



SITI NUR'AFIFAH JAAFAR

Dr.

EDUCATION



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EXPERTISE

Field

Food Science

Expertise

Food Service

Specialization

Consumer Behaviour in

Foodservice

Food Safety in Foodservice



RESEARCH CONTRIBUTION & ACHIEVEMENT

My research interest is mainly consumer behaviour in food businesses involving food service and food product businesses. Customer satisfaction, perceived quality, perceived value, desires congruence and behaviour intentions are among scopes of consumer behaviour which have been researched by far in different types of restaurants, hotels and hospitals. Interaction between those variables have been looked closely to comprehend consumer behaviour in the food service establishment in precise. As time passes, my research has been expanded and investigation on other possible determinants of consumer behavioural intentions are carried out. Other scopes such as social media, usage of technology, advertisements and customer retention programs are incorporated into the research framework, both in food service operations as well as food product businesses. Quite recent, I have ventured into food safety research through surveys looking into perspective of food consumers and food handlers. Surveys are conducted focusing into the measurement of consumers and food handlers' knowledge and attitudes towards food safety, food handlers' practice of food safety as well as consumers' intention to purchase food based on observation towards food handlers' food safety practices. Relationship between food handlers' knowledge and attitude of food safety towards their practice of good hygiene are investigated. In addition, effect of consumers' knowledge and attitude on their intention to purchase food after observing food handlers' hygiene practices have also become my research interest.

PROFESSIONAL MEMBERSHIP

🕒 Malaysian Institute of Food Technology

NETWORKING & RESEARCH COLLABORATION

🕒 Universiti Putra Malaysia

PUBLICATION

🕒 Scopus ID : 57196034699

🕒 Researchgate : Siti Nurafifah Jaafar

🕒 Google Scholar : Dr. Siti Nur'afifah Jaafar