

CONSUMERS ATTITUDE TOWARDS “MAMAK” FOOD IN MALAYSIA

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ABSTRACT

Malaysia is a unique country as there are multi races and ethnics of people live together in harmony and as such there are many ethnic foods such as “Mamak” food. “Mamak” food is popular among Malaysian and can be found from roadside stalls to café or Bistro concept restaurants. The objective of this study is to provide an insight into customers dining intention to “Mamak” restaurants measuring the service quality and food attributes. Surprisingly, only one of the factor of service quality that is assurance and one variable of food attributes which is aroma has a greater influence for customers dining intention. Simultaneously, other findings in this study can be used by other concepts restaurants to develop a competitive advantage that will further promote Malaysia as an interesting and colorful tourism destination in the world.

Key words: “Mamak” restaurants, dining intention, service quality, food attributes, Malaysia

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