



**THE VITAL COMPONENTS OF HIPSTER CAFE THAT AFFECT
MILLENNIALS' SATISFACTION**

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UNIVERSITI TEKNOLOGI MARA

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**Submitted in Partial Fulfilment of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

FACULTY OF BUSINESS AND MANAGEMENT

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

We, Intan Rafidah binti Ismail, (I/C Number: 940326-14-5710), and
Nur Iman Aqilah binti Shahril, (I/C Number: 941017-14-6298)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature:

Date: 24th of June 2016

(Intan Rafidah binti Ismail)

Signature:

Date: 24th of June 2016

(Nur Iman Aqilah binti Shahril)

LETTER OF SUBMISSION

July 2016

The Head of Program

Bachelor in Business Administration (Hons) Marketing

Faculty of Business and Management

Kampus Bandaraya Melaka

Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title “The Vital Components of Hipster Café that affect Millennials’ Satisfaction” to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi Mara (UiTM)

Thank you

Sincerely,

Intan Rafidah binti Ismail

2013431004

(Bachelor in Business Administration (Hons) Marketing)

ABSTRACT

Hipster café has been receiving a significant attention from all over the world. Malaysia is also one of the countries that has been boomed with many opening of hipster café which leave the population astounded. Millennials especially has been paying a lot of attention to this hipster café phenomenon. This research is conducted to see what makes the millennials satisfied from their visit to the hipster café because there are no discoveries regarding this matter in the previous year under the Malaysia context yet. A few variables of restaurant quality dimension is tested to see the relationship between millennials' satisfaction and hipster café. Those variables would be food quality, restaurant quality, physical environment and price fairness. The researchers chose to conduct the research specifically on students of UiTM (Malacca) City Campus with the total population 2,250. 331 questionnaires were distributed to hipster café goers in UiTM (Malacca) City Campus and the data were analyzed. Supporting data from other previous researcher in accordance to millennials and restaurants quality dimension were also acquired to assist in adding more strength to the findings. The research is concluded with the recordings of the data, analysis, result and recommendations made by the researchers.