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Determinants of UiTM Students' Revisit Intention to Kopitiam in Penang

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Abstract

Kopitiam has been modified and being acceptable to all level of people. Although the kopitiam has own specialties and becomes popular among the teenagers including the college and university students as a social center, the main factors influence students to revisit kopitiam is still unknown. Therefore, this study explores the factors influence students to revisit the establishment. Quantitative approach to using survey was undertaken which involved 150 respondents. Result revealed quality of food found as the main factor that contributes the students' intention revisit kopitiam restaurant as compared to service quality and good ambiance of the foodservice organization.

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Keywords: Determinats; UiTM students; revisit intention; kopitiam

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1. Introduction

The development of food service business has brought a new concept, theme, service and menu. While many new types of foodservice business have been introduced in order to satisfy the customers, some of the old concepts have been modified in order to accommodate the demand. In line with this notion, *kopitiam* has been upgraded and accepted among all level of people. Although *kopitiam* is popular as ethnic restaurants among the Chinese, it has its specialities and attracts various races such as Malays and Indians.

With the number of no less than 100 brand names of modern *kopitiam* operating in various parts of Malaysia, *kopitiam* has become favorite place or location for the middle and upper class society to meet, discuss business project, socialize and many other activities (Yazam & Hamid, 2011). *Kopitiam* is one of the tradition and nostalgic memories of a bygone age. Each *kopitiam* shop has its unique flavor and ambiance. The unique ambiance of the restaurant has led the youngsters especially the college and university students to visit *kopitiam*.

As reported, this restaurant sells simple food for breakfast like sunny side up, half boiled egg, scramble egg, bread toast with 'kaya' added with coffee, tea, and melted chocolate drink (Lim, 2013). This place is chosen by the students as a place to hang out with friends, discuss the assignment, share ideas and use the internet access. Besides that, the foods served are simple and hot, and the menu offers suitable during breakfast, lunch, tea time, dinner and also supper.

In addition, most *kopitiam* restaurant served Malay, Chinese and Indian food and is prepared in the traditional method to ensure the authenticity and the taste of food. Instead of the popular toast and hot beverages, patrons can savor specialties and local delights such as Curry Laksa, 'Char Kuey Teow' and 'Nasi Lemak' (Lim, 2013). According to (Jess, 2013), foods in *kopitiam* have become a part of Malaysia's culinary heritage, gastronomic bastions that was proudly weathering the years and changing lifestyles of people.

Early 2000's is the revival of the traditional culture which started with the introduction of new age *kopitiam*. The popularity of the old-fashioned outlets along with society's obsession with nostalgia and increasing affluence has led to the revival of these *kopitiam*. According to Lim (2013), the new *kopitiam* are fast-food outlets which are reminiscent of the old *kopitiam*s in terms of decor, but are usually built in a more urban, modern, hygienic setting such as shopping mall rather than in the traditional shop house, catering mainly for young adults especially for a generation Y. On the other hand (Jess, 2013) stated that, modern *kopitiam*s that retained the old-fashioned marble-topped tables, chunky crockery and, wooden chairs can be found in the air-conditioned shopping center malls. This has led *kopitiam* become popular restaurant among Malaysian with the introduction of new décor and new menu items.

1.1. Problem statement

With traditionally known as Chinese coffee shops and a part of the Malay society in the urban city (Eng, 2010), *kopitiam* has grown rapidly in Malaysia. This concept of restaurant has been accepted by several age groups. This includes teenagers which refer to college or university students. There are too many *kopitiam* or Chinese coffee shops established in Penang. With the huge number of college and university students and due to the variety of restaurants in Malaysia, the students have plenty of choices.

As we know, majority *kopitiam*s are owned by Chinese. It brings hesitation to the Malays because of the Halal status of the restaurant. Even though the *kopitiam*s have Halal certificate, they still cannot attract customer to visit their restaurant (Yazam & Hamid, 2011). Other than Halal certificate to attract more customers, they have to also create other factors to influence customer intention especially students revisit their restaurant.

Customers nowadays especially students are concern about the quality of food while enjoying the food at the restaurant. Therefore, the *kopitiam* need to improve their food quality in terms of the preparation of food, approval sources by Jabatan Kemajuan Islam Malaysia (JAKIM), freshness of raw materials and others to attract the customers. This is because customers are conscious about their choices of food to maintain healthy lifestyle (Clark, 1998). This study is therefore investigating the factors that influence the students' revisit intention to visit *kopitiam*. This main objective is supported by the following sub-objectives.

- To examine ambiance factors that influence the student revisit intention to visit the *kopitiam*.
- To determine the service quality factors that influences student revisit intention visit *kopitiam*.

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