

# FACTORS INFLUENCING STUDENTS' SATISFACTION ON STREET FOOD: AN EMPHASIS ON CLEANLINESS AND HEALTHINESS

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## Article history

**Received date** : 1-3-2022

**Revised date** : 2-3-2022

**Accepted date** : 25-6-2022

**Published date** : 1-8-2022

## To cite this document:

Wan Bujang, W. H., Ahmad Fauzi, F., Hashim, N., Mohd Ali Tan, Z., & Nizam, N. H. (2022). Factors Influencing Students' Satisfaction on Street Food: An Emphasis on Cleanliness and Healthiness. *International Journal of Accounting, Finance and Business (IJAFB)*, 7(41), 375 - 382.

**Abstract:** *Street food had been the selection of foods among students' population in higher educational institutes all over the country. There is an estimated population of 1.32 million students who currently pursued their tertiary education in Malaysia. (Education & Services, 2021). As street foods has the characteristics of affordable prices, fast services, ready to pick up, and easily accessible, they became the favorite selection for the students. However, many recent studies have confirmed that health issues among university students were related to the consumptions of street foods. Hence, the study aims to explore on the matter of cleanliness and healthiness factors which have influenced students' satisfaction concerning their street food experiences. Respondents comprised of students of Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang Kampus Permatang Pauh. Quantitative designs were employed, and responses were gathered using online survey methods. Data were analyzed using SPSS, focusing on descriptive analysis and correlational study. The researcher found that cleanliness and healthiness have the positive relationship toward students' satisfaction on street food consumption.*

**Keywords:** *Street food, cleanliness, healthiness, hygiene, students' satisfaction*

## Introduction

Malaysia is known as a country with various cultural backgrounds. Its diversity leads to wonderful, blended tastes of sweet, sour, and spicy. In Malaysia, instead of having its cuisine in various restaurants solely, local street food is also the most hunted and visited place by the customer. A lot of these customers aim for the local street food stalls or some targeting for their unique 'Pasar Malam' or night market events. Eventually, venturing into this local street food is indeed a wonderful satisfaction for a lot of the locals, as well as the foreign tourists in the country. In conjunction, this study is targeting to study the students' satisfaction with the existing local street food in their area. Previous studies have investigated street food from the perspectives of consumers' behaviour, perspective the application of regulation and policy, the practices of food safety and hygienic among street food vendors, and more to understand better this food and beverage (F&B) industry (Nurhayati & Khairatun, 2020).

From the education perspective, the street food industry plays a major role in feeding the students' population in educational institutions across the country. According to the Ministry of Education Malaysia, there is an estimated population of 1.32 million students who currently pursued their tertiary education in Malaysia and this figure indicates major needs and demands for street food stalls especially surrounding the campus compound areas across the country. Numerous studies have been conducted to determine customer impressions towards the cleanliness of street food stalls as well as structural point of sale, the operational safety of public service, and freshness of foods that are used to assess the service quality of street food (Morano et al., 2018). The street food industry has three main characteristics that differentiate its services from the other cuisine restaurants in the country; (i) it is affordable, (ii) fast services and ready to pick up, and (iii) widely accessible across the cities (Bellia & Pilato, 2014). These criteria of street food services have grown greater interest among the university students to simply purchase or buy the street food instead of food selling in proper inside building spaces, restaurants, or canteen. Observing many of those merchants or the owners of the street food often handling food while at the same time taking or receiving money from other customers has resulted in poor cleanliness practices. The studies also revealed that students' satisfaction with the street food is a crucial factor in determining the quality of street food as students are the biggest population who frequently purchase meals from the street food merchants. According to the findings of this study, the cleanliness and hygienic level of the street food's condition and its surroundings area are the most important factors that influence students' satisfaction. Predominantly, there has been lack of study focusing on the cleanliness and healthiness factors of street food that influence student satisfaction in Malaysia. Therefore, this study aims to look at how the cleanliness and healthiness quality of street food have influenced the student's satisfaction, specifically on the students of Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang Kampus Permatang Pauh. The focused and observed subjects are towards the student's experiences with the street food they had in the past.

## Literature Review

### Cleanliness Factor

Cleanliness is always the essential element for the customers. When it comes to street food, cleanliness is always have been, and always will be, a factor in purchasing decision. Purchasing foods from clean food vendors are indeed crucial for the prevention, maintenance, and treatment of diseases from foodborne illnesses (Alimi, n.d.). Therefore, many street food vendors are

presumed to pose a significant risk to consumers due to microbiology contamination (Shafiee et al., 2017).

### **Healthiness Factor**

Healthy food is defined as good in quality with good taste and has necessary vitamins and nutrients (Shafiee et al., 2017). Street food faced challenges of increasing health risks due to; (1) food accessible to filth and contaminated bacteria, (2) cleanliness of the surrounding areas, and (3) practices by the vendors during food preparation and storage (Sezgin & Şanlıer, 2016). It is crucial to prioritize the cleanliness and healthiness factors as food consumption is unconsciously associated with disease prevention and health deterioration (Schnettler et al., 2015). However, because street food has always been associated with accessibility, availability, and convenience services (Morano et al., 2018), even though many consumers nowadays did not trust the safety of food sold, this matter did not affect the sale performance of street food.

### **Quality of Street Foods**

According to (Ibáñez & Casanova, 2003) quality perception is a general concept based on the criteria that customers use to evaluate and compare products or services. Quality is an intuitive feeling that can be felt both before and after a purchase (Grunert, 2010). Quality perception, according to (Tinoco & Ribeiro, 2008), is the consequence of a comparison between customer expectations and performance. Nonetheless, among other things, cleanliness and healthiness are determinants of the perceived quality of meals eaten away from home. (Tiwari & Verma, 2008) discovered that the lowest price, food preparation efficiency, and media supported by brand owners are the reasons for the rise of the market. These characteristics must be linked to the consumer's opinion of quality, which is the variety of food, flavour, atmosphere and hygiene, speed of service, location and parking, and these variables influence the consumer's choice of business.

### **Students' Satisfaction**

Students' satisfaction can be defined as a short-term perception resulting from an evaluation of students' educational experience towards available services and facilities within their setting environment (Salinda et al., 2017). According to (Zhong & Moon, 2020) in terms of student satisfaction towards the cleanliness and healthiness of street food, the types of dimensions can be categorized into three; (1) quality of street food and (2) quality of physical facilities of street food stalls and its existing environment. It is believed that when the students are pleased with the quality provides, they will continue to purchase from the performed street food items or vendors. (Amelia & Garg, 2016) addressed that satisfaction is the result of the psychological process. It is the source for an individual to express their initial impression towards something about the quality and perfection of the offered products or services.

### **Methodology**

The purpose of this study to examine the cleanliness and healthiness of street food that influenced students' satisfaction. As the most suitable tool to be used, a descriptive research design using a quantitative approach by correlation study is considered.

### **Research Population and Sample**

The population for this research was the students of Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang Kampus Permatang Pauh who had the experience eating street foods. The researchers used purposive sampling method, and by utilizing Raosoft Sample Calculator, an approximate of 326 students participated in this study.

### Research Instrument

A set of questionnaires consist of three parts has been used as the instruments. The questionnaire was adopted from Morano et al., (2018), which focuses mainly on cleanliness and healthiness factor of street foods. The questionnaire can be divided into 4 parts; (i) demography, (ii) cleanliness factor, (iii) healthiness factor, and (iv) satisfaction level on the cleanliness and healthiness of street food.

### Equations

The data were gathered via online survey using Google Form. A web-based survey were prepared in this respect. The survey was contributed by the students of Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang Kampus Permatang Pauh thru social media sites such as Instagram, WhatsApp, Twitter, and Facebook Messenger

### Data Analysis

Cronbach Alpha was used in the pilot test. According to Sekaran and Bougie (2016) said that , because the test is much more stable when the result is close to one. The pilot survey has been conducted and had three main goals: to use the survey data to learn more about the cleanliness factors of street and the healthiness factors of street food that influence students' satisfaction at their hometown from survey data.

### Findings

In this study, the findings will be using frequency analysis, descriptive analysis, correlation coefficient, and multiple linear regression. All the tables below have been interpret based on its outcome results.

### Cleanliness Factor

**Table 1: Mean Dan Standard Deviation For Cleanliness Factors**

Items	N	Mean	Std. Deviation
Are you aware with the cleanliness of the food? *	332	4.02	1.194
Does the cleanliness of the street food stall is importance to sell food? *	332	4.41	1.446
Are you satisfied with the cleanliness of the street food?	332	3.74	1.016
Cleanliness Factors	332	12.1747	2.80476
Valid N (listwise)	332		

Table 1 shows descriptive statistics for cleanliness factors reveal an overall mean score of 12.1747 (SD= 2.80476). This shows a positive perception of cleanliness factors among students of Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang Kampus Permatang Pauh. Question 2 had the highest mean value, indicating that the cleanliness of the street food stall is importance to sell food.

## Healthiness Factor

**Table 2: Mean and Standard Deviation for Healthiness Factors**

Items	N	Mean	Std. Deviation
The food sold at the stall can cause illness	332	3.36	1.802
I prefer street food that containing less fat and more vegetables.	332	3.85	1.754
I do not think street food is good for our health because it has been fried and processed thoroughly.	332	4.30	1.531
I am concerned about the amount of artificial additives and ingredients in the processing of street food.	332	4.14	1.314

Table 2 shows descriptive statistics for healthiness factors reveal an overall mean score of 15.6476 (SD= 3.92981). This shows a positive perception of healthiness factors among students of Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang Kampus Permatang Pauh. Question 3 had the highest mean value, indicating that the students agreed that street food is not good for our health because it has been fried and processed thoroughly.

## Students' Satisfaction

**Table 3: Mean and Standard Deviation for Students' Satisfaction**

Items	N	Mean	Std. Deviation
Overall, do you satisfy with the cleanliness of the street food?	332	3.99	1.245
Overall, do you satisfy with the healthiness of the street food?	332	3.91	1.271
From a scale 1-5, how satisfied are you about street food in your area?	332	3.55	1.008
Do you agree that student's satisfaction towards street food can improve the cleanliness and healthiness of the food and the stall?	332	3.01	1.317

Table 3 shows descriptive statistics for students' satisfaction reveal an overall mean score of 4.4548 (SD= 3.41063). This shows a positive perception of satisfaction towards cleanliness and healthiness of street food among students of Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang Kampus Permatang Pauh. Question 1 had the highest mean value, indicating that students are satisfied with the cleanliness of the street food at their area.

Based on table V, H1 shows that there is a positive relationship between cleanliness factor of street food and students' satisfaction. Pearson product correlation of Cleanliness Factors and Students' Satisfaction was found to be very low positive and statistically significant ( $r = .196$ ,  $p < 0.01$ ). Therefore, it rejects the null hypothesis ( $H_0$ ), and accept alternative hypothesis ( $H_1$ ) at 99% confidence level. Overall results demonstrated that there is a significance and has a very low positive association between cleanliness factors and students' satisfaction.

For H2 shows that there is a positive relationship between healthiness factor of street food and students' satisfaction. Pearson product correlation of Healthiness Factors and Students'

Satisfaction was found to be markedly low and negligible positive and statistically significant ( $r = .043$ ,  $p < 0.01$ ). Therefore, it rejects the null hypothesis ( $H_0$ ), and accept alternative hypothesis ( $H_2$ ) at 99% confidence level. Overall results demonstrated that there is a significance and has a markedly low and negligible positive association between healthiness factors and students' satisfaction.

**Table 4: Pearson Correlation**

Items		Cleanliness Factors	Healthiness Factors	Students Satisfaction
Cleanliness Factors	Pearson Correlation	1	.092	.196**
	Sig. (2-tailed)		.094	.000
	N	332	332	332
Healthiness Factors	Pearson Correlation	.092	1	.043
	Sig. (2-tailed)	.094		.431
	N	332	332	332
Students Satisfaction	Pearson Correlation	.196**	.043	1
	Sig. (2-tailed)	.000	.431	
	N	332	332	332

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

**Table 5: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.198a	.039	.033	3.35328

a. Predictors: (Constant), Healthiness Factors, Cleanliness Factors

b. Dependent Variable: Students Satisfaction

**Table 6: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	11.237	1.055		10.648	.000	9.161	13.313
1 Cleanliness Factors	.236	.066	.194	3.574	.000	.106	.366
Healthiness Factors	.022	.047	.025	.470	.639	-.071	.115

a. Dependent Variable: Students Satisfaction

**Table 7: ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	150.880	2	75.440	6.709	.001b
Residual	3699.442	329	11.245		
Total	3850.322	331			

a. Dependent Variable: Students Satisfaction

b. Predictors: (Constant), Healthiness Factors, Cleanliness Factors

It was hypothesized that there is positive relationship between cleanliness factors and student's satisfaction and there is positive relationship between cleanliness factors and student's satisfaction. Therefore, multiple linear regressions analysis became accomplished to analyze the two-hypothesis. Based on table 6, 7 and 8, result shows that 4% of the variance in student's satisfaction can be accounted for by the two predictors. The overall regression model was significant,  $F(2,329) = 6.709$ ,  $p < .001$ ,  $R^2 = .04$ . Looking at the unique individual contributions of the predictors, result shows that cleanliness factors ( $\beta = .194$ ,  $t = 3.574$ ,  $p = .000$ ) and healthiness factors ( $\beta = .025$ ,  $t = .470$ ,  $p = .639$ ) positively predict student's satisfaction.

## Discussions

The objective of this study was conducted to highlight the relationship between cleanliness factors, healthiness factors and students' satisfaction. Therefore, this study represented two hypotheses to examine the relationship between variables. The first hypothesis of this research is there is a positive relationship between cleanliness factor of street food and students' satisfaction. Based on table 4, it answered the first objective where there is a significant relationship between cleanliness factor and students' satisfaction. The second research objective has been answered where there is a significant relationship between healthiness factor and students' satisfaction. as the result explained that if the healthiness factor towards street food is good, the students will increase their satisfaction towards them.

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