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FACTORS INFLUENCING LOCAL FOOD CONSUMPTION AMONG DOMESTIC TOURISTS IN KOTA BHARU, KELANTAN

By

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UNIVERSITI MALAYSIA KELANTAN

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DECLARATION

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LIST OF SYMBOLS AND ABBREVIATIONS

Symbols

Means

\geq	Higher than or equal to
\leq	Lower than or equal to
N	Population Size
S	Sample Size

Abbreviations

Means

MOTAC	Ministry of Tourism, Arts and Cultures
SPSS	Statistical Package Social Sciences
DV	Dependent Variable
IV	Independent Variable
TCV	Theory Consumption Value

ABSTRACT (ENGLISH)

Local food in Malaysia is truly unique with all its originality and specialities. With all the specialities of local food especially in Kota Bharu Kelantan, researchers are interested in studying the factor influencing Kelantan local food consumption among domestic tourists in Kota Bharu, Kelantan. This research is conducted among people who have experience visiting Kelantan and have eaten local food in the state of Kelantan. This research is studied based on the factor influence of the domestic tourists to local food consumption in terms of emotional value, epistemic value and quality value of local tourists who have gone to the new state of Kelantan. In addition, this study also aims to find out the main reasons why local tourists are attracted to local food in the state of Kelantan. From the results of the study at the end of the research, the researcher will be able to find out the main factor of local food consumption toward domestic tourists in Kota Bharu, Kelantan. Suggestions will be provided for future research.

Keywords: Domestic tourist, Local food consumption

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ABSTRAK (MELAYU)

Makanan tempatan di Malaysia sememangnya unik dengan segala keasliannya dan keistimewaannya yang tersendiri. Dengan segala keistimewaan makanan tempatan khususnya di Kota Bharu, Kelantan, pengkaji tertarik untuk mengkaji faktor mempengaruhi pengambilan makanan tempatan Kelantan dalam kalangan pelancong domestic di Kota Bharu, Kelantan. Penyelidikan ini dilakukan dalam kalangan masyarakat yang mempunyai pengalaman berkunjung di Kelantan serta pernah makan makanan tempatan di negeri Kelantan. Penyelidikan ini dikaji berdasarkan faktor mempengaruhi pengambilan makanan tempatan Kelantan dari segi nilai emosi, nilai epistemik dan nilai kualiti pelancong tempatan yang pernah pergi ke kota Baharu Kelantan. Selain itu, kajian ini juga bertujuan untuk mengetahui sebab-sebab utama pelancong tempatan tertarik terhadap makanan tempatan di negeri Kelantan. Dari hasil kajian di akhir penyelidikan nanti, pengkaji akan dapat mengetahui faktor utama pengambilan makanan tempatan Kelantan dalam kalangan pelancong tempatan di Kota Bharu, Kelantan. Cadangan-cadangan akan diberikan untuk penyelidikan pada masa akan datang.

Kata Kunci: Pelancong tempatan, pengambilan makanan tempatan.

CHAPTER 1

1.1 INTRODUCTION

The aim of this study is to investigate about the factor influencing local food consumption among domestic tourist who get experience on going to Kota Bharu, Kelantan. This chapter will cover on the background of the study, the problem statement, the research objective, the research question and the significance of the study. At the end of this chapter, the researcher will explain about the definition of the terms of study and summary overall of study in chapter 1.

1.2 BACKGROUND OF STUDY

Tourism is defined as individuals travelling to and staying in areas outside the typical surroundings for leisure reasons for less than a year and for business or other objectives for less than 24 hours. (Camilleri, 2018). One of Malaysia's largest and most vital businesses, tourism contributes considerably to the country's economy (Nilashi et al., 2019). Local tourism is travel within the traveller's personal country, whereas international tourism is travel outside of the country and in Malaysia, usually tourism industry is under The Ministry of Tourism, Arts, and Cultures (MOTAC) (Mokhtar et al., 2020).

Domestic tourism has grown steadily in Malaysia over the last few decades, and it is no surprise that this expanding industry is now one of the country's largest revenue generators. Domestic tourism refers to trips taken within the country and to put it another way, domestic tourism is spreading across the country liked people from Pahang, for example, are vacationing in Melaka (Nasir et al., 2020). The increase in the number of tourists in many popular Malaysian

destinations demonstrates that domestic tourism is becoming more popular in the tourism industry.

A domestic tourist is someone who visits tourist destinations or engages in tourism activities for at least 24 hours but no more than 265 days within their own state (Chilembwe & Mweiwa, 2020). In Malaysia, about 18.6% expenditure components of domestic tourists were came for food & beverage (Domestic Tourist Survey, 2020). According to Domestic Tourism Survey (2020), there will be 131.7 (million) domestic tourist visits in year 2020. As a result, the total expenditure in 2020 will be RM40.4 (billion). The five primary aims of domestic visitors' travels are shopping, seeing family and friends, holiday, medical treatment, and entertainment or sports.

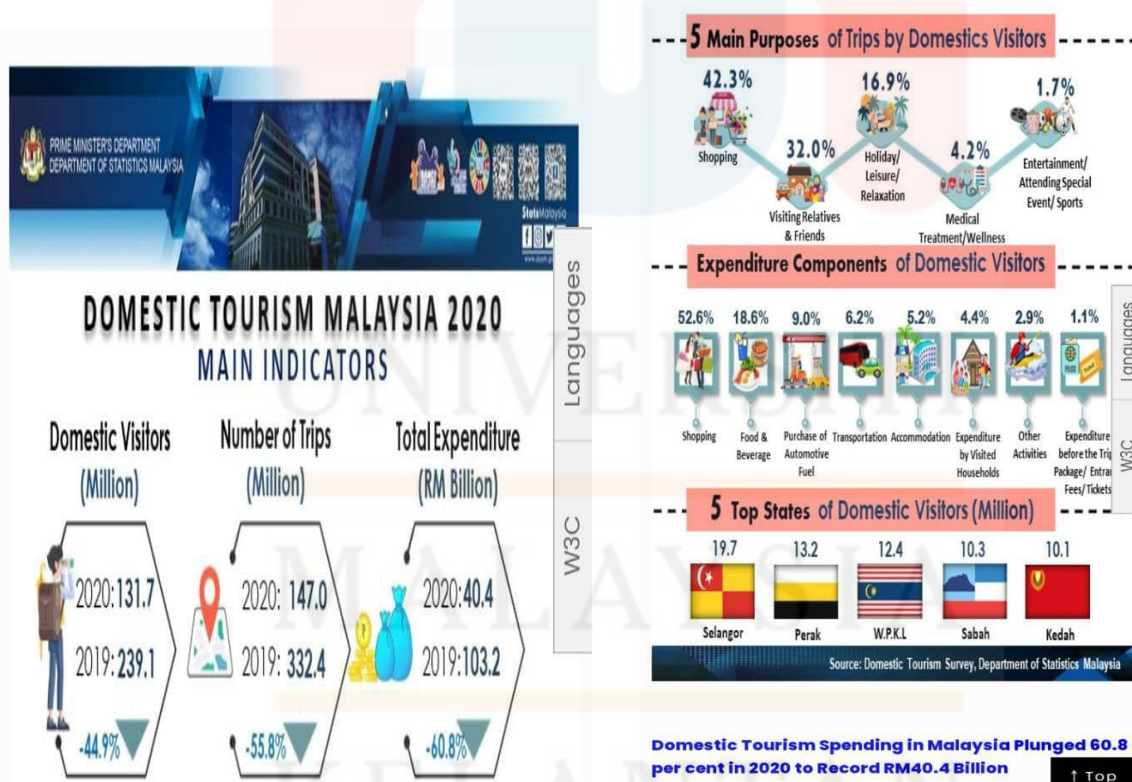


Figure 1.2.1: The Domestic Visitors in Malaysia.

In Kelantan, there were 6 058 000 domestic tourist which visit in Kelantan (Domestic Tourism Survey, 2020).

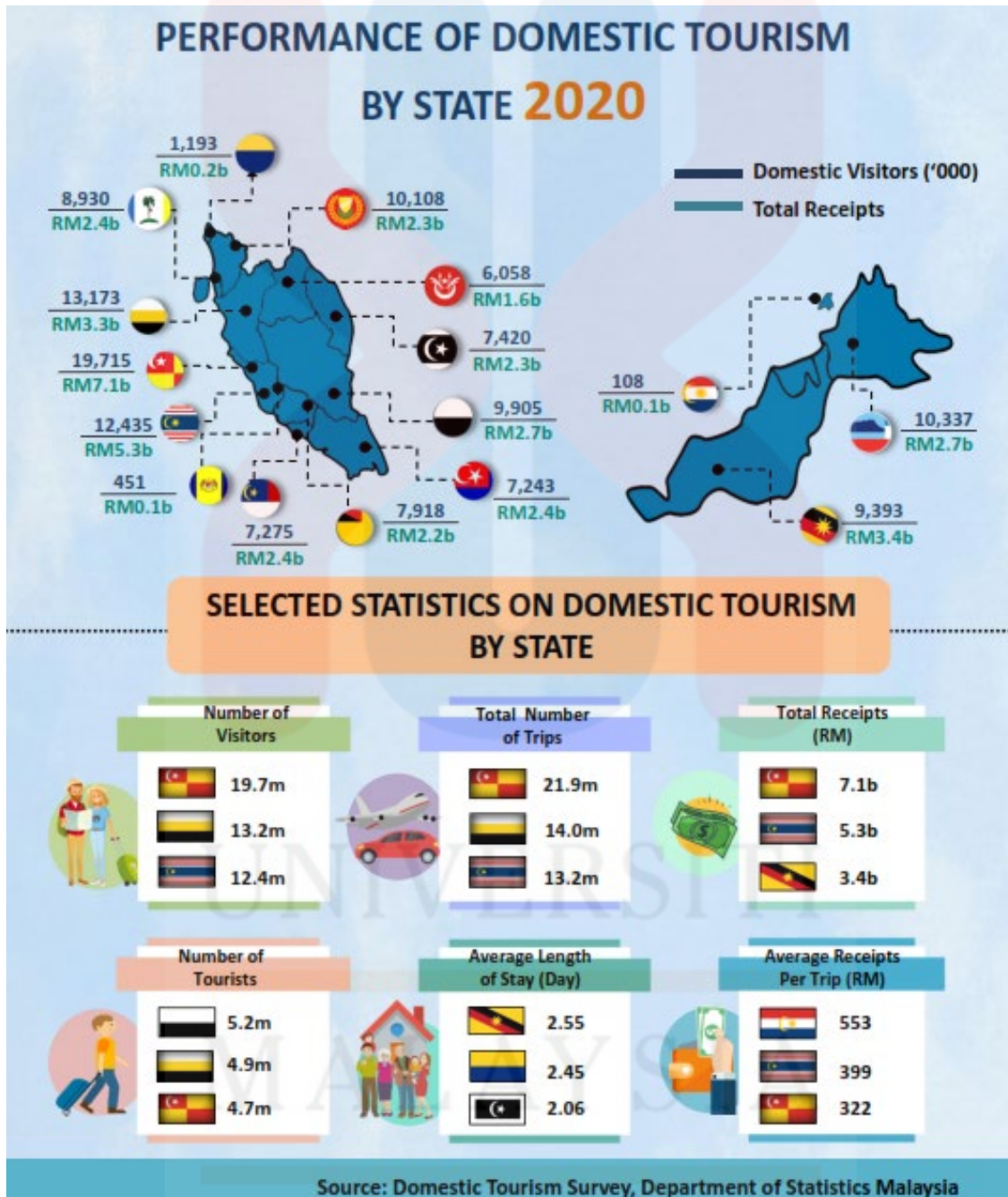


Figure 1.2.2: Performance of Domestic Tourism By State.

Local food has become an attraction for visitors to visit one certain location (Kim et al.,2019) and is a significant component to the whole travel experience (Kline et al., 2018). Although motivational variables are major drivers influencing visitors' local food intake (Mak et al.,2012), few research have looked at domestic tourists' motivation to consume local food (Williamson & Hassanli, 2020).

Kelantan is a Malaysian state on Peninsular Malaysia 's east coast, recognised for its cultural history and natural environment, all of which contribute to the state's tourism industry development (Marzuki et al., 2011). The inquiry focuses on traditional cultural aspects that may be supplied to modernist designers, landscape architects, and municipality administrations in their attempts to maintain the purity and attractiveness of Kelantan's Malay cultural environment, as well as the techniques used by the Kota Bharu Municipal Council in creating a new environment, particularly in the downtown area as a tourism destination (Nasir, 2014).

The name of Kelantan was originated comes from the Siamese word that is called like "Klantan", and then changed to "Kelantan" since years ago with state that had a lot of Malay Muslims and the state that only the strongest Malay cultural influences (Chong, 2011). Besides, Kelantan also have their own uniqueness cultural that is focused on doing the handicraft, traditional customs and the most important is their lifestyle which date back to hundreds of years with fact that Kelantanese cuisine and Kelantan's local food also the only one marker of uniquely robust local culture than others state in Malaysia (Nasir, 2011).

Local food in Kelantan is not a new concept and trend in Malaysia that promotes tourism product. Local food in Kelantan is a food that is accepted by the local community with its uniqueness that is interesting and able to influence the development of Kelantan tourism (Syahida & Zainal, 2014). For instance, in Kelantan, *Etak* is a popular dish that can be prepared in a variety

of ways, including barbeque, *Etak* sup and Spicy *Etak* (Hafizudin et al., 2013). In the Southeast Asian region, the *Etak* or Asian Clam, scientifically known as *Corbicula Fluminea*, flourishes in sandy and muddy rivers (Zalina Che Manan, 2014). The sandy Kelantan River, unlike other Malaysian rivers, is an ideal nesting environment for *Etak*. According to Zulhazman et al., (2019), Kelantanese *Etak* is easily distinguished from *Etak* from other states by its bright yellow colour, whereas *Etak* from other states is darker and slightly larger. Freshly obtained *Etak* from the river or natural habit is traditionally used to make smoked *Etak* (Rak et al., 2020). The taste and nutritional value of smoked *Etak* have made it a favourite snack among the people of Kelantan and the domestic tourist in Malaysia as whole (Aweng et al., 2020).

Besides, local food in Kelantan also special with a sweet taste because the people of Kelantan, especially the residents of Kota Bharu are love the sweetness of food such as *Kuih Lompat Tikam* and *Bubur Beras Pulut Hitam* (Yusoff, 2010). This sweet taste of Kelantan cuisine, sensory features of the meal and diverse quality and performance of the culinary event are all important factors in fostering positive opinions among domestic tourists (Kim & Eves, 2012).



Etak



Bubur Beras Pulut Hitam



Kuih Lompat Tikam

Figure 1.2.3: The example of local food in Kelantan

The aroma of the dish in Kelantan also influence by the unique combination of many races and civilizations (Hanan & Abd Hamid, 2017). Some of the food has been affected by other cultures as result of geographical factors linking the region to other culturally significant areas. For

instance, Kelantan cuisine has been affected by Thai cuisine that despite the fact that both places are close to each other (Aziz, 2017).

Furthermore, Kelantan 's tourism promotion tagline which is "the cradle of Malay culture" which implies that Kelantan has a strong image of Malays that includes food and this phrase claims that Kelantan 's local food image is authentic Malay food that has been passed down from generation to generation, but in actuality, geography and other cultural influences are equally essential factor to consider when assessing the region 's cuisine image (Hanan & Abd Hamid, 2017).

Tourism activities such as pleasure travel are also linked to emotional values such as enjoyment and amusement (Sanchez et al., 2006). Generally, the local food experiences influence domestic tourist emotions and elicit angry, sadness, delight, excitement, joy, and pleasure are all positive and negative emotional emotions induced through consuming (Choe & Kim, 2019). Positive emotional value, also known as positive affective state is an important part of the domestic tourism experience and is linked to memorable event (Tung & Ritchie, 2011). According to Sthapit (2018), having a taste of the local cuisine makes a trip more unforgettable such as some domestic tourist found that good and enjoy local food experiences contributed to the memorability of the majority of their vacations.

Emotional value usually affects domestic tourist s' evaluations of hospitality product which this local food consumption. For instance, according to Ha and Jang (2010), after eating ethnic food, diners who view themselves as gaining emotional value, such as pleasure, enjoyment, excitement and relaxation are satisfied and willing to return to an ethnic restaurant. When individuals decide to eat local food, which is likely to be different from their usual diet, they

frequently expect to feel better (Choe & Kim, 2018). Hence, emotional value by enjoyment to eat local food influence domestic tourist consumption to eat local food.

According to Sheth et al., (1991), epistemic value is connecting the excitement of desire and novelty, which satisfies a need for knowledge and one of the consumption value that elaborate customers decision factors. Based on Ji et al., (2016), tourists' actions to eating local food have been proven to be highly influenced by novelty-seeking and curiosity actions reasons. Kim and Choe (2019) stated that epistemic value can be gain by tourists with tasting real local food, satisfying their curiosity, as well as learning about local cuisine. Hence, tourists who consume the local food can learning about the history and traditions of different cultures in a destination (Madaleno et al., 2017).

In addition, epistemic value can be considered by tourists with fresh experience and a method to improve tourists' knowledge. Epistemic value can be explained as tourists consume local food as a primary means of appreciating a destination's culture and assessing the cultural capital (Bardhi et al., 2010). For example, *Nasi Tumpang* is one of the traditional food which is rice with difference layer of dishes and in historically, the wife of sailors and farmers will prepare *Nasi Tumpang* for their husband because this cuisine easy to transport and packaged in a cone form to save space (Aisha Preece, 2020). Thus, epistemic value is a valuable resource that tourists might get by consuming local food at a destination.



Figure 1.2.4: The *Nasi Tumpang* in Kelantan

The perception gained by consuming local food at a place owing to the meal's taste, quality, as well as projected functional performance is referred to as quality value (Choe & Kim, 2019). Perrea et al., (2015) was mentioned quality is one of the elements of the functional value in Consumption Value Theory (TCV). Customers' confidence in the greater quality of local foods has an important role in determining their interest to buy local food (Jekanowski et al., 2000). According to Kim & Eves, (2012), the flavour which is sensory element and performance in quality of the local food have a significant impact on the eating experiences of tourists.

Based on Babolian Hendijani et al., (2013), quality and freshness of the food inspires tourists to explore local food while on trip. This is because of the quality of ingredients draw tourists to consume local food (Hendijani, 2016). Sweeney & Soutar (2001) was mentioned that in business environment today, the quality value is central component to long-term success and the only factor that expresses customers' actions. Thus, for maintaining tourists' interest, strategies should focus on evaluating the quality of foods and services offered, as well as establishing unique and different food-related-activities (Huang, 2009).

The local food consumption is become more important in tourism industry. Hence, the purpose of this study is to determine the factor that influence local food consumption among domestic tourist.

1.3 PROBLEM STATEMENT

The local food in Malaysia usually can be understand as typical local gastronomy, interwoven with cultural values that indicate social community lives, traditions and at the same time can be as traits passed down from generation to generation. Saad et al., (2021) mentioned that Malaysian consumers' awareness of the origins of local food was investigated and it was discovered that domestic tourists in Malaysia considered local food to be a traditional food, with

local tourist understanding the description of the food heritage, the characteristics and style of food and associating them with food identity. Meanwhile, Atikahambar et al., (2019) stated that due to various of domestic tourist on familiarity with local food and its origins, they may seek out local food, resulting in increased domestic tourism in Malaysia.

Tourism has become a significant source of income and employment in many countries, which is critical to relate term information regarding tourists satisfaction with certain activities or experience in order to attract tourists (Hendijani, 2016). Hence, tourists' actions has been a major focus of tourism research (Woo et al., 2015). Chen & Tsai (2007) was stated the level of enjoyment gained from various activities has been demonstrated to have an effect on the desire to return to a trip, which might lead to higher income production for the country in general. Breakey & Breakey (2015) was indicated that tourists are more interested in seeking new experience gained from learning the cultures and customs of a certain destination with the supporting by tourism marketing stated promoting local food choice available at diverse places backs up this fact (Lee & Scott, 2015). Besides, Babolian Hendijani et al., (2013) was indicated that food experience may have a significant impact on a tourist's level of satisfaction with a place.

The demand for high-quality food has continuously grown in recent years which awareness in the food quality issue, both in due to market forces such as request from increasingly complicated and knowledgeable customers and in due to other factors, for instance health and environmental concerns (Mascarello et al., 2015). According to Zhang et al., (2020), visitors' perceptions toward and willingness to consume local foods are positively impacted by visitors' belief in local foods. Consumers are ready to pay a higher price for the local food if consumers perceived the advantages of local food such as have good quality, more tastier and healthy (Denver & Jensen, 2014). Yet,

past research have understudied tourists' local food consumption value, which is an important driver in understanding tourists' experiencing quality and behaviour.

According to Kivela & Crofts (2006) consuming local food in a foreign place is more likely to give epistemic value, since visitors regard it as a fresh experience and a method to broaden visitors' knowledge. Conversely, the foreign people come to visit Malaysia is an opportunity to consume local food to understanding culture Malaysia. Food tourism has the ability to recognise the element of epistemic value especially when tourists show interest in location food offers and want to learn about local food preparation skills, dining customs, as well as consumption patterns (Prayag et al., 2020). Thus, epistemic value become an important factor which can pushing tourists to consume local food.

Nowadays, the knowledge about local food is importance for community either international tourist or domestic tourist. To make sure domestic tourist love local food, it is necessary to provide the correct exposure to the domestic tourist such as younger generation about understanding of a specific traditional Malaysia food, especially if the dish is to be preserved for future generations (Rahmat et al., 2021) . According to Muhammad (2015), most of domestic tourist such as from adolescents and young adults are unaware of the presence of local foods and hence consume less of food. In reality, today' s younger tourist generations are more exposed to or convenience foods, such as fast food which will have a detrimental impact on the traditional food s long-term viability (Ting at el., 2015). Thus, to know about consumption local food among domestic tourist, the evaluate on epistemic value among them should need to do for identify how far about their knowledge of local food that they know.

The Star Online (2019) was mentioned that Malaysian Local food encounters local food presentation is not always attractive in quality of food. For instance, one of local food which is

Sambal Hitam may have great taste, but the dish's colour is plain black and the dark colour of this local food comes from a fruit called *Belimbing Buluh*, which is the main component and contributes to the dish's flavour, domestic tourists unfamiliar with the local cuisine may be put off by the colour (Clydesdale, 1993). While Malaysia local food is good, some domestic tourist do not find it very appealing (The Star Online, 2019). Based on this circumstances, it usually can effect the emotional value among domestic tourism behavioural intention on quality food and this will also effect make the behaviour on emotional tourist on feel food neophobia likes a sort of behaviour in which a person avoids trying new meals in a certain scenario (Lafraire et al., 2016).

It could be due to the perception of individuals who are unfamiliar with the appearance of the dishes (Saad et al., 2021). As a result, given the importance of domestic tourism to Malaysia's overall tourism, it's critical to learn how domestic tourists view Malaysian local food.

Furthermore, there have been a few studies that have looked into the elements that influence local food consumption especially in Kelantan (Mak et al., 2012). This is because most of research have concentrated on international visitor consumption behaviour, therefore those addressing the perception of domestic tourist are limited. (Chuah et al., 2020).

Thus, studies on local food consumption among domestic tourist need to multiplied for the future studies so that all parties can identify what is the best way to ensure that local food in Kota Bharu are known to domestic tourist.

1.4 RESEARCH OBJECTIVES

The purpose of this study is to measure the factor influencing local food consumption among domestic tourist in Kota Bharu, Kelantan. The research objectives in this study are as follows:

1. To determine relationship between emotional value toward local food consumption among domestic tourist in Kota Bharu, Kelantan.

2. To examine relationship between epistemic value toward local food consumption among domestic tourist in Kota Bharu, Kelantan.
3. To determine relationship between quality value toward local food consumption among domestic tourist in Kota Bharu, Kelantan.

1.5 RESEARCH QUESTIONS

1. What is relationship between emotional value toward local food consumption among domestic tourist in Kota Bharu, Kelantan.?
2. What is relationship between epistemic value toward local food consumption among domestic tourist in Kota Bharu, Kelantan?
3. What is relationship between quality value toward local food consumption among domestic tourist in Kota Bharu, Kelantan?

1.6 SIGNIFICANCE OF STUDY

This research will provide information on issues of factors influencing local food consumption among domestic tourists and it will be a one important section to rise up tourism industry in future. Following is the significant of this study:

1.6.1 Tourism Industry

This research is important to the tourism industry because of local food consumption is become one of the choice for tourists to travel. The factors influencing local food consumption should make tourism industry more understanding what kind of reasons make tourist consume local food in a destination. Hence, tourism industry should be able improve the travel plan which provide to the domestic or foreign tourists.

1.6.2 To Domestic Tourist

This study focuses on domestic tourism to entice more visitors to try or provide feedback on Kelantan's local cuisine. This is important at major tourist attractions so that visitors feel safe and satisfied, and they may stay longer and visit more places. Tourists can also sample the uniqueness of local cuisine in a variety of settings. Domestic tourism encourages people to travel within their own countries.

1.6.3 The Researcher

Researcher is the person who are doing the research about some topics or the person who are interesting to read some article to improve their knowledge. The highlights point here is the beneficial of this research paper to all the future researchers. In this research paper, it can give a lot of benefit to all researchers. This is said so because the future researchers can use this article to find out about the domestic tourist behaviour toward local food consumption as well. Others, researchers also allowed to takes an important part or some greatest point on this report to improving their ideas and writing skills. Then, researchers also can learn more about this topic and at the same time they can increase their knowledge on it too.

1.6.4 Local Food Restaurant

The local food restaurant owner in Kota Baharu also will get the benefit on this research. This is because, they can find the strategic on how to attract the domestic tourist around Malaysia to came to their restaurant. By study more on domestic tourist behaviour, they can identify what type of local food that can give more satisfaction to domestic tourist. So, they can know how to generate revenue from sell the local food and make some good marketing to promote the local food in Kelantan. Moreover, they also can add

value on their services restaurant that focus to make consumer feel comfortable and happy with restaurant services at the same time automatically make domestic tourist love more in local food in Kelantan.

1.7 DEFINITION OF TERMS

1.7.1 Domestic tourism

The term domestic tourism refers to travel from one's home to another's home. A tourist from Melaka, for example, travels to Perak for a vacation. Melaka claims to be the starting point, while Perak claims to be the final destination.

Besides, domestic tourism can also be referred to as national tourism (Caletro, 2012). Local travel within a nation for the purpose of visiting friends, relatives, or for pleasure travel is also known as domestic tourism (Nasir et al., 2020).

1.7.2 Domestic tourism behaviour

The term of domestic tourism means a visitor who lives in same country going to other parts of their country. The example is Malaysian's people from Selangor visiting Kelantan because of the uniqueness on Kelantan's local food.

While according to Juvan & Omerzel (2017), tourism behaviour means the context of consumer behaviour such as in the abandonment of tourist service, uptake and their purchases. Then, tourist behaviour also the consumption of everyday and unusual services and product that different from their everyday 's environment (Juvan & Omerzel, 2017). According to Ghanem (2019), the result of limited empirical studies investigated that tourist's behaviour are related to the consumption of local food and tourist's behaviour also are often to the influences of local cuisine and foods.

1.7.3 Local food

Genuine foods that not only represent tourism destinations but also vividly display local traditional culture are sometimes labelled as "local food" (Zhang et al., 2019).

1.7.4 Epistemic Value

Epistemic value can be defined as people will benefit from a replacement's ability to attract interest, give uniqueness, or satisfy a need for information. There are a questionnaire questions referring to desire, uniqueness, and knowledge give a suitable epistemic value (Sheth et al., 1991).

1.7.5 Emotional Value

Emotional Value is defined as the perceived effectiveness of an option based on its capacity to elicit an emotional reaction (Sheth et al., 1991).

1.7.6 Quality

Quality can be defined as something compared with to others, it was had a standard; what is nice or terrible about the things (Hornby, 2015).

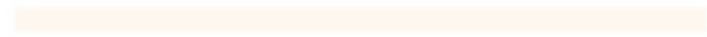
1.8 SUMMARY

This chapter described factor influence Kelantan local food consumption among domestic tourist from different aspects. These aspects are emotional value, epistemic value and quality value. A good and clear understanding is able to help this study to find detail information which is factor of Kelantan local food consumption in Kota Bharu, Kelantan. The scope of this study is domestic tourism in Malaysia who aware by all group demographic in Malaysia which stay in Kota Bharu, Kelantan. The researcher also provided some questions relate to domestic tourism in

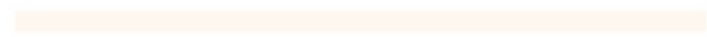
Kelantan. This study helps to identify the most aspect of domestic tourist on the factor of influence local food consumption in Kelantan.



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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter focused on the literature review of factor influencing Kelantan local food consumption among domestic tourist. This study reviewed dependent variable which is domestic tourist behavior towards local food consumption while the emotional value, epistemic value and quality value as independent variables. Then, this study will follow by hypothesis, conceptual framework and closed by the summary of this chapter.

DEPENDENT VARIABLE

2.2 FACTOR INFLUENCING KELANTAN LOCAL FOOD CONSUMPTION AMONG DOMESTIC TOURIST.

2.2.1 Definition domestic tourist influence to eat Kelantan Local Food

Based on Gosling et al., (2017) consumer preferences are shifting as a result of the variety of the places where food is offered and the types of presentation. These factors include quality, safety, health, honesty, and long-term viability. In recent times, local food is also considered as an aspect of national cultural identity by many countries and is seen as one of the important and interesting elements towards promoting tourism. In fact, food tourism activities are considered a form of attraction and “peak” experience in motivating tourists to visit a destination. Meanwhile, Mak et al., (2012) classified motivational variables into two categories which is symbolic and necessary. The symbolic dimension

is concerned with cultural characteristics and gastronomic authenticity, whereas the obligatory dimension is concerned with physical needs and health. In general, travelers prefer physical environments with natural and traditional atmospheres while deciding whether or not to consume local food. As a result, motivational factors have been identified as crucial variables in affecting tourists' food preferences and consumption (Ling & Ding, 2019).

Kelantan is known as the Cradle of Malay Culture and is known for its distinct cultural past, natural settings, and unsurpassed hospitality of the locals, especially the state's distinctive food, all of which contribute to the state's tourism growth (Syahida & Zainal, 2014). Kelantan has gotten less attention, despite the fact that it still retains a varied diverse array heritage dishes.

According to Mohammad and Chan (2011), the study focuses on the perspective, opinions, and qualities of traditional Malay, Kelantan dishes offered in locations, with the sample comprising exclusively of people who frequent the selected restaurants, rather than tourists. The influence of local culture appears to be highly relevant in the construction of a destination's cuisine image. According to Ferrante (2014), all humans consume food, but the principles for driving and satisfying appetite vary depending on the person's culture.

2.2.2 Eating local food

If not made with local products, local food refers to food cooked using traditional methods from a specific region (Chang et al., 2010). Local food consumption has a big economic impact in a tourism community because it is such an important tourist draw (Kim et al., 2016a). According to Boyne et al., (2002), 30–40% of a foreign tourist's

budget is spent on eating or buying food as a gift at a tourism location. This has serious economic consequences for a destination, notably for agribusiness, culinary, and food retailers (Correia et al., 2008).

Food may help to promote a region's or country's image and reinforce a location's appeal by functioning as a country wide representational trademark (Kim et al., 2012). The typology of the tourist experience in related to food consumption has been investigated (Mkono et al., 2013). The impacts of food on the cultural tourism experiences, visitor satisfaction, and local food choice have been extensively investigated as a result of the use of local food as a location marketing approach (Kim et al., 2013).

Food is an important part of daily life to everyone. This is because food can bring harmony especially when eating a good food. Others, food provides humans with nutrition as well as a range of other purposes in our daily lives, values, and socio economics. Tourists are likely to satisfy their curiosity and demand for novelty by eating local food, which is one of the simplest methods to experience the local culture at a site. Local food acts as a primary channel for tourists to enjoy a destination's culture and evaluate their cultural capital, which is known as epistemic value (Bardhi et al., 2010).

China, France, and Italy are known for their delectable cuisines and food cultures. People that if move to another region or country, will keep their customary eating patterns., tastes of their local food, and local food cooking methods. Many Chinese people living in other countries continue to consume Chinese food, a tough habit to break even after years of migration. Many Chinese people living in other countries continue to consume Chinese food, a tough habit to break even after years of migration (Madaleno et

al, 2017). That is how they consume their local food and preserve their local food in their country.

In china also, according to Yang (2018), most of them are using chopsticks to eat their local food due in China, chopsticks gradually replace forks and knives at their dining table. Chopstick is symbolic of civilization and civility (Puppin, 2018). Chopsticks also standing as a lifestyle habit of Chinese people (Li et al., 2008). In Malaysia, *Nasi Lemak*, *Rendang*, *Nasi Ayam*, *Laksa*, and a variety of other dishes are among the most well-known (Raji et al., 2017). In Malaysia rice is a staple food in Malaysia and, more specifically, among the Malays. Kamaruzaman et el., (2020) mentioned that rice and its products are widely employed in numerous local meals. Rice provides the starch (carbohydrate) or "body" of most *kuih*, although glutinous rice has also contributed to a variety of *kuih* applications.

INDEPENDENT VARIABLES

2.3 EMOTIONAL VALUE

Emotional value is among the variables that influences Kelantan's local food consumption between domestic visitors in Kota Bharu, Kelantan. According to Thomson et al.,(2005), attachment emotions should be separated from other categories that might be connected with emotions, such as perspective, enjoyment, and brand - related attitudes and expertise are distinct from desire, brand association, or consumer satisfaction. Positive feelings will occur if the experience surpasses expectations, and negative emotions will arise if the encounter falls short of

the desired quality of service. The further the interaction and engagement, the stronger the community (Bruhn et al., 2014). According with customer perceived value hypothesis, the component that encourages customers to buy goods or services is customer perceived value, that is a switch perception of products or services. If consumers believe that the benefits of a product or service exceed the drawbacks, they will be prepared to pay more for it (Situmorang et al., 2021). Quality value, pricing value, emotional value, and social value are the four components of perceived value.

Emotional value is the affective or emotional benefit that products can provide to customers, such as enjoyment, satisfaction, and so on. According to Nambisan & Baron (2010) customer emotional experience value is an essential outcome acquired by consumers while participating in online community activities, and it is proactive and related.

However, in this study, there are two determinants of emotional value that can influence domestic tourists on local food intake in Kelantan. Besides, tourists who consume local street food experience significant emotions, which naturally motivate people to react to each other in order to promote local food in Kelantan. According to Pradeep (2010), neural emotional bonding occurs after emotional awakening, in which when tourists are driven by experience, the brain and neurological system become more active. As a result, highly emotional situations will stay with us longer. The emotional component of an experience is remembered better than other parts.

2.4 EPISTEMIC VALUE

One factor that influences Kelantan's local food consumption among domestic tourist in Kota Bharu Kelantan which is epistemic value. This is because epistemic value has had a positive effect on tourists' healthier eating choices and also gave a positive impact on tourist's attitude towards Kelantan local food too (Raza et al., 2021). According to the psychology dictionary professional references is epistemic value means the extent that a belief or theory can provide accurate knowledge. Epistemic also mean the extent that a cognitive process can provide accurate knowledge. Thus, epistemic value is the specific attribute of a theory or cognitive process to provide knowledge.

Epistemic value is linked to arousal of interest and novelty, and that it satisfies a desire for knowledge (Sheth et al., 1991). According to Sweeney & Soutar (2001), when tourists try out a new product, they make an assessment based on a mix of knowledge about other products.

Epistemic value also has a considerable beneficial impact on green goods buying behavior among consumers (Goncalves et al., 2016). Thus, curiosity, novelty, and a need for knowledge about healthy food promote healthier eating choice (Thome et al., 2019).

Madaleno et al., (2017) mentioned that tourists who eat local street cuisine are also learning about the history and traditions of diverse nations. Meanwhile, Choe and Kim, (2018) mentioned that if tourists see anything new as an epistemic value and are likely to learn about another place's food culture, their general sentiments toward local food will improve. Tourists receive epistemic value when tasting Kelantan local food so they are able to search for the recommended street food in multiple areas, fulfilling their curiosity to experience the taste and get a closer look at the famous street food at its place of origin and tourist also can know that real Kelantan's cuisine are not really same in other's place especially the place which is not in Kelantan. Thus, by that experience the

tourist will know that Kelantan's cuisine in others place are not original and there are a lot of differences with the real recipe.

2.5 QUALITY VALUE

The quality value factor also influencing Kelantan local food consumption among domestic tourist in Kota Bharu Kelantan. According to Parasuraman et al., (2002), consumers' perceptions of excellence in terms of the gap between expectation and achievement which if a product's performance meets or exceeds the buyer's expectations, the buyer will be satisfied and perceive quality. The relationship between expectations and quality could indicate that a consumer's perception of quality is influenced by familiarity and knowledge with suggestion that if domestic tourists are given more information about local food, they will have more reasonable expectations, resulting in a higher perception of quality (Saad et al., 2021).

Restaurants are seen by tourists as an important feature of a tourist destination, as places where the food quality, service and physical atmosphere may display local customs and culture, so shaping the domestic tourist local food experience (Klag et al., 2003). According to Sage et al., (2003), they are frequently excited about trying the local cuisine of tourism locations, despite the fact that it differs from their own in terms of product characteristics, social characteristics, and environmental aspects. Meanwhile, according to Long et al., (2004) tourist who want to try local food often go to place where dining has a larger social purpose for tourists, tourists service staff and the local population. This demonstrates that the quality elements of a domestic tourist meal experience include not the local food, but also the service and physical surrounding (Chang et al., 2011).

Customers assess their consumption experience based on characteristics rather than products (Bujisic et al., 2014). As a result, a quality-based method that analyses food quality, service quality and the physical environment could be used to assess domestic tourist perceptions of quality value which influence them to eat Kelantan local food.

In addition, According to Altintzoglou et al., (2016), quality was a significant determinant in purchasing local food mementos while on vacation. Meanwhile, according to Yan et al., (2015), meal quality and service quality were antecedents of a customer's inclination to return to a restaurant which serve a local food. Nevertheless, Wu et al., (2018) found that the overall quality of the experience had an impact on domestic tourist factor to eat local food, especially the desire to revise. Based on the literature review, this study would like to mention that quality value will positively influence the positive factor influencing Kelantan local food consumption among domestic tourist.

Food quality, as the primary product of commercial food service, plays a significant role in the dining experience and the success of restaurants in tourist areas. According to Uehara & Assarut (2020), in Japanese, perceived quality of restaurant in Japan on serve Japanese local food is influenced by the authenticity of dishes and ingredients while in Thailand, Thai consumers on local food are concerned about the local food's value for money due this could be owing to the country's economic situations, which makes price a primary criteria in restaurant choosing. However, Arsil & Brindal (2018) mentioned that, in Indonesia, the acceptance on local food based on quality of local food is thought to be more nutritious, fresher and of higher quality. This show the food quality on authenticity, price, nutritious and fresher also the aspects that researchers can take to be measured to domestic tourists who eat Kelantan local food.

2.6 RELATIONSHIP BETWEEN INDEPENDENT VARIABLES (IV) AND DEPENDENT VARIABLE (DV)

2.6.1 Relationship Between Emotional Value and Local Food Consumption

Emotional value is important in influencing tourists' views toward destinations since it may impact whether they are satisfied with the consuming experiences they have while on the trip as well as if they are inclined to return to the destination in the future (Sanchez et al., 2006). Based on Silkes et al., (2013) tourists' strong admiration of local food experience was created emotional value connection and relationship with a location, because of the tourists who had given high grades to the local food also think the destination is attractive and are happy in the trip overall.

Sthapit et al., (2021) mentioned that a possible explanation for the extremely substantial prevalence of the emotion joy might be connected to the response that more than half of the respondents identified experiencing local food as one of their main objectives for doing the specific trip. Jamaludin et al., (2018) indicated that push motivations serve as an emotional motivator for travel. Sthapit et al., (2017) stated that tourists' consumption of local foods and good emotions are linked and communicate to influence each other. Therefore, emotional value can be identified an element that influencing the local food consumption among domestic tourists.

2.6.2 Relationship Between Epistemic Value and Local Food Consumption

According to Choe and Kim, (2018), consuming local food from a different culture is likely to bring epistemic value in generally, since most tourists evaluate eating local food as a unique experience and a way of growing knowledge and culture influence such as learning the new method of cooking and eating as well as knowing the history of the

food. Furthermore, tourists feel something new and more likely to learn about other country's food culture through gaining experiences, hence consume the local food can bring epistemic value.

Tsai & Wang (2017) mentioned that tourists can have a better grasp of the local culture by consuming local food. Tourists' desire to learn about local culture is stimulated by epistemic value because of long after trip has gone, cultural experiences gained by consuming local food create a deep memory of destination (Silkes et al., 2013). For example, tourists who had consumed street food will get epistemic value since they will be able to seek for the suggested street food in various areas, satisfying their desire to try the meal and get a deeper understanding at the famous street food at its place of origin (Yeap et al., 2019).

2.6.3 Relationship Between Quality Value and Local Food Consumption

The quality value is a key predictor of level of satisfaction for food tourists toward consume local food because of consuming high-quality products and services can elicit strong reactions in tourists, which can lead to future positive behaviour (Namkung & Jang, 2010). According to Hendijani (2016), high-quality food with attractive taste will elicit good reactions, boost satisfaction, and encourage tourists to try more local food. Besides, Meyerding et al., (2019) mentioned that tourists consume local food because believe local food had higher level of quality good taste, healthiness and flavours and safety which means advantages for the tourists.

The quality of taste was the primary motivator for tourists visiting a place and consuming local food (Smith et al., 2010; Yurtseven & Kaya, 2011). If the local food does

not have the unique taste and are not presented properly, hence tourists will get bad image to the destination. Tourists will be more likely to return again the destination if local food gives tourists with a cultural experience and a unique taste (SERT, 2019).

2.7 HYPOTHESIS

The hypothesis of the research is made based on the factors which are emotional value, epistemic value and quality value that influencing local food consumption among domestic tourist in Kota Bharu, Kelantan. Based on the study, the hypothesis had been created and to be tested:

1. H_1 = There is relationship between emotional value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.
2. H_2 = There is relationship between epistemic value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.
3. H_3 = There is relationship between quality value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

2.8 CONCEPTUAL FRAMEWORK

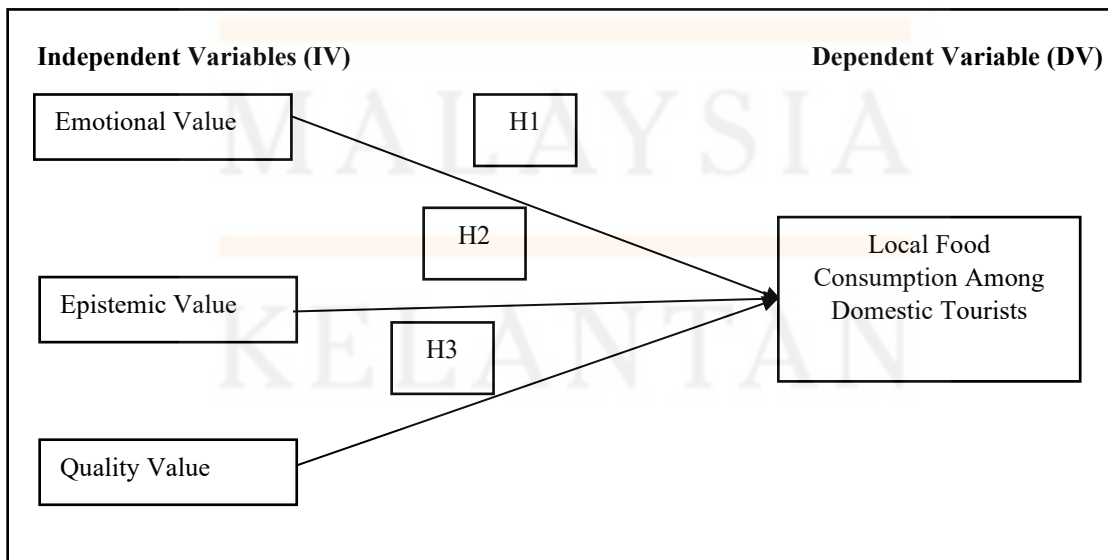


Figure 2.8.1: Conceptual Framework Adapted by Soltani et al., 2020.

Figure 2.8 indicates the independent variables (IV) and dependent variable (DV) of this research. The figure shows the relationship between emotional value, quality value and epistemic value influence Kelantan local food consumption among domestic tourists.

The independent variables (IV) are the factors that could influencing the satisfaction to consume local food for domestic tourists. While the dependent variable (DV) is the local food consumption among domestic tourists. There are three independent variables (IV) had been determined which are emotional value, quality value and epistemic value. In this study, emotional value measure tourists' perceptions of tourism food and services which included enjoyment, happiness, excitement and relaxation from consume local food. Epistemic value responsible to measure the novelty and curious toward consume local food among tourists; while the quality value covers the degree on how quality of food such as taste or ingredients will influence the tourists consume the local food.

2.9 SUMMARY

In conclusion, this section addressed the research literature review and it focused on the domestic tourist in Kota Bharu, Kelantan and this study will analysis of their factor influence on local food consumption. From this chapter, all the related literature has been discussed and reviewed regarding the independent variable in research which is emotional value, epistemic value and quality value. The researcher also illustrated the study setting conceptual framework and hypothesis which are essential.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The main point of the study is to investigate the factors influencing local food consumption among domestic tourists in Kota Bharu, Kelantan. The methods included in the research will be highlighted in this chapter. The study design, target population, and sample size are all covered in this chapter, as well as the sampling technique and procedure, data collecting, research instrument and survey instruments design, and data analysis. In a nutshell, the research strategy instructs the researcher on what to assess the findings of the study. The overall design of the study as well as the data gathering techniques are detailed in this chapter. As a result, the methodology's purpose is to meet the researcher's study objective and target. It contains the study's research methodology, from the research strategy through the distribution of the findings.

3.2 RESEARCH DESIGN

The research design's objective is to provide a proper framework for a study. The research strategy chosen is an important decision in the research design process since it dictates how relevant data for a study will be gathered. A research design might be qualitative, quantitative, and hybrid. Researchers can choose from a range of research procedures and study designs, such as scientific investigations, questionnaires, correlational research, even multi review studies. Research designs also include data collecting, data measurement with proper methods, and data analysis.

Quantitative research is a method of gathering and evaluating data from many sources in an organised manner (SIS International, 2018). According to Rahi (2017), survey questionnaires are used to conduct research utilising a quantitative strategy for data research, pre-defined techniques, and looking for samples from the target population.

In this research, the researchers will use quantitative research which will identify the factors influencing local food consumption among domestic tourists at Kota Bharu. High-quality quantitative demands critical thought and justification of the selected framework underpinning the study. The numerical form is used to describe quantitative data. Sensors, measurements, counts, quantification, calculations, estimations and prediction are examples of general sorts of quantitative data. Thus, this quantitative descriptive analysis is important in determining the most important element influencing local food consumption.

3.3 TARGET POPULATION

According to Sekaran (2016), the complete body of individuals, activities, or items of preference that the researchers aim to explore is referred to as the target population. The term population refers to a large group of individuals or businesses who share a set of traits. The target audience for this study is all Malaysian domestic visitors who have visited Kota Bharu, Kelantan. This study will be more focus in target population to students, employee from private sector and government sector who have experience eat local food in Kota Bharu, Kelantan. The researcher target age is between 18 and above which have experience visit in Kota Bharu, Kelantan. Domestic travellers were chosen by the researchers since all tourists in Kelantan have different tastes when it comes to real local cuisine.

The majority of tourists from other states choose to visit Kelantan because the food is the main attraction, and there are many different types of authentic local food in Kelantan. According

to Domestic Tourism Survey (2020), in year 2020, the number of visitors in Kelantan was estimated to be 6,058 000.

3.4 SAMPLE SIZE

The sample size refers to the population that will be studied in order to draw conclusions and establish reference populations. It differs from the census system in that research is constrained by time and resource. As a result, it's common to select a representative sample. The more accurate the study's conclusions are, the large the study's sample size. The sample size for this study is based on characteristics impacting domestic tourist food consumption in Kota Bharu, Kelantan. This study will investigate how many respondents are required to gather valid data in this study using the sample size sample from Krejcie and Morgan (1970). The table below can be used to calculate sample size based on a particular population while conducting questionnaires. Because this study will involve a significant number of people and the overall number of domestic tourists in Kelantan is unknown, a minimum of 384 samples will be gathered (Hosseinikia & Mirabi, 2019).

Table 3.4.1: The Table for Determining Sample Size form a Given Population.
 Source: Adopted from Kejcie and Morgan (1970)

<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

The Sample Size in This Study.

3.5 SAMPLING METHOD

Sampling can be classified into two main types, which are probability and non-probability (Henry, 2016). The study on factors influencing local food consumption among domestic tourists in Kota Bharu, Kelantan, will use a non-probability sampling method. For data collection, the researchers will focus on convenience sampling.

In this study, the researchers will use convenience sampling because this sampling technique is quick, simple and there are plenty of things to choose from (Etikan, 2016). Using this

sample technique, the researcher would like to focus on domestic tourists that have experience of eating local food in Kota Bharu, Kelantan.

The majority of domestic tourists in Malaysia are using digital technology such as telephones and laptops. By using convenience sampling, the respondents that the researcher selects will be selected randomly from any Malaysian domestic tourist who has experience of visiting Kota Bharu, Kelantan. The questionnaire was designed using Google Form and distributed throughout social media platforms, such as WhatsApp and Telegram. The researchers could receive more responses by using Google Forms and social media.

3.6 DATA COLLECTION

Data collection is the process of obtaining comprehensive and accurate data by gathering and measuring information from a range of sources. Data collecting enables an individual or researcher to respond to related questions, review outcomes, and analyse proper information for future probability and trend study (Rouse, 2020).

The two forms of data collecting are primary and secondary data. Primary data is data collected for a specific study problem utilising techniques tailored to the research topic at hand, and the new information is contributed to the existing store of social knowledge, while secondary data is information that can be used to supplement primary data acquired by other researchers for different research reasons, such as official statistics, administrative records, and other accounts kept on a regular basis by organisations (Hox and Boeije 2004) In this study, the primary data collection will be used by researchers during the dissemination of a questionnaire to respondents, and the result of the data collection will be obtained. This study also used secondary data which the researcher also referred to in the other past researcher studies journal articles and applied that data to this study.

For the quantitative method, the tools that the researcher will use in this study to collect the data are a questionnaire in Google form. The researcher uses quantitative method because this is the easiest way to collect data and this method may be confirmed and verified, simple research, and reputation (Gigi Devault, 2020). Moreover, quantitative data is frequently regarded qualitative data as more objective and dependable (Nemanja, 2019). This Google form will be distributed through online platforms such as WhatsApp and Telegram.

A questionnaire is a set of questions that will be used to conduct a survey, which is the process of gathering, sampling, analysing, and interpreting data from a group of domestic tourists toward local food consumption in Kota Bharu, Kelantan. The data collected that the researchers find later will include 384 participants that are selected to answer the questionnaires given. The questionnaires will be separated into three sections, which include sections A, B, and C. These three sections will be represented in dual languages, which are English and Malay. This will make it easier for the participants to answer the questionnaires and automatically give them freedom to ask the questions.

Thus, using this quantitative data, it will be easier for researchers to conduct analysis and compare it to the data that will be obtained.

3.7 RESEARCH INSTRUMENT

The instrument that will be chosen in this study for collecting data and gathering information is the questionnaire. A questionnaire is a type of research instrument that consists of a series of questions that the respondent will answer (McLeod, 2018). The researchers chose this method because it is a reasonably inexpensive, quick and efficient way of gathering a large amount of data from a large number of domestic tourists. McLeod (2018) mentioned that a questionnaire can be a

more cost-effective and quick way of measuring the behavior, attitudes, preferences, opinions, and intentions of a large number of individuals than other methods.

Since there is a chance that various kinds of respondents may respond to the questionnaire, the researcher will include two languages in each question, which are English and Malay. This will make the respondents understand the question that the researcher provided. For this research, the questionnaire will be available in Google form which is accessible via an online platform. This google form will be used to design the question into four parts, which are section A for the screening question, section B for demographic profile, Section C for independent variables, and Section D for dependent variables.

The questionnaire will use the 5-point Likert scale as the measurement scale in both Section C and Section D. Rensis Likert 1932 is the scale that will be developed. A typical Likert scale might apply a 5-point ordinal scale to determine whether respondents agree or disagree with a statement (Sullivan & Artino, 2017). The questionnaire for this study would ask close-ended questions.

Table 3.7.1: The Scale of marks for the 5-point Likert Scale.

Source: Adopted from Likert et al., (1932)

Five-point Likert Scale

Strong Disagree 1 2 3 4 5 Strong agree

Scale Standard	Scale
Strong disagree	1
Disagree	2
Neutral	3

Agree	4
Strong Agree	5

Table 3.7.2: The Propose Questionnaire in Google Form.

Source: Adopted from Choe & Kim (2018)

Section	Factors	Content	Question
A	Knowing the wisdom of domestic tourists about Kelantan.	Screening Questions	<ul style="list-style-type: none"> ● I had been visited Kelantan Before. ● I had been visited Kelantan because of: <ul style="list-style-type: none"> ○ Travel ○ Study ○ Work ○ Other ● What frequency you had been visited in Kelantan? ● Which state you belong to? <ul style="list-style-type: none"> ○ Perlis ○ Pulau Pinang ○ Kedah ○ Kelantan ○ Terengganu ○ Pahang ○ Perak ○ Negeri Sembilan ○ Selangor ○ Melaka ○ Johor

			<ul style="list-style-type: none"> ○ Wilayah Persekutuan ○ Sabah ○ Sarawak
B	Demographic Profile	Gender	<ul style="list-style-type: none"> ● Male or Female
		Age group	<ul style="list-style-type: none"> ● 18 – 20 years ● 21-25 years ● 26-30 years ● 31-40 years ● 41 years and above
		Income Level	<ul style="list-style-type: none"> ● Less than RM 1 000 ● RM 1 001 to RM 3 000 ● RM 3 001 to RM 5 000 ● RM 5 001 to RM 8 000 ● RM 8 000 and above ● No income
		Race	<ul style="list-style-type: none"> ● Malay ● Chinese ● Indian ● Bumiputera Sarawak ● Bumiputera Sabah ● Others

		Occupation	<ul style="list-style-type: none"> ● Student ● Private Sector ● Government Sector ● Others
		Marital Status	<ul style="list-style-type: none"> ● Single ● Married
C	Independent Variables	Emotional Value	<ul style="list-style-type: none"> ● I think that eating Kelantan food make me feel happy. ● I think that eating Kelantan food gives me pleasure ● I think that eating Kelantan food changes my mood positively ● I think that I am fascinated by Kelantan food. ● I think that Kelantan food makes me crave it. ● I think that eating Kelantan food make me feel excited.
		Epistemic Value	<ul style="list-style-type: none"> ● I think that I want to seek out more information about Kelantan food. ● I think that I am more curious about Kelantan food. ● I think that eating Kelantan food is a good opportunity for me to learn new. ● I think that I want to try more diverse Kelantan food.

			<ul style="list-style-type: none"> • I think that my knowledge of Kelantan culture has increased. • I think that I learned Kelantan dining habits through my Kelantan food experiences (Example: How to eat the food, and how to use utensils).
		Quality Value	<ul style="list-style-type: none"> • I think that Kelantan food provides a variety of ingredients. • I think that Kelantan food provides good quality ingredients. • I think that Kelantan food provides appealing flavours. • I think that Kelantan food is tasty. • I think that Kelantan food provides a high standard of quality.
D	Dependent Variable	The factor influencing local food consumption in Kota Bharu, Kelantan.	<ul style="list-style-type: none"> • I love Kelantan food based on the quality. • I love Kelantan food based on my good knowledge about Kelantan food. • I love Kelantan food based on my emotions to eat. • I have eaten Kelantan food before. • Local food in Kelantan is delicious. • I love Kelantan Food.

The respondents can only choose one answer based on this questionnaire. This is due to the researcher's decision to ask a close-ended question. Researchers will achieve the purpose of research by using the Likert Scale because it indicates the degree of agreement in the level of

factors influencing local food consumption among domestic tourists in Kelantan. The question will be disseminated by posting the Google form's link on social media. WhatsApp and Telegram will be used to distribute the link.

3.8 DATA ANALYSIS

Data analysis is a process that highlights the information gathered. Data analysis included the use of analytical can conceptual analysis to data in order to identify patterns, correlations and trends. Data analysis should be conducted by two ways which is qualitative or quantitative. Qualitative research includes gathering information and knowledge about a particular situation which on the basis of observation and viewpoint such as interview while quantitative research is a form of study that uses theoretical physics approaches to generate numerical data and concrete facts by collected information from questionnaire by researcher might be organised into categories, ranked or quantified in terms of units of measurement (Ahmad et al., 2019). In this research will use the quantitative research with the descriptive analysis, reliability analysis and regression analysis.

3.8.1 Descriptive Analysis

Descriptive analysis is a type of research methodology that enables structures to emerge that meet all of the data's requirements by explaining, illustrating, or summarising data points in a useful way. Descriptive analysis is seen to be a better method for gathering data since it explains relationship in a logical way. Descriptive techniques include the creation of tables of data sets and averages, techniques of distribution such as variance or standard deviation, and cross-tabulations or "crosstabs" that may be used to evaluate several hypotheses. For instance, the gender, age, races, occupation should be analysis by using the means to presenting the number or percentages of the domestic tourists who had been visited to Kelantan to consume local food.

3.8.2 Reliability Analysis

Reliability analysis is a form of uncertainty analysis had been demonstrated to be a helpful tool in structure design due to can directly calculate the influence of uncertainty regarding input parameters on structural response. In this research will use the model Cronbach's Alpha which is a model calculate as the average inter-item correlation and is an internal consistency model.

Table 3.8.2: Range of reliability and coefficient of Cronbach's Alpha. Sources: Adopted from Zahreen Mohd Arof et al., (2018).

Coefficient of Cronbach's Alpha	Reliability Level
≥ 0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.6-0.69	Questionable
0.5-0.59	Poor
≤ 0.59	Unacceptable

Table show the range of reliability level for Cronbach's Alpha with high level Excellent (≥ 0.90), second higher is Good (0.80- 0.89), third higher Acceptable (0.70- .79), level middle (0.6- 0.69) is questionable, second low level (0.5- 0.59) Poor and last level for (≤ 0.59) is Unacceptable.

3.8.3 Pearson Correlation Coefficient Analysis

Correlation is a method that study of how two variable are correlated. Pearson's correlation also known as Pearson's (r) will using in this research which to measure how strong relationship between two variables. Pearson Correlation Coefficient to test the relationship between dependent variable which is local food consumption among domestic tourists and each other independent variable that is emotional value, epistemic value and quality value. By using the Statistical Package for the Social Sciences Version 26 (SPSS Ver.26) to generate the result for measure the relationship between both variables.

Table 3.8.3: Range of Absolute Correlation Coefficient (r) and Strength of Correlation.
Sources: Adopted from Ahmad et al., (2020).

Range of Absolute Correlation Coefficient (r)	Strength of Correlation
1	Very Strong
(0.71 to 0.99) or (-0.7 to -0.99)	Strong
(0.31 to 0.70) or (-0.31 to -0.70)	Moderate
(0.01 to 0.30) or (-0.01 to -0.30)	Weak
0	No Relationship

Table 3.8.3 was show when correlation coefficient (r) is 1, the strength of correlation is very strong. As for (0.71 to 0.99) or (-0.7 to -0.99) means strong, (0.31 to 0.70) or (-0.31 to -0.70) means moderate, (0.01 to 0.30) or (-0.01 to -0.30) means weak as well as 0 means no relationship.

3.9 SUMMARY

In conclusion, The research design, target demographic, sample size, sampling procedure, data collecting, research instrument, and data analysis are all discussed and explained, giving the research a deeper view. An overview of quantitative methodologies has been chosen and how each methodology relates to certain forms of data gathering and analysis is provided. With the help of this compact resource, quantitative researchers will be able to accurately scope projects and assure enhanced rigor and credibility in their work. In this chapter, it is also explained about how questionnaire was conducted and how the questionnaire can be applied in this study.

CHAPTER 4

RESULT AND DISCUSSIONS

4.1 INTRODUCTION

This chapter will discuss about the findings from the analysis which conducted on the data collected from the questionnaires which posted in social media for instance WhatsApp, Facebook and Instagram. Data received from the questionnaire has been evaluated by software program which is Statistical Package for the Social Science (SPSS). The data was collected based from 385 respondents in the survey but the data will be use in SPSS is 362 which the respondents who had visited Kelantan.

4.2 DESCRIPTIVE ANALYSIS

Descriptive analysis is used for screening questions and the demography part of the questionnaire, as well as to characterise the mean and average mean of the dependent and independent variables.

4.2.1 SCREENING QUESTIONS

Table 4.2.1.1: Respondent had been visited Kelantan before.

Frequency	Percentage (%)
362	100

The table 4.1 show the frequency and percentage of respondents had been visited Kelantan before. The total collected data in questionnaire is 385 respondents but there are 362 respondent's data will be collected in this study which focus on domestic tourists that had been visited Kelantan.

Table 4.2.1.2: Reason of the respondent visit Kelantan.

Reason	Frequency	Percentage (%)
Travel	90	24.9
Study	220	60.8
Work	19	5.2
Other	33	9.1
Total	362	100.0

The table 4.2 was showed the frequency and percentage of the reason of the respondent visit Kelantan. According the table was showed that there is high frequency with 220 (60.8%) respondent visit Kelantan because of study due to there are two public university in Kelantan. There are 90 (24.9%) respondent was visit Kelantan because of travel while there is lowest frequency with 19 (9.1%) respondent visit Kelantan because of work. Lastly, there are 33 (9.1%) respondent because of other such as resident in Kelantan.



Figure 4.2.1.1 : Pie chart of reason of respondent visited Kelantan.

Table 4.2.1.3: Respondent's frequency visited Kelantan

Frequency Visited Kelantan	Frequency	Percentage (%)
Everyday	160	44.2
Twice Per Month	8	2.2
Once in Several Month	38	10.5
Once Per Year	48	13.3
Uncertainty	98	27.1
Other	10	2.8
Total	362	100.0

The table 4.3 was showed the frequency and percentage respondent visited Kelantan. The highest frequency was 160 (44.2%) respondent which everyday visit Kelantan while the second highest frequency was uncertainty with 98 (27.1%) respondent. There are 48 (13.3%) respondents visit Kelantan by once per year, followed by 38 (10.2%) respondents by once in several months visit Kelantan. Lastly, the second lowest frequency was 10 (2.8%) respondents visit Kelantan with

others which is long stay in Kelantan, then the lowest frequency was 8 (2.2%) respondents visited Kelantan by twice per month.

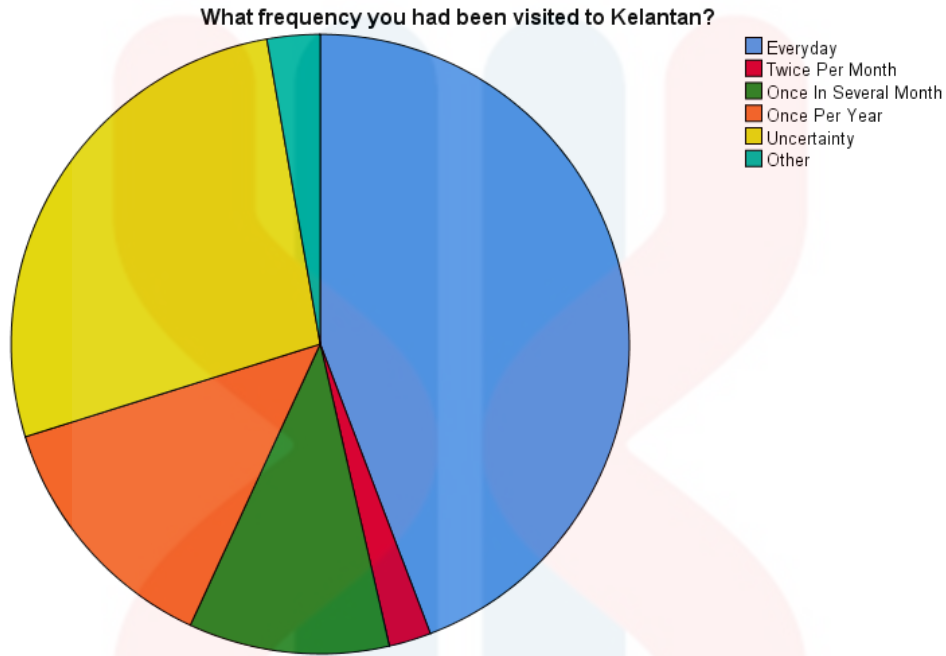


Figure 4.2.1.2: Pie chart of the frequency respondents visited to Kelantan.

Table 4.2.1.4: State respondents belong to.

State	Frequency	Percentage (%)
Perlis	14	3.9
Pulau Pinang	23	6.4
Kedah	38	10.5
Kelantan	64	17.7
Terengganu	26	7.2
Pahang	17	4.7
Perak	35	9.7

Negeri Sembilan	12	3.3
Selangor	38	10.5
Melaka	7	1.9
Johor	32	8.8
Wilayah Persekutuan	11	3.0
Sabah	25	6.9
Sarawak	20	5.5
Total	362	100.0

The table 4.4 was showed the frequency and percentage of state respondents belong to. The highest frequency state respondents belong to was Kelantan with 64 (17.7%) respondents. There

are two states that respondents belong to with 38 (10.5%) respondents are Kedah and Selangor, followed by 35 (9.7%) respondents come from Perak while there are 32 (8.8%) respondent come from Johor. In addition, there are 26 (7.2%) respondents are from Terengganu while 25 (6.9%) respondents are from Sabah as well as 23 (6.4%) respondents from Pulau Pinang. Then, there have 20 (5.5%) Sarawak respondents, 17 (4.7%) Pahang respondents, 14 (3.9%) Perlis respondents, 12 (3.3%) Negeri Sembilan respondents, and following with the 11 (3.0%) Wilayah Persekutuan respondents. Last, the lowest frequency state respondents belong to was Melaka with 7 (1.9%) respondents.

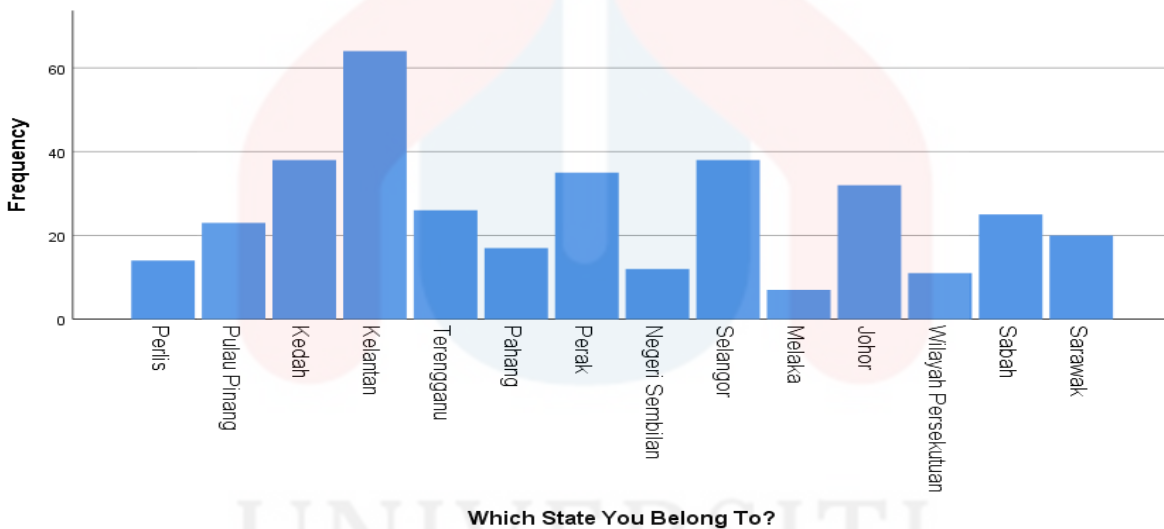


Figure 4.2.1.3: Bar chart of respondent's state belong to.

4.2.2 DEMOGRAPHIC PROFILE

Table 4.2.2.1: Respondent's Gender

Gender	Frequency	Percentage (%)
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Male	168	46.4
Female	194	53.6
Total	362	100.0

Table 4.5 above showed the frequency and percentage of respondent's gender. The frequency of female was 194 respondents and the overall percentage was 53.6%. While the frequency of male was 168 respondents and the overall percentage was 46.4%.

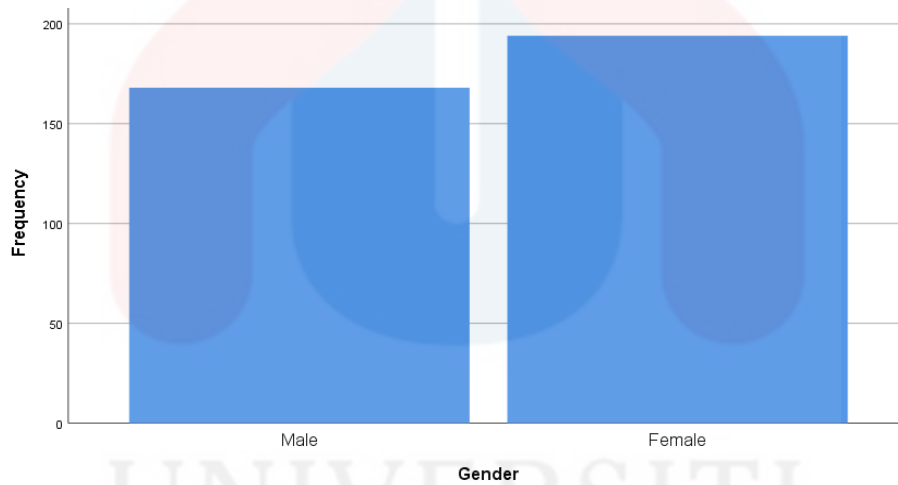


Figure 4.2.2.1: Bar chart of the respondent's gender.

Table 4.2.2.2: Respondent's Age Group

Age Group	Frequency	Percentage (%)
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18-20 Years Old	48	13.3
21-25 Years Old	266	73.5
26-30 Years Old	25	6.9
31-40 Years Old	20	5.5
41 Years Old Above	3	0.8
Total	362	100.0

The table 4.6 above was showed the frequency and percentage of respondent’s age group. The highest frequency of respondent’s age group was 21-25 years old with 266 (73.5%) respondents. The second highest frequency was 18-20 years old with 48 (13.3%) respondents, followed by 26-30 years old and 31-40 years old with 25(6.9%) respondents and 20 (5.5%) respondents respectively. Lastly, the lowest frequency was 41 years old above with 3 (0.8%) respondents.

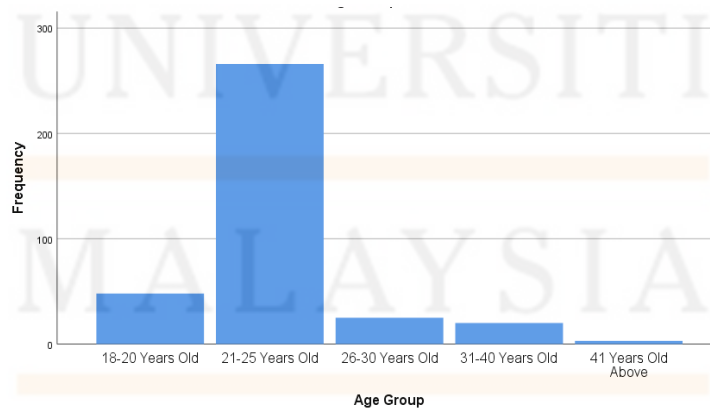


Figure 4.2.2.2: Bar chart of respondent’s age group.

Table 4.2.2.3: Respondent’s Income Level

Income Level	Frequency	Percentage (%)
Less Than RM 1000	84	23.2
RM 1001 to RM 3000	53	14.6
RM 3001 to RM 5000	26	7.2
RM 5001 to RM 8000	3	0.8
RM 8000 And Above	3	0.8
No Income	193	53.3
Total	362	100.0

The table 4.7 above was showed the frequency and percentage of respondent's income level. The highest income level was no income with 193 (53.3%) respondents, the second highest was less than RM 1,000 with 84 (23.2%) respondents and the following is RM 1,001 to RM 3,000 with 53 (14.6%) respondents. The second lowest frequency was RM 3,001 to RM 5,000 with 26 (7.2%) respondents and the lowest frequency are RM 5,001 to RM 8,000 and RM 8,000 and above with 3 (0.8%) respondents.

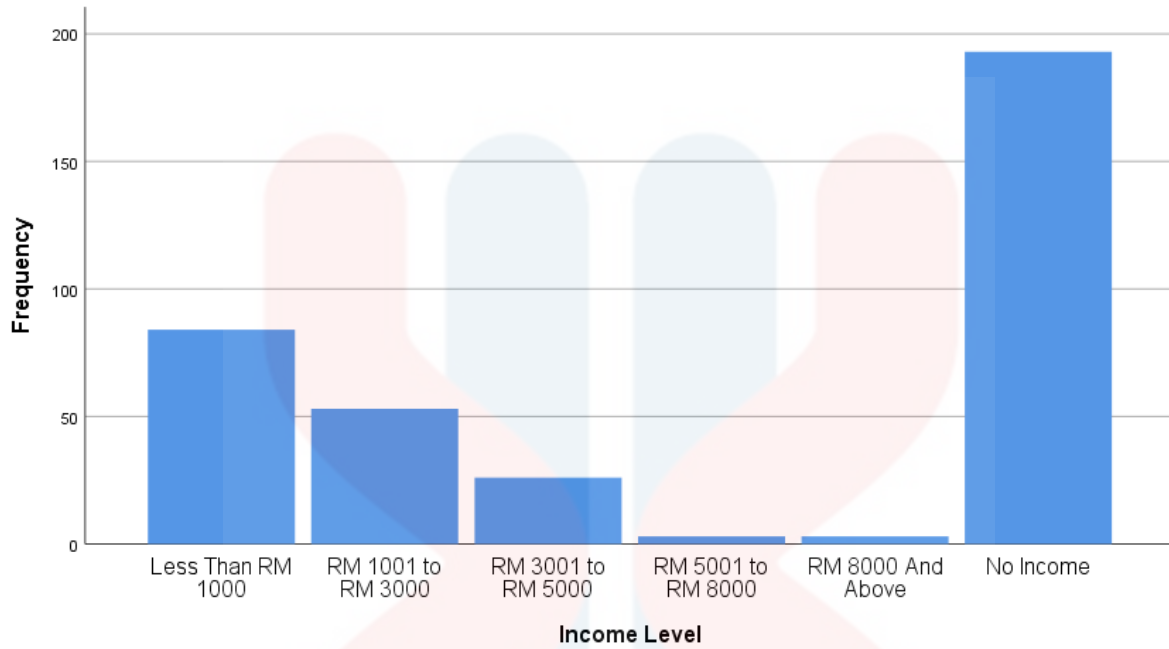


Figure 4.2.2.3: Bar chart of respondent's income level.

Table 4.2.2.4: Respondent's Race

	Frequency	Percentage (%)
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Malay	271	74.9
Chinese	51	14.1
Indian	9	2.5
Bumiputera Sarawak	14	3.9
Bumiputera Sabah	16	4.4
Other	1	0.3
Total	362	100.0

The table 4.8 above was showed the frequency and percentage of respondent's race. The highest frequency respondent's race was Malays with 271 (74.9%) respondents, while the second highest frequency was Chinese with 51 (14.1%) respondents. Following by Bumiputera Sabah and Bumiputera Sarawak was 16 (4.4%) and 14 (3.9%) respondents respectively. Last but not least, there are 9 (2.5%) respondents was Indian and lastly was 1 (0.3%) respondents was category into others.

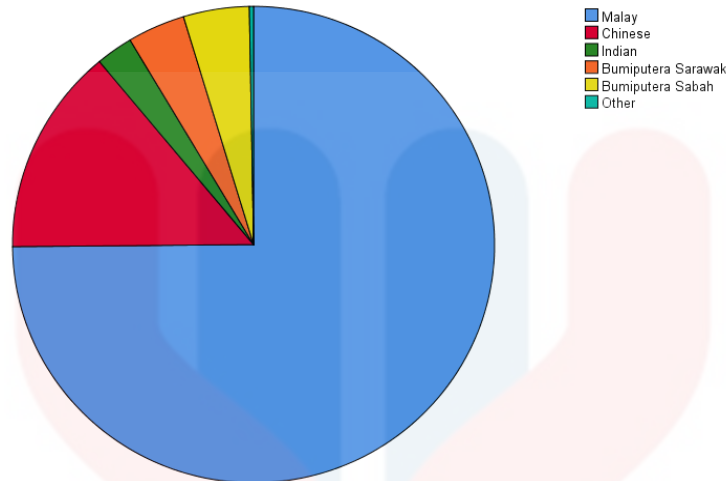


Figure 4.2.2.4: Pie chart of respondent's race.

Table 4.2.2.5: Respondent's Occupation

Occupation	Frequency	Percentage (%)
Student	283	78.2
Private Sector	29	8.0
Government Sector	39	10.8
Other	11	3.0
Total	362	100.0

The table 4.9 above was showed the frequency and percentage of respondent's occupation. The highest frequency respondent's occupation was student with 283 (78.2%) respondents and following by government sector with 39 (10.8%) respondents. The second lowest frequency was private sector with 29 (8.0%) respondents. The lowest frequency was others with 11 (3.0%) respondents which is included housewife or self-employment.

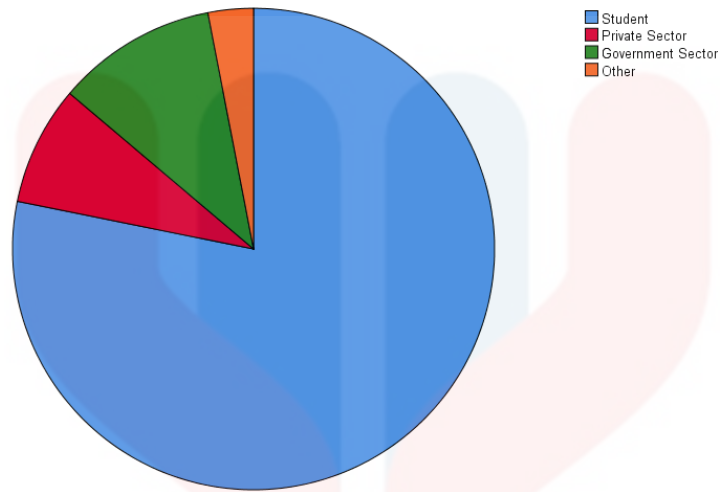


Figure 4.2.2.5: Pie chart of respondent’s occupation.

Table 4.2.2.6: Respondent’s Marital Status

Marital Status	Frequency	Percentage (%)
Single	323	89.2
Married	39	10.8
Total	362	100.0

The table 4.10 above was showed the frequency and percentage of respondent’s marital status. The highest frequency of respondent’s marital status was single with 323 (89.2%) respondents while the lowest frequency was married with 39 (10.8%) respondents.

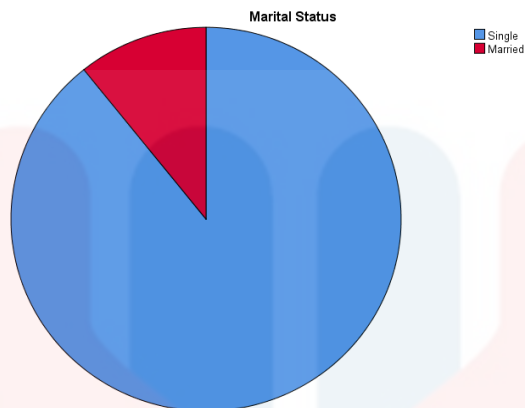


Figure 4.2.2.6: Pie chart of respondent's marital status.

4.2.3 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLE

Descriptive analysis was also utilized to characterize the mean and average mean of both dependent and independent variables. Each statement is examined to establish dependent and independent variables mean and then interpreted based on the degrees of agreement.

Table 4.2.3.1: Range of Mean and Level of Agreement

Range of Mean	Level of Agreement
4.21-5.00	Strongly Agree
3.41-4.20	Agree
2.61-3.40	Neutral
1.81-2.60	Disagree
1.00-1.80	Strongly Disagree

The table 4.11 was showed the range of mean and level of agreement. The range from 1.00 to 1.80 was lowest level of agreement which is strongly disagree while 1.81 to 2.60 was

disagree. Then, 2.61 to 3.40 was neutral in level of agreement. Lastly, the range from 3.41 to 4.20 was agree in level of agreement while the highest level of agreement was 4.21 to 5.00 with strongly agree.

Table 4.2.3.2: Descriptive Analysis Statistic of Emotional Value

No	Item Description	N	Mean	Level of Agreement
1	I think that eating Kelantan food make me feel happy.	362	4.43	Strongly Agree
2	I think that eating Kelantan food gives me pleasure.	362	4.40	Strongly Agree
3	I think that eating Kelantan food changes my mood positively.	362	4.29	Strongly Agree
4	I think that I am fascinated by Kelantan food.	362	4.41	Strongly Agree
5	I think that Kelantan food makes me crave it.	362	4.39	Strongly Agree
6	I think that eating Kelantan food make me feel excited.	362	4.38	Strongly Agree
	Average of Mean	362	4.38	Strongly Agree

The table 4.12 was show the mean values for emotional value, one of the independent variables. The highest mean value of 4.43 for “I think that eating Kelantan food make me feel happy” has a strongly agree as its level of agreement. Then would be “I think that I am fascinated by Kelantan food” with the mean value of 4.41 and followed by “I think that eating Kelantan food gives me pleasure” with mean value of 4.40, these three items has a strongly agree in level of

agreement. Then, “I think that Kelantan food makes me crave it”, and “I think that eating Kelantan food make me feel excited” with the mean value 4.39 and 4.38 respectively and has a strongly agree in level of agreement. Lastly, the lowest mean value of 4.29 for the item “I think that eating Kelantan food changes my mood positively” has a strongly agree in level of agreement.

The average mean of emotional value is 4.38 with strongly agree as the level of agreement by showing that majority of respondents agree that emotional value is important on the influence of local food consumption among domestic tourists. Consume the Kelantan food make happy and excited as well as had positively mood.

Table 4.2.3.3: Descriptive Analysis Statistics of Epistemic Value

No	Item Descriptive	N	Mean	Level of Agreement
1	I think that I want to seek out more information about Kelantan food.	362	4.23	Strongly Agree
2	I think that I am more curious about Kelantan food.	362	4.26	Strongly Agree
3	I think that eating Kelantan food is a good opportunity for me to learn new.	362	4.33	Strongly Agree
4	I think that I want to try more diverse Kelantan food.	362	4.34	Strongly Agree
5	I think that my knowledge of Kelantan culture has increased.	362	4.30	Strongly Agree

6	I think that I learned 4 dining habits through my Kelantan food experiences (Example: How to eat the food, and how to use utensils).	362	4.27	Strongly Agree
Average of Mean		362	4.29	Strongly Agree

This table 4.13 above was showed the mean value of independent value, epistemic value. The highest mean value was 4.34 for the item “I think that I want to try more diverse Kelantan food” has a strongly agree in level of agreement. Following by mean value 4.33 and 4.30 has a strongly agree for the item “I think that eating Kelantan food is a good opportunity for me to learn new” and “I think that my knowledge of Kelantan culture has increased” respectively. Next, the mean value for the item “I think that I learned 4 dining habits through my Kelantan food experiences” and “I think that I am more curious about Kelantan food” was 4.27 and 4.26 respectively has a strongly agree. Lastly, the lowest mean value was 4.23 for the item “I think that I want to seek out more information about Kelantan food” has a strongly agree.

The average of mean for the epistemic value was 4.29 has strongly agree in level of agreement. It shows the respondents was curious for the background of the Kelantan food and also want to understand the culture when respondents having Kelantan food.

Table 4.2.3.4: Descriptive Analysis Statistics of Quality Value.

No	Item Descriptive	N	Mean	Level of Agreement
1	I think that Kelantan food provides a variety of ingredients.	362	4.45	Strongly Agree
2	I think that Kelantan food provides appealing flavours.	362	4.45	Strongly Agree
3	I think that Kelantan food provides good quality ingredients.	362	4.36	Strongly Agree
4	I think that Kelantan food is tasty.	362	4.48	Strongly Agree
5	I think that Kelantan food provides a high standard of quality.	362	4.36	Strongly Agree
	Average of Mean	362	4.42	Strongly Agree

The table 4.14 above was showed the mean value of independent variable, quality value. The highest mean value was 4.48 for the item “I think that Kelantan food is tasty” has strongly agree in level of agreement. While there are same mean value 4.45 for two items which is “I think that Kelantan food provides a variety of ingredients” and “I think that Kelantan food provides appealing flavours” has strongly agree. Last, the lowest mean value 4.36 for tow items which is “I think that Kelantan food provides good quality ingredients” and “I think that Kelantan food provides a high standard of quality” has strongly agree.

The average of mean for the quality value is 4.42 has a strongly agree in level of agreement. It showed respondent important the quality of Kelantan food such as taste, quality ingredients and hygiene.

Table 4.2.3.5: Descriptive Analysis Statistics of Local Food Consumption Among Domestic Tourists.

No	Item Descriptive	N	Mean	Level of Agreement
1	I love Kelantan food based on the quality.	362	4.37	Strongly Agree
2	I love Kelantan food based on my good knowledge about Kelantan food.	362	4.24	Strongly Agree
3	I love Kelantan food based on my emotions to eat.	362	4.27	Strongly Agree
4	I have eaten Kelantan food before.	362	4.59	Strongly Agree
5	Local food in Kelantan is delicious.	362	4.52	Strongly Agree
6	I think Kelantan food is good.	362	4.48	Strongly Agree
Average of Mean		362	4.41	Strongly Agree

The table 4.15 above show the mean value of dependent variable, local food consumption among domestic tourists. The highest mean value was 4.59 for the item “I have eaten Kelantan food before” has strongly agree, the following was 4.52 and 4.48 which is the item “Local food in Kelantan is delicious” and “I think Kelantan food is good” has strongly agree respectively.

Next, the mean value of 4.37 and 4.27 for the item “I love Kelantan food based on the quality” and “I love Kelantan food based on my emotions to eat” has strongly agree respectively. Last, the lowest mean value was 4.24 for the item “I love Kelantan food based on my good knowledge about Kelantan food” has strongly agree.

The average of mean value for local food consumption among domestic tourists was 3.41 has strongly agree in level of agreement. It show the domestic tourists consume the local food Kelantan based on the quality, emotion and epistemic.

4.3 RELIABILITY TEST

Reliability is described as a measurement of a certain spectacle that is steady and produces consistent findings. It can be associated to repeated events. If repeated measurements with dependent variables provide the same findings, a test or research is called dependable. Cronbach’s alpha was utilized to assess the reliability of this investigation. Cronbach’s alpha is an reliability level that is given as value between 0 and 1. The reliability and validity of the study’s questionnaire may be verified using reliability test.

Table 4.3.1: Cronbach's Alpha Coefficient Value

Coefficient of Cronbach's Alpha	Reliability Level
≥ 0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.6-0.69	Questionable
0.5-0.59	Poor
≤ 0.59	Unacceptable

The table 4.16 showed the coefficient values of Cronbach's alpha. When the value is 0.9 or above, with a maximum value of 1, the dependability level consistency is regarded excellent.

Table 4.3.2: Overall Result for Reliability Analysis

Cronbach's Alpha	N of Items
.966	23

Table 4.17 was shows the overall result for reliability analysis of variables which includes the independent variables and the dependent variable. It was shown that Cronbach's alpha

coefficient value of the variables is 0.966 which range as excellent in terms of reliability level. As a result, the questionnaire utilized in this research is valid, and the data gathered may be used.

Table 4.3.3: Result for Reliability Analysis

Item Description	N	No. of Item	Cronbach's Alpha
Emotional Value	362	6	0.937
Epistemic Value	362	6	0.921
Quality Value	362	5	0.925
Local Food Consumption Among Domestic Tourist	362	6	0.868

Table 4.18 was showed the results of the reliability analysis by Cronbach's Alpha for each independent and dependent variable. There is a total of three independent variables and the first one is emotional value. This variable had a total of 6 items under it with Cronbach's Alpha value of 0.937 with the reliability level of excellent (≥ 0.90).

The second independent variable is epistemic value with 6 items used to test its reliability and validity. The Cronbach's Alpha value for this variable is 0.921. This value falls under the reliability level of excellent (≥ 0.90).

The third independent variable used in this study is quality value with 5 items to test and Cronbach's Alpha value is 0.925. This value is under the reliability level of excellent (≥ 0.90).

The dependent variable which is the local food consumption among domestic tourists had 6 items under it to question the reliability. The Cronbach's Alpha result for this variable is 0.868 which is under the reliability level of good (0.80-0.89).

4.4 PEARSON CORRELATION COEFFICIENT ANALYSIS

One of the main techniques that examined the linear connection between the independent and dependent variable was Pearson's correlation analysis. The goals of this study was to determine if there were any relationships between the independent variables which is emotional value, epistemic value and quality value and the dependent variable that local food consumption among domestic tourists. If the relationship is significant, the level of strengths of the association is acceptable must be decided.

Table 4.4.1: Strength Interval of Correlation Coefficient

Range of Absolute Correlation Coefficient (r)	Strength of Correlation
1	Very Strong
(0.71 to 0.99) or (-0.7 to -0.99)	Strong
(0.31 to 0.70) or (-0.31 to -0.70)	Moderate

(0.01 to 0.30) or (-0.01 to -0.30)

Weak

0

No Relationship

Hypothesis 1: Emotional Value toward Local Food Consumption Among Domestic Tourists in Kota Bharu, Kelantan.

Table 4.4.2 Correlation coefficient for emotional value toward local food consumption among domestic tourists.

		Local Food Consumption Among Domestic Tourists	Emotional Value
Local Food Consumption Among Domestic Tourists	Pearson Correlation	1	0.825***
	Sig.(2-tailed)		0.000
	N	362	362
Emotional Value	Pearson Correlation	0.825***	1
	Sig.(2-tailed)	0.000	
	N	362	362

Table 4.20 was illustrated Pearson correlation coefficient, significant value and the number of respondents which is 362. The P-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.825 suggested a strong positive correlation between emotional value and local food consumption among domestic tourists. According to Yalinay et al., 2018 a friendly and enjoyable environment such as serving local food, the emotional value of food intake might show the quantitative enjoyment obtained by visitors from cuisine.

Hypothesis 2: Epistemic Value toward Local Food Consumption Among Domestic Tourists in Kota Bharu, Kelantan.

Table 4.4.3 Correlation coefficient for epistemic value toward local food consumption among domestic tourists.

		Local Food Consumption Among Domestic Tourists	Epistemic Value
Local Food Consumption Among Domestic Tourists	Pearson Correlation	1	0.706***
	Sig.(2-tailed)		0.000
	N	362	362
Epistemic Value	Pearson Correlation	0.706***	1
	Sig.(2-tailed)	0.000	
	N	362	362

Table 4.21 was illustrated Pearson correlation coefficient, significant value and the number of respondents which is 362. The P-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.706 suggested a strong positive correlation between epistemic value and local food consumption among domestic tourists. Soltani et al., 2020 was mentioned long lasting memories are formed when food consumption experiences provide high levels of epistemic value.

Hypothesis 3: Quality Value toward Local Food Consumption Among Domestic Tourists in Kota Bharu, Kelantan.

Table 4.4.4 Correlation coefficient for quality value toward local food consumption among domestic tourists.

		Local Food Consumption Among Domestic Tourists	Quality Value
Local Food Consumption Among Domestic Tourists	Pearson Correlation	1	0.826***
	Sig.(2-tailed)		0.000
	N	362	362
Quality Value	Pearson Correlation	0.826***	1
	Sig.(2-tailed)	0.000	
	N	362	362

Table 4.22 was illustrated Pearson correlation coefficient, significant value and the number of respondents which is 362. The P-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.826 suggested a strong positive correlation between quality value and local food consumption among domestic tourists. Local food was affected the satisfaction of tourists through the food experience such as improving of the variety of quality food such as tastes and interesting service style (Hendijani, 2016).

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

Table 4.5.1 Summary for hypothesis testing

Hypothesis	Pearson's Correlation Results
There is relationship between emotional value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.	$r = 0.825, p < 0.01$ Supported
There is relationship between epistemic value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.	$r = 0.706, p < 0.01$ Supported
There is relationship between quality value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.	$r = 0.826, p < 0.01$ Supported

Based on table 4.23 above, Pearson's correlation analysis was used in testing the relationship between hypothesis on a significant relationship such as emotional value, epistemic value and quality value with the relationship of local food consumption among domestic tourists. The result was shown all hypothesis stated were acceptable at 0.01 significant level.

4.6 SUMMARY

Finally, this chapter went through data analysis for the screening questions, demographic section, independent factors, and dependent variable. All of the results in this chapter were founded on the responses of 385 respondents, however only 362 of them had visited Kelantan. The three independent variables were shown to be statistically important, with a positive linear connection. Furthermore, emotional value (H1), epistemic value (H2), and quality value (H3) for local food intake among domestic visitors in Kota Bharu, Kelantan. As a conclusion, the relationship between the dependent and independent variables is linked and acceptable.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

This chapter will discuss the result of the analysis from the Chapter 4. A detail discussion was coming out the data analysis and findings by comparing with the hypothesis with the outcome of actual data. This chapter includes a summary of the findings, limitations, and recommendations for future research and the conclusion will be discussed.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 RELATIONSHIP BETWEEN EMOTIONAL VALUES TOWARDS LOCAL FOOD CONSUMPTION AMONG DOMESTICS TOURIST IN KOTA BHARU, KELANTAN

Research question 1 of this study asked the relationship between emotional values towards local food consumption among domestics tourist in Kota Bharu, Kelantan. This also addresses the first goal and hypothesis. Table 5.1 shows the research objectives, questions and hypothesis.

Table 5.2.1.1 Research Objectives 1 and Research Question 1

No	Research Objectives (RO)	Research Question (RQ)
1	To determine relationship between emotional value toward local food consumption among domestic tourist in Kota Bharu, Kelantan.	What is relationship between emotional value toward local food consumption among domestic tourist in Kota Bharu, Kelantan.?

H1 = There is relationship between emotional value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

To answer RQ1, the outcomes of hypothesis H1 in chapter 4 were evaluated. According to H1, there is a link between emotional values and local cuisine intake among domestic tourists in Kota Bharu, Kelantan. The study's findings indicate that it is highly positive, as the highest mean value is 4.43, followed by 4.41 and 4.40 in the next mean. Even if the other means were 4.39 and 4.38, the average was quite favourable and the level of agreement was very agreeable. However, the lowest mean value is 4.29, which is still a fairly comfortable level. The mean emotional value was 4.38, with strongly agreeing as agreement, indicating that respondents agree that emotional value has an impact on domestic tourist food intake.

The level of belief that employing emotions can help with food consumption elements might be characterised as the emotional value of local food consumption among domestic tourists. Here are some of the reasons why emotional value is so appealing. When a person tastes Kelantan food, they will feel delighted, captivated, and excited. Even Kelantan cuisine has the ability to improve one's attitude. This demonstrates that domestic tourists in Kota Bharu, Kelantan, firmly believe that emotional value has a significant impact on local food consumption.

5.2.2 RELATIONSHIP BETWEEN EPISTEMIC VALUES TOWARD LOCAL FOOD CONSUMPTION AMONG DOMESTIC TOURIST IN KOTA BHARU, KELANTAN

Research question 2 of this study asked the relationship between epistemic value toward local food consumption among domestic tourist in Kota Bharu, Kelantan. This is also addresses the second goal and hypothesis. Table 5.2 shows the objectives of the study, questions, and hypothesis.

Table 5.2.2.1: Research Objective 2 and Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To examine relationship between epistemic value toward local food consumption among domestic tourist in Kota Bharu, Kelantan.	What is the relationship between epistemic value toward local food consumption among domestic tourist in Kota Bharu, Kelantan?

H2: There is a significant relationship between epistemic value toward local food consumption among domestic tourist in Kota Bharu, Kelantan.

The results of hypothesis H2 reviewed to answer RQ2. H2 stated that there is a significant relationship between epistemic value toward local food consumption among domestic tourist in Kota Bharu, Kelantan. From the findings, it is moderately positive with correlation coefficient of 0.706 while p value is 0.000 which is less than the highly significant level of 0.01. Therefore, H2 is accepted. Epistemic values have a considerable impact on tourists' attitudes about local food consumption. According to Thomé et al. (2019), curiosity, novelty, and a desire for information about healthy food impact healthier eating choices. For example, the main reasons for trying purpose of eating local food was to try something new and learn about the local culture. The primary characteristics that heightened respondents' relishing of recent local meal experiences were found as taste and interaction with friends and family members.

5.2.3 RELATIONSHIP BETWEEN QUALITY VALUE TOWARD LOCAL FOOD CONSUMPTION AMONG DOMESTIC TOURIST IN KOTA BHARU, KELANTAN

The relationship between quality value toward local food consumption among domestic tourist in Kota Bharu, Kelantan is the third research question. This also serves as a response to the third aim and hypothesis. Table 5.3 shows the research objectives, questions and hypothesis.

Table 5.2.3.1: Research Objective 3 and Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To determine relationship between quality value toward local food consumption among domestic tourist in Kota Bharu, Kelantan.	What is the relationship between quality value toward local food consumption among domestic tourist in Kota Bharu, Kelantan?

H3: There is relationship between quality value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

To answer RQ3, the outcomes of hypothesis H3 is evaluate. H3 state that there is significant relationship between quality value toward local food consumption among domestic tourists in Kota Bharu, Kelantan. Based on the finding, it is strong positive with the correlation coefficient of 0.826 while p value is 0.00 which is less than the highly significant level 0.001. Hence, H3 is accepted. This usually indicated that if quality value factor on food consumption is positive, the possibility of this quality value to be a factor on local food consumption in Kota Bharu, Kelantan is higher. The characteristics of food that people deem acceptable are referred to as food quality (Atikahambar, 2019). To ensure that food tourism is popular with tourist, food operators and local governments must ensure that the food quality is excellent. According to Canny (2014), food quality is regarded the core product of restaurants, and restaurant managers should focus on food

quality to satisfy consumers and maintain their values over time. In both upscale and quick-service restaurants, meal quality has a favourable and significant association with consumer behavioural intentions (Bujisic et al., 2014).

5.3 LIMITATIONS

Firstly, there are some limitations have been identified to expose and become a challenge in this study although there are some measures had been made to ensure the efficiency of study. Thus, there was critical to recognise and learn from limitations in order to maintain research quality. The first limitation was found in this study was independence variable was limited only three. The researcher only focused on 3 factors domestic tourist consumption local food in Kelantan which is emotional value, epistemic value and quality value. The researcher only knows about these three variables and some of respondent also have other factor that influencing them to eat Kelantan food. Hence, the researcher will miss another importance independence variable that domestic tourist in Malaysia also influence to eat Kelantan food.

The limitation in this study is occur on sampling of this study which convenience sampling when this technique can be done by taking anyone that the researcher can meet, so that the results obtained can give rise to bias in decision -making. Some of domestic tourist that not experience visit to Kota Bharu, Kelantan also answer the screening question in google form. They give answer 'no' on experience during visit Kelantan. This make the researcher target not achieve, although the researcher gets 385 respondents, but only 361 respondents say 'yes' for visit to Kota Bharu, Kelantan. Hence, this study only evaluates on 361 respondents only which have experience to visit Kota Baharu, Kelantan.

Furthermore, respondents are unlikely to seek assistance if they still have any questions regarding the questionnaire. Because the questionnaire is administered online, the questionnaire

distributor is not physically present to assist respondents with inquiries if they are doubtful of a statement. Because the questionnaire is provided over social media, many people will scroll past it and ignore it. They only respond when the researcher privately and directly messages them, but the likelihood of them answering the inquiry is also unknown. One might imagine that posting and disseminating the questionnaire online will increase response rates, however this is not the case because the vast majority of individuals are uninterested in answering it.

5.4 RECOMMENDATIONS

To make sure that the respondent is enough, the researcher will suggest to future researcher to change methodology sampling from convenience to purposive sampling. This is due to the fact that purposive sampling, also referred as probability sampling, is the deliberate choice of a person based on individual traits (Ilker Etikan, 2016). It's a non-random technique that doesn't need any underlying concepts or a set number of players. Simply said, the researcher determines what information is required and then seeks out persons who can and will supply it based on their knowledge (Bernard et al., 2002). It is frequently used in qualitative research to locate and choose the most information-rich instances in order to maximise the use of available resources (Patton et al., 2002). This purposive will more target to domestic tourist which have data go to Kota Bharu, Kelantan only. This is one way that the researcher can use to prevent any people which not experience go Kelantan to contribute.

The second suggestion is to select respondents who are familiar with the questionnaire and have interest in answering the questionnaire. This would allow researchers to obtain more reliable survey data. This will make data gathering easier and enhance the number of samples available.

As a result, there will be few misconceptions among respondents who do not comprehend or know how to respond to the study's questionnaire.

Another recommendation is this research should be conducted over a longer period of time and add more on independence variable. This study now focuses on three independent variables which emotional value, epistemic value, and quality value influencing domestic tourist to eat local food in Kota Bharu, Kelantan. More variables, such as health value, prestige value, price value, and interaction value should be studied. This would be helpful in gathering more information and completing the research on factor influencing local food consumption among domestic tourist in Kota Bharu, Kelantan.

5.5 SUMMARY

In conclusion, the result was shown the emotional value, epistemic value and quality value had a relationship with local food consumption among domestic tourists. According to the result, quality value was proved the most efficiency variables influencing the local food consumption among domestic tourists. In summary, the objectives on this study was reached which is determine relationship between quality value toward local food consumption among domestic tourists. This study should be use as reference to improve research and can be used in tourism industry which in food and beverage section should improve quality.

In addition, the data result had been obtained in Chapter 4 through Statistical Package for the Social Science (SPSS) version 26 can be concluded as the significant relationship between emotional value, epistemic value and quality value are influencing local food consumption among domestic tourists. Thus, the information was provided through this study will help related authorities or industry to generate income and profit which can expand Malaysia's economy.

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APPENDIX

Questionnaire Factors Influencing Local Food Consumption Among Domestic Tourists In Kota Bharu, Kelantan.

Dear Respondent,

We are Year 3 Hospitality student, student of Bachelor of Entrepreneurship (Hospitality) with Honours from University Malaysia Kelantan (UMK). The purpose of this survey is to conduct a research on Factors Influencing Local Food consumption Among Domestic Tourist in Kota Bharu, Kelantan.

Please answer all the questions to the best of your knowledge. We are assure that all the information and responses will be keep private and confidential and used for academic purpose only.

Responden yang dihormati.

Kami merupakan pelajar hospitaliti Tahun 3, pelajar Ijazah Sarjana Muda Keusahawanan (Hospitaliti) dengan Kepujian dari Universiti Malaysia Kelantan (UMK). Tujuan tinjauan ini adalah untuk menjalankan kajian Faktor-Faktor Yang Mempengaruhi Pengambilan Makanan Tempatan Dalam Kalangan Pelancong Domestik di Kota Bharu, Kelantan. Mohon jawab semua soalan mengikut pengetahuan anda. Kami memberi jaminan bahawa semua maklumat dan maklum balas akan dirahsiakan dan sulit serta digunakan untuk tujuan akademik sahaja.

Thank you for your kindness & cooperation./ Terima kasih atas kebaikan & kerjasama anda.

Your Sincerely,

NIK NUR AINUN BINTI NIK YUSOF-H19A0357

NIK NURUL NABILA BINTI BAHARUDDIN-H19A0358

MOHD HISYAM EZIDI BIN RAIMI-H19A0251

TEO YI LING-H19A0865

[Sign in to Google](#) to save your progress. [Learn more](#)

Screening Questions
I had been visited Kelantan Before. / Saya pernah melawat Kelantan sebelum ini. *
<input type="radio"/> Yes/Ya
<input type="radio"/> No/Tidak
I had been visited Kelantan because. / Saya pernah melawat Kelantan kerana. *
<input type="radio"/> Travel/Melancong
<input type="radio"/> Study/Belajar
<input type="radio"/> Work/Bekerja
<input type="radio"/> Other: _____
What frequency you had been visited to Kelantan? / Berapa kekerapan anda pernah melawat ke Kelantan? *
<input type="radio"/> Everyday/ Setiap Hari
<input type="radio"/> Twice Per Month/ Dua Kali Sebulan
<input type="radio"/> Once In Several Month/Sekali Dalam Beberapa Bulan
<input type="radio"/> Once Per Year/ Sekali Dalam Setahun
<input type="radio"/> Uncertainty/ Tidak Pasti
<input type="radio"/> Other: _____
Which State You Belong To? /Anda Berada Di Negeri Mana? *
<input type="radio"/> Perlis
<input type="radio"/> Pulau Pinang
<input type="radio"/> Kedah
<input type="radio"/> Kelantan
<input type="radio"/> Terengganu
<input type="radio"/> Pahang
<input type="radio"/> Perak
<input type="radio"/> Negeri Sembilan
<input type="radio"/> Selangor
<input type="radio"/> Melaka
<input type="radio"/> Johor
<input type="radio"/> Wilayah Persekutuan
<input type="radio"/> Sabah
<input type="radio"/> Sarawak

UNIVERSITI
MALAYSIA
KELANTAN

Demographic Profile/ Demografi

Gender/Jantina *

Male/Lelaki

Female/Perempuan

Age Group/Umur *

18-20 Years Old/Berusia 18-20

21-25 Years Old/Berusia 21-25

26-30 Years Old/Berusia 26-30

31-40 Years Old/Berusia 31-40

41 Years Old And Above/ Berusia 41 keatas

Income Level/Tahap Pendapatan *

Less than RM 1 000/ Kurang Daripada RM 1 000

RM 1 001 to RM 3 000/ RM 1 000 ke RM 3 000

RM 3 001 to RM 5 000/ RM 3 001 ke RM 5 000

RM 5 001 to RM 8 000/ RM 5 001 ke RM 8 000

RM 8 000 And Above/ RM 8 000 Dan Keatas

No Income// Tiada Pendapatan

Race/Kaum *

Malay/Melayu

Chinese/Cina

India/Indian

Bumiputera Sarawak/Bumiputera Sarawak

Bumiputera Sabah/Bumiputera Sabah

Other: _____

Occupation/Pekerjaan *

Student/Pelajar

Private Sector/Sektor Swasta

Government Sector/Sektor Kerajaan

Other: _____

Marital Status/Status Perkahwinan *

Single/Bujang

Married/Berkahwin

Independent Variable Questions/Soalan Pembolehubah Bebas

Independent Variable 1: Emotional Value/Pembolehubah Bebas 1: Nilai Emosi
 Independent Variable 2: Epistemic Value/Pembolehubah Bebas 2: Nilai Epistemik
 Independent Variable 3: Quality Value/Pembolehubah Bebas 3: Nilai Kualiti

Please Choose the Space Provided to Indicate Your Opinion According to the Scale Given. / Sila Pilih Ruang yang Kosong bagi Menyatakan Pendapat Anda Mengikut Skala yang Diberikan.

1-Strongly Disagree / Sangat Tidak Setuju
 2-Disagree / Tidak Setuju
 3-Neutral / Neutral
 4-Agree / Setuju
 5-Strongly Agree / Sangat Setuju

Independent Variable 1: Emotional Value/Pembolehubah Bebas 1: Nilai Emosi

I think that eating Kelantan food make me feel happy. / Saya rasa makan makanan kelantan buat saya rasa gembira.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that eating Kelantan food gives me pleasure. / Saya berpendapat bahawa makan makanan Kelantan memberi saya keseronokan.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that eating Kelantan food changes my mood positively. / Saya berpendapat bahawa makan makanan Kelantan mengubah mood saya secara positif.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that I am fascinated by Kelantan food./ Saya rasa saya terpesona dengan makanan Kelantan.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that Kelantan food makes me crave it./ Saya rasa makanan Kelantan membuatkan saya mengidamnya.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that eating Kelantan food make me feel excited. / Saya rasa makan makanan Kelantan membuatkan saya rasa teruja.

Strong Disagree 1 2 3 4 5 Strong Agree

Independent Variable 2: Epistemic Value/Pembolehubah Bebas 2: Nilai Epistemik

I think that I want to seek out more information about Kelantan food. / Saya rasa saya ingin mencari maklumat lanjut tentang makanan Kelantan.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that I am more curious about Kelantan food./ Saya rasa saya lebih ingin tahu tentang makanan Kelantan.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that eating Kelantan food is a good opportunity for me to learn new./ Saya berpendapat bahawa makan makanan Kelantan adalah peluang yang baik untuk saya belajar perkara baru.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that I want to try more diverse Kelantan food. / Saya rasa saya ingin mencuba lebih banyak kepelbagaian makanan Kelantan.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that my knowledge of Kelantan culture has increased./ Saya rasa pengetahuan saya tentang budaya Kelantan semakin bertambah.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that I learned Kelantan dining habits through my Kelantan food experiences (Example: How to eat the food, and how to use utensils). / Saya rasa bahawa saya memahami tabiat makan makanan Kelantan melalui pengalaman saya makan makanan Kelantan. (Contoh: Cara makan makanan, dan cara menggunakan peralatan).

Strong Disagree 1 2 3 4 5 Strong Agree

Independent Variable 3: Quality Value/Pembolehubah Bebas 3: Nilai Kualiti

I think that Kelantan food provides a variety of ingredients. / Saya berpendapat bahawa makanan Kelantan menyediakan pelbagai bahan.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that Kelantan food provides good quality ingredients. / Saya berpendapat bahawa makanan Kelantan menyediakan bahan-bahan yang berkualiti.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that Kelantan food provides appealing flavours. / Saya berpendapat bahawa makanan Kelantan menyediakan rasa yang menarik.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that Kelantan food is tasty. / Saya rasa makanan Kelantan sedap.

Strong Disagree 1 2 3 4 5 Strong Agree

I think that Kelantan food provides a high standard of quality. / Saya berpendapat bahawa makanan Kelantan menyediakan standard kualiti yang tinggi.

Strong Disagree 1 2 3 4 5 Strong Agree

Back Next Clear form

Dependent Variable/ Pembolehubah Bersandar

Dependent Variable: The factors influencing local food consumption in Kota Bharu, Kelantan./
 Pembolehubah Bersandar: Faktor-Faktor yang mempengaruhi pengambilan makanan tempatan di Kota Bharu, Kelantan.

Please Choose the Spaces Provided to Indicate Your Opinion According to the Scale Given / Sila Memilih Ruang yang Kosong bagi Menyatakan Pendapat Anda Mengikut Skala yang Diberikan.
 1-Strongly Disagree / Sangat Tidak Setuju
 2-Disagree / Tidak Setuju
 3-Neutral / Neutral
 4-Agree / Setuju
 5-Strongly Agree / Sangat Setuju

I love Kelantan food based on the quality./ Saya suka makanan Kelantan berdasarkan kualiti. *

1 2 3 4 5
 Strong Disagree Strong Agree

I love Kelantan food based on my good knowledge about Kelantan food./ Saya suka makanan Kelantan berdasarkan pengetahuan saya tentang makanan Kelantan. *

1 2 3 4 5
 Strong Disagree Strong Agree

I love Kelantan food based on my emotions to eat./ Saya suka makanan Kelantan berdasarkan emosi saya untuk makan. *

1 2 3 4 5
 Strong Disagree Strong Agree

I have eaten Kelantan food before./ Saya pernah makan makanan Kelantan sebelum ini. *

1 2 3 4 5
 Strong Disagree Strong Agree

Local food in Kelantan is delicious./ Makanan tempatan di Kelantan memang sedap. *

1 2 3 4 5
 Strong Disagree Strong Agree

I think Kelantan food is good./ Saya rasa makanan Kelantan adalah bagus. *

1 2 3 4 5
 Strong Disagree Strong Agree

Thank You For Answer This Questionnaire!! We are Appreciate It!! Terima Kasih Kerana Menjawab Soal Selidik Ini!! Kami Amat Menghargai Anda Atas Menjawab Soalan Kami!

