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EKFP

**A STUDY ON THE RELATIONSHIP BETWEEN RESTAURANT
ATMOSPHERE AND CONSUMER PURCHASE BEHAVIOR**

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ABSTRACT

The purpose of our research is to examine the relationship between restaurant atmosphere and consumer purchase behaviour. To attain the objectives of this research project, four hypotheses are developed and tested. It also explores the environment of the restaurant and the use of atmospherics by the restaurants through the reactions of the customers. From the restaurant atmosphere we conclude that there is four factors in restaurant atmosphere have relationship with consumers purchase behaviour which is cleanliness, temperature, music, and layout design. Statistical Package for Social Science (SPSS) version 24 was used in this data analysis. Data collection were through online questionnaires to the target respondents which are student retailing year 2, year 3 and year 4 in University Malaysia Kelantan (UMK) which have 341 respondent. The results of correlation coefficient reveal that all four restaurant atmosphere had a significant correlation ($p < 0.001$). The strongest independent variable is cleanliness with $r = 0.837$ and layout design with $r = 0.713$, meanwhile for temperature is $r = 0.521$, and lastly music $r = 0.583$ indicating that is moderate correlation between the variable. This research can be used for the entrepreneur to make sure how they want to attract customer to at their restaurant and also to study if the customer care about the restaurant atmosphere before they purchase at the restaurant.

ABSTRAK

Tujuan kami melakukan penyelidikan ini adalah untuk mengkaji hubungan antara restoran atmosfera dan tingkah laku pembelian pengguna. Untuk mencapai matlamat projek penyelidikan ini, empat hipotesis telah dibangunkan dan diuji. Ia juga meneroka persekitaran restoran dan penggunaan atmosfera oleh restoran untuk mengkaji reaksi daripada pelanggan. Kami membuat kesimpulan empat faktor restoran atmosfer yang mempunyai hubungan dengan tingkah laku pembelian pengguna iaitu kebersihan, suhu, muzik dan reka bentuk susun atur. Statistical Package for Social Science (SPSS) versi 24 digunakan untuk menganalisis data. Pengumpulan data yang digunakan ialah melalui soal selidik secara atas talian kepada pelajar peruncitan tahun 2, 3 dan 4 di Universiti Malaysia Kelantan (UMK) sebanyak 341 responden. Keputusan pekali korelasi menunjukkan bahawa keempat suasana restoran mempunyai korelasi yang ketara ($p < 0.001$). Pemboleh ubah bebas yang paling dominan ialah kebersihan dengan $r = 0.837$ dan reka bentuk susun atur dengan $r = 0.713$, manakala untuk suhu adalah $r = 0.521$, dan akhirnya muzik $r = 0.583$ menunjukkan hubungan yang sederhana dengan tingkah laku pembelian pengguna. Penyelidikan ini boleh digunakan oleh usahawan untuk memastikan bagaimana mereka mahu menarik pelanggan ke restoran mereka dan juga untuk mengkaji sama ada pelanggan menitik beratkan atau tidak tentang restoran atmosfera sebelum mereka membeli di restoran.

CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

Chapter one is an introduction of the study and discuss the background of the study, the problem statement, research objectives, research question, significance of study and definition of term. Then followed by a last section which is summary for this chapter.

1.1 BACKGROUND OF STUDY

Nowadays the birth of food industrial is just like mushrooms and many people like to dine out. As a retailer there are many way to attract people to come to their restaurant. From retailers' point of view, we know that the customer's decision making sometime based on the restaurant atmosphere. Restaurant atmosphere is to create purchasing of consumer that can enhance the probability of purchasing based on customer' behavior. The atmosphere in restaurant is that the design of an environment through a variety of terms, including lighting, layout, sounds, colors and temperature will effect perceptual and emotional responses in consumers and affect their behavior (Qiuyu Jin, 2015).

This study is to make sure that the restaurant atmosphere will make the purchase in the restaurant. The target researcher is around University Malaysia Kelantan (UMK). As we know that many restaurant provides around UMK, because the retailer know that the

students around them will come buy at their places. There is a trending, that the students will come to the exclusive restaurant during early month but will come to other restaurant in the end of month. As retailers we must know what the customer perspective and what make them make a decision making to buy at that place. The world trending nowadays is, the restaurant design that attract customers to come such as, there is a place to customers take pictures, the color that the restaurant use. This entire thing affects the consumer purchase behavior.

For student that will lives in UMK area for 4 years and need to buy food from restaurant. The restaurant atmosphere will affect the purchase behavior. For example, if the restaurant is dirty it will refuse to purchase from that restaurant if the student have come to the restaurant at past time, they possibility not to come at the restaurant anymore. Customers want find a restaurant that care about the cleanliness. It for them to feel save when eat on the restaurant. Consumers also are well aware with cleanliness and food safety (Barber & Scarcelli, 2009). Then, restrooms an important when assessing the cleanliness and hygiene of a restaurant. This factors can change customer's mood. The retailer must know how to attract and make the customers moods good. The restaurant must make sure that the customer's satisfaction with their restaurant, such as the layout design is not too crowded, have simple decoration. Layout design can refers to the arrangement of part in which machinery, equipment, and furnishings, the shape and size of those items, and what type of colour the restaurant use (Qiuyu Jin, 2015).

The temperature also have relationship with consumer purchase behavior. Imagine, the restaurant doesn't have any roof it will make customers think, what happen if raining or hot. Some of the customers doesn't care if the restaurant have air condition but at least

the table setting is on shady place. As the music tempo in a restaurant will affect the time that consumers spend there, for example people dining under the fast music condition will spent less time at the restaurant than people dining under condition with the slow tempo. Furthermore, the used of music in restaurant can increase sales (Qiuyu Jin, 2015).

Meanwhile, for student they must consider about the restaurant atmosphere and environment. There is around 5000 student in UMK and most of them not have the same perspective to choose the restaurant. There is around more than 20 restaurant or food stall in UMK such as, secret recipe, McDonald, H2, Gary café and KB café & corner. The entire restaurant has their own strength, such as near hostel, lower price, exclusive place and design and also good salesperson. Consumer behavior is a wide of study field. To understanding it is really impossible, because it is near to human mind. However, to understanding how a human behavior in purchasing situations can be learn by get some research from the past of purchasing behavior.

The purpose of this research to know the relationship between restaurant atmosphere and consumer purchase behavior especially around UMK students. Therefore, a proper means is to identify the relationship of restaurant atmosphere and consumer purchase behavior around UMK students in food industry.

1.2 PROBLEM STATEMENT

Cleanliness is an environment that is free of dirt that represents dust, garbage and odor. While in modern times Louis Pasteur states that impurities also cause the spread of the disease called microbes and also the hygiene of the virus. This has an impact on the food and beverage industry where discomfort is present among consumers where this will

lead to food poisoning. This is all happening because of the irresponsible attitude of the entrepreneur who leaves the floor dirty and slippery, even the washing water continues to drain into the drains without filtering. Unmanaged drains are the cause of where the restaurant is easily flies and contributes to the unpleasant smell of the user. The hygienic condition of a non-hygienic worker such as long-haired nails is not covered and does not work during work is also one of the level of consumer cleanliness.

Not only cleanliness, but music installation also affects the users, what makes music to customers and restaurants is by installing the right music restaurants to create a comfortable and restful atmosphere in their business premises even the mood of the workers is increasingly productive. Perhaps also the restaurant business premises do not realize that with proper music being played inside their premises, visitors will feel calm and relaxed when they are dining and continuing to order other menus. And it is also able to make customers eat fast so tables often change alternatives to new customers. Most restaurants that are less in terms of their business strategy are not able to provide an exciting atmosphere in their restaurant with proper music fitting and some do not even pause the music at in their business premises.

The layout design of restaurant includes several sections for restaurant business including dining room layout, waiting room, entrance, kitchen and toilet. Good dining layout is a user-friendly layout where users are comfortable when enjoying their order. What most restaurant entrepreneurs missed was that they were too much of a profit level by loading more dormitory tables to get more visitors but at the same time affecting the atmosphere of their restaurant. Entrance is the first point of view for customers where the

first entry point of a restaurant is the first one that will affect new users in choosing their place to eat.

Whenever, restaurant temperatures affect customers physiologically. Where, customers feel not as comfortable as if the condition of the restaurant is too hot or too cool. This will cause some cases to be faced by restaurant entrepreneurs, among them customers will circulate from the restaurant more quickly and may not repeat the service in the same restaurant. This in hospitability is also not felt by the user, but it will also affect the performance stage of the worker. A work atmosphere that is not good for workers can affect the emotions of workers. Negative emotions faced by workers may interfere with customers in the restaurant.

1.3 RESEARCH OBJECTIVE

The main objective of this study is to examine the relationship between restaurant atmosphere and consumer purchase behavior among UMK students. For more specifically, this study will attempt:

1. to identify the relationship between cleanliness and consumer purchase behavior among UMK students.
2. to identify the relationship between temperatures and consumer purchase behavior among UMK students.
3. to identify the relationship between music and consumer purchase behavior among UMK students.

4. to identify the relationship between layout design and consumer purchase behavior among UMK students.

1.4 RESEARCH QUESTIONS

To meet the research objectives, there are following research question are formulate:

1. What are the relationship between cleanliness and consumer purchase behavior UMK students?
2. What are the relationship between temperatures and consumer purchase behavior UMK students?
3. What the relationship between music and consumer purchase behavior among UMK students?
4. What the relationship between layout design and consumer purchase behavior among UMK students?

1.5 SIGNIFICANCE OF STUDY

Research specifically about the relationship between restaurant atmosphere and consumer purchase behaviors on choosing restaurant among UMK students. This research will show us about what relationship of restaurant atmosphere and consumer purchase behavior on choosing restaurant especially among this IPT's students.

This study will show us the relationship between restaurant atmosphere and consumer purchase behaviors on choosing restaurant. The motivations of this learning are to decide how the factor of cleanliness, temperature, music and layout design of the

restaurant have relationship with consumer purchase behavior. Atmosphere of the store contributes to the success or failure of the business (Mathur & Goswami, 2014). Atmospheric stores if properly created can prove to be a major difference and prove to be a competitive advantage. For example, buyers have been described as quality seekers, honest form seekers, clean customers, and seekers of calm and comfort. This can affect them to choose right restaurant. Through this research, it can provide positive or negative feedback from customers as discerning users. Otherwise, the study will show why customers choose a restaurant based on these factors.

Studying the restaurant atmosphere on consumer purchase behavior is important as it will enable sellers and buyers to focus on better efforts where they can get the results they want. Sellers will provide consumers with better food and services when they know the relation of restaurant atmosphere and purchase of food offered. Better food and services make more sales and therefore more profit. Not only is it important to improve food and service productivity, it is important to know the types of food and the types of services offered to the younger generation.

It is also important in industry and business for higher profitability and productivity and to improve product quality to achieve the goal of restaurant traders. In order to gain a competitive advantage today's market; restaurant have to offer meals that offer goods value in a favorable ambience (Kaplan & Norton, 2011). Consumers like the younger generation have the needs and desires, and the goal of the researcher is to identify the relationship between restaurant atmosphere and consumer purchase behavior.

The main goal of the seller is to influence the behavior of users and turn them into profits for their restaurants. Businesses that can predict consumer behavior will have the advantage over their competitors. Besides, it is necessary to explore customers' experiential values to improve customer experiences in the restaurant (Mhlanga, O., Hattingh, Z. and Moolman, 2014). To predict consumer purchase behavior requires knowledge of their values, goals and lifestyles. The restaurant with this asset uses it to develop a better strategy, and better able to win users.

1.6 DEFINITION OF TERM

1.6.1 University Malaysia Kelantan (UMK) Students

They are students from Faculty of Business and Entrepreneurship and Faculty of Hospitality, Tourism and Wellness in University Malaysia Kelantan in different courses such as course of Entrepreneurship, Entrepreneurship (Commerce, Logistic and Distributive Trade, Retailing, Tourism, Health Entrepreneurship, Hospitality) and Business and Administration Islamic Banking and Finance.

1.6.2 Restaurant atmosphere

In this study, Restaurant atmosphere can be defined as a something that can increase possibly effect for individual to purchase which atmosphere can create specific emotional effect such as pleasure and fun for individual to shopping (Redouan Ainous et al., 2015). The store atmosphere also can be define as a place to an emotional orient which is atmosphere can create impression of joy and happiness. Restaurant atmosphere is something that what consumers want because consumers not only seeking for only food

and beverages but the dining environment that can make them enjoy with and also as well as the preparation of a fun and exciting shopping atmosphere because customer attention is increasing not only for the price and the merchandise itself (Qiuyu Jin, 2015). Restaurant atmosphere will be interpreted by many factors but we are focusing our research based on cleanliness, temperature, music and layout design.

1.6.3 Customer purchasing behavior

In this study, customer behavior can be defined as all functional attributes symbolic of the store will portray the image of the store by the customer perception because consumers always look for new experiences during a visit to a store (Redouan Ainous et al., 2015). Besides, it presents a model that is recognized in the field of environmental psychology, this theory has proven to be a right way to analyze the relationship of restaurant atmospherics and consumer behavior in different consumption settings but not initially used for customer behavior studies (Redouan Ainous et al., 2015). In addition, other researchers found that atmosphere is directly related to consumer purchase because emotions and perceived value are mediated by the influence of a restaurant's atmospherics on behavior intentions. However, other researchers found that the physical environment did not directly affect consumer behavior. The influence was found to be mediated through consumer satisfaction rather than that the physical environment had no significant effect on return intentions in a direct way (Qiuyu Jin, 2015).

1.6.4 Cleanliness

Cleanliness is something that is free from dirt and the abstract state of being clean. The cleanliness of a restaurant is the requirement condition when a customer will consider the overall quality or decide their level of satisfaction of the restaurant. Cleanliness is the

emergence of restaurant while improves the atmosphere will affect the felling of the customers towards the restaurant. Customers make the negative and positive word of mouth by looking the cleanliness of retail outlet (Riaz Hussain et al., 2015).

1.6.5 Temperature

Temperature is a condition that often affects customers such as air conditioning and heating temperatures. The greatly impact the consumer purchase intention among atmospheric variables at the retail outlet is the temperature because temperature can produce negative word of mouth, customer spend less time in outlet, dissatisfaction among the customers if extreme temperature (Riaz Hussain et al., 2015).

1.6.6 Music

Music is set of sound to create some harmony listening, between sound marketing and music marketing (Redouan Ainous et al., 2015). Award tool, evocation, different, memorization and promote a product or brand is the set of music marketing techniques and strategies that use music as a tool. Music also cans have relationship with consumer purchase behavior by background music on customer emotions to (Riaz Hussain, 2015). Also music can be defined as pleasant sounds that make conscious and unconscious impact of consumer's decisions. Longer consumption time is associated with pleasant music because styles of music and tempo influence in increasing sales of retail outlet by consumers.

1.6.7 Layout Design

Layout can be defined as arrangement of product, space utilized, and division of selling area (Riaz Hussain, 2015). Design of the store consider as an economic instrument to be favored because for consider the optimal combination of atmospheric elements and compatibility with the positioning of the store the creative architecture being the effect (Redouan Ainous et al., 2015). Layout design is to present smooth movement of resources such as raw material and workers and basically the arrangement of machines or workstation at productions. For good manufacturing of product or delivery of services an effective layout design is important (Shahrul Kamaruddin & Sok Yee Khoo, 2011).

1.7 CHAPTER SUMMARY

This first section clearly highlights the background and relationship of factors influencing consumer behavior on the customers' decision making around University Malaysia Kelantan (UMK) students in food industry.

The second section mention about problem statement in this chapter. The problem statement is everyone has a problem between the most influence factors which is consist of cleanliness, temperature, music and layout design.

There were four objectives in this research, as described in section three. Section four about research question. Section five mentions about the significant of this studies. In the last section of this chapter is describes of definition terms of the variables used in this study.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This section will exclusively focus review literature review in examining how well the relationship of restaurant atmosphere and consumer purchase behavior among University Malaysia Kelantan (UMK) in Faculty Business and Entrepreneurship for year second, third and fourth year of Retailing (SAR) students. This part depicts the research framework, which likewise will be filled in as the conceptual framework of this research. The improvement of hypothesis will likewise be discussed about. The final part will summarize the chapter.

2.1 CONSUMER PURCHASE BEHAVIOR

Behaviour will be given to illustrate the behaviour of users related to the experience of UMK students when choosing a restaurant. The rapid development of customers will be an atmospheric store will be increasing from consumer purchasing behaviour (R.madjid 2014). The individual's ability to learn or understand and the state of the individual minds influenced by the atmosphere of a consumer's dining restaurant can be a physiological factor that can incorporate the view of the situation.

According to Kotler (1974) said the effects of emotional variables can be calculated with consumer behaviour and atmospheric are also related to consumer behaviour. While Weitz (2001) explaining that behaviour would have an additional impact on consumers through the atmosphere of the store (Bohl, 2012).

User can also be divided into individual users and organizations. Individual users do to meet their own needs and want to purchase their own or meet the needs of other people by purchasing them. These individual users is from different ages, backgrounds and levels of life (Tanje Lautiainen, 2015).

Furthermore, consumer purchase behaviour is effect by social, personal, cultural, and psychological factors (Kardes et al., 2011). In addition states that consumer behaviour is a handful of consumer behaviour and by implementing past purchasing behaviour, entrepreneur can know how users can behave in the future when making purchase decisions (Tanje Lautiainen, 2015).

2.2 RESTAURANT ATMOSPHERE

According to Kotler (1970) the atmosphere has been defined as "an attempt to design a buying environment to produce certain emotional have relation in buyers that increase their profitability". Among the elements in the design of the environment that affect the user's emotions are the restaurant layout, colour and music played in the restaurant. In addition, according to Turley & William (2000) generally accept the theory Kotler made. Music, temperature, colour, sound, scent and lightning in a general interior atmospheric category (Mathur & Goswami, 2014).

2.2.1 Cleanliness

The cleanliness of restaurant is the one of the important for customers refer the overall restaurant quality or deciding their level of satisfaction. Cleanliness is the emergence of a restaurant while improves the atmosphere will affect the felling of the customers towards the restaurant. For example when consumers go to dirty restaurant they tend to tell others people not to go to that restaurant and that restaurant will considerer as the bad reputation of cleanliness among the customers. According to Riaz Hussain et al., (2015) customers will create the positive and negative word of mouth by looking the cleanliness of retail outlet.

Store atmosphere can be improved with cleanliness (Riaz Hussain et al., 2015). Customer tends to go to the restaurants which keep the environment clean from stinking, rubbish, and they will stay longer in the restaurant. The cleanliness of the store can create positive impression and also make them stay longer in the restaurant among consumer. Due to customer's mind they will stay more time and make more purchase because cleanliness it will make an image of comfort and luxury when the outlets clean (Riaz Hussain et al., 2015).

Beside, restaurant that have cleanliness atmosphere will be the high perception of customer to evaluate because they think the restaurant maintain quality. One of key factors in customer's restaurant quality evaluations that has been perceived by researchers is restaurant cleanliness. Restaurant who ignore the cleanliness will see the customer traffic decline because customer will support competing restaurant, because researcher state that customer will select restaurant that meet their standards value, (Seung Ah Yoo, 2015).

Next, to make customer stay longer in the restaurant and increasing the sales, restaurant atmosphere of cleanliness have to keep it. Researchers had said that in competitive environment business managers should understanding their customers and serve the services that can increase capabilities of the restaurant to attract new customers and win the loyalty of existing customers, as well as increasing the positive effect world of mouth. In this matter, for successful restaurant management can be done by understanding customer perception or perception of restaurant cleanliness (Seung Ah Yoo, 2012).

The customer perception in term of cleanliness of restaurant atmosphere is different for each individual, some customer behavior think the cleanliness is in interior design or other think the cleanliness is the restroom condition. In previous studied customer used inconsistent concepts of restaurant cleanliness for example some customer used only the interior of dining area to evaluate restaurant cleanliness which customer tend to evaluate the physical environment and others used the appearance of employee and the restroom condition as the evaluation of cleanliness (Seung Ah Yoo, 2015).

The cleanliness of the restaurant will affect the customer purchase behavior at the restaurant and how long they will stay in the restaurant. So it is important for every restaurant owner take noted to understanding the impact of restaurant atmosphere of cleanliness on customer behavior.

2.2.2 Temperature

Temperature is a condition of the restaurant that customers always seek for the restaurant that they have intention to go because temperature will affect the human body. Every people will react differently according to the temperature. In different research

paradigm, recent studies in psychology have providing an explanation of the potential ambient temperature effect. Drawing on the emerging evidence of the relationship between body and mind, this study suggests that body experience can affect different, but related to metaphors, psychological thinking (Huang et al., 2014)

Next, because of the customer react differently on temperature condition in restaurant it make the owner of the restaurant difficult to manage the restaurant. According to Huang et al., (2014) the challenger of startup a business that involves the differences temperature zone and different needs of customer needs have to be manage well. So marketers should find the ordinary place where the majority is content because customers have no identical physical and emotional signatures (Douglas Chiguvi, 2015).

Besides that, if the temperature is not suitable for the surroundings people will feel discomfort because they tend to the temperature that not too hot and not too cold. If the restaurant level of the temperature not satisfying customer are likely to change their dining place and look out for another restaurant. Anytime customer find themselves in the public places, crowded or not, the combination of excessive warm temperatures and air moisture can be extremely uncomfortable and because of that condition will cause for customers to seek out a new comfort zone that the areas with air conditioning and lower humidity level (Bry-Air, 2014).

Also restaurant attempts to provide humidity levels and uniform indoor temperature through are conditioning (Douglas Chiguvi, 2015). Customers will feel the restaurant not sensitive for the customer if they do not control the level of air condition. When the air conditioner of temperature set-point is reach the air conditioner will automatically turn off,

when this happens, that have no control of humidity until for the units to restart the air again becomes warm enough (Bry-Air, 2012). In order to satisfy the customers, they only have the option of raising or lowering the thermostat.

Beside that the temperature will affect the customer behavior which their intention to make the purchasing at that restaurant and also the suitable temperature will make customer will stay longer at the restaurant. If the restaurant not sensitive with the temperature for customer the revenue of the restaurant will lost and customer will switch to other restaurant. Restaurant that cause discomfort from temperature that are uncomfortably hot or too extremely cold may be disastrous, annoying employee and driving customer away (Douglas Chiguvi, 2015).

So the owners of the restaurant have to highlight and understanding the impact of the temperature for the customer. Temperature will affect the customer behavior and make them stay longer in the restaurant and increase the revenue of the sales.

2.2.3 Music

In addition, music is also a restaurant's mood factor that affects consumer behavior. Music is powerful. It makes us change our mood, and even empower us or put us to bed. Music has influence on consumers, which makes the background music appropriate for a restaurant. Music is also a key factor in setting the mood in the business, the right music can enhance the mood of customers, leading to better sales. Showing the relationship between music, sales and time spent in stores (Abderrezzak Benhabib, 2016). Furthermore, it resume as the difference made between voice marketing and music marketing (Delassus, 2011).

Music played at restaurants has a huge impact on consumer buying behavior. Music style greatly influences consumers in increasing sales of restaurants. Fun music is associated with longer usage time. As mentioned a variety of background music will have a high impact on the perceptions and wants of the user (Saled Ayad, 2016). Music has a positive impact on the number of subscribers and spend because of good environment and good emotions.

One of the most important factors is the composition of music structures that play in the background such as sound and tempo levels. Music generally has a positive impact while tempo music quickly influences the influence of customer perceptions on the store (Michon & Chebat, 2004). In addition, the store environment would create a certain mood of buying certain emotional effects to individuals, such as the excitement and enhancement of this possible to buy at the store. But sometimes it does not show an important influence on tempo and style of music at the time spent by consumers in the store (Siberil, 1994). Likewise, not directly affected by tempo and fame of music at the time spent by consumers in the store (Rukangier, 2000).

Choosing a type of music plays a big role in how long the customer will be in the restaurant and how much they will spend. So it is important for business owners to understand the impact of music on customer behaviour and to use them accordingly.

2.2.4 Layout Design

The restaurant's interior design is part of a restaurant marketing strategy for viewing the branding of a restaurant. Inner design is the first thing a customer can see when he walks through the door. It is a storefront in order to provide convenience and meet

functional requirements, well layout design can also meet pleasure requirements (Vahid Reza Mirabi & Ebrahim Samiey, 2015). In addition, the store design helps the user to find a way and find a way to get it signed, to get individual control and authority control (Redouan Ainous, 2016).

This first impression will determine how they look at the brand, the level of service they expect, the kind of time they expect, and if they want to come back again. Based on past research, the layout may have a direct impact on the perception of the user's quality, the level of pleasure, and indirectly towards the desire to return. Therefore, the importance of interior design cannot be considered (Vahid Reza Mirabi, 2015).

Many factors play a role in ensuring a great customer experience. While we are constantly focusing on food and services, we often see a restaurant layout, which in fact plays an important role in the overall customer experience. In addition, the layout will have a direct impact on customer's perceptions of quality, pleasure level, and indirect desire to return (Redouan Ainous, 2016). The restaurant's interior design has also been known to influence customer order behavior.

2.3 RESEARCH FRAMEWORK

The purpose of this study is to examine what the relationship between restaurant atmosphere and consumer purchase behaviour in choosing a restaurant as a place to eat. This section explains the proposed framework of the proposed study comprised of atmospheric factors that influence the purchasing behaviour of restaurant users which are cleanliness, music, layout design and temperature. The theory of restaurant atmospheric have been used to develop framework for this research. According to the theory, music, temperature, colour, sound, scent and lighting in a general interior atmospheric category (Turley & Miliman, 2000).

The research framework as illustrated in Figure 2.1. Research has study four factors that affect the restaurant atmosphere on consumer purchasing behaviour. The factors that influence restaurant atmosphere function as an independence variable while consumer purchase behaviour is a dependence variable.

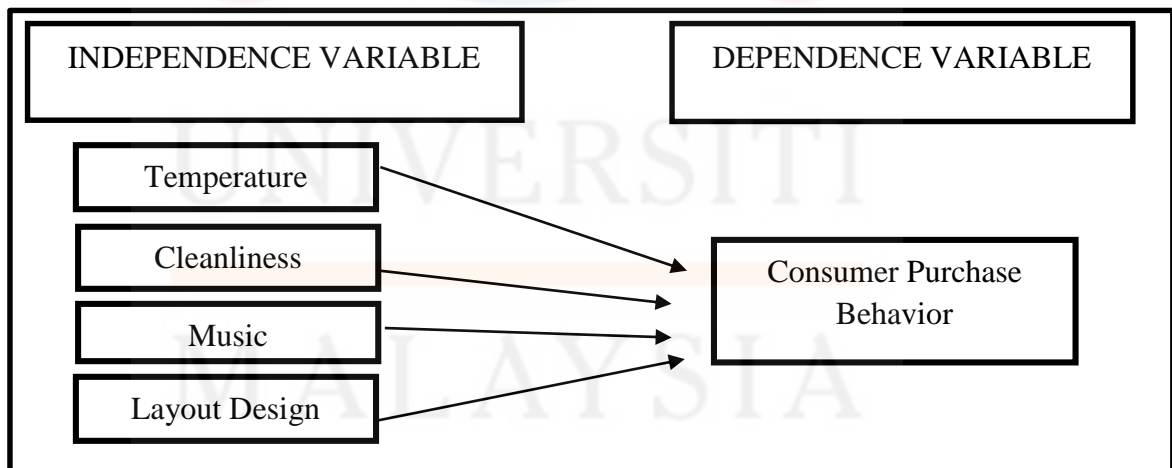


Figure 2.1 Conceptual Research Framework

Sources: Adapted from Redouan Ainous, Abderrezzak Benhabib, Samir Baha-Eddine Maliki, Saleh Ayad (2016)

2.4 HYPOTHESIS DEVELOPMENT

The literature review and theory of background revealed that, there was the relationship between the factors of restaurant atmosphere and consumer purchase behavior among UMK students. However, it is apparent that the integrated relationship between this variable have not been empirically investigated. Hence, this study will propose to test and empirically examine the relationship among these variables.

The research will study about the effect of restaurant atmosphere the consumer purchase behavior among UMK students. Based on the literature that have been discussed in this chapter, the hypothesis of this study can be a bridged in the accompanying way.

Hypothesis 1: Cleanliness

H_o : There is a no significant relationship between cleanliness and consumer purchase behavior.

H_a : There is a significant relationship between cleanliness and consumer purchase behavior.

Hypothesis 2: Temperature

H_o : There is a no significant relationship between temperatures and consumer purchase behavior.

H_a : There is a significant relationship between temperatures and consumer purchase behavior.

Hypothesis 3: Music

*H*₁: There is a no significant relationship between music and consumer purchase behavior.

*H*₁: There is a significant relationship between music and consumer purchase behavior.

Hypothesis 4: Layout design

*H*₁: There is a no significant relationship between layout design and consumer purchase behavior.

*H*₁: There is a significant relationship between layout design and consumer purchase behavior.

2.5 CHAPTER SUMMARY

This chapter had discussed on the previous research regarding the topic. Based on literature review, we develop a conceptual framework was formed to identify the relationship between restaurant atmosphere and consumer behaviour among UMK students. We focused on the factors of restaurant atmosphere which are cleanliness, temperature, music and layout design.

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This chapter consisting of introduction as beginning, then it followed by research design in the second division. After that target population; this population is including sampling frame, sample size and sampling method. After that data collection method and research instrument. Then followed by data analysis that including reliability test, descriptive statistic, and correlation analysis. Lastly section is chapter summary.

3.1 RESEARCH DESIGN

Research configuration implies a model or activity arrange for which is an important aspect that built this study. It described and proved the way of the study through sample, data collection instruments and analysis procedure. In preparing the research design, there are several things that need to be considered in obtaining the information, the availability or skills of the researchers, the available time for doing the research and the cost factor that relate to the research.

Quantitative design was determined in this research study for this chapter. Quantitative design develops statistics by using the large survey research, using method

which is questionnaire. Researcher will investigate the independent variable. This research used descriptive and correlation research design.

The descriptive study is to attempt to explore the relationship between the elements of restaurant atmosphere that affect the consumer purchase behavior. The independent variables or restaurant elements is cleanliness, temperature, music and layout design. The descriptive study enables to answer the research question and meet the research objectives. Moreover, engaging exploration configuration was embraced as the examination has clear issue explanations, particular theory, and definite group of learning.

3.2 POPULATION AND SAMPLING

A population is any gathering of people who have one and more qualities in like manner that are important to the researcher. The individuals of the particular type or a more restricted part of the group will be the population of this study. The population of interest for this study will be students' in Faculty Business and Entrepreneurship (FKP) in University Malaysia Kelantan (UMK) at Pengkalan Chepa. According to FKP at UMK, the population of FKP student with honors is 3012 students. For the research of the target population, researchers have a set of convenience sample who only focus to second, third and fourth years of Retailing (SAR) students. The reason that researchers decided to choose this target population is because of the research topic is study about how the relationship of restaurant atmosphere on consumer purchase behavior in UMK.

3.2.1 Sampling Frame

This part will list of the entire element or units consist of component in the population. A list of student in UMK that have two faculty which is Faculty Hospitality, Tourism and Wellness (FHPK) and Faculty Business and Entrepreneurship (FKP) that consist of course Retailing (SAR), Banking (SAB) Commerce (SAK) Logistics (SAL) at Pengkalan Chepa Kelantan serve as sampling frame for this study.

3.2.2 Sample Size

Based on sample size of Krejcie & Morgan (1970). Sample size for this research will be selected based on Krejcie & Morgan (1970) where the number sample size will be selected from 341 of second, third and fourth years Retailing (SAR) from Faculty Business and Entrepreneurship (FKP).

Sample is a subset of the population. Using a sample, conclusions or simple assumptions can be made in the research to the selected population. Therefore, the second, third and fourth years SAR student of FKP student is selected as the sample size in this research.

Table 3.1. Determining Sample Size Of A Known Population

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	1000000	384

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

Source: Krejcie & Morgan (1970)

In this study the Krejcie and Morgan tables are referred to identifying the sample size for research. Based on table 3.1, we were target sampling are 3012 respondents so we choose 341 responding as our sample size.

3.2.3 Sampling Method

Convenience sampling has been used in this investigation. This is because, using a convenience sampling of research can make estimates easily from the truth. For the examples is respondents' backgrounds such as age and profession are easy. This method is used to obtain a gross estimate of the results without incurring cost and time required for

random sampling methods during initial research. In this research UMK student of FKP was taken as the population in this research and 341 of second, third, and fourth years Retailing (SAR) students as a sample size.

3.3 DATA COLLECTION METHOD

There are several methods that can be used to get data from respondents, including direct questions to someone, telephone interviews, online surveys and questionnaires. An online survey has been selected for this research to obtain data from selected samples, because through online surveys it can reduce time in the study and response is obtained quickly and more reliable results for the entire research study compared to other data collection methods.

For the method of data collection for this study we use the online method, where the questionnaire is made through google form and is distributed through social media applications to be filled by the respondents. Before the questionnaire was distributed, the respondents would be given guidance in answering the questionnaire which became the objective of the study this helps the respondents better understand the issues and respond well. Each question will be compiled to reveal data collection. Respondents are also responsible for solving all questions.

3.4 RESEARCH INSTRUMENTS

Survey questionnaire will be the research instrument used for data collection in this study. Which is the researcher will distribute the survey by lists of question. It will be

conveyed to every respondent involved in this study. The instrument that has been used by the researchers was a questionnaire survey for collecting the data. The questionnaire will be distributed to the particular respondent that involved in this research.

3.4.1 Development of Questionnaire

The questionnaires consisted of three section, namely for first section is Section A. Section A is about Demographics profile of respondents. Second is Section B that consists four part for this section. Every part is based on the independent variables. Part I is request for information to customers understand the importance of cleanliness of a restaurant. And Part II is request for information about the temperature of the restaurant that the customer needs and wants. While Part III is request for information on the influence of music in the restaurant. Lastly, Part IV is request for information of layout design that gives customers satisfaction. The last Section which is Section C is based on dependent variables. Section C is to find out customer behavior towards restaurant atmosphere.

3.4.2 Scale of Measurement

There are four types of scales to use for measurement which is nominal, ordinal, interval and ratio scale. The researchers will use nominal scale for section A while section B, and C will use the interval scale. The interval scale is a scale which is have the different of value where it can be measured and exactly equal in responses. It will represented by Likert scale measurement of 1 to 7 (1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = neutral, 5 = slightly agree, 6 = agree, and 7 = strongly agree).

The 7-point Likert scale provide consumers to give more accurate response. Respondents must choose positive or negative answers. While this may have led a confusing to think a bit more deeply about particular question, some of them might just

skip the question. So that why we used seven point Likert scale for this research because it is the best way to make space for respondents to expand their answer and to avoid conflicts and unstable data. In addition, according to Hartley & Betts (2013) respondents have difficulty in thinking with different opinions or different answers and assessments obtained on the positive and negative versions of the same items.

Section A will be demographic information of respondents. This section to know the gender, races and income of respondents. The choices will be provide and respondents can select, choose or fill up the answer of question that will refer to them. This will be collected by the researchers and will be analyze to seek reliability and validity of the question.

Section B in part I will conclude a set of questions regarding the personal understanding about the important of cleanliness of the restaurant and how consumers thinks about that. This part would reveal the consumers understanding about the importance of cleanliness that involving their lifestyle. And will have 5 questions, and using seven point Likert scale questions. It answers will be collected by the researchers and will be validated and analyze to see the reliability and validity of the question.

While in part II also will be used seven-point Likert scale question to measure how the consumer need air conditioning or good temperature in the restaurant. In this part, researchers will be asking some questions about knowledge among the respondent when choosing the restaurant based on their temperature. The respondents will be answer by using seven point Likert scale given.

In the same section which is part III will measure the knowledge and the respondents' comfortable with music played in the restaurant. In this part will be using

seven point Likert scale question. And consists 5 questions also which is contain the needs music in the restaurant to the respondents.

The last part in section B which is part IV. In this part, researchers will be using seven point Likert scale questions. The researchers will give a 5 questions to respondents for their response about the internal and external of the restaurant. In this part also will know the layout design of the restaurant can attract them. The respondents will be answer by using seven point Likert scale given.

Furthermore, seven point of the Likert scale rating method included interval scale is use to estimate the each of the item in the question under the section C of questionnaire. Other method of Likert scale is also to estimate the attitude of consumer behavior which is respondent to identify the numeral of verbal statement between score 1 to 7. This is because to know the question range is give extremely positive and negatives towards the object that going to test. Each of the items will be test by seven point scale.

3.5 DATA ANALYSIS

In this study, the all respondent data collected will be analyse in Statistical Package of the Social Science (SPSS). The data collected will be computerized using SPSS version 24. SPSS is a statistical program that assists very well in the process of analyzing statistical data accurately and quickly, and also produces a variety of output such as that required by the researchers. The analysis was carried out to provide answers to all research questions. This section shows about the results of the data that have been collected through the questionnaire. For each variable the mean, standard deviation, pie chart, figure and detours to all observation (respondent score) will be calculated, as would others statistical

manipulation the data will be transform. The data collation process managed to obtain 341 eligible responses, ready for analyses. The data will be illustrated in a table, and pie chart.

3.5.1 Reliability Analysis

Reliability means the degree to which measures are free from error and therefore yields consistent results. In this stage, the main data analysis is testing the reliability of the study. The scale reliability of each construct is determined by Cronbach's Alpha value where if the value is 0.70 and over, the construct is considered acceptable and if the value of Cronbach's Alpha is less than 0.70, that construct needs to be eliminated from the questionnaire (Murat Ar & Baki, 2011). The table 3.2 shows the rule of thumb:

Table 3.2. Rules of thumb (Reliability Analysis)

Cronbach's alpha	Strength of Association
$\alpha < 0.5$	Unacceptable
$0.6 > \alpha \geq 0.5$	Poor
$0.7 > \alpha \geq 0.6$	Questionable
$0.8 > \alpha \geq 0.7$	Acceptable
$0.9 > \alpha \geq 0.8$	Good

$\alpha \geq 0.9$	Excellent
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Source: Murat Ar & Baki (2011) making sense of Cronbach's alpha

30 questionnaires on how the relationship between restaurant atmosphere and consumer purchase behavior of an individual will be distributed to the second, third and fourth year of retailing student at UMK. The purpose of this trial was to ensure the effectiveness of the questionnaires to be used in the final questionnaire survey. .

3.5.2 Descriptive Statistic

Descriptive statistics is used to describe the basic features of the data in a study. This descriptive analysis helps to simplify the large amounts of data into a manageable form. The descriptive statistics summarizes the data into maximum, minimum, mean, standard deviations through descriptive analysis for the interval-scaled independent and dependent variables.

3.5.2.1 Standard Deviation

The concept of Standard Deviation was introduced by Karl Pearson in 1893. It is by far the most important and widely used measure of dispersion. The standard deviation is measure of the spread scores of set data. This standard deviation used to summarize the continuous data. It measures the absolute variability of a distribution; the higher the dispersion or variability, the greater is the standard deviation and greater will be the

magnitude of the deviation of the value from their mean. The standard deviation can be calculated using the following:

$$\sigma = \frac{i\sqrt{\sum fx^2 - c^2}}{N}$$

Where, σ = standard deviation (SD), i = length of class interval, f = frequency of class interval, c^2 = square of correction, N = total number of scores.

3.5.2.2 Mean

Mean working with a large data set, it can be useful to represent the entire data set with a single value that describes the "middle" or "average" value of the entire set. In statistics, that single value is called the central tendency and mean, median and mode are all ways to describe it. To find the mean, we need to add up the values in the data set and then divide by the number of values that you added. Mean can be calculated using the formula:

$$X = \frac{\sum x}{N}$$

Where, X = sample mean, $\sum fx$ = sum of scores in a distribution, N = number of items.

3.5.3 Correlation Analysis

A Pearson Correlation matrix will show the direction, strength and significance of the relationship among all variables that were measured at an interval (Sekaran & Bougie, 2010). In this study, researchers used correlation to test how strong the relationships between the restaurant atmosphere and consumer purchase behaviour. Table 3.3 shows the relationship strength based on specific coefficient range.

Table 3.3 the rule of thumb of Pearson's correlation coefficient

Coefficient Range, r	Strength of Relationship
0.8 to 1.0	Very Strong
0.6 to 0.8	Strong
0.4 to 0.6	Moderate
0.2 to 0.4	Weak
0.0 to 0.2	Very Weak

Source: Pearson Australia (2009)

3.6 CHAPTER SUMMARY

In this chapter, the researcher used quantitative research design. The researcher also used convenience sampling as for the sample and questionnaires as the research instrument. The data for this research were collected using a survey questionnaire by Google Form. In the questionnaire, seven point Likert scale is used to determine if the respondent agreed or disagreed in a statement. In the data analysis technique, SPSS version 24 be the choice to analysis. There were some of the technique used in SPSS which were descriptive analysis, reliability analysis, and pearson correlation.

CHAPTER FOUR

RESULT AND ANALYSIS

4.0 INTRODUCTION

This chapter report and discuss the findings of the study. The results are primary based on the quantitative information obtained through the questionnaire given to year second, third, fourth of retailing student at University Malaysia Kelantan (UMK). This respondent demographic profile was test through frequency followed by the internal consistency of the instrument using the reliability test. This chapter also includes descriptive analysis, and Pearson correlation analysis. After the data have been collected IBM SPSS Statistics 24 version was used to analyze the data.

4.1 RELIABILITY ANALYSIS

Table 4.1 Cronbach's Alpha of Independent and Dependent Variable

Independent and Dependent Variable	Cronbach's Alpha	N of Item
Independent Variable		
Cleanliness	.789	5
Temperature	.652	5
Music	.822	5
Layout Design	.754	5

Dependent Variable		
Customer Purchase Behaviour	.726	5

The assessment of internal consistency of reliability using Cronbach's Alpha is undertaken for all dimension of the questionnaire. Section A, B, and C was tested together and the results are reported in table 4.

Based on the scale reliability of each construct is determined by Cronbach's Alpha value where if the value is 0.70 and over, the construct is considered acceptable and if the value of Cronbach's Alpha is less than 0.70, that construct needs to be eliminated from the questionnaire (Murat Ar & Baki, 2011). So from the table 4.1 shows all the independent variable and dependent variable have value 0.7 and above, that means the entire variable will be accepted.

4.2 DESCRIPTIVE ANALYSIS

4.2.1 Respondent Profiles

The numbers of respondents in this study are 341 respondents. It is the value of the sample among University Malaysia Kelantan (UMK) in course retailing of second, third, fourth year's students. The demographic characteristics include gender, race, income and the frequency the respondent go to the restaurant (everyday, once week, twice a week and three to five a week) listed in the Section A of the questionnaire. Frequency and percentage distribution were used to show the information regarding these demographic characteristics. Moreover, the frequencies and percentage will also show in the form of table and pie chart.

Table 4.2. Table of respondents Gender

Gender	Frequency (n)	Percent (%)
Male	103	30.2
Female	238	69.8
Total	341	100.0

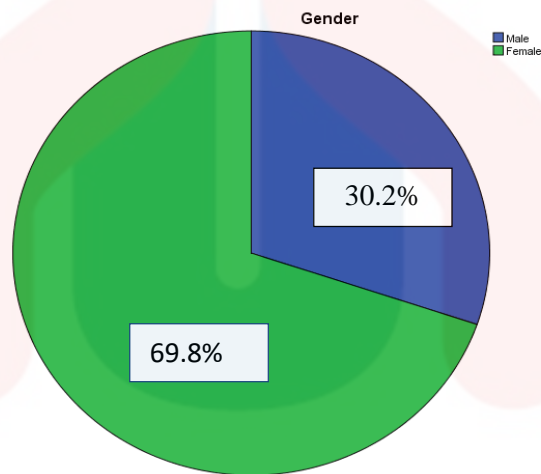


Figure 4.1. Gender of Respondents

Table 4.2 and Figure 4.1 show that from 341 questionnaires were being distributed and collected at University Malaysia Kelantan (UMK). The first frequency test is explaining on respondent gender as table 4.2 and figure shown. There is 341 respondents which are female consist of 238 people which is covered 69.8% of the total number of respondent. However the remains followed by the male with frequency 103(30.2%). This

can be proved by the statistic student in UMK that male student are less than female student.

Table 4.3. Race of Respondent

Race	Frequency (n)	Percent (%)
Melayu	261	76.5
Chinese	43	12.6
Indian	37	10.9
Total	341	100.0

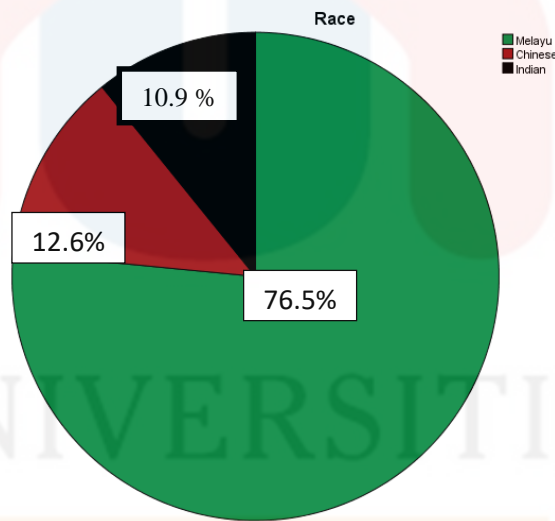


Figure 4.2. Race of the Respondent

This table 4.3 and Figure 4.2 shows the frequency test that is explaining about the races as table 4.3 shown. The majority of the respondents are Malay 261 respondents (76.5%). Then it followed by Chinese which is frequency 43 (12.6%) and the least are from

Indian respondents which is 37 frequencies (10.9%). This result can be proved by the statistic student in UMK that have been monopoly by Malay.

Table 4.4. Income of Respondent

Income	Frequency (n)	Percent (%)
RM0 - RM500	202	59.2
RM501 - RM1000	97	28.4
RM1001 - RM1500	42	12.3
Total	341	100.0

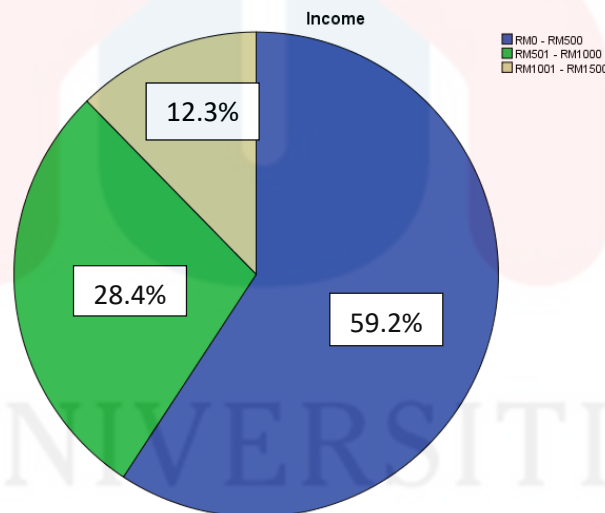


Figure 4.3. Income of Respondent

Table 4.4 and Figure 4.3 shows the income of the respondents in this study. The income range RM501 – RM1000 which is 97 frequencies (28.4%) and the lowest one income range RM1001 – RM1500 which is only 42 frequency (12.3%). From this table

and chart we conclude that the highest respondent income is the range from RM0 – RM500
 202 frequencies (59.2%) this is because most of the student do a full time study.

Table 4.5. Respondents Dining Out

Dining Out	Frequency (n)	Percent (%)
Everyday	141	41.3
Once week	48	14.1
Twice a week	64	18.8
3 - 5 times a week	88	25.8
Total	341	100.0

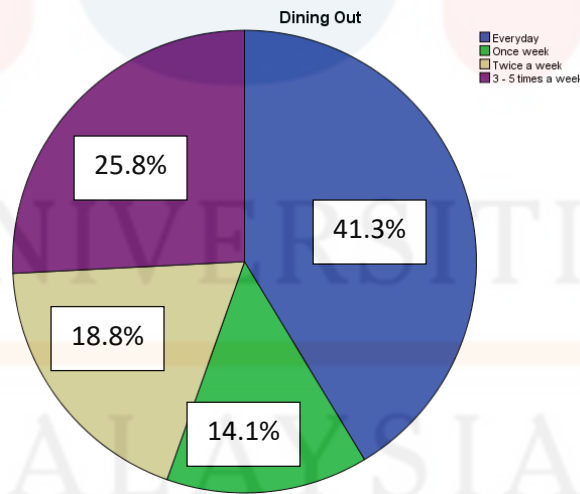


Figure 4.4. Dining Out of the Respondent

As illustrated in table 4.5 Figure 4.4, the majority respondents eating at the restaurant for frequency every day is 141 frequency which (41.3%), 3 – 5 times a week is 88 frequency which (25.8%), twice a week is 64 frequency which (18.8%) and the least once week is 48 frequency which (14.1%).

4.2.2 Descriptive Statistics of Independent Variable and Dependent Variable

Table 4.6. Mean and Standard Deviation

Independent And Dependent Variable	Mean	Standard deviation (SD)
Independent Variable		
Cleanliness	5.8821	1.11917
Temperature	4.9760	1.24740
Music	5.1413	1.20444
Layout design	5.5537	1.15904
Dependent Variable		
Customer Purchase Behavior	5.9607	1.11776

According to table 4.6 the mean(SD) of cleanliness was 5.8821(1.1197), indicating that the level of cleanliness is the highest mean value between others independent variable. We can conclude that the level of cleanliness was high acceptable to student retailing in second, third, and fourth year at UMK for their purchase behavior. That means the students was emphasize about cleanliness of restaurant for their purchasing.

Next, the mean(SD) of layout design was 5.5537 (1.15904), indicating that the level of layout design was second high mean value between the independent variables. So we know that after the cleanliness, students will choose the restaurant that have nice layout

design for their purchasing. The mean value of layout design shows the high acceptable for students that effect their purchasing.

Meanwhile, the mean(SD) of music was 5.1413(1.20444), it shows the level of means value of music between other independent variables was third high mean value. We can conclude that the level of music towards customer purchase behaviours for student retailing in second, third, and fourth year at University Malaysia Kelantan was high acceptable but slightly between cleanliness and layout design.

For the mean(SD) of temperature was 4.9760 (1.24740) indicating that the level have the lowest mean value between cleanliness, music and layout design. But with the value of mean, temperature still high acceptable for students. It shows the students accepted temperature of restaurant as their choice but some of them are more concerned with cleanliness, music and layout design factors in the selection of their purchasing at a restaurant.

Lastly, the mean(SD) of dependent variable which is customer purchase behavior was 5.9607(1.11776), indicating that the level of customer purchase behavior was high acceptable. It shows the students was acceptable the cleanliness, temperature, music and layout design can affect their purchasing at the restaurant. We can conclude that the all independent effect customer purchase behavior (dependent variable).

4.3 PEARSON'S CORRELATION ANALYSIS

The Pearson's Correlation analysis has been used in this study to test the relationship between independent variables (cleanliness, temperature, music and layout design) and dependent variable (consumer purchase behavior). The purpose of this test is to identify whether the relationship between the two variables studied has a significant or not.

From bivariate correlation analysis, the appraisal of the relationship strength between Consumer Purchase Behavior (DV) with Cleanliness (IV1), Temperature (IV2), Music (IV3) and Layout Design (IV4) are reported in table 4.7 as below.

Table 4.7. Result of the Pearson Correlation Analysis

CORRELATION COEFFICIENT					
VARIABLES	1	2	3	4	5
Cleanliness	1	.554**	.603**	.679**	.837**
Temperature	.554**	1	.656**	.627**	.521**
Music	.603**	.656**	1	.653**	.583**
Layout Design	.679**	.627**	.653**	1	.713**
Consumer Purchase Behavior	.837**	.521**	.583**	.713**	1

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

Table 4.7 shown the correlation between independent variable and dependent variable consumer purchase behavior. The result showed that there was a significant relationship between cleanliness and consumer purchase behavior ($r = 0.837, p < 0.001$). This implies that cleanliness a very strong correlation between consumer purchase behaviors. Thus, the research rejects the null hypothesis and accept the alternative hypothesis.

H₁: There is a significant relationship between cleanliness and consumer purchase behavior.

The second independent variable is temperature shows that was significant relationship between temperature and consumer purchase behavior ($r = 0.521, p < 0.001$). This indicating that temperature is moderate relationship to the consumer purchase behavior. So that, the null hypothesis was reject and accept alternative hypothesis.

H₁: There is significant relationship between temperature and consumer purchase behavior.

The third independent variable is music shows that was significant relationship between music and consumer purchase behavior ($r = 0.583, p < 0.001$). This implies that music is moderate relationship to the consumer purchase behavior. The significant of P value is .000 which is less than the highly significant level 0.001. The null hypothesis reject and accept alternative hypothesis.

H₁: There is significant relationship between music and consumer purchase behavior.

Fourth independent variable is layout design shows that was significant relationship between layout design and consumer purchase behavior ($r = 0.713, p < 0.001$). This indicating that layout design is strong relationship to the consumer purchase behavior. The

significant of P value is .000 which is less than the highly significant level 0.001. The null hypothesis is rejected and the alternative hypothesis is accepted.

H₁: There is significant relationship between layout design and consumer purchase behavior.

Lastly, the table shows all the factors that have a relationship with the dependent variable (consumer purchase behavior). Apparently, all of the independent variables have a significant relationship as stated in the table above. Based on Pearson's correlation, the strongest independent variable is cleanliness with 0.837. Meanwhile, the independent variable which is layout design with 0.713 has a strong relationship with the dependent variable. However, the two independent variables which are temperature and music have 0.521, 0.583 respectively. So, the independent variables have a moderate relationship with the dependent variables.

4.4 CHAPTER SUMMARY

This chapter has been discussing the details about the result analysis that was collected throughout the questionnaire and the data analyzed by using SPSS version 24. Besides, the data analysis that was obtained from the survey was used to conduct descriptive analysis, reliability analysis, and Pearson correlation analysis. The researcher also determined the significance of the research hypothesis.

CHAPTER FIVE

DISCUSS AND RECOMMENDATION

5.0 INTRODUCTION

The purpose of this study is to illustrate the discussion research finding, limitation, recommendation and conclusion of the research for future studies. In this chapter, it begins with research findings and questions based on the analysis illustrated in Chapter Four. In addition, this chapter illustrates the cleanliness, temperature, music and layout and restaurant design in influencing consumer purchase behavior along with the limitation faced during the study. Suggestions are also included in this study for future researchers.

5.1 RESEARCH FINDING

The research finding was conclude by the data analysis that interpret in chapter 4 based on research question, objective, and hypothesis of the research which outline in chapter one, chapter three, chapter four and conclude in chapter 5. This section highlights the finding that corresponded with the specified research questions, hypotheses and the research objectives as summarized below:

5.1.1 Cleanliness

Research Objective	Research Question
To identify the relationship between cleanliness and customer purchase behavior among University Malaysia Kelantan (UMK) students.	What are the relationship between cleanliness and customer purchase behavior University Malaysia Kelantan (UMK) students?

Based on this research, the result shows that there was significant relationship between cleanliness and consumer purchase behavior. Based on the interpretation of results Pearson's correlation coefficient ($r = 0.837$, $p < 0.001$). This implies that cleanliness is very strong relationship to the consumer purchase behavior among UMK students.

This hypothesis (H_1) was accepted. This show that students is very aware about cleanliness when choosing restaurant for their purchasing. Besides, they also think that the cleanliness of the restaurant can give the big effect for their purchasing. Hence, cleanliness was considered as an important factor for restaurant to consumer purchase behavior among UMK students.

Based on the previous research from Riaz Hussain & Mazhar Ali (2015), showed that also there was significant relationship between cleanliness and consumer purchase intention which is shows that cleanliness is important for use to motivate consumers towards purchasing. So, from the previous study and our research we can conclude that

cleanliness of restaurant is one of the requirement conditions when consumer will evaluate the overall quality or decide their level of satisfaction of the restaurant.

5.1.2 Temperature

Research Objective	Research Question
To identify the relationship between temperatures and customer purchase behavior among University Malaysia Kelantan (UMK) students.	What are the relationship between temperatures and customer purchase behavior University Malaysia Kelantan (UMK) students?

Based on this research, the result shows that there was significant relationship between temperature and consumer purchase behavior where the Pearson's correlation coefficient ($r = 0.521$, $p < 0.001$). This implies that temperature is moderate relationship to the consumer purchase behavior because the coefficient range is $r = 0.521$.

The hypothesis (H_1) was accepted. From this result, students still concerned about temperature of restaurant for their purchasing but some of them not really think that temperature is important that can affect their purchasing. Hence, temperature still considered as a factor that can affect consumer purchase behavior among UMK students but give a small affect to consumer purchase behavior.

While from the other research of Riaz Hussain & Mazhar Ali (2015), temperature has in significant have relationship with the consumer purchase behavior. The researcher was rejected their hypothesis that said temperature has significant impact to consumer

purchase intention. They rejected the hypothesis because the temperature has almost no affect because the value of p is greater than 0.05. This result was contradiction with this research.

5.1.3 Music

Research Objective	Research Question
To identify the relationship between music and customer purchase behaviors among University Malaysia Kelantan (UMK) students.	What the relationship between music and customer purchase behaviors among University Malaysia Kelantan (UMK) students?

Based on this research, the result shows that there was significant relationship between music and consumer purchase behavior is ($r = 0.583$, $p < 0.001$). This implies that music is moderate relationship to the consumer purchase behavior based on the coefficient range which is 0.583.

The hypothesis (H_1) was accepted and support by previous study, which is the finding said evaluation of the music in the restaurant affects the emotion of consumer (Redouan Ainous, Abderrezzak Benhabib, Samir Baha-Eddine Maliki & Saled Ayad, 2015).

This show that students will would like choose the restaurant that have music which is can make their emotion feel relaxing and create some harmony listening. Emotions of students is quite important for their do purchasing at the restaurant that have music. Hence, students considered the music can affect their purchase behavior.

5.1.4 Layout Design

Research Objective	Research Question
To identify the relationship between layout design and customer purchase behavior among University Malaysia Kelantan (UMK) students.	What the relationship between layout design and customer purchase behavior among University Malaysia Kelantan (UMK) students?

Based on this research, the result shows that there was significant relationship between layout design and consumer purchase behavior ($r = 0.713$, $p < 0.001$) this implies that layout design is strong relationship to the consumer purchase behavior based on the result of Pearson correlation which is the coefficient range is $r = 0.713$.

The hypothesis (H_1) was accepted. It shows that the students aware and will choose restaurant that have nice and elegant layout design for do their purchasing. From the result we know that student will concerned about layout design of the restaurant. Thus, the restaurant must have a good layout design to attract their consumers for purchase at their restaurant.

Based on the previous research, element of layout design have its significant in consumer behavior (Hashim Fadzil Ariffin, Mohamad Fahmi Bibon & Raja Puteri Saadiah Raja Abdullah, 2017). Besides, the researchers also finding that planning a good layout design must be made to ensure the atmospheric of restaurant will give experience to attract consumers.

5.2 LIMITATION OF STUDY

The barriers to conducting a study are common thing that every researcher faces. Based on the results of this study, researchers found that there are some obstacles that need to be addressed in ensuring research can be continued and completed. There are a few limitation of this research which is:

5.2.1 Respondent Cooperation

The respondents who did not cooperate in answering the survey have created limitation to the researchers. This is because we used the online questionnaire which is used google form. It is quite challenging for us to distribute the questionnaire until the respondents answer the questions. When the respondent give the late of response will make the delay in collecting data and researchers unable to proceed others requirement for this study.

5.2.2 Time Management

Due to our program 3+1, researchers stay to hometown and this impact to our discussion for this study. The time that researchers use to do discussion is very limit since stay at hometown and can meet if researchers come back to UMK. Besides, the researchers had decide to use the online questionnaire by google form since the researchers stay at hometown. When use the online questionnaire, the researchers need to faces the challenging of late response from respondents. It will affect to our management to proceed other requirement because need to wait the response from respondents. So, researchers did not have enough time to do this research because researchers only has about four months to finish the research.

5.2.3 Lack of Information

The researchers use the quantitative method for data collection. From this method the researchers only get the information from the questionnaire given. The lack of information can affect this study because did not have enough supported from respondents. Besides, the information contained in the resources that researchers collect is an indispensable information to support the statements contained in this study which is helps to strengthen the credibility of a statement.

5.3 RECOMMENDATION

Several recommendations can be included for future research study. Through this research, it is able to provide an in-depth understanding on relationship between restaurant atmosphere and consumer purchase behavior. The recommendations that we can suggests such as:

5.3.1 Use Other Factors of Restaurant Atmosphere

For future research, we suggest future investigators compare the others atmospheric factors affect consumer purchasing behavior. The purpose here is not just to make comparisons, but it is a step towards assisting restaurant entrepreneurs in giving priority to factors that have a huge impact on consumer buying behavior. For example, other factors that can be used to making other research is between terms of promotion strategy, reasonable price and customer feedback.

5.3.2 Use the Different Background of Respondent

In addition, future researchers also can conduct research on the various backgrounds of the respondents. This is to ensure that the results of the study are made more robust with the various backgrounds of the respondents. For example, the future research can expand their population and sample size to get better result for because this research only focus on population of UMK student in Pengkalan Chepa. Future researchers can use big population such as residents of Pengkalan Chepa.

5.3.3 Use the Different Method in Collecting Data

Restaurant atmosphere and consumer purchase behavior are not depend only on quantitative data. Hence, qualitative research method such as interview are recommended as data collections to find out more about the restaurant atmosphere through the opinions of restaurant entrepreneurs and consumers. Data collection method through qualitative research also can provide detailed and appropriate information and analysis when researchers try to find out the true information. Thus, with this method also will get more information and in depth to our understanding of restaurant atmosphere effect consumer purchase behavior.

5.4 CONCLUSION

In conclusion, based on objective research as well as research questions conducted in the study of "A Study on the Relationship between Restaurant Atmosphere and Consumer Purchase Behavior" supported by previous research. A total of 341 respondents from second, third, and fourth years of retailing students participated and answered the questionnaire. The result of this research proves that all independent variables studied show

there was significant relationship between independent variable and dependent variable, where Pearson's correlation analysis shows cleanliness ($r = 0.837$, $p < 0.001$), temperature ($r = 0.521$, $p < 0.001$), music ($r = 0.583$, $p < 0.001$), layout design $r = 0.713$, $p < 0.001$). All these results are referred to and supported by the rule of thumb of Pearson's correlation coefficient. What can be seen on the data analysis of this study we find that users strongly emphasize the atmospheric factor in their purchasing behavior, with this study restaurant will be able to use this research proposal to focus on the implication of restaurant atmosphere toward customer purchase behavior which can influence their profit.

5.5 CHAPTER SUMMARY

To summarize chapter five, researchers can conclude the final state discussion and conclusion in this quantitative research after distributing questionnaires. The feedback given by the majority respondent's states that the atmospheric restaurant questioned in the survey have relationship with consumer purchase behavior.

From the research findings, researchers found that respondents were more concerned with hygiene and layout and design as independent variables in influencing their choice of restaurants. This is because good layout and design are the main factors of maintenance work. While hygiene is a matter of concern to the respondent, this is because cleanliness guarantees their health.

From research, investigators will eventually get good information, analytics and key factors that affect users if they want to choose a restaurant as a place to eat them, whether it is cleanliness, music, temperature and layout and design.

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APPENDIX A

Questionnaire

Section A: Demographic / Bahagian A: Demografi

Please specify your answer by a tick (✓) on the relevant answer provided.

Sila nyatakan jawapan anda dengan menandakan (✓) pada jawapan yang disediakan.

1. Gender / Jantina

- Male
- Female

2. Race / Bangsa

- Malay/ Melayu
- Chinese / Cina
- Indian/ india
- Others/ Lain-lain

3. Income / pendapat

- RM 0 – RM 500
- RM 501 – RM 1000
- RM 1001 – RM 1500

4. How often do you have dining out / Berapa kerap anda makan di luar?

- Every day / setiap hari
- Once a week / sekali seminggu
- Twice a week / 2 kali seminggu
- 3-5 times a week / 3-5 kali seminggu

Section B / Bahagian B

This section is to identify if the Restaurant atmospheric have relationship with the customer decision. Based on the scale below, please tick (√) at the appropriate number to indicate your approval and disapproval level for each statement below.

Bahagian ini bertujuan untuk mengenal pasti sama ada atmosfera restoran mempunyai hubunngan dengan membuat keputusan pelanggan. Berdasarkan skala di bawah, sila tandakan (√) pada nombor yang sesuai untuk menunjukkan tahap kelulusan dan penolakan anda untuk setiap pernyataan di bawah.

Strongly disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Consumer Purchase Behavior

	1	2	3	4	5	6	7
I would like to purchase at the restaurant that have good atmosphere environment / Saya akan membeli di restoran yang mempunyai persekitaran suasana yang baik.							
I would like to stay longer in the restaurant that have good atmosphere environment / Saya akan duduk lebih lama di restoran yang mempunyai suasana yang baik.							
I would like to visit the restaurant again that have good atmosphere environment / Saya akan pergi lagi ke restoran yang mempunyai suasana yang baik.							
In future, I would like to repurchase at the restaurant that have good atmosphere environment / Pada masa akan datang, saya akan membeli di restoran yang mempunyai suasana yang baik.							
I would like to tell my family and friends about the restaurant that have good atmosphere environment / Saya akan beritahu tentang restoran yang mempunyai suasana yang baik ini kepada Keluarga dan Kawan-kawan saya.							

SECTION C / BAHAGIAN C

This section is to identify the restaurant atmospheric factor that effect the consumer decision making.

Bahagian ini adalah untuk mengenal pasti faktor atmosfera restoran yang memberi kesan kepada membuat keputusan pelanggan.

Strongly disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Cleanliness

	1	2	3	4	5	6	7
The cleanliness of the restaurant motivates me buy more / Kebersihan restoran mendorong saya membeli lebih banyak							
The cleanliness of the restaurant attracts me to visit again /Kebersihan restoran menarik saya untuk datang lagi							
The clean environment of the restaurant motivate me to stay more / Persekitaran bersih restoran membuat saya untuk terus duduk lebih lama di restoran							
Cleanliness will guarantee me to purchase at the restaurant /Kebersihan akan menjamin saya membeli di restoran itu							
I will change go to others restaurant if the restaurant is dirty / Saya akan pergi ke restoran lain jika restoran itu kotor							

Temperature

	1	2	3	4	5	6	7
I would like to choose the restaurant that have air conditioning /Saya ingin memilih restoran yang mempunyai penghawa dingin							
The quality of air conditioning restaurant made my presence in the restaurant comfortable / Restoran yang mempunyai penghawa dingin membuat saya selesa							
Good conditioned environment makes me comfortable while eating / Persekitaran yang kondusif membuatkan saya selesa semasa makan							

Restaurant with no air conditioning discourage me toward eating at the restaurant / Restoran tanpa penyaman udara tidak menggalakkan saya untuk makan di restoran								
I will stay longer if the restaurant have air conditioning / Saya akan tinggal lebih lama jika restoran mempunyai penghawa dingin								

Music

	1	2	3	4	5	6	7
Listening to music creates a relaxed atmosphere while eating / Mendengarkan muzik mencipta suasana yang santai semasa makan							
Pleasant environment created by music makes me spend more time in the restaurant / Persekitaran yang menyenangkan yang dibuat oleh muzik membuatkan saya menghabiskan lebih banyak masa di restoran							
The sufficient volume of the background music makes me stay more time / Tahap kelantangan muzik yang sederhana membuat saya duduk lebih lama di restoran							
Music in restaurant motivates me to buy more / Muzik di restoran memotivasi saya untuk membeli lebih banyak							
The existence of background music increase my well-being and comfort / Kewujudan muzik latar meningkatkan kesejahteraan dan keselesaan saya							

Layout Design

	1	2	3	4	5	6	7
I tend to go more when I come across attractive impressive layout design of restaurant / Saya lebih cenderung untuk pergi ke restoran yang mempunyai reka bentuk susun atur restoran yang menarik							
The creative and systematic arrangement in the restaurant helps me to choose the restaurant / Pengaturan yang kreatif dan sistematik di restoran membantu saya memilih restoran							

The external design and decoration of the restaurant attract me to go the restaurant / Reka bentuk dan hiasan luar restoran menarik saya untuk pergi ke restoran								
The crowded arrangement in the restaurant make me feel uncomfortable and don't give me enough space / Susunan yang sesak di restoran itu membuat saya tidak selesa dan tidak memberi ruang yang cukup								
The attractive layout will make me stay longer in the restaurant / Susun atur yang menarik akan membuatkan saya duduk lebih lama di restoran								

APPENDIX B

SPSS Result

1. Reliability Analysis Consumer Purchase Behavior

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.726	.728	5

Item Statistics

	Mean	Std. Deviation	N
SB1	6.60	.563	30
SB2	6.47	.730	30
SB3	6.60	.621	30
SB4	6.50	.682	30
SB5	6.70	.535	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6.573	6.467	6.700	.233	1.036	.009	5
Item Variances	.398	.286	.533	.247	1.863	.011	5
Inter-Item Correlations	.349	.041	.651	.609	15.682	.031	5

Independent Variable

Cleanliness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.789	.791	5

Item Statistics

	Mean	Std. Deviation	N
SC1C	6.07	1.048	30
SC2C	6.47	.860	30
SC3C	6.27	1.015	30
SC4C	6.53	.629	30
SC5C	6.57	.858	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6.380	6.067	6.567	.500	1.082	.044	5
Item Variances	.800	.395	1.099	.703	2.779	.078	5
Inter-Item Correlations	.431	.060	.728	.669	12.213	.063	5

Temperature

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.652	.649	5

Item Statistics

	Mean	Std. Deviation	N
SC1T	5.10	1.423	30
SC2T	5.80	1.126	30
SC3T	6.40	.675	30
SC4T	3.57	2.012	30
SC5T	5.07	1.461	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.187	3.567	6.400	2.833	1.794	1.124	5
Item Variances	1.986	.455	4.047	3.592	8.891	1.782	5
Inter-Item Correlations	.270	-.249	.508	.757	-2.039	.063	5

Music

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.822	.834	5

Item Statistics

	Mean	Std. Deviation	N
SC1M	5.53	.973	30
SC2M	5.37	1.402	30
SC3M	5.33	1.493	30
SC4M	4.13	1.995	30
SC5M	5.37	1.273	30

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.147	4.133	5.533	1.400	1.339	.327	5
Item Variances	2.149	.947	3.982	3.034	4.204	1.281	5
Inter-Item Correlations	.501	.369	.697	.329	1.890	.011	5

Layout Design

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.754	.789	5

Item Statistics

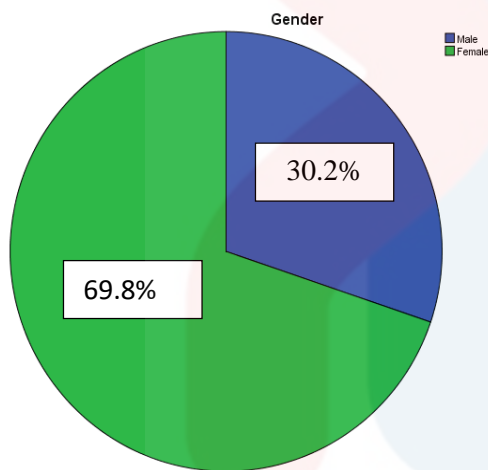
	Mean	Std. Deviation	N
SC1L	6.20	.887	30
SC2L	6.13	.819	30
SC3L	6.37	.669	30
SC4L	6.33	.959	30
SC5L	5.80	1.215	30

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	6.167	5.800	6.367	.567	1.098	.051	5
Item Variances	.860	.447	1.476	1.029	3.301	.149	5
Inter-Item Correlations	.427	.089	.789	.700	8.884	.050	5

2. Descriptive Analysis

Gender

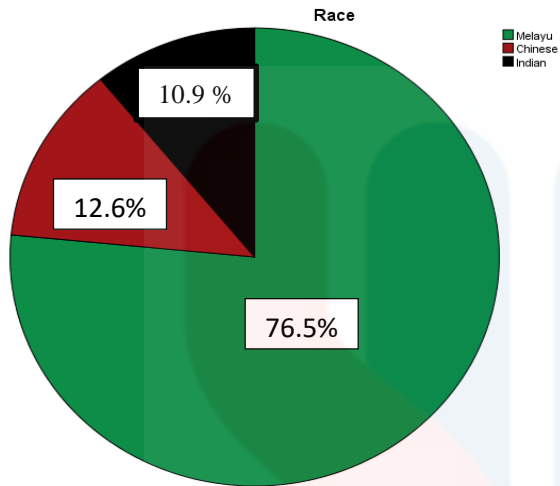
		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	103	30.2	30.2	30.2
	Female	238	69.8	69.8	100.0
	Total	341	100.0	100.0	



Race

		Race			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Melayu	261	76.5	76.5	76.5
	Chinese	43	12.6	12.6	89.1
	Indian	37	10.9	10.9	100.0
	Total	341	100.0	100.0	

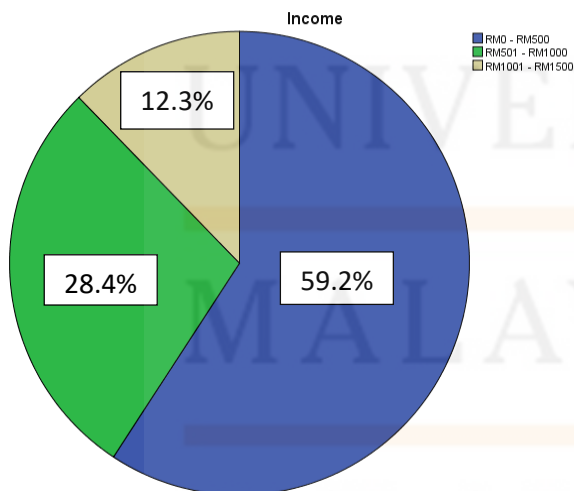
EKFP



Income

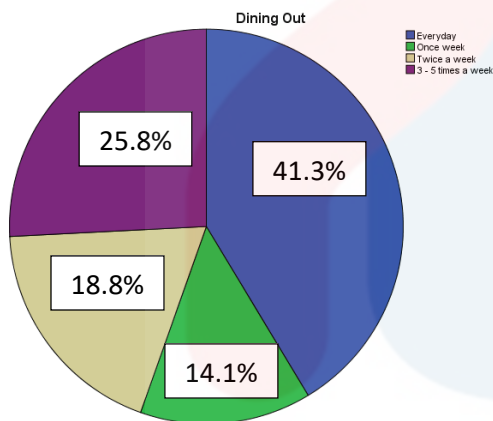
Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RM0 - RM500	202	59.2	59.2	59.2
RM501 - RM1000	97	28.4	28.4	87.7
RM1001 - RM1500	42	12.3	12.3	100.0
Total	341	100.0	100.0	



Dining Out

		Dining Out		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Everyday	141	41.3	41.3	41.3
	Once week	48	14.1	14.1	55.4
	Twice a week	64	18.8	18.8	74.2
	3 - 5 times a week	88	25.8	25.8	100.0
	Total	341	100.0	100.0	



Descriptive Statistics of Independent Variable and Dependent Variable

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Cleanliness	341	1.00	7.00	5.8821	1.11917
Temperature	341	1.00	7.00	4.9760	1.24740
Music	341	1.00	7.00	5.1413	1.20444
LayoutDesign	341	1.00	7.00	5.5537	1.15904
Customer_Purchase_Behaviour	341	1.00	7.00	5.9607	1.11776
Valid N (listwise)	341				

3. Pearson Correlation Analysis

Correlations

		Cleanliness	Temperature	Music	LayoutDesign	Customer_Purchase_Behaviour
Cleanliness	Pearson Correlation	1	.554**	.603**	.679**	.837**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	341	341	341	341	341
Temperature	Pearson Correlation	.554**	1	.656**	.627**	.521**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	341	341	341	341	341
Music	Pearson Correlation	.603**	.656**	1	.653**	.583**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	341	341	341	341	341
LayoutDesign	Pearson Correlation	.679**	.627**	.653**	1	.713**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	341	341	341	341	341
Customer_Purchase_Behaviour	Pearson Correlation	.837**	.521**	.583**	.713**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	341	341	341	341	341

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

EKFP

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Appendix C

Turnitin Result

A study of Relationship between Restaurant atmosphere and consumers purchase behavior

ORIGINALITY REPORT

9%	4%	1%	8%
SIMILARITY INDEX PAPERS	INTERNET SOURCES	PUBLICATIONS	STUDENT

PRIMARY SOURCES

Submitted to Universiti Teknologi MARA

1 Student Paper	1%
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Submitted to Higher Education Commission

2 Pakistan Student Paper	1%
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Submitted to Westminster International

3 University in Tashkent Student Paper	<1%
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