The Variables that affect the Viewpoints and Behaviors of the Youth in Relation to Patronizing Themed Dining Establishments Located in Bandar Baru Bangi, Selangor

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Abstract
Themed restaurants have become increasingly popular in Malaysia, especially in the Bandar Baru Bangi area, and these establishments are known to attract a younger clientele. To investigate the factors that influence the dining intentions of young people at themed restaurants, a survey was conducted to 150 respondents and analyzed using SPSS version 20. The study employed descriptive and inferential statistical methods to achieve its objectives, which include identifying the most significant factor affecting youth's dining intentions and examining the relationship between independent and dependent variables. The findings of the study suggest that self-concept/self-congruence is the primary factor that influences the intention of young people to dine at themed restaurants in Malaysia.
The behavior of young people in relation to patronizing themed restaurants has a significant effect for the restaurant industry. If young people are found to be highly inclined towards themed restaurants, this could lead to an increase in the number of themed restaurants that are opened to cater to this demographic. On the other hand, if young people are not interested in themed restaurants, this may result in themed restaurants having to change their strategies and adapt to attract a different clientele.
In future studies related to the topic of youth's inclination towards themed restaurants, it is suggested to include other potential factors that can affect their intentions. Moreover, to strengthen the findings, a larger number of participants should be considered. Additionally, the current study's sample location may not be an accurate representation of all themed restaurants in Bandar Baru Bangi, so it is recommended to collect data directly from these restaurants to ensure the dining experiences are recent and reliable for future research.

Keywords: Themed Restaurant, Customer Behaviour, Self-Concept, Youth, Trend

Introduction
Themed restaurants provide a unique and engaging dining experience for customers, particularly young people seeking new and exciting experiences. The rise in popularity of dining out reflects the changing lifestyle of urban populations, with convenience and speed being a priority for busy young working adults and families. Advertising campaigns have a significant influence on youth and their behavior, highlighting the importance of promoting positive choices. To ensure customer satisfaction and repeat business, restaurants must consider various factors such as servicescape, food quality, advertising, customer self-concept, and retention programs. Understanding these factors can contribute to a better overall customer experience and the likelihood of repeat business (Omar et al., 2016)

Literature Review
Restaurant Industry in Malaysia
The restaurant industry in Malaysia is competitive and diverse, with many players offering differentiated food products and services to attract customers (Voon, 2012). Dining out has become a popular social activity in Malaysia, where people gather with friends and family to enjoy meals in a relaxed and festive environment (Wakabayashi, 2003). Restaurants offer a variety of dining experiences, from fine dining to casual, fast food, theme, and ethnic restaurants, which cater to different tastes and budgets (Ali, N & Abdullah, 2016)
The growth of the restaurant industry in Malaysia is fueled by the emergence of new restaurants and cuisines, with food courts and food stalls offering a diverse range of food options in one place (Othman et al., 2013). Nyamekye et al., (2021) found that emotional connections and attachments, including identity-based and emotion-based attachments, and place dependence attachments, play a crucial role in building and maintaining brand loyalty in the restaurant industry. Overall, the industry is set to continue its growth as it caters to the changing needs and preferences of its customers.

Themed Restaurant
The restaurant industry in Malaysia is competitive, offering differentiated food products and services to attract customers. It has become a popular social activity, where people gather with friends and family to enjoy meals in a relaxed and festive environment. Restaurants now offer a range of dining experiences, including fine dining, specialty, fast food, casual, theme, and ethnic restaurants, which cater to different tastes and budgets. Emotional connections and attachments play a crucial role in building and maintaining brand loyalty in the industry (Nyamekye et al., 2021).
Theme and experiential entertainment restaurants prioritize their concept over everything else, using elements such as attractants, environmental ambience, sensory stimulants, and transition spaces to create an immersive experience for customers. These restaurants offer a wide variety of menus to cater to customers from different cultural, ethnic, and economic backgrounds with varying food preferences. They have become popular areas of design as users look to escape into a different time, space, place, atmosphere, or environment and create a memorable experience to take away with them (Rozekhi et al., 2016; Sheng et al., 2016).

Servicescape

The physical environment in which a service is delivered, known as the servicescape, is a critical factor for the long-term growth and survival of service organizations (Ishaq et al., 2014). Bitner (2000) identified three primary dimensions of the servicescape that influence customers' holistic perceptions: ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts. Atmosphere is a crucial consideration in the servicescape, affecting repurchase behavior and customers' cognitive, emotional, and psychological (Lin & Mattila, 2010) . Music and aroma are two cues that can enhance customers' pleasure and encourage them to stay longer (Alias & Abdullah, 2017). The color scheme, table decoration, and lighting can influence customers' perceptions of a restaurant's quality and their desire to return (Ariffin et al., 2017). Crowding of personal space can affect customers' moods and behaviors (Alias & Abdullah, 2017). The servicescape shapes customers' perceptions of an organization and influences their behavior, satisfaction, and repatronage.

Food Product Quality

Masa's research in 2021 showed that food quality, service quality, physical environment, price fairness, and social interaction are the five dimensions that significantly influence customers' dining experiences and overall satisfaction. According to Voon, (2012), the quality of food is a critical factor that determines customer satisfaction and loyalty. Consumers prioritize nutrition, freshness, portion size, presentation, taste, and temperature over chemical additives or preservatives in food processing (Shahzadi et al., 2018). Presentation of food can also significantly impact the way customers consume their food (Chow et al., 2013). Advertising plays a vital role in introducing new products and services to new audiences while also reminding them of existing products (Ilyas & & Nayan, 2020). Creative advertising can attract consumer attention (Smith & Yang, 2004), and the ultimate goal is to stimulate consumers to purchase products (Mikołajczak-Degrauwe & Brengman, 2014) . Multiple channels, such as television advertising, in-school marketing, and youth-targeted promotions, are used to reach the younger generation and influence their food product purchase behavior (Story & French, 2004).

Influence of social media

Social media platforms have revolutionized the way businesses interact with their customers, stakeholders, and within their organization. Restaurants, in particular, have benefited from social media, as it provides an avenue for improving brand awareness and offering customized products to customers. The widespread adoption of social media by businesses as a marketing tool, particularly on platforms such as Instagram and Facebook, has been highlighted in several studies. Word of mouth has always been a powerful tool for businesses to promote their products or services, and with the rise of electronic word of mouth (e-WOM) through social media, consumers can now take on multiple roles as information providers, seekers, and transmitters. Positive reviews and recommendations on online platforms, active social media presence, and user-friendly online ordering systems are crucial factors that can influence customers' decisions to buy from a particular restaurant. It is crucial for businesses in the food industry to focus on improving their online marketing strategies and online ordering systems to attract and retain more customers and increase their sales. Age and social influence, particularly among young individuals, heavily influence eating behaviors due to the prevalence of unhealthy food advertisements on various social media platforms. Millennial consumers' decision-making and purchasing intentions while choosing a restaurant were

significantly influenced by e-WOM communication, food, and service quality. (Timilsina,2017; Jibril & Adzovie, 2022; (Koufie & Kesa, 2020;Chu & Kim, 2011; Jalilvand et al., 2017; Kamarudzaman et al., 2022; Koufie & Kesa, 2020; Kumar et al., 2020; Tussyadiah et al., 2018).

Customer Retention Program
Loyalty programs are an effective marketing tool to retain customers and increase their satisfaction by offering rewards and incentives. They also provide valuable customer data to better understand their behavior and preferences. (Zakaria et al., 2014).These programs are essential as customer loyalty is a significant source of competitive advantage that impacts business performance. (Yoo & Bai, 2013 : Bolton et al., 2000) noted that customers' perceived benefits from participating in loyalty programs lead to their loyalty. The concept of loyalty marketing is crucial for enhancing customer experience and relationships, and marketing tactics are used to manage competition and build strong brands. (Yoo & Bai, 2013) Switching costs, situational factors, perceived value, satisfaction, commitment, and trust are external factors affecting customer loyalty, while product (brand), service quality, promotion mix, and costs are internal factors. (Yoo & Bai, 2013)

Self-Concept or Self Congruence
Self-concept is an individual's perception of their attributes, traits, and body size (Libby, 1986) Self-image congruity, which refers to the match between an individual's self-image and a brand's image, influences consumer decision-making and brand preference (Abdallat, 2012). Restaurants can leverage self-image congruity to develop marketing strategies and survive in a competitive market (Jeong & Jang, 2016). Actual self-image congruity and ideal self-image congruity are the intrinsic motives that drive positive attitudes and repeat patronage behavior towards a brand (Jeong & Jang, 2018). Thus, restaurant professionals must understand the role of self-image congruity in shaping customer behavior to develop effective marketing strategies and foster brand loyalty.

Customer Satisfaction
Restaurants need to understand their weaknesses and improve customer satisfaction to compete effectively (Hsiao et al., 2016). Food quality, price, ambience, and service are the primary factors influencing customer satisfaction (Ramanathan & Ramanathan, 2016). The five service dimensions defined by Parasuraman et al., 1988 can help enhance service quality and customer satisfaction (Doppler et al, 2020) . Customer satisfaction is closely related to perceived restaurant quality, including food quality, service quality, and restaurant environment (Chow et al., 2013). Therefore, it is essential to meet customers' needs and expectations by providing consistent, efficient, and genuine services (Liu & Jang, 2009). Customer satisfaction has a direct impact on restaurant performance, and companies can use customer feedback to evaluate and improve the quality of their products and services (Heung & Gu, 2012)((Karki & Panthi, 2018 ; Christianty & Wandebori, 2018). A study by Han & Ryu (2009) found that customer retention plays a complete mediating function in the relationship between customer satisfaction and loyalty. Furthermore, the quality of the social media experience on mobile devices plays a significant role in customer satisfaction. (Hwang et al., 2021)

Behavioural Intention
Customer behavioral intentions play a crucial role in the success of restaurants. Studies have shown that factors such as the attributes of a restaurant, service recovery, approach/avoidance behaviors, and ethnic similarity between employees and customers influence customers' intentions to revisit a restaurant and recommend it to others. Additionally, advertising and brand equity have a positive impact on customer behavior and can shape their attitudes towards a particular brand. Sensory marketing components such as lighting, music, and food presentation can also leave a lasting impression on customers and encourage them to return to theme restaurants (Ali et al., 2013; Fornell, 1992; Nazar & Hamidizadeh, 2018; Nuratirah et al., 2020; Ryu et al., 2010; Song et al., 2019; Soriano, 2002; R. Weiss et al., 2004).

Relationship of Independent Variable and Behavioural Intention
Several studies have investigated the factors that influence customer behavioural intention in the foodservice industry. (Christianty & Wandebori, 2018; R. Weiss et al, 2004) found that food quality and customer satisfaction play a crucial role in influencing revisit intention. (Kim et al., 2009 ; Heung & Gu, 2012) found that service quality, word of mouth, value for money, food quality, and environment are correlated with customer decision to revisit a café. Heung & Gu, (2012) revealed that dining satisfaction itself has a significant influence on behavioural intentions. (Yan et al., (2015) found that satisfaction with food quality, price and value, service quality, and atmosphere are antecedents of revisit intention in restaurants. Finally, Durna et al (2015) found that servicescape components have a positive effect on overall image, which in turn has the same effect on word-of-mouth and revisiting intention. These findings emphasize the importance of various factors such as food quality, service quality, and atmosphere in influencing customer behavioural intention in the foodservice industry.

Conceptual Framework
Based on the above discussion, a research framework is proposed as in Figure 1.

Figure 1: A research framework: adapted and modified from (Ariffin et al., 2012; Canny, 2013; Lin & Mattila, 2010)

This research framework aims to explore how the seven variables, namely servicescape, food product quality, influence of advertisement, influence of social media, customer retention program, self-concept/self-congruence, and consumer satisfaction, influence customers' behavioral intention towards dining in a themed restaurant. Overall, this research framework provides a comprehensive approach to understanding customers' behavioral intentions

towards dining in themed restaurants, considering various factors that may impact their decision-making.

Material and Methods
Research Design
The research was conducted in Bandar Baru Bangi, a location with a significant number of themed restaurants, using convenience sampling. The study included 150 participants, with data collected from three different areas of the city: Seksyen 9, Seksyen 10, and Seksyen 15. The majority of participants, around 80, were surveyed at Bangi Gateway shopping complex situated in Seksyen 15, followed by 50 respondents at Bangi Sentral in Seksyen 9, and a smaller group of around 20 respondents at Seri Bangi. Essentially, the study used a sampling technique that was convenient to the researchers to choose the research location and surveyed 150 participants from three different areas in Bandar Baru Bangi to collect data.

A close-ended questionnaire was utilized in this research. This type of questionnaire is preferred for its similarity to multiple-choice questions, as described by(Hyman & Sierra, 2016) The questionnaire was adapted and modified from the work of (Jaafar, 2010) ; B. D. Weiss et al, 2005). The self-administered questionnaire consisted of 10 sections that covered a variety of topics related to the dining experience. The first section asked for demographic information such as gender, age, education level, occupation, marital status, and estimated household income. The second section covered the eating profile of the respondents, including frequency of visits to themed restaurants, preferred themed restaurants, dining companions, and reasons for dining out. The third section of the questionnaire was focused on the servicescape, or the physical environment of the restaurant. This section consisted of approximately 20 questions about the ambience, space, cleanliness, arrangement, and seating comfort of the restaurant. The fourth section, food product quality, contained six items related to the quality of the food and beverage offerings. The fifth section, influence of advertisement, consisted of six items related to the impact of advertising on restaurant selection. Given the current impact of social media on consumer behavior, the sixth section of the questionnaire focused on the influence of social media and included nine items.

The seventh and eighth sections, both contained six items focusing on customer retention programs and self-concept/self-congruence, respectively. The ninth section of the questionnaire focused on consumer satisfaction and consisted of three items. Finally, the tenth section, behavioral intention, contained four items related to the likelihood of returning to the restaurant and recommending it to others. All 56 items in the questionnaire were measured using a 5-point Likert scale, with respondents indicating their level of agreement or disagreement with each statement. Overall, the questionnaire was designed to gather comprehensive data on various aspects of the dining experience and consumer behavior in themed restaurants.

To analyze the data collected in this study, various parametric tests will be used, including frequency and percentage, independent t-test, one-way ANOVA, Pearson's correlation test, and multiple regression. The frequency and percentage will be used to describe the demographic profile and eating profile of the respondents. This method will allow the researcher to present the data in a clear and concise manner. Pearson's correlation test will be used to determine the relationship between the independent variables (servicescape, food product quality, influence of advertisement, influence of social media, customer retention program, self-concept/self-congruence, consumer satisfaction) and the dependent variable (behavioural intention). This method will provide insight into the strength and direction of

the relationship between the variables. An independent t-test will be used to compare the means of two groups, such as gender or marital status, to determine if there is a statistically significant difference between them. A one-way ANOVA will be used to compare the means of more than two groups, such as age or occupation. This test will allow the researcher to determine if there is a significant difference in the means between the groups. Finally, multiple regression analysis will be used to determine the most influencing factors on behavioural intention. This method allows the researcher to assess the strength and direction of the relationship between the independent and dependent variables, and to determine the most significant predictors of behavioural intention. Overall, the use of these various parametric tests will allow for a comprehensive analysis of the data collected in this study.

Results and Discussion
Socio – Demographic Characteristics of Respondents
Table 1 shows the demographic characteristics of respondents.

Table 1
Socio – Demographic Characteristics of Respondents

Demographic Profiles	n	Percentage (%)
Gender		
Male	60	40
Female	90	60
Race		
Malay	122	81.3
Chinese	9	6.0
Indian	16	10.7
Others	3	2.0
Age		
15 – 20 years old	48	32.0
21 – 25 years old	63	42.0
26 – 30 years old	23	15.3
31 – 35 years old	9	6.0
36 – 40 years old	7	4.7
Highest education level		
PMR	2	1.3
SPM	26	17.3
STPM/Diploma	40	26.7
Bachelor's Degree	63	42.0
Master's Degree	5	3.3
Skilled certificate (polytechnic/community college, etc)	9	6.0
Others	5	3.3
Occupation		
Full time employed	40	26.7
Part time employed	13	8.7

Self-employed	6	4.0
Unemployed	8	5.3
Retired	1	0.7
Student	82	54.7

Marital status		
Single	130	86.7
Married	17	11.3
Divorced	3	2.0
Estimated household income		
Less than RM 1000	22	14.7
RM 1001 – RM 2000	26	17.3
RM 2001 – RM 3000	15	10.0
RM 3001 – RM 4000	10	6.7
RM 4001 – RM 5000	5	3.3
RM 5001 – RM 6000	3	2.0
RM 6001 – RM 7000	1	0.7
More than RM 9001	2	1.3
No income	66	44

Table 1 shows that the majority of the respondents were female, which is consistent with the population distribution in Bandar Baru Bangi. Additionally, Malay respondents had the highest representation, followed by Indian and Chinese. This is also expected as Malay people constitute the majority of the population in Bandar Baru Bangi. Most of the respondents were young adults, with the highest percentage being between 21-25 years old. This is not surprising since the study was conducted in a university, where most students fall within this age range. The education level of the respondents was also found to be relatively high, with over 40% of them having obtained a bachelor's degree. This may be due to the fact that the study was conducted at a university, where many students pursue tertiary education. In terms of employment, a majority of the respondents were either students or full-time employees, which is expected given the study's location at a university. Additionally, most of the respondents were single, which is again consistent with the age group of the respondents. The income level of the respondents was found to be relatively low, with the highest percentage having no income. This can be attributed to the fact that most of the respondents were students and not yet in the workforce. Overall, the socio-demographic characteristics of the respondents provide important context for the study's findings and help to understand the results in a more nuanced way.

Eating Out Profiles of the Respondents

This section gathered information on the respondents' dining out habits, specifically their frequency of dining in themed restaurants and how often they visit them with others. It also explored the reasons why they choose to dine in themed restaurants and which types of themes they prefer the most.

Table 2
Eating Out Profiles of the Respondents

No.	Eating Profile	N	Percentage (%)
1.	Frequency of dining in themed restaurant		
	This is the first time	12	8.0
	2-5 times per week	17	11.3
	2-3 times per week	30	20.0
	Once per month	33	22.0
	Once a while	58	38.7
2.	Frequency visiting (with) in themed restaurant		
	Alone	14	9.3
	With business colleague (s)	2	1.3
	With family member (s)	59	39.3
	With friend (s)	73	48.7
	With relative (s)	1	0.7
	Others	1	0.7
3.	Reason for visiting themed restaurant		
	Leisure	83	55.3
	Celebration	17	11.3
	Business	1	0.7
	Convenience (lack of time to cook)	38	25.3
	Others	11	7.3
4.	Preferred themed of the restaurant that is frequent visit		
	Cartoon	3	2.0
	Ethnic	8	5.3
	Western	49	32.7
	Sports	3	2.0
	Fashion	3	2.0
	Natural environment	11	7.3
	Locality	34	22.7
	Nationality	15	10.0
	Art	17	11.3
	Others	7	4.7

Table 2 shows that the majority of the respondents visit themed restaurants infrequently, with the highest percentage of 38.7% respondents visiting once in a while, followed by 22.0% visiting once per month. This suggests that themed restaurants are not a popular dining option for most respondents in the Bandar Baru Bangi area. Only a small percentage of 8.0% respondents indicated that they visited themed restaurants for the first time. Meanwhile, the majority of respondents (48.7%) prefer to visit themed restaurants with their friends, followed by 39.3% who dine with their family members. Very few respondents (0.7%) visit themed restaurants with relatives or others. This indicates that dining out is commonly a social activity for most respondents, particularly with their friends and family members. Leisure was identified as the primary reason for eating out, with 55.3% of respondents

indicating this as their main motivation. Convenience (lack of time to cook) was the second most common reason, cited by 25.3% of respondents. Celebrations were also a popular reason for dining in themed restaurants, with 11.3% of respondents indicating this. Only a small percentage of 0.7% cited business as the reason for eating out. When it comes to preferred themed restaurants, the majority of respondents (32.5%) chose western themes, followed by 22.7% who preferred locality themes. Art, nationality, and natural environment themes were preferred by 11.3%, 10.0%, and 7.3% of respondents respectively. The least popular themes were fashion, sport, and cartoon, each selected by only 2.0% of respondents.

The Correlation between Independent Variables with Behavioural Intention

The relationship between the independent variables and the dependent variable (customer loyalty) varies in strength as shown in Table 3.

Table 3
Correlation between Independent Variables with Behavioural Intention

No.	Variables	r value	p-value
1.	Servicescape	0.547**	0.000
2.	Food product quality	0.470**	0.000
3.	Influence of advertisement	0.418**	0.000
4.	Influence of social media	0.544**	0.000
5.	Customer retention program	0.318**	0.000
6.	Self-concept/self-congruence	0.540**	0.000
7.	Consumer satisfaction	0.563**	0.000

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

Table 3 shows that all independent variables show relationship with customer loyalty, indicating that there is a noticeable and meaningful correlation between these variables. A moderate relationship means that the independent variable is not the only factor that determines customer loyalty, but it does have an influence on it. For example, a customer's perception of the quality of a product or service is likely to have a moderate relationship with their loyalty. While it is not the only factor that affects their loyalty, it is an important one.

However, one independent variable, the customer retention program, has a lower relationship with customer loyalty, as indicated by its lower r value. This suggests that while a customer retention program may have some impact on customer loyalty, it may not be as significant as other factors such as product quality, customer service, or pricing. According to Kivela et al., (1999) research, food quality is an important factor in explaining dining satisfaction and predicting repeat customers at restaurants. However, in their study, the researchers did not focus on food quality as a major variable of interest. Kivela also emphasized that the presentation of the food is an important factor in modeling dining satisfaction and encouraging customers to return.

Referring to Table 3, the correlation coefficient (r value) between customer retention program and behavioral intention is 0.318**, indicating a weak relationship between the two variables. This r value is the lowest compared to the other independent variables in the study. Coupon redemption, on the other hand, has a negative correlation with customer loyalty as it only minimally impacts customer behavioral intention. As Liu (2007) pointed out, some customers only use the coupon before its expiry date and do not exhibit any long-term loyalty to the brand.

Table 3 displays that the r value for self-concept is 0.540**, suggesting that the association between self-concept and behavioural intention is moderate. Jeong & Jang (2016) suggested that customers' likelihood of revisiting a restaurant and positive feelings towards it can be enhanced when there is a higher level of congruity between their actual and ideal self-images. In simpler terms, customers' ideal self-image congruity is more effective in generating positive feelings and revisiting intention.

Pertaining to Table 3, the r value for consumer satisfaction is 0.563**, which is the highest among all the independent variables. This implies a moderate relationship between consumer satisfaction and behavioural intention. Anderson & Mittal (2000) noted that an increase in overall satisfaction can lead to positive behavioural intentions towards repurchasing and actual re-patronage. The decision of a customer to return to a store, brand, or restaurant is the result of customer satisfaction and may result in repeat purchases (Kivela et al., 1999).

In conclusion, the table provides valuable insights into the relationship between various factors and customer loyalty. While each independent variable has a different level of influence, it is important to consider them all in developing a holistic strategy for building customer loyalty.

Most influencing factor in determining youth intention towards dining in themed restaurant. Multiple regression analysis was conducted to identify the most influencing factor that determines the dependent variable which is customer loyalty). The result is shown in Table 4.

Table 4
Summary of beta value for study variables

No.	Predictors	Beta	p-value	Significant
1.	(Constant)	-	0.555	
2.	Servicescape	0.209	0.013	S
3.	Food product quality	0.101	0.187	NS
4.	Influence of advertisement	-0.034	0.704	NS
5.	Influence of social media	0.129	0.199	NS
6.	Customer retention program	-0.012	0.871	NS
7.	Self-concept/self-congruence	0.258	0.002	S
8.	Consumer satisfaction	0.248	0.002	S

*R^2 = 0.486 (p>0.000)

The linear regression analysis shows that three factors significantly influence the youth's intention to dine in a themed restaurant: self-concept/self-congruence, consumer satisfaction, and servicescape. Among these factors, self-concept/self-congruence has the highest influence with a beta coefficient of 0.258 and a p-value of 0.002, followed by consumer satisfaction with a beta coefficient of 0.248 and a p-value of 0.002, and servicescape with a beta coefficient of 0.209 and a p-value of 0.013.

Table 4 indicates four independent variables influencing customer loyalty which are servicescape, self-concept/self-congruence and consumer satisfaction. The findings are consistent with previous research studies. Wakefield & Blodgett (1996) found that servicescape has a strong effect on customers' patronage intentions and the length of time they desire to stay in a leisure service setting. Additionally, Kang et al (2015) found that self-functional congruities can serve as antecedents for customer attitudes towards a company's repurchase intention. Furthermore, customer satisfaction is closely related to revisit intention. When a restaurant delivers high satisfaction to its customers, it increases the

likelihood that they will revisit the same restaurant (Oh, 2000; Ryu & Han, 2010). Therefore, when customers dine in a themed restaurant, they have certain expectations about the service quality and the restaurant's overall experience. If the restaurant meets or exceeds their expectations, they are likely to be satisfied and revisit the same restaurant (Yan et al., 2015).

Comparison of independent variable and dependent variable among different group within socio-demographic profile.

The responses of respondents towards independent variables and dependent variable were compared among different groups of each socio demographic profiles. The output is shown in Table 5 below.

Table 5

Comparison of socio-demographic profiles with study variables

No.	Variables	Mean and Standard deviation		t-value	p-value	Significant
		Male	Female			
	Independent t-test used					
1.	Servicescape	73.12 (12.41)	78.14 (11.78)	-2.507	0.13	NS
2.	Food product quality	20.28 (3.03)	20.66 (2.74)	-0.781	0.163	NS
3.	Influence of advertisement	21.30 (5.18)	21.81 (4.87)	-0.614	0.834	NS
4.	Influence of social media	32.30 (7.17)	34.63 (5.50)	-2.241	0.046	S
5.	Customer retention program	21.13 (5.62)	20.79 (6.18)	0.346	0.391	NS
6.	Self-concept/self-congruence	20.02 (5.67)	21.11 (4.69)	-1.286	0.146	NS
7.	Consumer satisfaction	16.07 (2.79)	16.83 (2.54)	-1.740	0.679	NS
8.	Behavioural intention	14.63 (2.96)	16.02 (2.67)	-2.984	0.003	NS
	One-way ANOVA					
1.	Self-concept/self-congruence					
	Race					
	between Chinese					
	Malay	20.53 (5.01)			0.872	NS
	Indian	21.13 (6.32)			0.985	NS
	Others	20.33 (3.22)			0.969	NS
2.	Behavioural Intention					
	Education level					
	between SPM					
	PMR	12.50 (7.78)				
	STPM/Diploma	16.04 (2.32)				
	Bachelor's Degree	15.46 (2.87)				
	Master's Degree	14.20 (2.28)				
	Skilled Certificate	12.44 (2.07)			0.016	S
	Others	17.40 (2.61)				

*The mean difference is significance at the 0.05 level.

Table 5 indicates that among all independent variables examined in the study, only two variables have been perceived differently among several groups of demographic profiles. In

specific, perception towards influence of social media was significantly different among male and female respondents. This indicates that gender plays a role in influencing youth intention towards dining in themed restaurants through social media. It is possible that males and females have different preferences when it comes to dining in themed restaurants, and social media may have a stronger impact on one gender over the other.

Besides that, lastly, there was only one significant difference found between respondents who attained skilled certificate and SPM holder respondents for behavioural intention variable with a p-value of 0.016. This suggests that the type of education level achieved may differ the youth's intention towards dining in themed restaurants. It is possible that those with a higher level of education may have more refined tastes and preferences, leading them to prefer dining in themed restaurants with a specific atmosphere or theme.

In conclusion, the results of the independent t-test highlight the importance of demographic factors in understanding youth's intention towards dining in themed restaurants. While gender and education level may influence this intention, age and race may not play as significant a role. Overall, these findings can assist themed restaurants in tailoring their marketing efforts towards specific demographic groups and creating an experience that appeals to their preferences.

Conclusion

The study had provided insight into the perception of Malaysian youth towards various factors that influence their intention to dine in themed restaurants. The findings of this study indicate that Malaysian youth value well-spaced seating arrangements, suitable temperatures, and cleanliness when dining in a restaurant. They also prioritize the taste of the food itself when it comes to food product quality. Additionally, friend's recommendations and communication between restaurant marketers and customers were found to influence the youth's decision to dine in a particular restaurant. Youth also placed importance on the availability of new or special menu items and how the restaurant reflected their personality. Customer satisfaction with the food received in the restaurant was also found to be a key factor in determining their likelihood to revisit. The study identified self-concept/self-congruence as the most influential factor in determining the youth's intention to dine in themed restaurants in Malaysia. Overall, the study found that most of the independent variables showed a moderate relationship with the dependent variable. Interestingly, the study did not find a significant difference between race and self-concept/self-congruence in influencing the youth's intention to dine in themed restaurants. However, the type of education level achieved was found to have a significant influence on their behavioural intention towards dining in themed restaurants.

In conclusion, the study sheds light on the importance of several factors that influence the intention of Malaysian youth to dine in themed restaurants. The findings can assist themed restaurants in catering to the preferences of their target demographic, as well as tailoring their marketing strategies towards specific factors that are most influential in attracting customers.

Contribution of this research

This study provides valuable insights into the factors influencing Malaysian youth's intention to dine in themed restaurants. Key findings include the importance of factors such as seating arrangements, cleanliness, food taste, friend recommendations, and self-concept. The study identifies self-concept as the most influential factor and emphasizes the impact of customer

satisfaction on repeat visits. Notably, it highlights the influence of education level on dining intentions. The research contributes to the literature on consumer behavior in themed dining and offers practical guidance for themed restaurants to tailor their services and marketing strategies to meet the preferences of Malaysian youth.

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