

## **Green Kopitiam And Local Intentions To Visit**

### **ABSTRACT**

The Kopitiam is a trendy local traditional coffee shop among Malaysians, offering arrays of local and authentic delicacies served in a warm and welcoming atmosphere. After years of operating, Kopitiam is gradually moving towards sustainable operations. Therefore, this study is to examine the extent of customers' intention to visit Green Kopitiam when businesses started to adopt green practices in their operations. A quantitative method was utilised to conduct this study, and 261 respondents were obtained through an online survey. The main findings of this study were obtained through ANOVA analyses. Consumers' intentions to visit Green Kopitiam were discussed using demographic profiles such as gender, age, education, and household income. Statistically significant differences were identified among the demographic profiles and discussed in the final section of this paper.