ACCEPTANCE OF STREET FOOD AMONG UNIVERSITY STUDENTS IN UNIVERSITI MALAYSIA KELANTAN, CITY CAMPUS

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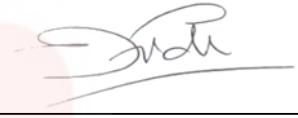
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ABSTRACT

The purpose of this study is to examine the acceptance of street food among university students at Universiti Malaysia Kelantan. Thus, the researcher wants to know the relationship between food price, attraction, and service quality with the acceptance of street food among university students in UMK City Campus. This study uses quantitative approaches. The questionnaire was administered to capture the necessary data. The evaluation has been completed on 370 total responses. The finding of this research showed that the whole hypothesis is accepted. Food price and quality of service got more responses and feedback. It is evidence that the two independent variables have a good association with the acceptance of street food among university students in UMK City Campus. On the other hand, the attraction exhibited a weak link with the acceptance of street food among university students in UMK City Campus.

Keywords: Hawker, price, attraction, service quality, food truck

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji penerimaan makanan jalanan dalam kalangan pelajar universiti di Universiti Malaysia Kelantan. Justeru, pengkaji ingin mengetahui hubungan antara harga makanan, tarikan, dan kualiti perkhidmatan dengan penerimaan makanan jalanan dalam kalangan pelajar universiti di Kampus Bandar UMK. Kajian ini menggunakan pendekatan kuantitatif. Soal selidik ditadbir untuk mendapatkan data yang diperlukan. Penilaian telah selesai pada 370 jumlah respons. Dapatan kajian ini menunjukkan bahawa keseluruhan hipotesis diterima. Harga makanan dan kualiti perkhidmatan mendapat lebih banyak maklum balas dan maklum balas. Ini adalah bukti bahawa kedua-dua pembolehubah tidak bersandar mempunyai perkaitan yang baik dengan penerimaan makanan jalanan dalam kalangan pelajar universiti di Kampus Bandaraya UMK. Sebaliknya, tarikan itu mempamerkan hubungan yang lemah dengan penerimaan makanan jalanan dalam kalangan pelajar universiti di Kampus Bandaraya UMK.

Kata kunci: Penjaja, harga, tarikan, kualiti perkhidmatan, trak makanan

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Research is crucial, and there is no denying it. It is crucial for success in many professions, including law, literature, and banking. Action planning, gathering data to support theories, and advancing knowledge in a particular field of study are the three main goals of the research. This article explores university students' attitudes toward eating fast food. This research paper will explain the scope of the study in terms of the study's background, problem statement, research objective, research question, significance of the study, definition of terms, and a summary of university students' acceptance of street food at Universiti Malaysia Kelantan's City Campus.

1.2 BACKGROUND OF THE STUDY

"Street food" is prepared food and beverages sold by hawkers only in public areas like streets and parks. The contemporary growth of consumerism is impacted by the change in communal living. In other words, street food consumption habits have changed as a result of sociocultural changes in society. Therefore, each state in Malaysia might brand its cities and market its street food in order to preserve its existence as a tourist destination and improve the state's reputation. The standard of a city's reputation is dependent on its great branding, which sets it apart from its competitors, as destination branding is the cornerstone of survival in today's cutthroat tourism business (Qu et al., 2011). In this instance, eating could end up being a popular tourist attraction.

Food tourism is one of the tourist industry's fastest-growing categories, as people increasingly incorporate it into their trip plans and visit destinations that are widely referred to as "food destinations" (World Tourism Organization [UNWTO], 2012). According to (Jalis et al, 2009), street food significantly impacts the travel business. Local cuisine provided in specific locations boosts the local tourism industry and fosters customer loyalty among possible repeat visitors. Street food represents a community's roots and identity, and it was thought to be an essential element for visitors to have wonderful experiences, which proved to be a crucial foundation for economic reasons (Quan & Wang, 2004). Despite the fact that sales of street food are one of the major drivers of the developing world's economy, street food has come to be seen as a concern due to the growth in foodborne illnesses in developing nations. There are numerous studies on the hygienic problems with street food in underdeveloped nations. In Malaysia, between 1983 and 1992, street food was responsible for 691 incidents of food poisoning and 49 fatalities (Lianghui et al., 1993). This study was carried out to find out whether university students accept street food.

1.3 PROBLEM STATEMENT

The eating process involves many steps, and the quality of the food is an important one. Food safety, nutrition, food value, and food packaging are four components that make up food quality, according to (Henson and Traill, 1993). In their study, (Yuksel and Yuksel, 2002) found that product quality is seen as a factor determining happiness with the food eaten. (Cronin and Taylor, 1992) found that customer satisfaction and acceptance are important factors because they reflect their customers' subjective evaluations of how food is prepared and consumed. The notion that overall satisfaction is a post-purchase attitude that is influenced by customer expectations, product or service quality, and the cost is further substantiated by (Zeithaml et al, 1996). The product or service must at least meet expectations. This shows that in order to satisfy customers, traders must ensure that every part of their service or product, including cleanliness, is provided adequately. In the food supply chain, street food plays an important role because it meets the needs of the urban population (FAO, 2008). Most developing countries are seeing an increase in firms selling street food (Draper, 1996). One of the attractions of this city is street food. Urban life, especially in developing countries, is closely related to street food consumption patterns. The increase in street food consumption patterns is also a result of the busy lifestyles of urban dwellers.

By showcasing a wide range of ingredients, and usage, street food provides economic benefits to hawkers and locals. Due to its accessibility, affordability, and integration into the current way of life, street food has also evolved into an indispensable component of the diets of many people. Millions of men and women with little formal education or practical experience benefit greatly from it by having access to job prospects. However, street vendors' safety and sanitary standards have an impact on the health of their customers. The health of the customer will be impacted if the street vendor does not care about their wellbeing and handle the issue of hygiene (Dawson & Canet, 1991). The main element in preparing street cuisine is a clean water source.

Both the World Health Organization (WHO) propose using the critical hazard control approach (HACCP) as the most practical and adaptable way to increase the quality of street food, despite the fact that they are incompatible techniques (Arambulo et al., 1994). Although Penang's Street food is well-known among locals and visitors alike, the location of the businesses raises concerns about the food's hygiene and safety. Most vendors operate their operations on the sidewalks and highways, which puts both their own and their customers' safety in peril. If street food vendors don't take safety precautions and are cautious when cooking and managing the foods they provide, they are seriously endangering the health and safety of the public.

1.4 RESEARCH OBJECTIVES

The purpose of this study is to identify the acceptance of street food among UMK students. The objective of this research is:

i.   To determine the relationship between food price and the acceptance of street food among UMK students.

ii.   To identify the relationship between attraction and the acceptance of street food among UMK students.

iii.   To determine the relationship between quality of service and the acceptance of street food among UMK students.

1.5 RESEARCH QUESTIONS

The study aimed to determine the acceptance of street food among UMK students. This study is aimed at explaining the acceptance of street food among UMK students. In order to achieve the aim of these studies, the following research questions were formulated:

1.   What is the relationship between food prices and the acceptance of street food among UMK students?

2.   What is the relationship between attraction and the acceptance of street food among UMK students?

3.   What is the relationship between quality of service and the acceptance of street food among UMK students?

1.6 SIGNIFICANCE OF THE STUDY

The findings of this study will help certain sellers by providing information about how they could assess the popularity acceptance of street food among UMK students. On the other hand, several people would benefit from having a little knowledge about "street food" and take advantage for reach the target market and market segment. In many cities and towns of developing countries, the street food industry plays a significant role in meeting the food needs of urban residents. This industry provides a wide range of food that is reasonably affordable, quickly accessible, and does not take much time. Due to these outbreaks, it is crucial to research "street food" so that people are informed and may learn even a little background information on the food they consume every day. If the results of this study are useful to the following:

1. **Business operator/restaurateur**

Perhaps this study can assist them in determining how university students and the general public interpret street food. Therefore, business/restaurant operators can use this study as a reference in their respective businesses to increase sales and attract customers.

2. **Economy**

In addition to providing work for themselves, street vendors often generate jobs for other people such as porters, security personnel, transporters, and storage companies. Licensing and permit fees, fines and penalties, as well as some types of taxes, are common ways that cities make money.

1.7 DEFINITION OF TERMS

According to Vocabulary (2022), the term "university student" is a noun that means a student enrolled in a college or university. According to this research, the term "university student" means a person who is studying at a university or college and ages around 19 years old until 30 years old. The term "acceptance" is used to describe the fact of being accepted or approved as well as the act of accepting something or someone. Price is seen as one of the key factors which it has a significant impact on buying intention. Acceptance of street food is related to the customer's purchase of a product. Whether a consumer believes a price is excessive or low may have an impact on their decision to buy a product. As fairness affects consumers' perceptions, which in turn influence their buy intentions, consumers typically observe and compare the prices paid by other consumers as well as the prices charged by other food providers. Mak et al. (2012) identified five variables that influence food decisions. Along with cultural and religious considerations, there are sociodemographic, motivational, psychological, and experiential variables. Based on two previous studies, people choose street food because of a lot of factors that refer to demographic factors,

variables like age, gender, education level, and so on are important elements involved in food choice (Kim et al. 2003).

1.7.1 Food Price

Street food is one of the meal options available nowadays. Due to a variety of factors, including more affordable prices, delicious food, quick service, and the desire of certain people to explore new cuisines, people are eager to buy street food items. In this study, food prices are the average price of a specific food item on a global and national scale (Roser & Ritchie, 2013). Variations in the cost of food are caused by a range of factors, many of which are interconnected. The increase or decrease of food prices is directly influenced by geopolitical events, global demand, exchange rates, governmental regulations, diseases, crop yields, energy costs, the availability of natural resources for agriculture, food speculation, and changes in how soil is used. Additionally, changes in weather conditions and how soil is utilised also have an impact.

1.7.2 Attraction

The word "attraction" means that something has a quality that attracts other things to it and it something that attracts or is intended to attract people by appealing to their desires and tastes. According to the findings of prior research, one of the primary reasons why people are drawn to consuming foods that are produced locally is that doing so is associated with upholding cultural norms, protecting the environment, maintaining traditional landscapes, and fostering economic activity in the local region (Ignatov & Smith 2006).

1.7.3   Quality of Service

In today's world, eating out is becoming more and more popular. Food and beverages consumed outside of the house are the focus of the food service industry. Consumers frequent food service establishments for a variety of reasons, including the convenience factor, the opportunity to try out new flavors and tastes, special occasions, and socializing. Based on the topic, it is on-site food service. According to Meadow Jimenez, the term "on-site food service" refers to "operations where food is served outside of the home but where food is not the primary business." This can include places where people are working, playing, going to school, or participating in other activities. Initially, it was known as "institutional" food service because it was connected to "institutions" such as universities and hospitals. Today, it is more commonly known simply as "food service."

1.8   SUMMARY

As a result of globalisation, people nowadays have a variety of approaches to how they consume their food. In emerging countries, people are spending more time eating and drinking outside from home, which is causing a shift in their typical patterns of consumption. In recent years, residents of developing nations have spent the vast majority of their discretionary cash on food, which has led to an increase in the popularity of street food. Street food is any meal or beverage that is served in a public space, such as a street or park, and is ready for immediate consumption. This can include a wide variety of foods and beverages. The researcher investigated both the statement of the problem as well as the level of acceptance of street food among university students.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

A literature review is a piece of academic writing that contextualizes and demonstrates knowledge of the academic literature on a given subject. It is considered a literature review rather than a literature report because it also involves a critical assessment of the sources. The acceptance of street food by university students will be covered in this chapter with three independent variables. Additionally, this chapter will clarify the study's conceptual framework and hypothesis before coming to a conclusion.

2.2 ACCEPTANCE OF STREET FOOD

2.2.1 DEFINITION ACCEPTANCE OF STREET FOOD

Most nations utilize food in their marketing tactics to draw in more tourists because it is a big source of attraction. Three things define the street food industry: it is inexpensive, convenient, and readily available throughout cities; it is also typically served in situated in busy streets or at events (Bellia et al., 2016). Everyone is aware that eating street food is less hygienic and unhealthy than eating at restaurants, yet people still enjoy it because there are so many different options available for a lower cost. Most consumers of street food are from the middle and lower middle classes and like trying a variety of foods at reasonable prices. In the majority of developing countries, street food is also a popular tourist attraction. The underlying marketing notion is to emphasize the variety of cuisines, fair costs, convenience, and ease of access, particularly for university students.

Street food is popular among university students as a result of urbanization and the changed lifestyles of urbanites. It is makes street food as a popular option because it is convenient and cost-friendly. Street food is generally understood to be any cuisine that can be purchased on the street and only needs a minimal amount of preparation time. Customers are frequently provided with the street cuisine in convenient takeaway packages for less money. The demand for street food has significantly expanded as a result of its improvisation. It is not unexpected that many nations are increasingly aware of the attractiveness of street food and promote it in various ways, such as at conferences and festivals. Additionally, many governments now acknowledge the significance of street food.

In Malaysia, street food is attached to local culture, it contributes to attracting tourists, and the government has permitted the presence of "night food streets." Then, it is possible to make street food stands or shops into appealing locations for college students. The main reason for the acceptance of street food is that it is far more affordable than the cuisine served in restaurants and

hotels. Street food is favored by a sizeable part of consumers who belong to the middle class because it is relatively inexpensive in comparison to other available options. Having food prepared in front of you while you eat is the greatest part of street food. It is because customers can change the spices if they don't like spicy or sweet food, and vice versa. Additionally, street food saves a lot of time because it is prepared quickly.

Acceptance of street food is related to the customer purchase of a product. Whether a consumer believes a price is excessive or low may have an impact on their decision to buy a product. As fairness affects consumers' perceptions, which in turn influences their buy intentions, consumers typically observe and compare the prices paid by other consumers as well as the prices charged by other food providers (Journals et al., 2020). According to a previous study, a number of demographic parameters, including age, gender, education level, and others, have a significant role in why people choose to eat street food (Kim et al. 2003).

2.3   FOOD PRICE

When it comes to choosing meals, price is an extremely important factor, particularly for customers with limited financial resources, such as university students. Those with lower incomes have a significantly heightened awareness of both price and value in comparison to those with higher incomes. Competitive price and also strategic location are alternative important indicators for any type of business. Within the case of street food sales among university students, the provision of raw materials motivates street food production. In addition, decapitalized street food implies that marketable food is created at an all-time low attainable cost. The food sold- out by street vendors is comparatively cheaper and edible for low-income consumers, especially students. Consumers prefer street food and thanks to the time savings and convenient location. A less

expensive and convenient location is also a consideration. In numerous locations, including marketplaces, bus stops, the street, and during a bazaar, street food may be completely sold out.

Therefore, street food sellers can learn about the benefits of strategic sites over formal restaurants, it is important that these areas are easily accessible. Lower production costs are the important factors. This is a result of low-income consumers in developing nations, especially students and other consumers, having little time to eat while working or studying. Finding a formal restaurant that is both convenient and affordable is another challenge for them. This can be a change of state ways to supply special foods and special costs to attract customers. Creativity in interacting with customers allows the food hawker to retain a lot of customers, because it has many benefits.

2.4   ATTRACTION

Street food includes a considerable part of the attractions a destination offers. According to previous studies, people are attracted to eating local foods because they are associated with respecting cultural norms, safeguarding the environment, preserving traditional landscapes, and promoting regional economic activity. According to a study, university students see a lot of appeal in street food. The following are some of the factors that make street food appealing to university students.

a.   Cheap and inexpensive

According to Kotler and Armstrong (2008), price refers to the total quantity charged for a product or service and is justified by the customer's willingness to pay. It greatly influences the customer's intention to make a purchase. According to traditional economic theory, consumers frequently base

their purchasing decisions on an item's lowest price. Most of the time, a consumer's perception of the provided price determines whether they will make a purchase or not. Street food is widely accepted because it is far more inexpensive than the meals served in restaurants and hotels. For middle-class consumers, street food is so cost-effective that many of them prefer it to all other options.

b.   Represents the local cuisine

The goodness of street food brings people from all cultures together through the mouth. The sharing of food, which is cherished by people of many castes, creeds, and religions, deepens their link and helps them to appreciate their oneness in variety. As a result, the message that there is nothing wrong with being different because they are all the same when it comes to something as fundamental as eating spreads. People of all cultures and ethnicities can experience and appreciate the deliciousness of street food. A true foodie will look into where to find the best local cuisine, and restaurants are most definitely not among those options. For instance, if you want to experience the local cuisine in Kelantan or other cities, simply visit a street food vendor, who will serve you the best dishes from that region's cuisine. Similar to the lives of university students, there is an attraction to experiencing the uniqueness of the cuisine of the country where they study. For example, when studying in Kelantan. *Nasi Kerabu* and *budu* are local cuisines for students from other states who come to study in Kelantan.

c.   Street food has a variety of foods to choose from

Street food has a wide variety of cuisines to choose from. One reason university students are willing to eat street food is because of the variety of the food while feeling the vibes with their university's friends. Street food is also prepared and cooked right in front of the paying customer.

For many people, this offers peace of mind. This generally contributes to improving food and hygiene standards. Students can acquire what they want more easily. This is because street food has a variety of food dishes such as pastries, desserts, grilled chicken, snacks, and various types of rice, noodles, and beverages with much cheaper and more economical price options for university students.

2.5 QUALITY OF SERVICE

A successful food service establishment serves meals of sufficient quality to entice repeat customers and operates efficiently enough to generate a profit while paying close attention to food service issues. Marketing capabilities are an important predictor of enterprise performance. As a result, street food owners can use a variety of service tools, particularly marketing skills, to become more competitive and ensure the success of their business. Because the formal restaurant has distinct resources, the owner of a street food establishment must carefully evaluate potential distinct skills and competencies. In this street food business, they must provide the best customer service. For example, if a student purchases food at a restaurant or fast-food joint, they will have to wait longer than if they are buying street food. When university students buy food on the street, they simply say what they want to buy and they will place the order at that time, and the time it takes is faster than restaurant service.

There are many similarities between the street and the formal restaurant in terms of capabilities. It is widely used and can be replicated without sacrificing additional benefits. However, having specialties that are valuable to customers and cannot be replaced by competitors is a feature of street food marketing skills. Additionally, the tacit understanding of products and creative cooking techniques helps street merchants draw in more consumers, particularly among

students. Competitors struggle to replicate this secret, passed down via family generations, tacit knowledge of cooking techniques.

Additionally, many experts think that the uniqueness, diversity, and high quality of the food, as well as the excellent service, make the marketing prospects of street food sales sustainable. Street food vendors welcome patronage from customers of all economic levels. It is also related to the relationship factor, which states that customer relationships and close interaction are the most important factors in doing business. This informal relationship is based on mutual benefit for both parties. Because of the better service provided by street food, there is a close interaction between the street food owner and the customers. In a formal restaurant, this level of interaction is difficult to achieve.

2.6 RELATIONSHIP BETWEEN FOOD PRICE AND STUDENT'S ACCEPTANCE OF STREET FOOD

The distribution of new products and services in the marketplace is significantly influenced by price. (Foxall, 1984) claimed that it is challenging to determine the appropriate price for a new product. The value that customers receive in exchange for a price is specified (Levis & Shoemaker, 1997). A key factor in determining customer happiness has been thought to be price (Qu, 1997). This is comparable to research by Ng (2005) and Xi and Shuai (2009) that found price influences student satisfaction with dining hall services. Thus, it is a similar reason university students choose to enjoy their meals at street food rather than restaurants or cafes. Additionally, (Shoemaker, 1998) discovered that when choosing where to eat, students gave reasonable pricing a lot of consideration. The price of the item on the menu influences consumers significantly because it has the ability to attract them.

The price of a product or service is comparable to the benefits acquired by buyers or consumers in exchange for the expenditure of some money on the acquisition of the product or service. (Novita Sari & Dewi Mulyani, 2021). It has been shown in a prior study that price has a substantial impact on the amount of interest shown in making a purchase. (Herman et al., 2022). When the findings of the survey are considered, it is obvious that the general public and college students are interested in purchasing food and beverages at costs that are affordable to them. University students are encouraged to make purchases when those purchases may be made at affordable pricing. The respondents concur that they compare the prices of street foods before purchasing, which is consistent with previous studies. Furthermore, the respondents believe that today's street food prices are reasonable and that lower-cost foods may have poorer nutritional value and higher health risks. (Journals et al, 2020).

2.7 RELATIONSHIP BETWEEN ATTRACTION AND STUDENTS' ACCEPTANCE OF STREET FOOD

Street food is described as food and drink produced and sold by vendors in the streets or other community areas for immediate or future consumption without the requirement for additional preparation or cooking by the consumer (Gupta, Khanna, and Gupta, 2018). Street food is prepared food and beverages served by merchants. Customers usually eat street food because it is convenient, delicious, and inexpensive. Furthermore, street food benefits society by establishing a local culinary culture, creating a major source of employment, and boosting tourism (Burusnukul, P. Brinkley, and M. Sukalakamala, 2011). Thus, in a number of Asian nations, street food is viewed not only as a meal replacement for its own people, but also as an attractive component of night markets. Students' satisfaction is a short-term perspective derived from evaluating students' educational experiences in relation to available services and facilities in their setting (Salinda et al., 2017). It is expected that if students are satisfied with the quality of the products, they will continue to purchase them from the performing street food items or sellers.

2.8   RELATIONSHIP BETWEEN THE QUALITY OF SERVICE AND STUDENT'S ACCEPTANCE OF STREET FOOD

According to a researcher, many customers claimed that their trusting established relationship with suppliers will affect their overall quality perception, even when they had concerns about the overall food safety. Excellent customer service that focuses on treating customers well, responding to questions, and exceeding expectations. Providing services, according to (Alexander, 2006), entails dealing directly with customer service personnel and, when already done correctly, begins to build trust-based relationships. Customers who are pleased are more likely to tell their friends, family, and colleagues. According to the same study, 77% of customers told others about their positive brand experiences. 64% of people believe that price is less important than customer service when making a purchase. Dimensional Research (2019) ranks first in customer satisfaction when asked what affects their confidence level in a business. Understanding and identifying key characteristics is essential for understanding consumer behavior (Ibáez Casanova, 2003). Customers' perceptions of overall quality are influenced by the characteristics they use to view and judge a service or product.

2.9   HYPOTHESIS

The study's hypothesis is to determine whether dependent variables and independent variables have any relationships or links. The research's hypothesis is:

•   H1: There is a relationship between price and the acceptance of street food among university students.

•   H2: There is a relationship between attraction and the acceptance of street food among university students.

•   H3: There is a relationship between the quality of service and the acceptance of street food among university students.

3.0   CONCEPTUAL FRAMEWORK (DIAGRAM & DISCUSSION)

The researchers have devised a framework to examine the acceptability of street food among university students, based on their previous literature review. Consequently, the structure as depicted below.
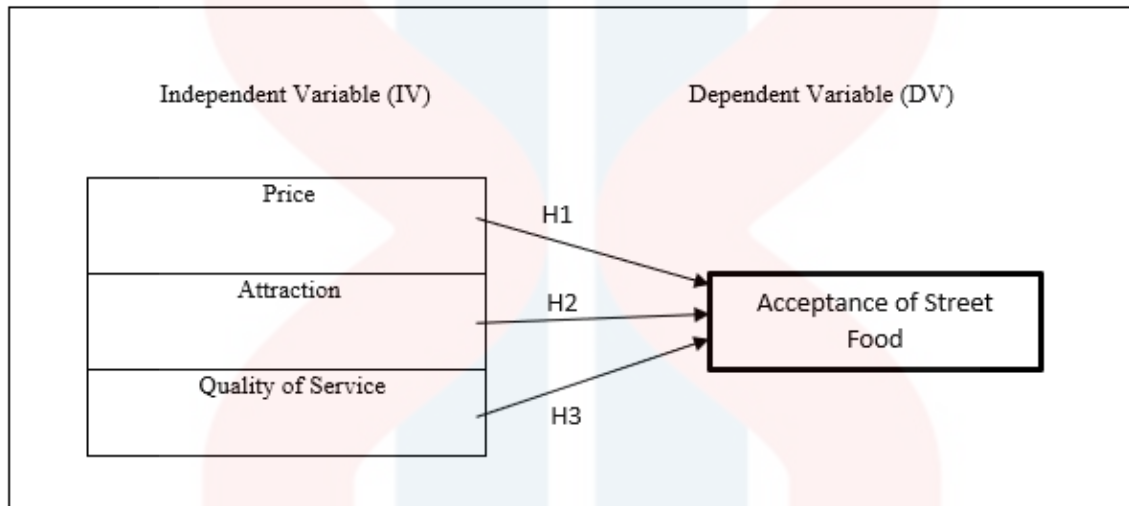
Figure 1: Conceptual Framework

3.1   SUMMARY

An article that is included is summarized in a table of related literature It gives a brief summary of the review's goals, study strategy, findings, and other important information. These literary summary tables were made so that the reader can see everything they need to know at a look. This chapter has talked about food price, attraction, and quality of service as independent factors, while acceptance of street food is a dependent variable. The link between each independent variable and dependent variable, as well as the conceptual framework and hypothesis, are important.

CHAPTER 3

METHODOLOGY

3.1   INTRODUCTION

The study's research methodology will be thoroughly explained in this chapter. The methodology or technique section is followed by a summary of the chapter and covers the target population, sampling techniques, data gathering, research tools, and data analysis. Exploratory findings and investigations to clarify murky research phenomena can be used in conjunction with a variety of research methodologies to collect or validate data. The term "research methodology" also refers to the practicality of the researcher's methodical design of the study to guarantee that the results are accurate and dependable to fulfill the study's goals.

3.2 RESEARCH DESIGN

Quantitative and qualitative methods are the two distinct approaches that can be taken. One method of conducting market research is known as qualitative research, and its primary goal is to collect data by way of open-ended conversation and conversational questioning. This strategy considers both the "what" and the "why" of individuals' points of view. In the meantime, the process of acquiring numerical data and evaluating it is referred to as "quantitative research." In most cases, it is utilised to ascertain tendencies, averages, and projections, in addition to discovering cause-and-effect connections amongst the variables that are the subject of the inquiry. In addition to this, it is utilised to extrapolate the findings of studies to the population that is being studied. Both the scientific and social sciences employ quantitative market research extensively.

The aim of this study is to know whether UMK students embrace street food. Data collection for this study should take a quantitative approach. A quantitative method is a form of educational strategy in which the researcher can select the subjects of the study and ask participants targeted questions about the research. When one begins with a theory and looks for support for or opposition to that hypothesis, one uses a quantitative method. Quantitative methods frequently address research issues that call for the explanation of patterns or the link between the variables. According to the demographics section, purchasing habits, and consumption preferences, the investigation will reveal information regarding mental health problems among UMK students.

3.3 POPULATION

The target population is a particular group of individuals that researchers are interested in generalizing the conclusion. This definition of a population defines it as an overall observation of items that are related by some characteristic. The term "population" can also refer to the entire collection of individuals, occasions, or interesting objects that researchers desire to study (Kumar,2013).

The population of this research is about the number of acceptances of street food among university students in Universiti Malaysia Kelantan, City Campus. The total of students at City Campus is almost 10,971 students. Researchers choose university students at UMK City Campus as population researchers because street food makes it more attractive for their categories to hang out with their friends or close friends on weekends. A sample is a chosen group of representatives from a population. It is a smaller community with characteristics drawn from the population as a whole. Assumptions and observations made in relation to the sample data result are reflected in the population.

3.4 SAMPLE SIZE

The sample size refers to the number of participants participating in a study or set of findings. Usually, n is used to express this number. The size of a sample, the precision of our estimates, and the ability of the study to make conclusions are two statistical qualities that are affected by these variables. We might compare how well-liked street food is among UMK students. We are required to focus on a subset of that wider population because it would be randomly accepted from them. This might necessitate choosing s, a sample size of only 370 students at UMK, City Campus

according to the sample size from a given population (Krejcie & Morgan, 1970). The population size, or n, in this scenario is 10, 000.

Based on the information collected from the sample of 370 UMK students, the study's findings might be used to describe the population of all students. There will always be some margin of error in the study outcomes, no matter how meticulously we choose our 370 UMK students. This is because we haven't talked to everyone in our population of interest. Because it will be hard to look at every situation, we can't be completely certain about how street food is accepted.

Table 1: Sample Size for a Given Population

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.

3.5   SAMPLING METHOD

Using sampling, researchers can draw conclusions about the population based on data from a sample of the population without having to look at every single person. The researchers choose a few population components as the study's primary focus when surveying populations. The process of selecting individuals from a group who are considered to be representative of the population as a whole is referred to as probability sampling. Then, participants are chosen for non-probability sampling processes based on their availability, convenience, or representation of a particular attribute the researcher is interested in examining.

The researchers chose cluster sampling-based probability sampling approaches for this study. UMK students were the target population for the samples. With the cluster sampling, the researcher divided the population of UMK, City Campus students into a separate group based on the faculty at their university. A separate group was divided based on faculty FHPK, FKP, and FPV.

Furthermore, the survey includes multiple-choice questions that students can properly answer. This ranking impact will enable researchers to acquire sample questionnaire data for responders. This type of sampling can save a lot of time, money, and effort because cluster random sampling is a typical method for market research. It is used when researchers are unable to get information about the entire population but can get information about the clusters.

3.6   DATA COLLECTION PROCEDURE

Data collection is the process of getting information to answer the important evaluation questions that the author has already thought of. It's a key part of any kind of research work. In this study, Google Forms surveys are given to respondents as the main way to get information. Primary data is information that is gathered for the first time with the goal of solving a problem. Each set of questionnaires will be accompanied by a website link to Google containing a cover letter. The Google Form on the website will contain the research questions for respondents. There are three portions of the section. Respondents will be chosen randomly in UMK Campus Kota by asking for their permission. Respondents have the right to accept or reject our request. After the permission from respondents, respondents will be given a set of questionnaires to answer from the Google form website link. Each answer they choose is representing their opinion and decision.

3.7   RESEARCH INSTRUMENT

In this study, the instrument is a tool used to collect data acquired for research. Questionnaires as the tools to collect information needed in this study. A checklist is acquired to ensure the data needed has been gathered. The rating scale was used in the questionnaire as it is easier to rate with the range of agree to strongly disagree. It easier to process data gathering. Researchers can use a variety of data collection methods, including structured questionnaires and personal interviews. The questions that will be asked in the study will be formulated by the researchers based on the different aspects of the research. A five-point Likert Scale will be used to evaluate the questionnaire whether respondents are agree or disagree with the sequence of statements in each series.

Table 2: Five-Point Likert Scale Measurement

Point of Scale	Strongly Disagree	Disagree	Neither Disagree or Agree	Agree	Strongly Agree
Level	1	2	3	4	5

3.7.1 Questionnaire Design

The process of establishing the structure and questions for a survey instrument that will be used to collect data about a certain subject is known as questionnaire design. This data will be used for further study. In creating a questionnaire, it is necessary to take into consideration all phases of survey design and implementation. Journalists, market researchers, observers, and event participants ask others a series of questions. Based on the responses they receive; they form an opinion or draw a conclusion. A questionnaire or set of questions is a similar process in research. The research questions are carefully crafted to elicit responses related to the variables chosen for analysis.

The layout of the questionnaire includes three sections: Section A, Section B, and Section C. Section A focuses on demographic inquiries. Questionnaires are used to capture information from respondents about their gender, age, race, status, and level of education, among other characteristics. The focus of Section B of the questionnaire is an independent variable used to construct measurement, namely the food price, attraction, and quality of service. Section C contains the dependent variable, acceptance of street food among university students.

3.8   DATA ANALYSIS

Schensul and LeCompte (2020) define data analysis as any of the processes of scrutinising, modelling, and transforming data to determine whether the information is applicable for making research-related decisions. The goal of the data analysis process is to determine whether or not the information gathered from respondents is useful in answering the research question. In this study, survey responses are used to accurately analyse data and obtain the desired outcomes. The information gathered from randomly selected respondents is analyzed using a variety of

techniques. The data analysis process is critical because the information obtained will indirectly assist both the reviewer and the researchers in obtaining the results and they will get accurate answers in the study.

The researcher gathered information from target respondents and analysed it with the Statistical Package for Social Science (SPSS). The data analysis includes descriptive statistics, reliability tests, and Pearson correlations. All data analysis methods are discussed in the following subsection.

3.8.1 Descriptive Statistic

Descriptive statistics are used to explain the most important aspects of the study data. The sample and measurements provided contain simple summaries and measurements. In addition, descriptive data is used to convey information so that the research data generated can be used by others who need it. In general, descriptive statistics and inferential statistics differ from each other. Briefly, descriptive statistics are used to explain what the data is about or what it reveals.

Numerous measures, according to William M.K. Trochim (2022), can be used in a research project. Alternatively, we could rate a large number of people who use any measure. We can rationally simplify the situation that large amounts of data use descriptive statistics. Each descriptive statistic distils a substantial amount of information into a brief summary. Take baseball's batting average for example, which is a direct measure of a batter's effectiveness.

3.8.2 Reliability Test

The concept of test reliability is examined in terms of the items' general, group, and specific aspects, as well as the consistency scores in these factors, vary from trial to trial. The degree of accuracy and reliability, or the consistency with which a test assesses a characteristic, is referred to as reliability. However, reliability is not a critical attribute of an assay and is best understood as existing in different forms for different populations and levels of the construct being tested.

According to (Nahid Golafshani, 2003), reliability tests in quantitative research are common. Validity and reliability are also commonly used in quantitative research. In quantitative research, terms such as reliability and validity serve as a jumping-off point for further investigation. Another tool commonly used to collect and analyze data is the questionnaire.

In this study, the questionnaire has passed through a reliability test which measures the reliability coefficient before being spread to the respondents. If the result of Cronbach's Alpha is more than 0.7, the internal consistency will consider reliability. The following table shows the general rule of thumb for Cronbach's alpha coefficient value.

Table 3: Rules of Thumb for Cronbach's Alpha Coefficient Value

Alpha Coefficient Range	Strength of Association
Less than 0.6	Poor
0.60 to less than 0.70	Moderate
0.70 to less than 0.80	Good
0.80 to less than 0.90	Very good
0.90 and above	Excellent

3.8.3 Pearson Correlation

According to David Nettleton (2014), the most popular technique for using numerical variables is the Pearson correlation method. In particular, The Pearson correlation coefficient, denoted by the letter r, assesses the directional relationship's strength between two continuous quantitative variables. It had a value ranging from -1 to 1. A strong association between two factors is indicated by a positive correlation, while the opposite is true for negative correlations. Pearson's correlation coefficient can be used to put to test statistical hypotheses because it is an inferential statistic. The test can also be used to detect whether two things have a significant link variable's relationship, which the researcher can determine it.

Table 4: Rule of Thumb for Pearson's Coefficient Value

Coefficient range	Strength of Association
± 0.91 to ±1.00	Very strong
±0.71 to ±0.90	High
±0.41 to ±0.70	Moderate
±0.20 to ±0.40	Small but definite relationship
±0.01 to ±0.20	Slight, almost negligible

3.9   SUMMARY

The broad plan and justification for our research undertaking are referred to as our methodology. In order to create a strategy that meets our goals, it entails researching the approaches currently being employed in our field, as well as the ideas or guiding concepts that underpin them. The aims listed in the introduction section are what this study's techniques are working toward. Use the quantitative analysis that has been covered in this section moving forward. Research design, research technique, and research sampling are also covered in this chapter. In addition, descriptive, correlational, and reliability data analysis are also covered in this chapter. In addition, this chapter contains brief explanations on how to gather data and analyse it once it has been given.

CHAPTER 4

RESULT AND DISCUSSION

4.0 INTRODUCTION

In this chapter were analyses of reliability, respondent demographics, descriptive statistics, and Pearson's coefficient. The study collected data from 370 participants. This study's data was collected and analyzed using version 26 of IBM SPSS Statistics.

4.1 RELIABILITY ANALYSIS

Cronbach's Alpha analysis was used to confirm the survey's validity and internal consistency.

Table 5: Rules of Thumb of Cronbach's Alpha Coefficient Size

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

Source: Hair et al. (2007)

Table 5 shows aggregate reliability (pilot test) for both the dependent and independent variables. A survey was distributed to 370 respondents over the Internet.

Table 6: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variables

Variable	Number of Item	Cronbach's Alpha Coefficient	Strength of Association
Food Price	6	0.920	Excellent
Attraction	7	0.915	Excellent
Quality of Service	6	0.922	Excellent
Acceptance	5	0.918	Excellent

Cronbach's Alpha Coefficient was computed for both the independent and the dependent variables, and the results of the entire research are presented in Table 6. This table highlights the findings of this research. The table gives researchers the information they need to deduce that every variable was more than 0.9. As a consequence of this, the conclusion that was supplied is trustworthy and can be applied in this study.

Six questions were used to evaluate the influence of food price on the acceptance of street food among university students. According to Table6, Cronbach's Alpha for this section's question was 0.920 which was outstanding. Consequently, the coefficients for the queries in the food price variable were reliable.

Following that, seven questions were asked to assess the attraction variable that influenced the acceptance of street food among university students. In this area, Cronbach's Alpha value is 0.915, which is considered excellent. Therefore, the coefficients generated for the attraction queries were reliable.

In addition, six questions were used to assess the service quality variable that influenced university students' acceptance of street food at Universiti Malaysia Kelantan. Cronbach's Alpha was 0.922, which was considered excellent for the reliability of service quality acceptance queries.

Eventually, five questions were used in the acceptance of street food among university students in UMK City Campus, and the result was 0.918, suggesting that it was good. Consequently, the coefficient calculated for this question in assessing acceptance of street food among university students. Cronbach's Alpha value for these variables was over 0.7, which means the questionnaires are very reliable and the study can continue.

4.2 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENTS

Frequency distributions were part of the research's foundational study. In Section A of the questionnaire, there are questions about the respondent's gender, age, race, marital status, level of education, occupation, income, and state. A table and a pie chart were used to show the information from the respondents.

4.2.1 GENDER

Table 7: Number of Respondent by Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	78	21.08	21.08
Female	292	78.92	100
Total	370	100	
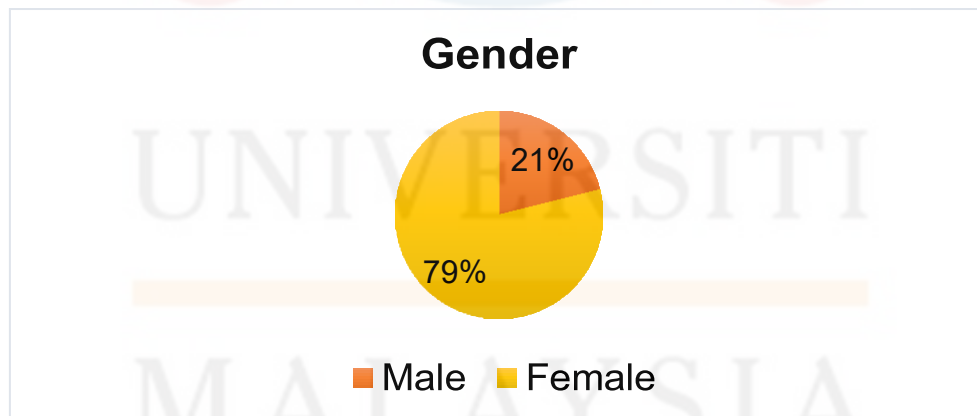
Figure 2: Percentage of Respondents by Gender

Table 7 and Figure 2 show the genders of the people who filled out the survey. There was a total of 78 male responders, while there were 292 female respondents. Only 21.8% of the 370 people who answered the survey were men. The other 78.92% were women.

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4.2.2 AGE

Table 8: Number of Respondents by Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
18 – 20	20	5.41	5.41
21 – 23	283	76.49	81.90
24 – 26	60	16.22	98.10
27 and above	7	1.89	100.0
Total	370	100.0	
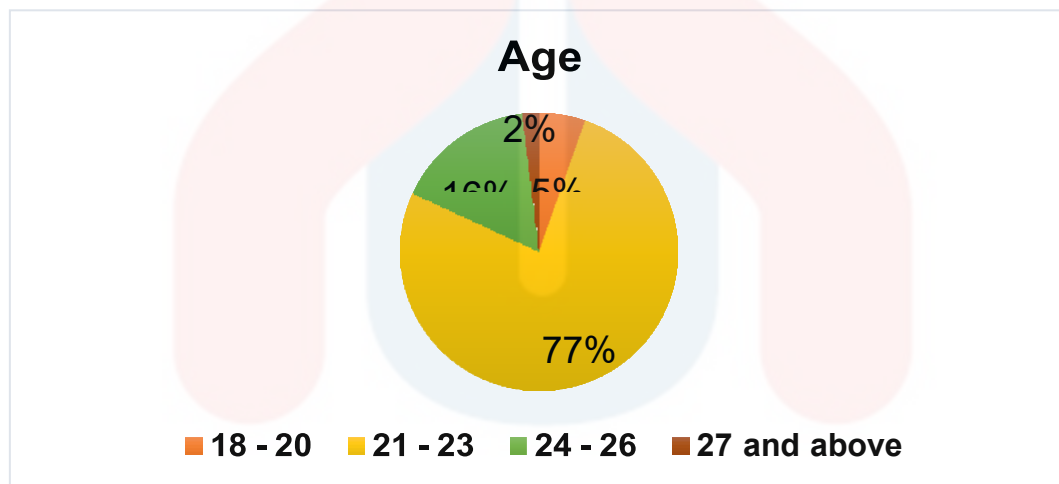
Figure 3: Percentage of Respondents by Age

Table 8 and Figure 3 displayed the total number of respondents by age. The survey had 370 responses, with 20 respondents between the ages of 18 - 20, 283 respondents between the ages of 21 and 23, 60 respondents between the ages of 24 and 26, and 7 respondents above the age of 27. Figure 4.2 shows that respondents between the ages of 21 and 23 years old accounted for the biggest proportion of respondents (77.0%), followed by 24 - 26 years old (16.0%), respondents between ages 18 – 20 years old (5.0%), and over 27 years old (2.0%).

4.2.3 RACES

Table 9: Number of Respondents by Races

Races	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	325	87.85	87.85
Chinese	18	4.86	92.71
Indian	10	2.70	95.41
Other	17	4.59	100.0
Total	370	100.0	
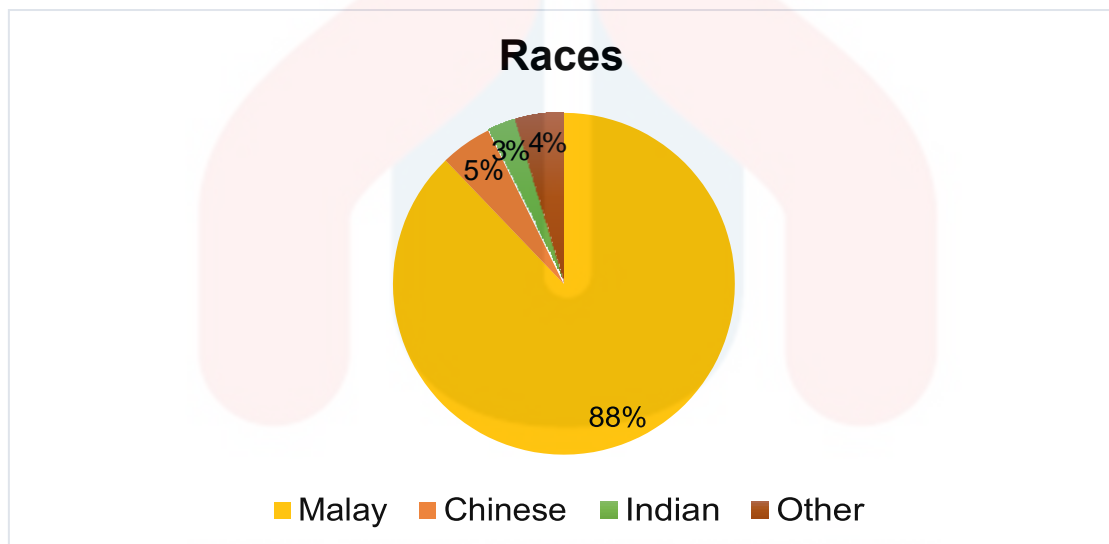
Figure 4: Percentage of Respondents by Race

Table 9 and Figure 4 indicate the total number of participants by race. The survey received by 370 replies, comprising Malay respondents (325), Chinese respondents (18), Indian respondents (10), and other respondents (17). Figure 4 shows that Malay religion had the largest proportion of responses (88.0 %), followed by Chinese religion (5.0%), other religions(4.0%), and Indian had the lowest percentage (3.0 %).

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4.2.4 MARITAL STATUS

Table 10: Number of Respondents by Marital Status

Marital Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	362	97.84	97.84
Married	8	2.16	100.0
Total	370	100.0	
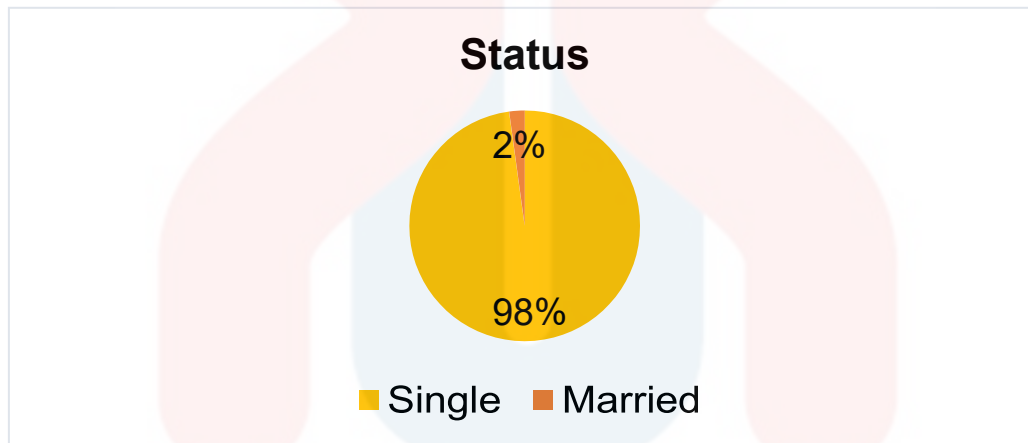
Figure 5: Percentage of Respondents by Marital Status

Table 10 and Figure 5 show the total number of respondents by marital status. There were 362 single respondents and 8 married respondents in all. There were 370 participants in this study, with 98.0% being single and 2.0 % being married.

4.2.5 EDUCATION LEVEL

Table 11: Number of Respondents by Educational Level

Education Level	Frequency	Percentage (%)	Cumulative Percentage (%)
Diploma	9	2.43	2.43
Bachelor of Degree	344	92.97	95.4
Master Degree	16	4.32	99.72
PhD	1	0.28	100.0
Total	370	100.0	
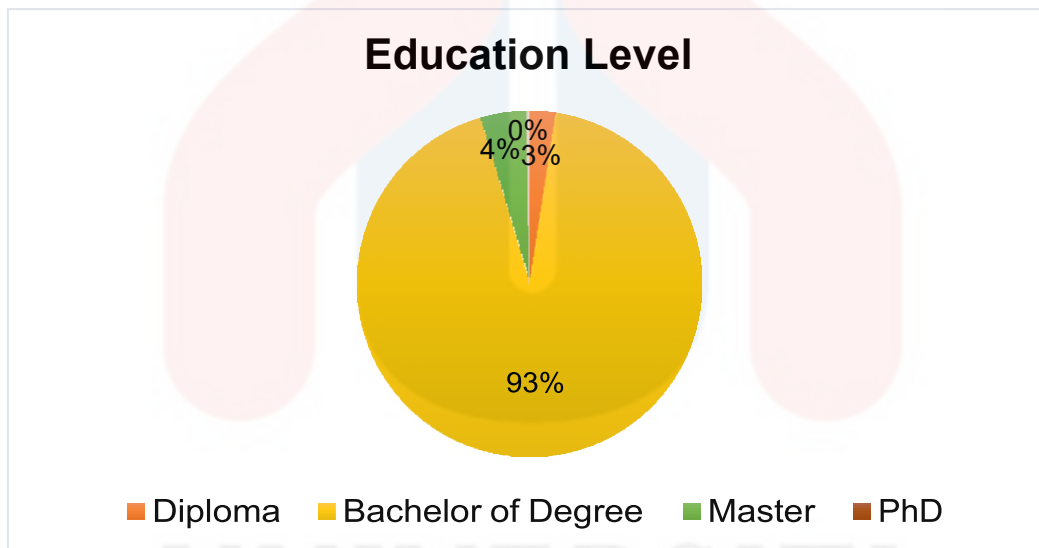
Figure 6: Percentage of Respondents by Educational Level

The overall participants for education level were shown in Table 11 and Figure 6. The highest number of respondents was 93.0 % (344 respondents) with a bachelor's degree level of education, followed by 4.0 % (16 respondents) with a master's degree level education, 3.0 % of those with a diploma education (9 respondents), and the lowest proportion of respondents were those with a PhD, which is 0.0 % (1 respondent).

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4.2.6 FACULTY

Table 12: Number of Respondents by Faculty

Faculty	Frequency	Percentage (%)	Cumulative Percentage (%)
FKP	106	28.65	28.65
FHPK	257	69.46	98.11
FPV	7	1.89	100.0
Total	370	100.0	
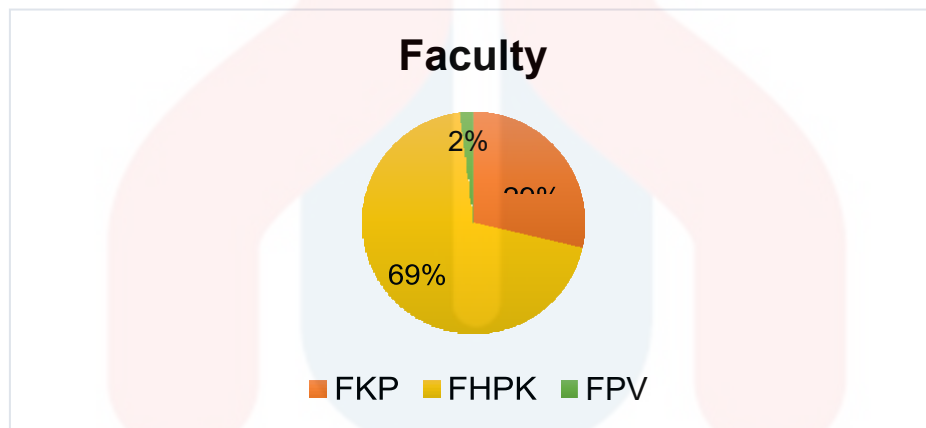
Figure 7: Percentage of Respondents by Faculty

Table 12 and Figure 7 show the total number of respondents from each faculty. Faculty of Hospitality, Tourism, and Wellness (FHPK) had the highest response rate (69.46%) with 257 respondents, followed by the Faculty of Entrepreneurship and Business (FKP) with 28.65 percent (106 respondents) and the Faculty of Veterinary Medicine with 1.89 percent (7 respondents).

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4.2.7 PROGRAMME

Table 13: Number of Respondents by Programme

Programme	Frequency	Percentage (%)	Cumulative Percentage (%)
SAB	35	9.86	9.86
SAL	19	5.14	15.00
SAR	25	6.76	21.76
SAK	21	5.68	27.44
SAE	6	1.62	29.06
SAS	54	14.60	43.66
SAP	69	18.65	62.31
SAH	132	35.68	97.99
SDV	9	2.43	100.0
Total	370	100.0	
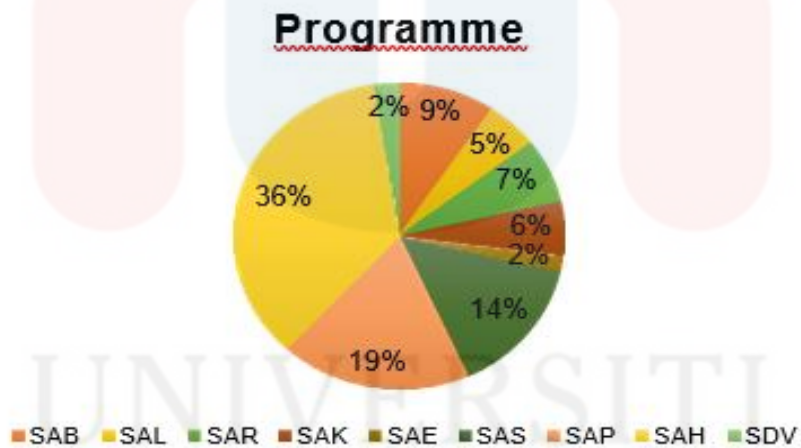
Figure 8: Percentage of Respondents by Programme

Table 13 and Figure 8 show the total number of respondents from each programme. The Hospitality course had the highest percentage of respondents which are 132 respondents (36.0%), followed by Islamic Banking and Finance 35 respondents (9.0%), Logistics and Distribution 19 respondents (5.0%), Retailing 25 respondents (7.0%), Commercial 21 respondents (6.0%), Wellness 54 respondents (14.0%), Tourism 69 respondents (19.0%), Veterinary 9 respondents (2.0%), and Entrepreneurship 6 respondent (2.0%).

4.2.8 YEAR OF STUDY

Table 14: Number of Respondents by Year of Study

Year of Study	Frequency	Percentage (%)	Cumulative Percentage (%)
Year 1	8	2.16	2.16
Year 2	59	15.95	18.11
Year 3	273	73.78	91.89
Year 4	30	8.11	100.0
Total	370	100.0	
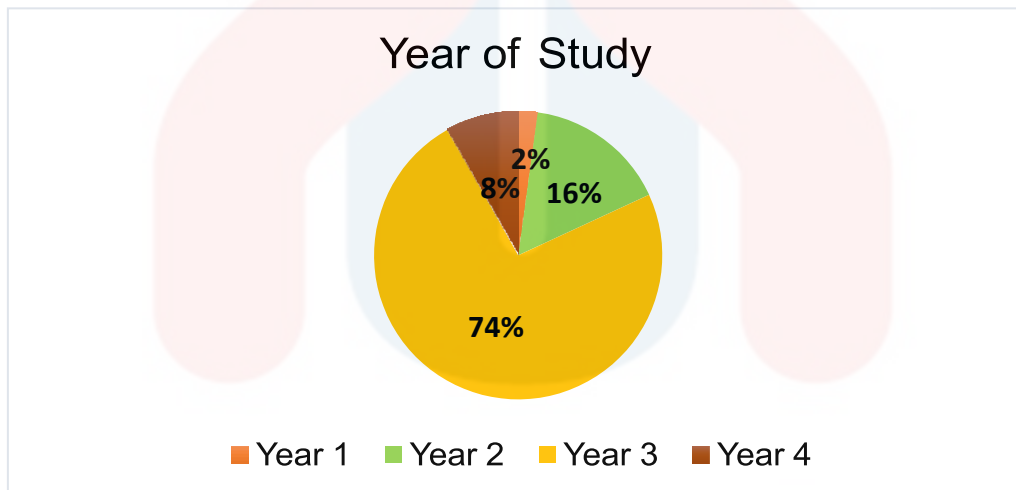
Figure 9: Percentage of Respondents by Year of Study

The overall participants for the year of study were shown in Table 14 and Figure 9. The highest number of respondents was in the third year which is 74.0% (273 respondents), followed by 16.0% (59 respondents) in the second year, 8.0% of those in the fourth year (30 respondents), and the lowest proportion of respondents those within the first year, which is 2.16% (8 respondent).

4.3 DESCRIPTIVE ANALYSIS

This study tried to figure out the mean and standard deviation for the surveys' parts B and C. The descriptive analysis is made up of means and standard deviations based on a 5-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree) for all measured items of food price, attraction, and service quality and the relationship between acceptance of street food that constructs in the questionnaire. The results of the study are shown in the table below:

Table 15: Level of Mean

Level	Mean
Strongly Agree	4.01 – 5.00
Agree	3.01 – 4.00
Neutral	2.01 – 3.00
Disagree	1.01 – 2.00
Strongly Disagree	0.00 – 0.01

Table 16: Standard Deviation Index (SDI)

SDI Value	Interpretation
0.0	Perfect comparison with a consensus group
≤ 1.25	Acceptable
1.25 – 1.49	Acceptable to marginal performance. Some investigation of the test system may be required
1.50 – 1.49	Marginal performance. Investigation of the test system is recommended
2.0	Unacceptable performance. Remedial action is usually required

4.3.1 INDEPENDENT VARIABLE AND DEPENDENT VARIABLE

Table 17: Descriptive Statistics

	N	Mean	Std. Deviation
Food Price	370	4.3500	.68753
Attraction	370	4.1568	.86627
Quality of Service	370	3.9527	.89325
Acceptance of Street Food	370	4.1865	.77936
Valid N (listwise)	370		

Table 17 displayed the total number of responses, as well as the mean and standard deviationof independent variables and dependent variables. For the independent variables, the highest mean was food price which is 4.3500 and followed by attraction which was 4.1568 and qualityof service was 3.9527. The mean for the dependent variable was 4.1865.

4.3.3.1 FOOD PRICE

Table 18: Descriptive Statistic of Food Price

No	Item Description	N	Mean	Std. Deviation
1.	Buying street food is much cheaper than buying food at a restaurant/café	370	4.42	.766
2.	Street food prices are more reasonable	370	4.31	.815
3.	The price of street food is according to the student's income	370	4.33	.782
4.	Students can save money if they purchasing for street food and drinks	370	4.23	.887
5.	I'm willing to pay for street food and drink	370	4.29	.769
6.	With the price that is said to be reasonable, I am satisfied with the street food and drink	370	4.30	.720
	Valid N (listwise)	370		

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Table 18 shows the mean and standard deviation for the independent variable, which is the price of food. The maximum mean value was 4.42, where respondents thought that buying street food is much cheaper than buying food at a restaurant/café was an acceptable price. Item 4 had the lowest mean score of 4.23, indicating that the respondent believed that students could save money if they are purchase for street food and drinks. The standard deviation of most of the values in the data set from 370 respondents was more than 0.0, indicating the value was a perfect comparison with a consensus group.

4.3.3.2 ATTRACTION

Table 19: Descriptive Statistic of Attraction

No	Item Description	N	Mean	Std. Deviation
1.	Street food is the attraction for me and my friends on weekends	370	3.81	1.110
2.	There are many types of food at street food	370	4.28	.897
3.	I'm going to tell my friend if I found a viral food place	370	4.24	.936
4.	I'm going to eat at a viral place	370	4.01	.979
5.	The variety of food is the main reason I buy the street food	370	4.26	.904
6.	I spend a lot of time at street food	370	3.77	1.160
7.	The street food service is very quick	370	4.10	.962
	Valid N (listwise)	370		

Table 19 shows the mean and standard deviation of the responses to the independent variable, "attraction." Item 2 got the best average score of 4.28, which shows that there are many different kinds of food available on the street. With a mean value of 3.77, item 6 had the lowest mean. Respondents were neutral about how much time they spend at street food. The standard deviationof the data set from 370 respondents was between 0.0 – 1.25, indicating that the values were acceptable.

4.3.3.3 QUALITY OF SERVICE

Table 20: Descriptive Statistic Quality of Service

No.	Item Description	N	Mean	Std. Deviation
1.	The time it takes for the street food hawkers to prepare your food is quick	370	4.07	.924
2.	You don't have to rush to line up	370	3.52	1.085
3.	Quick food preparation makes you interested in buying street food	370	4.09	.905
4.	The street food hawkers give good service	370	3.98	.933
5.	Street food hawkers always take care of their quality service	370	3.77	1.022
6.	The hawkers behave by being kind, friendly, and fast in the service	370	3.95	.931
	Valid N (listwise)	370		

Table 20 displays the mean and standard deviation analysis of respondents' responses to the independent variable, quality of service. Item 3 had the highest mean score of 4.09, indicating that respondents' willingness to use quick-service preparation increases their interest in purchasing street food. The respondent was marginally neutral that utilizing they don't have to rush to line up, asseen by the lowest mean item 2, with a mean value of 3.52. The standard deviation of the dataset from 370 respondents was between 0.0 and 1.25, indicating that the values were acceptable.

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4.3.3.4 ACCEPTANCE OF STREET FOOD

Table 21: Descriptive Statistic of Acceptance of Street Food

No.	Item Description	N	Mean	Std. Deviation
1.	I am satisfied buying food from the street hawkers	370	4.01	.865
2.	I am willing to buy this food again because of the taste of the food	370	4.13	.807
3.	Street food is cheaper than restaurant food	370	4.26	.822
4.	You can experience new and different foods in one place	370	4.24	.770
5.	I recommend the street food to other people	370	4.18	.848
	Valid N (listwise)	370		

Table 21 displays the mean and standard deviation analysis of respondents' responses to the dependent variable, acceptance of street food. Item 3 had the highest mean score of 4.26, which shows that most people agreed that food from the street is cheaper than food from restaurants. The lowest mean item 1, with a mean value of 4.01, indicated that respondents were relatively satisfied buying food from the street hawkers. The standard deviation of the data set from 370 respondents wasmore than 0.0, indicating that the values were perfect in comparison with a consensus group.

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4.4 PEARSON CORRELATION

One of the most important analyses that were carried out was known as Pearson's correlation, and it was one of the most important analyses since it investigated the linear connection that existed between the two variables. This research was conducted with the intention of determining whether there is a correlation between the independent factors (food price, attraction, and quality of service), and the dependent variable (acceptance of street food). Researchers should decide if the amount of connection strength is satisfactory and if the relationship is significant.

Table 22: Strength Interval of Correlation Coefficient

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

Source: Abgunbiade and Ogunyika, (2013)

HYPOTHESIS 1: FOOD PRICE

H1: There is a relationship between food prices and acceptance of street food among university students in UMK City Campus.

Table 23: Correlation Coefficient for Food Price and Acceptance of Street Food

		Food Price	Acceptance
Food Price	Pearson Correlation	1	.556**
	Sig. (2-tailed)		.000
	N	370	370
Acceptance	Pearson Correlation	.556**	1
	Sig. (2-tailed)	.000	
	N	370	370

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

The Pearson correlation coefficient, significant value, and number of responses (370) are shown in Table 23. The p-value was 0.000, which was less than the 0.01 level of significance. The correlation value of 0.556 indicated a moderate positive correlation between food price and acceptance of street food.

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HYPOTHESIS 2: ATTRACTION

H2: There is a relationship between attraction and acceptance of street food among university students in UMK City Campus.

Table 24: Correlation Coefficient for Attraction and Acceptance of Street Food

		Attraction	Acceptance
Attraction	Pearson Correlation	1	.494**
	Sig. (2-tailed)		.000
	N	370	370
Acceptance	Pearson Correlation	.494**	1
	Sig. (2-tailed)	.000	
	N	370	370

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

The Pearson correlation coefficient, significant value, and number of responses (370) are shown in Table 24. The p-value was 0.000, which was less than the 0.01 level of significance. The correlation value of 0.494 indicated a low positive relationship between attraction and acceptance of street food.

HYPOTHESIS 3: QUALITY OF SERVICE

H3: There is a relationship between quality of service and acceptance of street food among university students in UMK City Campus.

Table 25: Correlation Coefficient for Quality of Service and Acceptance of Street Food

		Quality of Service	Acceptance
Quality of Service	Pearson Correlation	1	.540**
	Sig. (2-tailed)		.000
	N	370	370
Acceptance	Pearson Correlation	.540**	1
	Sig. (2-tailed)	.000	
	N	370	370

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

The Pearson correlation coefficient, significant value, and number of responses (370) are shown in Table 25. The p-value was 0.000, which was less than the 0.01 level of significance. The correlation value of 0.540 indicated a moderate positive relationship between quality of service and acceptance of street food.

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

Street foods are widely consumed and created in almost every country throughout the world as a result of urban dietary trends. Customers, especially students, enjoy street food. because of its great taste, accessibility, variety, and low cost. In one study, students like to eatstreet foods on a regular basis due to economic and fast service reasons, while knowing that these items are not healthy and have little nutritional value. The study analyzed the relationshipbetween food price, food service and attraction factors.

According to this study, the majority of respondents is between 21-23 years old consisting in Malay at a mean score of 4.42 agreed that purchasing meals from street food is much less expensive than eating out at a restaurant or café since it is the lowest and most economical option when compared to restaurants and cafés. According to consumer surveys on buy motivations, the price of food, along with flavor and convenience, is one of the most important variables influencing their meal choices. This is especially true for students from low-income families. Several socio-anthropological research have found that food prices have a greater influence on student purchasing decisions. According to Tiwari and Verma (2008), the reasons for the expansion of the street food business include the low prices and convenience of producing food that is routinely marketed.

The examination of the mean and standard deviation of the highest scores of the respondent's independent variable of attraction yielded a mean score of 4.25, students enjoy street food because of the diversity of foods offered. This is because students like to choose the food they like when making a choice in street food according to their own taste.

Students' interest in purchasing street food is also tied to the speed with which it is prepared had the highest mean value of 4.09. Understanding and defining the important features are crucial in providing insight into customer behavior (Ibáez Casanova, 2003). Service quality

acceptance depends on how customers view and evaluate the service or product. According to Grunet (2010), quality is a criterion generated by the buyer both before and after making the purchase. The study went on to say that it is generally accepted that consumer perceptions of product the quality of service provided are important. Customers' perceptions of ultimate quality are frequently the consequences of their decisions madebetween their expectations before purchasing the goods and the performance (taste) (Tinoco &Ribeiro, 2008).

4.6 SUMMARY

As a result, the study's contributions stem from its theoretical addition to knowledge and practical application to street food. This study looks into the elements that influence food price, attraction, and service quality in the acceptance of street food. From a knowledge standpoint, this study will reveal the most prevalent element in university students' acceptance of street food. The research was carried out in order to gather fresh understanding as well as additional information. This study also would contribute to the theoretical perspective from what have been learned in research subject. Moreover, through this study, the vision of acceptance of street food among university student could be identified. The result of this study can reveal the actual reason why students will re-patronage the same street food all over again, because of food price, attraction and service quality. So, the hawker on the street should focus on their personal hygiene and training. Both of these things are related to the research's service component and should give the impression that their products are healthy, since health is related to the quality of the food provided.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

In the previous chapter, the researcher administered a questionnaire via Google form to the selected participants, which were students from Campus Kota. This chapter's material is related to the prior study,research findings, limits, recommendations, and summary. This chapter will be released with the results of the questionnaire Google form using an online platform to obtain the information required to finish the research. To obtain the entire result of the research, the research will go through the limitations, and the research will discuss a recommendation for malnutrition and its consequences among University Malaysia Kelantan City Campus students. This chapter examines the findings and discussion of the relationship between food prices, attraction, quality of service, and UMK students' acceptance of streetfood.

5.2 RECAPITULATION OF THE STUDY

The present chapter will be devoted to a brief recapitulation of the findings of this study, and a comparison of these results. Researchers were determine the relationship between street food forfood pricing, attraction, quality of service, and acceptance of street food among Universiti students in UMK, City Campus.

In this study, the researcher used primary data to collect the data by using a set of questionnaires toobtain input from respondents. According to Krejcie and Morgan (1970), a total of 370 respondents were picked at random from the table.

This study looked at the relationship between the acceptance of street food for food pricing, attraction, and quality of service. The study'sdependent variables were crucial to determining the acceptance of students with street food among students at UMK, City Campus. Acceptance of street food among university students in UMK, City Campus is influenced by three independent factors that include food pricing, attraction, and quality of service. During this process, each faculty from City Campus was selected to determine the respondentsof our research.

The variable "food prices" refers to the average price level for food across countries, regions, and on aglobal scale. Food prices affect producers and consumers of food (Max Roser & Hannah Ritchie 2021).The attraction factor refers to people who are attracted to eating local foods because they are associatedwith respecting cultural norms, safeguarding the environment, preserving traditional landscapes, and promoting regional economic activity. The variable "quality of the service" In this context, quality dimensions are accepted as a key to achieving competitive advantages in food services (Crick & Spencer 2011). Customers can evaluate services immediately, in real-time during the service experience withoutintroducing bias by evaluations after the service delivery process.

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The participants in this study were students from UMK City Campus faculty FHPK, FKP, and FPV. Atotal of 370 responses were obtained. The Faculty of Hospitality, Tourism, and Wellness (FHPK) had the highest response rate with 257 respondents, followed by the Faculty of Entrepreneurship and Business (FKP) with 106 respondents while the Faculty of Veterinary Medicine with 7 respondents. The researcher were using quantitative method to analyzed this study. Besides, all the calculations were performed using IBM SPSS Statistics to analyze the data gathered from the respondents and the standard multipleregression was applied to study the relationships between each other.

To assure the measuring instrument's internal consistency, the independent variables were subjected to a reliability test. Cronbach's Alpha ranged from 0.915 to 0.922 for all variables scaled. With a Cronbach's Alpha of 0.922, the quality of service was the highest reliability, which influenced the acceptance of street food among university students in Universiti Malaysia Kelantan. Next, Cronbach's Alpha values of 0.915 and 0.920, The attraction and food price were deemed trustworthy, and all variables were retained for a subsequent study.

Pearson's correlation was utilized in this research to define the direction and strength of the association between the two variables. This result showed that for the food pricing factor, there is a moderate positive correlation between acceptance of street food (r=0.556, n=370, p<0.01). In addition, Quality of Service (r=0.540, n=370, p<0.01) also suggested a moderate positive correlation between acceptance of street food. Not only that, the attraction factor (r=0.494, n=370, p<0.01) was indicate a low positive correlation relationship between attraction and acceptance of street food among university students in the UMK City Campus.

5.2.1 RESEARCH QUESTION 1: WHAT IS THE RELATIONSHIP BETWEEN FOOD PRICEAND THE ACCEPTANCE OF STREET FOOD AMONG UMK STUDENTS

In this research, the food price was identified as a factor that influences the acceptance of street food among university students in the UMK City Campus. Food prices refer to the average price of a particular food (Max Roser & Hannah Ritchie 2011). According to the findings, the connection betweenfood prices and acceptance of street food is a moderate positive correlation strength (r=0.556, n=370, p<0.01). Most of the respondents agree that price is their first consideration when going to buy street food. The respondents also agree that they compare prices of street foods before buying. Moreover, therespondents think the price of street food nowadays is affordable but sometimes a bit pricey. Because of that, it is very important that vendors or restaurants explore as many food pricing strategies as they can and choose the most effective strategies. In other words, many researchers agreed that theacceptance of street food is influenced by price perception. The main reason a customer switches to theproduct and competitor services are prices such as prices absurd, excessively high price levels, and unreliable. Therefore, is very important for a seller to control the perception of their customers againstthe price by offering a reasonable price.

5.2.2 RESEARCH QUESTION 2: WHAT IS THE RELATIONSHIP BETWEEN ATTRACTION AND THE ACCEPTANCE OF STREET FOOD AMONG UMK STUDENTS

The findings of the study revealed the association between the attraction factor and acceptance of streetfood among university students in the UMK City Campus is weaker (r=0.494, n=370, p<0.01). According to the data, there is a moderate positive correlation between the attraction and acceptance ofstreet food. Nowadays, the lifestyle of this era has now affected their eating style due to certain factors.There is no denying that most food outside has a taste, an environment that can attract us to try it. "Eating outside" is also a leisure activity that allows you to invest in social relationships (Soula et al., 2020). Therefore, the appropriation of public space can be observed in the case of street food, where traders and consumers give new meanings to public spaces. Thus, a student can become the dining roomof a group of young people and distinguish them from others.

5.2.3 RESEARCH QUESTION 3: WHAT IS THE RELATIONSHIP BETWEEN QUALITY OFSERVICE AND THE ACCEPTANCE OF STREET FOOD AMONG UMK STUDENTS

Throughout this research, the quality of the service factor was identified as a factor in the acceptance of street food among university students in the UMK City Campus. According to the data, there is alsoa moderate positive correlation (r=0.540, n=370, p<0.01) between quality of service and acceptance ofstreet food. The variable "quality of the service" refers to the perception of the consumer regarding theservice received from the vendor. It relates to how the seller behaves by being kind, friendly, and fast in the service. According to (Fontannillas et al, 2013). Quality of service is regarded as an important aspect in consumers' overall impressions of full service for any vendor or hawker of street food to consumer acceptability. It is proven through our studies that there is a positive relationship between quality of service to acceptance of street food among university students in UMK because consumers can evaluate services in real-time throughout the service experience without adding bias through evaluations after the service delivery process. Quality of service has a significant and positive effect onthe acceptance of street food. Based on the highlights of the study. Overall, it can be concluded that thequality of the service has a positive effect on the acceptance of street food among university students atUMK.

5.3 LIMITATION

There are various limits that have been discovered and identified as this research project has progressed,and it is necessary to spell them out in order to facilitate and benefit other researchers' efforts to recognize and make improvements in the future.

The absence of prior research in the university's research area has been identified as the first constraint.There aren't many studies done among college students themselves. Also, there isn't much data or literature to draw from for turnover intentions. Thus, there isn't much data that can be applied to this study. Consequently, additional research is required to ensure that more research is done on this issue.Researchers may further the goal of the study by identifying a significant information gap about university students' acceptance of street food.

Another limitation is the population size. This study was limited to FHPK students at the city campus of the University Malaysia Kelantan. Therefore, even though it consists of three programs which are faculty of hospitality, tourism, and wellness programs, it still isn't enough to gather data. This is due tocertain students' attempts to avoid and reluctance to cooperate with the survey. Because of this, it is challenging for academics to learn more about university students' attitudes towards fast food. Additionally, some of the students in other programs declined to respond to surveys from those programs, making it impossible for the researcher to collect information from them.

Lastly, lack of time is another limitation for researchers collecting data. In a research endeavor, havingenough time to gather high-quality data is crucial. This is caused by the fact that extended time periods allow for the collection of more data. Data collection techniques are crucial because they affect the methodology and analytical strategy utilized by the researcher, which in turn affect how the informationis used and what insights it might produce.

5.4 RECOMMENDATIONS

Some recommendations have been identified in order to get better-quality answers. The first recommendation that can be applied is to expand the research area. The number of respondents is significantly influenced by the size of the study region. The data collected is of greater quality and the researcher can assess from a wider angle when the study area is broader. For instance, the researcher gathered participants from different faculties. Consequently, the researcher will receive more responses from various faculties. The following reviewer must expand the sample size by including responders from other faculties if they want to be recognized. This significantly aids them in obtaining more reliable data.

Other than that, extending the period to collect research data from respondents is another recommendation to have reliable data. The more data that can be obtained the longer the time period allotted for data collection. A few responders might not want to answer the question on the current day, and they might want to answer it on subsequent days because the data is collected through a Google Form. Also, the questions can be distributed the next day when the respondents are willing to answer them.

Thus, recommendations give the researcher the opportunity to make specific suggestions for treatments or methods to address the problems and limitations discovered during the study. It responds to important conclusions drawn from the collection and analysis of data. The guidelines are intended to provide future researchers with clear, detailed, and practical advice before they carry out an experiment of a similar nature. There will always be more research to be done, regardless of the subject of the study.

5.5 SUMMARY

Street food is a type of food and beverage that is sold in open public spaces, including parks, bus stops,bus terminals, and entertainment venues, as well as on the streets. They don't need to be processed or prepared, they are already edible. According to studies, almost a billion people globally eat street food.Although consumption is growing, there are health dangers associated with street food since the necessary and adequate legislative restrictions and safety rules have not been developed. In cities, the expansion of the street food industry offers quick access to affordable meals as well as brand-new job opportunities. Although this advancement is advantageous in many ways, it also creates new problemsfor the metropolitan population's public health. Studies have demonstrated that most national policies lack any legal provisions for the sale of street food or the safety of food consumption.

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