College of
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UNIVERSITI
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Poster Book

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20 JANUARY 2023

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THE PRELIMINARY STUDY ON THE EFFECT OF INTERNET WORD-OF-MOUTH AMONG TOURISTS' PERCEPTION TOWARD RESTAURANTS IN MELAKA

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INTRODUCTION

This study aimed at the effectiveness of "word of mouth" among tourists toward restaurants by developing a framework for measuring the effectiveness of social media toward restaurants in Melaka by testing the restaurant's identity, interactivity, and invisibility to the tourists' perception.

ISSUES/ PROBLEM STATEMENT

1. Sue Idris and her friends had decided to visit this restaurant while on vacation in Melaka since it reportedly has positive TripAdvisor reviews and has been featured on the well-known TV programme "Jalan-Jalan Cari Makan." The girls paid an outrageous RM120 for their lunch. Furthermore, they claimed that the food wasn't even particularly good.
2. The victim, a Facebook user, describes how when her family and Singaporean relatives arrived at the restaurant at 2 p.m., they discovered that most of the food (lunch buffets and side dishes) had already run out. When the victim went to pay, she was startled to see that the lunch had cost her RM240, and the owner had also made fun of her for ordering it.
3. Ling Kwan (2018) reported that a diner recently spotted maggots on the fish and "swimming" in the kuah at a restaurant specialising in Asam Pedas in Kota Laksamana, Melaka. Since the customer was so repulsed, they decided to record a video and post it on Facebook, which quickly went viral.

OBJECTIVES

1. To investigate the effectiveness of word-of-mouth among millennials toward restaurants
2. To determine the perception of the millennial generation toward restaurants
3. To examine the effects of social media expose toward restaurants

METHODOLOGY

The possible test that will be used in this research is regression. Regression is defined as a method for simulating the connection between a scalar response and one or more explanatory variables which is dependent and independent variable. The analysis method allowed us to understand how strongly different variables are related. In this research, regression analysis aims to use one or more independent or control variables to explain variation in the dependent variable. Regression analysis uses P values and coefficients to show whether correlations in the research are statistically significant and what those relationships are like. This method used to know the impact of the research and estimate relationships among variables.

FINDINGS

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NOVELTY
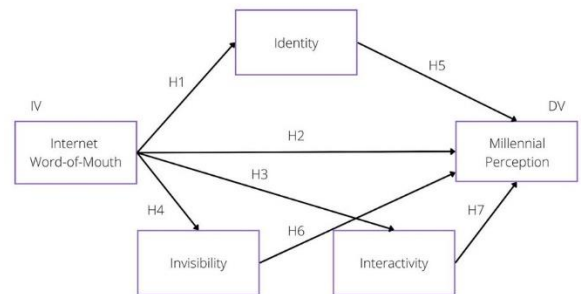
CONCLUSION

The conclusion of this research this would help the food and beverage industry to study about the customers towards the services

COMMERCIALIZATION

Academic Perceptive: From a theoretical point of view, this study will contribute to the researcher for future studies in the food and beverage industry. This research would create the path for upcoming researchers to explore more about the effect of Internet word-of-mouth on restaurants because this issue is still relevant in this current era. This would give the researchers insight into the perception of the millennials.

Industry Perspective: Through this study, the restaurateur has a better understanding of how social media would reach a larger audience and influences the customers' visit and revisit intention. By understanding, the tourists' intention would help the restaurateur improve their service or the food and beverage quality based. The restaurateur has to grab the opportunity to hit the demand of the customers, it would help the restaurateur to maximizing the profit.

RECOGNITIONS

As a students of Bachelor of Science (Hons.) Tourism Management in Faculty of Hotel and Tourism Management, this research was conducted to fulfill the requirement of subject Undergraduate Project (HTM 655).

CONFERENCES & PUBLICATION

Not available.

PREPARED BY: