have the foggiest idea or skill to answer the poll of this review.

The third suggestion is to broaden the scope of the questionnaire's language options. Bahasa Malaysia and English were utilised in the questionnaire.
For a wider and deeper understanding, it would be more beneficial and profitable if the questionnaire includes languages such as Chinese and India. Because there are more languages available and intelligible in the questionnaire, this may increase the number of people who reply.

The following suggestion is that this research be conducted over a longer period of time. This research is now concentrating on three independent variables time-saving, convenience, and cleanliness. It would be greater to study more variables such as providing more space for university students to eat, upgraded facilities such as ample parking, and highly effective hygiene of food utensils using existing technology. This would be beneficial in obtaining further data and completing the research. investigating factors that influence university students to dine in at restaurants during Covid 19 recovery period.

5.5 SUMMARY

In conclusion, the findings of this study show the factors that influence university students to dine in at restaurant during Covid-19 recovery period. The influential factors are the relationship between time saving and factors that influence university students to dine in at restaurant, the relationship between convenience and factors that influence university students to dine in at restaurant, the relationship between cleanliness and factors that influence university students to dine in at restaurant. As mentioned in Chapter 3, the questionnaires will distribute to the respondent.

In addition, in Chapter 4, the findings of the survey questionnaire analysed using descriptive and inferential analysis. The data obtained from the questionnaires were evaluated by a software program using the Statistical Package for the Social Science (SPSS). The final results show there is a significant between time saving, convenience, cleanliness and factors that influence university student to dine in at restaurant during Covid-19 recovery period. It shows time saving, convenience and cleanliness are positive and moderately related to the respondent with correlation coefficient of .000 respectively.

Last in Chapter 5, on a summary of the final results based on data analysis. As a result, all of the hypotheses (H1, H2, and H3) were accepted. Furthermore, while doing this research, the limits and recommendations included those that can be used for additional research.

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APPENDICES

FACTORS THAT INFLUENCE UNIVERSITY STUDENTS' ATTITUDE TOWARDS FAST-FOOD CONSUMPTION IN MALAYSIA DURING THE RECOVERY PERIOD OF COVID-19.

Listed below are a series of statement to know the demographic profile of the respondents. Please tick (√) ONLY ONE ANSWER from the statement given.

Senarai berikut adalah pernyataan berkaitan profil demografi responden. Sila tandakan (√) SATU JAWAPAN SAHAJA dari setiap pernyataan yang diberikan.

SECTION A : DEMOGRAPHIC PROFILE

SEKSYEN A; PROFIL DEMOGRAFI

NO	STATEMENTS
1	GENDER / JANTINA • Male / Lelaki • Female / Perempuan
2	AGE/ UMUR • 18-20 AGE (18-20 TAHUN) • 21-25 AGE (21-25 TAHUN) • 26-30 AGE (26-30 TAHUN)
3	RACE/BANGSA • MALAY • INDIA • CHINESE • BUMIPUTERA SABAH • BUMIPUTERA SARAWAK
4	YEAR / TAHUN • YEAR 1 / TAHUN 1

• YEAR 2/ TAHUN 2				
• YEAR 3/ TAHUN 3				
• YEAR 4/TAHUN 4				

Please indicate your level of agreement to the respective statements by ticking (√) **ONLY ONE ANSWER for each statement.** *Sila nyatakan tahap persetujuan anda terhadap pernyataan masing-masing dengan menandakan (√) SATU JAWAPAN SAHAJA bagi setiap pernyataan.*

Strongly Disagree *Sangat Tidak Setuju*	Disagree *Tidak Setuju*	Either Agree or Disagree *Sama ada bersetuju atau tidak bersetuju*	Agree *Setuju*	Strongly Agree *Sangat Setuju*
1	2	3	4	5

SECTION B: FACTOR THAT INFLUENCE UNIVERSITY STUDENTS TO DINE IN AT RESTAURANT DURING COVID 19 RECOVERY PERIOD

SECTION B: FAKTOR YANG MEMPENGARUHI PELAJAR UNIVERSITI

UNTUK MAKAN DI RESTORAN DALAM TEMPOH PEMULIHAN COVID 19

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1	University students agree with the idea of dine- in at restaurant during the covid recovery period 19. Pelajar *university setuju dengan idea untuk menjamu selera di restoran semasa tempoh pemulihan covid 19.*					
2	The idea of dine in at restaurant during covid 19 recovery had a positive impact on university students. *Idea untuk menjamu selera di restoran semasa pemulihan covid 19 memberi kesan positif kepada pelajar university.*					
3	The idea of dine in at restaurant during covid 19 recovery opens up industrial training opportunities to university students. *Idea untuk menjamu selera di restoran semasa pemulihan covid 19 membuka peluang latihan industri kepada pelajar university.*					
4	A restaurant is the second place university students gather after class or the library. *Restoran merupakan tempat kedua pelajar university berkumpul selepas kelas atau pustaka.*					
5	The idea of dine in at restaurant during covid 19 recovery made it easier for university students to find food. *Idea untuk menjamu selera di restoran semasa pemulihan covid 19 memberikan kemudahan pelajar university untuk mencari makanan.*					
6	The idea of dine in at restaurant during covid 19 recovery can save university students time to prepare food.					

NO	STATEMENTS					
		Idea untuk menjamu selera di restoran semasa pemulihan covid 19 dapat menjimatkan masa pelajar university untuk menyediakan makanan.				

SECTION C: TIME SAVING

SECTION C: PENJIMATAN MASA

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1	Ordering fast food is seen to save more time compared to cooking on your own, especially among students. *Menempah makanan segera dilihat lebih menjimatkan masa berbanding memasak sendiri terutama dalam kalangan pelajar.*					
2	The density of the daily schedule possessed by the students prompted them to choose fast food on the time -saving factor./ *Kepadatan jadual harian yang dimiliki oleh pelajar mendorong mereka memilih makanan segera atas faktor penjimatan masa.*					
3	The students do not have enough time to cook on their own due to being too focused in completing the assignments given by the university./ *Pelajar tidak mempunyai masa yang cukup untuk memasak sendiri kerana terlalu fokus dalam menyiapkan tugasan yang diberikan oleh pihak universiti.*					
4	Students prefer to order fast food to save time and use that time to study the lesson more focused./					

NO	STATEMENTS	1	2	3	4	5
	Pelajar lebih gemar memesan makanan segera bagi menjimatkan masa dan menggunakan masa tersebut untuk menelaah pelajaran dengan lebih fokus.					
5	Students can enjoy more leisure time if they choose to order fast food and enjoy that time./ *Pelajar boleh menikmati lebih banyak masa lapang jika mereka memilih untuk memesan makanan segera dan menikmati masa itu.*					
6	The students were seen to have a good rest time after getting tired of doing homework when they ordered fast food rather than choosing to cook on their own./ *Pelajar dilihat dapat berehat dengan puas setelah penat membuat kerja rumah apabila memesan makanan segera daripada memilih untuk memasak sendiri.*					

SECTION D: CONVENIENCE

SECTION D: KEMUDAHAN

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1	There are complete basic facilities such as public toilets and a surau. *Terdapat kemudahan asa yang lengkap seperti tandas awam dan surau.*					
2	The restaurant area is a strategic to visit and has ample parking. *Kawasan restoran yang strategic untuk dikunjungi dan mempunyai kawasan letak kereta yang banyak.*					
3	Efficient spot cleaning service. *Perkhidmatan pembersihan tempat yang cekap.*					
4	The restaurant follow the SOPs set by the government.					

NO	STATEMENTS					
	Restoran mengikuti SOP yang ditetapkan oleh kerajaan.					
5	Provide more than one hand wash and provide soap and tissue. *Menyediakan lebih daripada satu tempat cuci tangan dan menyediakan sabun serta tisu.*					
6	Provide a QR code scanner for customers before entering the restaurant. *Menyediakan pengimbas QR kod untuk pelanggan sebelum masuk restoran.*					

SECTION E: CLEANLINESS

SEKSYEN E: KEBERSIHAN

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1	Cleanliness is a practice that should be practiced by an individual. *Kebersihan adalah amalan yang patut diamalkan oleh seseorang individu.*					
2	The condition of the restaurant meets the criteria recommended by the government. *Keadaan restoran memenuhi kriteria yang disarankan oleh kerajaan.*					
3	Restaurants should adopt cleanliness practices during the Covid 19 recovery period. *Restoran sepatutnya mengamalkan amalan kebersihan semasa pemulihan Covid 19.*					
4	Does the restaurant need to adopt the correct SOP? *Adakah restoran perlu mengamalkan SOP yang betul?*					

5	Students need to practice the 3 W practices implemented by the government. *Pelajar perlu mengamalkan amalan 3 W yang dilaksanakan oleh kerajaan.*					
6	Cleanliness in the restaurant is the responsibility of the restaurant owner. *Kebersihan di restoran merupakan tanggungjawab pemilik restoran.*					