FACULTY ENTREPRENEURSHIP AND BUSINESS

"DETERMINANTS OF TECHNOLOGY DENIAL: A STUDY AMONG MILLENNIALS IN PENGKALAN CHEPA, KELANTAN"

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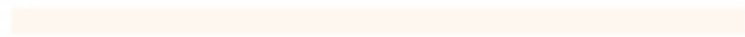DEGREE OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

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"DETERMINANTS OF TECHNOLOGY DENIAL: A STUDY AMONG MILLENNIALS IN PENGKALAN CHEPA, KELANTAN"

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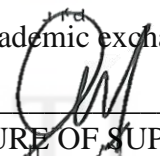
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ABSTRAK

Teknologi adalah perkara biasa dalam masyarakat moden hari ini. Ia telah mempengaruhi perkembangan dan peralihan teknologi. Teknologi dalam industri makanan dan minuman juga telah memberi impak yang besar kepada pembangunan industri. Namun, masih terdapat golongan yang menolak teknologi. Kumpulan milenial yang cenderung menolak teknologi adalah kerana mereka kurang kepercayaan terhadap teknologi. Milenial ini kurang kepercayaan kerana merasakan data peribadi dan privasi mereka boleh diketahui oleh penggodam. Kajian ini juga adalah untuk mengkaji sejauh mana hubungan kualiti perkhidmatan dengan penolakan teknologi, untuk meneroka hubungan antara maklumat yang tidak tepat, untuk mengenal pasti hubungan antara persepsi risiko dan yang terakhir adalah untuk mengetahui hubungan antara isu sekatan teknikal berdasarkan penolakan teknologi dalam kalangan milenium. Bagi kajian ini, kajian ini telah menggunakan kaedah kualitatif dan kuantitatif dan seramai 384 orang responden telah menjawab borang soal selidik yang telah diedarkan. Data kajian ini dianalisis menggunakan kaedah SPSS, analisis deskriptif, analisis kebolehpercayaan dan kesahan, analisis normaliti dan analisis regresi. Kajian ini juga penting untuk mengetahui berapa ramai golongan milenial yang masih menolak teknologi dan mengapa golongan ini menolak teknologi yang semakin pesat ini.

Kata kunci: Milennial, Penafian Teknologi, Maklumat Tidak Tepat, Isu Sekatan Teknikal, Risiko yang Dirasakan, Kualiti dan Perkhidmatan yang lemah

ABSTRACT

Technology is commonplace in today's modern society. It has influenced the development and transition of technology. Technology in the food and beverage industry has also had a great impact on the development of the industry. However, there are still groups that reject technology. The millennial group that tends to reject technology is because they lack trust in technology. These millennials lack trust because they feel their personal data and privacy can be known by hackers. This study is also to examine the extent of the relationship of service quality to technology rejection, to explore the relationship between inaccurate information, to identify the relationship between risk perception and the last is to find out the relationship between the issue of technical restrictions based on technology rejection among millennials. For this study, this study has used qualitative and quantitative methods and a total of 384 respondents have answered the questionnaire that has been distributed. The data of this study was analysed using the SPSS method, descriptive analysis, reliability and validity analysis, normality analysis and regression analysis. This study is also important to find out how many millennials still reject technology and why this group rejects this increasingly rapid technology.

Keywords: Millennials, Technology Denial, Inaccurate Information, Technical Restriction Issue, Perceived Risk, Poor quality and Serv

CHAPTER 1

INTRODUCTION

1.1 Background of the study

It goes without saying that the history of food and drink predates the existence of humans. But until the 19th century, when Louis Pasteur and Nicholas Appert created pasteurisation and canning, there were no significant advancements. Through these procedures, food was transformed into a good that could be stored and packaged for use later. Food industry innovations flourished in an environment made favourable by World War II. The development of better preservatives and flavouring agents coincided with the rationing of food and the regulation of food prices. Thus, instant foods became possible. A significant factor in the growth of the food industry is distribution improvements. People primarily bought food and beverages from neighbourhood markets prior to the Industrial Revolution. Food can now be delivered to stores anywhere, thanks to transportation and cold storage facilities.

The industry for food and beverages (F&B) has a sizable market thanks to Malaysians' love of food. With an annual growth rate of 11.7%, the gross output value of F&B services increased to RM82.8 billion in 2017 from RM66.4 billion in 2015. Malaysian cuisine is a colourful fusion of numerous cultures, giving rise to a variety of cuisines. The F&B industry has full-service restaurants, fast-food cafés and bars, street stalls and kiosks, and self-service cafeterias as its outlets. Malay, Chinese, and Indian food are the three main regional cuisines, but there are also cross-cultural fusions like Mamak (Indian-Muslim cuisine) and Nyonya (the Malay Chinese mix).

In Malaysia, there are numerous well-known restaurant chains. With more than 125 locations worldwide, Papparich is one of the most popular casual dining establishments serving Malaysian food. Tai Thong Group, Oriental Group, Oversea, and Grand Imperial Group are a few of the Chinese restaurant chains. American restaurant chains TGI Fridays, Chili's, and Tony Roma's are all present in Malaysia. McDonald's, Subway, Starbucks, and Nando's are just a few of the international F&B restaurants with a presence in Malaysia.

It has been said that the development of foods and drinks has been flawless. To prove the value added to customers and guarantee they received the services they desired customer service standards can be traced back to the fast-food industry from the very beginning. Customer service standards currently rest on the needs of the baby boomer generation in the workplace.

Researchers conducting in-depth studies of baby boomers have evaluated customer s ervice expectations in a range of settings, including banking, shopping, and dining. The data indicates that when they shop, this generation demands personalised service. Baby boomers have historically demanded more individualised attention, so businesses and organisations have based their staffing requirements for customer service on them, making sure their needs are met to ensure happy and returning customers. The F&B industry has been a part of the boomer lifestyle ever since it entered the restaurant sector.

F&B's convenience has been embraced by the millennial generation to support their busy, activity-filled lifestyles. The millennial generation surpassed the baby boomer generation in 2015 to become the largest consumer group. Businesses are adjusting their expectations for customer service to this new generation to remain competitive in the market. They must be aware of the needs of the millennial generation to accomplish this.

Some companies are hesitant to change the way they provide customer service to this new generation because they believe doing so will lessen the needs of the older generation. Numerous

companies are attempting to understand how millennials view customer service. contrasting in-person interactions with customers with automated customer service techniques Despite the fact that millennials have been the focus of a lot of academic study, many of them have focused on what motivates this generation to work and pursue education. These researchers have not focused much on what millennials expect from customer service, despite the existence of non-scholarly articles about social and environmental requirements.

We can estimate the number of millennials who reject the advancement of technology using the research's findings. This will help the F&B restaurant rethink how it uses technology for customer service.

1.2 Problem Statement

Today, the technology used by the industry is growing and sophisticated. The development of this technology has also gained a name among the community, especially in the food and beverage industry (Arkaitz Zubiaga& David Bawden, 2021). This is because the food and beverage industry has used technology rapidly in the transition of the industry. However, there are a few groups who reject the development of technology (Gert W. Meijer, Liisa Lähteenmäki, Richard H. Stadler & Jochen Weiss, 2021). It has been rejected by the millennials because of some problems that arise among the millennials. Among the issues that arise in the millennial group is their belief in the development of current technology. Lack of trust in technology has made them reject technology (Lew Mei Mei & Siti Anisah Atan, 2021). The lack of trust in technology is because they worry about the privacy and security of personal data being known by others, especially hackers (Lew Mei Mei & Siti Anisah Atan, 2021). Nowadays, hackers are smarter and have various tactics in obtaining an individual's data. Therefore, those who reject technology in the food and beverage industry are more careful because they are worried that cashless payments can spread their personal data to hackers (Joowan Park, Clarence Lee & Manoj Thomas, 2021). This group chooses to make payments with cash. For this reason, millennials have rejected technology because they feel that this technology can invade their personal data and have a negative effect on them.

The examples of the latest technology in F&B restaurants are such as contactless payment, QR codes, touch screen, robots and many more. All these technologies may be acceptable to a few millennials but there are also millennials who do not like this kind of technology. They think this technology is difficult for them to use especially for those who are less alert with the current technology. Therefore, we will unravel this problem by doing a study to find the other factors that cause the technology denial among millennials.

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Moreover, the rejection of this technology is the reduction of workers in the food and beverage industry sector (Imana Mahadi, 2020). This reduction in workers has become one of the reasons why millennials reject technology. On average, millennials work in the F&B industry, they will lose their jobs if technological developments occur because the F&B industry does not require a lot of labor and is instead replaced with server robots and machines to perform the work done by the workforce (Imana Mahadi, 2021). It has caused concern among the millennials. Because of that, they reject the development of more developed technology.

1.3 Research Question

The research question was created with the purpose of determining the technology denial among millennials in Pengkalan Chepa, Kelantan.

RQ1: Is there any relationship between quality of service and technology denial among millennials?

RQ2: Is there any relationship between inaccurate information and technology denial among millennials?

RQ3: Is there any relationship between perceive risk and technology denial among millennials?

RQ4: Is there any relationship between technical restriction issue and technology denial among millennials?

1.4 Research Objectives

The study's goal is to identify the technology denial among millennials group in Pengkalan Chepa, Kelantan. This study was carried out with the following objectives as follow:

RO1: To determine the relationship between quality of service and technology denial among millennials.

RO2: To explore the relationship between inaccurate information and technology denial among millennials.

RO3: To identify the relationship between perceive risk and technology denial among millennials.

RO4: To find out the relationship between technical restriction issue and technology denial among millennials.

1.5 Scope of the Study

The scope of the study is to determine the millennial generation's feelings about the use of technology to obtain customer service interactions in the food and beverage industry, namely fast-food chains. Technology currently being used in the F&B industry is a server robot system that allows the robot to deliver food to customers, touch screen technology machines and digital menus. The researcher focused on the touch screen machine element of technology in the fast-food chains of the F&B industry which was rejected by the millennial generation considering their own experiences. The researcher also estimates that a long-term strategy based on the current projected increase in labor costs needs to understand the experience of millennials in the age range of 25 year to 40 year about the possibility that this generation will use this technology more often in the fast-food chains of the food and beverage industry. This researcher must also consider the potential of customer loyalty and services of the industry which is considered weak (Ferri-Reed, 2010). By providing data on industry

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service needs to the largest target group and being able to reorganize as needed to meet the industry's needs. By examining the implementation of technology in this industry and rejecting advanced technology by millennials, the industry is not getting accurate information about the return on investment.

The rejection of touch screen technology by the millennial generation in the F&B industry has taken place. Qualitative and quantitative research designs that focus on exploring individuals' interpretations of their own stories based on their experiences (Connelly & Clandinin, 1990; Silverman, 2016). By understanding the experience of this generation using touch screen technology in the food and beverage industry, this allows the industry to correct the mistakes made and can help the business adapt to the current situation. Adapting the business to the needs of the business can meet the expectations of a growing group of users so that the business can focus on future growth potential.

The scope of the study is to study people's experiences through phenomena by using tools that allow customers to tell their stories, such as virtual live chat and video (Clandinin & Connelly, 2001). Research design recognizes that knowledge can be conveyed through stories (Connelly & Clandinin, 1990). Researchers can write a narrative about a phenomenon by listening to customers' stories about their experiences.

This research will also investigate through millennial aspects or features of touchscreen technology that are unacceptable as a form of customer service interaction in F&B restaurants. The data was collected by researchers from millennial experience using touch screen technology in fast food chain establishments in the food and beverage industry. Touch screen technology can be found in a wide variety of consumer applications. This technology is also used in shopping malls with self-service express kiosks, gas stations with pay-at-the-pump technology and the hotel industry with self-check-in and check-out kiosks that eliminate the need to interact with hotel staff. Therefore, it has become important to understand the

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perspective and experience of millennials with touch screen technology in fast food chains in the food and beverage industry.

1.6 Significance of Study

The importance of this study is to examine the denial of the millennial generation to touch screen technology as a form of customer service interaction in fast food chains in the food and beverage industry. The researcher focuses on specific aspects or features of touch screen technology in the F&B industry that are not accepted by the millennial generation based on their experience. Understanding millennials' perspectives on how likely they are to use this technology when it has benefited the establishment of the food and beverage industry is critical to organizations that need to forecast long-term strategies based on current projected increases in labor costs.

The implementation of touch screen technology has started in fast food chains of F&B industry (Wang & Wu, 2014). Examining the desires of millennials, who are now the largest consumer spending group, can provide those business managers with the information they need to determine the value of costs versus the desires of the millennial generation. In this related literature review, the researcher uses studies on the millennial generation to create understanding in this section. Researchers have also reviewed topics related to customer service, millennials, and baby boomers to identify trends and gain an understanding of millennials as the largest consumer group.

1.7 Definition of Term

<u>Fast Food Chain</u>

A fast-food chain is a chain of restaurants that serve fast food to customers.

<u>F&B</u>

F&B stands for Food and Baverage. The F&B industry are all companies involved in the processing of food ingredients, packaging, distribution methods and how they are presented to consumers. Included in the F&B industry are all types of businesses that place food or beverages as the axis of their business, including F&B services. For example: restaurants, cafeterias, cafes, fast food shops, delicatessens, catering businesses, food transportation services and more.

<u>Millennials</u>

Millennials, also known as Generation Y or Gen Y, are the demographic cohort following Generation X and preceding Generation Z. Researchers and popular media use the early 1980s as starting birth years and the mid-1990s as ending birth years, with the generation typically being defined as people born from 1981 to 1996. Most millennials are the children of baby boomers and older Generation X; millennials are often the parents of Generation Alpha.

<u>Denial Of Technology</u>

Denial of technology" may be expressed as a phenomenon wherein a society, ranging from individual users, community groups, through states (nations), capable of availing the service of a particular technology, deliberately chooses to refrain from its use, in full or part.

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1.8 Organization of the Proposal

This research has included five chapters namely introduction, literature review, research methods, data analysis and findings as well as discussion and conclusion. For the introduction part, it has talked about the background of study, problem statement, research question, research objectives, scope of the study, significance of study, definition of term and organization of the proposal.

The second chapter in this study is the literature review. Literature review is a previous study that has an analysis in the form of criticism that can build up or drop from the research that is being done on a specific topic or a question on a part of science. It is also another study but talks about the scientific aspects of certain research problems done by others. For the second part of this chapter, it has included the introduction, underpinning theory, previous study, hypotheses statement, conceptual framework and the last is the summary.

In addition, the third chapter for this study is research methods. These research methods involve introduction, research design, data collection methods, study population, sample size, sampling technique, research instrument development, measurement of the variables, procedure for data analysis and finally summary for this chapter.

Next, the fourth chapter for this study is data analysis and findings. It includes introduction, preliminary analysis, demographic profile of respondents, descriptive analysis, validity and reliability test, normality test, hypotheses testing and the last summary about this chapter.

The last is the fifth chapter which is discussion and conclusion. This fifth chapter is about the introduction, key findings, implications of the study, suggestion for the future research and finally is the overall conclusion of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will present a literature review related to this research on the denial of technology among millennials in Pengkalan Chepa, Kelantan. This literature review is obtained from journals where researchers should research about the consequences that will occur by researchers in the journal, namely perceived risks, inaccurate information, poor quality products and services, and the last issue of technical restrictions. Therefore, this chapter will provide further definitions and explanations of quantities and variables.

2.2 Underpinning Theory

Expectancy theory that was introduced by Vroom in 1964 to determine motivational factors that can control choices in making voluntary activities and in making decisions. The main principle of this expectancy theory is that individual behavior can be explained by their expectations of what happens (Vroom, 1964). This expectancy theory is also more about individuals making decisions based on expected outcomes as it relates to desired outcomes, and it is also based on a person's expected choices to achieve certain outcomes and the desirability of that outcome for known individuals. as valence (Vroom, 1964).

This theory also underlines the importance of wanting results based on individual perceptions (Vroom, 1964). Understanding expectancy theory is the cognitive process involved in determining how a person's behavior will lead to a desired outcome. According to Vroom, the mental process of choosing which behavior to follow is complex to underline the importance of understanding a person's motivation. It is also interrelated with the selection of the expectation theory to frame the current study as well as the expectation regarding the customer service of the

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millennial generation and the current transition to self-service automation in the F&B industry carried out by all F&B industries (Castro et al., 2010).

The work of other researchers in other studies looking at the perception of millennials supports the choice of expectancy theory as a conceptual basis (Gauzente & Roy, 2012; Shahzad, Khattak, Khattak, & Shahzad, 2015). Expectancy theory was used by Gauzente and Roy (2012) to investigate how millennials perceive content messages and how these perceptions influence their online activities. Shahzad et al. (2015) used expectancy theory in a different study to examine how the socialization of millennial consumers affects their consumption of soft drinks to better understand consumer behavior. The studies emphasize the value of expectancy theory in understanding why people act in certain ways to obtain the outcomes they desire.

2.3 Previous Studies

2.3.1 <u>Perceived Risk</u>

Baucer (1960) advocated the concept of perceived risk, which is defined as the uncertainty andconsequences of consumer actions. The author believes that perceived risk influences consumer purchasing decisions. According to Stone and Gronhaug (2019), perceived risk encompasses awide range of risks, including functional, physical, financial, social, psychological, and time risk. These conceptualised definitions of various types of perceived risk are summarised in Table 1.0. In general, perceived risk was defined as the degree to which a user perceives the negative consequences and uncertainty of using technology merchant or apps to buy at F&B restaurant.

According to Gupta and Duggal (2021), consumer resistance to adoption carries perceived risks. Overall perceived risks may include perceived functional risks such as misleading information, incorrect food delivery, and order accuracy. Ethical reasons, general service, social risks such as fake reviews and ratings. Personal risks such as lack of

personal contact and smartphone affordability. Financial risks such as online fraud and fees. Psychological risks such as improper food information and reliability issues (Gupta and Duggal, 2021; Gupta et al., 2019).

Table 2.1: Definition of risks

TYPES	DEFINITION
Functional risk	It is the risk that the product will not perform as expected
Physical risk	It is the risk to an individual's safety, physical health, and well- being that the product may pose
Financial risk	It is the risk that the product will not be worth the financial price and would have been available cheaper elsewhere
Social risk	It is the risk that a poor product choice may result in social embarrassment.
Psychological risk	It is the risk that a poor product choice may bruise the consumer's
Time risk	It is the risk that a purchase will take too long or waste too much time

Mazzini et al. (2019) found that risk perception affects Malaysian millennials using high-tech components in F&B restaurants. Previous research has found that perceived risk affects consumer adoption of food apps and touchscreen merchants in the food and beverage industry (Gupta and Duggal, 2021; Kaur et al., 2020; Gupta et al., 2018). Any innovation faces increased resistance if it involves a high level of uncertainty (Kaur et al., 2020). Consumers' risk perception

is formed when food is not prepared according to food safety and hygiene practices that may result in health problems (Gupta et al., 2018). Furthermore, delivery services are exposed to risks such as traffic jams, road construction, and bad weather that can result in delivery delays and food freshness problems (Kedah et al., 2015). Kimes (2011) also found that technology anxiety and the desire to interact are perceived risks that prevent consumers from ordering food online. As a result, they hesitate to use food delivery applications and the use of high-tech touch screens. They are also worried about being entangled with technology with this advanced technology.

According to Pires et al. (2004), the risk perceived by consumers when making online purchases may change over time. Familiarity or repetition with the purchase process causes differences in risk perception between inexperienced and experienced consumers. Customers' perceived risks are related to their delivery experience, such as difficulty in explaining the intended address to the delivery person and unprofessional behavior of people in carrying out their responsibilities (Kaur et al., 2020). Previous research has found that customer perceived risk reduces product use, while prior online experience increases product use (Gupta and Duggal, 2021). Customers who have a positive previous experience will return to the same website for food orders (Kedah et al., 2015). According to Kimes (2011), inexperienced online ordering customers have a greater need for interaction than experienced online ordering users and are less likely to use the technology. The following hypothesis is derived from the previous discussion.

Hypothesis 1 (H1): There is a significant relationship between risk perception and technology denial among millennials in Pengkalan Chepa, Kelantan.

2.3.2 <u>Inaccurate Information</u>

Inaccurate information is something that is done incorrectly and has errors. Inaccurate information is important because it can be seen where mistakes are made and can be corrected so that it becomes accurate information especially for the F&B industry that use this technology (David N. Rapp and Nikita A. Salovich, 2018). This is because with the existence of this touch screen technology, there are millennials who state that the ordermade through the touch screen technology does not state about a food that has been sold out, in fact it can still be ordered but when it reaches the counter to take the order. The F&B worker informed about the sold out of the food and has been replaced with other food. These things have made millennials dissatisfied with touch screen technology systems. For them, theorder system at the counter is better than using touch screen technology because they can find out for themselves about the food that is sold out and they can also choose the food they want according to their own taste.

According to Cindy Carrasquilla (2014), the fast food from the F&B restaurant obtained by the customer is not the same as the picture of the food on the screen. Because of that, there has been inaccurate information. F&B restaurant should provide the food same as what they have shown in terms of its image and the quality of the food when it reaches the customer.

Inaccuracy and poor maintenance of touch screen technology have also been found in various studies that affect F&B restaurants (Beldona et al., 2014; Kokkinou & Cranage, 2013; Lukasik, 2000). The issue of touch screen technology that is likely to suffer damage, is not user friendly and requires constant maintenance will have a negative impact on the F&B industry (Cho &Fiorito, 2010; Gwinner et al., 1998; Meuter et al., 2000; Qin & Prybutok, 2008). Therefore, the millennials have given some enlightenment which proves

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that the millennials do not agree about the touch screen technology in the F&B industry.

Hypothesis 2 (H2): There is a significance between inaccurate information and and technology denial among millennials in Pengkalan Chepa, Malaysia.

2.3.3 <u>Poor Quality of Product and Service</u>

This subtheme focuses on the perception of technology as unreliable and poorly maintained. As technology is implemented in the F&B industry, millennials expect to have faster and more efficient interactions with customer service representatives. This subtheme has expanded on previous research in this area (Cho & Fiorito, 2010; Ferri-Reed, 2010; Hartman & McCambridge, 2011; Mirrlees, 2015; Obal & Kunz, 2012). Millennials are frustrated when there are technical problems or delays with technology because they expect it to help them meet their needs.

This is especially true in touch screen technology. They expect to receive their orders quickly at F&B restaurants because that is how these establishments operate. They tend not to serve the establishment or stop buying goods and services when delays occur due to technological inaccuracies and poor maintenance. The F&B industry suffered huge losses due to this.

In addition, the introduction of technology in F&B restaurants may have resulted in the loss of jobs for 124 employees (Meuter et al., 2000), as technology is able to replace tasks previously performed by employees, such as ordering food and filling drinks (Abel). & Obeten, 2015; Beldona et al., 2014; de Groot, 2015; Ford & Dickson, 2012; Kokkinou & Cranage, 2013; Wang & Wu, 2014). According to expectancy theory (Vroom, 1964), this subtheme contradicts millennials' expectations regarding touch screen technology because they believe that technology should be able to make their lives easier. However, researchers in this subtheme believe that some aspects of technology such as poor accuracy and maintenance are unavoidable.

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In this regard, technology is seen as an additional expense that the F&B industry must pay by offering high quality services to their customers.

Another disadvantage is that restaurant technology is dominated by the internet. In the event of an internet outage, the restaurant will lose the ability to carry out important tasks such as taking orders and accepting payments immediately. Also, during busy services, the system struggles to keep up which will cause data loss and huge financial losses. Customers often look for details about certain menu items or ask for recommendations before ordering. Since there is no human element at the kiosk, customers struggle to decide what to eat there. They may get confused in this situation and decide to leave. On the other hand, even if they order using a self-service kiosk, they may not have an overall satisfactory enough experience to want to return. The most obvious disadvantage of using self-service kiosks is when customers cannot use them properly. Since staff are required to assist customers to avoid bad reviews, the benefits of not having a kiosk staffed are for naught. The millennial generation is now less tech savvy than the younger generation. Another problem may be that they cannot understand the language used on the self-service kiosk screen.

Hypothesis 3 (H3): There is a significant relationship between poor quality of product services and denial of technology among millennials in Pengkalan Chepa, Kelantan.

2.3.4 Technical Restriction Issue

Most self-service kiosks typically provide a touch screen interface that guides users through the various tasks that can be performed. These tasks include purchasing, checking in for a flight, or printing a boarding pass. This technology is not always going to run smoothly because surely it will have a technical issue. These technical issues often occur when this kind of technology is used by many customers. This will cause the screen to become lag or delay. When this happens, it has taken time to improve and slow down the process of ordering food through the SOKs.

Some customers are technophobes where they feel uncomfortable and frustrated in using the technology (Kincaid & Baloglu, 2007), especially when the technological limitation happened during the process. Technical restriction issues that may occur during the operation, such as poor programming usability, support, or maintenance of outdated processes, slowed down client aptitudes, and limited usage of the system, mainly during peak hours, has often pushed the consumer away (Travica, 2008). Any bad encounter, especially related to SOKs, influences the customers' perception of the technologies, thereby dramatically reducing their usage and acceptance (Toh, 2018). SOKs have been introduced in the QSR environment to optimize operational performance, boost speed, increase profitability, improve productivity, and create competitive advantage and not create chaos.

Hypothesis (H4): There is a significance between technical restriction issue and technology denial among millennials in Pengkalan Chepa,Kelantan.

2.4 Hypotheses Statement

In this research, the independent variables were chosen for this research such as the perceived risk, inaccurate information, poor quality and service and technical restriction issue. Thus, the hypothesis of the study had been constructed based on the variables that stated for this purpose of the study.

H1: There is a significant and positive relationship between perceived risk and technology denial among millennials in Pengkalan Chepa Malaysia.

H2: There is a significant and positive relationship between inaccurate information and technology denial among millennials in Pengkalan Chepa Malaysia.

H3: There is a significant and positive relationship between poor quality of product and service and technology denial among millennials in Pengkalan Chepa Malaysia.

H4: There is a significant and positive relationship between and technical restriction issue and technology denial among millennials in Pengkalan Chepa Malaysia.

2.5 Conceptual Framework

This research framework provided the theoretical underpinnings necessary to confirm that everyone could easily comprehend the relationship between independent variables (IV) and dependence variables (DV). The dependent variable is technology denial, while the independent variables are perceived risk, inaccurate information, poor quality and service, and


```
┌─────────────────────────────────┐
│  INDEPENDENT VARIABLE           │
│                                 │
│   1. Perceived risk             │
│                                 │
│   2. Inaccurate information      │
│                                 │
│   3. Poor quality and service    │
│                                 │
│   4. Technical restriction       │
│      issue                       │
│                                 │
└─────────────────────────────────┘
```

```
┌────────────────────┐
│   DEPENDENT         │
│   VARIABLE          │
│                     │
│  Technology denial  │
└────────────────────┘
```
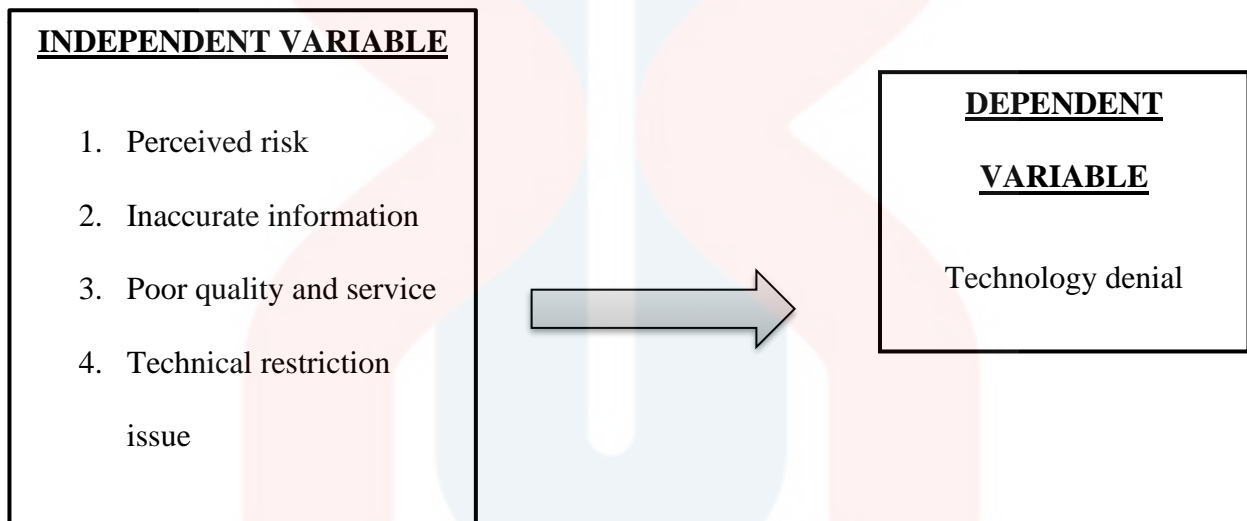
Figure 2.1: Research Framework on the Expectation Disconfirmation Theory

(EDT)

2.6 Summary / Conclusion

Company leaders do not fully understand the current requirements and preferences of the millennial generation when it comes to customer service (Ferri-Reed. 2010; Lovely, 2012). Providing a clearer understanding to business leaders regarding the expectations of millennials concerning their customer service requirements is essential in creating this new paradigm in customer service delivery in the F&B industry. This could create cost savings for companies to offset the coming increases in minimum wage, which would also help those companies to maintain profit margins. Touch screen technology has been identified as an innovative method that can enhance the experience of customers in F&B restaurants (Abel & Obeten, 2015; Beldona et al., 2014; Wang & Wu, 2014). Researchers that have performed studies involving the examination of the effectiveness of touch screen technology have revealed positive outcomes in terms of customer satisfaction and improved organizational.

CHAPTER 3

RESEARCH METHODS

3.1 Introduction

The design process for conducting research or creating a procedure is known as a methodology, but it is not an instrument, technique, or procedure in and of itself. We can use a range of research techniques, such as questionnaires, interviews, and other ways of gathering data. Contrarily, research is a system concept that results from a particular strategy. You will encounter a lot of difficulty if your question is not directly related to your objective. Using the same methodology, it is possible to analyse and even resolve issues from various disciplines. Instead of referring to a single formula, the word "methodology" describes a set of procedures. Only your imagination can constrain your research options.

This section covers the research design, data collection method, study population, sample size,sampling techniques, instrument, measurement of variables and data analysis.

3.2 Research Design

This research has focused deeply on how to manage the problems that occur in research more efficiently as well as a more reasonable and logical way to combine the main elements by using a framework of techniques and methods. The framework or plan for collecting, measuring, and analyzing data is the research design (Sekaran et al. 2016). This study is more about exploring and understanding the relationship between the independent variables that are perceived risk, inaccurate information, poor quality and service, technical restriction issues and the dependent variable that is denial of technology. In this study, the research method used to find all the necessary information is to use quantitative research and qualitative research.

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Therefore, this study has also used a sampling method by choosing a simple random sample. Simple random sampling is a sampling that has a probability in which a subset of participants from the population will be selected at random. This research will also collect primary data and primary data will be used by using the questionnaire method to complete the study because it is clearer and easier to get data. This questionnaire is also designed to get more accurate answers because the answers will be marked by the respondents and the scores for the answers will be totalled to find out the level of rejection of technology among the millennials.

In this narrative inquiry study, the researcher examines the specific aspects or characteristics of touch screen technology that find that millennials can accept or cannot accept as a form of customer service interaction in the establishment of the fast-food industry. Researchers gathered this information from the experiences of millennials using touchscreen technology in Kentucky Fried Chicken's F&B industry. This design conveys important information about how millennials view touch screen technology in the F&B industry. The thrust of this research is to understand the deeper underlying meanings held by those affected by the events under study and how people interpret their personal experiences (Tillis, 1997).

Data collection in a qualitative design is less systematic, but the data will be processed using scientific methods that will be used in data analysis (Tillis, 1997). Researchers conducted virtual interviews to develop a detailed narrative about millennials' acceptance of touchscreen technology as a form of customer service interaction in the F&B industry. Interviews also allow clients to engage in open discussion, ensuring complete data is collected throughout the study. These findings can inform business managers about the viability of touch screen technology as a widespread practice in fast food chains in the F&B industry.

3.3 Data Collection Methods

Data collection is the methodological process of collecting survey or measurement data. Data collection requires gathering information from all relevant sources to address the research topic. Analyzing the results of the issue is something important. Using a data collection approach, solutions to relevant questions can be obtained. Most businesses use data collection strategies to predict possibilities and trends. Once the information has been obtained, it must be organized. Observational data that is often in quantity is prioritized by quantitative data and qualitative data collection methods, most of which follow a positive paradigm and collect data using both inferential and descriptive statistics (Mkandawire et al, 2019).

In this research, we used qualitative data and quantitative data. Qualitative research is a process of naturalistic inquiry that seeks a deeper understanding of social phenomena in their natural context. During this study, the researcher supervised the data collection. In this study, virtual interviews were the main data collection tool. Interviews were conducted in an appropriate setting that allowed the researcher to control the environment while providing participants with privacy and ensuring confidentiality. Interviews are through an online session to maintain confidentiality. Each interview lasted 15 to 25 minutes, with the shortest interview lasting 18 minutes and the longest interview 29 minutes. All interviews were audio recorded and sessions were conducted online.

Simply put, quantitative data is information that can be measured. It can be counted or measured and given a monetary value, such as length in centimeters or yield in dollars. Quantitative data are usually structured and suitable for statistical analysis. According to (Sekaran et al., 2016), questionnaires are often used to collect a lot of quantitative data. It can be distributed in person, online or via email to respondents. Quantitative data contains answers to questions such as "How much?", "How often?" or "How much?".

The purpose of the questionnaire is to collect information from the target audience. It will contain both closed and open questions, or a combination of both. Participants provided insightful information as they completed the questionnaire. Questionnaires will be sent to the millennial group aged between 25 and 40 years old related to the aim of the study. This process takes a lot of time and work. Data will be collected personally after respondents complete the questionnaire.

After that, the data that has been collected will be analyzed using Social Sciences Statistical System (SPSS) software. Data analysis from this research will be based on descriptive statistics, reliability tests, and Pearson's correlation and regression analysis.

3.4 Study Population

The study population has referred to the target audience that the researcher wants to study to collect data to gain a deeper understanding of the research that has been conducted. The population of this study was studied against the residents of Pengkalan Chepa, which are millennials who refuse technology. Strictly speaking, the millennial group is because this millennial group is one of the groups that often use the services of the food and beverage industry. This population is the source of the sampling frame and the final sample used by the researcher for this study.

Based on Pengkalan Chepa 2022 census statistics, the population of Pengkalan Chepa is dominated by millennials. This is because the average of this group is more than other groups. The total number of millennials is 159 674 people. This amount is a relatively large amount from other sub-districts in the Kota Bahru district.

3.5 Sample Size

 An appropriate sample size was considered to guarantee accuracy of data and results during data collection. The sample size is also unlikely to affect the validity and value of the study. To speed up the process of determining the sample size, (Krejcie & Morgan, 1970) developed a table to estimate the sampling size for the market population. With a population of 159 674 people, 384 respondents from the largest sample should be included in the presented table, according to the sample size of the fast-food chain technology denial in the food and beverage industry.

3.6 Sampling Techniques

 Sampling technique plays an important role in choosing the best tool for sampling technique. However, according to the authors, Sekaran and Bougie (2019), there are two types of sampling techniques namely probability and non-probability sampling. A probability sampling design is used where a representative sample is of interest for generalization purposes. Otherwise, non-probability sampling will usually be used where elements have a fixed chance or not every element has a chance to be selected (Sekaran & Bougie, 2019). In a non-probability sampling design, population components do not have any probability of being added to their collection as sample subjects (Roscoe, 1975). This indicates that the findings of the sample study cannot be confidently extended to the population.

 However, as the researchers above describe, there is often less concern about generalizability than obtaining some prior knowledge easily and cheaply. This research report uses a convenience sampling approach to collect information and data from young adults throughout Pengkalan Chepa. Convenience sampling techniques represent non-probability sampling. Convenience sampling is most often used when hard-to-reach populations need to be assessed (Taherdoost, 2016). The main objective of sampling is to focus on the

characteristics of the participants of interest and which will allow you to answer the research questions (Ames, Glenton & Lewin, 2019).

However, it is a simple and reliable way to implement this strategy because it saves time and costs because this research will distribute the questionnaire through an online platform. It has been noted that the use of this technique limits the generalizability of survey findings to the entire population. Additionally, it is highly sensitive to selection bias and influences beyond the researcher's control, and there is a high level of sampling error.

Next, qualitative research requires the researcher to identify the subject being studied based on the research phenomenon. Studies in qualitative research are purposefully selected based on their ability to explain the phenomenon being investigated (Hancock & Algozzine, 2011). Sampling (Merriam & Tisdell, 2016) was used by the researcher to recruit participants between the ages of 25 and 40 for this study. Purposive sampling is a non-probability technique where participants are selected based on key characteristics or demographics related to the research problem (Suen et al., 2014).

By focusing on this segment of the millennial generation, concerns about a protected class under the age of 25 can be alleviated. Study inclusion criteria determined whether potential participants were eligible to participate. The following are the inclusion criteria: (a) millennials are 25 to 40 years old, and (b) have used touch screen technology in food and beverage industry establishments. To provide meaningful information in response to live chat questions, potential participants communicated via online and touch-screen technology in the past. During recruitment, the researcher conducts a live chat to determine whether they are eligible for this study.

Finally, the advantage of convenience sampling is that it is useful in this situation because it offers a variety of non-probability sampling methods for researchers to use, which is cost

effective and time effective. To conduct this convenience sampling, the researcher assigned someone to assist in the collection of all email addresses and WhatsApp groups. This is the easiest method to do purposive sampling in this food restaurant.

3.7 Research Instrument Development

A research instrument is a measurement tool, such as a questionnaire, test, or scale, created to help researchers collect data from study subjects about important issues. A questionnaire is a tool for collecting data that asks people to answer questions orally or in writing. Because it is simpler than alternative methods, this approach will result in cost savings. Also, because questionnaires are standardized and suitable for most respondents, they are easy to monitor and allow researchers to collect data and information quickly.

The questionnaire will be divided into part A, part B and part C. Part A of the questionnaire asks about the respondent's gender, age, education, and other demographic data. Part B questions include dependent variable questions and Part C is independent variable. Part A has instructions to complete the questionnaire using a nominal and interval scale, while Parts B and C use a Likert scale. Since there is a possibility that different types of respondents will respond, the questionnaire is prepared in two languages, namely English and Malay. The five Likert scale measures of this study are 1 - Strongly disagree, 2 - Disagree, 3 - Neutral, 4 - Agree and 5 - Strongly agree. The questionnaire data will be distributed to the millennial generation only.

An online survey will be distributed following the pilot study. Since respondents can only complete the questionnaire online, online platforms are inexpensive for both researchers and respondents. Compared to other survey methods such as in-person interviews, online platforms are now a faster way to collect data from respondents. In addition, providing respondents with

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the best convenience so that they can complete the survey at their own time and place can help them do so effectively and accurately.

The researcher is the main data collector in qualitative research (Moore, 2008). In this study, live chat is the main data collection tool. In the current narrative inquiry study, the researcher developed a live chat guide with open-ended questions to learn about millennials' acceptance of touch screen technology as a form of customer service interaction in the F&B industry. Scholars are very concerned with ensuring that the questions are effective in terms of clarity and relevance to the research question. The researcher considered the comments and suggestions before finalizing the research question.

3.8 Measurement of the Variables

Measurement is the process of obtaining data to be transformed into form. A measure that allows the marking of object characteristics with numbers. It also uses the method of making comparisons between the variables of interest in this study, which is scale. The basic units of measurement are nominal, ordinal, interval, and ratio.

Levels of measurement such as nominal, ordinal, interval, or ratio scales. However, scale rations were not included in this study. In particular, the type of scale used in the research questionnaire on the denial of technology in fast food chains in the food and beverage industry by millennials in Pengkalan Chepa. To assign numbers to attributes in this survey, we used a nominal scale, an ordinal scale, an interval scale, and a 5-point likert scale.

3.8.1 Nominal scale

A nominal scale makes it easier for respondents to select answers from the most exclusive group or class. Researchers can also assign to different groups and categories using a nominal scale. In addition, this scale also offers some personal information such as gender and age (Sekaran & Bougie, 2010). This study also

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includes 3 questions about gender, age and religion using a nominal scale. Almost all researchers use surveys with this nominal scale. This nominal scale has several larger categories for respondents' privacy. For example, respondents can be divided into two categories based on gender variables, namely male and female. These two groups can be given code numbers 1 and 2.

3.8.2 Ordinal scale

The ordinal scale not only classifies the variables in a way that highlights the age difference between various categories. As with the ordinal scale, part A of the research questionnaire has been divided into two questions such as respondents and religion. It is so that the variables can be classified according to the unique characteristics of each respondent using the ordinal scale. This is since each respondent is different in terms of age and their religion. As a result, when doing the final analysis of survey responses, an ordinal scale can be used to determine the frequency of respondents' age and religion. It is now clear that ordinal scales offer more data than nominal scales. Ordinal scales provide information about how respondents identify categories by ranking them rather than simply isolating categories.

3.8.3 Interval scale

The interval scale, also known as the equal interval scale, is used to quantify features, with numerically identical lengths on the scale denoting equal values. Quantitative and numerical interval scale are included. The interval scale measures variations in the variable's size as well as their order and equality. As a result, particular scale is more precise than the nominal and ordinal scales, and it uses the

arithmetic mean as its indicator of central tendency. The variance, range, and standard deviation are its measurements of dispersion.

3.8.4 Likert Scale

Table 3.1: Likert Scale

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

A five-point Likert scale is used in surveys to measure the extent to which respondents agree or disagree with the stated statement. With a choice of scale 1 to scale 5. The number of Likert scales can help respondents to answer questions more easily. This Likert scale is designed to examine the extent to which respondents agree with the questions asked. There are five categories on the Likert scale, 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and the last 5 = Strongly Agree. Therefore, this Likert scale can help the researcher to differentiate the respondents in terms of the difference in denial towards touch screen technology of F&B restaurants among millennials in Pengkalan Chepa.

3.9 Procedure for Data Analysis

Process of the data study uses the systematic and logical reasons to increase the info through the data collection. The main objective of data analysis is to find the implication in data such that conversant decisions can be taken via the derived information. Additionally, in this study, the examiner used the IBM SPSS STATISTIC (SPSS) computer software to identify the primary data. Over this software, the researcher can essentially analyse the data that collected in a shorter period and shorten the quantitative analysis in easy way.

3.9.1 Descriptive Analysis

Descriptive statistics are short descriptive coefficients that summarise a specific data set and may be used to comprehend the entire sample for a population (Kenton, 2019). To aid comprehension of the data acquired, descriptive statistics frequently include data summarising tools such as charts, histograms, and many others. This could also be utilised as preliminary data and could not be used to evaluate the validity of hypotheses. Even though data statistics could not prove the correctness of hypotheses, they can be used in future study to highlight problems that develop during the inquiry. In this study, for example, the Determinants of F&B Technology Denial among millennials in Malaysia's Pengkalan Chepa area were explored. The independent variables were selected from earlier studies depending on their descriptive statistics. Statistical measures tendency and measures of variability are two statistical concepts used in descriptive statistics (Manikandan, 2011). It consists of the Mean, Mode, as well as Median.

The mean would be calculated by adding the sum of the data values and dividing the total number of occurrences. The median seems to be the second. The median is a number that represents the precise centre of a data collection. However,

if there are two numbers in the centre, as is the case in an even number situation, the two numbers would be added and divided by the average to get the result for the median. The mode is the third item in 3M. The number of objects that occur most frequently in a data collection is reflected in the mode (Manikandan, 2011). In some cases, the mode might be more than one and does not have to be a single integer in a data collection.

3.9.2 Reliability and Validity Analysis

This estimation means that the steadiness and consistency of Tool for estimating definition and assisting with evaluating the "decency" of an estimation. Thusly, Cronbach's alpha is a coefficient of reliability that exhibits how emphatically the items in an assortment identify with one another. Cronbach's alpha of can be considered as a normal connection coefficient, going from 0 to 1. Since Cronbach's alpha is 1, the higher the nature of inner evenness. Notwithstanding Cronbach alpha, IBM SPSS permits us to test other reliability measurements, for example, differential or unadulterated equal execution factor split, Guttman (Aziz et al., 2016). The following is a table 3.1 for the assessment of the Cronbach's alpha standards utilized in the reliability study:

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Figure 3.1: Rule of Thumb about Cronbach's Alpha Coefficient Size

3.9.3 Normality Analysis

An appraisal of the normality of knowledge might be an essential for a very long-time examinations since typical info is a fundamental thought in parametric testing. There are two principal techniques for evaluating normality: Graphic and mathematical (counting statistical tests). Statistical tests enjoy the benefit of making a true judgment of normality however have the hindrance of now and then not being gentle enough at little example sizes or unreasonably touchy to enormous illustration sizes. Graphical translation enjoys the profit of permitting rationale to survey normality in circumstances when mathematical tests could be ended or under delicate.

3.9.4 Regression Analysis

Regression analysis is primarily utilized for 2 theoretically unmistakable determinations. First place, multivariate analysis is broadly employed for prospect and gauging, where its consumption has extensive cross-over with the area of AI. Subsequent, in certain surroundings multivariate analysis are often wont to construe causal connections between the independent and ward variables. Significantly, relapses without help from anyone else unbiased uncover connections between a variable and a bunch of independent variables during a fixed dataset. To utilize relapses for forecast or to construe causal connections, individually, a scientist should carefully legitimize why remaining connections have perceptive power for a substitution setting or why a construction between two variables includes a causal translation. The last option is especially substantial when scientists desire to appraise causal connections employing data-based info.

3.10 Summary / Conclusion

This chapter covers issues including study design, data collection methods, study population, sample size, sampling procedures, instruments, variable measurements, and data analysis. The statistical methodology used in the data analysis of this study has been discussed. Questionnaires are indeed the primary data collection tool. This study also looked at the reliability of the study and the use of correlation and regression analysis. This chapter defines the methodological techniques used during the research. Quantitative methods are used, where the dissemination of the questionnaire consists of numerical data information that is recorded and analyzed in chapters 4 and 5. The questionnaire plan is stated based on primary data and secondary data that states to other bases that have been collected by other researchers. Previously, the sampling of the study was taken as many as 159 674 people and should have been 384 selected respondents in Pengkalan Chepa, Kelantan. The researcher collects data in chapter 3 to practice for chapter 4 until the study of data information can be completed.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter will briefly explain and detail the results of the researcher's data collection. To obtain the results of the study for further analysis, the researcher evaluated the data obtained using the Statistical Package for Social Science Version 26 (SPSS) software. This chapter will be divided into eight sections including introduction and content. Section 4.2 contains the results of the pilot test which includes 10% of the respondents. The results of the demographic profile of the respondents have also been shown visually in section 4.3. The data that has been collected has been reported in sections 4.4, 4.5 and 4.6 where the results have been analysed with using descriptive analysis, validity and reliability tests and normality tests. In section 4.7, the researcher will use correlation and regression to test the hypothesis and report the results. The last part is 4.8 where it will conclude this chapter with a brief.

4.2 Preliminary Analysis

Preliminary studies are used to develop different components of preliminary techniques or to gather data to support the planning and direction of the preliminary. In the pilot test, the researcher used internal consistency reliability. Cronchbach's alpha is one of the most widely used metrics for measuring the dependability of internal consistency. The dependent variable's and independent variable's Cronchbach's Alpha results are available.

Pilot tests were used in this study to evaluate the feasibility, timing, expense, risk, and execution of a research project. While conducting the questionnaire, the researcher tests each question to make sure it can be understood clearly and does not lead to misunderstanding. Internal consistency reliability was used by the researcher in the pilot test. One of the most

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popular techniques for assessing internal consistency reliability is Cronbach's alpha. The study's questionnaire was therefore given to millennials at Pengkalan Chepa.

A reliable and respectable measure, according to Pallant (2001), has an Alpha Cronbach's alpha value of 0.6 or higher (Nunnally, 1967). While less than 0.6 is regarded as a low Alpha Cronbach value. Alpha Cronbach values between 0.60 and 0.80 are modest but acceptable. When Alpha Cronbach is between 0.8 and 1.00, it is regarded as being in the very good range. As a result, this article evaluates the degree of instrument dependability using the determination of Alpha Cronbach values on developed instruments. Based on Cronbach's alpha values, internal consistency is shown in Table 4.1 Millennial respondents from Pengkalan Chepa will take part in a pilot study.

Table 4.1: Cronbach's Alpha Coefficient Value

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Sources: Zikmund, Babin, Carr, & Griffin, 2013

Table 4.2: Reliability Test (Pilot Test)

Number of items	Study variable	Cronbach's Alpha	Remarks
5	Inaccurate information	0.919	Excellent
5	Perceived risk	0.969	Excellent
5	Poor quality product and services	0.984	Excellent
5	Technical restriction issue	0.977	Excellent

The questionnaire has been answered by a small group of 30 respondents. After the pilot test, the researchers conducted a reliability test to evaluate the accuracy of the data they had gathered. The findings of the reliability analysis are presented in Table 4.2 The results of the analysis indicate that all the Cronbach's Alpha values are greater than 0.90, demonstrating the robustness of the variables.

4.3 Demographic Profile of Respondents

A whole amount of 384 questionnaires distributed through an online platform. From 384 questionnaire collected from the targeted respondents, there all 384 questionnaires that were use able. There are all amounts use a were all questionnaires collected online.

A test moderately established the study's overview, an analysis can provide reasonable reaction rates, and superior precision is less clear. The reaction rate, which is the number of study respondents who responded positively to the quality tested, is frequently used to measure how far can be applied the study results.

Table 4.3: Total number of questionnaires

Number of questionnaires distributed	**384**
Questionnaire used to be analysis	384
Response rate	100%
Questionnaire used for analysis.	384

4.3.1 The Number of People Who Rejected Technology in F&B Restaurant

Table 4.4: The Number of People Who Rejected Technology in F&B Restaurant

	Frequency	Percent (%)
Yes	287	74.7
No	97	25.3
Total	384	100
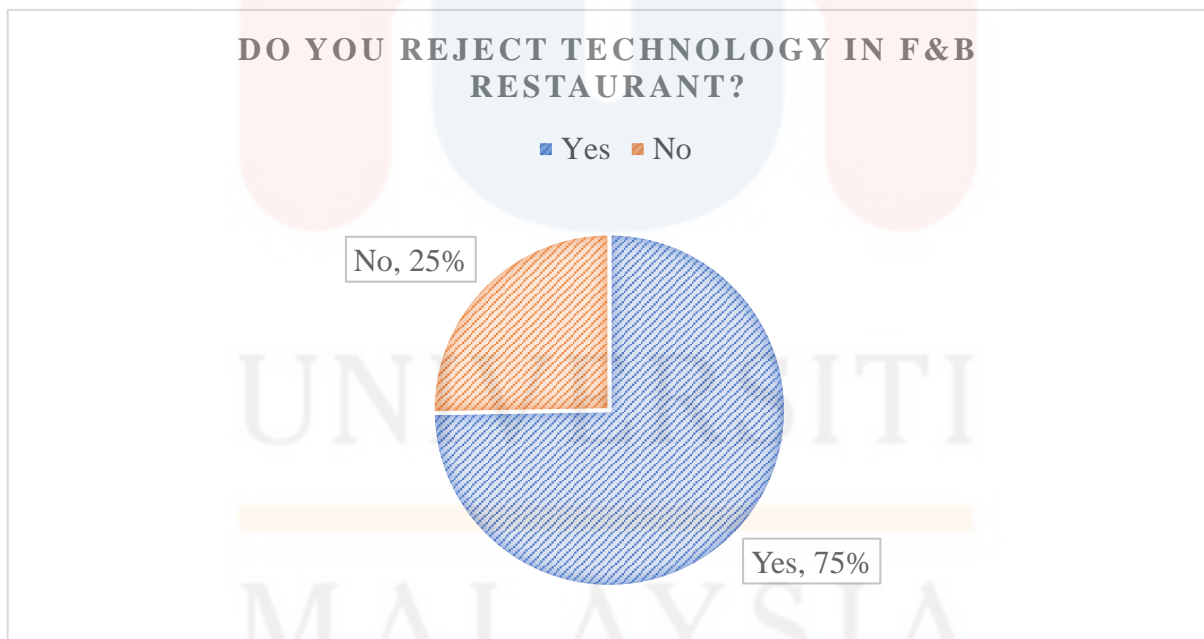
Figure 4.1: Percentage of people who rejected technology in F&B restaurant.

Figure 4.1 shows the percentage of people who rejected technology in F&B restaurant of respondent. Out of 384 respondents, 287 respondents (74.7%) rejected the technology in F&B restaurant and 97 respondent (25.3%) accepted the technology in F&B restaurant. Based on review it most of the respondents acknowledged rejected technology in F&B restaurant cause there facing most of the problems such as inaccurate information, perceived risk, technical restriction issue and poor product and service and so on at this level than comparing with 25% least level of rejected technology in F&B restaurant as reported.

4.3.2 Gender

Table 4.5: The Number of Respondent by Gender

Gender	Frequency	Percent (%)
Male	181	47.1
Female	203	52.9
Total	384	100
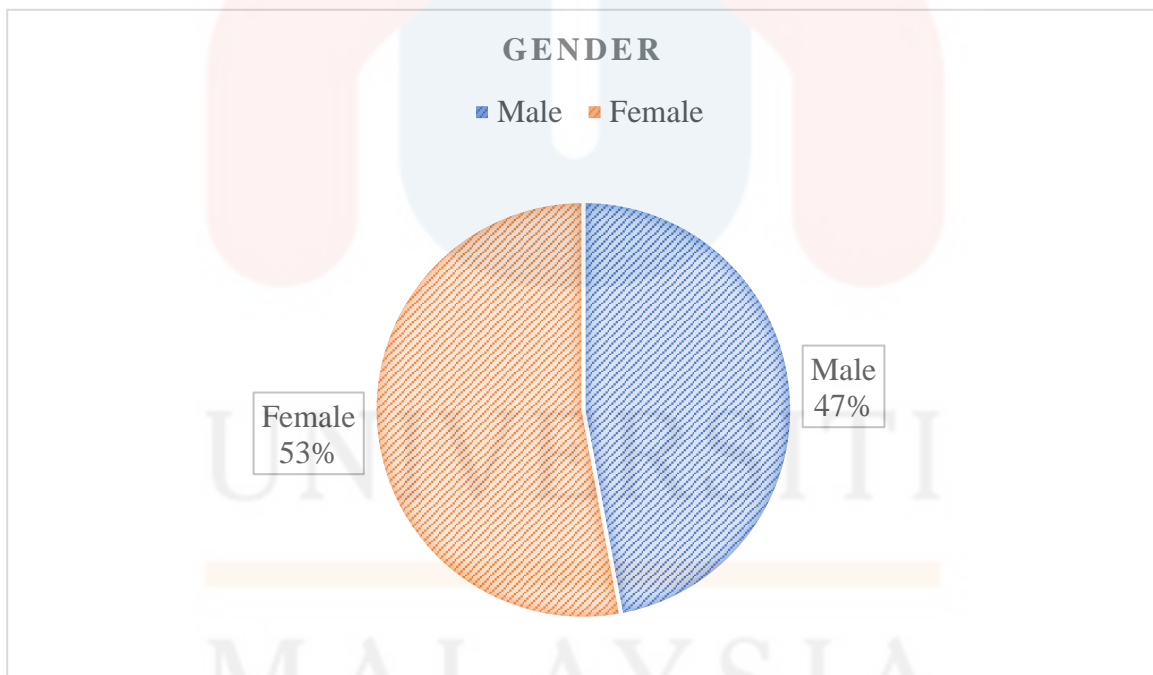
Figure 4.2: Percentage of respondent by gender

Figure 4.2 shows the percentage by gender of the respondent. Out of 384 respondents, 181 respondents (47.1 %) are male while 203 respondents (52.9 %) are female who involved in this survey. The percentage of respondent by gender revealed that the female participants highly favored negative experiences of touch-screen technology, despite any concerns with negative experiences they might have. Respondents' female perceived touch-screen technology implementation in fast food restaurants as not satisfied with their needs. Though participants

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female felt that touchscreen technology replaces valued human interaction in customer processes, many felt that touch-screen technology is particularly uneasy to order food and harder to make it.

4.3.3 Age

Table 4.6: The Number of Respondent by Age

Age	Frequency	Percent (%)
25-30 years old	111	28.9
31-35 years old	152	39.6
36-40 years old	121	31.5
Total	384	100
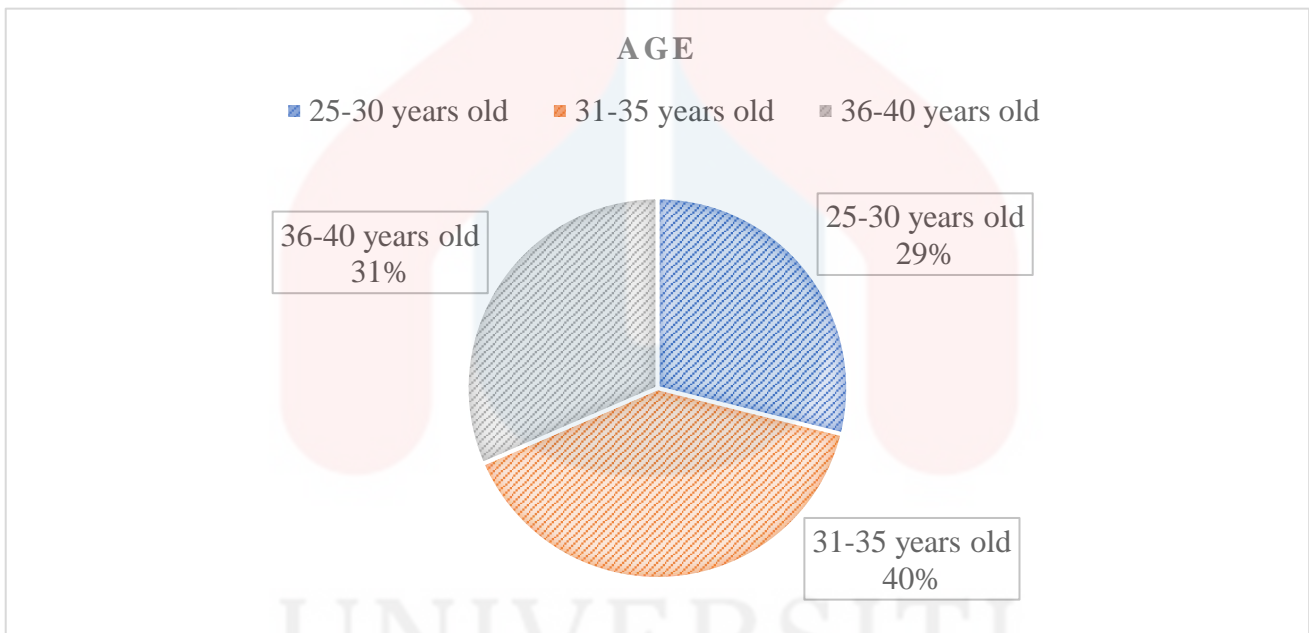
Figure 4.3: Percentage of respondent by age

Figure 4.3 shows the percentage by age of the respondent. Out of 384 the respondent's age and mostly the age group between 31-35 years old holds the highest number that is 152 respondents with 39.6 percentage followed by the second highest 31.5 percentage with 121 respondents with the age group 36-40 years old and the age group 25-30 years old is the lastly least number of 111 people with 28.9 percentage in this study recorded. The graph and table number of respondents by age depicts from the age between 31 until 35 years old and 36 until 40 years old records highly recorded based on the statement of technology denial in F&B industry and this is due to touch screens can be hard to use, passwords and usernames can be hard to remember and confusing, and menus and user interfaces can be overwhelming. Older adults face a unique set of obstacles and challenges when adopting new technologies. Physical

barriers to technology use include with many older people have physical and health problems that make it difficult to use new technologies. Afterwards, moves to the 25 to 30 years old records low level and they mostly least level due to the young age they mostly didn't support reject the high technology in F&B industry. This range of participants additionally indicated that they perceive touch-screen technology to be a quicker and easier method of processing transactions.

4.3.4 Nation

Table 4.7: The Number of Respondent by Nationality

Nationality	Frequency	Percent (%)
Malay	102	26.6
Chinese	79	20.6
India	98	25.5
Others	105	27.3
Total	384	100
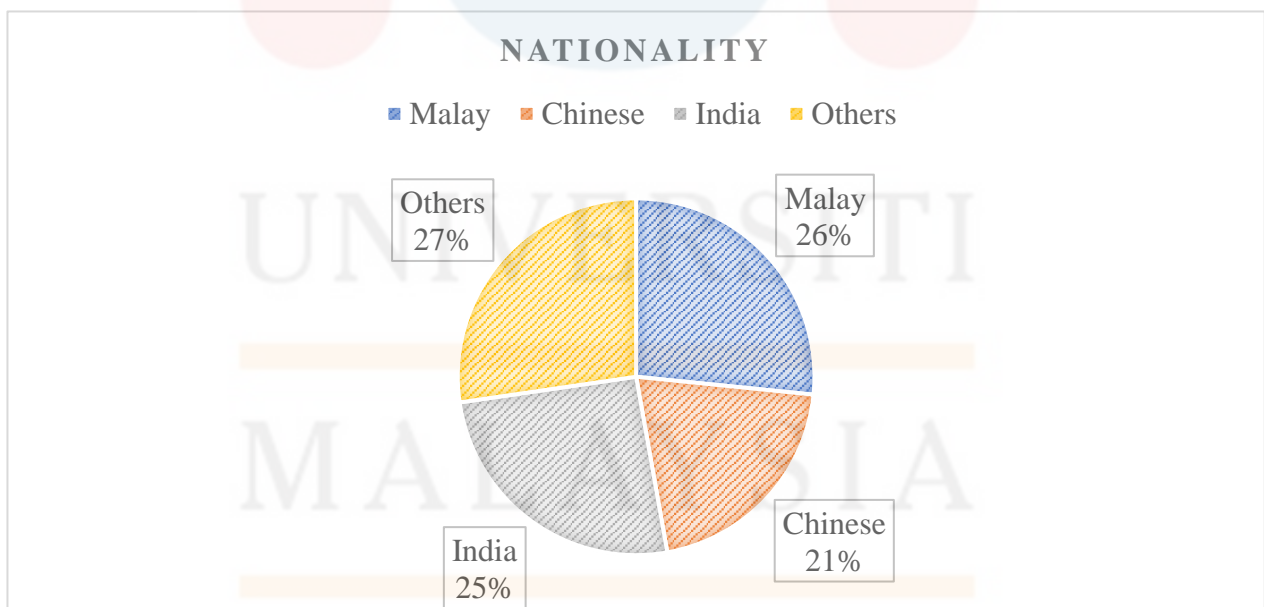
Figure 4.4: Percentage of respondent by nationality

According to the figure 4.4 shows the total respondents of nation level. There were 105 respondents (27.6%) that have other nations. Followed by others, there are almost 102 respondents (26.8%) are who are malay nation holding this section and 98 respondents (25.5%) who have indian nation. While the remaining 79 respondents are Chinese nation recorded. There is other nation, which is included by iban and kadazan recorded highly with the reason theme further described negative perceptions of touchscreen technology such as having technological issues with the program, increasing waiting time, losing human interactions, and problems with the machines themselves. Least level of Chinese nation is probably felt that touch-screen technology is particularly useful and flexible and can be beneficial as an alternative option rather than a primary option.

4.3.5 Marital Status

Table 4.8: The Number of Respondent by Marital Status

Marital status	Frequency	Percent (%)
Single	114	29.7
Married	148	38.5
Others	122	31.8
Total	384	100
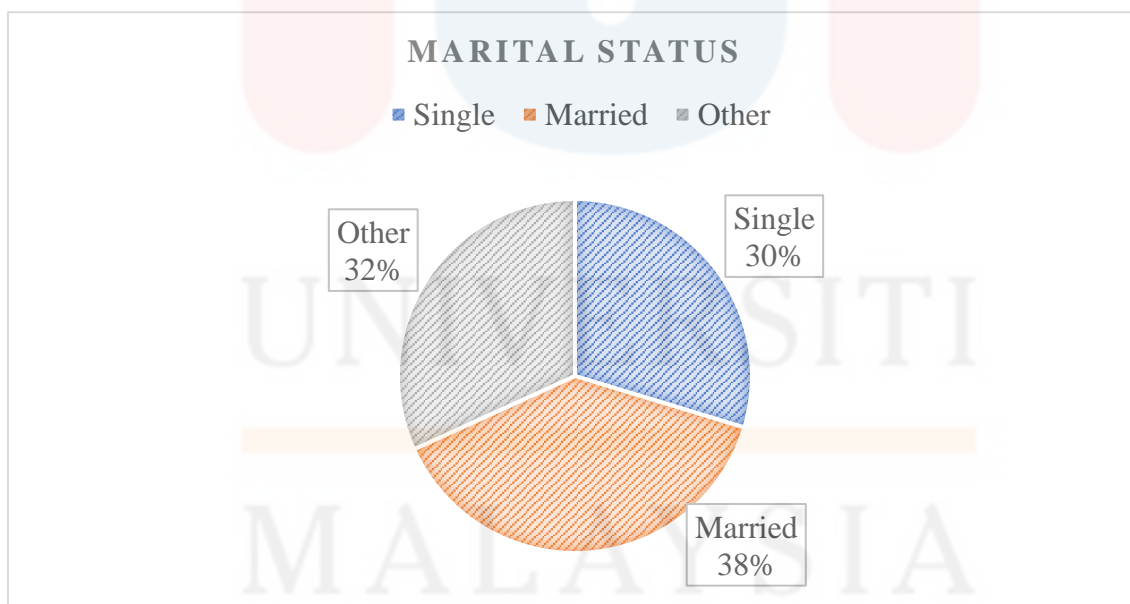
Figure 4.5: Percentage of respondent by marital status

Figure 4.5 shows the percentage by marital status of the respondent. Out of 384 respondents, displays the respondent's demographic based on the marital status. The information refers to most of the respondents are married. The pie chart explained 38.5% percentage of the respondents (148 respondents) who answered the questionnaire are married. Meanwhile, the second highest frequency for others with 122 respondents (31.8%). Then, the least level is

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single with 114 respondents (29.7%). The reason recorded more married and other people recorded based on the technology denial among millennials is learning new technology can be challenging, especially married people, since most of the range people stated under the high age in this ranking and mostly their routine life in preferring offline technology based on their less knowledge have no prior experience with technology. Married typically have a mostly narrower frame of reference, making it harder for them to learn new things. The least level of single is because they mostly prefer technology based on their self-checkouts and touch-screen technologies are an option, many respondents choose them because they are thought to be less time-consuming and more private. Several respondents found that technological options allow them to avoid social interactions.

4.3.6 Education Level

Table 4.9: The Number of Respondent by Education Level

Education level	Frequency	Percent (%)
SPM	22	5.7
STPM/ Diploma	77	20.1
Bachelor's Degree	140	36.5
Master's Degree	62	16.1
PHD	21	5.5
Others	62	16.1
Total	100	100
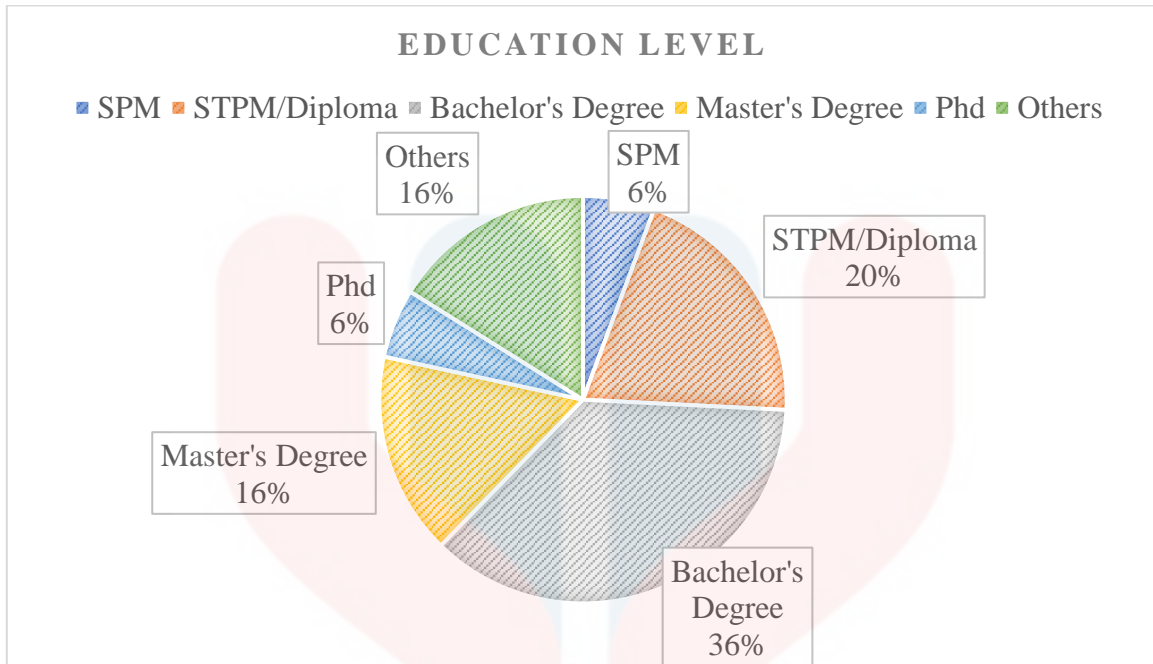
Figure 4.6: Percentage of respondent by education level

According to the figure 4.6 shows the percentage by education level of the respondent. There were 140 respondents (36.5%) that have completed their bachelor's degree level. Followed by STPM/Diploma, there are almost 77 respondents (20.1%) who are holding this level of studies and 62 respondents who have completed their master's degree and others consistently presented. While the remaining 21 and 22 respondents (5.7%) and (5.5%) are SPM and PHD respectively reported. Based on the bachelor's degree, STPM, master's degree, and others recorded in high level ranking and this reason recognized is respondents also shared their encounters with errors and malfunctions carried on by user error. The respondents claim that touchscreen technology can occasionally frustrate them, but they are typically unconvinced to stop using technology because of those encounters. Respondent do be using touch-screen technology, but they prefer to grow accustomed to it over time as well as still it's given up its inconveniences. SPM and PHD education level emphasize about least levels of respondents found touchscreen technology particularly convenient, flexible, and beneficial as an alternative rather than primary option.

4.4 Descriptive Analysis

The central trend of a distribution is to approximate the 'middle' of a distribution of data. For independent and dependent variables, researchers used medium and standard deviation. The mean is where the value is aggregated, and the number of values is split then. The standard difference is between the value set and the average sample. (Trochim 2020). This research has analyzed the mean and standard deviation for the questionnaires in section B and C to find out behavior al intention to adopt online social network (IN) and performance expectancy (PE), effort expectancy (EE) and social influence (SI). Based on the analysis result, the researcher compared the mean between independent variable and dependent variable for every item in questionnaire. The responses by respondent are scaled by using the 5-Likert Scale from "Strongly Disagree" to "Strongly Agree". The result of the analysis is shown in following table: -

4.4.1 Result of descriptive analysis dependent variable and independent Variables

Table 4.10: Descriptive Analysis of Dependent Variable and Independent Variables

No	Variables	N	Mean (M)	Standard Deviation (SD)
1	Technology denial among millennials	384	3.66	1.13987
2	Inaccurate information	384	3.70	1.08423
3	Perceived risk	384	3.76	1.12528
4	Poor quality of product and service	384	3.78	1.16529
5	Technical restriction issues	384	3.79	1.15465

Source: SPSS

Table 4.10 shows the number of respondents, mean, standard deviation for both dependent variable (DV) and independent variable (IV) in this research. Descriptive Statistic of dependent and independent variable shows each variable's means, standard deviation, and ranks. The highest means is inaccurate information which is 3.79 (SD = 1.1547) and followed by effort expectancy which is 3.78 (SD = 1.1653). The third highest mean is IV perceived risk which is 3.76 (1.1253). The fourth highest mean is IV inaccurate information which is 3.70 (1.0843). The lowest mean is 3.66 with a standard deviation 1.1399.

4.4.2 Dependent variable: Technology Denial

Table 4.11: Technology Denial

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I have less knowledge about the use of touch screens technology at F&B restaurant	384	1	5	3.74	1.538
I am not satisfied with the technology provided at F&B restaurant	384	1	5	3.60	1.177
I am less interest with the technology provided at F&B restaurant	384	1	5	3.65	1.151
I found that the touch screen technology is difficult to use	384	1	5	3.67	1.230
I think this kind of technology should be eliminated from F&B because it is not user friendly	384	1	5	3.62	1.285
Valid N (listwise)	384				

Table 4.11 shows the means and standard deviation of the dependent variable for technology denial. The highest mean score for this Dependent variable is 3.74, which the customer agree that they are intended have less knowledge about the use of touch screen technology at F&B restaurant. On the other hand, the lowest mean score for this variable is 3.60 which showed some of the youth adults do not intend and are not satisfied with the technology provided at F&B restaurant.

Based on review it the highest mean score is 3.74 with the statement of I have less knowledge about the use of touch screen technology at F&B restaurant. The reason this statement is in high mean raking is most of the respondents have less knowledge as example if older respondents will be less education and less memory power, so it's indicated in high level ranking recorded. In contrast the statement of I'm not satisfied with the technology provided at F&B restaurant with least mean level of 3.60 achievement. The reason is that explains at

here is some technology restriction issue may occur during the operation, such as poor programming usability, support, or maintenance of outdated processes, slowed down client aptitudes but it's not continuously occurred and low chances and incase it's occurred can be solved quickly so it's in low level.

4.4.3 Independent variable: Inaccurate Information

Table 4.12: Inaccurate information

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
INACCURATE INFORMATION: Inaccurate information causes millennials to deny this technology in F&B restaurant	384	1	5	3.64	1.331
The food obtained is not the same as displayed on the touch screen	384	1	5	3.64	1.188
Food that is not available on the touch screen is replaced with other food without the customer's permission	384	1	5	3.70	1.242
Inaccurate information creates a sense of distrust towards F&B restaurants	384	1	5	3.71	1.229
Inaccurate information can cause misunderstanding about the menu	384	1	5	3.80	1.241
Valid N (listwise)	384				

Table 4.12 shows the means and standard deviation of independent variable for inaccurate information. The highest mean score for this independent variable is 3.80 compared to others, which indicates that the Inaccurate information can cause misunderstanding about the menu. Next, the lowest mean score for independent variables of inaccurate information is 3.64 which showed that inaccurate information causes millennials to deny this technology in F&B restaurant and the food obtained is not the same as displayed on the touch screen.

Based on review it the highest level of mean ranking is inaccurate information can cause misunderstanding about the menu with 3.80. This is due to high-ranking state is the respondent mostly experienced with misunderstanding menu and this made the customer disappointment with received their favorite menu and certain time receiving menu as quantity wrongly so it's all inaccurate information lead customers frustration with handling of touch screen technology. In contrast, in least level of stamen is mentioned two which is inaccurate information causes millennials to deny this technology in F&B restaurant and the food is not the same as displayed

on the touch screen with 3.64. The reason is sometime the customer received the ordering food not as same displayed on touchscreen, but it's not often occurred in low chances among millennials.

4.4.4 Independent variable: Perceived Risk

Table 4.13: Perceived Risk

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PERCEIVED RISK: Do you think this technology has a negative impact on millennials?	384	1	5	3.76	1.286
Do you feel comfortable with the technology provided such as QR code and touch screen?	384	1	5	3.68	1.259
Do you prefer to make a payment by cash at the counter than using QR code?	384	1	5	3.83	1.256
The risk of wrong order might happen if customer make order through the touch screen technology	384	1	5	3.79	1.276
The risk of personal data being known or hacked if the customer places an order through touch screen technology or QR code	384	1	5	3.75	1.291
Valid N (listwise)	384				

Table 4.13 shows the means and the standard deviation of independent variable for perceived risk. The highest mean is 3.83 for the question "Do you prefer to make a payment by cash at the counter than using QR code?". This indicates that the respondents agree with the statement customers prefer to make payment by cash at the counter than using QR Code. Next, for the lowest mean score for independent variables of perceived risk is 3.68 which showed that some of the respondents do not fully agree with the question that mentioned "Do you feel comfortable with the technology provided such as QR code and touch screen?

Based on that high mean is 3.83 with the question of do you prefer to make a payment by cash at the counter than using QR Code is respondent answer is the mostly prefer QR Code cause the easier way to make the payment and save the time rather than standing long way and made the payment at counter. In contrast, do you feel comfortable with the technology provided such as QR Code and touch screen is question recorded in least level and most of the respondent answer this question some of the less knowledge people unpreferred the QR payment and they give importance to the counter payment.

4.4.5 Independent variable: Poor quality of product and service

Table 4.14: Poor quality of product and service

Descriptives

		Descriptive Statistics			
	N	Minimum	Maximum	Mean	Std. Deviation
POOR QUALITY OF PRODUCT AND SERVICES: Touch screen technology offered by F&B restaurant are not efficient and time wasting	384	1	5	3.79	1.299
There are many procedures that are needed to be followed in using the technology at F&B restaurant	384	1	5	3.82	1.305
The staffs at the F&B restaurant are not helpful to guide the customers to use this technology	384	1	5	3.77	1.303
Do you think scan the menu on the QR code makes it easier to order food?	384	1	5	3.77	1.313
Millennials reject technology because of poor quality and service on touch screen technology and QR codes in the food and beverage industry	384	1	5	3.79	1.273
Valid N (listwise)	384				

Table 4.14 shows the means and standard deviation of the independent variable for poor quality of product and services. The highest mean score for this independent variable is 3.82, which the customer agrees that there are many procedures that need to be followed in using the technology at F&B restaurant. On the other hand, the lowest mean score for this variable is 3.77 which showed some of the customers disagree with the question statement "The staff at the F&B restaurant are not helpful to guide the customers to use this technology and disagree with think scan the menu on the QR code makes it easier to order food.

Based on review it, 3.82 mean is highest level with the statement of there are many procedures that need to be followed in using the technology at F&B restaurant. This is cause of respondents mostly there many procedures such as there are a lot of requirements need to fill then would be allowed order so that might be respondent unlikely method. In contrast, the least level mean is 3.77 with two statements which is the staff at the F&B restaurant are not helpful to guide the customers to use this technology and another is do you think scanning the menu on the QR code makes it easier to order food? They mostly disagree with this statement cause the staff at F&B industry friendly and helpful to guide each step rather than rude and some of them don't think QR code using payment will be easier sometimes with the requirements.

4.4.6 Independent variable: Technical Restriction Issue

Table 4.15: Technical Restriction Issue

Descriptives

	N	Minimum	Maximum	Mean	Std. Deviation
			Descriptive Statistics		
TECHNICAL RESTRICTION ISSUE: Touch screen technology at F&B restaurants is always experiencing technical issue such as not being able to make payment	384	1	5	3.74	1.342
If this technical problem happens, it will be resolved immediately	384	1	5	3.83	1.264
This technical issue will delay the process of ordering food	384	1	5	3.83	1.276
Using staff service is better than using robots to order and deliver the food to customer	384	1	5	3.76	1.282
The issue of technical restrictions has made millennials not interested in using touch screen technology and QR code	384	1	5	3.80	1.316
Valid N (listwise)	384				

Table 4.15 shows the means and standard deviation of the independent variable for technical restriction. The highest mean score for this independent variable is 3.83, which is there two questions stated the customers agree that the technician problems happen, and it will be resolved immediately, and another statement is this technician issue will delay the process of ordering food. On the other hand, the lowest mean score for this variable is 3.74 which showed some of the customers perspectives disagree with the statement "Touch screen technology at F&B restaurants is always experiencing technical issues such as not being able to make payments.

Based on review it, the highest mean score is 3.83 with two statements. First is if this technical problem happens it will resolve immediately accepted by respondents and another is technical issue will be delaying the process of ordering food. Both statements explain that the technical problem happens it will be solved on the time with no delay so there is no time wasting and waiting for long time and technical issue will be delay ordering food based on the time taken and take a long process. In contrast, the least mean is 3.74 with the statement of mentioned touch screen technology at F&B restaurant is always experiencing technical issues such as not being able to make payment and it's explaining around respondent view it's rare to occur such an unable to make payment after ordering the food at F&B restaurant.

4.5 Validity and Reliability Test

The Cronbach's Alpha is designed to measure the reliability factor in each group item and internal consistency. To measure the reliability of the scale, whether the internal consistency is poor, moderate, good, very good and excellent, the Alpha value of Cronbach should be between $0.6 > \alpha$ and $\alpha > 0.9$.

Table 4.16: Result test of Reliability Coefficient Alpha for the Independent Variables and Dependent Variables.

Variables	Number of items	Cronbach's Alpha
Technology denial	5	0.933
Inaccurate information	5	0.919
Perceived risk	5	0.930
Poor quality and product service	5	0.939
Technical restriction issue	5	0.935

Source: SPSS

Table 4.16 summarizes the findings of the reliability test of each variable in this study. According to table 4.16, the range of the Cronbach's Alpha is from 0.919 to 0.939 which indicates each item for each variable as excellent based on the rule of thumb of Cronbach's Alpha Coefficient. According to the rule of thumb of Cronbach's Alpha coefficient, all the items for each variables represents as good as it exceeds one by one. Hence, the reliability shows that all the items from each variable are easier understood by the respondents and this questionnaire is also accepted for the data collection in this study.

Table 4.17: Reliability Statistics for the Technology Denial

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.936	5

Table 4.17 has presented the reliability statistic for the dependent variable which is known as technology denial. The Cronbach's Alpha resulted 0.936 in this study which indicates as excellent. Thus, the results showed that the reliability of this dependent variable is accepted.

Table 4.18: Reliability Statistics for the inaccurate information

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.919	.920	5

Table 4.18 shows the reliability statistic for the independent variable in this study which known as inaccurate information. The Cronbach's Alpha result of this study is 0.919 which indicates very good reliability. Thus, these results presented that the reliability of this independent variable is also accepted.

Table 4.19: Reliability Statistics for the perceived risk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.930	5

Table 4.19 shows the reliability statistic of the second independent variable of this study were known as perceived risk. Cronbach's result for reliability had resulted as 0.930 which indicates the very good reliability. Thus, the result showed that the reliability of this study is acceptable.

Table 4.20: Reliability Statistics for the poor quality of product and service

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.939	.939	5

Table 4.20 presented the reliability statistic of third independent variable for this study which known as poor quality of product and service. The Cronbach's result for poor quality of product and service is 0.939 which depicts very good reliability. Thus, the results showed that this reliability of this study is acceptable.

Table 4.21: Reliability Statistics for the technical restriction issue

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.935	5

Table 4.21 presented the reliability statistic of third independent variable for this study which known as technical restriction issue. Cronbach's result for technical restriction issue is 0.935 which depicts very good reliability. Thus, the results showed that this reliability of this study is acceptable.

4.6 Normality Test

Table 4.22 shows the normality test for all variables. Normality test consists of two types of tests which is Kolmogorov-Smirnov and Shapiro-Wilk. The significant value or p-value indicates the normality of the data. If the significant value or p-value is less than 0.05, then it is considered as non-probability sampling and if above 0.05 then it is considered as probability sampling. Based on the normality in this study, Kolmogorov-Smirnov and Shapiro-Wilk shows p-value below < 0.05 where data is not normally distributed and the null hypothesis for each variable is rejected.

Table 4.22: Test of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Technology Denial among Millenials	.272	384	.000	.804	384	.000
Inaccurate Information	.238	384	.000	.846	384	.000
Perceived Risk	.240	384	.000	.827	384	.000
Poor Quality of Product and Services	.218	384	.000	.826	384	.000
Technical Restriction Issue	.245	384	.000	.813	384	.000

4.7 Hypotheses Testing

In this research study, both an ordinal scale and a Likert scale are utilized in the survey. This is because there is an intangible concept of factors that cannot be measured with sufficient precision. The scale is comprised of a set decision question design that considers individual differences in thinking, trust, appraisal, and feeling in the context of factor estimate. The assertions in the survey range from the most insignificant to the most major, and respondents are required to indicate their level of comprehension, how well they fulfil the criterion, or their various reactions to the assertions.

The goal of statistical inference is to draw conclusions about a whole collective based on information from a small sample of that collective. Hypothesis testing is the process of figuring out how strong the evidence from the sample is, and it gives a framework for making decisions about the population. In other words, it is a way to figure out how reliable it is to extrapolate the results of a study of a small sample to the larger population from which the sample was taken. The researcher comes up with a specific hypothesis, looks at the sample data, and decides whether the data support the specific hypothesis.

4.7.1 Pearson Correlation Coefficient Analysis

Table 4.23: The Size of Correlation Coefficient

Correlation Coefficient Size	The Strength of The Relationship
1.00	Perfect Positive
0.80 to 1.00	Very Strong
0.40 to 0.60	Moderate
0.20 to 0.40	Weak
0.01 to 0.20	Very Weak

Table 4.24: Pearson Correlation Coefficient Analysis

CORRELATIONS		Technology Denial among Millennials	Perceived Risk	Poor Quality of Product and Services	Technical Restriction Issue	Inaccurate Information
Technology Denial among Millennials	Pearson Correlation	1	.879**	.879**	.870**	.882**
	Sig. (2-Tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
Perceived Risk	Pearson Correlation	.879**	1	.911**	.899**	.903**
	Sig. (2-Tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
Poor Quality of Product and Services	Pearson Correlation	.879**	.911**	1	.912**	.898**
	Sig. (2-Tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
Technical Restriction Issue	Pearson Correlation	.870**	.899**	.912**	1	.892**
	Sig. (2-Tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
Inaccurate Information	Pearson Correlation	.882**	.903**	.898**	.892**	1
	Sig. (2-Tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

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Table above represents Pearson correlation coefficient analysis. This assessment is to validate the relationship of technology denial among millennials and perceived risk. The result shows there is a positive relationship between technology denial among millennials and perceived risk, r = 0.879, n = 384, p= 0.000. Therefore, this hypothesis is accepted. There is significant relationship between technology denial among millennials and perceived risk.

Next is second relationship of technology denial among millennials and poor quality of product and services. The result shows there is a positive relationship between technology denial among millennials and poor quality of product and services, r = 0.879 n = 384, p= 0.000. The analysis concludes that there is strongly positive relationship between technology denial among millennials and poor quality of product and services.

Third is relationship of technology denial among millennials and technical restriction issue. The results demonstrate a positive link between technology denial among millennials and technical restriction issue, r = 0.870, n = 384, p= 0.000. This hypothesis is accepted. There is strongly significant relationship between technology denial among millennials and technical restriction issue.

Lastly, the findings indicate a positive correlation between technology denial among millennials and inaccurate information, r = 0.882, n = 384, p = 0.000. This hypothesis is therefore accepted. There is significant relationship between technology denial among millennials and technical restriction issue.

4.7.2 Multiple Regression

Table 4.25: Model Summary Result of Multiple Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912[a]	.832	.830	.46949
a. Predictors: (Constant), Technical restriction issue, Inaccurate information, Perceived risk, Poor quality of product and services				
b. Dependent Variable: Technology denial among millennials				

Table 4.26: ANOVA Result of Multiple Regression

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	414.091	5	103.523	469.662	.000[b]
	Residual	83.539	379	.220		
	Total	497.630	383			
a. Dependent Variable: Technology Denial among Millennials						
b. Predictors: (Constant), Technical restriction issue, Inaccurate information, Perceived risk, Poor quality of product and services						

Based on the table 4.25 and 4.26, the findings demonstrate that an active and positive response to relationship satisfaction with the dependent variable, which is defined within the study was influenced by the independent variable. The four given factors are perceived risk, poor quality of product and services, technical restriction issue and inaccurate information are hypothesised to be able to predict technology denial among millennials. This hypothesis was tested using multiple regression and the findings showed a significant effect on technology denial among millennials with four predictors accounting for a total of 83% of the variance in technology denial among millennials (F=469.662, p<000). The p-value from the ANOVA table is less than 0.001, which means that at least one of the four variables: perceived risk, poor quality of product and services, technical restriction issue and inaccurate information can be used to denial technology in millennials.

Table 4.27: Coefficients Result of Multiple Regression

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.058	.087		.666	.506
Inaccurate Information	.322	.059	.306	5.457	.000
Perceived Risk	.238	.061	.235	3.926	.000
Poor Quality of Product and Services	.222	.060	.227	3.688	.000
Technical Restriction Issue	.176	.057	.179	3.075	.002
a. Dependent Variable: Technology Denial among Millennials					

Lastly, Table 4.27 portray the coefficient analysis of this study. There are four independent variables, which are inaccurate information, perceived risk, poor quality of product and services and technical restriction issue and one dependent variable, which is technology denial among millennials in Pengkalan Chepa, Kelantan. Specifically, inaccurate information has a strong effect on technology denial among millennials (B = 0.306) among other independent variables, followed by perceived risk (B = 0.235) and poor quality of product and services (B = 0.227). However, it shows that technical restriction issue has weak effect on technology denial among millennials (B = 0.179).

4.8   Summary / Conclusion

The analysis of the factors influencing technology denial among millennials in Pengkalan Chepa has been concluded and presented in this chapter. Using descriptive analysis, reliability testing, normality testing, the Pearson Correlation Coefficient Test, and Multiple Regression, all hypotheses were examined and supported.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter seeks to summarise the key outcomes of the debate, discussion of hypotheses, implications, study limits, recommendations for further research, and overall study conclusion. The primary study findings and questions based on the analysis given in Chapter Four are presented in this chapter's opening. Additionally, a discussion of the hypothesis from Chapter One is included along with a summary of the findings. There are some current restrictions and recommendations for additional information to finish this research. Future researchers should consider the recommendations offered in this study.

5.2 Key findings

This study was conducted to examine the relationship between inaccurate information, perceived risk, poor quality and service and technical restriction issue on determinants of technology denial a study among millennials in Malaysia. The focus point of this study is to identify customers perspectives with experienced by technology denial among Malaysia. In this analysis, online questionnaires via Goggle Form have been created and used to collect data from respondents who use online social networks and secondary data from the journal and articles. Moreover, we also conducted interview session through live chat customers.

The dependent variable in this study is important to reinforce the technology denial in Malaysia. Whereas the independent variables are inaccurate information, perceived risk, poor quality and service and technical restriction issue. The researcher identified 384 responses to analyze the data through the online questionnaires which are also known as Goggle Form. The SPSS version 26.0 programmed was used to analyze the Goggle Form data, and the analysis

was based on the research 1 framework in this study. The data analysis in this study are descriptive analysis, reliability analysis, normality test, Pearson Correlation.

Descriptive analysis was conducted to analyze the results that related to the demographic section and determine how respondents answer each question in the questionnaire. The reliability test was conducted to determine whether the questionnaire that has distributed to respondents is reliable. Besides that, normality test was used to test all the variables in this study. The type of test consists of normality tests which are Kolmogorov-Smirnov and Shapiro-Wilk. The significant value or p-value indicates the normality of the data. Then, Pearson's Correlation was also used in this study to know the relationship between the dependent variable and independent variables. This correlation is important to determine whether the relationship between both variables is strong or weak with the negative or positive association. This research has four objective which are to examine the relationship between inaccurate information, perceived risk, poor quality and service and technical restriction issue on determinants of technology denial a study among millennials in Malaysia.

Table 5.1: Summary of Key Findings

Hypothesis	Result	Findings of data analysis
H1: There is a significant and positive relationship between perceived risk and technology denial among millennials in Pengkalan Chepa Malaysia.	$r = 0.879**$ $p = 0.000$ High	H1 is accepted
H2: There is a significant and positive relationship between inaccurate information and technology denial among millennials in Pengkalan Chepa Malaysia.	$r = 0.882**$ $p = 0.000$ High	H2 is accepted
H3: There is a significant and positive relationship between poor quality of product and service and technology denial among millennials in Pengkalan Chepa Malaysia.	$r = 0.879**$ $p = 0.000$ High	H3 is accepted
H4: There is a significant and positive relationship between and technical restriction issue and technology denial among millennials in Pengkalan Chepa Malaysia.	$r = 0.870**$ $p = 0.000$ High	H4 is accepted

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5.3 Discussion

This chapter will go into more detail about the study's theory. The hypothesis is used in a statistical test to see if the assumption made about a sample of data holds true for the entire population. In other words, a theory that is examined to compare the correlation between two data sets. Based on observations of a mechanism modelled by a group of random variables, the hypothesis can also be tested. The statistical testing of hypotheses is a technique for statistical inference.

5.3.1 Hypothesis 1

H1: There is a significant and positive relationship between perceived risk and technology denial among millennials in Pengkalan Chepa Malaysia.

According to the hypothesis, the findings indicate that among millennials in Pengkalan Chepa Malaysia, there is a significant and favourable relationship between perceived risk and technology denial. The study's conclusion for hypothesis 1 is that among millennials in Pengkalan Chepa Malaysia, there is a significant and favourable relationship between perceived risk and technology denial. People react to the dangers they notice. Their attempts to protect themselves, others, and the environment are likely to be misguided if their perceptions are flawed. Consumers must therefore accept risk when using technology.

"Perceived risks" is a term that describes the emotional cost associated with customers' purchasing decisions, which denotes a certain amount of future unpredictability. This uncertainty will have a direct effect on consumers' purchase intentions (Wei et al., 2018, p. 4). consider that someone's privacy and information are at risk. Some people agree that technology affects millennials negatively. Some millennials, according to this effect, are illiterate when it comes to using contemporary technology like touch screens and QR codes. To prevent their

personal information from being misused, millennials prefer to pay with cash in person rather than using technology.

5.3.2 Hypothesis 2

H2: There is a significant and positive relationship between inaccurate information and technology denial among millennials in Pengkalan Chepa Malaysia.

Based on the results, it can be hypothesised that among millennials in Pengkalan Chepa Malaysia, there is a significant and favourable relationship between inaccurate information and technology denial. According to hypothesis number two, among millennials in Pengkalan Chepa Malaysia, there is a significant and favourable relationship between inaccurate information and technology denial. In the modern, connected world, false information and misleading facts are a serious problem. Even though there have always been various forms of propaganda, digital "fake news" is now posing a serious threat, in part because it is so simple to produce, disseminate, and consume content. due to this, millennials reject technology.

The term "inaccurate information" refers to data that contains typographical errors and other unintentional technical flaws that cast a reasonable doubt on the accuracy of the data. False statements, misleading information, and misinformation are all examples of inaccurate information. For millennial consumers who are only just catching up with technology, this situation will be unpleasant. Fear is being spread among millennials due to the existence of editing software that can fabricate advertisements and influence consumers. This will cause the consumer to misinterpret what is displayed on the screen. the product they ordered, for instance, differs from the image they saw.

5.3.3 Hypothesis 3

H3: There is a significant and positive relationship between poor quality of product and service and technology denial among millennials in Pengkalan Chepa Malaysia.

According to the results, there is a significant and positive correlation between millennials' denial of technology and poor product and service quality in Pengkalan Chepa Malaysia. The study's main finding is that millennials in Pengkalan Chepa Malaysia have a significant and favourable relationship between poor product and service quality and technology denial. Poor calibre When a product does not live up to expectations or does not function as it should, it is referred to as being of "poor quality," which encourages millennials to steer clear of technology.

The term "poor quality" is used to describe a product that does not meet its specifications or fails to perform as it should. It can also be used to describe a defective product, such as one whose size is different from what was advertised. Poor quality food and beverage (F&B) service and products take longer to prepare and serve, especially during peak hours. As a result, some technology requires a lot of an ingredient to function, or else the restaurant won't accept the order because doing so will be expensive. Some technology requires regular updating, which will delay customer purchases and result in negative reviews of the good and service.

5.3.4 Hypothesis 4

H4: There is a significant and positive relationship between and technical restriction issue and technology denial among millennials in Pengkalan Chepa Malaysia.

According to the hypothesis, the findings indicate that among millennials in Pengkalan Chepa Malaysia, there is a significant and favourable relationship between the issue of technical restriction and the denial of technology. According to the study's findings, millennials in Pengkalan Chepa Malaysia have a significant and favourable relationship between technical

restriction issues and technology denial. This has an impact on how millennials use modern technology.

Due to the nature of the tools that researchers use; technical limitations are placed on them. In this study, consumers were found to be more likely to experience mechanical problems, which could prevent them from being able to get their recently purchased item out of the machine. Despite entering the correct code, due to incorrect programming, the wrong item was purchased. To keep up with the massive number of customers during peak hours, this technology also needs to be updated frequently. Since they both use the same software, if one technology has issues, the other will too. These factors account for why millennials favour counter ordering over kiosk technology.

5.4 Implications of Study

This study aims to show that there are still a few people does not accept the technology in F&B restaurants especially the group of millennials in Pengkalan Chepa, Kelantan. This study has proven that they do not like the latest technology found in F&B restaurants for certain reasons such as the technology has many procedures, and often experience technical problems when they trying to use it. Therefore, they prefer to use the services of workers because it is easier and faster. As we know, F&B restaurants such as McDonalds, KFC, and PizzaHut, are the most loved restaurants by the people regardless of age or race. Therefore, they created this technology to make it easier for customers who come to their restaurant by providing the best service using technology such as self-ordering machines, menu code scan, and payment through QR pay.

However, this study can also give awareness to the public so that they can become a person who can accept technology in F&B restaurants. This is so because we are living in an age where technology is very important in our daily activities. This technology has its advantages if we

learn to use it correctly. By doing that, it is certain that the people will eventually be able to accept technological changes in this F&B restaurant.

The generation born at the dawn of information technology must adapt to these new changes. Millennials, as opposed to the X generation, were born at the same time as information technology advanced, so they are technologically savvy. Technology is also used in fast food restaurants to create a technical innovation on how to order food using self-ordering devices. Customers can use a self-service ordering machine to place orders and make payments on their own.

5.5 Limitations of Study

Limitations can happen in any research process, which is the same as this research. It is critically important for the researcher to be striving to minimize the range of scope of limitations throughout the research process. There were a few limitations in this study: the data collection method and time-consuming process. In December 2022, several areas in Pengkalan Chepa where we conducted this study have been hit by floods. Due to this, the researcher faced problems in distributing questionnaires to their target respondents as people cannot leave the house to buy food at any F&B restaurants because they are worried about their own safety. The researcher decided to distribute the questionnaire online using Google forms through online platforms, such as Facebook, WhatsApp, and Instagram. The drawback of this method is that the respondents may not understand this study as it is hard to explain on online platforms rather than physically. Since it was time-consuming, respondents preferred to read the questionnaire's content in a blink away. Therefore, it was challenging to communicate with respondents to explain more about this research while conducting the survey.

Lastly, it is time-consuming to collect the data and find the specific respondents for this study. Even though the researcher contacted the respondents, some may forget to answer the questionnaire due to their busy schedules. Due to this, the researcher must contact the

respondents for an update. there are also respondents who are difficult to work with because they look down on the issue that the researcher is studying. Besides, collecting the data is time-consuming, and the researcher may have to approach random respondents to answer the questionnaire to collect enough data according to the sample size requirements.

5.6 Recommendation for the future study

There are a few issues that have been addressed throughout this research. Thus, there are some recommendations for future research Firstly, the future researcher advised to add on additional columns in questionnaires that was made up of five-Likert scale. This could be able for respondents commenting their extract opinion regarding the questionnaires. Those opinions in the comment box can be taken into consideration while interpreting the results.

Secondly, future researchers are advised to get enough time for the data collection process to find out the more appropriate and eligible respondents to answer the questionnaires. Quantitative researchers may wish to compare the experiences of millennials regarding the type of technology being employed in the fast-food industry. Millennials can still be the focus of their own experiences. To ascertain which technology, they believe would perform best in the fast-food market, these researchers might employ a quantitative design and a correlational strategy.

Additionally, surveys could be used to identify the technology that can be applied to enhance customer service encounters. It is tough to complete the data collection process for the bigger sample size in this limited time. Next, researcher should inform to the respondents to clarify the questions that they are not able to understand. So, this may be easier for the respondents if they found there is any difficulty in answering the questions. This is very important to prevent respondents from simply answering the questions. For researchers to provide more details and accurate information, they will need some clarity and a better understanding.

Third advice for destiny studies is suggesting applying exceptional studies technique via way of means of the use of a qualitative method. Qualitative research for millennials who have never used touch-screen technology in the fast-food industry might be carried out using the same design and techniques. The results could help leaders gain a better grasp of design features before implementing the technology by gaining a knowledge of what customers would want from touch-screen technology as a type of customer service. This is because the qualitative method serves with assisting phrase or motion that managing perception into the impact affect attitude, subjective norms and perceived conduct manipulate toward behavioral intention.

Likewise, the primary records that accrued for the research want to compromise now not quality quantitative approach but moreover the qualitative approach such as interview. Qualitative statistics acquire from interview consultation can generate excessive reliability due to the fact there are manner conversation among the researchers and respondents. This can ensure the respondents will recognize concerning the studies in further.

Furthermore, future researchers also advised to ensure the respondents give their attention when answering questionnaire by creating some negative questions in the questionnaire which can turn results in reliable outcome.

Finally, future researchers have deeply understood the data analysis process that will be used in chapter 4. Future researcher should prepare the knowledge of using SPSS software before conducting the research in future. For example, future researchers learn the process of run pilot test, descriptive analysis, reliability test and hypothesis testing. This will be beneficial in conducting the research in future study.

5.7 Overall Conclusion of the study

This study aims to demonstrate that millennials in Pengkalan Chepa frequently deny the existence of technology. It has helped millennials concentrate more intently on the topic under study. The researcher successfully acquired 384 data from the respondents after delivering a questionnaire to the millennial group for the study's major data collection. The goal of this study is to make sure that the data collected is more realistic and accurate.

This study also provides a better understanding of inaccurate information, perceived risk, poor quality and service and the issue of technical restrictions among millennials in Pengkalan Chepa, Kelantan. Based on this study as well, researchers can conclude that most respondents have rejected technology in the food industry and drinks which are fast-food restaurants and agree that the four independent variables have been accepted and can be used.

Finally, future studies need to be studied in more depth to confirm each study result.

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APPENDICES A: (DRAFT OF QUESTIONNAIRE & OTHERS)

SECTION A: DEMOGHRAPHY

RESPONDENT PROFILE	ITEMS	TICK
Gender	Male	
	Female	
Age	25 - 30 years	
	31 - 35 years	
	36 - 40 years	
Religion	Malay	
	Chinese	
	Indian	
Marital status	Single	
	Married	
	Others	
Education level	SPM	
	STPM/Diploma	
	Bachelor's Degree	
	Master's Degree	
	PHD	
	Others	

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SECTION B: DEPENDENT VARIABLE

TECHNOLOGY DENIAL AMONG MILLINNEALS

NO	QUESTION	LIKERT- SCALE				
		1	2	3	4	5
1	I have less knowledge about the use of touch screens technology at F&B restaurant.					
2	I am not satisfied with the technology. provided at F&B restaurant.					
3	I am less interest with the technology provided at F&B restaurant.					
4	I found that the touch screen technology is difficult to use.					
5	I think this kind of technology should be eliminated from F&B because it is not user friendly.					

SECTION C: INDEPENDENT VARIABLE

I.   INACCURATE INFORMATION

NO	QUESTION	LIKERT- SCALE				
		1	2	3	4	5
1	Inaccurate information causes millennials to deny this technology in F&B restaurant.					
2	The food obtained is not the same as displayed on the touch screen.					
3	Food that is not available on the touch screen is replaced with other food without the customer's permission.					
4	Inaccurate information creates a sense of distrust					

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	towards F&B restaurants.					
5	Inaccurate information can cause misunderstanding about the menus.					

II.   PERCEIVED RISK

NO	QUESTION	LIKERT- SCALE				
		1	**2**	**3**	**4**	**5**
1	Do you think this technology has a negative impact on millennials?					
2	Do you feel comfortable with the technology provided such as QR code and touch screen?					
3	Do you prefer to make a payment by cash at the counter than using QR code?					
4	The risk of wrong order might happen if customer make order through the touch screen technology.					
5	The risk of personal data being known or hacked if the customer places an order through touch screen technology or QR code /					

III.   POOR QUALITY OF PRODUCT AND SERVICES

NO	QUESTION	LIKERT- SCALE				
		1	**2**	**3**	**4**	**5**
1	Touch screen technology offered by F&B restaurant are not efficient and time wasting.					
2	There are many procedures that are needed to be followed in using the technology at F&B restaurant.					
3	The staffs at the F&B restaurant are not helpful to guide the customers to use this technology.					

| 4	Do you think scan the menu on the QR code makes it easier to order food?					
5	Millennials reject technology because of poor quality and service on touch screen technology and QR codes in the food and beverage industry.					

IV. TECHNICAL RESTRICTION ISSUE

NO	QUESTION	LIKERT- SCALE				
		1	2	3	4	5
1	Touch screen technology at F&B restaurants is always experiencing technical issue such as not being able to make payment.					
2	If this technical problem happens, it will be resolved immediately.					
3	This technical issue will delay the process of ordering food.					
4	Using staff service is better than using robots to order and deliver the food to customer.					
5	The issue of technical restrictions makes millennials not interested in using touch screen technology and QR code.					

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

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

Source: Krejcie & Morgan, 1970

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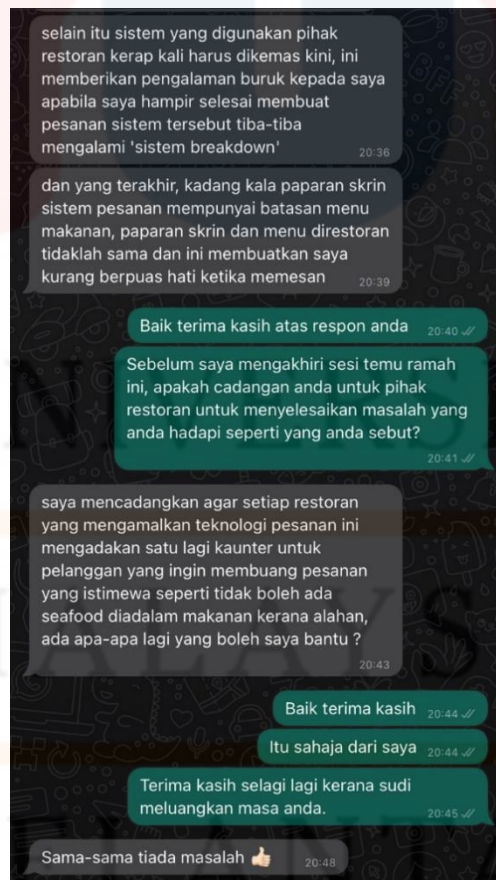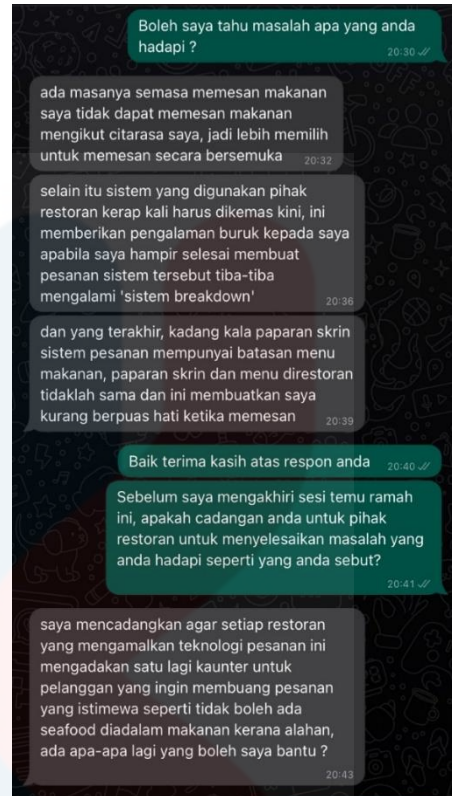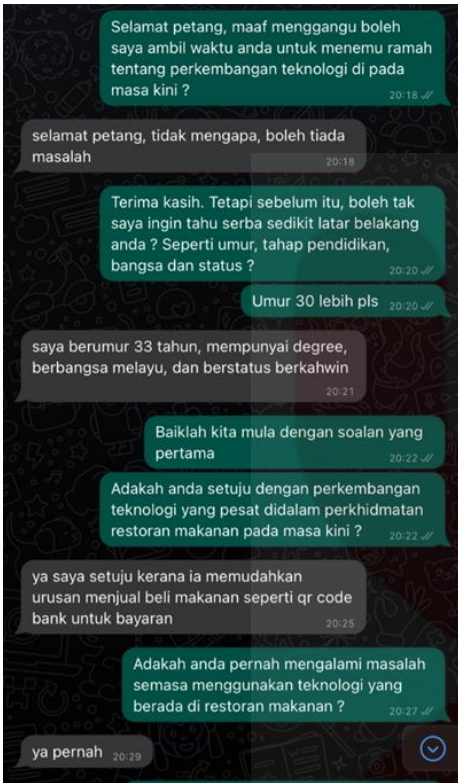
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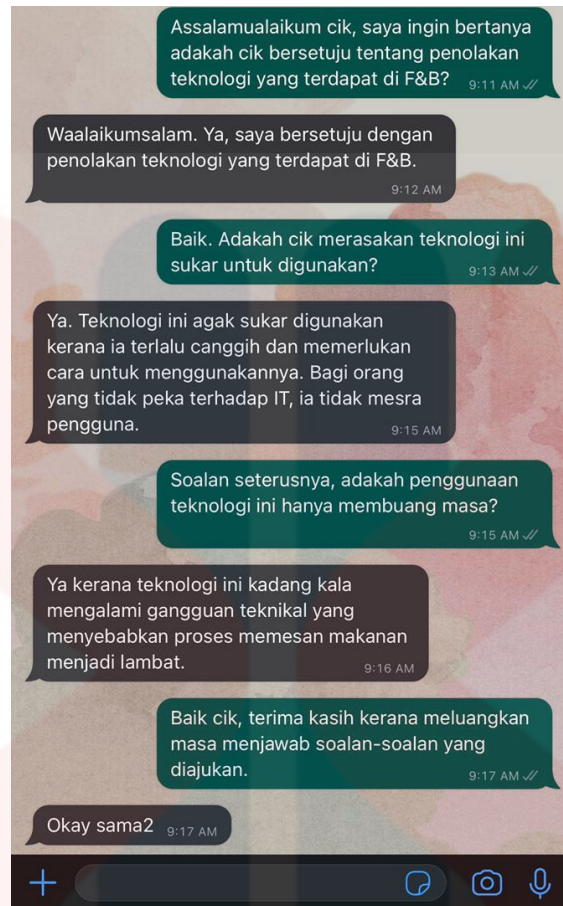
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APPENDICES B – (GANTT CHART & RUBRIC)

Gantt Chart

ACTIVITY	WEEK													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Project title selection	■													
Project research and finding journal	■■													
Introduction		■												
Literature review		■■												
Methodology			■■											
Preparation for proposal presentation					■									
Collecting data							■■							
Analyze and discussion									■■					
Conclusion and summary											■■			
Preparation collocium and poster												■		
Submission of final report													■	
Final presentation														■

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ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)

Student's Name: MUHAMAD SYABIL IZZAT BIN MOHD SAKRI (A19A0314)

NUR FAHADA BINTI RAHIM (A19A0546)

NURUL SYAZWA BINTI ABDUL JALIL (A19A0775)

POORNIHMAA A/P RAMAMURTHY (A18A0778)

Name of Supervisor: DR. MOHD SAFWAN BIN GHAZALI   **Name of Programme:** DEGREE OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

Research Topic: "DETERMINANTS OF TECHNOLOGY DENIAL: A STUDY AMONG MILLENIALS IN PENGKALAN CHEPA"

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	**FAIR (2 MARKS)**	**GOOD (3 MARKS)**	**EXCELLENT (4 MARKS)**		
1.	**Content (10 MARKS)** (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)	Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.	____ x 1.25 (Max: 5)	
		Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic.	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic.	Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good researchable topic.	Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic.	____ x 1.25 (Max: 5)	

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2.	Overall report format (5 MARKS)	Submit according to acquired format	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	____ x 0.25 (Max: 1)	
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	____ x 0.25 (Max: 1)	
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	____ x 0.25 (Max: 1)	
		Reference list (APA Format)	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	____ x 0.25 (Max: 1)	
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	____ x 0.25 (Max: 1)	

3.	**Research Findings and Discussion (20 MARKS)**	Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	___ x 1 (Max: 4)	
		Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	___ x 1 (Max: 4)	
		Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	___ x 1 (Max: 4)	
		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	___ x 1 (Max: 4)	
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	___ x 1 (Max: 4)	
4.	**Conclusion and Recommendations (15 MARKS)**	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	___ x 1.25 (Max: 5)	
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	___ x 1.25 (Max:5)	
		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	___ x 1.25 (Max:5)	
						TOTAL (50 MARKS)	

ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT (PPTAII): REFLECTIVE NOTE (Weight 20%)
(COMPLETED BY SUPERVISOR)

Student's Name: MUHAMAD SYABIL IZZAT BIN MOHD SAKRI (A19A0314)
NUR FAHADA BINTI RAHIM (A19A0546)
NURUL SYAZWA BINTI ABDUL JALIL (A19A0775)
POORNIHMAA A/P RAMAMURTHY (A18A0778)
Name of Supervisor: DR. MOHD SAFWAN BIN GHAZALI   Name of Programme: DEGREE OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS
Research Topic: "DETERMINANTS OF TECHNOLOGY DENIAL: A STUDY AMONG MILLENIALS IN PENGKALAN CHEPA"

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination	Is not determined and does not put in any effort in completing the research report	Is determined but puts in little effort in completing the research report	Is determined and puts in reasonable effort in completing the research report	Is very determined and puts in maximum effort in completing the research report	____ x 1 (Max: 4)	
2.	Commitment	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	____ x 1 (Max: 4)	
3.	Frequency in meeting supervisor	Has not met the supervisor at all.	Has met the supervisor but less than five times.	Has met the supervisor for at least five times.	Has met the supervisor for more than five times.	____ x 1 (Max: 4)	
4.	Take corrective measures according to supervisor's advice	Has not taken any corrective action according to supervisor's advice.	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes.	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes.	Has taken corrective actions all according to supervisor's advice with few mistakes.	____ x 1 (Max: 4)	
5.	Initiative	Does not make any initiative to do the research.	Make the initiative to work but requires consistent monitoring.	Make the initiative to do the research with minimal monitoring required.	Makes very good initiative to do the research with very little monitoring required.	____ x 1 (Max: 4)	
	TOTAL (20 MARKS)						/20

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Assessment	Marks Given By Supervisor	Marks Given By Examiner	Total
Effort (20%) - *Reflective Note*			
Presentation (20%)			/ 2 =
Research Paper (10%)			/ 2 =
Research Report (50%)			/ 2 =
GRAND TOTAL (100%)			

Name of Supervisor: _____   Signature: _____   Date: _____

Name of Examiner : _____   Signature: _____   Date: _____

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