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INTENTION TO EAT KELANTAN TRADITIONAL FOOD AMONG UMK STUDENTS AT CITY CAMPUS.

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LIST OF SYMBOLS AND ABBREVIATIONS

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DOCM	Department of Statistics Malaysia	2

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ABSTRACT

Traditional food is food passed down from generation to generation. This traditional food symbolizes an ethnic group in Malaysia. This research focuses on the intention to eat Kelantan traditional food among UMK student, which is closely related to taste, family practice and convenience. In carrying out this research, quantitative methods were used as a tool to collect data from the respondents. In order to analyze and identify the data of this study, descriptive analysis, reliability test and Pearson Correlation were used. This study found that taste, family practise and convenience are closely related to the intention to eat Kelantan traditional food among the UMK students. The researcher used primary data for data collection, including a simple sampling method to select 361 respondents from UMK student at City Campus. There are 361 respondents from UMK student at City Campus has participated in this study.

Keywords: Intention to eat, traditional food, taste, family practice, convenience

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ABSTRAK

Makanan tradisional ialah makanan yang diturunkan secara turun-temurun. Makanan tradisional ini melambangkan satu kumpulan etnik di Malaysia. Penyelidikan ini memfokuskan kepada niat makan makanan tradisional Kelantan dalam kalangan pelajar UMK yang berkait rapat dengan cita rasa, amalan keluarga dan kemudahan. Dalam melaksanakan kajian ini, kaedah kuantitatif digunakan sebagai alat untuk mengumpul data daripada responden. Bagi menganalisis dan mengenal pasti data kajian ini, analisis deskriptif, ujian kebolehpercayaan dan Korelasi Pearson telah digunakan. Kajian ini mendapati rasa, amalan keluarga dan kemudahan berkait rapat dengan niat makan makanan tradisional Kelantan dalam kalangan pelajar UMK. Pengkaji menggunakan data primer untuk pengumpulan data termasuk kaedah persampelan mudah untuk memilih 361 responden daripada pelajar UMK Kampus Bandar. Seramai 361 orang responden pelajar UMK Kampus Kota telah menyertai kajian ini.

Kata kunci: Niat makan, makanan tradisional, rasa, amalan keluarga, kemudahan

CHAPTER 1

1.1 INTRODUCTION

Introduction of the study is to determine factors that contribute to the intention to eat Kelantan's traditional food among students. The respondents chosen for this study are students at the City Campus of the University Malaysia Kelantan, ranging in age from 18 to 29. Kelantan cuisine is famous for its sensual attraction that is sweet, sour, and less spicy due to the combination of various cultures of Kelantan and Thailand. Kelantan's famous traditional foods such as kuih akok, kuih taik itik, nasi kerabu and nasi tumpang among the famous community. Introduction, study background, problem statement, research purpose, study significance, and chapter conclusion are all included in this chapter.

1.2 BACKGROUND OF THE STUDY

Traditional food or local cuisine is something which past generations have consumed and which has been around for a long time. There is no doubt that traditional cuisines and dishes have a rich history as national, regional, or local dishes. Traditional foods and beverages can be made at restaurants, small production facilities, big food processing plants, or even at home. Traditional foods are viewed as a focal point of one's cultural heritage, which may be recognized by the origin because they are important in bringing back memories, identities, and authenticity to every culture, race, religion and country (Perry, 2017).

Based on the statistics released by the Department of Statistics Malaysia (DOCM) (2022) has shown that the Malays show the highest percentage of (69.6%), Chinese (22.8%), Indians (6.6%) and other races (0.7%). Malaysian cuisine and food are known for their rich and unique flavour. Malaysian traditional food is produced ingeniously using the finest and freshest local products, and the subsequent generation receives the recipes (Salleh, 2006). Malaysia, which has a cosmopolitan culture because it has inherited and maintained the identity of various types of traditional food, has developed its combination of mixes to give birth to traditional Malaysian cuisine that appeals to all groups of people. Every culture, ethnicity, religion, and nation need to evoke memories, identity and validity.

It is very important for all society especially students nowadays to know the existence of traditional food so that it is not forgotten by the younger generation. This reveals that traditional food can differ even within the same region. Maintaining a nation's traditional cuisine is undoubtedly crucial for both the present and the coming generations. Recognising the identities of cultural identities, such as cultural eating practises, is one of the several strategies to include and order multiple overlapping cultures (Melville, 2012). So, traditional food a very important to ensure that Malay's traditional so that traditional food is not forgotten by the current and next generation.

The young demographics, especially in Malaysia has gradually quit eating traditional meals due to the effect of contemporary technologies according to Nor et al. (2012). There's a chance that many of them are familiar with traditional food, but perhaps not necessarily how to prepare them. The traditional food preparation method is a necessity that need to preserve because it is a element that found in the cultural identity for the survival of the next generation (Kwik, 2008), (Yohannes, 2009). In the meantime, because they are now more interested in modern food, the younger generation is now less introduced to the traditional food that is offered in Malaysia. Next, (Muhammad, Karim, Hamzah, 2015) this traditional food will be known by the younger generation when they help their mothers during the process of preparing this

food at home, especially during the festive season. So, intention to eat traditional food among student need to know by their experience and knowledge about traditional food.

Kelantan, also known as "Cik Siti Wan Kembang" state, is located on the eastern coast of peninsular Malaysia and has become one of the well-known states with a "food paradise" and a distinct culture and way of life, especially from traditional food dishes that have their unique, and the food is also offered at a reasonable price. As an example, the famous traditional foods in Kelantan are nasi tumpang, nasi kerabu, kuih jala mas and kuih akok are among Malaysian society. Therefore, the goal of this study was to determine students' propensity to eat traditional cuisines from Kelantan as well as the variables influencing that willingness. As consequently, the purpose of this study was to determine whether students wanted to consume traditional Kelantan food. This is because today's youth are less familiar with Malaysia's traditional dishes, particularly those from Kelantan.

1.3 PROBLEM STATEMENT

Traditional cuisine is commonly consumed or connected with certain events or seasons, is passed down from generation to generation, is produced in a specific method according to culinary legacy, is naturally processed, is differentiated and renowned for its sensory attributes, and is associated with a specific local location, region, or nation (Vanhonacker et al., 2010). Traditional foods play an essential part in the diets of many communities, even those in modern industrialized nations. Traditional cuisine is deeply ingrained in local cultures all over the world, establishing a nation's or region's culinary legacy and contributing to its identity and pride (Licitra, 2010; Bessiere, 1998). This statement refers to a national or regional traditional meal offered to foreign guests to

demonstrate how to recognize food customs. This phrase refers to a national or regional traditional dish offered to foreign guests to demonstrate how to recognize food customs in a certain locality. Young people can also enjoy and learn about local food.

The modern world has exposed the younger generations to a diversity of foods, including Western fast food and Japanese cuisine, but not our traditional food. Some adolescents do not consume traditional cuisines, while others are embarrassed to bring them to school. This proves that many young people, especially adolescents are unaware of the existence of local traditional foods and tend to consume them in smaller quantities than previous generations due to a variety of influencing factors (Muhammad, Karim & Hamzah, 2015; Hamzah, Ab. Karim, Othman, Hamzah & Muhammad, 2015). This is because some of the young people are not exposed to traditional food, and they lack knowledge about the traditional food where they grew up. Traditional foods are increasingly being replaced by international fast foods in many countries. Families and societies are both being negatively impacted by this.

Family is a social norm that has the power to greatly influence and shape how young people eat and how much food they consume. The most important societal group that can have an impact on a person's decision-making process, including their food consumption and food choices, is their family (Foxman, Tansuhaj, and Ekstrom, 1989; Hamzah, 2013; Olsen and Ruiz, 2008). Malay traditional food intake and customs must begin in the home because eating habits and practises acquired during childhood are likely to persist into maturity (Bava et al., 2008; Kimura et al., 2010; Pedersen, Grnhj, and Thgersen, 2015; Videon and Manning, 2003).

A high likelihood that adults who grew up relying on convenience foods will do so in the future (Bava et al.,2008). When a family no longer prepares or eats traditional Malay cuisine at home, the meals and food preferences of children be harmed. Therefore, when dining out, they will prefer something other than traditional Malay food. However, because they typically decide which foods are available in the home and which food choices are made, families, especially parents,

can affect and change their kid's food patterns. The attitude and behaviour of parents serve as the main positive role model and agents for a child's dietary habits (Pedersen et al., 2015). The busy lifestyle of Malaysians has changed their daily eating behaviours, even though they prefer to eat at home.

Currently, people frequently eat out due to the growth of dining establishments and the rise in the number of people. The average household income of Malaysians increased from RM5,000 per month in 2012 to RM6,141 per month in 2014 (Department of Statistics, 2015). This represents an increase of 10.3% per year. As a result, the proportion of consumer expenditure on restaurants and hotels rose from 10.9% in 2009 to 12.2% in 2014 (Department of Statistics Malaysia, 2015). There are many places to eat, including food outlets, fine dining establishments, and food stalls (Pawan., 2014). The rising level of living in Malaysia has given people more purchasing power and disposable income to spend on a variety of items they might not have been able to afford in the past, like eating out.

Since 24-hour restaurants are now easily accessible, eating is not restricted to traditional mealtime (Ali and Abdullah, 2012). This has encouraged the younger generations, particularly generation Z, night workers, and late sleepers to consume late at night outside their homes. Due presence of restaurants that close late in the morning, allows them to spend time chatting with their friends and family while enjoying their food. These restaurants typically have a large screen that shows football and television shows, and free Wi-Fi access, to attract customers and keep them coming back. Finally, the young generations of today are used to dining out alone, in pairs, or groups during the week, but on weekends they favour spending time with their family (Ali and Abdullah, 2012).

The young generations in Malaysia are being influenced by several factors to consume fast food. The main motivation for eating fast food is to save time (Mat, Zulqernain, & Mohd Zaid, 2016). Additionally, they can consume fast food while working, driving, or viewing a movie. Fast food is also convenient, affordably priced, and can spare them the hassles of meal preparation. For instance, the majority of

Malaysian university students prefer fast meals that satisfy their culinary requirements. Additionally, new parents are more likely to bring their children to fast-food restaurants like McDonald's and KFC because they have facilities for children, which satisfies their appetites. So, it is not surprising that the younger generation especially teenagers, lack interest in traditional food because of the existence of various types of snacks.

1.4 RESEARCH OBJECTIVES

- i. To identify the relationship between taste towards intention to eat Kelantan traditional Kelantan food among UMK students at City Campus.
- ii. To identify the relationship between family practice towards intention to eat Kelantan traditional food among UMK students at City Campus.
- iii. To identify the relationship between convenience towards intention to eat Kelantan traditional food among UMK students at City Campus.

1.5 RESEARCH QUESTION

- i. What is a relationship between taste on the intentions to eat Kelantan traditional food among UMK students at City Campus?
- ii. What is a relationship between family practice on the intentions to eat Kelantan traditional food among UMK students at City Campus?

- iii. What is a relationship between convenience on the intentions to eat Kelantan's traditional food among UMK students at City Campus?

1.6 SIGNIFICANCE OF THE STUDY

The subsequent researcher's future efforts to learn more about traditional foods will benefit from this study's result as well. It also intends to teach the next generation about the necessity of preserving this old culinary history and learning about traditional dishes. According to study and information on this Malaysian Traditional Food, it can and will continue to help the expansion of our country's tourist business.

The results of this research will also help the young generation of new eateries, street food vendors, and food trucks by educating them about heritage foods and enhancing their appreciation of the importance of proper food handling techniques. Additionally, it would allow the younger generation to improve the quality of traditional foods in a clean and uncontaminated state.

1.7 DEFINITION OF TERMS

1.7.1 TRADITIONAL FOOD

Traditional foods are those that have been consumed for generations and have been handed down. Malaysia is native to numerous ethnic groups, each with

its own traditional cuisine. Malaysia, particularly in Kelantan has a distinct traditional cuisine from other nations because of interaction and integration between various ethnic groups because it has been a melting pot of numerous cultures for so long. However, the younger generation particularly those in the generation Z has gradually rarely eaten traditional food because of the influence of information technology.

1.7.2 THE STUDENT

The knowledge of young people, particularly students can be improved by this research, as students are increasingly engrossed in information technology (IT). So, this research will guide them to try traditional food, particularly Kelantan traditional food. This research will provide useful information about traditional foods allowing students to become more acquainted with the environment.

1.7.3 INTENTION

Traditional foods are significant because they provide better immunity to illness, and nutrient-dense traditional foods may also contribute to weight control and wellness. For instance, heart health, bone health, and mental heart health. So, eating with a purpose or goal is choosing a wise food choice to fuel whatever you want to achieve with your meal. As a result, your intentions provide you with the guidance you require to achieve your objectives. Setting intentions in the morning may assist you in achieving any objective, such as starting a life coaching company or finding a new relationship.

1.8 SUMMARY

This chapter covers the study's goals, specific objectives, research questions, and overall significance. Also provided a slight introduction to Kelantan traditional food in Malaysia. Finally, and discussed the scope of the study and its limitations.

In the subsequent chapter, the literature review would be discussing studies that have been done in hypotheses, conceptual framework and would also introduce the dependent variable, independent variable and perception toward Kelantan traditional food in detail.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter describes the intention of UMK City Campus students to consume local cuisine. This chapter's objective is to describe how the independent and dependent variables were utilized in the analysis. It included the taste of Kelantan's traditional food, family practices and convenient traditional food among millennial generations. In addition, we use these three independent variables in the literature review on the investigation of students' familiarity with traditional foods from Kelantan. A conceptual and theoretical framework for the study was presented in the chapter's conclusion and will be used in the subsequent chapter.

2.2 LITERATURE REVIEW

2.2.1 DEPENDENT VARIABLE

Eating with intention entails making a strategy that goes beyond simply deciding what to cook and eat. It is also about achieving a goal and making decisions that will benefit your work-life balance and healthy nutrition. Intention also gave you the attention you required to advance toward your goals. Eating with intention also means eating in a way that helps your body, mind, and spirit stay clear, energized, and at their best. It is eating from a position of self-love and genuine nutrition.

Intention theories aim to capture the unique features of intentions. Historically, the belief-desire hypothesis has been the prevailing method. The desire to execute a certain action and the conviction that one will perform that action are two simple definitions of having an intention. As several counter examples show, belief-desire theories are widely questioned since neither beliefs nor wants to require a real commitment to acting. The evaluation theory, which explains intents in terms of unconditional assessments, addresses this issue. In other words, unlike wants intentions show the desired path of action as being beneficial in all aspects.

The framework also distinguishes between the intention to consume Kelantan traditional food and the elements that impact the intention, such as taste, family practice and convenience.

2.2.2 RELATIONSHIP BETWEEN HOW THE INTENTION TO EAT TRADITIONAL FOOD SHAPES SOMEONE'S TASTE.

There is a distinction to be made between the term's "taste" (Spence, Smith, and Auvray, 2015). Everyone has varied tastes, which impact the numerous facets of picking anything in everyday life. The taste of traditional Malay food depends on traditional food production and the Malay community's acceptance of their location, even if the name or shape of the dish remains the same in principle (Sharif, Zahari, Nor, and Muhammad, 2013). The secret to creating uniquely flavorful Malay dishes is to use a wide variety of spices and other ingredients. The cooking equipment used in creating Malay traditional food is also a key component in distinguishing it from the traditional food of other state groups.

Traditional Malay cuisine is distinguished from the cuisine of other states in large part due to the methods and tools used to prepare it. Some of the tools used to make authentic Malay food are a stone roller, pestle and mortar, and mill for

grinding up ingredients like spices (Abdullah et al., 2013). Furthermore, 'natural flavour' refers to a non-modified food flavour that has been enhanced with artificial smells and flavour enhancers (Commission, 2007). According to a food and health survey, 87% of respondents indicated the most significant reason for purchasing certain foods was the flavour (international food Information Council Foundation, 2019).

Taste and food quality are influenced by a few factors, including food presentation, variety, healthy options, freshness, taste, temperature, and portion size. These factors can improve dining experiences and, as a result, influence customer behaviors, such as their intention to return. In terms of food taste, food quality, and food serving style, Kelantan's traditional local cuisine provides a genuinely satisfying dining experience (Nguyen et al., 2019). A few of the traditional foods from Kelantan are still popular with people today, including Nasi Kerabu, Laksam Kelantan, Ayam Percik, Kerabu Sare, Kuih Akok, Bahulu, and others. Due to the culture of Kelantan is known as a state that likes to eat sweet food, sweet cakes like Kuih Akok are famous in Kelantan and loved. The sweetness of Kuih Akok has attracted the interest of both locals and visitors from outside Kelantan to the point where they are willing to come to Kelantan just to get it. Food preferences and perceptions are influenced not only by the taste, aroma, or texture of foods but also by eating habits (Drewnowski, 1997). This demonstrates how unique the eating patterns of Kelantanese are, who love sweet foods like Kuih Akok. Furthermore, "natural taste" refers to a food taste that has not been altered by artificial aromas and taste enhancers (Commission, 2007).

2.2.3 RELATIONSHIP BETWEEN HOW INTENTION TO EAT TRADITIONAL FOOD SHAPES SOMEONE'S FAMILY PRACTICE

A family is a group that contributes to an important social norm for the young generation. According to (Muhammad Shahrim Ab Karim, 2015), when it comes to nutrition, the family is the most important group that significantly affects how adolescents behave. It was shown from several previous studies that the result will vary depending on the structure of the family itself. The parents are typically the main factors in determining how their children will eat and will shape and determine that behaviors. There are two possible motivating factors for people to follow the eating norm (Higgs, 2015). Second, maintaining a healthy diet may be made easier by adhering to the rules. Malay traditional nutrition and practices for children begin at home since eating routines and practices learned as children must have the highest likelihood of remaining in place as adults (Bava et al., 2008; Kimura et al., 2010; Pedersen, Gronhoj, and Thogersen, 2015; Videon and Manning, 2003).

It demonstrated that the kids' parents' home-cooked traditional Malay meals were something they appreciated since they made them feel more at home. Additionally, the younger generation in many Malay communities can learn to cook from their grandparents and parents (Abdullah et al., 2013). They are tied to their culinary legacy and view it as a crucial aspect of their culture since cooking is related to family values, which might result in the transfer of such heritages.

Moms' cooking from scratch and confidence will increase the children's interest in family meals (McIntosh, Kubena, Tolle, Dean, Jan, and Anding, 2010). The way that parents eat and how much they value family meals both have an impact on how much pre-processed food their children consume. Additionally, the knowledge of Malay traditional food is typically passed down orally, through observation, and through practical activities in which teenagers actively take part in preparing and cooking Malay traditional food with their families. It is best to involve generation Z in the preparation and cooking of traditional Malay cuisine during the holiday season, the festive season, and family gatherings.

(Muhammad Zahari, Abdullah, and Sharif, 2015) said that religious holidays and ethnic customs are the best occasions to pass on to younger generations the knowledge of cultural and traditional food, including food consumption and preparation (Muhammad, Zahari, Abdullah, and Sharif, 2015). This demonstrates how family interaction in traditional food planning and preparation influences children's eating habits and consumption of Malay traditional foods. This is because when the family practices and eats traditional Malay food in the house, the kids will grow up consuming traditional food.

2.2.4 RELATIONSHIP BETWEEN HOW INTENTION TO EAT KELANTAN TRADITIONAL FOOD SHAPES THE CONVENIENCE.

Daniels and Glorieux (2015) define convenience foods as any fully or partially prepared foods whose preparation time, knowledge, culinary expertise, or energy inputs have been transmitted from the home kitchen to the food processor or other food distributors. In other words, both the transmission of culinary skills and the saving of time and energy are directly related to convenience meals. In addition, it seeks to simplify meal selection and preparation for the general public.

According to Boer, McCarthy, Cowan, and Ryan (2004), convenience food is typically associated with minimizing the amount of effort required to acquire food, prepare, cook, or clear up after a meal. Contrary to prevalent belief, eating away from home is not equivalent to consuming fast food. Eating out can be viewed as a social occasion, whereas convenience foods are typically associated with meals and snacks consumed to provide individuals with time and opportunity to pursue other activities.

According to (Costa, Dekker, Beumer, Rombouts, and Jongen, 2000) there are four classes of convenience food. First off, food that is ready to eat, including takeout, chilled sandwiches, salads, and pies, can be eaten right soon after being purchased. Second, food that is ready to eat simply must be slightly heated.

Pizza and canned foods are examples of chilled and frozen foods that are ready to consume. Foods like chilled and frozen lasagna and dried pasta dishes are ready to end-cook, but they still need to be heated for the appropriate amount of time before being served. Finally, even if certain ready-to-cook foods only require minimal preparation, the cooking process is still required for some or all of the ingredients. These food items are typically available in grocery stores (Olsen, Menichelli, Srheim, and Naes, 2012).

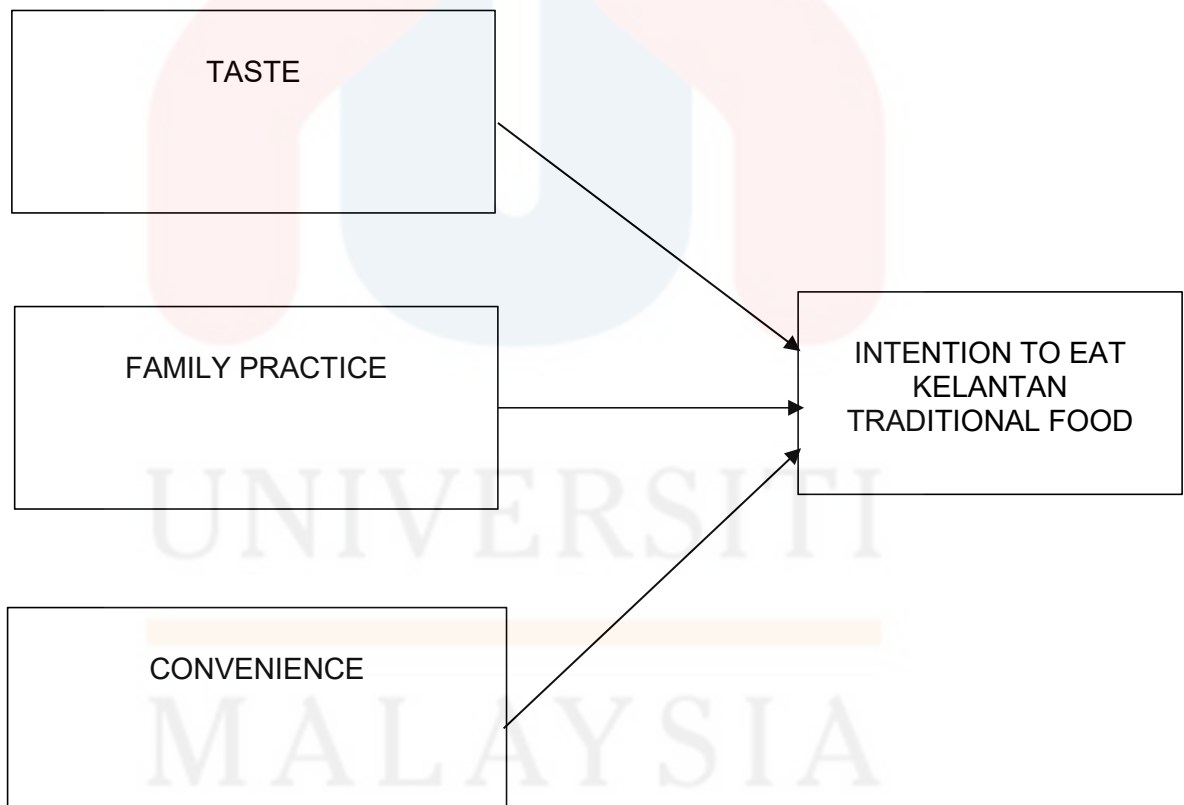
2.3 HYPOTHESIS

- H1: There is a significant related between taste toward intention to eat Kelantan traditional food among UMK students at City Campus.
- H2: There is a significant related between family practice toward intention to eat Kelantan traditional food among UMK students at City Campus.
- H3: There is significant related between convenience toward intention to eat Kelantan traditional food among UMK students at City Campus.

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2.4 CONCEPTUAL FRAMEWORK

Using the previously mentioned literature review, a study strategy for investigating students' intentions to consume traditional cuisine has been presented. The suggested conceptual framework is depicted in the diagram below. Taste, family practice, and convenience are the three independent factors that have been discussed in relation to the intention to consume traditional Kelantan food.



2.4 Conceptual Framework

2.5 SUMMARY

The taste, family practice, and convenience of traditional meals in Kelantan are all discussed. The topic also includes a description of traditional food and students UMK City Campus. A study framework has been presented to investigate the factors that impact UMK students' inclination to eat traditional foods. It will be produced after an evaluation of the available literature. The hypothesis also includes a relationship between the independent and dependent variables.



CHAPTER 3: METHODOLOGY

3.1 INTRODUCTION

The research methods used to conduct this study are clarified in this chapter. Beginning with population, sample size, sampling technique, and data collection, it specifies its analytical framework. The researcher specifically combines qualitative and quantitative tools to do research using mixed methods. According to (Creswell, John 2009), the main issue with this methodology was the collection, processing, and combining of qualitative and quantitative data in single research.

Greater knowledge of research goals has resulted from combining the two approaches than from using just one. It's interesting how the characteristics have provided several benefits for the researcher's work. Additionally, it combines two data sources in a variety of ways to get the finest analytical findings.

3.2 RESEARCH DESIGN

The general plan that directs the many research techniques used by academics is known as the research design. In essence, the research design is the researcher's strategy for logically connecting the study's many components. Additionally, by developing techniques for data collection and measurement

throughout data processing, research design ensures effective problem-solving by researchers. On the basis of the facts gathered, a well-thought-out research plan strives to assist a researcher in addressing a study issue as methodically and transparently as possible.

This study was conducted to find out whether students at UMK City Campus intended to eat traditional food from Kelantan. The researchers employed quantitative methods in this study because they emphasize objective measurements and numerical analysis of the data gathered using computing techniques. Online surveys, specifically those using a Google form, were used to collect the core data. The information gathered will assist the researchers in figuring out how taste, family practice and convenience.

Students at the UMK City Campus will find it more convenient to enjoy traditional food from Kelantan thanks to this design, which involves the process of enlarging and organizing research designs. A questionnaire-based survey including 361 students as a respondent will be conducted as part of this investigation.

Quantitative studies will be conducted to quantify taste, family practice, and convenience. Quantitative studies rely on numerical data for articulating findings and identifying patterns. Mathematical and statistical methods are used to produce these findings. Quantitative data will identify a problem's purpose and measure the problem's prevalence by looking for results that can be extrapolated to a larger population.

3.3 POPULATION

According to (Ravikiran A.S, 2022), population is the total number of people living in an area at any one time. However, in statistics, a population refers to data on a group of people, items, activities or organizations that you

find of interest. The respondent would start from age 18 until 29. We use the UMK students at City Campus as responsible respondents in helping us in this study to get more accurate information on the intention to eat Kelantan traditional food among the millennials and Gen Z in Malaysia. So, the focus of the target population in this study is UMK students as well. This causes UMK students to be more familiar with the traditional food of the state of Kelantan and can provide accurate information because they have access to taste and recognize this food compared to other generations and the Kelantan traditional food heritage will continue to be preserved by the next generation.

3.4 SAMPLE SIZE

Table 3.1 Krejcie & Morgan (1970)

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size Source: Krejcie & Morgan, 1970

Source: Krejcie & Morgan (1970)

Table Krejcie and Morgan (1970) will use the researcher's sample size as a guide to determine the study's population. Referring to that shows N is for

population and S for sample size. Based on the data from University Malaysia Kelantan office, the total number of UMK student at City Campus is 6775. According to this table, the sample size of 361 respondents will be determined in the study.

3.5 SAMPLING METHOD

The method used to choose the subset of a population to participate in a study is called sampling. a technique for selecting many participants for a study in a way that makes sure they accurately reflect the big group from which they were selected. Two basic sampling approaches are used in the research. Non-probability sampling is a method for picking samples that are statistically reliable representations of a larger population.

Non-probability sampling strategies choose participants based on their convenience, availability and whether they display a characteristic the researcher is interested in examining. For this analysis, the researchers used non-probability sampling procedures. The target demographic for the collection of samples was the younger generation. The samples were chosen at random by researchers from students UMK at City Campus from difference courses. Besides that, we use convenience sampling in conducting the research because it more suitable for this study.

3.6 DATA COLLECTION PROCEDURE

This study used a questionnaire to get primary data from respondents regarding their plans to consume traditional food from Kelantan. Primary data is gathered through experiments, surveys and questionnaires. A questionnaire is a kind of research tool that consists of a series of questions designed to gather information from respondents for statistical or survey purposes. A research survey typically includes both closed-ended and open-ended questions. For this investigation, the researchers chose a quantitative methodology.

In the quantitative approach, data in the form of numbers are gathered and examined. Any hypothesis can be supported or disproved using quantitative methods. This survey was made and distributed using Google Forms. It was divided into three parts. The respondents' demographic information was provided in Section A which is about demographic, Likert Scale was used in Section B which is about independent variable (IV), and Section C about dependent variable (DV). The survey's third and last question, Part C, split respondents' plans to consume traditional Kelantan food into three categories: taste, family practices, and convenience. This method might be utilized to show that students want to eat traditional food from Kelantan and the results will be made public.

3.7 RESEARCH INSTRUMENT

To complete this study, researchers created a questionnaire with three sections to assess how accurate the hypotheses. Each question effectively integrated the topic of the research study. Additionally, because it is an effective method of gathering data and information, this study included many respondents to allow researchers to use it. The table below lists the items and supporting

information that will be used to test how the students feel about traditional Kelantan food in terms of taste, family practice and convenience.

Section	Items	Number of items	Supporting references
Section A	Demographic	5	(Tomic, Deronja, Kalit & Mesic, 2018)
Section B	Intention to eat Kelantan traditional food	5	(Norazlina Rahmat, Mohammad Nuruddin Ramlan, Puteri Nur Athirah Ghazali, Norzaidah Ngali, 2021)
Section C (1)	Taste	5	(Spence, Smith & Auvray, 2015).
Section C (2)	Family practice	5	(Muhammad Shahrim Ab Karim, 2015)
Section C (3)	Convenience	5	(Daniels & Glorieux, 2015).

QUESTION USED IN SECTION A FOR THE QUESTIONNAIRE.

Section A is the collection of demographic information from the respondents. This section contains information on gender, age, marital status, education, and race. Therefore, the table below shows the items on the list.

Aspect	Question
Demographic	1. Age: What is your age?

1. Which gender do you identify with? (Male/female/other)
 2. Please indicate your ethnicity (Malay, Chinese, Indian, or other).
 3. Education: What degree of education above that have you attained? (Diploma/Degree/Master/Other)
 4. Status: How are things going? (Married/Single)
-

QUESTION USED IN SECTION B FOR THE QUESTIONNAIRE.

A five-point Likert scale (with 1 being "strongly disagree" and 5 being "strongly agree") was used in Section B to evaluate respondents' intentions to consume traditional cuisine from Kelantan. Respondents must provide their responses to the five questions that have been adjusted to reflect the dependent variable, which is their desire to consume traditional food from Kelantan.

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

Aspect	Questions
Intention to eat Kelantan traditional food	<ol style="list-style-type: none"> 1. I am pleased with the product's overall quality. 2. I intend to purchase the item again in the future. 3. I am interested in eating traditional Kelantan food 4. The look, texture, and taste made me want to eat it 5. I will tell people about the items.

QUESTION USED IN SECTION C FOR THE QUESTIONNAIRE

Data on the dependent variables that affect UMK students' intents to consume traditional food from Kelantan were to be collected in Section C. Tomic, Deronja, Kalit, and Mesic (2018) utilised a five-point Likert scale (5 = strongly disagree; 5 = strongly agree). 15 questions, representing the three independent variables convenience, family practise, and taste, must be answered by respondents.

Aspect	Questions
Taste and intention to eat Kelantan traditional food.	<ol style="list-style-type: none"> 1. Kelantan traditional food suits my taste 2. Kelantan traditional food contributes to myeating pleasure. 3. Traditional food in Kelantan is different fromother states. 4. I experienced the culture of Kelantan throughits food 5. Traditional food in Kelantan has a good taste
Family practice and intention to eat Kelantan traditional food.	<ol style="list-style-type: none"> 1. My parents prepare a variety of Kelantantraditional food 2. . My parents show how much they enjoy thetraditional food of Kelantan 3. My parents and I order Kelantan traditionalfood 4. My parents allow me to be involved inpreparing Kelantan traditional food 5. My parents encourage me to eat Kelantantraditional food
Convenience and	intention to eat Kelantan

traditional food.

1. Traditional cuisine is easily accessible
 2. Kelantan traditional food is easy to prepare
 3. It takes no time to prepare this traditional meal
 4. Can be bought in shops close to where I live or study
 5. Is easily available in shops and supermarkets
-

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3.8 DATA ANALYSIS

Data analysis is the process of gathering, interpreting, and evaluating information to provide insights that may be used to make decisions. There are different ways and tactics for doing analysis, depending on the sector and the goal of the study. These methodologies are all founded on two types of study in both quantitative and qualitative research.

3.8.1 DESCRIPTIVE ANALYSIS

Finding patterns and relationships in both recent and old data is the process of descriptive analysis. It is generally referred to as the most fundamental form of data analysis because it emphasizes trends and associations without going deeper. The data utilized to describe the fundamental aspects of the research were also defined using descriptive analysis. Using the straightforward graph analysis technique, a basic virtual representation of any quantitative study was given to the descriptive analysis. The initial step in doing statistical investigations is descriptive analysis. It enlightens researchers on data distribution and facilitates the identification of anomalies and mistakes. The researcher can also use it to find correlations between different variables. As a result, it gets the researcher ready for later investigations. As a consequence, the researcher develops a Google Forms sample for this study and distributes it to participants who answer the questions.

3.8.2 RELIABILITY ANALYSIS

This reliability analysis was conducted using the specified scale's systematic variance percentage. The scale that is provided will evaluate the relationships between the outcomes of different scales. This reliability study was

also utilized to evaluate how steady and consistent these evaluation instruments were. This study used Cronbach's Alpha to test the internal consistency and reliability of the scale measurements in order to determine the instrument's reliability. According to the table, (a) there are (also) many sensitive items in this test: (Mohsen Tavakol & Reg Dennick, 2011).

The primary objective of this reliability test is to confirm the reliability of the data and study because this has an impact on the objectives of the analysis (Chok, N. S., 2010). Cronbach's alpha give's reliability testing a standard benchmark. The dependability test is divided into three stages. The first phase entails running a pilot test, the second involves evaluating the results (alpha value), and the third involves looking at the related elements in order to account for everything. (See table 3.2)

Table 3.2: Rules of Thumb about Cronbach's Alpha

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

Sources: Hair et.al (2003); Essential of Business Research Method.

Implementing Cronbach's alpha is an effective approach since an appropriate relationship and correlation has to be strong (Bohlmeijer et al., 2016). According to Cronbach's alpha, the number 1 has high reliability, hence it should be utilized as the basis for the study's internal consistency reliability. Inadequate Cronbach's alpha is less than or equal to 0.60. The threshold for acceptable measurement is set at 0.70; a reliability of 0.60 is deemed poor. A high reliability level is indicated by a Cronbach's alpha of 0.80 or higher. Additionally, another measure of reliability assumes that results greater than or equal to 0.80 are considered remarkable.

3.8.3 PEARSON CORRELATION

The correlation between each individual and each independent variable will be calculated. In order to determine how closely the two variables are related, researchers use Pearson's Correlation. A study of the data will allow the researcher to develop a hypothesis.

The theory could be right or wrong. In this study, taste, family practice, convenience are the independent factors and the dependent variable is the intention to eat Kelantan traditional food among UMK students at City Campus. This test's goal is to establish the association's statistical significance. It is also used to decide whether to accept or reject a hypothesis. (See table 3.3)

Table 3.3: Pearson's Correlation Coefficient Size

Correlation Coefficient Size	The Strength of the Relationship
1.00	Perfect Positive Correlation
0.50 to 1.00	Strong Positive Correlation
0.50	Moderate Positive Correlation
0 to 0.50	Weak Positive Correlation
0	No Correlation
0 to -0.50	Weak Negative Correlation
-0.50	Moderate Negative Correlation
-0.50 to -1.00	Strong Negative Correlation
-1.00	Perfect Negative Correlation

One can expect a positive correlation coefficient to have a value somewhere from zero to one. Table 3.3 shows that a correlation of 1.00 indicates a very strong positive relationship between the variables. There is a statistically significant correlation when the coefficient value falls within the range of 0.50 and 1.00. When the scale reads 0.50, it indicates an overall positive outcome, while readings between 0 and 1 imply a negative one. In the absence of any association, the value 0 is used.

When the link strength measurements are between 0 and -0.50, the connection is weakly indirect. A somewhat poor correlation could be seen as a -0.50 absolute value. The variable is perfectly negatively correlated if the coefficient value is between -0.50 and -1.00, as shown by the association between the severely negative correlation and the -1.00 parametric statistic sizes (Weir, J. P., 2005).

3.9 SUMMARY

In this section, the researcher evaluates the trustworthiness of the study's variables and methods. The researcher will gain a better understanding of the study problem, population, sample, sampling strategy, instrument, and data analysis by reading this chapter. In this chapter, we apply several different types of analysis, including reliability, descriptive, and Pearson correlation. Exploratory investigation on the relationship between students at University Malaysia Kelantan and traditional cuisine, this study lays the groundwork for future studies on traditional foods.

CHAPTER 4:

4.1 INTRODUCTION

This chapter will go over the results of the analysis done with the data from the Google Form questionnaire that was shared on Facebook, WhatsApp and Telegram. The topic was narrowed down to a discussion of the results of study. So, the goal of this study is to find out how taste, family practice, and convenience of access affect UMK students at the City Campus's appetite that influence to eat traditional Kelantanese food. This part explains about the descriptive analysis, the Cronbach's Alpha reliability analysis and the Pearson Correlation tests.

4.2 RESULT OF DESCRIPTIVE ANALYSIS

The descriptive analysis is used to display and summarize the data gathered from the questionnaire, as well as to characterize the mean and average mean of the dependent and independent variables. A table and pie chart were used as samples to show the respondents' demographic data.

4.2.1 RESULT OF DESCRIPTIVE ANALYSIS

4.2.1.1 DEMOGRAPHIC PROFIL OF RESPONDENT

The frequency, percentage, and cumulative percentage were all included in this study's analysis. Questions about the respondents' gender, race, and state were among those from the questionnaire's Section A that provided the data.

Table 4.1 Statistic table on the (gender)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	239	66.2	66.2
	Male	122	33.8	33.8
	Total	361	100.0	100.0

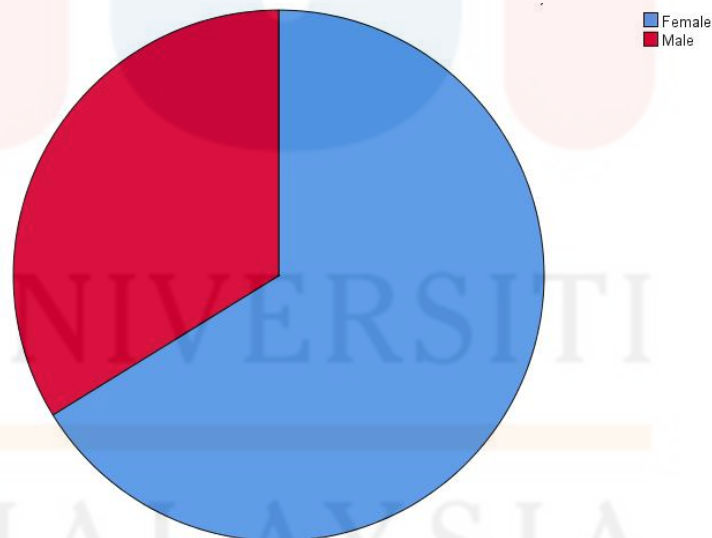


Figure 4.1 The Percentage of gender

The percentage of male and female respondents was displayed in table 4.1 and figure 4.1 respectively. From the data, researcher found the majority of respondent is female for this survey. Male respondents only consist of 33.3% while female

respondents consist of 66.2% respectively of the total respondents.

4.2.1.2 THE NUMBER OF RACE

Table 4.2 Statistic table on the (race)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	37	10.2	10.2	10.2
	Indian	31	8.6	8.6	18.8
	Malay	277	76.7	76.7	95.6
	Others	16	4.4	4.4	100.0
	Total	361	100.0	100.0	

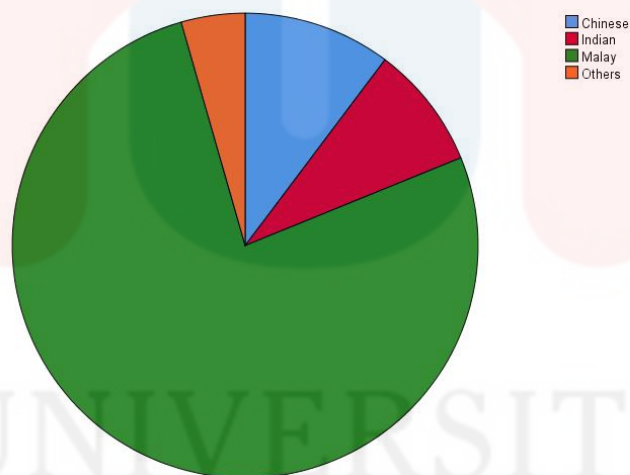


Figure 4.2: Percentage of race

Table 4.2 and figure 4.2 showed the percentage of the respondent based on race. From the total 361 respondents, the percentage shows that Malay was the highest with 76.7%, Chinese carry out with 10.2% while Indian 8.6% and others is 4.4%.

4.2.1.3 THE DATA OF STATE

Table 4.3: Statistic on the (State)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Johor	20	5.5	5.5	5.5
	Kedah	19	5.3	5.3	10.8
	Kelantan	161	44.6	44.6	55.4
	Kuala Lumpur	13	3.6	3.6	59.0
	Melaka	6	1.7	1.7	60.7
	Negeri Sembilan	4	1.1	1.1	61.8
	Pahang	37	10.2	10.2	72.0
	Penang	9	2.5	2.5	74.5
	Perak	11	3.0	3.0	77.6
	Perlis	4	1.1	1.1	78.7
	Sabah	14	3.9	3.9	82.5
	Sarawak	6	1.7	1.7	84.2
	Selangor	28	7.8	7.8	92.0
	Terengganu	29	8.0	8.0	100.0

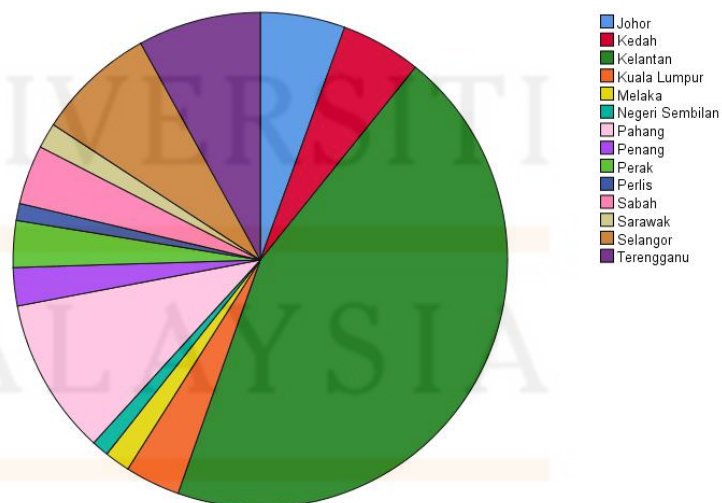


Figure 4.3: Percentage of state

Table 4.3 showed the percentage of the respondent based on the state. Based on the data frequency of 361 respondents, Kelantan are the majority respondents and

follow by others state. From the total respondents of 14 state in Malaysia, the four highest score percentage is Kelantan itself with 44.6%, the second highest is Pahang with 10.2%, thirdly is Terengganu with 8.0%, next is Selangor with 7.8% and the rest of the percentage 29.4% are from others state.

4.2.2.1 DESCRIPTIVE STATISTICS ON VARIABLES

Descriptive statistics indicate how the variables in Parts B and C of the survey were distributed on average. It aids researchers in fully comprehending the experiment or data supplied and provides all necessary context information.

4.2.2.1 INDEPENDENT VARIABLE (IV1)

Table 4.4 Taste Factor

TASTE	MEAN	STANDARD DEVIATION
Question 1: Kelantan traditional food suits with my taste.	3.83	.959
Question 2: Kelantan traditional food contributes to my eating pleasure.	3.88	.923
Question 3: Kelantan traditional food is different from other states.	4.09	.824
Question 4: Kelantan traditional food has a good taste.	3.92	.906
TOTAL	3.9273	.77956

According to the table 4.4, the questionnaire for Independent Variable 1 (IV1) contains four questions. The four involvement questions have a mean score that spans from 3.83 to 4.09. Question 3 received the highest score (M=4.09 and SD=.824), and 166 respondents said that they "agreed" with the survey's findings. Secondly is question 4 with the (M=3.92 and SD= .906) whereas 153 respondent "agreed" that taste of the

food is good.

Besides that, for question 2 with the (M=3.88 and SD=.923) whereas 152 respondent was “agreed” this food contribute their eating pleasure and the lowest is question 1 with the (M= 3.83 and SD= .959) whereas 150 respondents “agreed” that the food suit with their taste because majority of the UMK student is from Kelantan and followed by other respondents that come from other state that interested with the food that had a unique taste that set it apart from other states.

4.2.2.2 INDEPENDENT VARIABLE (IV2)

Table 4.5 Family Practice Factor

FAMILY PRACTISE	MEAN	STANDARD DEVIATION
Question 1: My family prepare a variety food of Kelantan traditional food.	3.36	1.263
Question 2: My family show how much they enjoy the traditional food of Kelantan.	3.73	1.063
Question 3: My family allow me to involve in preparing Kelantan traditional food.	4.00	.872
Question 4: My family encourage me to eat Kelantan traditional food.	3.83	1.011
TOTAL	3.7313	.91657

Based on the table 4.5, there are four questions about independent variable 2 (IV2) in the evaluation. The mean score of the four questions in involvement ranges from the lower 3.36 until the highest 4.00. Question 3 with the (M= 4.00 and SD=.872) whereas the respondent chose “agreed” for this survey question, followed by the second highest score, question 4 with the (M=3.83 and SD= 1.011) whereas the respondents “agreed” that their family encourage them to eat Kelantan traditional food.

Meanwhile, question 2 (M=3.73 and SD= 1.063) whereas the respondent was “agreed” that their family enjoy with this traditional food and the lowest score is

question 1 with the ($M= 3.36$ and $SD= 1.263$) whereas the respondents “agreed” that their family also prepare a variety of Kelantan traditional food because most of the respondent come from Kelantan itself.

4.2.2.3 INDEPENDENT VARIABLE (IV3)

Table 4.6 Convenience Factor

CONVENIENCE	MEAN	STANDARD DEVIATION
Question 1: Kelantan traditional food is easily to prepare.	3.63	1.000
Question 2: I can bought in shop close that where I live or study.	4.24	.785
Question 3: Kelantan traditional food easily available in shop or supermarket.	4.06	.902
TOTAL	3.9760	.70975

According to the data in the table 4.6, the third independent variable (IV3) questionnaire has three questions. The mean score of the three questions in involvement ranges from the lower 3.63 until the highest 4.24. Question 2 with the “ $M= 4.24$ and $SD= .785$)” whereas the respondent “agreed” that they can bought the Kelantan traditional food, followed by question 3 with the ($M= 4.06$ and $SD= .902$) where the respondent “agreed” with the question survey. The lowest is question 1 with the ($M 3.63$ and $SD1.000$) whereas the respondents “agreed” they have experience in preparing the traditional food especially with their family.

4.2.2.4 DEPENDENT VARIABLE (DV)

Table 4.7 Intention to Eat Kelantan Traditional Food

INTENTION	MEAN	STANDARD DEVIATION

Question 1: I am satisfied with the overall quality of traditional Kelantan food.	3.95	.865
Question 2: I intend to purchase the food again in future.	3.95	.907
Question 3: The look and texture made me want to eat Kelantan traditional food.	3.99	.843
Question 4: I will promote about Kelantan traditional food to others.	4.16	.845
TOTAL	4.0104	.77955

There are the table 4.7 of Dependent Variable (DV) for descriptive analysis. The mean score of the four questions of (DV) are involvement ranges from the lower 3.95 until the highest 4.16. The highest mean score is question 4 with the (M= 4.16 and SD= .845), followed by the second highest which is question 3 with the (M= 3.99 and SD .843) where the respondent “agreed” the look and texture influence them to eat the food and the rest of question are question 1 and question 2 got the same score which the Mean (3.95) but different standard deviation where the question 2 got S.Deviation (.907) and for question 1 (.865).

4.3 RESULTS OF RELIABILITY TEST

4.3.1 INTERNAL RELIABILITY TEST

The collected data must be tested for reliability before correlation analysis is carried out. Internal consistency and content validity of the instrument were measured by the reliability test. In other words, the more reliable a set of scale items, the more confidence the scores received after administering the scale. Besides, the researcher used SPSS to calculate this reliability test. The table below shows the reliability results.

For this survey, there were three independent variables and one dependent variable. The dependent variable is intention to eat Kelantan traditional food, and the independent variables are the taste of food, the family practice, and the convenience.

Four questions were created for the dependent variable, and 11 were created for the independent variable.

Table 4.8: Reliability Test

Reliability Test	N	Cronbach's Alpha	N Of Items
TOTAL	361	.948	15

According to the reliability results shown above, the researcher has checked all both dependent and independent variables. Cronbach's Alpha was 0.948 for all independent and dependent variables of reliability. The coefficient values of the variables have been found to be excellent in terms of reliability level. The table below shows the Cronbach's Alpha rule of thumb for describing internal consistency.

Table 4.9: Rules of Thumb about Cronbach's Alpha Coefficient Size

Cronbach's Alpha 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 2003), Essential of Business Research Method

According to Hair et al. (2003), a reliability coefficient of 0.70 is considered acceptable, while values lower than 0.70 are considered insufficient. The reliability coefficient should be perfectly estimated to be in the range of 0.80 and 0.90. This is so that it is clear whether there is item redundancy or excessive scale length from estimates that are greater than 0.90. The Cronbach's Alpha of the independent variables and the dependent variable were higher than 0.90, as shown in the table. This could be regarded as an ideal estimate because both the independent and dependent variables could be used in this study. In conclusion, the questionnaire's reliability was acceptable and reliable.

4.4 INFERENTIAL ANALYSIS RESULTS

4.4.1 PEARSON CORRELATION COEFFICIENT ANALYSIS

Using Pearson's Correlation coefficient, researchers calculated a linear correlation between the independent and dependent variables. Pearson's Correlation Coefficient Analysis is a method for clarifying the degree of relationship between variables in order to determine whether the correlation coefficient is significant and which hypothesis will be accepted or rejected. The researcher must decide what level of association is acceptable if the relationship is significant. A certain level of significance, such as $p < 0.05$, will cause the researcher to reject the null hypothesis. If all the null hypotheses are disproven, the researcher will accept the alternative hypothesis.

Table 4.10: Value of Correlation based on (Piaw, 2006)

Correlation coefficient (r)	Strength of relationship
.00	No correlation
.01 to .30 (-.01 to -.030)	Very weak
.31 to .50 (-.31 to -.50)	Weak
.51 to .70 (-.51 to -.70)	Moderate
.71 to .90 (-.71 to -.90)	Strong
.90 to 1.00 (-.90 to -1.00)	Very strong

4.5 PEARSON CORRELATION ANALYSIS

	Taste	Family practice	Convenience	Intention to eat Kelantan traditional food
Taste	1			
Family practice	0.814**	1		
Convenience	0.585**	0.629**	1	
Intention to eat Kelantan traditional food	0.819**	0.745**	0.631**	1

4.5.1 RELATIONSHIP BETWEEN TASTE AND INTENTION TO EAT KELANTAN TRADITIONAL FOOD.

Ho: There no relationship between taste and intention to eat Kelantan traditional food.

H1: Taste has a positive influence intention to eat Kelantan traditional food.

Table 4.11: Correlation of first hypothesis

		IV 1
DV	Pearson correlation	.819**
	Sig. (2-tailed)	.000
	N	361

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

Table 4.11 shows a significant relationship between taste (IV 1) and intention to eat Kelantan traditional food (DV) ($r = 0.819$ $p < 0.01$). A correlation between taste and intention to eat Kelantan traditional food has been shown by the positive Pearson Correlation value of 0.819. At the same time, the 0.000 level of significance for both variables showed that they are highly significant, with a strong level of significance. The researcher concluded from the results that there is a positive relationship between

taste and intention to eat Kelantan traditional food. As a result, the researcher accepted the alternative hypothesis and rejected the null hypothesis.

4.5.2 RELATIONSHIP BETWEEN FAMILY PRACTICE AND INTENTION TO EAT KELANTAN TRADITIONAL FOOD.

Ho: There no relationship between family practice and intention to eat Kelantan traditional food.

H1: Family practice has a positive influence intention to eat Kelantan traditional food.

Table 4.12: Correlation of second hypothesis

		IV 2
DV	Pearson correlation	.745**
	Sig. (2-tailed)	.000
	N	361

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

According to Table 4.12, there is a significant correlation between family practise (IV 2) and intention to eat Kelantan traditional food (DV) ($r = 0.745$, $p < 0.01$). The positive Pearson Correlation value of 0.745 indicates a correlation between family practice and intention to eat Kelantan traditional food. At the same time, the 0.000 level of significance for both variables indicated that the two are both highly significant, with a moderate level of significance. As a result, the researcher accepted the alternative hypothesis and rejected the null hypothesis.

4.5.3 RELATIONSHIP BETWEEN CONVENIENCE AND INTENTION TO EAT KELANTAN TRADITIONAL FOOD.

Ho: There no relationship between convenience and intention to eat Kelantan traditional food.

H1: convenience has a positive influence intention to eat Kelantan traditional food.

Table 4.13: Correlation of third hypothesis

		IV 3
DV	Pearson correlation	.631**
	Sig. (2-tailed)	.000
	N	361

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

According to Table 4.13, there is a significant correlation between convenience (IV 3) and the intention to eat Kelantan traditional food (DV) ($r = 0.631$ $p < 0.01$). Convenience and intention to eat Kelantan traditional food was shown to be related by the positive Pearson Correlation value of 0.631. At the same time, the 0.000 level of significance for both variables indicated that both are highly significant, with a moderate level of significance. As a result, the researcher accepted the alternative hypothesis and rejected the null hypothesis.

In general, this section is concerned with the hypotheses that are researched to see how they affect the taste, family practice, convenience, and intention to eat Kelantan traditional food. The table below shows a summary of the theories. This table tests the relationship between variables by testing for correlation between correlated variables.

Table 4.14: Summary of Correlation Testing

Hypothesis	Statements Of Indicators	Remarks
Hypothesis 1	There is a positive relationship between taste and intention to eat Kelantan traditional food among UMK students at City Campus.	Accepted
Hypothesis 2	There is a positive relationship between family practice and intention to eat Kelantan traditional food among UMK students at City Campus.	Accepted
Hypothesis 3	There is a positive relationship between convenience and intention to eat Kelantan traditional food among UMK students at City Campus.	Accepted

4.6 SUMMARY

In summary, the findings and results presented in that section are based on an analysis of survey data. It included 361 participants in this research. The respondents involved in this study are students of the University of Malaysia Kelantan city campus. The results show that many respondents are Malay, with the minority belonging to other categories. In total, 239 respondents in this study were female, while 122 were male.

According to data analysis, taste has the highest Pearson the correlation value (0.819) between intention to eat Kelantan's traditional food among UMK students at City Campus, followed by family practice with a value of 0.745, and convenience with a value of 0.631. The findings show that the dependent variable (DV) and the three independent variables (IV) have strong and moderately positive correlations.

CHAPTER 5: CONCLUSION

5.1 INTRODUCTION

This chapter summarizes the findings of the data analysis. This chapter would explain the recapitulation of the findings, limitations of the study, and recommendations for future research, among other things. Recommendations were also made about all elements of the study, particularly in relation to the intention of Kelantan traditional food via the UMK student at City Campus.

5.2 RECAPITULATION OF THE FINDINGS

To sum up, the purpose of this study was to determine whether there is a significant correlation between flavor and the desire of UMK students on the city campus to consume traditional food from Kelantan. This study also aims to determine the relationship between convenience towards Kelantan traditional food among UMK students at the City Campus and how the intention to eat traditional food influences someone's family practice. According to studies, the community of UMK students from the City Campus, who come from a variety of backgrounds, practice this eating culture frequently.

The purpose of the study's dependent variables was to investigate participants' intentions to consume local cuisine from Kelantan. The knowledge, attitude, and behavior of UMK students at the City Campus with regard to their intention to consume

traditional food from Kelantan, on the other hand, are a set of independent factors. Individuals make decisions based on their distinct habits, interests, and perspectives. The sampling frame for this study focused on UMK students at the City Campus who intended to eat traditional food from Kelantan.

There were 15 questionnaires with 3 sections in total and 361 people responded. The reliability, descriptive and Pearson's correlation coefficients were all used in this data analysis. A reliability test was performed on the independent variables to confirm the measurement device's internal accuracy. The range of the Cronbach's Alpha for all variable scales was 0.737 to 0.837. According to (Sekaran, 2006), they were all of a minimum acceptable and high reliability. With a Cronbach's Alpha of 0.837, taste was rated as being very good. It demonstrated that the desire to eat traditional Kelantan food was mainly influenced by taste. Having a second-best Cronbach's Alpha of 0.805, family practice. Convenience was satisfactory, and all variables were preserved for further research since Cronbach's Alpha of 0.737 indicated that the variables were trustworthy.

In this study, the Pearson's correlation was utilized to define the direction and intensity of the link between the two variables. This result showed a moderately positive correlation between taste and the intention of UMK students on the city campus to eat traditional Kelantan food ($r = 0.819$, $p0.01$) and a moderately positive correlation between family practice and the intention of UMK students at the City Campus to eat traditional Kelantan food ($r = 0.745$, $p0.01$). Additionally, convenience ($r = 0.631$ $p0.01$) was shown to have a substantial positive link with the intention of UMK students at the City Campus to consume traditional food from Kelantan.

5.2.1 RESEARCH QUESTION 1: WHAT IS THE RELATIONSHIP BETWEEN TASTE WITH INTENTION TO EAT KELANTAN TRADITIONAL FOOD AMONG UMK STUDENTS AT THE CITY CAMPUS?

The results for the first independent variable (IV), taste showed a moderately favourable association between taste and the intention of UMK students at the City

Campus to eat traditional food from Kelantan ($r = 0.819$, $p0.01$). Food presentation, among other things, has an impact on taste and food quality, selection, wholesome selections, flavour, warmth, and portion quantity. These elements can enhance dining occasions and, as a result, affect patron behaviour, including their propensity to return. Traditional local food from Kelantan offers a genuinely enjoyable eating experience in terms of food taste, food quality, and food serving style. As a result, among UMK students at the City Campus, there is a substantial correlation between taste and inclination to eat traditional food from Kelantan.

5.2.2 RESEARCH QUESTION 2: WHAT IS THE RELATIONSHIP BETWEEN FAMILY PRACTICE WITH INTENTION TO EAT KELANTAN TRADITIONAL FOOD AMONG UMK STUDENTS CITY CAMPUS?

Family practice is the second independent variable (IV) and the findings showed a moderately favorable association ($r = 0.745$, $p0.01$) between family practice and intention to eat traditional food from Kelantan among UMK students on the city campus. Typically, parents play a major role in shaping and determining their children's eating habits as well as other behaviors. According to (Higgs, 2015), there are two reasons that might encourage people to adhere to the dietary norm. Therefore, among UMK students at the City Campus, there is a substantial correlation with family practice and intention to consume traditional food from Kelantan.

5.2.3 RESEARCH QUESTION 3: WHAT IS THE RELATIONSHIP BETWEEN CONVENIENCE WITH INTENTION TO EAT KELANTAN TRADITIONAL FOOD AMONG UMK STUDENTS CITY CAMPUS?

Convenience is the last independent variable (IV) in this study. The outcome of this variable shows a moderately favourable association between convenience and the intention of UMK students at the City Campus to eat traditional food from Kelantan ($r = 0.631$, $p0.01$). According to (Daniels and Glorieux, 2015), convenience foods are any

completely or partially prepared foods where the time, knowledge, culinary skill, or energy inputs have been shifted from the home kitchen to the food processor or any other food distributor.

5.3 LIMITATIONS OF THE STUDY

There are some limitations that should be addressed for future scholars who may refer to this study. This is due to the fact that this study is entirely dependent at UMK City Campus students' intentions to consume Kelantan traditional food. This study used a quantitative strategy in which the researchers used a questionnaire as an online survey to collect responses using Google form and distribute them via WhatsApp and other platforms. However, this technique had disadvantages in terms of a small sample size to conduct a full survey of respondents since more female students answered than male students.

Second, limitations in terms of limited information in the journal related to our study. So that is why the information related to the traditional food of Kelantan is quite less. This makes it challenging for researchers to locate and gather data on this study subject. Somehow incomplete data of journals may not always give a comprehensive set of data on a certain topic. Some studies may only report on specific factors or give limited data, making it difficult to gain a comprehensive knowledge of the research topic.

Lastly, respondents spend time to answering the questionnaire because of overlooking the questionnaire or having an internet connection problem while answering the questionnaire. If respondents spend additional time to complete the questionnaire owing to technical issues or difficulties, there might be various causes, including technological challenges. This is because respondents may experience problems with their internet connection, or the platform used to deliver the questionnaire. Slow loading speeds, website issues, or sporadic connectivity might all

cause delays in completing the survey. Respondents may also have compatibility concerns.

Some responders may encounter compatibility issues if the questionnaire is not optimized for their device or browser. This might result in formatting or functionality difficulties that need more effort to navigate or address. Overlooking questions is another research drawback. Respondents may inadvertently ignore specific questions, causing delays when they review and answer missing items. This might occur because of distractions, exhaustion, or bewilderment.

5.4 RECOMMENDATIONS

Future research must continue the quantitative approaches used in this research to acquire data from the respondents. The data was collected using Google Forms and other online questionnaires. Therefore, it would be wise to adopt this strategy in future studies as the questionnaire was informed by the survey based on the results. This is because it is making an easier questionnaire to improve respondents' understanding and save time answering. The researcher also suggested that another method also should be considered to get through to the respondent.

Another method is a qualitative study which is easier to collect data physically so they do not need to fill out Google forms and will get the information quickly. The outcomes would improve in realism and become more applicable to a wider range of people. Finally, future researchers might use the interview strategy or create some open-ended questions for respondents to obtain a high response rate, good explanations, greater understanding, and to investigate study participants' perspectives and their own experiences. As a result, this technique may produce improved study results.

5.5 SUMMARY

Finally, a survey was done to determine the intention of UMK students at the City Campus to consume Kelantan traditional food. According to the findings of this study, all independent factors which is taste, family practice, and convenience impact people's intention to eat Kelantan traditional foods. As a result, students at UMK City Campus represented the intention to consume Kelantan traditional food. Overall, the findings of this study provide critical insight into the relationship between Independent Variable and Dependent Variable and also show the necessity for future research in these areas of traditional meals.



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