

Muslim Customers' Revisit Intention towards The Instagrammable Cafes in Penang, Malaysia

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Abstract

This paper aims to extend the theory of planned behaviour (TPB) to identify the factors influencing Muslim customers' revisit intention towards the Instagrammable cafes in Penang, Malaysia. The extended TPB's dependent variables, which include attitude, subjective norm, perceived behavioural control, and food quality, may have impact on customers' intentions to return to the Instagrammable cafes. A purposive sampling method was used to determine the sample size for the investigation. The data was collected using the self-administered questionnaires and online surveys. The self-administered questionnaire surveys were distributed directly to the customers that had already dined in the Instagrammable cafes at the Penang Street Art. Out of 300 questionnaires distributed both online (n=200) and offline (n=100), a total of N=170 respondents were collected. IBM SPSS was used to analyse all the collected data. The spearman correlation and standard multiple regression analysis were used to answer the research questions addressed in finding the relationship of the variables. The findings of this study recorded that attitude, subjective norm, perceived behavioural control, and food quality positively affected the customers' revisit intention. In addition, the customer satisfaction that acted as a mediator was found to be significant in the relationship between food quality and customers' revisit intention. The presence of food quality as the variable extended the TPB model to identify the factors of revisit intention for Instagrammable cafes among Muslim consumers in Malaysia.

Keywords: Instagrammable Cafe, Revisit Intention, Theory of Planned Behaviour, Muslim

Introduction

The new wave of 'Insta-friendly' cafes becomes an interest around the globe in attracting more customers, especially the millennial generations that use social media, particularly Instagram in order to post their way of life. Campbell et al (2022) stated that research found that the photogenic aspect/use of environment cues such as props, brightness and colour

contribute to instagrammability. Reflecting to the statement, the instagrammable cafes can be regarded as a carefully and aesthetically designed cafe from the decor and lighting to the way food is presented with the sole intention of customers posting on Instagram.

In line with the above notion, food quality is one of the crucial things in the food industry where they need to retain customers' loyalty to the cafes. Furthermore, it is well acknowledged that food quality has a significant role in the ways people perceive quality. Moreover, cafes and food businesses rely heavily on customers' revisit intentions. Therefore, food quality may also contribute to an understanding of Muslim customers' behaviour. Given the aforementioned justifications, the authors decided to expand the original theory of planned behaviour (TPB) model including food quality. In a similar vein, it was determined to investigate the impact of food quality on revisit intention and through customer satisfaction which acts as mediator in the context of the Instagrammable cafes since it is crucial to capture customers' intention to return in general.

The issues in the context of the study setting where the use of Muslim workers positively improved the restaurant's perceived image among Muslims and it may affect the customers' intention to return to the restaurant again (Yusof et al., 2020). Furthermore, based on cues such as 'pork-free' signage, according to the survey by Malay Mail Online (2019), which interviewed about 20 Muslims randomly at a mall, they found out, of the 20, 15 or 75% of the respondents indicated that they understand the meaning of 'pork-free' or 'no pork', and some added that they have no problem eating at the cafes that display such signage as long as they think the establishments are clean.

In addition, the presence of Muslims on the premises have given a perception to other Muslim customers to assume that the cafes supplied halal meals (Khan & Khan, 2019a). Because of that, Muslim customers tend to revisit the restaurant without any hesitation on the preparation of food either it is following the teaching of Islam (syariah compliance) and the status of the halal certification itself or not. Other than that, Guszowski (2021) indicated that more than a third claimed they have visited a restaurant after seeing it on the application without having further research on the halal certification issues towards the cafes especially Muslim customers. Hence, the food itself, especially unique items, is a major determinant of those choices. Users reported that 55% of them had visited a restaurant via TikTok because the food looked delectable, and 51% had visited because they saw a special menu item. Others were drawn in by a "cool ambience" (38%), an engaging presentation (36%), or a stunning view (29%) (Andrews, 2021). In simple word, once got viral, they just go to the restaurant and try the food without any hesitation as Muslim customers which only allowed to consume halal meals and products. Thus, this study was designed to understand Muslim customers' revisit intentions in relation to the gaps identified.

From the preceding highlighted issues, the main objectives of this study are to extend the theory of planned behaviour (TPB) and to identify the factors influencing Muslim customers' intention to revisit the Instagrammable cafes. Therefore, the following research objectives specify the detail of the focus for the study while research questions supporting the objectives and the direction of this study, the following research objectives and research questions are formulated

RQ1: Do the theory of planned behaviour (attitude towards behaviour, subjective norm, perceived behavioural control), and food quality have a significant relationship towards Muslim customers' revisit intention?

RQ2: Does the customer satisfaction have a significant relationship towards Muslim customers' revisit intention?

RQ3: Does the mediating effect of customers' satisfaction have a relationship between food quality and Muslim customers' revisit intention?

RQ4: Which is the most effective factors of TPB components and food quality that lead to the Muslim customers' revisit intention of a restaurant?

Literature Review

Overview of Cafe in Malaysia

Cafe is one of the places that serves different types of coffee and drink. The concept of cafe is also referred to as a fast-casual dining establishment that provides the simplicity and convenience of fast food but in a more hospitable sit-down setting (Mealey, 2019). The term 'cafe' comes from the French word meaning "coffee" (Upendran, 2016). A cafe menu traditionally offers items such as coffee, espresso, pastries, and sandwiches. As time goes by, a cafe transforms into one of the UK's and the world's fastest-growing coffee chains (Anderson, 2021). Because of their artisan coffee, appealing store design, and welcoming atmosphere, many cafes are popular and going viral on social media (Savjiyani, 2015). This trend gave rise to the term "Instagrammable spots," which refers to locations with the potential to make the perfect backdrop for an Instagram photo. An Instagrammable spot's reach increases as more people visit the individual Instagram spots and post their images on social media (Meisight, 2020).

The Concept of Instagrammable Cafe

Instagrammability is a quality that is commonly discussed in the coffee and service sectors. Even if a drink is good, a simple presentation could prevent it from being Instagrammable. Despite being cosy and pleasant, an old-fashioned café may not be suitable for Instagram. Instagrammability is all about making eye-catching visuals that people feel is worthy of sharing with their friends, whether it is a mural, a distinctive menu item, or an entire design aesthetic (Johnson, 2022). This study has selected the Penang Island region as its research site due to the size of the population. Actually, Penang is a famous tourist destination since it is regarded as Malaysia's cuisine heaven. Because of this, the researcher decided to focus on Penang Street Art, where more than 20 cafes were constructed based on the Google Maps. In today's connected world, it is clear that social media influences many of our everyday choices, including food consumption, purchasing behaviour, and revisit intention.

Customers' Revisit Intention

Numerous researchers have focused on factors that contribute to revisit intention such as service quality, physical environment, price perception, perceived behavioural control, and subjective norm (Halimi et al., 2021; Polas et al., 2020; Marzuki, 2012), as it is better to attract customers to come back than to look for new customers. Hence, it also looked at customer intention to return to the business outlet such as hypermarkets, laptop stores, and cafes (Adirestuty, 2019; Han et al., 2019; Amini & Akbari, 2014; Liu & Lee, 2016; Rather & Camilleri, 2019; Saaidin et al., 2018). However, there is a lack of research carried out in the restaurant industry, particularly among the Instagrammable cafes. As a result, this current study will educate the customers especially Muslim customers on how the extended TPB attributes impact their future intention to visit an Instagrammable cafes especially in Penang, Malaysia.

Attitude

Attitude is defined as the degree to which a person views the behaviour in issue favourably or unfavourably (Ajzen, 1991). When it comes to attribute dimensions like good-bad, likeable-dislikeable, and pleasant-unpleasant, attitude serves as a psychological judgement (Ajzen, 2001). In the hospitality industry, studies on food consumption show that attitude plays a favourable role (Shahzad et al., 2020). An attitude in the current study refers to the degree to which Muslim patrons favour or reject establishments that are not halal certified. A favourable attitude toward tourism retention is revealed by studies by Hasan et al (2020); Manosuthi et al (2020), while a study by Roustana and Jamshidi (2020) indicates a good attitude toward food in tourism revisit intention. Therefore, it is postulated that

H1: Attitude has a significant relationship towards the Muslim customers' revisit intention

Subjective Norm

Subjective norms are a further element that affects behavioural intention, according to the TPB model. The term "subjective norm" describes how a person experiences social pressure from significant others to partake in or refrain from a behaviour (Belanche et al., 2019; Bianchi et al., 2017). This suggests that an individual will evaluate and perform the behaviour based on the value perception from third parties towards the behaviour. In the research on marketing and tourism, the influence of subjective norms as a motivator of behavioural intentions is well known (Hasan et al., 2004). Besides, in the context of travel and tourism, previously published material empirically demonstrates that travellers' opinions about whether loved ones (family, friends, or co-workers) will approve of their choice to visit or not visit a given vacation destination influence their holiday choices. There is no indication or reason to believe that the distance between a tourist's destination and country of origin will encourage the formation of subjective norms or their influence on intentions in the other direction. In the context of this research, the influence of third parties which may include the family, friends, and social groups members may become the stimulating factors for the revisit intention of an individual to the Instagrammable café.

H2: Subjective norm has a significant relationship towards the Muslim customers' revisit intention

Perceived Behavioural Control

The term perceived behavioural control (PBC) refers to a person's perception of how easy or difficult it is to carry out a behaviour (Ajzen, 1991). According to Ajzen, PBC reflects a person's past experiences and upcoming challenges. The fewer impediments predicted, the higher the perception of control over behaviour is, and the more resources that individual possesses based on the referent. Quintal et al (2015); Vesci and Botti (2019) provide evidence of the association in research including food. Meng and Cui (2020); Soliman (2019) findings show that perceived behavioural control has a favourable impact on visitors' intention to return. Thus, the next hypothesis is

H3: Perceived behavioural control has a significant relationship towards the Muslim customers' revisit intention

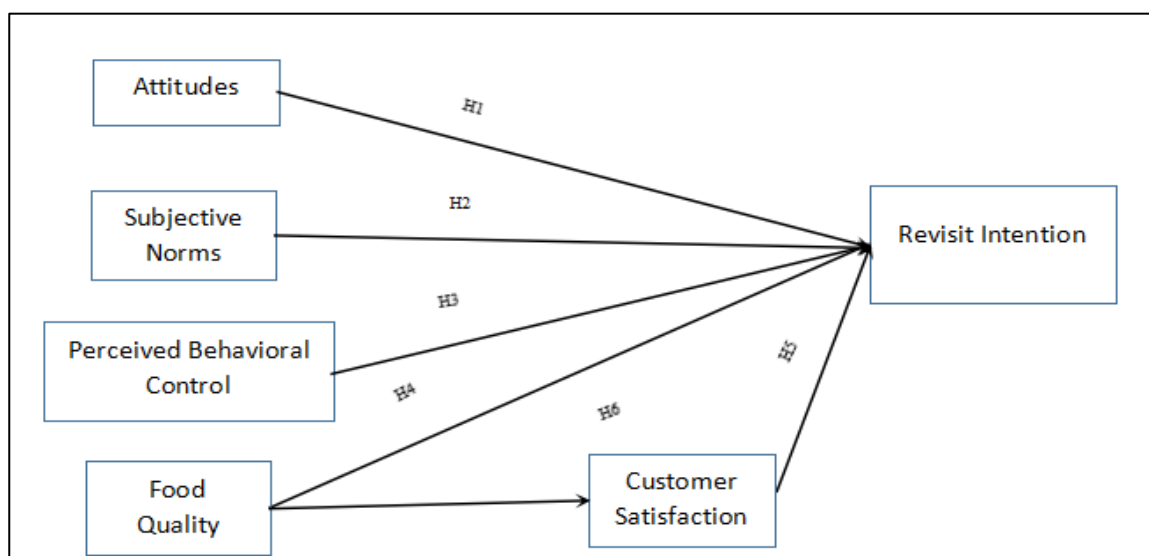
Food Quality

Peri (2006) discovered that quality and food quality are both fit for use and consumption. Quality, along with religious needs, was one of the most important things to consider while purchasing local and foreign brands in Malaysia (Othman, 2007). Furthermore, they stated that when evaluating items, customers heavily rely on numerous information 'cues' or product attributes. This information 'cues' such as implicit, extrinsic, intrinsic, and credence quality cues help the consumers to make a decision before purchasing the products (Batt & Chamhuri, 2015). Although most of the research has focused on how to produce high-quality food in the food sector, more effort should be placed on understanding how customers perceive quality. Consumers, in the end, are the ones who make the decision. Therefore, the quality of food plays the main role in their decision to purchase fresh food that they believed to be of a high quality. Thus, it can be linked that customers went to the restaurant repeatedly due the high quality of food that they are getting every time they revisit that particular restaurant. Therefore, the hypothesis was postulated

H4: Food quality has a significant relationship towards the Muslim customers' revisit intention

Research Framework

According to the theory of planned behaviour Ajzen (1991), behaviours are influenced by intentions, which are determined by three factors: attitudes, subjective norms, and perceived behavioural control. Numerous studies in the field of customer retention identify influencing factors such as satisfaction, reputation, trust, variety seeking tendency, equity, the physical environment, and price perception (Mannan et al., 2019; Mostafa & Ibrahim, 2020; Polas et al., 2020; Rajput & Gahfoor, 2020). Based on the literature review, the theoretical framework is depicted in Figure 1. The theory of planned behaviour (TPB) will be utilised as the theoretical model underlying the research framework. Therefore, the research framework supported the analysis of those underlying factors in the context of the Instagrammable cafes toward clarifying the formation of customer's intention to revisit those cafes.



Adapted from Halimi et al (2021)

Figure 1: Research Framework

Methodology

The pilot study was conducted to determine the reliability of the items measured and the data gathered from the pilot study was analysed and result confirmed that the reliability measured was fulfilled. In determining the sample size, a purposive sampling has become the preferred strategy since it allows for the selection of the identified participants who can provide the best information to achieve the study objectives. Sekaran (2003) supported that this sampling design is suitable when only a small number or category of people have the information needed. The samples of respondents were mainly Muslim customers who have experienced visiting the Instagrammable cafe before this.

The data collection for the study was carried out in two methods; online and self-administered. The online version was sent through email and social media of the respondents who have final experienced dining in at the Instagrammable café. Furthermore, the self-administered questionnaire was made into a booklet and was distributed personally to the potential respondents. The survey questionnaire either online or self-administered was divided into four major sections which consist of Section A, B, C and D. Section A is focusing on the demographic profile of the respondents which asked about the gender, age and ethnic background. Section B, is focusing on perceptions towards extended TPB which consist of attitude, subjective norm, perceived behavioural control and food quality were asked to address the patron's experience. These questions were adapted from (Abbasi et al., 2021; Jang et al., 2011). Moreover, in Section C, the questions were related to the attributes of customer satisfaction as a mediator and in Section D, the questions were on the respondent's behavioural intention to return to the cafes was adapted from (Chi, 2005). The questionnaires were presented to the respondents with a seven-point Likert scale ranging from (1) strongly disagree, (2) disagree, (3) slightly disagree, (4) normal, (5) slightly agree, (6) agree, (7) strongly agree. There were 100 sets of self-administered questionnaires distributed personally to the respondents at the Instagrammable cafe which is located at the Penang Street Art in Georgetown and a total of 70 questionnaires were completed and returned, equivalent to 70% response rate. One of the reasons the area has been chosen is it has a lot of cafes especially the trending cafes along the streets. As for online questionnaire distribution, there were 200 questionnaires were distributed using link through email and social media platforms personally to the person who has already experienced visiting the Instagrammable café and 100 respondents received from an online survey that resulted in 50% of the population.

With regard to the sufficient number of respondents, Roscoe (1975) as cited by Memon et al. (2020), the rules of thumb indicated that sample sizes larger than 30 and smaller than 500 are appropriate for most research, using both online and self-administered survey. Overall, 171 questionnaires were deemed valid to be analysed.

Results and Discussion

The data collected were analysed by using IBM SPSS statistic software. The results are primarily based on the quantitative information gathered from the respondents who experienced dining out at the the Instagrammable cafe in Penang, Malaysia. All the information obtained was used to answer the research objectives, research questions, and the hypotheses. Several series of statistical methods had been applied in the study which include the frequency, descriptive, correlation analysis, and regression analysis.

Frequencies and Descriptives

The characteristics of the respondents consist of gender, age, marital status, occupation, reason dine out, and dine out frequency. Respondent's demographic information representing the sample (n=170). Table 1 shows that there are significant differences in the number of respondents between genders. 70% of the respondents were female, which was higher than the male respondents, only 30%. The age of respondents ranging from 18-24 (66.5%) is the highest followed by the age between 25–34 (23.5%), 35–44 (5.9%), 45–54 (3.5%) and the lowest was among those over 55 (0.6%). In terms of marital status, more than half of the respondents were single that contributed to 78.8% while married respondents were only 20%. Only 1.2% of the respondents were categorised as widowed. The occupation, 57.6% of the respondents were among students followed by professionals (14.1%), government employees (12.4%), self-employed (8.2%), and unemployed or housewives (7.6%). The main purpose for which the respondents were dining at the Instagrammable cafe was for lunch (41.8%), followed by snack (16.4%), and breakfast (17.8%). The reason for dining for dinner had the lowest percentage with 24.1%. Out of the respondents, 41.2% dined out once or twice a year, and 21.8% dined out once or twice every 6 months. From 170 respondents, only 5.9% responded to dining out once a week.

Table 1

Respondent's Demographic Information

Demographic Characteristics		Frequencies	Percentage (%)
Gender:	Male	51	30.0
	Female	119	70.0
Age:	18-24	113	66.5
	25-34	40	23.5
	35-44	10	5.9
	45-54	6	3.5
	>55	1	0.6
Marital status:	Single	134	78.8
	Married	34	20.0
	Divorced	0	0.0
	Widowed	2	1.2
Occupation:	Professional	24	14.1
	Government Employee	21	12.4
	Self-employed	14	8.2
	Student	98	57.6
	Retired	0	0.0
	Unemployed/Housewife	13	7.6
Reason for Dining:	Breakfast	30	17.8
	Lunch	71	41.8
	Snack (Tea time)	41	16.4
	Dinner	28	24.1
Frequency Dining Out:	None	17	10.0
	Once a week	10	5.9
	2 or 3 times each month	36	21.2
	Once or twice every 6 months	37	21.8
	Once or twice a year	70	41.2

Correlation Analysis & Hypothesis Testing

Cohen (1998) suggested the following guidelines to indicate the strength of the relationship between two variables: (*rho*: .10 to .29 - small), (*rho*: .30 to .49 - medium) and (*rho*: .50 to 1.0 - large). The results show that, there was a significant correlation between attitude and customer revisit intention, $rho = .575$, $n=170$, $p < .005$ as stated in Table 2. Therefore, H1 is accepted.

The relationship between subjective norms showed a significant correlation with customer revisit intention. There was a strong positive correlation between the two variables, $rho=.565$, $n=170$, $p < .005$. Therefore, H2 is accepted.

The result of the study found that there was also a significant correlation recorded between perceived behavioural control and customer revisit intention. The strong positive correlation between the two variables was $rho=.696$, $n=170$, $p < .005$. Therefore, H3 is accepted.

The result of the food quality also stated a significant correlation towards customer revisit intention. The result indicated a strong positive correlation between the two variables which $rho=.675$, $n=170$, $p < .005$. Therefore, H4 is accepted.

Lastly, the result of the correlation between customer satisfaction and customer revisit intention found a strong positive significant between the variables with $rho=.767$, $n=170$, $p < .005$. Therefore, H5 is accepted.

Overall, there was a strong, positive correlation between extended TPB attributes, customer satisfaction, and customer revisit intention. Increases in those variables were correlated with increases in customer revisit intention. Table 2 below shows the summary of the correlational result of the variables.

Table 2

Correlation analysis

Scale	1	2	3	4	5	6
Attitude (A)	-	.504**	.569**	.538**	.667**	.575**
Subjective Norms (SN)	.504**	-	.647**	.590**	.588**	.565**
Perceived Behavioural Control (PBC)	.569**	.647**	-	.717**	.754**	.696**
Food Quality (FQ)	.590**	.538**	.717**	-	.800**	.675**
Customer Satisfaction (CS)	.667**	.588**	.754**	.800**	-	.767**
Customer Revisit Intention (CRI)	.575**	.565**	.696**	.675**	.767**	-

Regression Analysis

The data being analysed using the regression method to confirm the relationship between the independent variables towards the dependent variable in predicting the outcome of a response variable by combining numerous explanatory factors (Hayes, 2021). The outcome of the test was to identify whether the independent variable significantly influence the dependent variable. The significant level or alpha value at 0.05 with 95% confidence interval was used in this study. According to multiple regression statistics, the result indicated that independent variables were able to explain 81.8% of the variance of the customer revisit intention ($R^2= 0.818$) while it was found that perceived behavioural control ($\beta= .169$, $p < .00$)

and customer satisfaction ($\beta = .622, p < .00$) were the predictors of customer revisit intention. Besides, attitude ($\beta = .078, p > .00$), subjective norm ($\beta = .088, p > .00$), and food quality ($\beta = -.063, p > .00$) were found to be the significant predictors of customer revisit intention. Table 3 shows the result of the regression analysis.

Table 3
Regression Analysis

Hypothesis	Relationship	Path a	Path b	Indirect Path (a*b)	Std Error	t-value	Bootstrap Confidence Interval		Decision
							95% LL	95% UL	
H6	FQ->CS->CRI	.883	.811	.717	.090		.495	.858	Supported

Customer Satisfaction Mediates The Relationship Between Food Quality and Customer Revisit Intention

The bootstrapping analysis testing the mediating model showed the indirect effect $\beta = 0.717$ (0.883×0.811) was significant to a p-value ($p < .01$). In addition, the indirect effect 0.717 , 95% Bootstrapped CI (LL: 0.495 , UL: 0.858) did not straddle a zero in between. This indicates that the presence of mediating effect of customer satisfaction on the relationship between food quality and customer revisit intention. Thus, H6 is supported.

In order to identify which components affect the most in extended TPB attributes to customer revisit intention, it was found that perceived behavioural control ($\beta = .169, p < .05$) and customer satisfaction ($\beta = .622, p < .05$) were the predictors of customer revisit intention. In terms of the factors of extended TPB components, perceived behavioural control was the most effective factor that leads to the Muslim customers' revisit intention of the Instagrammable cafes. Based on this result, it shows that perceived behavioural control recorded the highest effect on customer revisit intention. Meanwhile, the food quality had the lowest effect on Muslim customers' revisit intention. The findings were supported by previous research done where it was found that perceived behavioural control indeed has a positive and direct relationship towards customer revisit intention (Halimi et al., 2021). In short, perceived behavioural control affects the most in customers' revisit intention.

Summary of Hypotheses Testing

Hypothesis 1 (H1) posited that attitude significantly influenced customer revisit intention, $r(170) = .57, p = .000$ at Instagrammable cafes in Penang, Malaysia as it shows that customers enjoyed themselves when dining at Instagrammable cafes with clean and pleasant atmosphere. Meanwhile, the second hypothesis (H2) in the study indicated that there was a significant relationship between subjective norm and customer revisit intention. As for the correlation analysis, the subjective norm showed a significant positive relationship with revisit intention which $r(170) = .56, p = .000$.

The third hypothesis (H3) in the study indicated that there was a significant relationship between perceived behavioral control and customer revisit intention. A significant positive relationship was also recorded between perceived behavioural control and customer revisit intention which $r(170) = .69, p = .000$. Fourth hypothesis (H4) in the study indicated that there

was a significant relationship between food quality and customer revisit intention. As for the correlation analysis, the food quality showed a significant positive relationship with revisit intention which $r(170) = .67, p = .000$. According to an earlier study by Han and Ryu (2009), the quality of the food has a direct impact on consumers' behavioural intentions and has been shown to be a significant predictor of customer satisfaction. In order to comprehend how a customer's behavioral intention evolves and how food quality factors affect customer happiness, the findings also highlight their significance.

The fifth hypothesis (H5) indicated that there was a significant relationship between customer satisfaction and customer revisit intention. The research findings indicated that there was a significant relationship between customer satisfaction and customer revisit intention. As for the correlation analysis, the customer satisfaction showed a significant positive relationship with revisit intention which $r(170) = .76, p = .000$. Thus, hypothesis 5 (H5) was supported and answered to research objective 2. Ryu (2007) discovered that raising customer satisfaction levels in the food service sector is essential to foster repeat business and word-of-mouth recommendations. A happy customer is more likely to reject competing offers and return to the same restaurant that provides the finest experiences.

The research finding for Hypothesis 6 (H6), customer satisfaction mediated the relationship between food quality and customer revisit intention which the indirect effect 0.717, 95% Bootstrapped CI (LL: 0.495, UL: 0.858) did not straddle a zero in between. This indicates that the presence of mediating effect of customer satisfaction on the relationship between food quality and customer revisit intention. Thus, H6 is supported.

Conclusion

According to the study's conclusions, there are four independent variables namely attitude, subjective norm, perceived behavioural control, and food quality that have a significant relationship with customer satisfaction and that influence a person's behaviour. All of the suggested hypotheses were therefore supported. Despite the fact that this study produced some noteworthy and important findings, there are two limitations of this study, which the first flaw relates directly to its research setting where there are actually a lot more Instagrammable cafes, but the focus of the study was only on the cafés in Penang. Future researchers may consider other Instagrammable cafés outside Penang. The second drawback is the research methodology. Future studies should thus proceed with the mixed techniques, which combine an interview with a survey questionnaire to obtain more comprehensive data on the subject at hand. As a result of this study, it was concluded that the extended TPB attributes have a considerable role in customer satisfaction as well as influencing customers' revisit intention.

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