

ABSTRACT

The healthy cafeteria are intervention programs implemented by government health agencies throughout the world as an effort to create a wider choice of healthy eateries, encourage healthy eating practices thus potentially reducing the prevalence of non-communicable diseases (NCD). In Malaysia, this program is known as the 'Kafeteria Sihat'. It is one of the lifestyle intervention initiative for that community under the first National Strategic Plan for Non-Communicable Diseases and later integrated into the third National Plan of Action for Nutrition Malaysia NPANM III. Past studies of healthy cafeteria programs have only focused on measuring the customers satisfaction based on the attributes at the cafeteria and the influence of eating behavior. This study evaluated the impact of various 'Kafeteria Sihat' attributes on the customers post-purchase behavior together with perceived value as the moderator as well as eating behavior and satisfaction as mediators. The data were gathered at 11 public hospitals in Selangor and Putrajaya, Malaysia using newly developed questionnaires. A total of 570 completed questionnaires were collected from the respondents. The data were analyze using frequency, descriptive, internal consistency and an exploratory factor analysis (EFA) using the IBM SPSS Statistics 24.0 software. Meanwhile, the confirmatory factor analysis (CFA) to the Structural Equation Modeling (SEM) was further administered using the Analysis of Movement Structure (AMOS) 24.0 software to assess the model fit as well as test the relationship of the proposed hypotheses. The respondents slightly agree with a large number of items relating to food quality, service elements, staff competency, certification, perceived value, eating behavior as well as satisfaction and this pattern is further reflected in fair tendency for their post-purchase behavior whether it be repurchasing or word-of-mouth. Perceived value had a weak moderating effect towards these attributes and eating behavior. It was only through the mediation of eating behavior and satisfaction that a positive causal relationship between the 'Kafeteria Sihat' attributes and post purchase behavior could be achieved. Better utilization of resources including food ingredients, health promoting materials could help improve the level of acceptance of 'Kafeteria Sihat' over time.