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"Rethinking Built Environment: Towards a Sustainable Future"

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"Rethinking Built Environment: Towards a Sustainable Future"

Organiser:
**Research, Industrial Linkages, Community
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Green Practices at Café Towards Customer Satisfaction in Klang Valley

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Abstract
Green restaurants are defined as restaurants that implement sustainable practices in its daily operation in order to reduce the negative impact to the environment. Previous studies showed that the implementation of green practices in restaurants could help to improve the business growth in a sustainable manner, provide pleasant ambience and enjoyment to the customer as well as other perceptions of satisfaction. Nowadays, the concepts of green practices at restaurants are gaining attention due to global warming and ecological degradation. Although the modes of green consumption and awareness of the environment are increasing, several studies found that the implementation of green practices at restaurants are still lacking. Due to heavy workloads and busy schedules, people tend to spend most of their time working to meet the deadline and fulfill the employers' expectation. This will result in an extensive eating out habits among the working people. Therefore, this paper aims to review the previous research related to green practices at restaurants by using a Systematic Literature Review (SLR). This paper concludes that green practices in terms of the food and beverage, service, management and environment can be used as one of the strategies to increase the customer satisfaction. These findings are beneficial to the restaurateurs as they can make improvements in areas that lead to a greater satisfaction to customers' restaurant experience as well as increase their bottom line.

Keywords: *Green Restaurant; Green Practices; Green Practices at Restaurant; Customer Satisfaction; Systematic Literature Review (SLR)*

1.0 Introduction

Several attempts have been made by scholars to define the term green restaurant. Previous study by Lorenzini (1994) defined green restaurants as designed, constructed, operated, and demolished in term of eco-friendly and energy-efficient manner. The term of going green has been used by scholars, practitioners and industries around the world to describe the organization practices that will give positive impact to the environment through the implementation of locally produced and organic food, eco-friendly product, biodynamic, energy efficient as well as sustainable sound (DiPietro et al., 2013). The authors asserted that the green practices can be used by the restaurant industry sectors as one of the strategies to boost their bottom line and increase customer satisfaction.

According to Teng and Wu (2019), green consumption and awareness of environmental sustainability are becoming more popular due to the worsening of global warming and ecological damage. Tan et al., (2018) argues that the overall green practices were not seen to have been adopted widely among the restaurants industry in Malaysia. In the same vein, Langgat (2020) stated that the adoptions of green practices among the Malaysian restaurant industry are still at an early stage where

it has not received widespread attention among customers. Therefore, it is difficult to determine whether the implementation of green practices at restaurants can create positive outcomes or not.

Liu and Tse (2018) pointed out that restaurateurs who fail to meet customer satisfaction will face a decline in the number of customers and sales. The food, services and environment at the restaurant may be one of the factors that contribute to customer dissatisfying experience if it is not appropriately taken care of. Furthermore, Githiri (2016) claimed that the dissatisfied customer may not revisit the restaurant again if the restaurateur failed to achieve their satisfaction. In a worst case scenario, the dissatisfied customers might vent their frustrations or complaints through some medium and it will affect the rating of the restaurants. Park et al., (2020) asserted that some of the implementation of green practices at the restaurant may not be successful in generating positive emotions among customers because some of the green practices tend to be unnoticeable to customers compared to other marketing efforts.

Due to a frenetic schedule and immense amount of work, people are dining out at least once a week. In Malaysia, the rapid growing number of restaurants and extensive eating-out habits among Malaysians especially in urban areas will result in environmental degradation (Tan et al., 2017). The study on effects of green practices towards customer satisfaction still remains scarce (Park et al, 2020). It is vastly believed that the implementation of green practices at restaurants can help to improve customer satisfaction if it is designed well.

2.0 Literature Review

2.1 Green Practices

Recently, there has been growing interest in green practices at the restaurant. For DiPietro and Gregory (2013), the term green means being environmentally responsible and adopting practices that give little impact to the environment. In other words, the authors define green practices as the things that the businesses or organizations implement in order to reduce the carbon footprint as well as the negative impact caused by the businesses or organizations to the environment.

Szuchnicki (2009), for instance, conducted a study on green practices at family style service restaurants which focused on four aspects of green practices in terms of the restaurant operation, conservation, organic and carbon footprint reduction. The use of recyclable take-out containers, energy-efficient equipment, energy saving fixtures and recycling was highlighted by Jeong (2010) as one of the green practices in restaurants. Jang et al., (2011) carried out a study to examine the generation Y consumer segments' selection attributes and behavioural intentions toward green restaurants and developed a structure for green practices at restaurant that includes atmosphere, service reliability, pro-environmental activities, reputation, food quality, nutritional menu and convenient location. The study reported that generation Y tends to pay less attention to pro-environmental activities compared to other green practices when selecting a restaurant.

DiPietro et al., (2013) investigated the impact of green practices at fast food restaurants and upscale casual restaurants on customer revisit intention and willingness to pay more. The authors emphasized on food quality, service quality, price, portion size, restaurant appearance, convenient location, environmental record and recycle bins. Wang et al., (2013) developed six indicators for green dining restaurants which are natural lighting, greenery, control air quality, energy-saving or high efficiency lighting, water-saving faucets as well as the use of dual flush toilets for all restrooms.

On the other hand, Hu (2015) concentrated on the use of biodegradable products, reducing energy usage, organic food, donating to environment projects and paying fees to reduce ecological footprint. Kwok et al., (2016) developed a framework for green practices at restaurants which consists of food-focused green practices, environment-focused green practices and administration-focused green practices. Previous researchers have indicated water efficiency, energy efficiency, sustainable menu, recycling, employee education and waste reduction as the criteria for green practices at restaurants (Maynard et al., 2020; Tan et al., 2018).

2.2 Green Restaurant

Numerous studies have made attempts to define what is meant by green restaurants. Based on Yu et al., (2018), with the spread of the environmental sustainability awareness, an incredible number of green eateries are entering the market and the mode of green consumption has become prominent. Lorenzini (1994) had defined green restaurant as a new or renovated restaurant that implements energy-efficient manners and environmentally friendly practices in order to design, construct, operate, and demolish the restaurants. According to a definition provided by Jang et al., (2011), green restaurants refer to restaurants that adopt recycling programs, implement the use of energy efficiency and water efficiency, reduce solid waste as well as provide various sustainable foods including locally grown or organic food.

This definition is close to those of Tuver and Guzel (2017) and Kim et al., (2018) who define green restaurants as restaurants that focus on the concept of three R (3R) and two E (2E) as well as sustainable food menus. Tuver and Guzel (2017) explained the concept of three R which is to reduce by reducing the amount of waste or use products that cause less waste, to reuse by using the items more than once or reutilizing the products and to recycle by turning the materials into a new product. On the other hand, the authors stated that the concept of two E focuses on energy and efficiency. The main principle of energy and efficiency is the energy-saving sustainability without harming the environment by using renewable energy sources. Therefore, it can be concluded that green restaurants are slightly different from non-green restaurants as green restaurants tend to incorporate sustainable food including the concept of three R and two E in its daily operation in order to minimize the negative impact to the environment.

(Sources: Villbrandt, 2019)

Figure 1. Example of green café at Berlin

2.3 Customer Satisfaction

According to Saqib (2019), customer satisfaction is known as one of the business strategies especially in a competitive marketplace where business competes for customers. All of the employees in an organization should focus on customer's expectation and desire as their satisfaction ratings might have a significant impact. In the restaurant industry context, it is significant to comprehend the meaning of customer satisfaction. The concept of customer satisfaction varies among experts, scholars, and practitioners. Parasuraman et al. (1988) defined customer satisfaction as the difference between customer expectation and perception of actual performance while Tuver et al., (2018) described customer satisfaction as the overall customer's evaluation of a purchase and consumption experience of a service.

Keller and Kotler (2006) used the term customer satisfaction to refer to the customer feeling of pleasure against disappointment as a result of comparing a product's perceived performance or outcome against his expectations. Cronin and Taylor (1992) evaluated customer satisfaction based on their emotional response. For example, the authors assessed customer satisfaction based on how happy a customer was with the service or product. This is supported by Nazri et al., (2016) which stated that

happiness can contribute to a greater degree of customer satisfaction if the customer feel happy, pleasure, enjoy and delighted with the food, service and environment provided in the restaurants.

2.4 Effects of Green Practices Towards Customer Satisfaction

Research on green practices at restaurants has been studied from various perspectives. Tan et al., (2017) examined the influence of environmental values, green purchase attitudes, green purchase behavior, attitudes towards green restaurant practices and environmental attitudes on green restaurant patronage intention among restaurant patrons in Malaysia. The findings revealed that attitudes towards green practices at restaurants had the most vital effect on green restaurant patronage intention, followed by green purchase behavior.

When it comes to dining in a restaurant, people are seeking for specific green practices and the study carried out by Szuchnicki (2009), reported that those green practices can impact the customer's return intention positively. The authors asserted that the implementation of green practices has been found to be one of the strategies for restaurants to increase the return intention among customers. The finding is consistent with that of DiPietro et al., (2013) who stated that people that incorporate green practices at their home are more likely to revisit and value the restaurant that implements green practices.
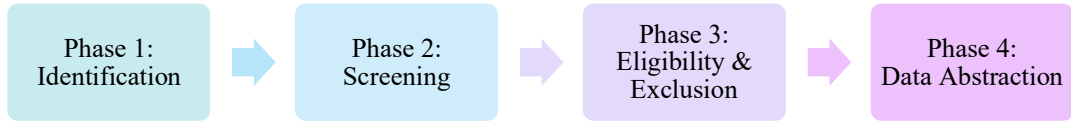
Sarmiento and Hanandeh (2018) conducted a study on customer expectations of green restaurants and their willingness to pay in order to receive the green services in a restaurant by using the concept of green index to measure the green tendencies of customers. The study reported that most of the people were not aware of the impact of restaurant operations on the environment. However, the majority of the customers are willing to pay more if the restaurant implements green practices. In a similar vein, Kwok et al., (2016) reported that customers are willing to wait longer as well as to pay more in order to dine at restaurants that implement environment-focused green practices. Nevertheless, customers who focus more on food-focused green practices and administration-focused green practices are willing to travel farther just to dine at green restaurants.

One of the most interesting findings by Yu et al., (2018) revealed that food quality, service quality and ambience quality positively affect the customer willingness to consider, recommend, or purchase at green restaurants. Customers were more likely to spend most of their time in green restaurants to enjoy good food and ambience. Environmental cleanliness and green design and décor in a green restaurant provide a green atmosphere for customers which result in a sense of enjoyment. The feeling of comfort and environmental protection influences the customers' perception of the ambiance quality.

Apaolaza et al., (2020) were the first to describe the effects of green practices in terms of indoor plants on customer satisfaction as well as loyalty in the context of the restaurant industry. The findings of the experimental field study revealed that the presence of indoor plants in the restaurant affected people indifferently, regardless of their degree of natural connectedness. Therefore, in order for the restaurants to maintain their reputation in the eyes of the public, to motivate people and to influence the customer intention to purchase, they need to implement green practices as people around the world are becoming more aware of the environmental issues and how restaurant businesses seeking a more ecologically friendly practices (DiPietro et al., 2013).

3.0 Research Methodology

A Systematic Literature Review (SLR) was applied to gain related literature on the green practices at café towards customer satisfaction. There are four phases in the SLR method which are identification, screening, eligibility and exclusion and data abstraction.

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Phase 1:          Phase 2:        Phase 3:            Phase 4:
Identification    Screening       Eligibility &       Data Abstraction
                                  Exclusion
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(Sources: Authors' Research, 2021)

Figure 2. Phases in SLR Method

Phase 1: Literature Identification

This phase was conducted by searching for the synonyms, main keywords variation and related terms for topics related to green practices at café towards customer satisfaction. The online database used were Scopus, Science Direct, Research Gate, Mendeley and Google Scholar. Table 2 below shows the SLR research string used.

Table 1. SLR Research String

Science Direct	TITLE-ABS-KEY ("*green practices" AND "restaurant" OR "cafe" AND "customer satisfaction" AND "malaysia"*)
Scopus	TITLE-ABS-KEY ("green practices" AND "restaurant" OR "cafe" AND "customer satisfaction" AND "malaysia")
Google Scholar	TITLE-ABS-KEY ("*green practices" AND "restaurant" OR "cafe" AND "customer satisfaction" AND "malaysia"*)

(Sources: Authors' Research, 2021)

Phase 2: Screening

In this phase, the identified literature was screened according to the green practices at restaurant towards customer satisfaction from one hundred and ninety-nine literature to twenty literature that suited this paper's topic. The literature focused on studies conducted in the past twelve years from 2009-2020.

Phase 3: Eligibility and Exclusion

The next phase was eligibility and exclusion. In this stage, the articles without the required information for green practices at café towards customer satisfaction were removed. Therefore, only ten literature were selected for the SLR. The data gathered were extracted and analysed, and subsequently tabulated using the item checklist according to author(s), year of publication and types of green practices at café or restaurant.

Phase 4: Data Abstraction

In this phase, a conclusion was made based on the tabulated data. To conclude, there are a lot of green practices that can be implemented at the café or restaurant in order to improve the customer satisfaction. However, most of the previous studies covered the green practices in terms of the environment only.

4.0 Analysis and Findings

Research on green practices at restaurants has been studied from various perspectives. Table 7 shows the SLR analysis of green practices at restaurants towards customer satisfaction. The SLR has covered ten articles and journals from previous researchers. The timeline for this SLR was from 2009 to 2020.

Table 2. Checklist of Green Practices by Authors' Published

Authors/ Green Practices	(Szuchnicki, 2009)	(Jeong, 2010)	(Jang et al., 2011)	(Wang et al., 2013)	(DiPietro et al., 2013)	(Hu, 2015)	(Kwok et al., 2016)	(Yu et al., 2018)	(Tan et al., 2018)	(Maynard et al., 2020)	Frequency
Tasty food	✓		✓		✓			✓			4
Offers variety of healthy menu	✓							✓			2
Attractive presentation	✓		✓					✓			3
Appropriate portion size					✓					✓	2
Natural lighting				✓				✓			2
Using recyclable products	✓	✓								✓	3
Friendly employees			✓		✓			✓			3
Helpful employees	✓							✓			2
Training employees to implement green practices							✓		✓		2
Fresh air quality				✓							1
Organic food	✓					✓			✓	✓	4
Healthy food			✓							✓	2
Fresh food			✓					✓			2
Water efficiency	✓	✓		✓			✓		✓		5
Provide nutrition information on menu items			✓								1
Serves the food exactly as ordered			✓								1
Renewable energy							✓			✓	2
Participates in recycling programs		✓	✓		✓		✓		✓	✓	6
Employees uniform made from sustainable materials										✓	1
Participates and donates in green project						✓	✓				2
Outdoor noise control				✓							1
Green decorative materials								✓			1
Lamp, accessories and furniture made from recycled materials	✓					✓	✓		✓	✓	5
Energy efficiency	✓	✓		✓		✓	✓		✓		6
Politeness of employees	✓										1
Greenery				✓				✓			2
Training employees to avoid food waste										✓	1
Minimizing harmful waste							✓				1
Training employees to use green product							✓		✓		2
Better ambience								✓			1
Furniture made of durable materials that can be repaired										✓	1
Interior decoration			✓								1

Participates in pro-environmental activities			✓									1
Participates in composting programs							✓					1
Processing and displaying a green certification							✓					1
Odour				✓								1
Clean environment									✓			1
Comfortable place to socialize			✓									1
Reduce food waste											✓	1
Pay fees to reduce ecological footprint						✓						1

(Sources: Authors' Research, 2021)

From the items listed in the checklist, it was noted that all of the items can be categorized into four (4) main categories of green practices which are food and beverages, service, management and environment. The categories were tabulated as Table 3.

Table 3. Categories of Green Practices

Variables	Criteria	Items
Food and Beverages	Food Quality	● Tasty food ● Fresh food ● Healthy food ● Organic food
	Food Presentation	● Attractive presentation ● Appropriate portion size
	Nutritional Menu	● Offers variety of healthy menu ● Provide nutrition information on menu items
Service	Serves food	● Serves the food exactly as ordered
	Employees	● Friendly employees ● Politeness of employees ● Helpful employees ● Employees uniform made from sustainable materials
Management	Training	● Training employees to use green product ● Training employees to implement green practices ● Training employees to avoid food waste
	Participation/ Involvement	● Participates in pro-environmental activities ● Participates in recycling programs ● Participates in composting programs ● Participates and donates in green project ● Processing and displaying a green certification ● Pay fees to reduce ecological footprint
Environment	Indoor Environment	● Renewable energy (solar and etc) ● Energy efficiency (energy-saving lighting, refrigeration, AC system and etc) ● Water efficiency (water-saving faucets, dual flush toilets and etc) ● Using recyclable products (paper towel, toilet paper, take-out containers) ● Greenery ● Natural lighting ● Outdoor noise control ● Fresh air quality ● Minimizing harmful waste (reduce chemical use) ● Comfortable place to socialize ● Reduce food waste

	Physical Environment	• Interior decoration • Odour (no smoke smell) • Lamp, accessories and furniture made from recycled materials • Green decorative materials • Better ambience • Clean environment • Furniture made of durable materials that can be repaired

(Sources: Authors' Research, 2021)

Based on figure 3, previous researchers highlighted four categories of green practices at the restaurant. The green practices in terms of the environment *(f=9)* takes the first rank, followed by management *(f=8)*, food and beverage *(f=6)* and last but not least is service *(f=4)*.
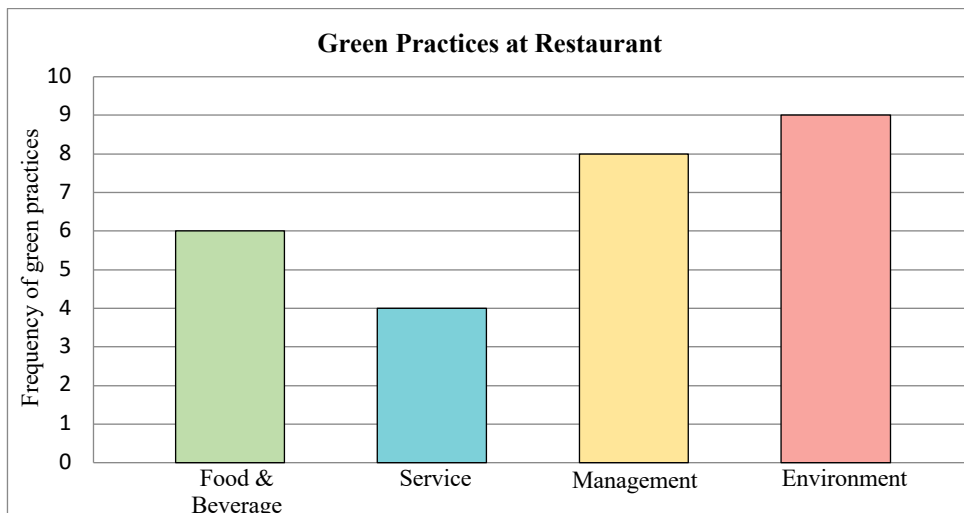
(Sources: Authors' Research, 2021)

**Figure 3.** Frequency of Criteria of Green Practices

Table 4 highlights the frequency of each criteria of green practices at restaurants. Therefore, all of these green practices can help customer satisfaction. Besides, it is found that many researchers highlight green practices in terms of the indoor environment *(f=25)*, participation in green programs *(f=12)*, food quality *(f=12)*, physical environment *(f=11)*, and employees *(f=7)*. These green practices play a crucial role in order to increase customer satisfaction.

Table 4. Frequency of each criteria of green practices

Green Practices	Frequency
Indoor Environment	25
Participation/ Involvement	12
Food Quality	12
Physical Environment	11
Employees	7
Food Presentation	5
Training	5
Nutritional Menu	3
Serves food	1

(Sources: Authors' Research, 2021)

Figure 4 shows the development of a conceptual framework. The SLR helps to identify and cluster green practices into four main categories which are food and beverages, service, management and environment. Therefore, these four main categories will represent the independent variables for this study.
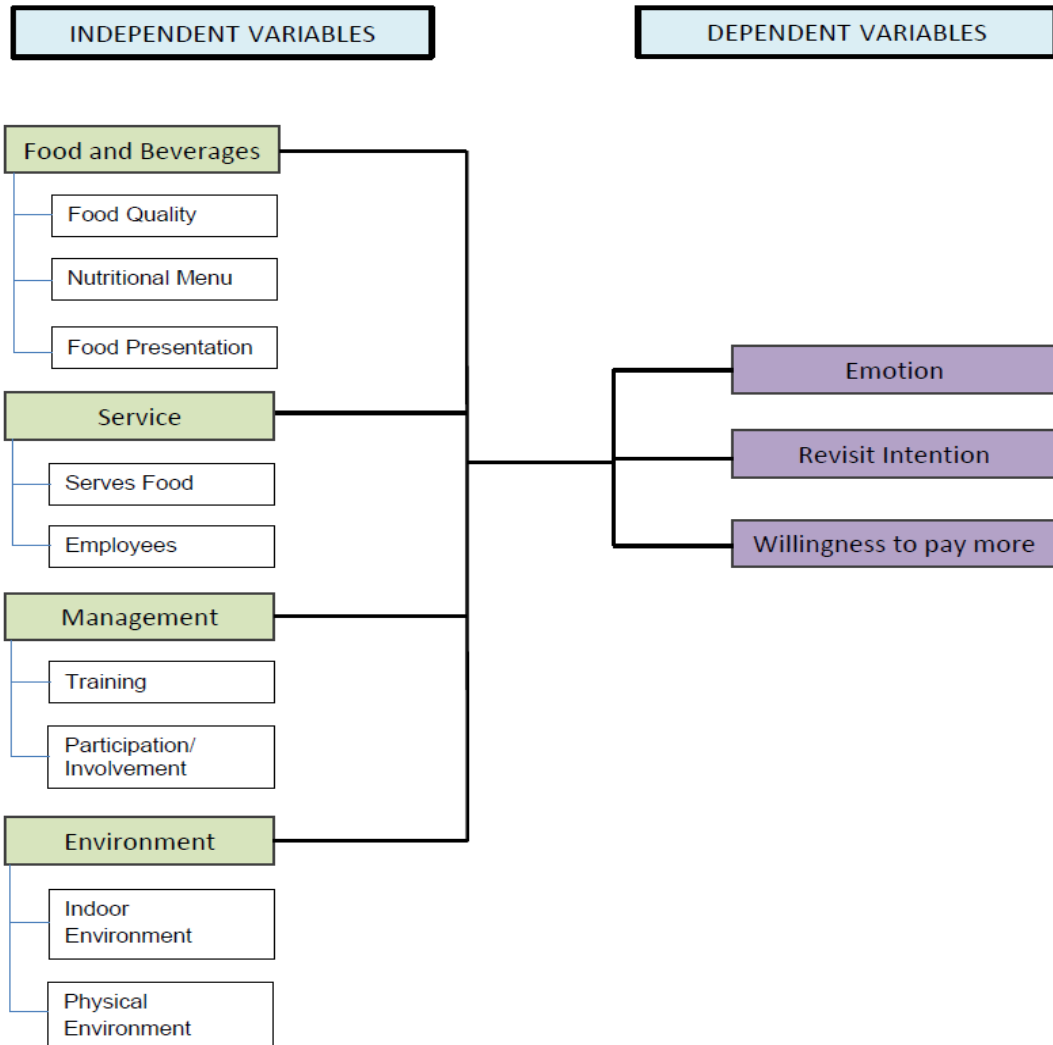
(Sources: Authors' Research, 2021)

Figure 4. Development of Conceptual Framework

5.0 Conclusion

There are a lot of green practices that can be implemented in café to improve customer satisfaction. The Systematic Literature Review (SLR) helps in the development of a conceptual framework where it identifies and categorizes green practices into four categories which are food and beverage, service, management and environment. However, the SLR of green practices only focuses on customer satisfaction. Based on the SLR, the top five green practices at restaurants highlighted by the researchers are indoor environment (f=25), participation in green programs (f=12), food quality (f=12), physical environment (f=11), and employees (f=7). Therefore, green practices at café can be used as one of the strategies to increase customer satisfaction.

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Tarikh : 20 Januari 2023

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Tuan,

PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK MELALUI REPOSITORI INSTITUSI UiTM (IR)

Perkara di atas adalah dirujuk.

2.   Adalah dimaklumkan bahawa pihak kami ingin memohon kelulusan tuan untuk mengimbas (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.

3.   Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna perpustakaan terhadap semua maklumat yang terkandung di dalam penerbitan melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

"BERKHIDMAT UNTUK NEGARA"

setuju.

27.1.2023

Saya yang menjalankan amanah,

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nar