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**FOOD TOURISM MOTIVATION AND CUSTOMER  
SATISFACTION ON HIPSTER CAFÉ IN JOHOR BAHRU,  
MALAYSIA**

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**Abstract:**

Hipster Café has developed in accordance with the hipster ideology of the food and beverage industry. Hipster, according to Greif (2016), refers to "rebel consumers" who describe their lifestyle and purchases in ways that vary from the standard. Interrelated with this was the introduction of the hipster concept into the food industry. Food tourism motivation plays an important factor in keeping hipster cafés competitive in the foodservice industry. As a result, this study aims to find out what young people think about the food tourism motivations and customer satisfaction of Hipster Café, as they have been recognized as regular visitors.

**Keywords:**

Food Tourism Motivation, Hipster Café, Youngsters, Customer Satisfaction

## Introduction

Johor Bahru, Malaysia's third-largest city, is experiencing rapid growth in line with the variety of new urban lifestyles, shopping malls, hotels, and restaurants (Goh, 2011). The urbanite is no longer only sit at home and enjoy life within the house as they have evolved with modern culture, as dining outdoors is now done at many food establishments (Noraziah, 2012). As a result of the plethora of restaurants sprouting up-rising to meet the demands of customers, one of the most recent booming phenomenal is the 'Hipster Café', which arose from the hipster community. According to (Khoo, 2015), contemporary hipsters are young adults who are interested in black and white hipster cafes. Hipsters' second most prominent responses in his surveys were taking photos and drinking coffee. This connection relates to how hipsters are popular for photographing their coffee - coffee that has been specially made for them.

Hipsterism arises as a phenomenon that has incorporated the potential of transparency, creativity, and cultural experimentation in an anti-mainstream context. According to a survey by (Amour, 2009), today's youth are drawn to an excellent style that is distinctive with the addition of different cultures; but, as opposed to older people that they tend to stick to their own preferences rather than experimenting.

The key goal of this research is to look at the undergraduate culinary arts viewpoints of Hipster Café, which is focused on food tourism motivation and customer satisfaction. The goals of this research are to:

- ❖ Examine the impact of Hipster Cafe's food quality on customer satisfaction in Johor Bahru.
- ❖ Examine how the atmosphere of a Hipster Café in Johor Bahru affects customer loyalty.
- ❖ Identify the effect of food tourism motivation on customer satisfaction of Hipster Café in Johor Bahru

The purpose of this study was to find answers to the following research questions:

- ❖ What is the food standard of Hipster Café, in the perception of culinary arts undergraduates?
- ❖ Is the atmosphere of the Hipster Café affecting consumer satisfaction?
- ❖ How does the food tourism motivation impact on customer satisfaction of Hipster Café?

## Literature Review

### *Hipster Culture*

Hipsters have their philosophy or attitude, claiming to be distinct from popular society and attempting to distance themselves from it.

In Malaysia, Hipster is a term used to describe a culture that has existed since the 1990s but has just recently gained popularity. (Madiha Abdullah, 2016). The unique lifestyle includes their 'freak' fashion, food and habit that choosing something different especially for sharing a picture on social media such as Instagram and for their 'TikTok' contents.

### *Hipster Food & Café*

As the demand for hipster foods grew, so did the number of hipster eateries, resulting in a rise in the number of hipster cafés on the market. They also argued that its identity arose from the

fact that it was outside the cultural mainstream of culinary experience. (Alireza R. & Dariyoush J. (2020).

McCracken (2010) further stated that the hipster food culture maintains its characteristics, which extend well beyond popular cuisines. The research will enable us to better understand the specific reasons for visitors to the tourist spot that located also the hipster cafe, and whether or not that motivation prompts them to choose to dine in a hipster café on purpose.

### ***Food Tourism***

Food tourism, also known as culinary tourism or gastronomic tourism, refers to travel experiences that are inspired by and based on food production and consumption (Ignatov & Smith, 2006).

Since gastronomical experience was only accepted as a significant element that influences the overall tourism experience (Cohen & Avieli, 2004), 'food Tourist' consumption was previously ignored in the hospitality and tourism literature (Correia, Moital, Da Costa & Peres, 2008; Okumus, Okumus & McKercher, 2007). However, because food has been recognized as a supportive resource of tourism activity rather than an attraction in and of itself, few studies are expressly intended to examine tourist gastronomy encounters.

Since tourism has been one of the most well-known industries in recent years, a variety of reports on the effect of tourist food intake have gotten a lot of coverage. Telfer and Wall estimated in 2000 that tourists spent one-third of their overall travel budget on food, highlighting the role of food consumption in tourism. Since eating is the only practice that integrates all five senses in humans; visual, tactile, auditory, taste, and olfaction, local food experiences have manifested the need to grow the tourism industry both leisurely and professionally (Kivela & Crotts, 2005).

### ***Tourism Motivation***

The key goal of this research is to see how the predictors or motivators for food tourism lead to consumer satisfaction with the food items provided in hipster cafes. As a result, it's important to figure out which of the motivators contributes the most to customer loyalty, increase food tourists to return to the hipster cafe. Furthermore, the literature would explain that by satisfying the reasons, clients will establish an intimate connection with the cafe and revisits it.

The Fields (2002) gastronomic tourism motivation paradigm influenced this research on food tourism motivation. He also argues that food tourism motivation is critical, while Del Bosque and Martin (2008) explain that these needs are used as a medium for human motivation and that the ability to meet these needs helps to stimulate individual motivations. There are a variety of explanations that people fly. As a result, these factors are converted into a three-category incentive typology for traveling: (i) physical motivators, (ii) cultural motivators, and (iii) behavioral motivators

### ***Physical Motivation***

Davidson (2002) defines food tourism as an opportunity by tourists to fulfill social roles that they are deprived of in their everyday lives, in which a social class of tourists is identified as an example. These motivators, according to Field (2002), are related to a reduction in physical anxiety. Tourists seek out opportunities to try new foods, especially exotic dishes, based on

this sort of motivational need. Furthermore, by visitor experiences such as those relating to common human senses such as sight, taste, and scent, the destination of where the food belongs may be a tactile sensation.

### ***Cultural Motivation***

Cultural motivators, according to Ab Karim (2006), are very important because food and culture have a close connection. It refers to the act of encountering various cultures, such as music, lifestyle, dance, and food (Kim et al., 2009), as well as the experience gained from the destination's cultural activities. Culture is found to be the guiding force for a certain group's behaviour, especially when it comes to life. Food is also coded in terms of what is considered 'acceptable' or 'unacceptable,' as well as what is considered 'good' or 'bad' for a certain social category (Mäkelä, 2000). Culturally unique flavours emerged as a result of these, manifesting themselves in the process of simple food preparations and cooking techniques, which enticed food tourists to visit the region.

### ***Behavioral Motivation***

The process of meeting other people, spending time with family and friends, and attempting to get away from their routine engagements are all examples of behavioral motivators (Kim et al., 2009). To learn more, Hjalager (2002) stated that behavioral motivators are often linked to the environment and socialization of group members. Activities such as sharing a holiday meal are used as opportunities to replicate social relationships (Fields, 2002).

### ***Customer Satisfaction***

Customers are the most important part of running a successful corporation, and satisfied customers are the lifeblood of a company's growth and competitive advantage. Customer satisfaction is described as the difference between what consumers expect and what they get after using a service or product for a certain amount of time (Azman, Ilyani Ranlan, et al., 2016). (Mosahab, Mahamad, and Ramayah, 2010).

Over decades, consumer trust has increasingly been recognized as a key element of all forms of sectors. To put it another way, consumer loyalty allows shoppers to interact directly with sellers (Abdullah Abadh, 2012). Furthermore, brand loyalty is fundamental because it contributes to the industry's strengthening and the avoidance of weaknesses.

### ***Food Standard***

Food standard itself, admittedly, a very abstract concept. The concept of food quality, according to Moskowitz (1995), is a highly subjective matter. Everyone's understanding of food standards differs, and the word "food quality" itself is a subjective thing (Rohr, Luddecke, Drusch, Muller and Alvensleben, 2005). People stand out of nature because of their preferences and tastes. As a result, everybody will decide what they want, and the same is relevant for consumers. Customers are transparent on the type of food they want, which has fueled the food industry's rise.

## **Methodology**

### ***Sampling***

In order to gather data, this analysis used a cluster random sampling technique. Culinary Arts undergraduate students from the Malaysian College of Hospitality and Management in Johor

Bahru took part in this research. The researchers used Google Forms to send a questionnaire to 60 people, who completed it and returned it.

### ***Research Instrument***

The research aimed to find out what culinary arts undergraduate students thought about the Hipster Café in terms of service efficiency and customer loyalty. A series of questionnaires with two pages, section A and section B, was distributed to 60 Culinary Arts students. Section A focuses on the demographic data of the participants, while Section B aims to address research questions about consumer loyalty and hipster café service efficiency.

### ***Procedure for Data Collection***

The data for this study was gathered by the use of a questionnaire. The expected study questions were determined and answered using an adapted questionnaire. The participants were given plenty of time to complete the questionnaire. It was also distributing the questionnaire through Google Survey Form, which was a handy method. The replies were clear and ensured a 100% response rate. The information was analyzed, and percentages and mean scores were measured and displayed.

## **Findings**

### ***Analysis Of Results***

#### ***Research Question 1***

*What is the food standard of Hipster Café, in the perception of culinary arts undergraduates?*

The majority of respondents would respond to the survey based on the choice of selections, food taste, product presentation, better price (62.2%), reasonable price (43.7%), and superior pricing range in comparison to other restaurants (50%).

#### ***Research Question 2***

*Is the atmosphere of the Hipster Café affecting consumer satisfaction?*

The restaurant's interior design and arrangements are creatively pleasing to 53 respondents (88.4%), and 38 respondents (63.3%) believe that cleanliness is vital. The restaurant's seating arrangements are convenient and have enough room for them. The atmosphere represents some urban and hipster themes, according to 47 respondents (78.3%). 55 respondents (91.6%) agreed.

#### ***Research Question 3***

*How does the food tourism motivation impact on customer satisfaction of Hipster Café?*

Regarding food tourism motivation impact, over 90% of respondents agreed about the hangout and meet people (Behavioural Motivation) is important to them to make a friend and seeing others in the hipster cafe, understand the specific 'hipster style' and trends (Cultural Motivation) from others tourist or visitor who visited the cafe and have the interest of exchanging opinions and experiences that fulfil their satisfaction.

## Conclusion And Recommendations

### Conclusion

The importance of food tourism motivation in a great café or hipster café cannot be overstated. According to the results, 61.1% of customer's surveys have very supported the relations of food tourism motivations and their purpose visiting hipster cafes, 43.9% are satisfied, 20.8% are neutral, and just 18.1% have disagreed with the relationship.

Customers clearly want to visit the Hipster Café because of the physical facilities, service, atmosphere, concept and interior design, as well as the excellent food. Aside from that, one of the reasons that the Hipster Café was chosen as a customer favorite is the good meeting place to exchange the hipster's info. (Azman, Ilyani Ranlan, et al., 2016).

Along with the result, the hipster cafe also helping the government to maintain the old building from vanished without any overall maintenance inside and outside the old shop lots. (Kim et al., 2009). This study also encourages the youngsters to visit the hipster café where is they can find some of the old cutleries and other old decorations that show the antique value of the items for the young generations.

### Recommendation

The hipster café is undoubtedly one of the millennials' favorites places to describe their look and take 'insta-worthy' photos. As a result, as a customer, the young adult is aware of the connection between the hipster café-based food tourism inspiration and customer loyalty.

As a result, the café owner must be particular about what they serve, represent, and sell. It is preferable to explore additional considerations based on customer loyalty, such as the target customers' age, income, and reasons for visiting the café. Instead of food, atmosphere, or service quality, food tourism motions, promotions, or deals may help to boost the hipster café industry and attract a larger and more diverse market. Other areas might be included in future studies to compare cultural variations in food tourism motivations intentions and values.

Finally, further research may look at the motivations for food tourism in other food service industries. Restaurants and cafés provide a variety of services and values, influencing customers' desires and behaviors in various ways. Different elements of youngster intents may be affected by the level of restaurant/café, such as lower, moderate, and upscale sectors.

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