THE EFFECT OF ONLINE RESTAURANT MENUS ON CONSUMERS' PURCHASE INTENTIONS IN KLANG VALLEY MALAYSIA

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

of

BACHELOR OF ENTREPRENEURSHIP (HOSPITALITY) WITH HONOURS

Faculty of Hospitality, Tourism, and Wellness

UNIVERSITI MALAYSIA KELANTAN

2022

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ACKNOWLEDGEMENT

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LIST OF SYMBOLS AND ABBREVIATIONS

Symbols

α	Alpha
≥	Equal and More than
n	Frequency
<	Less than
±	Plus or Minus
r	Pearson Correlation Coefficient
%	Percent
F	Percentage of Variance
N	Population

Abbreviations

NRA	National Restaurant Association
MCO	Movement Control Order
WHO	World Health Organization
FSRP	Food Safety Risk Perception
DSF	Desire For Food
SPSS	Statistical Analysis for Social Sciences

ABSTRACT

The study investigates the impact of online restaurant menus on consumers' purchase intentions in Klang Valley Malaysia, with the goal of determining the relationship between menu visual appeal, menu informativeness, and food desire on consumers' purchase intentions. The online restaurant menus faced problem issues during COVID-19 and associated the customers purchased. Hence, there are strong indications that digital menus or online menus will be around long after the pandemic ends, for the simple reason that many customers enjoy using them. The objectives of the study is to examine the effect of menus visual appeal, menu informativeness and desire for food on consumers' purchase intentions. A questionnaire -based survey of 279 people who had previously used online menus at Klang Valley restaurants was conducted. The data was analysed using descriptive and correlation analysis. The findings demonstrate that the three variables are highly related to consumers' purchase intention, with the strongest relationships being menu visual appeal, menu informativeness, and desire for food. In accordance with the findings, future researchers were given implications and recommendations. The implications, this research study supplied all of the necessary facts, particularly on how menu visual appeal, menu informativeness, and desire for food influence consumers' purchase intentions. This research may also help future consumers have a better understanding of the elements that influence their purchase intention.

Keywords: Klang Valley, Consumers' purchase intentions, menu visual appeal, menu informativeness, desire for food.

ABSTRAK

Kajian ini menyiasat kesan menu restoran dalam talian terhadap niat membeli pengguna di Lembah Klang Malaysia, dengan matlamat untuk menentukan hubungan antara daya tarikan visual menu, kemakluman menu, dan keinginan makanan terhadap niat membeli pengguna. Menu restoran dalam talian menghadapi masalah masalah semasa COVID-19 dan mengaitkan pelanggan yang dibeli. Oleh itu, terdapat petunjuk kukuh bahawa menu digital atau menu dalam talian akan wujud lama selepas wabak itu berakhir, atas sebab mudah bahawa ramai pelanggan gemar menggunakannya. Objektif kajian adalah untuk mengkaji kesan tarikan visual menu, kemakluman menu dan keinginan untuk makanan terhadap niat membeli pengguna. Tinjauan berasaskan soal selidik terhadap 279 orang yang sebelum ini menggunakan menu dalam talian di restoran Lembah Klang telah dijalankan. Data dianalisis menggunakan analisis deskriptif dan korelasi. Penemuan menunjukkan bahawa ketiga-tiga pembolehubah itu sangat berkaitan dengan niat membeli pengguna, dengan hubungan yang paling kukuh ialah daya tarikan visual menu, kemakluman menu, dan keinginan untuk makanan. Selaras dengan dapatan kajian, penyelidik akan datang diberi implikasi dan cadangan. Implikasinya, kajian penyelidikan ini membekalkan semua fakta yang diperlukan, terutamanya tentang bagaimana daya tarikan visual menu, kemakluman menu, dan keinginan untuk makanan mempengaruhi niat membeli pengguna. Penyelidikan ini juga boleh membantu pengguna masa depan mempunyai pemahaman yang lebih baik tentang unsur-unsur yang mempengaruhi niat pembelian mereka.

Kata kunci: Lembah Klang, Niat membeli pengguna, daya tarikan visual menu, kemakluman menu, keinginan untuk makanan.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

The coronavirus (COVID-19) gained pandemic status in 2020 and created a profound and severe impact on the global economy. Policymakers around the world responded to this pandemic by encouraging people to limit face-to-face contact with others. Social distancing, self-quarantining, and isolation were some mandates that people heard from the news and social media every day. For example, in the United States, after the White House entailed for the population to avoid mass gatherings and personal Interactions to help slow the transmissions of COVID-19, most U.S. citizens (roughly 9 in 10) stayed at home (Balz and Guskin, 2020).

During the first wave of the pandemic in mid-March 2020, most restaurants were mandated to suspend dine-in services, and only takeout, drive-thru, or delivery services were permitted (Wida, 2020). According to the National Restaurants Association's (2020) research, the restaurant industry lost more than \$120 billion in sales, and 8 million employees were laid off or furloughed by May 2020. It was forecasted that the pandemic could cause losses of up to \$240 billion by the end of the year (National Restaurant Association, 2020). Although restaurants in every state were later allowed to reopen, restaurant operators still required essential health information to minimize the risk of spreading COVID-19. Hereafter, restaurant owners would also need reliable business continuity guidance, such as online marketing strategies and menu innovation, to ensure a successful recovery after the pandemic and others in the foreseeable future.

Online restaurant menus are often an afterthought. But they're more important than you think (Katherine Pendrill, 25 June 2021). An online restaurant menu is a list of

various foods and beverages listed on the online restaurant pages by their owners. It did not just look only foods and drinks, but the way the information is presented is in various pictures, its names, and various forms. All prices and details are correct at the time of publishing. Not too long ago, most people would decide where to eat by checking out the menu posted in any restaurant's window or asking a friend for a recommendation. When deciding where to eat, diners want to be able to look up your menu and determine what they can expect from your restaurant before they show up. This is especially true in the wake of the COVID-19 pandemic.

Malaysia recorded its initial case on 25 January 2020 with intensifying numbers since March 2020. Due to this uncertain circumstance, Malaysia has introduced the Movement Control Order (MCO) intending to isolate the source of the COVID-19 break, which was effective from 18 March 2020. The Star by Angelin Yeoh, 14 January 2021, under the MCO from now till January 26, dining-in at restaurants and eateries is not allowed in Klang Valley. Customers are allowed to order food via takeaway or delivery. Food panda, Running Man, Deliver Eat and Bungkus, are the food delivery services that are provided to customers. For example, Grab announced on its app that customers in the Klang Valley can place orders from 7 am to 88 pm with the last orders by 7 pm.

The incorporation of strategic menu planning could help restaurant owners overcome the impediments of online communication with customer satisfaction, and thereby augment revenue. Existing research reported that when consumers were stressed, they were less likely to resist temptation and tended to consume more food to make them feel better emotionally (Fedorikhin & Patrick, 2010; Zellner et al, 2006). It was posited that consumers would likely seek convenience services from a restaurant that would allow them to avoid close contact with other people during the infectious disease outbreak. When this social stimulus was combined with a marketing stimulus, for example, an appealing restaurant menu in an online food ordering environment, consumers' intermediary states would likely be stimulated and then reflected in their purchasing decisions.

This study aims to provide the effect of online restaurant menus on consumers' purchase intentions in Klang Valley, Malaysia.

1.2 PROBLEM STATEMENT

The world has been gripped by pandemics over the first half of 2020. It was identified as a new coronavirus (severe acute respiratory syndrome coronavirus 2, or SARS-CaV-2), and later named as Coronavirus Disease-19 or Covid-19 (Qiu et al., 2020). While COVID-19 originated in the city of Wuhan in the Hubei province of China, it has spread rapidly across the world, resulting in a human tragedy and tremendous economic damage. As of 22 May 2020, the World Health Organization reported that there were approximately 4,995,996 confirmed cases and 327,821 deaths (Int J Antimicrob Agents, 2020).

However, online restaurant menus faced problem issues during COVID-19 and were associated with the customers' purchases. When dining out, customers oftentimes do not possess the tools or skills to measure actual food safety. Instead, customers evaluate the cleanliness and food safety of the restaurant based on various aspects of the restaurant, including restaurant hygiene and employees' safety practices of wearing clean uniforms and sanitary gloves while touching food (Liu & Lee, 2018). The perceived risk associated with food consumption is called food safety risk perception (FSRP) (Nardi, Teixeira, Ladeira, & de Oliveira Santini, 2020).

The menu is the single most important piece of marketing collateral for any restaurant. A well-designed menu can consistently increase any restaurant's profits per month in annual revenue (Aaron Allen & Associates, Global Restaurant Consultants, 2020). There are some mistakes or problems in menu visual appeal which affect the imperfections of the menu visual appeal. Firstly, no visible merchandising. A menu should function as a tour guide of the best signature items and those with the highest gross margin. Other than that, it can be so much more than just a list of simple dishes offered. It should highlight those dishes that have the highest gross margin, taking guests on a tour of the items and elements that make a restaurant stand out from its competitors.

Furthermore, the menu's visual appeal design does not stay up with the trends. Restaurants that build a menu based on what worked and was popular yesterday instead of what was popular tomorrow are not relevant (Aaron Allen & Associates, Global Restaurants Consultants, 2020). Food prices, trends, and tastes change regularly, and there are many indications of trends that are gaining speed and going to take hold in the coming months. For instance, organic, ethical food has been gaining popularity in recent years, as have gluten-free options. The menu also needs to update and base on future trends instead of the ones that are already in their prime of popularity.

According to Jorge Pacheco, 2015, menus are a vital marketing tool for any restaurant. They influence guests' first impressions by creating certain expectations about the food, beverages, and atmosphere. Menu informativeness also has its own risk that may confuse the consumers to choose their foods. Having too many items on the menu of lists can be overwhelming and confusing for the consumers. It also makes it more difficult to lay out the general structure and reading flow of the menu.

Other than that, a food craving is an intense desire for a specific food. This desire can seem uncontrollable, and a person may feel as though they can't satisfy their hunger until they got that particular food (Jon Johnson, 2020). The desire food consumers commonly are that males are more likely to crave savory food, whereas females are more likely to crave high fat, and sweet food (Candida J. Rebello, 2022). A positive hedonic value of food, for food reward, is a powerful determinant of eating behavior (Hans-Rudolf Berthoud, 2012). Liking is commonly conceptualized as the positive hedonic value of food (Neuroscience and biobehavioural reviews, 1996). While wanting referred to the incentive salience or motivation to consume that food item (Terry E. Robinson, Kent C. Berridge, 2002).

The spread of COVID-19 is expected to result in a considerable slowdown in economic activities including the restaurant businesses. Hence, there are strong indications that digital menus or online menus were around long after the pandemic ends, for the simple reason that many customers enjoy using them. However, online restaurant menus face the issue of a rival with the same goal as another or striving to attain the same thing (Oliver Burkeman, 2013). The rise of promotion in menus online was affected to same menus and some restaurants are unable to run out of existing stock

(Wendy Anderson, 2015). In an online retailing context where customers could touch or see the actual products, the product's projected visual appearance must be appealing to attract customers (Yongping Zhong and Hee Cheol Moon, 2020).

Due to that reason, the study is important because pandemic COVID-19 were given a big impact on society and the economy in Malaysia. Therefore, this research aims to analyze the effect of online restaurant menus on consumers' purchase intentions during the pandemic.

1.3 SCOPE OF STUDY

The main scope of the study is about the effect of online restaurant menus on consumers' purchase intentions during the COVID-19 pandemic in Klang Valley Malaysia. The researcher also studied about discovered the indirect effects of the menu's visual appeal and informativeness, and the perception of COVID-19 risks on consumer purchase intentions. This causal relationship was significantly mediated by consumers' desire for food and their perceived convenience of online food ordering. By providing theoretical and managerial implications for how to identify appropriate products, utilize content marketing effectively, and attract new customers, this study could assist restaurants in adapting to remaining competitive, even post COVID-19.

1.4 RESEARCH OBJECTIVES

The objectives of the study in the research were an attempt to:

1. To examine the effect of menus' visual appeal on consumers' purchase intentions in Klang Valley, Malaysia.
2. To examine the effect of menus and menu informativeness on consumers' purchase intentions in Klang Valley, Malaysia.

3. To examine the effect of menus and the desire for food on consumers' purchase intentions in Klang Valley, Malaysia.

1.5 RESEARCH QUESTION

1. What is the relationship between menu visual appeal and consumer purchase intention in Klang Valley, Malaysia?
2. What is the relationship between online restaurant menus and menu informativeness on consumer purchase intention in Klang Valley, Malaysia?
3. What is the relationship between online restaurant menus and the desire for food on consumer purchase intention in Klang Valley, Malaysia?

1.6 RESEARCH FRAMEWORK

The purpose of this study's research model is to investigate the effect of online restaurant menus on consumer purchase intention during the COVID-19 pandemic in Klang Valley, Malaysia. Aside from that, the consumer's purchase intention was determined by menu visual appeal, menu informativeness, and desire for food, which were used in this research to test the hypothesis.
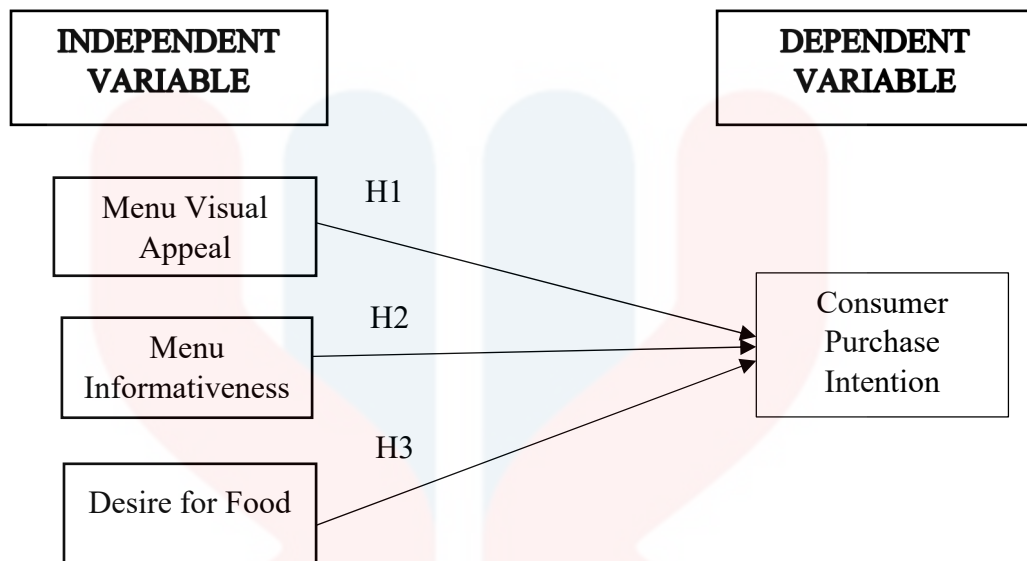
Figure 1.1: Conceptual Framework

Source: Framework adopted from Yusof (2016)

The researcher investigated the relationship between the independent and dependent variables using figure 1.1. The independent variables are menu visual appeal, menu informativeness, and desire for food. The dependent variables are consumer purchase intention. According to the framework, menu visual appeal, menu informativeness, and desire for food are all important determinants of consumer purchase intention.

The first variable is menu visual appeal. In terms of color, menu arrangement, and design, it is important to attract customers to buy food at the restaurant. The second variable is menu informativeness. It will provide vital information to the customer about the meal, such as calories, allergens, and the ingredients used. The third variable is the desire for food. It is a significant factor in influencing a consumer's purchase intention.

1.7 RESEARCH HYPOTHESES

The hypotheses tested were:

H1:   There is a significant relationship between menu visual appeal and consumer purchase intention.

H2:   There is a significant relationship between menu informativeness, and consumer purchase intention.

H3:   There is a significant relationship between the desire for food and consumer purchase intention.

1.8 SIGNIFICANCE OF THE STUDY

Based on the title of the study, determined by the intentions of customers on the impact of online restaurant menus on consumers who buy intentions during the COVID-19 pandemic especially restaurants in the Klang Valley area. This is influenced by very drastic lifestyle changes and mental stress in communities in the Klang Valley due to fear of protecting themselves from viral infections due to the emergence of COVID-19 (Lin, 2020). Thus, researchers have observed responses to independent variables and which in menu visual appeal, menu information, and Desire for food (DSF) can influence dependent variables, such as customer buying intentions. The results of this study provide some recommendations to academics, the restaurant industry, and online delivery services.

1.8.1 TO THE ACADEMICALLY

For this study, the researcher provided exposure to education about its effectiveness through the visual appeal of the menu, menu information, and Desire for Food (DSF) to attract customers. Researchers can share some suggestions for improving or creating guides for learning sessions. This provides exposure to new knowledge

especially in hospitality education especially in the age of 21st-century education through today's technology. The best way to determine is that it is a process of creating value for consumers, especially the younger generation. This disclosure can reveal all that is known, felt, and experienced by consumers about the business (Goyal & Singh, 2007).

1.8.2 TO RESTAURANT INDUSTRY

For this review, the restaurant industry is very important because it is one of the strategies in marketing for restaurant owners. To ensure restaurants offer better service, it is very important to have a proper study of consumer perceptions (Zhilin, 2002). Restaurant owners can draw the best conclusions to follow to improve the promotion of their restaurant. This is because, through this study, the researcher gave some suggestions to determine the menu that affects the intention of customers to buy especially customers who are working at home as a result of COVID-19 they order from home without going to the restaurant to eat. This is another way to ensure that customers continue to enjoy the products they serve at their restaurant.

1.8.3 TO ONLINE FOOD DELIVERY ORGANISATIONS

For this study, researchers can utilize online food delivery organizations such as Food Panda, Grab Food, Halo Delivery, etc. because through this study they can get a lot of information about providing good service to consumers. This can help these organizations to move forward and increase the speed of services they provide in the future. if consumers are interested in using online delivery services, especially in the current pandemic period. Consumers prefer to stay at home and only use technology applications to place orders. However, based on reputation, promotion and excellent service determine the performance of online food delivery services (Thang & Tan, 2003).

1.9 DEFINITION OF TERMS

Table 1.1: Definition of Terms

Terms	Definition	Sources
Purchase Intention	The consumer's intention to buy with the highest level of expected satisfaction was referred to as "purchasing intention."	Chen et al. (2018)
Customer	An individual or business that purchases another company's goods or services.	Will Kenton et al. (2021)
Online Food Ordering	Online food ordering became a simple and convenient way for customers to order food online without having to visit a restaurant.	Hyderabad, India (2019)
Business	An organization or enterprising entity engaging in commercial or professional activity was referred to as a business. Individuals' efforts and activities to produce and sell goods and services for profit are also referred to as "business."	Adam Hayes (2021)
Menus Costs	A type of transaction cost incurred by firms when they change their prices.	Will Kenton (2021)
Marketing	Activities a company undertakes to promote the buying or selling of a product or service.	Alexandra Twin (2021)

1.10 SUMMARY

In conclusion, Chapter 1 explains the research objectives and research questions that were answered in search of discussions. This study is to examine the determinants of customer intentions on online food delivery menus in the Klang Valley area. This research question aims to identify customer respondents to choose food through online

delivery during COVID-19. That's the determinant that consists of the effectiveness of the visual appeal menu, Menu informativeness, and Desire for Food (DSF). The next chapter explored existing literature to determine customers' study positive intentions against the hypothesis of whether online delivery is suitable for use, the menu factor being an attraction, and the future of the restaurant industry after the pandemic.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The literature review of this research discusses the studies that intend to determine customers' purchase intentions on online restaurant menus in Klang Valley. The first section of this chapter discussed online restaurant menus in Klang Valley. This chapter ends with determinants of customers' purchase intention towards an online restaurant, which are menu visual appeal, menu informativeness, and desire for food, to find out the relationship and to explore the priority of factors in customers' purchase intention.

2.2 OVERVIEW OF THE FOOD SERVICE INDUSTRY IN MALAYSIA

Foodservice involves a lot of human interaction as customers explore several touchpoints throughout their dining journey. As a result, when the move dropped to zero, it had a significant impact on marketing operations, and it is now more necessary than ever to have a business continuity strategy to get through this critical phase. While the pharmaceutical and healthcare industries strive to reduce the spread of COVID-19, business management can provide invaluable insights on how to manage customer expectations and impacts. As a result, this editorial may assist in generating ideas to improve and develop new food service operations to reduce COVID-19 transmission. The best methods during the interim prevention period are described below, as well as the opportunities revealed as new references to focus future investigations (Google Thesaurus, 2011).

Thus, the food and beverage industry is finding new ways to engage its customers through social media. Researchers stated that, the use of social media in this advanced era whereby mostly generation Y is dominating consumers in the food and beverage industry (Hajli, 2014). Accordingly, researchers identified that influences of social media allow many food and beverage companies to leverage multiple media touchpoints in aiming to build up their brands (Poon, 2014). Advanced technology is providing food and beverage companies opportunities to explore new ways to have a better understanding of customer acquisition and retention (Dolan, 2013). The importance of using social media in the food and beverage industry is highly relevant in Malaysia. There are many social media tools available and the choice of which ones to use can be overwhelming (Parker, 2011). Food and beverage companies on using social media as an information platform where Malaysian consumers have access to a variety of sources for information (Saaid, 2013). Besides that, researchers identified that food and beverage companies use social media to gather consumers' feedback to improve their business (Saaid, 2013; Snyder, 2013). Food and beverage companies were able to gain competitive advantages by using social media as a marketing medium. In recent years, it is a trend to use social media as the result of advanced technology by the current generations. The current generations spend most of their time using.

2.3 TRADITIONAL FOODSERVICE INDUSTRY BEFORE COVID 19

The COVID-19 pandemic, as well as the restrictions imposed in response, have had a massive impact on the hospitality industry worldwide (e.g., Karim et al., 2020; Brizek et al., 2021; Gössling et al., 2021). Many countries' regulations and restrictions, such as the weeks-long closure policy, have had a significant impact on the bar and restaurant industry. The closure policy, combined with lower demand during the COVID-19 pandemic, has put restaurants and bars "at risk of permanent closure, and many of their employees have lost their jobs" (Nicola et al., 2020, p. 190).

Previously traditional foodservice industry has synchronized that one of the factors that influence customers to buy online restaurant menus. (Kwun et al., 2013; Ponnam and Balaji, 2014; Renner et al., 2012). In addition, some orst literature has revealed that some of the customers are not into a traditional method that would like to join face-to-face fine dining. In comparison, since covid 19 hardly hits the economy Malaysia is also no exception to winning online restaurant menus (Dubois and Laurent, 1994; Kim et al., 2006; Lee and Hwang, 2011).

Fine dining restaurants are full-service establishments with a high-quality menu, elegant décor, more scenery, and extensive cocktail choices. The waitressing staff is usually well-trained, and customers are also asked to dress accordingly (Bhadra et al., 2018). Fine dining is synonymous with the highest price level among restaurants that offer excellent service, ambiance, and scenery. Food security and neatness of the place are also vital to the customer's experience, as they expect everything to be hygienic in the restaurant. Therefore, fine dining restaurants are expected to be outstanding in everything compared to ordinary and regular restaurants. Based on the criteria, the staff must be well-trained and have adequate experience in customer management in a fine dining restaurant (Parpal, 2015).

Casual dining restaurants are described as having a broad appeal, serving a wide range of food from appetizers and salads to main courses and desserts, and providing comfortable settings at mid-range prices (S. L. Lee et al., 2018). Casual dining restaurants provide limited-service dining with servers serving reasonably priced, high-quality food in a comfortable environment. These restaurants typically serve a table and close the void between fast food outlets and fine dining restaurants. They also have an

extensive beer menu and a minibar menu (Mhlanga, 2018). It is cheaper than a fine dining restaurant and offers more high-quality food than fast-food restaurants. Food is made to order, and creative food can appeal to sophisticated tastes. Consumers are attracted to casual dining restaurants because they deliver high-quality food at an affordable price in a relaxing environment (Parpal, 2015).

2.4 SYSTEMS ORDERS ONLINE MENU

Online food delivery services have an important and major role in customers' experience. Customer satisfaction involved many factors, such as the availability of food, customer ratings, payment methods, and human interaction (Kwong & Shiun-Yi, 2017). To achieve maximum customer satisfaction, service providers need to focus on the quality of service and the definitive goal of food delivery services should be to have maximum customer satisfaction and not just only a profit (Nicolaides, 2008). In this research, Lee et al. (2019) discovered that the habit has the greatest influence on endless use intention, followed by performance probability and social impact. Furthermore, this validates the importance of information quality, performance expectation, customer pattern, and social influence as factors in inducing users to have a good intention to use food delivery apps consistently. The previous scholar revealed that food quality had a consistent effect on online customer loyalty, but not on online service quality. It also demonstrates the fractional negotiating role of customer pleasure and perceived value in the relationship between food quality and online service quality, which is important for online food service delivery systems (Suhartanto et al. 2019).

Based on the above scenario, smartphone delivery services also depend on technology. Applications can be downloaded in a matter of seconds, and the ordering and purchasing process is completed in a matter of minutes (Gupta, 2019; Ghadiyali, 2017). Other than that, with the help of smartphone applications, the online food ordering system created an online food menu and deliver the requested food items to the user's door. It saves customers from having to visit restaurants and wait in line for long periods. Lee et al. (2017) investigated the consumer experience of ordering food delivery through mobile apps and discovered that user-generated information, company-

generated information, and system quality all had a significant impact on perceived usefulness.

2.5 ONLINE RESTAURANT MENUS

The performance of the online food delivery service was based on reputation, promotion, and service (Thang & Tan, 2003). The initial investment was 2–3 crores. It was a user-friendly website so that even people had the least technological knowledge. Can also use the app. Since the technology of the twenty-first century has enabled humans to perform a diverse set of tasks over the Internet, online food ordering has grown in popularity among consumers and restaurants. Consumers have gravitated toward these technological innovations because of their convenience, speed, and precision, which also allow restaurant operators to increase their profits (Dixon et al., 2009).

Consumers can now order food through restaurant websites or mobile applications, Facebook or Instagram, text or phone, and online food ordering platforms or apps (e.g., Grab Food, Food Panda). Online food ordering has been shown to boost restaurant revenue, and improve capacity management, productivity, transactional marketing, and customer relationship management (Kimes and Laque, 2011). Consumers order food online primarily for convenience and control, while those who prefer human interaction may not have used these services (Kimes, 2011a).

In the restaurant context, the availability of online technology allows customers to order food through restaurant websites or online food delivery services such as food panda, Grab Food, halo delivery, and, others application or websites. The availability of online delivery service technology allows the restaurant industry, which is in a saturated market, to improve order accuracy, increase productivity, and enhance customer relationships (Kimes, 2011), as well as extend their market reach (Ng, Wong, & Chong, 2017; Yeo et al., 2017).

2.6 INDEPENDENT VARIABLE

The term "independent variable" (IV) refers to either investigation or interposition (Starks, 2009). The dependent variable, which measures the outcome, is linked to the independent variable (Rosson, 2002).

2.6.1 MENU VISUAL APPEAL

Menu visual appeal refers to visual features such as menu selection, graphics, and background colors of menus that help to improve the overall appearance of menus on the website and in other smartphone applications (Van van Heijden, Verhagen, & Creemers, 2003). In comparison, the menu visual appeal of the food is equally important as the taste experience. The use of design in plating elevates the dining experience beyond simply eating and enjoying it to an expression of craftsmanship and art. Form, texture, and color are used to elicit emotions and feeling to tell the story (McCall and Lynn, 2008). Although many of these efforts have had some success in increasing consumers' purchasing intentions and behaviours little research was be conducted on how the visual appeal and informativeness of menus have affected consumers' intermediary states and purchase intentions (Hou et al., 2017).

To attract customers in an online retail context where customers can touch or see the actual products, the product's projected visual appearance must be appealing. Product photos are essential tools for retailers to use when communicating with customers. These images have the potential to increase online shoppers' purchase intentions, enjoyment, and trust (Hassanein and Head, 2007). Researchers discovered that high-quality and professionally shot photos positively influenced consumer engagement with social media posts as Twitter and Instagram grew in popularity (Li and Xie, 2020).

Menu visual appeal and informativeness, customers' perceived authenticity and quality, and customers' desire to order were reviewed. While various elements of ethnic restaurants contribute to customers' perception of authenticity (Chen et al., 2020), the

influence of ethnic restaurants' menus' visual appeal and informativeness in shaping customers' perceived authenticity has received limited attention. Additionally, more studies need more studies on how customers perceive realism increases their perceived quality and desire to place an order in ethnic restaurants.

Menu visual appeal is a critical component of the menus, and this study assumed that it is more likely to play a significant role in increasing customers' perceived authenticity of an ethnic restaurant. Menus' visual appeal has been widely researched. However, in Malaysia, there is still limited study because not many researchers research this topic in Malaysia. According to Brewer and Sebby (2021) and Tonkin et al. (2019) found that menus' appeal influenced how consumers felt about their purchased food. Choi et al. (2010) argue that menus can psychologically engage consumers' senses when they make food selections. Much of the research on this topic has focused on utilizing menus' visual appeal to augment revenues from food purchases (i.e., Brewer & Sebby, 2021). Menus' visual appeal has been associated with perceived food quality as menus provide a benchmark for establishing customers' expectations for their dining experience (Lin et al., 2015). Verma et al. (1999) found that diners from certain cultures desire more visual stimulation in their menus than others to encourage purchasing a menu item.

2.6.2 MENU INFORMATIVENESS

Marketers strive in the business world to promote their products with convincing visuals and text to stimulate consumers' decision-making processes. Menu item descriptions are essential communication tools for a restaurant to educate customers about the products or food items available. Existing research has broadly investigated two important fields related to menu item descriptions: information to be included on the menu and the impact of menu item descriptions on customer attitudes and subsequent sales.

According to several studies, customers expect to see a menu that includes nutritional information, ingredients, and food preparation methods (Mills and Thomas, 2008; Peters and Remaud, 2020). Other research has found that detailed descriptions of menu items influence customers' food choices and increase restaurant sales (McCall and Lynn, 2008). (Wansink et al., 2001). For the current study, the researcher analyzed that

an online restaurant menu that attracts consumers to buy online restaurant menus should have descriptive names, ingredients, and food preparation methods.

Menus' informativeness has also been investigated and utilized as a means of increasing revenues from food purchases (Brewer & Sebby, 2021). While menus' visuals provide an essential stimulus to pique customers' curiosity and intention to purchase (Wyer et al., 2008), the descriptions of meals provided on menus can also have an impact on customers' purchase behavior (Peters & Remaud, 2020). Tuorila et al. (1994) indicated that the way menus are used to present information can influence an individual's willingness to try novel foods.

2.6.3 DESIRE FOR FOOD

Food consumption was a necessary human activity that was governed by homeostatic and hedonic mechanisms in the brain (Saper et al., 2002). The term "desire for food" refers to an intense desire to consume food (Pelchat et al., 2004). Factors such as hunger, seeing images of food in the media, or watching others eat all influence the desire to eat food (Burger et al., 2011). In addition, hunger can sometimes contribute to negative emotions, but once satisfied, people feel better (McCormack, and Lindquist, 2019). When people are stressed, they eat to try to alleviate their feelings (Cardi et al., 2015; Van Strien and Ouwens, 2007), and higher food intake occurs in response to negative emotions (Cardi et al., 2015; Van Strien and Ouwens, 2007).

The other term for the desire for food is food craving. Food craving refers to a problematic term for food addictions. (Rogers PJ, Brunstrom JM. Appetite and energy balancing. Physiol Behav. 2016). However, food craving also refers to the craving for a certain food. Not yet going to the store but already imagining how the look, taste, and attractiveness of the food makes the feeling of desire for the food exaggerate. (Wageningen: Wageningen Academic Publishers; 2014).

Viewing photographs of people with various facial expressions while eating various types of food may also elicit a desire for food (Barthomeuf et al., 2009; Rizzato et al., 2016). Similarly, detailed menu descriptions have been shown to influence customer food choices and increase restaurant sales (McCall and Lynn, 2008;

Wansink et al., 2001). As the COVID-19 pandemic unfolded, consumers looked for ways to cope with their stress and anxiety, such as food. As a result, when consumers' desires were piqued by appealing online menus, they were more likely to buy food online.

2.7 DEPENDENT VARIABLE

The dependent variable was the one that was influenced by the independent variable. The variables measured in a given technique are referred to as dependent variables (Quiles et al., 2014). The focus of this research is to look at consumer purchase intention on online restaurant menus during COVID-19.

2.7.1 CONSUMER PURCHASE INTENTION

Purchase intention refers to a consumer's intention of purchasing a product or service. In other words, purchase intent includes the prospect of a consumer purchasing a product after evaluating it. Purchase intention is defined as the sort of decision-making by customers who have reasons to buy a specific product (Shah et al., 2012). According to Morwitz (2012), purchase intention is a type of consumer behavior that shows up in response to objects that indicate a person's desire to buy something. Purchase intention is a key point for consumers when evaluating a specific product.

The factors significantly influencing consumer purchase intention were menu visual appeal, menu informativeness, and desire for food. A previous study discovered that the visual appeal and informativeness of a menu have a significant impact on consumer purchase intention. A digital menu is a menu that is displayed on a screen rather than printed on paper in a restaurant, bar, or hotel (Scott Schulfer, 2021). Menus indicate the features of food offered in a restaurant, and each menu has its description as it is a significant marketing tool that can influence consumers' purchase intentions as well as their enjoyment of the food offered. On the restaurant menu, "menu description" refers to providing relevant and sufficient information about menu items (Ozdemir and

Caliskan, 2015). Hou et al. (2017), looked at the impact of images and food names on menu evaluations. Thus, menu visuals are important in piquing consumers' interest and intentions to purchase (Wyer et al., 2008); menu descriptions can also impact consumers' purchase intentions (Peters & Remaud, 2020).

Furthermore, consumer purchase intention had a significant impact on food desire. Desire is defined as a conscious or unconscious desire for a specific stimulus or experience that is expected to be rewarding (Papies & Barsalou, 2015). Factors such as hunger while seeing images of food in the media and watching others eat can influence one's desire to eat food (Burger et al., 2011). Furthermore, viewing photographs of people with various facial expressions eating various types of food can also trigger a desire for food (Barthomeuf et al., 2009; Rizzato et al., 2016). As the COVID-19 pandemic unfolded, consumers looked for ways to cope with their stress and anxiety, such as food. As a result, when consumers' desires were piqued by appealing online menus, they were more likely to purchase food online. As a result, consumer purchase intention was significantly correlated with their desire for food.

2.8 STUDY SETTING

Malaysia is one of the famous countries with an unlimited number of choices of restaurants with different concepts and aesthetic restaurants. According to Marissa Chin (2002), aesthetic describes "relating to the enjoyment or study of beauty" and it connotes an "object or a work of art shows great beauty". In Malaysia, Klang Valley is recognized as the most aesthetic restaurant. During pandemic COVID-19, restaurant operators in Klang Valley under Phase 1 of the national recovery plan have expressed hesitancy in reopening for dine-ins. According to Wong Teu Hoon, president of the Malaysia-Singapore Coffeeshop Proprietors Association (2021), very worried about reopening as the cases are very high. However, under Phase 2 restaurants are a little different as dine-ins are allowed, although only two people can sit at small tables and a

maximum of four at big tables. Additionally, takeaways and deliveries are highly encouraged (Abirami Durai, 2021).

2.9 CONCEPTUAL FRAMEWORK

The research model used for this study investigated consumer purchase intention towards the effect of online restaurant menus during the COVID-19 pandemic. Moreover, menu visual appeal, menu informativeness, and desire for food determine the consumer purchase intention towards the effect of online restaurant menus in Klang Valley which was being used in this study to test the hypothesis.
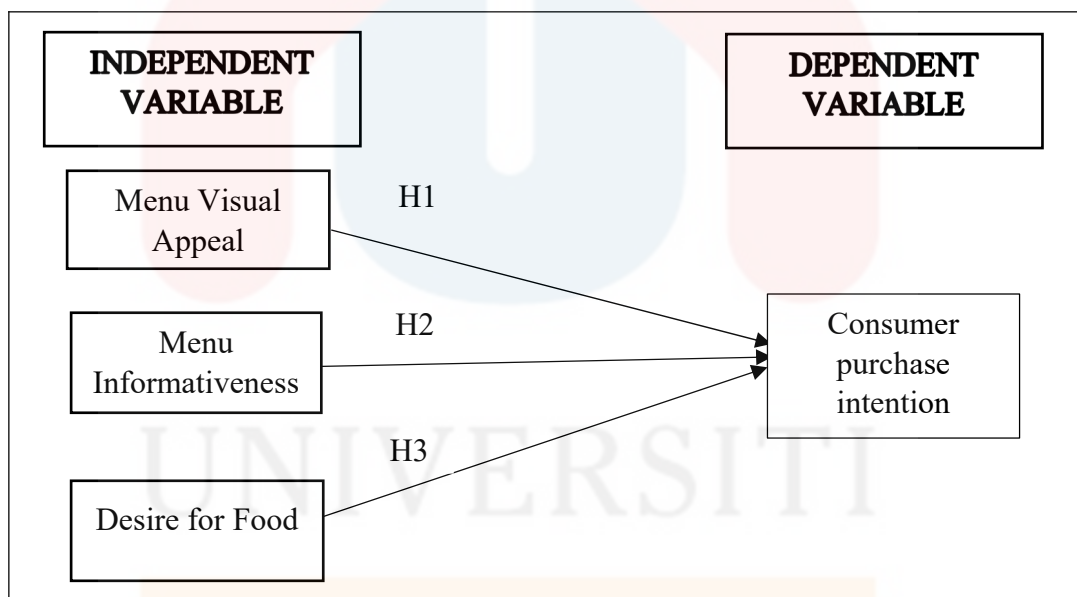

Figure 2.1: Conceptual Framework
Source: Framework adopted from Yusof (2016)

Based on figure 2.1, the researcher determined the relationship between the independent variable and dependent variable. The independent variables are menu visual appearance, menu informativeness, and desire for food. The dependent variable is customers' purchase intention in Klang Valley.

The first variable menu visual appearance can be an important and primary goal of menu design in the restaurant is to attract customers' attention to the most profitable dishes served in the restaurant (Kochilas, 1991). A menu is a list of food and beverages offered to customers and the prices (Frost, Natasha, 2018). Visual components of the menu design that affect customers' responses include background, text colors, textures, photos, fonts, dialog boxes, menu size, items, and price positioning (Reynolds et al, 2005). For consumers with the tendency to process verbal information without forming mental images, adding photos to each restaurant menu item increased their positive attitudes towards the menu (Hou et al, 2017). In line with this discussion, we proposed the first hypothesis. A menu's visual appeal positively influences consumers' desire for food.

The second variable is menu informativeness. The restaurant owner strives to promote their products with convincing visuals and text to stimulate consumers' decision-making processes. Several studies have observed that consumers expect to see a menu that contains nutritional information, ingredients, and food preparation methods (Mills and Thomas, 2008; Peters and Remaud, 2020). Other studies have determined that detailed descriptions of menu items positively influence customers' food choices (McMall and Lynn, 2008) and increase restaurant sales (Wansink et al, 2001). For the current study, we posited that an online restaurant menu that stimulates consumers' desire for food must include descriptive names, ingredients, and food preparation methods. Hence, we hypothesized, that menu informativeness positively influences consumers' desire for food.

The third variable, desire for food is a food craving that is intense for specific food (Jon Johnson, 2020). Food intake was an essential human activity regulated by a homeostatic and hedonic mechanism in the brain (Saper et al, 2002). The desire for food refers to an intense feeling derived from eating food (Pelchat et al, 2004). The desire to eat food is influenced by factors such as hunger, seeing images of food in the media, or watching others eat (Burger et al, 2011). When people are under stress, they try to reduce these feelings by eating (Cart et al, 2015; Van Strien and Ouwens, 2007), and higher food intake occurs in response to negative emotions (Cardi et al, 2015; Van Strien and Ouwens, 2007). The desire for food could also be triggered by viewing photographs of people showing different facial expressions while eating diverse types of

food (Barthomeuf et al, 2009; Rizzato et al, 2016). Similarly, detailed menu descriptions have been shown to positively influence customers' food choices and increase restaurant sales (McCall and Lynn, 2008; Wansink et al, 2001).

The dependent variable is customers' purchase intention effect of an online restaurant menu defined as it is an emotional customer. As the COVID-19 pandemic unfolded, customers searched for something such as food to cope with their stress and anxiety. Thus, when consumers' desires were stimulated by active online menus, they became more likely to purchase food online. Thus, the following hypothesis proposed consumers' desire for food positively influences purchase intentions.

2.10 HYPOTHESIS

The hypothesis tested were:

2.10.1 MENU VISUAL APPEAL

H1: There is a significant relationship between menu visual appeal and consumer purchase intention.

2.10.2 MENU INFORMATIVENESS

H2: There is a significant relationship between menu informativeness and consumer purchase intention.

2.10.3 DESIRE FOR FOOD

H3: There is a significant relationship between the desire for food and consumer purchase intention.

2.11 SUMMARY

In this chapter, the dependent variable that the researcher relies on is that the customer buys intently on an online food delivery menu. The three independent variables included in the research are menu visual appeal, menu informativeness, and desire for food. Hopefully this study, customers were affected by the possibility of the occurrence of one or all independent variables. The researchers also agreed that the three independent variables are likely to have a significant impact on customers who review their intentions on online food delivery menus. The following chapters discuss the types of methods that researchers used to explore the results of the study. Therefore, the researchers were narrow down the study's targets to get better results for the research. Specific methods were used to measure the data to be obtained.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter covers the research design, sampling procedures, instrument development, data collection method procedures, and data analysis procedures. In a nutshell, it contains a summary of each process as well as the statistical methods used to test the hypotheses. To investigate the research hypotheses, the researcher was surveying to gather information and then use analytical techniques to uncover the pattern in the data. This chapter was determining the best way to collect data. Data from surveys were collected systematically.

3.2 RESEARCH DESIGN

A research design is a framework designed to help researchers find answers to research questions. According to Andrew B. Kirumbi (2018), a research design is the collection of methods and procedures used in collecting and analyzing measures of the variables specified in the research. In other words, the research design describes how the researcher investigated the central problem of the research and is thus a component of the research proposal. The design of this study influences the type of data gathered and, as a result, the results. Depending on the type, as explained below, research design also defines all the other constituent parts of a study, such as variables, hypotheses, experiments, methodology, and statistical analysis (Creswell et al., 2018).

For this dissertation, quantitative research was used as a research method. A quantitative research approach is used because it helps the researcher obtain real-world information rather than abstract information regarding the dissertation's aim (Bryman and Bell, 2007). Quantitative research approaches, according to Matthews and Ross (2010), are based on the collection of structured data that may be displayed numerically. Quantitative data is typically gathered when a researcher follows a positivist epistemological approach and collects data that can be scientifically examined.

The method used to collect data is quantitative data which can generate statistics based on the use of large-scale survey research. Quantitative research methods employ numbers to explain findings (Kowalczyk, 2016). The research methods are "experiments" and "quasi-experiments," with collected data being statistical (Creswell, 2003, p. 13; Maxwell & Delaney, 2004). Using numbers implies that the researcher must be well-versed in both descriptive and inferential statistical parameters, such as standard deviation calculations and interpretations, ANOVA, correlations, and so on. According to CRQ (2015a), the general purpose of quantitative research is to explain, predict, or investigate relationships, describe current conditions, or examine potential impacts on specified outcomes.

According to Rahi (2017), to conduct research using a questionnaire, a quantitative method was used for data research, pre-defined instruments, and sample selection from the target population. The researchers identified determinants of

customers' purchase intentions toward online restaurant menus in Klang Valley in this study. As a result, descriptive research was used to collect data from respondents via questionnaires, which were then used to describe the data.

This study is based on a quantitative descriptive study design. According to Kumar (2013), descriptive studies can be defined as a phenomenon, a current situation, or a characteristic of an organizational group, people, or others. This research design can be cross-sectional as we have decided to describe the relationship between both variables in our research topic. It is related to the descriptiveness of this study, which is the effects of online restaurant menus on customers' purchase intentions. Furthermore, quantitative data methods can refer to questionnaires that include demographic sections with multiple options. Respondents were required to select the determinant option based on their agreement with the given answer. The Likert scale was used in the section on attitudes, perceptions, and expectations to determine the effect of an online restaurant menu on customer purchase intention.

In addition, the questionnaire internet survey was used to conduct the survey. The questionnaire can be distributed as an attachment to a mail message, as a worldwide web (WWW) form on the internet, or via publicly accessible computers in high-traffic areas. This study used online platforms such as Google Forms, and the questionnaire were shared on other social media platforms such as WhatsApp, Telegram, and others.

3.3 TARGET POPULATION

The target population of this research is customers in the Klang Valley. According to the Department of Statistics Malaysia, the total population in Malaysia is estimated at 32.7 million, and the total population in Klang Valley was 879,867 in the year 2021. The total population includes Bumiputra, Chinese, Indians, and others, as well as non-Malaysian citizens. The Klang Valley has the highest population density in Malaysia. The study concentrated on the Malaysian state of Klang Valley for a variety of reasons, including its potential to attract customers to use online restaurant menus. The study's target population is Malaysians. However, many restaurant owners have

criticized these platforms because they charge exorbitant rates, forcing restaurants to raise food prices (Garsd, 2020).

3.4 SAMPLE SIZE

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.

Figure 3.1: Determining Sample Size of a Known Population

Source: Adpoted from Krejcie & Morgan (1970)

According to Krejcie & Morgan (1970), a table for determining sample size is established. As the population in Klang Valley is 879,867 persons, thus, the sample size for the research was 384 persons based on the table above.

3.5 SAMPLING METHODS
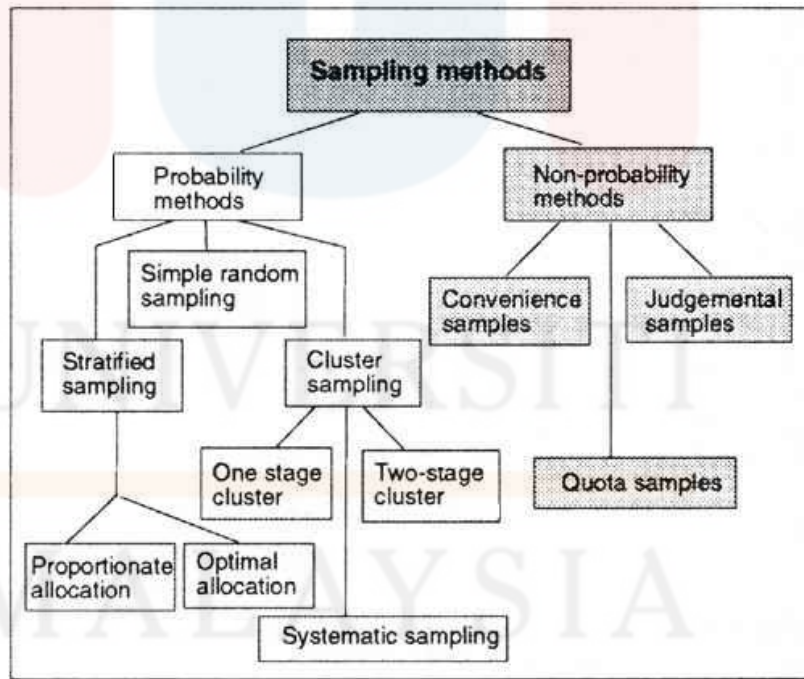
Figure 3.2: Sampling Methods

Source: (Marketing and Agribusiness Texts - 4) (1997)

According to Alvi (2014), there are two types of sampling methods: probability sampling and non-probability sampling. Probability sampling can be defined as sampling in a population where the elements consist of probability, known opportunities, and a non-zero probability of being selected as the subject of the sample, and vice versa. According to Alvi's (2014) previous research, simple random sampling, stratified sampling, systematic sampling, cluster sampling, and multistage cluster sampling are all examples of probability sampling.

When a population has natural groups, Alvi (2016) recommends using convenience sampling. The population is divided into groups from which random samples are drawn at random. A convenience sample is a non-probability sample in which the researcher selects subjects who live nearby and are available to participate in the research study. This technique, also known as "accidental sampling," is commonly used in pilot studies before beginning a larger research project (Crossman, Ashley, 2020).

In convenience sampling, respondents in the target population, which are customers who purchase intention in online restaurant menus have an equal and known chance of being chosen as the subject of the sample for the study. The target population for the research is customers in Klang Valley because there are where mostly online restaurant menus are located. In brief, the population is 879,867 in Klang Valley and the sample size would be 367 persons based on the rule of thumb proposed by Krejcie & Morgan (1970). The questionnaire were distribute equally to the entire chosen sample of the respondents in Klang Valley.

3.6 DATA COLLECTION METHOD PROCEDURE

It was essential to acquire accurate and reliable information regarding the situation of the study while managing the field study (Lethbridge, Sim, & Singer, 2005).

The process of collecting information from all the relevant sources to find answers to the research problem testing the hypothesis and evaluating the outcomes was called data collection (Syed Muhammad Sajjad Kabir, 2018).

For this study and during this COVID-19 pandemic the researcher used quantitative research to collect data. Quantitative research was preferred over qualitative research because it was more scientific, objective, fast, focused, and acceptable (Formplus Blog, 2004). A quantitative approach was the research that emphasizes objective and controlled phenomena through data collection and analysis (Nana, 2005; Chua, 2006; Fraenkel, 2007). Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected (Babbie, Earl R., 2010) through polls, questionnaires, and surveys, or by manipulating pre-existing statistical numeral data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or explaining a particular phenomenon (Mujis, Daniel, 2010).

A questionnaire consists of a set of questions or other types of prompts that mean to collect information from a respondent (Kumar, Talib & Ramayah, 2013). The questionnaire would be in demographic sections with multiple options. The questionnaire was separated into three sections which were sections A, B, and C. All data would be distributed to the respondent in Google Forms using social media platforms such as WhatsApp, Telegram, and others. The questionnaire would be presented to the respondents in dual languages English and Malay. Respondents are usually using this language in daily life and would easily understand it. The questionnaire would be uploaded on media social for a few days to collect more data from any type of respondent such as adults, university students, and lecturers, ranging in age from 20 to 25 years old. The data would be automatically recorded how many respondents had the participant and answered the questionnaire. The researcher would close the Google Forms and data would be collected to secure the information obtained.

3.7 INSTRUMENT DEVELOPMENT

3.7.1 INSTRUMENTATION

The data collected were analyzed using a quantitative technique in this study. Quantitative research is concerned with collecting numerical data and generalizing it across groups of people or explaining a phenomenon. The questionnaires were given to the intended respondents in Malaysia's Klang Valley. To acquire the necessary data, respondents must answer all questions in the questionnaire. The questionnaire was divided into three sections: Section A, Section B, and Section C. Respondents were given closed-ended questions with options to choose from when answering the questionnaire.

Respondents were asked to fill out section A with demographic information such as gender, marital status, religion, ethnicity, and age. In this section, the nominal scale was used. A nominal scale is used to categorize data without assigning a numerical value to it.

The ordinal scale was used in sections B and C. Ordinal scales are used to determine how much a respondent agrees or disagrees with a statement to measure preferences or opinions. The questions in section B are on independent variables, including menu visual attractiveness, menu informativeness, and food desire. For each variable, there are five questions. In section C, five questions addressed the dependent variable. Brewer (2017); Wedel and Feldman et al. (2006); Fedorikhin and Patrick (2010); Wang et al. (2011) were cited in the development of questionnaires for this study, which measured menu visual appeal, menu informativeness, and food desire, as well as consumer purchase intention.

3.7.2 RESEARCH INSTRUMENT DESIGN

When the number of Likert Scales exceeds five, the reliability measures improve, and a total of five, six, or seven scales have been proposed for most topics (Carmines & Zeller, 1979; Hinkin, 1998). Similarly, a Likert scale of 6 points tends to give a higher value for reliability, reduce the deviation to the lowest level possible, and minimize the risk associated with the respondent's decision (Rungson, 2010). Furthermore, Rungson (2010) stated that the Likert scale of 6 points is appropriate for studies with several variables. Furthermore, Tomoko and David (2013) recommended that researchers use 6-point scales rather than 5-point scales to improve measurement precision. Therefore, the questionnaire was used on a 6-point Likert scale for simplicity and ease of administration. The Likert scale ranges from 1 to 6, with 1 indicating "Disagree Very Strongly" and 6 indicating "Agree Very Strongly." Based on Figure 3.2, the scale was used in Section B of the questionnaire.

1 (Strongly Disagree)	6 (Strongly Agree)

Figure 3.3α: Likert's Scale Six Point

Source: Adopted from Guttentag, D., Smith, S, Potwarka, L., & Havitz, M., 2017; Tomoko & David, 2013

Table 3.1: Overview of Research Instrument

Sections	Variables	Item	Authors
A	Demographic detail	5	Omar, Juhdi, Ahmad & Nazri (2014)
B	Menu Visual Appeal	5	Brewer 2017
	Menu Informativeness	5	Wedel & Feldman et al. (2006)
	Desire for Food	5	Fedorikhin & Patrick (2010)

C	Consumer Purchase Intention	5	Wang et al. (2011)

Table 3.2: Question to Be Used in Section A of the Questionnaire

1. Gender	Male	
	Female	
2. Marital Status	Single	
	Married	
3. Religion	Muslim	
	Christian	
	Buddha	
4. Ethnic	Malay	
	Chinese	
	Indian	
5. Age	18-20 years	
	21-29 years	
	30-39 years	
	40-49 years	
	50 and above	

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

Variables	Items	Descriptions	References	Measurement
Independent Variable 1: Menu Visual Appeal	F1	The way this restaurant displays its online menu is attractive.	Brewer 2017	Likert's Scale 6 Point
	F2	The online menu is visually appealing.		
	F3	This online menu has a nice look and feels to it.		
	F4	This online menu's design appeals to me.		
	F5	This online menu's graphics appeal to me.		
Independent Variable 2: Menu Informativeness	F1	This restaurant's online menu is well-presented and helpful.	Wedel & Feldman et al. (2006)	Likert's Scale 6 Point
	F2	The food on the menu is well described.		
	F3	The menu lists all of the ingredients as		

		well as the procedures used to prepare the cuisine.		
	F4	The menu gives potential diners a complete image of the cuisine available.		
	F5	The menu gives me enough information to determine whether the cuisine on offer is appropriate for my appetite.		
Independent Variable 3: Desire for Food	F1	The menu made my mouth water.	Fedorikhin & Patrick (2010)	Likert's Scale 6 Point
	F2	The menu whetted my appetite.		
	F3	I feel hungry after looking at the restaurant's menu.		
	F4	I felt compelled to grab and eat the meal when I saw the menu.		
	F5	When I viewed		

		the menu, I had an overwhelming desire to eat everything.		

Table 3.4: Question to be used in Section C of the Questionnaire

Variables	Items	Descriptions	References	Measurements
Dependent Variable: Consumer Purchase Intention	D1	I plan to purchase food after looking over the menu.	Wang et al. (2011)	Likert's Scale 6 Point
	D2	After looking at the menu, I am confident that I will be purchasing food from this restaurant.		
	D3	After looking over the menu, I would buy food without hesitation.		
	D4	I think there is a good chance I will order food from this restaurant.		
	D5	After looking at		

		the menu, I felt a desire to purchase and eat the food.		

3.8 DATA ANALYSIS

Data analysis is the process of cleaning, transforming, and modeling data to discover useful information for business decision–making. It also extracts useful information from data and takes the decision based upon the data analysis. This data analysis has two categories which are primary data and secondary data. Primary data can be described as the information that the researcher gets from the sources such as the survey questionnaire or interviews. Secondary data is usually available from other sources like the internet, books, or journals. Data analysis also has several methods and techniques which are text analysis, diagnostic analysis, and statistical analysis.

For this research study, researchers used Statistical Analysis for Social Sciences (SPSS) to collect data information. It is also known as IBM SPSS Statistics. SPSS is a software that researchers always use to analyze statistical data (Margaret Rose, 2018). It also provides data analysis for descriptive and bivariate statistics, numerical results forecasts, and forecasts for identifying groups. The software interface displays the open data in its main view in the same way as the spreadsheet. With its secondary variable view, metadata describing the variables and data entries in the data file was displayed. The software also provides for the transformation of data, graphs, and live marketing features.

3.8.1. DESCRIPTIVE STATISTIC

To describe the basic features of the data in the sample, descriptive statistics were used. This offers a summary of the samples and steps. Form the basis of almost all quantitative data analysis, along with simple graphical analysis. Usually, descriptive statistics differ from inference statistics. Through descriptive statistics, researchers explained what the data shows. Researchers tried to conclude with statistics of conclusions that go only through instant data. For example, to try to conclude sample data what the population may think, researchers, were used inference statistics. Moreover, to decide the likelihood that the differences observed by researchers are one or more reliable that may arise in this study by chance, the researchers also use statistics for conclusions. Therefore, to conclude the more general details of the situation, the researcher was use inference statistics; Researchers were used descriptive statistics only to explain what happened in the results of this study.

3.8.2 RELIABILITY TEST

Reliability is to identify the extent of consistent measurement of results if studies are conducted repeatedly multiple times. This analysis was related to reliabilities known as reliability analysis. It was also the established reliability to obtain a percentage of systematic variations in scale, which can be done by determining the results obtained from the administration of different scales. Therefore, the researchers also analyzed the best reliability, the scale produces consistent results, and is therefore reliable.

3.8.3 PEARSON CORRELATION

Pearson Correlation Analysis is important if analytical that can measure the strength of linear relationships between free variables (IV) and dependent variables (DV). This analysis was to identify whether there is a significant relationship between the visual seduction of the menu (IV) and the purchase intention (DV). There is a significant relationship between menu information (IV) and consumer purchase

intention (DV). There is a significant relationship between the desire for food (IV) and the consumer purchase intention (DV).

3.9 SUMMARY

In a nutshell, the researcher used a simple random sampling method to select the sample size of respondents from the population since the population was straightforward and represented the whole population in the social media platform used while the location was limited to only Klang Valley. A quantitative approach was used to form a questionnaire and from the research, the relationship between independent variables and the dependent variable would be observed through data collection. This research can be used as a reference on the effect of online restaurant menus on consumers' purchase intentions during the COVID-19 pandemic.

CHAPTER 4

FINDINGS & DATA ANALYSIS

4.1 INTRODUCTION

In this chapter, researchers explain the results of their research. This data analyses the effect of online restaurant menus on consumers' purchase intention. The questionnaires were tested with reliability to ensure the internal consistency of the items. Next, frequency analysis was used to describe the demographic profile, which is section A of the questionnaire whereas descriptive analysis, the use of mean score, and standard deviation (SD) were used to examine the determinants of the effect of online restaurant menus on consumers' purchase intention. Meanwhile, Pearson's Correlation was adopted to examine the relationship between the determinants menu visual appeal, menu informativeness, and desire for food on consumers' purchase intentions.

4.2 RESPONSE RATE

A total of 384 questionnaires were distributed to the customers in Klang Valley and 279 only complete questionnaires were collected and usable, representing a response rate of 72.6%. According to Barsky and Huxley (1992), it is more optimistic than other hospitality research.

Table 4.1 below shows the response rate for the study.

Table 4.1: Response to Questionnaire

Number of questionnaires distributed	384
Questionnaires usable to be analyzed 279	279
Response rate	72.6%

4.3 PILOT STUDY

Before the researcher conducts the distribution of the questionnaire form, the researcher needs to make a study on the effectiveness of the questions to be distributed. A review of the effectiveness of the questions was conducted with a pilot test of 30 respondents.

Table 4.2: Rules of Thumb of Cronbach's Alpha Coefficient Range

Cronbach's Alpha Range	Level of Reliability
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good

α > 0.7	Acceptable
α > 0.6	Questionable
α > 0.5	Poor
α > 0.4	Unacceptable

Table 4.2 shows the range of alpha coefficients for reliability analysis. The generally accepted rule is that any value less than 0.4 is considered unacceptable and α 0.6–0.7 indicates an acceptable level of reliability, and 0.8 or a value greater than 0.9 is considered a highly reliable result. However, according to Hulin, Netemeyer, and Cudeck, (2001) a higher value such as 1 is not necessarily good, as it may indicate an excess.

Table 4.3: The Reliability of Pilot Test Analysis

Section	Dimension	Cronbach's Alpha	Number of Items
Independent Variable	Menu Visual Appeal	0.942	5
	Menu Informativeness	0.961	5
	Desire For Food	0.932	5
Dependent Variable	Consumer Purchase Intention	0.934	5

Table 4.3 above shows the reliability of the pilot test analysis for the dependent variables and independent variables. The value of Cronbach's alpha coefficient for the Menu Visual Appeal is 0.942 which indicates excellent. However, for the independent variable, Cronbach's alpha the coefficient value for Menu Informativeness is 0.961. Next, Desire for Food is 0.932, and Consumer Purchase Intention 0.934. These are the ones that represent the reliability is brilliant and highly reliable.

The conclusion from the Cronbach's alpha results that the variable is more than 0.9 shows that the questionnaire was very reliable and faindeed the respondents to understand each item of the question well. Therefore, it is clear that this question can be continued with the study.

4.4 ACTUAL RELIABILITY TEST

Table 4.3: Reliability Analysis

Variables	Cronbach's Alpha	N of Items
Menu Visual Appeal	0.921	5
Menu Informativeness	0.937	5
Desire For food	0.935	5
Consumer Purchase Intention	0.945	5

The next step after testing reliability for the pilot was to proceed with the actual reliability test of the usable questionnaires, which included the selected 279 respondents. Table 4.3 shows the reliability analysis of the three variables of consumer purchase intention. The reliability of Cronbach's alpha coefficient values for menu informativeness and desire for food were 0.937 and 0.935, respectively, which indicated excellent. While reliability, Cronbach's alpha coefficient value for menu visual appeal score was 0.921, indicating good reliability. However, consumer purchase intention scored the highest, which was 0.945, which indicated excellent reliability.

4.5 RESPONDENTS PROFILE

Table 4.5: Demographic Profile

Respondents Profile	Classification	Frequency (n=279)	Percentage (%)
Gender	Male	70	25.1
	Female	209	74.9
Marital Status	Single	233	83.5
	Married	46	16.5
Religion	Muslim	263	94.3
	Christian	4	1.43
	Buddha	8	2.87
	Other	4	1.43
Ethnic	Malay	259	92.8
	Chinese	8	2.87
	Indian	9	3.23
	Other	3	1.08
Age	18-20 years	28	10
	20-29 years	226	81
	30-39 years	18	6.5
	40-49 years	6	2.15
	50 and above	1	0.36

As a result of the survey, the researcher managed to collect a total of 279 respondents. Table 4.5 shows the data from the gender of 70 males representing 25.1%. However, female respondents numbered more than 209 people (74.9%).

Table 4.5 shows the marital status data set. The results of collected data show that single status is more common than married. Single status shows a total of 233 respondents (83.5%) compared to married 46 respondents (16.5%). Next, the religious group is divided into four items. The highest collection in Muslims is 263 respondents (94.3%), the second-highest is Buddha which is 8 respondents (2.87%), and Christian and others each is 4 respondents (1.43%).

In addition, there are four items in the ethnic group Malay, Chinese, Indian, and, others. The highest collection result is Malay with 259 respondents which are (92.8%). While the lowest is the other is 3 respondents (1.08%). For India 9 respondents (3.23%) and Chinese as many as 8 respondents (2.87%).

Table 4.5 shows the ages of 279 respondents. Age is divided into 5 categories. There were 28 (10%) respondents aged 18-20 years. While the majority of respondents are in the age range of 20-29 years which is a total of 226 (81%) respondents. There are 18 (6.5%) respondents in the age range of 30-39 years. There are only 6 (2.15%) respondents were in the age group of 40-49 years. Finally, only 1 (0.36%) respondent was reported to be 50 years of age or older.

4.6 DESCRIPTIVE ANALYSIS

The mean score from the descriptive analysis was interpreted in this section. The total mean score and standard deviation of each variable, as well as each item within the variables, were calculated using a six-point Likert Scale, with 1 indicating strong disagreement and 6 indicating strong agreement. Table 4.6 below shows the mean score and standard deviation (SD) for each variable.

Table 4.6: Mean Score for Each Variable

Section	Dimension	N	Minimum	Maximum	Mean	Std. Deviation

B	Menu Visual Appeal	279	1.20	6.00	5.0631	0.84940
	Menu Informativeness	279	1.40	6.00	4.9047	0.99752
	Desire For Food	279	1.60	6.00	4.9864	0.94173
C	Consumer Purchase Intention	279	1.80	6.00	4.8925	0.96837

The mean scores for the three independent variables, menu visual appeal, menu informativeness, and desire for food, were 5.0631 (SD = 0.84940), 4.9047 (SD = 0.99752), and 4.9864 (SD = 0.94173), respectively, according to Table 4.6. The dependent variable, consumer purchase intention, had a mean score of 4.8925 (SD = 0.96837).

4.6.1 MENU VISUAL APPEAL

Table 4.6.1: Descriptive Analysis for Independent Variable, Menu Visual Appeal

Statement	N	Minimum	Maximum	Mean	Std. Deviation
The way this restaurant displays its online menu is attractive.	279	2	6	5.06	0.954
The online menu is visually appealing.	279	1	6	5.13	0.899
This online menu has a nice look and feels to it.	279	1	6	4.95	1.049

	279	1	6	5.07	0.994
This online menu's design appeals to me.	279	1	6	5.07	0.994
This online menu's graphics appeal to me.	279	1	6	5.11	0.972

The descriptive analysis of menu visual appeal was shown in Table 4.6.1. The Six-Likert Scale represents the mean of respondents' reactions to the menu visual appeal variable. The mean score for food quality for five (5) items ranges from 4.9 to 5.2. To clarify, the mean for the first item, which is the way this restaurant displays its online menu is attractive, was 5.06 (SD = 0.954). The online menu is visually appealing and had a mean score of 5.13 (SD = 0.899) for the second item. The mean score for the third item was 4.95 (SD = 1.049), indicating that this online menu has a nice look and feel to it. The mean score for the fourth item, which is that this online menu's design appeals to me, was 5.07 (SD = 0.994). Finally, the mean score for the fifth item, this online menu's graphics appeal to me, was 5.11 (SD = 0.972).

4.6.2 MENU INFORMATIVENESS

Table 4.6.2: Descriptive Analysis for Independent Variable, Menu Informativeness

Statement	N	Minimum	Maximum	Mean	Std. Deviation
This restaurant's online menu is well-presented and helpful.	279	1	6	5.03	0.987
The food on the menu is well described.	279	1	6	4.94	1.023
The menu lists all of the ingredients as well as the procedures used to prepare the cuisine.	279	1	6	4.73	1.346
The menu gives potential diners a complete image of	279	1	6	4.90	1.070

the cuisine available.					
The menu gives me enough information to determine whether the cuisine on offer is appropriate for my appetite.	279	1	6	4.92	1.118

The descriptive analysis for the informativeness of menus was shown in Table 4.6.2. The five (5) menu informativeness items have a mean score that varies between 4.7 and 5.1. The mean score for the first item is the highest, which means this restaurant's online menu is well-presented and helpful is authentic, which received a score of 5.03 (SD=0.987), followed by the food on the menu is well-described, which received a score of 4.94 (SD=1.023). Next, "The menu gives me enough information to determine whether the cuisine on offer is appropriate for my appetite." scored 4.92 (SD = 1.118) and the mean score for "The menu gives potential diners a complete image of the cuisine available." was reported at 4.90 (SD = 1.070), and lastly, the item "The menu lists all of the ingredients as well as the procedures used to prepare the cuisine." scored the lowest at 4.73 (SD = 1.346).

4.6.3 DESIRE FOR FOOD

Table 4.6.3: Descriptive Analysis for Independent Variable, Desire for Food

Statement	N	Minimum	Maximum	Mean	Std. Deviation
The menu made my mouth water.	279	1	6	5.06	1.000
The menu whetted my appetite.	279	2	6	5.08	0.973
I feel hungry after looking at	279	1	6	4.95	1.093

Statement	N	Minimum	Maximum	Mean	Std. Deviation
the restaurant's menu.					
I felt compelled to grab and eat the meal when I saw the menu.	279	1	6	4.97	1.054
When I viewed the menu, I had an overwhelming desire to eat everything.	279	1	6	4.87	1.154

Table 4.6.3 shows the descriptive analysis of the desire for food. It shows the mean score of five items, ranging from 4.8 to 5.1. To elaborate, the mean score for the second item, "The menu whetted my appetite." scored the highest at 5.08 (SD = 0.973), followed by "The menu made my mouth water." scored at 5.06 (SD = 1.000). Next, the item "I felt compelled to grab and eat the meal when I saw the menu." scored 4.97 (SD = 1.054), and the mean score for "I feel hungry after looking at the restaurant's menu." was reported at 4.95 (SD = 1.093). Finally, the mean score for the item "When I viewed the menu, I had an overwhelming desire to eat everything." scored the lowest at 4.87 (SD = 1.154).

4.6.4 CONSUMER PURCHASE INTENTION

Table 4.6.4: Descriptive Analysis for Dependent Variable, Consumer Purchase Intention

Statement	N	Minimum	Maximum	Mean	Std. Deviation
I plan to purchase food after looking over the menu.	279	2	6	4.99	1.021
After looking at the menu, I am confident that I will be purchasing food from this	279	1	6	4.89	1.091

restaurant.					
After looking over the menu, I would buy food without hesitation.	279	2	6	4.77	1.118
I think there is a good chance I will order food from this restaurant.	279	1	6	4.89	1.031
After looking at the menu, I felt the desire to purchase food and eat it.	279	2	6	4.92	1.082

Table 4.6.4 shows the descriptive analysis of customer purchase intention. It shows the mean of respondents' responses to the consumer purchase intention variable ranging from 4.7 to 5.0. To elaborate, the highest mean reported in consumer purchase intention is "I plan to purchase food after looking over the menu." scored at 4.99 (SD = 1.021), followed by "After looking at the menu, I felt a desire to purchase food and eat it." scored at 4.92 (SD = 1.082). Next, "After looking at the menu, I am confident that I will be purchasing food from this restaurant." The mean score for the fourth item, which is "I think there is a good chance I will order food from this restaurant," is the same as the scores for 4.89 (SD = 1.091) and 4.89 (SD = 1.031) and last but not least, the item "After looking over the menu, I would buy food without hesitation." The lowest score was 4.77 (SD = 1.118).

4.7 PEARSON CORRELATION COEFFICIENT

According to Will Kenton (2021), the Pearson coefficient is a typical correlation coefficient that represents the relationship between two variables that are measured on the same interval or ratio scale. Pearson's correlation coefficient (r) is used in this

research to measure the strength and significant relationships between an independent variable (visual seduction of the menu, menu information, and desire for food) and a dependent variable (customer purchase intention). Therefore, the objective of this test is to examine whether the r-value is significant on the variables and to examine the hypothesis of the study whether to be accepted or rejected.

There are a few assumptions on the nature of data for the application of Pearson's Correlation Coefficient (Schober P, Boer C, Schwarte LA, 2018). Firstly, the data are derived from a random sample. Secondly, the dependent and independent variables are supposed to be measured using interval or ration scale measurement. Lastly, both variables are normally distributed following bivariate normal distribution by sampling the population.

For testing normally, the Q-Q plot should be included in the assessment (Marshall & Samuels, 2017). The normal Q-Q plot is an alternative and easier to use when are small sample sizes. The scatter should lie as close to the line as possible with no obvious pattern coming away from the line for the data to be considered normally distributed. Variable normally distributed to use Pearson's Correlation Coefficient. The normal plot for independent variables (visual seduction of the menu, menu information, and desire for food) is shown in Figure 4 below.

Table 4.7: Correlation Coefficient Interpretation

Correlation Coefficient	Interpretation
.00 to .10 (-.00 to -.10)	Negligible correlation
.10 to .39 (-.10 to -.39)	Weak Correlation
.40 to .69 (-.40 to -.69)	Moderate correlation
.70 to .89 (-.70 to -.89)	Strong correlation
.90 to 1.00 (-.90 to -1.00)	Very strong correlation

Sources: Adopted from Schober, Boer & Schwarte (2018)

Table 4.7 shows the rule of thumb of the correlation coefficient and the interpretation of the correlation between variables. The correlation coefficient is referring as r. When the value of r is .00 to $\pm$.00, the indicates is a very weak positive (negative) relationship between variables. There are possibilities that the null hypothesis won't be rejected (Joseph, Arthur, Philip & Mike, 2007). If the value of r is $\pm$.90 to $\pm$.1.00, it indicates a very strong positive (negative) relationship between variables. Two variables have a strong tendency and strong level of association to vary together (Carver and Nash, 2006).

4.7.1 RELATIONSHIP BETWEEN MENU VISUAL APPEAL AND CONSUMER PURCHASE INTENTION

H1: There is a significant relationship between menu visual appeal and consumer purchase intention.

Table 4.7.1: Correlations Between Menu Visual Appeal and Consumer Purchase Intention

		Menu Visual Appeal	Consumer Purchase Intention
Menu Visual Appeal	Pearson Correlation	1	.821**
	Sig. (2-tailed)	.000	
	N	279	279
Consumer Purchase Intention	Pearson Correlation	.821**	1
	Sig. (2-tailed)	.000	
	N	279	279

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

Table 4.7.1 shows the positive value of the correlation coefficient at .821** which is indicates that the relationship between menu visual appeal and consumer

purchase intention positively strong. Therefore, menu visual appeal has a strong relationship with determining consumer purchase intention. Meanwhile, the significant level is .000 which is less than the standard criterion .05 indicates a significant relationship. Hence, the hypothesis (H1) which stated there is a significant relationship between menu visual appeal and consumer purchase intention in Klang Valley is accepted.

4.7.2 RELATIONSHIP BETWEEN MENU INFORMATIVENESS AND CONSUMER PURCHASE INTENTION

H2: There is a significant relationship between menu informativeness and consumer purchase intention.

Table 4.7.2: Correlation Between Menu Informativeness and Consumer Purchase Intention

		Menu Informativeness	Consumer Purchase Intention
Menu Informativeness .831**	Pearson Correlation	1	
	Sig. (2-tailed)		.000
	N	279	279
Consumer Purchase Intention	Pearson Correlation	.831**	1
	Sig. (2-tailed)	.000	
	N	279	279

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

Based on the finding in Table 4.7.2, shows a positive value of the correlation coefficient at .831** which indicates that there is a strong relationship between menu informativeness and consumer purchase intention. Therefore, menu informativeness has

a strong relationship with determining consumer purchase intention. The table shows that the significant level of the two variables is .000, which is less than the standard criterion of .05 indicating a significant relationship. Hence, the hypothesis (H2) which stated there is a significant relationship between menu informativeness and consumer purchase intention in Klang Valley is accepted.

4.7.3 RELATIONSHIP BETWEEN DESIRE FOR FOOD AND CONSUMER PURCHASE INTENTION

H3: There is a significant relationship between the desire for food and consumer purchase intention.

Table 4.7.3: Correlation Between Desire For Food and Consumer Purchase Intention

		Desire For Food Intention	Consumer	Purchase
Desire For Food .867**	Pearson Correlation		1	
	Sig. (2-tailed)			.000
	N	279		279
Customer Purchase	Pearson Correlation	.867**		1
Intention	Sig. (2-tailed) .	000		
	N	279		279

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

Referring to Table 4.7.3 shows a positive value of correlation coefficient at .867** which indicates that the relationship between the desire for food and consumer purchase intention is strong. Therefore, the desire for food has a strong relationship with determining consumer purchase intention. On the other hand, the significant level of desire for food and consumer purchase intention was reported at .000 which is less than the standard criterion of .05. Therefore, the relationship

between the desire for food and consumer purchase intention is significant. Thus, the hypothesis (H3) stated there is a significant relationship between the desire for food and consumer purchase intention toward Klang Valley is accepted. The summary of the result for Pearson's Correlations is demonstrated in Table 4.8 below.

Table 4.8: Summary Result for Pearson's Correlation Coefficient

Hypothesis	Result	Findings of Data Analysis
H1: There is significant relationships between menu visual appeal and consumer purchase intention in Klang Valley.	r = .821** p = .000 Positive strong relationship	H1: Accepted
H2: There is significant relationship between menu informativeness and consumer purchase intention in Klang Valley.	r = .831** p = .000 Positive strong relationship	H2: Accepted
H3: There is significant relationship between desire for food and consumer purchase intention in Klang Valley.	r = .867** p = .000 Positive strong relationship	H3: Accepted

4.8 SUMMARY

The findings analysis of data provides a detailed interpretation of data analysis from various statistical tests. The researcher has used frequency analysis to analyze the demographic of respondents. In addition, the researcher has used descriptive analysis to determine the effect of online restaurant menus in Klang Valley. Furthermore, the researcher has used Pearson's correlation coefficient to analyze the relationship between consumer purchase intention toward menu visual appeal, menu informativeness, and desire for food on online restaurant menus in Klang Valley. The findings revealed that all three hypotheses developed are accepted. The correlation coefficient value for each independent variable is .821** for menu visual appeal, .831** for menu informativeness, and .867** for the desire for food. This has managed to answer the research questions on "What is the relationship between menu visual appeal, menu informativeness, and desire for food on an online restaurant menu in Klang Valley". To conclude, there is a significant positive relationship between menu visual appeal (strong), menu informativeness (strong), and desire for food (strong) on consumer purchase intention on online restaurant menus in Klang Valley.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

Based on the results described in the preceding chapter, this chapter presents the study's conclusions. This chapter describes the study's objectives and hypotheses based on the findings in the previous chapter. The implications, limitations, and recommendations for future studies are presented in this chapter, as it is the report's final chapter. Finally, the chapter is summarized in the study's overall conclusion.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 MENU VISUAL APPEAL

RO1 To examine the effect of the menu's visual appeal on consumer purchase intentions in Klang Valley, Malaysia.

RQ1 What is the relationship between menu visual appeals and consumer purchase intentions in Klang Valley, Malaysia?

H1 There is a significant relationship between menu visual appeal and consumer purchase intention in Klang Valley, Malaysia.

The Pearson's Correlation value (r-value) of menu visual appeal on consumer purchase intention is strong (0.821) whereby the p-value is 0.000 (p<0.05). This indicates that menu visual appeal is significant and positively related to consumer purchase intention but is the lowest among the three variables. The average mean score for menu visual appeal is highest reported at 5.0624. The respondents agreed that the menu's visual appeal is authentic and stimulates incentives for purchases. Therefore, menu visual appeal facilities customers to choose their favorite food to purchase. Thus, the hypothesis is accepted whereby the relationship between menu visual appeal and consumer purchase intention in Klang Valley is significant. As a result, the findings have met the first research objective, answered the first research question, and fully supported the first research hypothesis.

5.2.2 MENU INFORMATIVENESS

RO2   To examine the effect of menus and menu informativeness on consumer purchase intentions in Klang Valley, Malaysia

RQ2   What is the relationship between online restaurant menus and menu informativeness in Klang Valley, Malaysia

H2   There is a significant relationship between menu informativeness and consumer purchase intention in Klang Valley. Malaysia

The Pearson's Correlation value (r-value) of menu informativeness is 0.831, indicating a positive strong relationship in determining consumer purchase intention in Klang Valley, Malaysia. Since the p-value is less than 0.05 (0.000), the relationship between menu informativeness and consumer purchase intention is significant which also supported the hypothesis of the study. On the other hand, the average means for menu informativeness lowest reported at 4.9004.

The menu is borrowing techniques from the retailing industry that make items stand out as if to say, "Buy me." (David V. Pavesic, 2009). Proper menu informativeness can direct the attention of the diner to specific items and increase the likelihood that those items were ordered. It made researchers realize that menu informativeness is a key element to business success. As a result, the findings have met the second research objective, answered the second question, and fully supported the second research hypothesis.

5.2.3 DESIRE FOR FOOD

RO3   To examine the effect of menus and the desire for food on consumer purchase intention in Klang Valley, Malaysia

RQ3   What are the relationships between online restaurant menus and the desire

for food in Klang Valley, Malaysia

H3   There is a significant relationship between the desire for food and consumer purchase intention in Klang Valley, Malaysia

The Pearson's Correlation value (r-value) was reported at 0.867, which indicates a positive strong relationship. Meanwhile, the p-value is below 0.05 (0.000), therefore it shows a significant relationship between the desire for food and consumer purchase intention. Hence the hypothesis is accepted. The average mean score for the desire for food is 4.9857. The desire to taste the food is a customer's behavior to decide whether to buy or not. As a result, the findings have met the third research objective, answered the third research question, and fully supported the third research hypothesis.

5.3 IMPLICATION OF THE STUDY

The purpose of this study was to look at the factors that influence the effect of online restaurant menus on consumers' purchase intentions in Malaysia's Klang Valley. The researcher concentrated on the relationship between the dependent variable, which is consumer purchase intention, and the independent variables, which include menu visual appeal, menu informativeness, and desire for food, throughout this study. The researcher, the food and beverage business, and future clients of Klang Valley restaurants were among those who benefited from the consumer purchase intention in Klang Valley, Malaysia.

Firstly, for the new researcher or entrepreneur interested in this topic, this research study supplied all of the necessary facts, particularly on how menu visual appeal, menu informativeness, and desire for food influence consumer purchase intention. This information helped the researcher figure out what factors impact consumer purchase intentions in Klang Valley, Malaysia. Furthermore, this research enabled the new researcher to identify crucial variables that have yet to be examined but can influence the consumer purchase intention process. Due to the findings of this study,

future researchers may be able to select research findings that have a higher chance of being efficient in this research area. In fact, by referring to this research report, future researchers may develop an instinct for conducting research. Additionally, this research report could serve as a model for future literature reviews.

Secondly, the food and beverage industry benefits from this research because it provided information on the factors that influence the effect of online restaurant menus on consumers' purchase intentions in Klang Valley, Malaysia. By responding to customer expectations about menu visual appeal, menu informativeness, and the desire for food, restaurant operators can determine the effect of an online restaurant menu on consumers' purchase intentions. As a result, restaurant operators must perform significant research about consumers' purchase intentions, especially for those who frequently return to restaurants, to completely satisfy the consumer's desires. As a result, the food and beverage industries can gain competitive advantages and profit by making smarter decisions.

Finally, by influencing the effect of online restaurant menus on consumers' purchase intentions in Klang Valley, Malaysia, the analysis of these findings benefits future customers. This research may also help future consumers have a better understanding of the elements that influence their purchase intention. This study explains the factors to consider when consumers plan to return to a restaurant to figure out what factors influenced their intention. Because the restaurant's true purchasing intention is proven in this research, future consumers will know what they want when they browse online restaurant menus.

5.4 LIMITATION OF THE STUDY

Several challenges and limitations were encountered in this research study, which should be highlighted for future research purposes. Firstly, researchers have faced some challenges such as time constraints, insufficient respondents, accessibilities, and communication barriers. The questionnaire was open to anyone who has experience

using online food delivery services. Besides, respondents are also limited to only those who used online food delivery or else about online food delivery.

Secondly, the primary data for the study was collected via an online questionnaire; however, researchers were unable to determine the truthfulness of the respondent while answering the questionnaire using this method. This eventually led to invalid findings that had to be excluded from the study. This questionnaire may also be answered by others if distributed outside Malaysia if they have external contacts and may exceed the target respondents studied by the researcher.

After that, aside from the three independent variables which is menu visual appeal, menu informativeness, and desire for food that were included in the study, there was still a slew of additional factors that could influence consumer purchase intention. It comprises food characteristics, food prices, and the ease with which food may be purchased. However, because the researchers only have a limited amount of time to explore more variables, this study primarily focuses on three primary independent variables.

Finally, this study is limited to those with previous experience with online food delivery in the Klang Valley. As a result, the findings of the study may not be representative of the entire community, particularly customers from other states in Malaysia who may not share the same views on their consumer purchasing intention.

5.5 RECOMMENDATIONS FOR FUTURE RESEARCH

In this study, the researchers only covered Klang Valley which might influence consumer purchase intention of online restaurant menus. Future research should consider the location of the survey, as customers from different states in Malaysia may have differing opinions due to differences in demographic profile. This is because some

places will not be affected by the intention to buy after seeing online restaurant menu ads. This is because they have been exposed to online restaurant menu ads.

Furthermore, the next researcher can change the way data collection is done from the quantitative method to the qualitative method. This is because researchers use quantitative methods to collect data by using google forms. It is a complicated method to get the data collected at a fast rate because not all respondents fill in the data at a specific time. The next researcher can use qualitative methods by physically interviewing the prospective respondents. This way you can get good results.

Moreover, future researchers could find better and easier variables for consumers to order food such as providing compelling food videos. Future researchers could find better and easier variables for consumers to order food such as providing compelling food videos. Providing variables with video to explain in detail to users. Description in terms of preparation method, ingredients used, how to eat properly, and so on.

5.6 SUMMARY

This chapter completed and discussed the necessary findings of the determinants of consumer purchase intentions in Klang Valley. Based on the analysis of a total of 279 usable questionnaires, the research objectives were met, research questions were answered, and hypotheses were confirmed and accepted.

Overall, the relationships between menu visual appeal, menu informativeness, and desire for food on consumer purchase intention are significantly positive, with menu visual appeal showing a positive relationship with consumer purchase intention. The relationship between menu informativeness and desire for food on consumer purchase intention was found to be positively significant, with the desire for food having the highest correlation value of all. The study successfully revealed that the majority of respondents regarded menu visual appeal as the most important factor

influencing their online restaurant menus on consumer purchase intention, while menu informativeness played the least important role in determining consumer purchase intention. Because the majority of online restaurant menus in Klang Valley offer food and services that are nearly identical, online restaurant operators in Klang Valley should begin to emphasize menu visual appeal and menu informativeness in online restaurant menus to capture consumer purchase intention, which contributes to profit growth.

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APPENDIX

QUESTIONNAIRE/BORANG KAJI SELIDIK

Section A: Demogrpahic profile

Please select only one answer for each of the following questions. / Sila pilih satu jawapan sahaja untuk setiap soalan.

1. Gender / Jantina	Male / Lelaki	
	Female / Perempuan	
2. Marital Status / Status Perkahwinan	Single / Bujang	
	Married / Berkahwin	
3. Religion / Agama	Muslim / Muslim	
	Christian / Kristian	
	Buddha / Buddha	
4. Ethnic / Bangsa	Malay / Melayu	
	Chinese / Cina	
	Indian / India	
5. Age / Umur	18-20 years / tahun	
	21-29 years / tahun	
	30-39 years / tahun	
	40-49 years / tahun	
	50 and above / tahun	

Section B: Independent Variable

No.	Statement / Pernyataan	Scale / Skala

	Menu Visual Appeal	1	2	3	4	5	6
1	The way this restaurant displays its online menu is attractive.						
2	The online menu is visually appealing.						
3	This online menu has a nice look and feels to it.						
4	This online menu's design appeals to me.						
5	This online menu's graphics appeal to me.						
	Menu Informativeness	1	2	3	4	5	6
1	This restaurant's online menu is well-presented and helpful.						
2	The food on the menu is well described.						
3	The menu lists all of the ingredients as well as the procedures used to prepare the cuisine.						
4	The menu gives potential diners a complete image of the cuisine available.						
5	The menu gives me enough information to determine whether the cuisine on offer is appropriate for my appetite.						
	Desire For Food	1	2	3	4	5	6
1	The menu made my mouth water.						
2	The menu whetted my appetite.						
3	I feel hungry after looking at the restaurant's menu.						
4	I felt compelled to grab and eat the meal when I saw the menu.						
5	When I viewed the menu, I had an overwhelming desire to eat everything.						

Section C: Dependent Variable

No	Statement	Scale / Skala					
	Consumer Purchase Intention	1	2	3	4	5	6
1	I plan to purchase food after looking over the menu.						
2	After looking at the menu, I am confident that I will be purchasing food from this restaurant.						
3	After looking over the menu, I would buy food without hesitation.						
4	I think there is a good chance I will order food from this restaurant.						
5	After looking at the menu, I felt a desire to purchase and eat the food.						