

FACTOR AFFECTING PURCHASE INTENTIONS IN GENERATION Z TOWARDS HIPSTER CAFE IN KELANTAN

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2023

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by

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2023

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LIST OF SYMBOLS AND ABBREVIATION

SYMBOLS	
N	Population Size
n	Sample Size
%	Percent
<	Less Than
α	Alpha
p	Probability
r	Correlation Coefficient

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ABSTRAK

Peningkatan pembukaan kafe di Malaysia akan mempengaruhi keputusan pembelian. Tujuan kajian ini adalah untuk mengenal pasti faktor-faktor yang mempengaruhi niat membeli Generasi Z terhadap kafe hipster. Niat membeli adalah penting untuk kejayaan jangka panjang sektor makanan. Rangka kerja penyelidikan dicadangkan dengan pembolehubah bersandar, iaitu niat membeli dan tiga pembolehubah tidak bersandar ialah kualiti makanan, kualiti perkhidmatan dan persekitaran. Dalam penyelidikan ini, teknik kuantitatif telah digunakan, dan data telah dikumpul melalui pengedaran soal selidik dalam talian, dengan 361 pelajar Kampus Kota dari Universiti Malaysia Kelantan mengambil bahagian dalam tinjauan. Data telah dianalisis menggunakan perisian IBM SPSS Statistics, melibatkan kekerapan, deskriptif, kebolehpercayaan, analisis normaliti dan korelasi Pearson. Semua hipotesis yang dirumuskan telah dianalisis melalui Korelasi Spearman, yang mengesahkan bahawa faktor utama yang mempengaruhi dari segi kualiti makanan, kualiti perkhidmatan dan persekitaran secara langsung mempengaruhi niat pembelian terhadap kafe hipster di Kelantan. Oleh itu, penemuan menunjukkan bahawa kafe hipster harus membentulkan pembolehubah bebas mereka untuk meningkatkan pengalaman pelanggan, menyelesaikan masalah mereka, dan akhirnya memperoleh perniagaan berkualiti tinggi dengan menganalisis niat pembelian terhadap kafe hipster.

Kata kunci: persekitaran, kualiti makanan, Gen Z, kafe hipster, Kelantan, niat membeli, kualiti perkhidmatan

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ABSTRACT

The rise in café openings in Malaysia will influence the purchasing decisions. The purpose of this research was to identify the factors affecting purchase intentions in Generation Z towards hipster cafe. Purchase intentions are vital for the food sector long-term success. A research framework was proposed with a dependent variable, which is purchase intention and the three independent variables are food quality, service quality and environment. In this research, the quantitative technique was used, and data has been collected via the distribution of online questionnaires, with 361 City Campus students from Universiti Malaysia Kelantan participating in the survey. The data has been analysed using IBM SPSS Statistics software, involving frequency, descriptive, reliability, normality analysis and Pearson correlation. All formulated hypotheses were analysed via the Spearman Correlation, which confirmed that key factors affecting in terms of food quality, service quality and environment directly influenced purchase intention towards hipster cafe in Kelantan. Thus, the findings indicate that hipster cafe should fix their independent variables to improve customers' experiences, resolve their difficulties, and ultimately obtain high-quality business by analysing purchase intentions towards hipster cafe.

Keywords: environment, food quality, Gen Z, hipster café, Kelantan, purchase intention, service quality

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Nowadays, one of the new food cultures that have grown through modernization is the food of hipsters. Hipsters a particular style of ironic historicizing, grooming, and specific consumption patterns concerning food and drink (Shaw, 2018). The term hipster food describes the cuisine produced by individuals outside the mainstream culture, combining the newest culinary trends and fashions (Hairon et al., 2017).

A hipster café is a nontraditional cafe that serves both coffee and cuisine that deviates from the norm (Sharee & Muhammad, 2018). Hipster cafés were formerly exclusively frequented by adults who enjoyed coffee while engaging in activities like reading, playing games, and other activities. Today's hipster cafés are the perfect settings for individuals to engage in sustained deep thought and creative activity. Provide a calm environment for friends, relatives, and other visitors apart from that. This aspect may influence people's decisions to visit and make purchases there. This is so because the setting, cuisine, and services offered are to their preferences. They have a full food selection to provide consumers choices, and internet access is available so that everyone may meet, study, and engage in other activities. According to the research firm, owners of cafes and restaurants anticipate a 31.2 percent increase in business during the first quarter of 2022 compared to the same period in 2021, while owners of food and beverage kiosks and stands anticipate a 1.9 percent rise in sales for the same period of time in 2022. (Lim, 2022).

Generation Z will be the main subject of this investigation (Gen Z). Digital technology including the internet, cellphones, computers, and digital media have been a part of Gen Z's upbringing since they were born between 1995 and 2012. (Liew et al., 2021). According to Sun and Xing (2022), Gen Z refers to those who were born between 1995 and 2009. Given that the Gen Z group is anticipated to rule the consumer sector and account for 32% of the world's 7.7 billion population in 2019, (Su et al., 2019). When compared to earlier generations, Gen Z leads a distinct lifestyle since they value contemporary, stylish, and viral items more. In contrast to 32% of Millennials (aged 21–34) and around 21% of Baby Boomers, 41% of Gen Z were willing to pay extra for foods they believed to be healthier, according to Nielsen's 2015 Global Health and Wellness Survey of 30,000 individuals in 60 countries (approximately age

50–mid-60s). According to analysts, Gen Z will make up most of the consumer market by 2020 and will contribute between 29 and 143 billion dollars to the American economy (Su et al., 2019). This study's major objective is to ascertain the factors that affect Gen Z's choice to attend a hipster café in Kelantan.

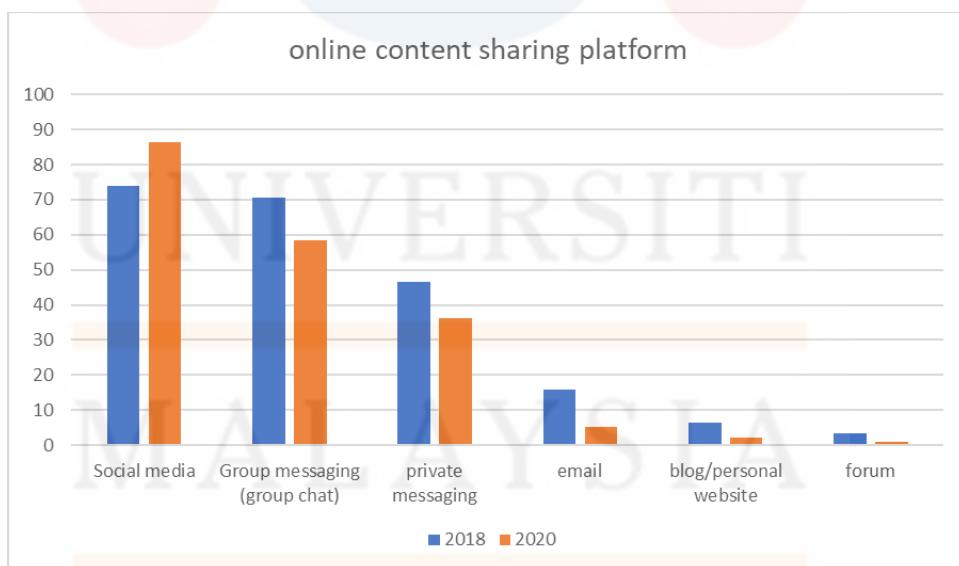
A study from Nadzari et al. (2021) stated that people have been engaging in the amusing activity of going to cafes and observing the new customers' manner of life for countless years. Self-updating has tangible evidence, particularly the results of status updates on various social media platforms, including feature stories on Instagram. The younger generation is now more attracted to restaurants or cafes that provide up-to-date, viral, famous food and many reviews on social media. Restaurants, cafes, and shops in Kelantan are different or try to be different. It may influence young people's intentions to make purchases. Appendix A, list the example of café and location in Kota Bharu

Interior designs, decorations, floor cleanliness, and other restaurant facilities are important for attracting customers (Liew et al., 2021). Young people adore it because of the amazing environment, service, and food quality. Good food and service increase sales. Several food quality aspects, including nutrition, menu diversity, and taste, affect purchase intention (Xiao et al., 2018). Service quality included tangible aspects for effective communication, service, and other aspects. High-quality service has apparent outcomes, but it also addresses provider-consumer relationships, including delivery methods (Xiao et al., 2018).

1.2 Problem Statement

The rise in café openings in Malaysia will influence the purchasing decisions of both residents and tourists. In the final three months of 2021, the business of Malaysia's cafes and restaurants grew by 30.8% as more eateries began dining-in after seeing a downturn for the rest of the year, according to the latest data from retail research company Retail Group Malaysia. Retail Group Malaysia said in its March 2022 report that cafés and restaurant sales decreased by 6.2% in the first quarter of 2021, 10.9% in the second quarter, and 0.8% in the third quarter before rebounding by 30.8% in the fourth quarter (Lim, 2022). This will increase rivalry with well-known companies like the fast-food industry. After all, fast food is readily available and accessible. This is what the modern client prefers. However, a new café need excellent advertising to attract consumers.

Next, social media is also an issue that needs to be resolved. Social media platforms such as TikTok, Instagram, and Facebook pose challenges for hipster cafe owners. This is because the emergence of technology and the internet in today's era has drastically affected the perspective of visitors. 93.3 percent of Malaysian internet users, according to a survey conducted by the Malaysian Communications and Multimedia Commission (MCMC) in 2020, use social media as their main online activity. This shows that most individuals spend their time on social media. Through social media, customers can learn about new things. If the information known by the customer through social media is not valid, it will affect the business. Those who need to understand the truth of the information will easily believe what they see on social media. Internet users exchange material on social media up to 86.5%, up from 73.8% in 2018, surpassing all other channels, as shown in Table 1.2. (MCMC, 2020). As individuals learn more about destinations through social media posts, they trust them and expect similar experiences. In addition, the content of the information is more important, so if it goes viral positively, positive expectations about the location may be fostered. If it spreads unfavourably, negative expectations will be encouraged (Nadzari et al., 2021). Cafe owners must choose the most effective way to attract customers. This study will examine how food quality, service quality, and environment affect hipster café on purchase intentions among Universiti Malaysia Kelantan (UMK) students.



Source: MCMC (2020, p.65)

Figure 1.1: Online Content Sharing Platforms

1.3 Research Questions

These are the research questions for this study:

RQ1: What is the relationship between food quality and purchase intention towards hipster café among Gen Z in Kelantan?

RQ2: What is the relationship between service quality and purchase intention towards hipster café among Gen Z in Kelantan?

RQ3: What is the relationship between environment and purchase intention towards hipster café among Gen Z in Kelantan?

1.4 Research Objectives

The research objectives are:

RO1: To identify the relationship between food quality and purchase intention towards hipster café Gen Z in Kelantan.

RO2: To analyse the relationship between service quality and purchase intention towards hipster café Gen Z in Kelantan.

RO3: To study the relationship between environment and purchase intention towards hipster café Gen Z in Kelantan.

1.5 Scope of the Study

This research aims to determine Gen Z's hipster café buying intentions. This study will determine hipster café purchase intention factors. This study focuses on Gen Z in Kelantan. Thus, Gen Z is a trend-following generation. Kelantan's hipster cafés make the city more appealing by following trends and meeting customer needs.

1.6 Significance of Study

In this study, food quality, service quality, and environment affect Gen Z's purchase intention of hipster cafes in Kelantan. The desire to buy fashionable items will affect the economy and help fulfil client demand.

People desire something that benefits them in all areas, such as food flavour, café environment, and price-to-quality ratio. Gen Z is more likely to snap pictures and publish them on social media, impacting people's shopping decisions. Instagram posts educate and inform followers about food, products, and services, particularly for those with a large following (Khalid et al., 2018).

1.7 Definition of Term

1.7.1 Purchase Intentions

Rakib et al. (2022) define buying intention as a customer's tendency to buy. Information collection leads to purchase intention. Purchase intention helps businesses develop lucrative client connections. Everyone has distinct likes and interests. People sometimes buy trendy and fashionable items. Situations might affect someone's purchase intentions. A business owner must know what influences customers' buying decisions. Food quality, responsive staff, affordable pricing, and bill accuracy are factors. When considering how a well-known food quality will affect customer retention, several scholars emphasise the importance of quality and how it positively interacts with purchase intention. Literature shows that happy consumers obtain great service (Xiao et al., 2018).

1.7.2 Hipster Cafe

A hipster café is a one-of-a-kind eatery that specialises in coffee and serves cuisine that is distinct from other eateries (Sharee & Muhammad, 2018). A hipster café, such as Starbucks, focuses on providing a beautiful, comfortable, and peaceful environment for those who love it. Hipster cafés often charge more for their food and beverages than conventional restaurants. This is because they want to preserve the café's quality, exclusivity, and reputation.

Urban Cafe as a social semi-public venue intended for lively discussion to be used as a boutique social working environment for the solitary creative freelancer, student, or intellectual (Droumova & Milena, 2017).

1.7.3 Food quality

Food quality refers to the quality of meals provided in cafes, it is seen as one of the most significant tactile aspects of the eating experience for consumers and is positively associated with customer loyalty (Zhang, Kim & Goodsir, 2018). According to Liew et al. (2021), food quality is referring to the quality traits of food that are accepted by consumers including the external factors like appearance, flavour and texture. The variety of the menu, flavour, freshness, temperature, healthy alternatives, temperature, and nutritional content all affect the quality of the food. Moreover, the quality of food was including the consistent taste of the food and the food presentation. If the food is always prepared by following the standard operation procedure (SOP) which has been set by the cafe, the quality of the food will remain and maintain.

1.7.4 Service Quality

Service quality in the field of business plays an important role to meet customer satisfaction. Even when the food is of high quality, consumers constantly seek for the greatest service to help them feel relaxed and at ease and to encourage them to return to the café or restaurant. Service quality can be defined as employee service to customers and service that can be used in the cafe. Service quality reveals the consumer's or buyer's perception of a product or service's superiority and their attitude toward that product or service. However, service quality also reflects during relationships between supplier and consumer, which includes the techniques and manner of providing the service to the client. Utilising a specialised instrument, the parameters of service quality are then established on a single standard (Xiao et al., 2018).

1.7.5 Environment

Environment can be defined as the physical and intangible elements that exist either inside or outside a restaurant. Interior designs, decorations, floor cleanliness, and other services given by a restaurant are very important for luring customers to purchase meals (Liew et al., 2021). From the standpoint of environmental psychology, the physical environment has been researched as a significant factor affecting consumer perceptions and behaviour. Environment that has a unique concept, beautiful scenery is what the customers were looking for. The calm and comfortable environment makes customers feel relaxed to enjoy their food. AbuThahir and

Krishnapillai (2018) claim that cafes with inviting retail environments are more likely to draw walk-in customers, which prompts their desire to return. Therefore, merchants are prepared to invest a significant amount of money in enhancing their shop layout and other associated tasks.

1.7.6 Generation Z

According to Saut (2021), Gen Z is the youngest generation of the consumer range. Members of Gen Z are those who were born between 1997 and 2012 (Pew Research Centre, 2022). Gen Z exhibits traits including more sophisticated technology, pragmatism, risk-taking, a sense of financial responsibility, and individuality. Many members of Gen Z utilise social media to convey their self-perceptions as being adventurous, ambitious, creative, determined, and hilarious.

Gen Z people are innovative, multitaskers, and immediate indulgers. In terms of social life, these teens actively converse, socialise and mix with others who have similar interests in fashion, music, electronics, video games and cuisine. Gen Z is security-conscious, thus peers affect their buying decisions (Liew et al., 2021).

1.8 Organization of the Proposal

This proposal covers chapters 1 to 3. Chapter 1 examined the study background, problem statement, research question, objective, scope, significance, definition of term, and organisation of the proposal.

Chapter 2 covers literature review, including introduction, underpinning theory, previous studies, hypothesis statement, conceptual framework, and summary or conclusion.

Chapter 3 covers research design, data collecting methods, study population, sample size, sampling techniques, research instrument creation, variable measurement, data analysis, and conclusion.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter outlines previous studies that have been conducted in connection to the research. Variables in this research are covered by a review of the literature.

2.2 Underpinning Theory

Refers to Gregor (2002), the underlying theory utilised in information systems (IS) research to comprehend social context. The purpose of the theories is to explain "how" and "why" things occur as they do. Aside from this, one of the most important aspects of supporting theories is that they include both the technical and social contexts of phenomena under research. In this research, underlying theories were used to unearth the interdependence and interrelationships between players in an environment and to give assistance for the interpretation of empirical evidence collected across time and in context.

2.2.1 The Theory of Planned Behavior (TPB)

TPB uses attitude, subjective standards, and concept of behavioural control to explain intentions and behaviours (Ajzen, 1991). The Theory of Planned Behaviour (TPB) states that consumers' purchase intentions are influenced by their beliefs, social group, and control (Haris et al., 2021). Purchase behaviour is a customer's willingness to acquire a product or service (MBA Skool Team, 2021). Based on a consumer's intention, advertising may easily offer the right information.

Furthermore, another idea emphasises how a person's attitude, perceived behavioural control, and subjective norms impact his or her purpose and behaviour, which may result in the individual starting a company (Mohd et al., 2021). In this research, behaviour will influence hipster cafés' purchase intentions. The degree to which a person assesses the behaviour of interest favourably or unfavourably is referred to as their attitude toward that behaviour. It is necessary to evaluate how one's behaviour may affect the rest of the world. Purchase intention, according to (Xiao et al., 2018), is responsible for identifying whether a product fits consumers' expectations and wishes to further investigate their perception of products and services.

Customers are overjoyed when the quality of the goods and services they purchase is far better than they had anticipated. Using research that is relevant from the past, draw a connection between the consumer's purpose to buy and aspects of sustainable products, such as pricing, usability, social awareness, and environmental awareness (Iyer, Davari & Paswan, 2016). The purpose of this study is to evaluate the behaviours of customers and their future plans about hipster cafés by using TPB.

2.3 Previous Studies

2.3.1 Purchase Intention

Purchase intentions known as plan and desire to purchase the product or service by the customer (Padhy & Sawlikar, 2018). According to Shim et al. (2021), purchase intention refers to a consumer's level of willingness to acquire a certain product or service, and purchases are crucial to any business's ability to generate sales and capture market share. Hsiao and Chen (2018) conducted research to take purchasing intent into consideration while marketing smartwatches.

According to Xiao et al. (2018), purchase intention, particularly when customers are delighted with the items, stimulates more competitive companies to enter the market. As a consequence, the corporate sector has identified purchasing intention as one of the most critical categories. Furthermore, buying behaviour is critical for long-term business performance since it keeps customers' attention and enhances brand equity. Purchase intentions are important since consumers' expectations are hard to evaluate and organizations usually discover them after the product is delivered.

Shim et al. (2021) investigated the determinants of purchasing intention at Starbucks Cafe in the context of the COVID-19 pandemic. According to this study, despite the coffee industry's high economic output, it is highly competitive due to the lack of entry barriers and the ease with which customers may move to a different brand's café product.

2.3.2 Food Quality

Xiao et al. (2018) proposes that meal quality impacts consumers' purchase intentions. Nutrition, menu variety, and flavour impact purchasing intent. Restaurant service includes menu design, dish size, and meal presentation.

Flavor is a key factor in restaurant choosing since it enhances the sensory and emotional experience of dining. Since consumers care more about healthy lives, food quality has expanded to include nutrition and food safety, since wholesome food is related to customers' health and safety (Yi, Zhao & Joung, 2018).

High-quality food and drinks may help retain youthful customers. Young Malaysians like fast food's spicy and sour meals. Menu quality affects a restaurant's consumer base (Boo, 2017). Sharee and Muhammad (2018) studied young individuals' satisfaction with hipster cafés. Hipster cafés endure a competitive market to attract and maintain consumers due to rapid market changes. Novel culinary items and services have made the food service business competitive. In a competitive market, retailers rely on the store environment (AbuThahir et al., 2018).

Menu diversity predicts meal quality (Rajput & Gahfoor, 2020). Flavorful food. Taste evaluation follows. Customers might predict flavour based on price, quality, labelling, and brand. Restaurant patrons value food quality. Presentation lightens up visitors (Carins, Rundle-Thiele & Ong, 2020). Freshness is defined by smell, juiciness, sharpness, and colour (Rajput & Gahfoor, 2020).

2.3.3 Service Quality

Zhang et al. (2018) studied the impact of service experience on consumer attitudes and behaviours in the New Zealand café business. This research explores café experience qualities and their influence on New Zealand customers' attitudes and behaviours. Creating customer experiences is vital in the service business because it creates distinct memories for the client and the business. The staff must aid customers, welcome them, smile, and be pleasant and kind.

Quantity, presentation, freshness, flavour, and variety of food and beverages are service outcomes. Services may be reviewed after using the product. Consumer loyalty rises if the location is warm and appealing, which affects perceived quality. The assessment suggests that

appearance, skill, and communication are most important due to professional expertise and response. Efficiency affects customer delight. A restaurant with a cosy environment, personalised service, and a personalised platform for service consumption is highly advantageous (Xiao et al., 2018).

In a service factory like a fast-food restaurant, making customers loyal by offering value-based service and food quality is a goal. Service quality is determined by the service procedure and customer perception. The service process emphasises the store's physical, technical, human, and procedural features, impacting the consumer's service opinion (Yang et al., 2021).

According to Sharee & Muhammad (2018), most consumers assess restaurant service while eating, and perceived service quality is used to measure customer happiness. Self-service cafés and restaurants exist. Introverts will adore it since they don't need to socialise. Due to ease, user-friendliness, and fantastic online experiences, consumers favour optional online services (Liew et al., 2021).

Service providers provide high-quality services to be competitive. Restaurant service affects customer pleasure. Excellent service includes price, friendliness, neatness, care, variety, quickness, and menu consistency. Customer satisfaction depends on employee and customer communication. Service excellence boosts word-of-mouth, customer satisfaction, corporate image, customer recruitment, repeat business, and business performance (Rajput & Gahfoor, 2020).

2.3.4 Environment

Zhang, Kim, and Goodsir (2018) state environment, convenience, cleanliness, comfort level, and décor are crucial to producing a memorable customer experience. Other research found that spatial organisation, decoration, and comfortable furniture also improve service quality and are good markers of environment. The restaurant environment influenced people's food quality evaluations. Cosy environment, nice aroma, and gorgeous kitchenware assist customers make great buying decisions (Yi, Zhao & Joung, 2018).

According to Xiao et al. (2018), consumers are prepared to spend more to save time and have a more pleasant dining atmosphere. These characteristics encourage hipster cafes to prioritise creating and providing a more pleasant atmosphere for consumers. Aside from that,

Ryu and Jang (2008) discovered that the cafe environment is a key antecedent of customers' enjoyment, arousal, and behavioural intention in a high-end cafe setting.

According to Rajput and Gahfoor (2020), clients desire good dining experiences, thus they look for a pleasant environment. The physical environment attracts new customers. PEQ increases financial performance and customer satisfaction. Consumers judge a restaurant's quality by its cleanliness, uniqueness, staff friendliness, physical condition, and environment-creating characteristics. Consumer satisfaction is influenced by the physical environment. Restaurants must be aesthetically attractive and distinctive.

Previous research factor determining customer purchasing intention for eco-friendly products: Gen Z in Phnom Penh by Saut & Saing (2021). Increased consumer demand depletes natural resources, harming the environment. A scoping review of food retail customer purchase intentions and choice (Castro et al, 2018). Marketing literature reveals how public health practitioners may support healthy food choices in retail settings.

2.3.5 Generation Z

The Pew Research Center (2022) defines Gen Z as individuals born between 1997 and 2012. Though earlier generations took up social concerns, Gen Z is more socially conscious than prior generations.

The way that Gen Z interacts with technology, social media, and their values, as well as how they may develop and pursue social interests, make choices about what to buy, and meet their wants, is cognitively intriguing. Young consumers are becoming more interested in cutting-edge consumer products, particularly the growing usage of mobile devices and online communication. The consumption model of Gen Z offers an alternate method of satisfying wants and is deeply ingrained in virtual reality. The propensity of Gen Z to only utilise things or services when a clear need arises rather than purchasing them for personal use, as well as a rising awareness of the detrimental effects of excessive consumerism on society and the environment (Jaciow&Wolny, 2021). People from the immediate surroundings as well as opinion leaders regarded by young consumers as authority in sustainable consumption have a significant influence in forming pro-ecological eating habits. It has been shown that peers and friends have the most influence on young people's development of good eating habits. (Wierzbinski, 2021).

2.3.6 Hipster Café

Jaciow and Wolny (2021), a controversial proper figure (2018), describe the hipster cafe as a conventional, urban independent café selling unusual, minimalist, arty, and trendy coffee beverages.

According to Sharee and Muhammad, a hipster follows the newest trends and styles, particularly those outside the cultural mainstream. Style, fashion, and taste were applied to persons and objects. In Malaysia, stylish shops and restaurants have transformed previously tranquil shop lot neighbourhoods into huge retail districts. Coffee shops are no longer only places to eat; they're also places to socialise in person and online.

2.4 Hypotheses Statement

H2: There is a relationship between food quality and purchase intention among Gen Z towards Hipster Café.

Perceived quality affects consumer happiness and behaviour, according to Wang et al. (2020). Hipster cafés' innovative menu challenges tradition. Modernization has created a new culinary culture of fusion cuisine called hipster dinner (Aboo Talib & Khalid et al., 2021). According to Hairon et al. (2017), this identity draws customers. Food quality worries consumers. Health-conscious consumers choose fresh ingredients over chemical additives in food preparation and freshness preservation (Sharee & Muhammad 2018). Customers admire quality menus that attract them to come or return (Min et al., 2022).

Aboo Talib and Khalid et al. (2021) established a hipster café capacity framework. Menu presentation, dignity, style, and interior design are crucial to attracting consumers and increasing financing. According to Sharee and Muhammad (2018), food freshness and presentation are key to consumer happiness.

H1: Food quality has significant relationship on purchase intention among Gen Z towards Hipster Café.

H2: There is a relationship between service quality and purchase intention among Gen Z towards Hipster Café.

The market is evolving quickly, and now is the time for a global service firm that emphasises range, depth, and quality (Chien & Chi, 2019). Service quality affects consumer

profits, satisfaction, loyalty, and buy intentions (Miranda et al., 2018). Functionality, pleasure, security, assurance, design, ease, and personalisation were incorporated. Service quality favourably affects purchasing intentions, according to the research (Xiao et al., 2018).

Other researchers have stressed the necessity of connecting these traits to millennial adults (Boo, 2017). According to Shaare and Muhammad (2018), most customers assess restaurant quality while dining, with perceived service quality indicating customer pleasure. Valaei and Baroto (2017) found that customer satisfaction affects customer loyalty. Service quality may impact consumer purchase intentions (Xiao et al., 2018).

H2: Service quality has significant relationship on purchase intention among Gen Z towards Hipster Café.

H3: There is a relationship between environment and purchase intention among Gen Z towards Hipster Café.

Boo (2017) acknowledges that the restaurant environment influences consumer happiness. Consumers choose restaurants based on environmental factors. This study investigates restaurant cleanliness and smell. According to Xiao et al. (2018), a restaurant's environment may alter how customers evaluate its quality. Service, tangibles, reliability, responsiveness, certainty, and empathy. environment is a room's perceived environment.

Layout impacts mood and perception. The aesthetics, interior design, and staff form the hipster cafe's feel (Min et al., 2022). Customer retention is affected by cleanliness, comfort, and appearance. Color, fragrance, music, and lighting may boost the environment, according to Min et al. The environment impacts the customer's emotions. Restaurants must understand customer values to improve eating experiences (Sharee & Muhammad, 2018).

H3: Environment has significant relationship on purchase intention among Gen Z towards Hipster Café.

2.5 Conceptual Framework

Research Model

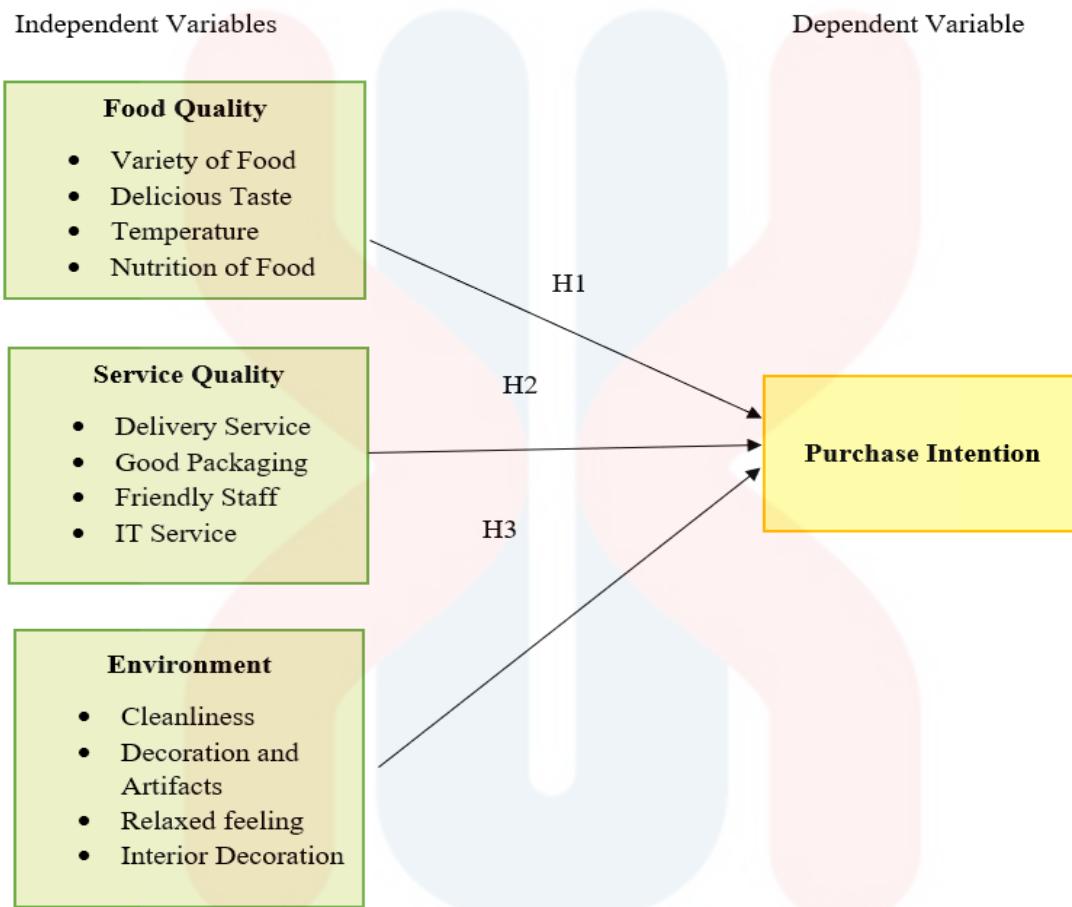


Figure 2.1: Conceptual Framework of Factors Affecting Purchase Intentions among Gen Z in Kelantan towards Hipster Café

2.6 Summary

Finally, this chapter examines the research's dependent and independent variables, underpinning theory, and empirical studies. It assists the researcher in understanding how food quality, service quality, and the environment influence Gen Z purchase intentions. The literature review clarifies the research conceptual and hypothesis.

CHAPTER 3

RESEARCH METHODS

3.1 Introduction

This chapter describes research methodology. Research design, population and sampling, instruments, reliability and validity, data collection and procedure, and data analysis will be covered. UMK undergraduates will take online questionnaires. The survey gathered preliminary data and tested the equipment. This chapter discusses questionnaire construction.

3.2 Research Design

A quantitative research approach will be selected in this study. The study will collect information about factors affecting purchase intentions in Gen Z towards hipster cafe among UMK students to reach the objectives of the research. This study will utilise the questionnaire to collect the data that allows the study to obtain accurate and reliable information.

3.3 Data Collection Methods

3.3.1 Primary Data

This study will gather primary data utilising Google form surveys. The surveys will be sent via WhatsApp and Telegram to UMK students from City Campus. 361 questionnaires were sent to them to gauge participation. 361 males and females between 10 and 25 years old who attended hipster cafés in Kelantan will study. Sections A, B, and C make up the questionnaire's layout. Section A uses nominal scale questions for age, gender, ethnicity, income levels, and year of education. Sections B and C are then linked between independent and dependent variables to provide variable measurement. The interval scale measures queries from 0 to a defined maximum. Close-ended questions will get accurate results. Participants will assure participation is voluntary and results are confidential. The research examines Gen Z's hipster café purchase intentions. This research's respondents are Gen Z UMK students from City Campus who frequent hipster café in Kelantan.

3.4 Study Population

Population may be described as all individuals or objects that one seeks to analyse, while sampling is the act of choosing a subset of the population for study (Rahi, 2017). In this research, the main population is undergraduate university students of UMK. According to the official website of UMK, the total number of undergraduate university students in Kelantan is 11,413. Therefore, the target population in this study is students from City Campus which is 6,174. The number of respondents are from the Faculty of Entrepreneurship & Business (FKP) which is 3,451, and the Faculty of Hospitality, Tourism and Wellness (FHPK) which is 2,723 (List of Enrolment Undergraduates, 2022).

3.5 Sample Size

Sample size represents the number of individuals or participants from whom the research will gather data (Mwita, 2022). Table n shows the sample size. Population size affects sample size. Table 3.5 shown by Krejcie and Morgan (1970) table will be used to calculate sample size. This survey will include 6,174 City Campus undergraduates. This survey sampled 361 UMK City Campus students.

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

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Figure 3.1: Determining sample size from Krejcie & Morgan (1970) (Bukhari,2021)

3.6 Sampling Techniques

This research will employ a quota sampling sample where the strata (groups) being studied within males and females (City campus students) are proportional to the population in this participation. Non-Probability sampling will be utilised to poll UMK students online. According to Rahi (2017), quota sampling is a way to divide the population into groups and set a certain number of sample elements from each group. Quota sampling is faster and simpler since no sample frame is needed.

First, City campus undergraduates will divide into different groups of gender within age groups and income levels among the population of students. Desired number from each group will be selected from each segment.

3.7 Research Instrument Development

In this research, an online questionnaire will use Google Form and will be used as the survey format. A collection of questions will be provided to respondents to obtain the necessary information or data. The participation of the respondents are fully based on their own voluntary consent and their information is kept confidential. It will be delivered to UMK students through WhatsApp and Telegram. The form of the cover page of this questionnaire gave a short introduction as well as the goal of the current investigation. There are 3 sections below:

- Section A: Demographic Profile
- Section B: Purchase Intention Among Gen Z
- Section C: Key Factors that Affect the Purchase Intentions

A number of data analyses were performed using the computer software, Statistical Package for Social Sciences (SPSS). Among the tests conducted were principal component descriptive analysis, reliability test, Pearson correlation analysis.

3.8 Measurement of the Variables

Section B and Section C are measured in the form of 5-Point Likert scale.

Table 3.1: 5-Point Likert Scale

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

3.8.1 Source of Variables

Based on this study, the questionnaires of purchase intentions were adapted from different sources and researchers. The sources of the variables are shown in the table below.

Table 3.2: Sources of Variables

Variables	Sources
Purchase Intention	Gundala et al., (2022), Zhang, Kim and Goodsir (2018), Shim et al. (2021)
Food Quality	Liew et al., (2021), Zhang et al., (2018)
Service Quality	Liew et al., (2021), Zhang et al., (2018)
Environment	AbuThahir and Krishnapillai (2018), Zhang et al., (2018)

3.8.2 Structure of Questionnaire Set

The questionnaires were divided into 5 sections representing each study variable in this research, excluding Section A for the demographic profile. Section B comprises four questions related to the dependent variable: purchase intention. On the other hand, Section C also has four questions, each related to independent variables such as food quality, service quality and environment, respectively.

Table 3.3: Structure of Questionnaire Set

Sections	Variables	Items	Sources
A	Demographic Profile	7	Gender, race, age, income level, frequency of visit (Xiao et al., (2018))
B	Purchase Intention	4	Best choice (Gundala et al., (2022)) Willingness (Shim et al., (2021)) Hygiene, sense of joy (Liew et al., (2021))
C	Food Quality	4	Variety of food, taste, temperature (Liew et al., (2021)) Nutrition of food (Gundala et al., (2022)) Freshness and variety of food (Zhang, Kim and Goodsir (2018))

Service Quality	4	Delivery service, good packaging (Liew et al., (2021)) Friendly staff (Zhang, Kim and Goodsir (2018)) IT service (Lee, Moon and Song (2018))
Environment	4	Cleanliness, decoration and artifacts, relaxed feeling (AbuThahir and Krishnapillai (2018)) Interior decoration (Zhang, Kim and Goodsir (2018))

3.8.3 Distribution of Questionnaires

The questionnaires will be created using Google Form tools, and the online questionnaire will be distributed via WhatsApp and Telegram. The table below shows the distribution of the questionnaires.

Table 3.4: Distribution of Questionnaires

Sections	Variables/Questions	Items
A Demographic:		
1. Gender (male, female)	D1	
2. Age (20-21 years old ,22-23 years old, 24-25 years old, 26-27 years old)	D2	
3. Faculty (Faculty of Entrepreneurship & Business (FKP), Faculty of Hospitality, Tourism and Wellness (FHPK))	D3	
4. Year of Study (1,2,3,4)	D4	
5. Income Level (Below 1000, RM1001 to RM3000, RM3001 to RM5000, Above RM 5000)	D5	
6. Frequency of Visit (Occasionally, Few times a week, Several times per month, Several times of year)	D6	
Understanding the Purchase Intention Among Gen Z (UMK Students)		
B Purchase Intention:		
1. Hipster café is the best choice for me to choose.	B1	
2. Hipster cafe maintains the staff's personal hygiene in preparing food.		B2
3. Hipster cafe deserves me to pay for its food.		B3
4. Hipster cafe provide me a sense of joy while eating.		B4

Key Factors that Affect the Purchase Intentions

C Food Quality:

- 1. Hipster café provides a variety of food options on the menu. FQ1
- 2. Hipster café provides nutritious food. FQ2
- 3. Hipster café has fresh food and delicious taste. FQ3
- 4. Hipster cafes food serve at the appropriate temperature. FQ4

Service Quality:

- 1. I prefer to eat at hipster cafe due to their delivery service. SQ1
- 2. I prefer to eat at hipster cafe because the staff are friendly and courteous. SQ2
- 3. I prefer to eat at hipster cafe because it has a good presentation in terms of packaging and services. SQ3
- 4. I prefer to eat at hipster cafe because it provides high-quality wireless IT service. SQ4

Environment:

- 1. The environment of Hipster Café gave me a relaxed feeling. E1
- 2. The interior decoration and design of Hipster Cafe encourage me to stay longer. E2
- 3. The cleanliness of Hipster Café fulfils my satisfaction level. E3
- 4. The decoration and artifacts encourage me to recognize the café as high-class. E4

3.8.4 Pilot Test

A pilot study evaluates methods for a larger, more comprehensive reliability and validity test (Lowe, 2019). In essence, a pilot study is conducted to prevent a costly study from making a deadly error by preventing researchers from starting a large-scale investigation before they have a sufficient knowledge of the proposed processes (Polit and Beck, 2020).

A pilot test for pre-testing will be undertaken among 30 undergraduate City Campus students at UMK prior to the distribution of the questionnaire (Brewer & Sebby, 2021).

Table 3.5: Reliability Statistics for Pilot Test.

Constructs	Items	Cronbach's Alpha (α)
Purchase Intention	4	0.765
Food Quality	4	0.818
Service Quality	4	0.855
Environment	4	0.937

3.9 Procedure for Data Analysis

Data analysis comprises analysing, cleaning, manipulating, and modelling data to make decisions. IBM SPSS will analyse Likert-type data. Academics utilise IBM's SPSS statistics programme (Ong & Puteh, 2017). The IBM SPSS Statistics Software will be used to execute the descriptive, reliability, normality and Pearson correlation analysis in this study.

3.9.1 Descriptive Analysis

There are three main types of descriptive statistics: frequency measurements, central tendency measurements, and dispersion or variation measurements offer concise summaries of the sample and the measurements. Typically, a frequency measure is used to categorical data, whereas other measures are utilised for quantitative data (Mishra et al., 2019).

Therefore, descriptive analysis is utilised to examine the demographic profile of respondents on the factors of purchasing intention, food quality, service quality, and environment in relation towards hipster café.

3.9.2 Reliability Analysis

Hajjar (2018) claims reliability is a key test quality metric. In quantitative research, dependability frequently refers to a measure's consistency despite being repeated and its stability at all times. The measurement processes' reliability measures stability or consistency. Cronbach's alpha is used to determine the instruments' dependability index. The range of the reliability index is between zero ($\alpha=0$) to one ($\alpha=1$). A high alpha value indicates more

reliability. Index alpha of 0.7 or above is favorable for instruments with 10 or more components (Chan and Idris, 2017).

Table 3.6: Range of Reliability and its Coefficient of Cronbach's Alpha

No	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable
4	0.6-0.69	Questionable
5	0.5-0.59	Poor
6	Less than 0.59	Unacceptable

3.9.3 Normality Analysis

Correlation, regression, t-tests, and analysis of variance entail normality. The mean value reports continuous data with a normal distribution. This mean value also compares the groups and determines the significance level (P value) (Mishra et al., 2019).

Many statistical tests need data normality analysis because parametric testing requires normal data. The Shapiro-Wilk test and Kolmogorov-Smirnov test are the most used techniques for assessing data normality (Bland, 2015).

3.9.4 Pearson Correlation

A Pearson correlation matrix shows the direction, strength, and significance of bivariate connections among interval or ratio-measured variables. Correlation is found by comparing how two variables change. Xu and Deng (2017) indicate the Pearson Association Coefficient describes the linear correlation between normal distribution features.

A correlation test produces from -1 to 1 correlation coefficient. A correlation value of +1 indicates two variables are exactly associated in a positive [linear] way, a correlation coefficient of -1 shows two variables are perfectly related in a negative [linear] manner, and a correlation coefficient of 0 indicates no linear connection (Gogtey and Thatte, 2017).

Table 3.7: The Scale of Pearson's Correlation Coefficient

Scale of Correlation Coefficient	Value
$0 < r \leq 0.19$	Very Low Correlation
$0.2 < r \leq 0.39$	Low Correlation
$0.4 < r \leq 0.59$	Moderate Correlation
$0.6 < r \leq 0.79$	High Correlation
$0.8 < r \leq 1.0$	Very High Correlation

3.10 Summary

This chapter discusses information-gathering methods. Framework, hypothesis, design, population, sample, instruments, reliability and validity, data collection and process, and analysis are discussed.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter's objective is to provide and explain a statistical method's findings. In this chapter, data obtained from 361 respondents who responded to an online survey are statistically evaluated using the SPSS software. The main outcomes and conclusions of this study are explained in this section. To determine the connection between independent and dependent variables on purchase intention of hipster café among UMK students in City Campus, the data was examined using three types of analysis: descriptive analysis, reliability test, normality test, and Pearson Correlation.

4.2 Preliminary Analysis

The purposes of preliminary data analysis are to define the main characteristics of the data, syn the size of the findings, and revise the data in preparation for further analysis (Blischke, 2011). The pilot test will aid the research in discovering whether there are errors, restrictions, or other problems in the interview design to make the necessary changes before the study is implemented (Turner, 2022).

4.2.1 Pilot Test

The pilot test in this study is used to clarify the instruction, questions, and scale items. The survey was pilot tested with Gen Z students, who act as respondents in this research. The questionnaire was distributed to 30 respondents in Kelantan (Brewer & Sebby, 2021). Hence, the result of the pilot test will be stated in Table 4.1.

Table 4.1 shows the findings of the pilot test based on the score of Cronbach's Alpha (α). According to the result, the reliability level of purchase intention achieved 0.765 indicated that the dependent variable recorded acceptable results in the range of 0.7.- 0.79. Meanwhile, the food quality and service quality achieved 0.818 and 0.855 respectively indicated that the independent variables recorded good results in the range of 0.80.- 0.89. Lastly, the reliability level in the last independent variable which is the environment had achieved an excellent result of 0.937 in the range of above 0.90. Consequently, the sample size in the survey is reliable to normally distributed and justified for the factor analysis.

Table 4.1: Reliability Assessment of The Research Model

Constructs	Items	Cronbach's Alpha (α)
Purchase Intention	4	0.765
Food Quality	4	0.818
Service Quality	4	0.855
Environment	4	0.937

4.3 Demographic Profile of Respondents

This section presents the respondent's background information and is evaluated. In this study, there are fewer male respondents than female respondents. All respondents are representatives of Generation Z, with ages ranging from 20 to 27. Gender, age, faculty, year of study, income level, and frequency of visits to hipster cafes include the demographic characteristics examined in this research. The pilot test of 30 samples revealed that the pilot results met all pre-test criteria. Following that, within one month, this research obtained 361 responses in a large-scale survey, of which 359 were technically utilised by the study. However, 2 respondents' responses were removed from the study due to their indication of participation.

Table 4.2: Demographic Profile of Respondents

Items		Frequency (n=359)	Percentages (100.0%)
Gender	Male	164	45.68%
	Female	195	54.32%
Age (years old)	20-21	73	20.33%
	22-23	168	46.80%
	24-25	87	24.23%
	26-27	31	8.64%

Faculties	(FKP)	245	68.25%
	(FHPK)	114	31.75%
Year of study	Year 1	59	16.43%
	Year 2	71	19.78%
	Year 3	64	17.83%
	Year 4	165	45.96%
Income level	Below 1000	195	54.32%
	RM1001 to RM3000	85	23.68%
	RM3001 to RM5000	60	16.71%
	Above RM 5000	19	5.29%
Frequency of visit	Occasionally	78	21.73%
	Few times a week	105	29.25%
	Several times per month	113	31.48%
	Several times of year	63	17.55%

Table 4.2 shows the demographic characteristics of the respondents in this research. Based on the sample socio-demographic information, the table indicates that most respondents in this recent study are representative of Gen Z. Female respondents who represented 54.32% ($n=195$) are higher than male respondents who represented 164 (45.68%). Majority of the sample were under Faculty of Entrepreneurship and Business (FKP) (68.25%). The following of the respondents come from the Faculty of Hospitality, Tourism and Wellness (FHPK) (31.75%). The highest percentage which accounts for 46.80% ($n=168$) of respondents were grouped between 22 to 23 years old. However, only 8.64% ($n=31$) of respondents were grouped between 26 to 27 years old. Table 4.2 also indicated that most of the respondents (45.96%) were Year 4 students with a total of 165 respondents representing the largest percentage of respondents. As can be observed in the same table, most of respondents' income level is below RM1000 which is represented by 54.32%, whereas 23.68% of the income level is between RM1001 to RM3000. The rest of the respondents have an income level of RM3001 to RM5000 and RM5001 and above only, which takes up 16.71% ($n=60$) and 5.29% ($n=19$) respectively. In regard to frequency of visit, approximately 31.48% ($n=113$) and 29.25% ($n=105$) of the respondents had access to hipster cafe Few times a week and Several times per month

respectively. The following of the 78 respondents (21.73%) as well as 63 respondents (17.55%) visited hipster cafe Occasionally and Several times of year respectively.

4.4 Descriptive Analysis

Table 4.3 displays the results of the mean analysis and standard deviations (SD) of the model's significant determinants: purchase intention, food quality, service quality and environment from SPSS software.

Table 4.3: Result of Descriptive Statistic

Constructs	N	Mean	Standard Deviations (SD)
Purchase Intention	359	3.76	0.751
Food Quality	359	3.86	0.649
Service Quality	359	3.86	0.662
Environment	359	4.07	0.720

There were a few questions that were provided with the constructs. Environment had the highest mean which is 4.07 and standard deviations on the report. It shows that the environment influences the purchase intentions of hipster cafes among Gen Z. Meanwhile, the service and for the food quality record the same mean which is 3.86 but different in SD which is 0.662 and 0.649 for food quality. That is because, as revealed in Table 4.3, all variables depicted the value of mean is between 3.76 and 4.07. The average of purchase intention was ($M=3.76$, $SD=0.751$). Secondly, the average of food quality was ($M=3.86$, $SD=0.649$). Thirdly, the average of service quality was ($M=3.86$, $SD=0.662$). Lastly, the average of the environment was ($M=4.07$, $SD=0.720$). Next sub-sections will highlight the main findings of the reliability test of the study model

4.5 Reliability Test

Reliability analysis is a method used to evaluate the questionnaire's precision in measuring variables. (Chan and Idris, 2017). If the Alpha value exceeds 0.60, the variable is deemed to have moderate reliability, and if it exceeds 0.80, it is deemed to have high reliability. The validity and reliability test results from each of the measuring item constructions are shown in Table 4.4.

Table 4.4: Result of Reliability Analysis

Constructs	Items	Cronbach's Alpha (α)
Purchase Intention	4	0.830
Food Quality	4	0.748
Service Quality	4	0.791
Environment	4	0.856

Table 4.4 shows the value of Cronbach's alpha for all variables was over 0.60 which is between 0.7 – 0.8. The most reliable independent variable is the environment with four questions because Cronbach's alpha value showed a very good coefficient value of 0.856. Next, the Cronbach's alpha for purchase intention with four questions shows a good coefficient value of 0.830. Meanwhile, for food quality with four questions, the coefficient value is 0.748. Last, service quality with four questions the Cronbach's alpha shows a good coefficient value of 0.791.

4.6 Normality Test

The Kolmogorov-Smirnov or Shapiro-Wilks tests can be utilized to examine the assumption of normality. Kolmogorov-Smirnov test is used when the sample size is more than 50 (Gerald, 2018). When P is greater than 0.05, the null hypothesis is accepted and the data are known to be normally distributed (Mishra et al., 2019). Since the sample size of this study is more than 50, Kolmogorov-Smirnov test will be used.

The table 4.5 shows the results of Kolmogorov-Smirnov and Shapiro-Wilk tests of normality. Since the result shows more than 50 observations, the Kolmogorov-Smirnov Test will be interpreted. A Kolmogorov-Smirnov test indicates that all the variables do not follow a normal distribution. The test statistic for purchase intention is $D (359) = 0.116$, $p = <.001$. The test statistic for food quality is $D (359) = 0.137$, $p = <.001$. The test statistic for service quality is $D (359) = 0.146$, $p = <.001$. The test statistic for the environment is $D (359) = 0.154$, $p = <.001$. Therefore, the p-value of 4 variables is more than 0.05, the null hypothesis is rejected and concluded that they are not normally distributed.

Table 4.5: Normality Test Result

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase Intention	.116	359	<.001	.959	359	<.001
Food Quality	.137	359	<.001	.958	359	<.001
Service Quality	.146	359	<.001	.946	359	<.001
Environment	.154	359	<.001	.910	359	<.001

a. Lilliefors Significance Correction

4.7 Pearson Correlation

Pearson correlation analysis was utilised to calculate and generate findings in this research. Table 4.7 depicts the association between the variables.

Table 4.6 shows a significant correlation between the variables. The table demonstrates a significant correlation between environment and purchase intention, with a $r = 0.733$ and a p value of 0.01. Additionally, the outcome demonstrates a significant correlation between each independent variable and purchase intention. The correlation between café environment and purchase intention is $r = 0.733$, whereas the food quality is $r = 0.677$. Therefore, food quality ($r = 0.677$) and consumer purchase intention ($r = 0.733$) both exhibit significant positive

relationships with the environment. Additionally, there is a significant correlation ($r = 0.715$ at significant level of 0.01) between the independent variable (service quality) and the dependent variable (purchase intention). Food quality has a correlation coefficient of $r = 0.707$, service quality of $r = 0.715$, and environment of $r = 0.733$, all with a significance level of $p < 0.01$.

Table 4.6: Result of Pearson Correlation Analysis

		Correlations			
		Purchase	Food	Service	Environment
		Intention	Quality	Quality	
Purchase Intention	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	359			
Food Quality	Pearson Correlation	.707**	1		
	Sig. (2-tailed)	.000			
	N	359	359		
Service Quality	Pearson Correlation	.715**	.682**	1	
	Sig. (2-tailed)	.000	.000		
	N	359	359	359	
Environment	Pearson Correlation	.733**	.677**	.685***	1
	Sig. (2-tailed)	.000	.000	.000	
	N	359	359	359	359

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

4.8 Hypotheses Testing

Spearman correlation coefficient used due to the non-normal distribution of the p-value in normality test. Spearman's rank correlation coefficient: - used to assess the relationship between two variables. The value of Rs ranged from -1 to 1 and indicated as if -1 or 1 perfect negative or positive correlation, between -1 to -0.5 or 1 to 0.5, strong negative or positive correlation, between -0.5 to 0 or 0 to 0.5, weak negative or positive correlation and 0 no correlation (Gebrehiwet, 2017).

Table 4.7 shows the Spearman's correlation coefficients between purchase intention, service quality and environment variables.

Table 4.7: Summary of Hypothesis Testing.

Hypothesis	Description	Spearman Correlation	Result
H1	Food quality has a significant relationship on purchase intention among Gen Z towards Hipster Café.	r = 0.688, p <0.001	Significant
H2	Service quality has a significant relationship on purchase intention among Gen Z towards Hipster Café.	r = 0.716, p <0.001	Significant
H3	Environment has a significant relationship on purchase intention among Gen Z towards Hipster Café.	r = 0.732, p <0.001	Significant

4.8.1 Hypothesis 1

H1: There is a relationship between food quality and purchase intention among Gen Z towards Hipster Café.

There was a positive correlation between the food quality and purchase intention, because the p-value for this hypothesis is lower than 0.001, $r (359) = 0.688, p < 0.001$. Hence, it was indicated that food quality is one of the factors that influence the purchase intention of Gen Z students in Kelantan.

4.8.2 Hypothesis 2

H2: There is a relationship between service quality and purchase intention among Gen Z towards Hipster Café.

There was a positive correlation between the service quality and purchase intention because the p-value for this hypothesis is lower than 0.001, $r(359) = 0.716$, $p < 0.001$. Hence, it was indicated that service quality is one of the factors that influence the purchase intention of Gen Z students in Kelantan.

4.8.3 Hypothesis 3

H3: There is a relationship between environment and purchase intention among Gen Z towards Hipster Café.

There was a positive correlation between the environment and purchase intention, because the p-value for this hypothesis is lower than 0.001, $r(359) = 0.732$, $p < 0.001$. Hence, it was indicated that environment is one of the factors that influence the purchase intention of Gen Z students in Kelantan.

4.9 Summary

The study investigates the factors affecting purchase intentions in Gen Z towards hipster cafes among students at Universiti Malaysia Kelantan. The factors such as food quality, service quality, and environment. The 359 data acquired from the survey have been selected to undergo several analyses, including descriptive, reliability, correlation, and normality analysis, which were conducted via SPSS software to obtain the analysis results.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

The findings of the analysis in chapter 4 were covered in this chapter. By comparing the set of assumptions with the actual data results, a thorough discussion of the data analysis and findings was conducted. The last chapter explains the study's implications, including its limitations and recommendations.

5.2 Key Findings

5.2.1 Food Quality.

Based on Pearson correlation analysis, product quality showed a positive significant relationship between food quality and purchase intentions towards hipster cafe ($r = 707$). Furthermore, the analysis also showed that quality products also influenced purchase intention positively ($p = 0.01$). Therefore, the hypothesis (H1) is acceptable because there is an excellent positive relationship between quality products and purchase intention towards hipster cafe in Kelantan.

According to Xiao et al. (2018) proposed that food quality impacts consumers' purchase intentions. Other than that, since consumers care more about healthy lives, food quality has expanded to include nutrition and food safety, since wholesome food is related to consumers' health and safety. (Yi, Zhao & Joung, 2018). The result also supported by Sharee & Muhammad (2018), consumers are very conscious and aware of the food quality issues. With the health-conscious trend, consumers are more demanding for fresh ingredients instead of chemical components or additives in food processing and food freshness preservation. Because of this (H1) was acceptable and had a positive relationship.

5.2.2 Service Quality.

According to the data collected, service quality is also most strongly linked with purchase intention which ($r = 715$). As a result, hypothesis (H2) is accepted because there is an important positive relationship between service quality and purchase intention towards Hipster Cafe among the UMK students.

Based on a previous study by Sharee & Muhammad (2018), most consumers assess restaurant service while eating and perceived service quality is used to measure customer happiness. Therefore, Yang et al. (2021) opinion that service quality is determined by the

service procedure and customer perception. The service process emphasises the store's physical, technical, human, and procedural features, impacting the consumers' service opinion. From both studies, most consumers will begin to access the service quality when they themselves attend the hipster cafe, and the perceived quality is used to measure purchase intention among the consumer towards the hipster cafe.

That is because consumers nowadays not only emphasise the value of food quality provided by cafe chains, but also the service quality that the cafe provides, due to changes in lifestyles and intense competition in other coffee industries. As a result, the owner of Hipster Cafe most constantly tracks the quality of services provided suitable with their consumers' purchase intentions.

5.2.3 Environment.

Environment is the strongest significantly correlated with purchase intention ($r=733$). This result was referred to the Pearson correlation analysis that showed a high positive correlation relationship between independent variables (cafe environment) and dependent variable (purchase intentions).

According to Zhang, Kim, and Goodsir (2018) state environment, convenience, cleanliness, comfort level, and decor are crucial to producing a memorable customer experience. Other research found that a cosy environment, nice aroma, and gorgeous kitchenware assist customers make great buying decisions and purchase intentions (Yi, Zhao & Joung, 2018). The two elements of the restaurant that we focused on are cleanliness and ambient scent.

As a result, the environment has a significant impact on customer's perception toward overall quality of the cafe, which will directly affect customer purchase intention. Therefore, it is important for the hipster cafe to have a better knowledge and understanding on what customers emphasise to provide customers with a better environment when they are enjoying their dishes.

5.3 Discussion

5.3.1 H1: There is a relationship between food quality and purchase intention among Gen Z towards Hipster Cafe

The results showed that there is significant influence between food quality and purchase intention among Gen Z towards Hipster Cafe. Based on the decision there was a positive

correlation between the food quality and purchase intention. This is because the p-value for this hypothesis is lower than 0.001, $r(359) = 0.688$, $p < 0.001$.

Gen Z have various behaviours which influence their perception towards purchase intention. According to Kahawandala and Peter (2020), studies on consumer behaviour on modern Engel-Blackwell-Miniard model of customer shows decision-making process stages which are affected by an individual's characteristics such as motives and values, social influences such as culture and situational influences. Besides, food quality is perceived by consumers in terms of taste, good products associated with a proper production method, natural or organic, freshness and without risk (Velcovska & Hadro, 2018).

5.3.2 H2: There is a relationship between service quality and purchase intention among Gen Z towards Hipster Cafe.

The second hypothesis had been tested, which is the relationship between service quality and purchase intention among Gen Z towards Hipster Cafe in Kelantan. Respondents and users who participated in this research like the service quality offered and provided by Hipster Cafe which are a variety of service and different service from other typical restaurants. Therefore, the p-value for this hypothesis is lower than 0.001, $r(359) = 0.716$, $p < 0.001$ which shows there is a positive correlation between service quality and purchase intention among Gen z towards Hipster Cafe in Kelantan.

Hipster cafe have offered good service quality to meet the demand and satisfaction of customers, this is because in the increasingly competitive market, the focus on service quality is essential to service firms for their survival and success (Ramya et al., 2019). According to Sharee et al., (2018), service quality is the deciding factor for customers to have a satisfactory dining experience at hipster cafes.

5.3.3 H3: There is a relationship between environment and purchase intention among Gen Z towards Hipster Cafe.

Based on the result hypothesis, there is a positive correlation between the environment and purchase intention among Gen Z towards Hipster cafe which is the p-value for this hypothesis is lower than 0.001, $r(359) = 0.732$, $p < 0.001$.

Therefore, based on the survey in this research, the most respondents are more likely to visit the hipster cafe because of the environment. According to Cristo et al., (2017), nowadays in cafe there is another factor that affects customer satisfaction which is the physical environment. Sharee et al., (2018) restaurant environment triumphed as the brewing factor that

draws the young adults to dine in the hipster cafe. Zhang, Kim and Goodsir (2018) state environment, convenience, cleanliness, comfort level, and décor are crucial to producing a memorable customer experience.

5.4 Implications of the Study

The aim of the study was to understand factors affecting purchase intentions in Gen Z towards hipster café in Kelantan. The implications of this study can have an impact on business. This is because this study focuses more on the factors that influence purchase intention, which will impact business owners. Food businesses can find out what young people, especially Gen Z in Kelantan, are interested in. They can see what young people are more interested in whether they prefer cafes based on food quality, service quality or environment.

5.5 Limitations of the Study

In this research, there are some limitations that have been found during this study. First is just focusing on undergraduate university students of Universiti Malaysia Kelantan (UMK). Our research only focuses on UMK students who are in Gen Z. As not all respondents were dedicated to and supported in this study, the data collected from the respondents were inaccurate. It's because the researcher uses a Google Form to get the data and in collecting the data, some respondents did not respond to the questionnaire, and the researcher has to find other respondents.

Second limitations, the scope of the study is limited. This is because this study only selected one type of business: the hipster café in Kelantan. Hipster cafés in Kelantan are generally less known compared to other more popular industries such as the fast-food industry. The researcher experienced difficulty obtaining the data and information needed to complete this study due to limited and difficult-to-get resources. This is a challenge for researchers. Therefore, researchers need more effort to find information.

Next, only use three variables in this study. In this study, the researcher only used three independent variables for one dependent variable: the conditional variable purchase intention. In contrast, the independent variables are food quality, service quality, and environment. Therefore, the researcher only focused on those three variables. The researcher can then multiply the variables so that the study covers more various aspects.

5.6 Recommendations

The recommendations that can be used for future research are theoretical. By examining or testing theory, framework or model. Future research can use price as an independent variable as the past research that used as a model thesis for this research had been approved to the positive relationship among those variables with the purchase intention. For future research, researchers can directly visit the hipster cafe to make a survey to know more details about the hipster cafe such as make an interview with the employee or employer and ask a question to the consumer about why they choose the hipster cafe. The result is more accurate compared to a questionnaire by google form.

Thus, next recommendations for future research are building upon findings of the research. These could be connected to unexpected results from the research. To address the parts of the study challenge that remain unsolved, may also make suggestions for future research. There are a few questions that may cause respondents to be unsure how to answer it. This might simply be because the findings did not give all of the answers asked for. The inquiry should be more explicit and relevant to the respondent. For future research, the researcher can include more independent variables, such as price, which has the most influence on purchase intention. Researchers can conduct a study on the pricing in hipster cafes, which has a major influence in purchase intention, because the prices offered by hipster cafes are more expensive, but the group that always tends to frequent the hipster is Gen Z.

5.7 Overall Conclusion of the Study

In this research, all the variables had significant and positively affecting the purchase intention towards hipster cafes in Kelantan. Besides, dependent variables which are purchase intentions are influenced by independent variables which are service quality, product quality and environment. Therefore, the most prominent variable is between environment and purchase intention. In this research, has been able to prove that the environment greatly influences the purchase intention among Gen Z towards hipster cafe in Kelantan. The environment of hipster cafe can make an example to other restaurants to gain a purchase intention among Gen Z.

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APPENDICES A QUESTIONNAIRE



FACTOR AFFECTING PURCHASE INTENTIONS IN GENERATION Z TOWARDS HIPSTER CAFE IN KELANTAN

Dear respondents,

This survey is conducted to study the Factor Affecting Purchase Intentions in Generation Z Towards Hipster Cafe in Kelantan. Congratulations on being selected to answer the questionnaire. Your opinion is very important in the complication of the research. All information you provide is confidential and used for research purposes only.

If you need any further information, please contact:

Researcher:

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Filling out the questionnaire takes approximately 5 minutes. Your answers will be kept confidential and only known to the researchers.

Informed Consent Form

Title of Study: Factor Affecting Purchase Intentions in Generation Z Towards Hipster Cafe in Kelantan

By clicking on 'I agree' below, I confirm the following:

- I have been given written information for the above study and have read and understood the information given
- I have had sufficient time to consider participation in the study and have had the opportunity to ask questions and all my questions have been answered satisfactorily.
- I understand that my participation is voluntary, and I can at any time freely withdraw from the study without giving a reason. I understand the risks and benefits, and I freely give my informed consent to participate under the conditions stated.

Please indicate your decision about participation

I agree

I disagree

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SECTION A: DEMOGRAPHIC PROFILE

Please choose **ONLY 1** answer for each question.

1. Gender

Male
Female

2. Age

20-21 years old
22-23 years old
24-25 years old
26-27 years old

3. Faculty

Faculty of Entrepreneurship and Business (FKP)
Faculty of Hospitality, Tourism and Wellness (FHPK)

4. Year of Study

Year 1
Year 2
Year 3
Year 4

5. Income Level

Below 1000
RM1001 to RM3000
RM3001 to RM5000
Above RM 5000

6. Frequency of Visit to Hipster Café

Occasionally
Few times a week
Several times per month
Several times of year

SECTION B: PURCHASE INTENTION

Please select **ONLY 1** appropriate answer.

On a scale from 1 (Strongly Disagree) to 5 (Strong Agree), how much do you disagree or agree to the following statements.

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

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

1	Hipster café is the best choice for me to choose.	1	2	3	4	5
2	Hipster cafe maintains the staff's personal hygiene in preparing food.	1	2	3	4	5
3	Hipster cafe deserves me to pay for its food.	1	2	3	4	5
4	Hipster cafe provide me a sense of joy while eating.	1	2	3	4	5

SECTION C: FOOD QUALITY AFFECTING PURCHASE INTENTION

Please select **ONLY 1** appropriate answer.

On a scale from 1 (Strongly Disagree) to 5 (Strong Agree), how much do you disagree or agree to the following statements.

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

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

1	Hipster café provides a variety of food options on the menu.	1	2	3	4	5
2	Hipster café provides nutritious food.	1	2	3	4	5
3	Hipster café has fresh food and delicious taste.	1	2	3	4	5
4	Hipster cafes food serve at the appropriate temperature.	1	2	3	4	5

SECTION C: SERVICE QUALITY AFFECTING PURCHASE INTENTION

Please select **ONLY 1** appropriate answer.

On a scale from 1 (Strongly Disagree) to 5 (Strong Agree), how much do you disagree or agree to the following statements.

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

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
1	I prefer to eat at hipster cafe due to their delivery service.	1	2	3	4
2	I prefer to eat at hipster cafe because the staff are friendly and courteous.	1	2	3	4
3	I prefer to eat at hipster cafe because it has a good presentation in terms of packaging and services.	1	2	3	4
4	I prefer to eat at hipster cafe because it provides high-quality wireless IT service.	1	2	3	4

SECTION C: ENVIRONMENT AFFECTING PURCHASE INTENTION

Please select **ONLY 1** appropriate answer.

On a scale from 1 (Strongly Disagree) to 5 (Strong Agree) , how much do you disagree or agree to the following statements.

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

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

1	The environment of Hipster Café gave me a relaxed feeling.	1	2	3	4	5
2	The interior decoration and design of Hipster Café encourage me to stay longer.	1	2	3	4	5
3	The cleanliness of Hipster Café fulfils my satisfaction level.	1	2	3	4	5
4	The decoration and artifacts encourage me to recognize the café as high-class.	1	2	3	4	5

APPENDIX B
List of Café in Kota Bharu

	Name café	Location	Social media
1	Drum & Desk	2055, Lorong Taman Sari 2, Taman Sari, 15200 Kota Bharu, Kelantan.	Instagram: drumanddesk https://www.instagram.com/drumanddesk/
2	The Bold Lab	Pt 2497, Kg. Cherang, Jalan Abdul Kadir Adabi, Taman Kenangan, 15200 Kota Bharu, Kelantan.	Instagram:theboldlab https://www.instagram.com/theboldlab/
3	KB Brewster	Jalan Abdul Kadir Adabi, 15200 Kota Bharu, Kelantan.	Instagram:kb.brewster https://www.instagram.com/kb.brewster/
4	Kopi Mesin	4663B, Jalan Sultan Yahya Petra, Langar 15200 Kota Bharu, Kelantan.	Instagram:kopimesin.kotabharu https://www.instagram.com/kopimesin.kotabharu/
5	Nasken Coffee	1528a, Jalan Pengkalan Cheap, 15400 Kota Bharu, Kalantan.	Instagram: naskencoffeeengkalanchepa https://www.instagram.com/naskencoffeeengkalanchepa/
6	Richiamo	PT 410, NO 7-C, Bandar Lembah Sireh, 15050 Kota Bharu, Kelantan	Instagram: richiamo.kotabharu https://www.instagram.com/richiamo.kotabharu/

7	Baos	271, Jalan Dusun Muda, Bandar Kota Bharu, 15200 Kota Bharu, Kelantan.	Instagram: baos.my https://www.instagram.com/baos.my/
8	Icepresso	Lot 2103A, Jalan Guchil Bayam, Off, Jalan Dato Lundang, 15200 Kota Bharu, Kelantan.	Instagram: icepresso.my https://www.instagram.com/icepresso.my/
9	Instea	Pt 344 Ground Floor Kota Bharu Waterfront Lembah Sireh, 15300 Kota Bharu, Kelantan	Instagram: insteaofficial https://www.instagram.com/insteaofficial/
10	Murasakopi Dan Buku	KEDAI NO 8, LOT 898, Jln Raja Perempuan Zainab II, Kubang Kerian, 16150 Kota Bharu, Kelantan	Instagram: murasakopidanbuku https://www.instagram.com/murasakopidanbuku/
11	Van's Street Coffee	4623-R1, Jalan Sultan Yahya Petra, Wakaf Siku, 15150 Kota Bharu, Kelantan	Instagram: vansstreetcoffee https://www.instagram.com/vansstreetcoffee/
12	Kedai Kopi Lama	3629, Jalan Tok Hakim, Bandar Kota Bharu, 15000 Kota Bharu, Kelantan	Instagram: kedaikopilama https://www.instagram.com/kedaikopilama/

13	Jubilee Antique Cafe	3592, Bandar 15000 Kota Kelantan	Jalan Ismail, Kota Bharu, Bharu,	Instagram: jubilee_antique_cafe https://www.instagram.com/jubilee_antique_cafe/
14	Kopi mesin Heritage	3598, Bandar 15000 Kota Kelantan	Jalan Ismail, Kota Bharu, Bharu,	Instagram: kopimesin.heritage https://www.instagram.com/kopimesin.heritage/
15	The Brick Lane cafe	Jalan Sri Cemerlang, Bandar 15300 Kota Kelantan	Jalan Ismail, Kota Bharu, Bharu,	Instagram: thebricklanecafe https://www.instagram.com/thebricklane_cafe/
16	Thea N Leo	3529-D, Jln Sultanah Zainab, Kampung Limau Manis, 15150 Kota Bharu, Kelantan	Instagram: theaplusleo	https://www.instagram.com/theaplusleo/
17	Tiffin Coffee	Lot 1707, Jalan Lundang, 15200 Kota Bharu, Kelantan	Dato	Instagram:tiffin.coffee https://www.instagram.com/tiffin.coffee/
18	Lepak and chill	1045, Jalan Long Yunus, 15200 Kota Bharu, Kelantan		Instagram: lepakandchill https://www.instagram.com/lepakandchill/
19	Tiny Elephant	1122, T/B, Jalan Tengku Petra Semerak, Bandar Kota Bharu, 15000 Kota Bharu, Kelantan		Instagram: tinyelephantco https://www.instagram.com/tinyelephantco/

- 20 Al-Khatiri
Kofee Lot PT 1771 Al Khatiri Instagram: alkhatiri.kofee
Point, Jalan Bandar Baru
Kubang Kerian, 16150
Kota Bharu, Kelantan <https://www.instagram.com/alkhatiri.kofee/>
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Source: najahmustapa (2021)

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APPENDIX C

Gantt Chart

TASK	WEEK	OCT 2022	NOV 2022	DEC 2022	JAN 2023
Identify research title					
Finding for journal					
State DV dan IV					
Start writing for chapter 1					
Chapter 1 submission					
Correction chapter 1					
Start writing for chapter 2					
Chapter 1 and chapter 2 submission					
Correction chapter 1 and chapter 2					
Start writing for chapter 3					
Chapter 1, chapter 2 and chapter 3 submission					
Correction chapter 1, chapter 2 and chapter 3					
Submission of full report final year research project 1					
Presentation final year research project 1					
Data Collection					

Start writing for chapter 4 and chapter 5				P
Chapter 4 and chapter 5 submission				P
Correction chapter 4 and chapter 5				P
Turnitin check				P
Submission full report final year research project				P
Presentation final year research project				P

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