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**THE DETERMINANTS OF FOOD SATISFACTION AMONG DOMESTIC VISITORS:
THE CASE OF GASTRONOMIC TOURISM IN KELANTAN**

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ABSTRACT

Measuring tourist food satisfaction has become more crucial since the gastronomic tourism sector involves travellers' desire to have authentic and unique eating experiences, which is presently a growing trend in the tourism business. As one of Malaysia's most well-known destinations for food tourism, Kelantan was chosen for the study. The objective of this study is to see if there is a link between food related motivation, involvement, perceived value, and food satisfaction among domestic tourists. This study used a quantitative survey of tourists as determinants of food satisfaction in Kelantan. A total of 200 respondents participated to answer all questions in this survey. Food related motivation, involvement, and perceived value have a significant relationship with food satisfaction among domestic tourists. So, all hypotheses are supported. Therefore, stakeholders such as state government, businesses or non-governmental organisations must continue to make efforts to create more appealing destination in Kelantan with variety and tasty cuisine in order to initiate food satisfaction among domestic tourists.

Keywords: Local food, Food-related motivation, Local food involvement, Food satisfaction, Food tourism, Perceived value, Gastronomic tourism.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This study focuses on food-related motivation, value perception, and the involvement of local food on food satisfaction among domestic tourists who consume local food in Kelantan. The study chose Kelantan, Malaysia, because it is considered one of the most popular food tourism attractions in Malaysia. The chapter began with an introduction, then went on to discuss the background of the research, the problem statement, the objectives of the research, the research questions, the scope of the investigation, the significance of the study, definition of term, and a summary of the chapter.

1.2 BACKGROUND OF THE STUDY

Tourism is the major source of revenue for the country's economic growth and one of the largest service businesses in the world. (Alam et al., 2014). Tourism differs from exploration within which tourists follow a "beaten path," benefit from established systems of provision, and are generally protected from difficulty, danger, and humiliation, as defined by pleasure-seekers. Tourism, on the other hand, intersects with other activities, interests, and processes, such as pilgrimage. As a result, common categories such as "business tourism," "sports tourism," and "medical tourism" have emerged (Walton, 2022).

One of the popular niche markets of tourism is gastronomic tourism. According to the United Nations World Travel Organization (UNWTO) gastronomy tourism is a kind of tourist activity that is defined by the visitor's experience associated with food and related products and activities while travelling. Food is general to all types of food, while gastronomy is one of the components of food. Wine tours, distillery tours, culinary tours, and farm tours are a few examples of places where gastronomic tourism may be obtained (Eku online, 2021). The culture of food production, preparation, choice, serving, and appreciation is known as gastronomy. It encompasses the entire food culture, from the production of ingredients through the sharing of a meal with others. As gastronomy is a necessary component of travel (Fields, 2002), it also plays a significant role in customers' experiences, which enhances the experience more than only serving as food (Chaney and Ryan, 2012). Gastronomy is about the recognition of a range of elements important to the meals and drinks ate and consumed by a group, in a location, region, or even a nation (Gillespie, 2002). Yet there is a distinction between the study of gastronomy and its practice. The background of gastronomy includes the range of foods and beverages available, their manufacture, their microbiology, dietary requirements, eating customs, and restaurants (Alaskan, 2013). In addition, it offers customers possibilities for fun and pleasant recollections (Sanchez-Canizares and Lopez-Guzman, 2012). The experience should either meet or surpass the expectations (Henderson, 2009). It is a type of expressive art. Food thus serves as a new incentive for travellers as it is seen as a symbol to express and strengthen individuality (Gyimothy and Mykletun, 2008).

Many countries have acknowledged local foods as national symbols and as one of the most significant aspects of building a destination (Raji, Karim, Arshad and Ishak, 2018). If viewed from an overall perspective, it can be seen that many tourists who come to Malaysia are due to the food availability in this country. In Malaysia, food plays an important role in

their culture and lifestyle (Raja Abdullah and Isa, 2020). As a result, there are many foods that are sold not only in restaurants but also many that are sold as vendors on the sides of the road. Furthermore, Malaysians are used to eating six meals every day, particularly on special occasions, and food prices remain reasonable even in large cities (Raja Abdullah and Isa, 2020). Although gastronomy is important in Malaysia, it is underappreciated and does not receive the worldwide respect it deserves when compared to neighbouring countries such as South Korea, Vietnam, and Thailand (Raja Abdullah and Isa, 2020).

Kelantan is one of the states in Malaysia that is popular with its food and local delicacies. The food served by the locals are delicious, variety, and unique that become the attractions apart from its beaches and unique culture. Food in Kelantan can be categorised as delicious and cheap since the cost of living in Kelantan is very low when compared to other destinations, which can indirectly satisfy tourists who eat food in this state. For example, nasi kerabu, an unique dish from the bright blue of the rice, was previously a simple food among East Coast people (Malaysia Tourism Centre, 2022). In Kelantan, nasi kerabu is made up of various components, which is blue rice, salad, sambal, protein; egg and chicken, beef, fish, and also fish crackers.

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1.3 PROBLEM STATEMENT

As one of Malaysia's most well-known destinations for food tourism, Kelantan was chosen for the study. While in Kelantan, 1,079 incidents of food poisoning have been reported in all registered food facilities, including canteens and kitchens of school dormitories and higher education institutions, there is an issue with food cleanliness that has to be addressed in order to satisfy visitors (Berita Harian, 2022). Additionally, there are street sellers who sell unhygienic food because most people make their meals at home and the standard of sanitation is very dubious (Berita Harian, 2022).

In addition to that, two restaurants in Kota Bharu Town, which are one of the visitor attractions, were ordered to close for 14 days after they were found not to meet the hygiene standards set by the Kelantan State Health Department (JKNK).

The director, Datuk Dr. Zaini Hussin, said that the premises were found not to meet the criteria during the Integrated Operation of Clean Premises Series 08/2022 conducted by the Department's Food Safety and Quality Division yesterday. According to him, in the operation, a total of 50 food premises in Bandar Kota Bharu, Pengkalan Chepa, Jalan Pantai Cahaya Bulan, Jalan Bayam, and Jalan Kuala Krai that were the focus of the public were inspected.

"The two premises involved were ordered to close for 14 days in accordance with Section 11 of the Food Act 1983 for not reaching the prescribed hygiene standards." "In addition, a total of 116 compound notices were issued by the JKNK to premises owners and food operators for various offences that violated the Hygiene Regulations for Food 2009," he said in a statement here today.

Dr. Zaini said owners of food premises found not to comply with the important elements of cleanliness will be given guidance to improve the level of cleanliness in their

stalls. He said that JKNK is always committed to the cleanliness of food premises to ensure that the food provided is safe for customers.

Numerous studies have revealed that local food engagement, perceived value, and food-related motivation are crucial elements in satisfying visitors to Kelantan who come for gourmet tourism in order to tackle this problem. Lee and Chang (2012) discovered that engagement of tourists enhances pleasure. According to Yuliantoro et al. (2019), customer value is the perceived value of consumers, and businesses must consider value while creating goods and services that would satisfy customers. According to Ji et al. (2016), eating is one of the numerous activities that visitors engage in, and using food as a travel motivation may influence their culinary preferences, which may lead to satisfaction when they make the proper decision.

Because devoted visitors will return and suggest the location to others, the number of tourists arriving will rise if these determinants may raise satisfaction. Following that, it will promote the purchase of meals by domestic visitors to the state, increasing revenue for local companies. The current circumstance will encourage the economy of the nation to grow. To satisfy the tourists who travel to Kelantan for gastronomic tourism, it is important to conduct a study to identify the main factors, namely: local food involvement, perceived value, and food-related motivation. This is because this industry is becoming more and more significant from an economic perspective.

1.4 RESEARCH OBJECTIVE

This study intends to achieve several objectives as below:

1. To determine the relationship between local food involvement and food satisfaction in Kelantan.
2. To determine the relationship between perceived value and food satisfaction in Kelantan.
3. To determine the relationship between food-related motivation and food satisfaction in Kelantan.

1.5 RESEARCH QUESTION

This study intends to answer several research questions:

1. Is there any relationship between local food involvement and food satisfaction?
2. Is there any relationship between perceived value and food satisfaction?
3. Is there any relationship between food-related motivation and food satisfaction?

1.6 SCOPE OF THE STUDY

The purpose of this study is to identify the variables influencing visitor satisfaction among domestic visitors visiting the state of Kelantan for culinary tourism. This study employed local food engagement, perceived value, and food-related motivation as its three independent variables (IV). The food satisfaction of visitors to the state of Kelantan is the dependent variable (DV). The intended respondents (target demographic) are tourists or those who have visited Kelantan during the last five years. The person must also be older than 18. The expected time needed to finish this study is 5 to 6 months.

1.7 SIGNIFICANT OF THE STUDY

1.7.1 Domestic Tourists (Demand Side)

Domestic tourists are a significant factor in determining food satisfaction in Kelantan. Tourists engage in these activities, according to Kivela & Crofts in 2006, to sample well-known local fare or goods and to see unusual happenings. The desire of visitors to enjoy original and distinctive eating experiences is only beginning to take off in the tourism sector (Smith & Costello, 2009). In the end, travellers that engage in and enjoy and are satisfied with local cuisine in Kelantan will have unique travel experiences since local cuisine is strongly associated with regional cultures and history, which may result in lifelong memories (Tsai, 2016).

1.7.2 Small and Medium Enterprise (Supply Side)

Small and Medium Enterprise (SME) is an important entity to provide information to determine food satisfaction among domestic tourists visiting Kelantan. It can be related to how far the food can fulfil the needs and expectations from customers. Lack of information causes a customer's perception of the food to differ from what is actually there. In addition, they must take into consideration making food that meets the standards expected by their customers. It will be evaluated in terms of quality through customization. How far the food can satisfy a customer completely. The quality of the food that a business offers to its customer can be seen from the perspective of the small and medium enterprise.

1.7.3 Sustainable Development Goals (SDGs)

Stability between environmental, economic, and socio-political sustainability can be achieved through sustainable development strategies. In order to create continuity between economic, social, and environmental growth for the purpose of a common peace without sacrificing the needs of future generations, sustainable development goals must meet both the demands of the present and the future. Sustainable development has 17 important goals in the concept of sustainable development goals. Based on goal number 1 and 2 is about no poverty and zero hunger. Furthermore, goal number 8, it aims to promote sustainable, inclusive and sustainable economic growth, full and productive employment and good work for all good work and economic growth. Therefore, with tourists' arrival to Kelantan, there will be a multiplying impact between sustainable development Goal number 1,2 and 8. Hence, by improving the level of tourist satisfaction visiting Kelantan, they tend to purchase more food in Kelantan and the businesses will receive more income. It will provide more jobs to people. It will make them have stable jobs to feed their families

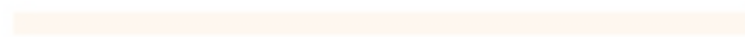
and eradicate poverty among the people. This will stimulate economic growth.
Therefore, it will achieve goals 1, 2 and 8.



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1.8 DEFINITION OF TERM

1.8.1 Food Satisfaction

Tourists' emotional and cognitive satisfaction with their culinary experiences when travelling to a location is known as meal satisfaction (Rodriguez and San Martin, 2008).

1.8.2 Local food involvement

Food that is produced close to the site of consumption is referred to as "local food," and it typically has a class order and supply chain that are distinct from the major retail system. To build local food networks, grow local economies, or have an influence on a place's culture, environment, community, or health, local food engagement aims to link together food producers and consumers in the same geographic region. Additionally, in addition to supplier and customer physical locations, the word may now be "defined in terms of social and supply chain aspects." For instance, even when they aren't directly related to producer and customer proximity, local food initiatives usually promote organic and sustainable agricultural practices.

1.8.3 Perceived Value

Customers' assessment of a product's or service's qualities and capacity to fulfil their requirements and expectations, particularly in proportion to the time and money invested, is known as perceived value (Carol M. Kopp, 2020).

1.8.4 Food related motivation

Food consumption has been one of the numerous activities of tourists, and meals as a travel purpose may impact tourists' food choices (Ji et al., 2016). Consumers' choices

in food may reflect a variety of motives. According to prior study, affordability, convenience, healthiness, and sensory appeal are often the four most crucial criteria that determine what people choose to eat (Scheibehenne., Miester., and Todd., 2007).

1.8.5 Domestic Tourists

Domestic tourists can be defined as a tourist who travels to one of the destinations within the country of residence of the visitor (IRTS 2008, 2.32).

1.8.6 Gastronomic Tourism

Gastronomic tourism, defined as travelers' desire to have authentic and unique eating experiences, is presently a growing trend in the tourism business (Smith & Costello, 2009).

1.8.7 Small Medium Enterprise

Small and medium-sized enterprises (SMEs) are independent, non-subsidary businesses with less than a certain number of workers (OECD,2005).

1.9 SUMMARY

The background of the study, the issue statement, and the research objectives and research questions are all covered in depth in chapter one. This chapter also provides a scope of the study, the importance of the studies and a glossary of key words.

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter will cover the dependent variable of food pleasure, as well as the independent variables of local food involvement, perceived value, and food-related motivation, as well as a conceptual framework and hypothesis building, before coming to a conclusion with a summary of the chapter.

2.1 LOCAL FOOD INVOLVEMENT

Involvement in the tourism industry has been used to gauge tourist experience (Green and Chalip, 1998; Laverie and Amett, 2000). Many national and local groups, such as the Green Restaurant Association (GRA), describe local food as being within a 100-mile radius of a business, but "regional" food can be defined as being within a 300-mile radius (Green Restaurant Association, 2012). The research claims that engagement is a type of attitude that manifests itself when a person engages with their social surroundings. In varying degrees, loyalty and satisfaction have an impact on involvement. The phrase "local food involvement" refers to the extent to which customers participate in a destination's food-related activities based on these relevant research and literature. The authors discovered that tourists' interest in local cuisine in China has little to do with their commitment to a particular location (Chen & Huang, 2019).

2.2 PERCEIVED VALUE

Most tourism sites will require attractions that can draw visitors to the area. To accomplish this, it is necessary to bet on an original and creative gastronomic offer capable of attracting and retaining tourists motivated by culinary pleasures (Gonzalez Santa Cruz, Moral-Cuadra, Choque Tito, Lopez-Guzman, 2020). It is also vital to gamble on the destination's gastronomic diversification, so that not all of its tourist attractions are concentrated around a single attraction. The gastronomic experience must be linked to other relevant activities that increase the perceived value of the tourist experience, such as wine tourism or oil tourism (Haven-Tang and Jones, 2005). All of this is possible provided the destination's public and private players allow and support the development of great restaurants, culinary routes, museums and interpretive centres, adequate infrastructure, and food markets (Dimitrovski, Crespi Vallbona, 2017). This, however, must be supplemented by an adequate advertising plan in the issuing or potential markets, such as participation in specialized fairs (Ignatov and Smith, 2006).

An experience in gastronomy tourism that is different from others must exist in that place for it to be able to compete at the international level (Gonzalez Santa Cruz, Moral-Cuadra, Choque Tito, Lopez-Guzman, 2020). All of this will be possible only if there are enough restaurants that offer a variety of culinary experiences with a high perceived value on the side of the consumer (Perez Galvez, Granda, Lopez-Guzman and Colonel, 2007). This will have a favourable impact on that location's client happiness.

2.3 FOOD RELATED MOTIVATION

Consumers' choices in food may reflect a variety of motives. According to prior study, affordability, convenience, healthiness, and sensory appeal are often the four most crucial criteria that determine what people choose to eat (Scheibehenne., Miester., and Todd., 2007).

The word "motivation" refers to the reasons behind someone's actions. It is what motivates people to act in the way they do. The mechanism that starts, directs, and sustains goal-oriented activities is known as motivation (Cherry., 2022). Research found that motivation, which is derived from the word "motive," is what drives human behaviours and actions. It is a physiologic drive that is stimulated by particular rewards or incentives from the inside or the outside, and it is frequently defined by either inner or external incentives or rewards. There are many different types of motivation that are effective in diverse situations, but they all have three characteristics, activation, persistence, and intensity, which may increase motivation in general. The choice to start a behaviour is known as activation. Enrolling in psychology classes to obtain a degree is an example of it (Cherry, 2022). The continuing persistence of a goal in the face of challenges is known as persistence. Showing up for the psychology class despite being exhausted after staying up late the night before is an example of persistence (Cherry., 2022). The attention and effort used to pursue a goal are known as intensity (Zhou., and Siu., 2015). As an illustration, one student may put out minimal effort (low intensity), while another actively studies, participates in class discussions, and seizes opportunities to study away from the classroom (high intensity) (Cherry., 2022).

Extrinsically driven individuals are distinguished from intrinsically motivated individuals by their source of motivation. There are several variations of those same two motivational techniques that result in a specific incentive or reward.

2.4 FOOD SATISFACTION

Food satisfaction is defined as "a good physical and psychological response after taking food and is linked to reported stomach emotions, energy levels, and a longer satiety period following consumption" by Anderson and Hyldig (2015) and Lawless and Heymann (2010). Additionally, vacationers' favourite feeling after exploring a tourist location is culinary pleasure. Satisfaction may be made up of two components. Chemical or emotional factors may be involved, such as having adequate carbohydrates, protein, and fat. When assessing if we believe we have received what we need, factors including taste, texture, warmth, ambient experience, numbing of emotions, celebrations, social connections, and culture are taken into account (Rebecca Panzer Toutant 2018). In other words, it is considered satisfactory when tourists' perceptions exceed their initial expectations.

Food satisfaction can be measured using general satisfaction attributes such as "taste, appearance, good smell, availability of food, and environment". It is crucial to distinguish between overall contentment and happiness with various aspects of tourism since the distinctive quality of tourism has a significant influence on visitors' satisfaction with meals (Seaton & Benett, 1996; Boonsiritomachai, 2017). Tourists' satisfaction with food (food satisfaction) is important for the success of tourism destination marketing. It influences the decision to visit a certain area, the purchase of tourism-related products and services, and also the desire to go there again (Yoon & Uysal, 2005).

2.5 CONCEPTUAL FRAMEWORK

The conceptual framework demonstrates the link in between independent and dependent variables utilized in this research. Three independent variables (IV) were used in this study, namely local food involvement, perceived value, and food-related motivation. The dependent variable (DV) is food satisfaction.

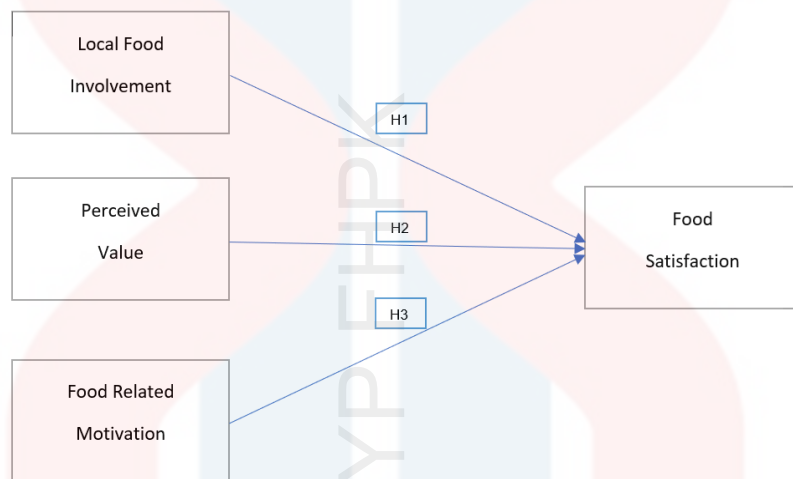


Figure 1: Conceptual Framework of The Independent Variables and Dependent Variable

2.6 HYPOTHESIS DEVELOPMENT

According to the research study below, the independent variables like local food involvement, perceived value and food related motivation were influencing food satisfaction among domestic visitors in Kelantan, Malaysia. As a result, the study aims to look at how these variables' levels interact.

According to Green & Chalip (1998); Laverie & Arnett (2000), the idea of involvement in the tourism industry has been used to evaluate tourists' satisfaction levels. According to a number of studies, satisfaction and loyalty have various degrees of influence on involvement. According to this related research and literature, local food involvement refers to the level to which a tourist contributes in a destination's food-related activities (Laurent and Kapferer, 1985). According to studies by Sherif and Sherif (1967), involvement is a form of attitude and it happens when one interacts with the social environment. Hence, the first hypothesis is suggested:

H1: There is a significant relationship between local food involvement and food satisfaction
--

Research conducted by Kotler & Keller (2016), customer evaluation of all alleged benefits and actual costs is referred to as perceived value. On the other hand, perceived value is described by (Namin, 2017) as a consumer's overall evaluation of a product or service based on different advantages and disadvantages. Consumer satisfaction, in accordance with Spreng et al. (1996), results from a product that is considered to have a quality that can meet or exceed customer needs and expectations. In addition, Ryu & Han (2009) claim that food quality awareness is the most important aspect of overall restaurant service quality and that it has a positive correlation with customer satisfaction and loyalty. Therefore, according to

Yuliantoro et al. (2019), customer value is the perceived value of customers, and businesses must consider value while creating products and services that meet up to their expectations. This indicates that customers are more satisfied with a product when they consider its worth as being higher. A tourist's perception of value affects their satisfaction. The second hypothesis is developed in view of the study's background:

H2: There is a significant relationship between perceived value and food satisfaction

The studies from Ngwira & Kankhuni (2018) stated that there are multiple factors for a tourist to travel to a destination. Fundamentally, there is a reason why tourists travel to or visit a place. Additionally, it is the individual's motivation to fulfil a need and bring worth to their lives (Oliver, 2014). Therefore, a tourist encounters a lot of travel-related factors when travelling to or visiting a place, and these factors include food-related motivations (Kim et al., 2013; Kim & Eves, 2012; Kivela & Crofts, 2009). According to Ji et al. (2016) he state that eating is one of the various tourist activities, and that using food as a travel motivation may influence the tourists' food choices, which can lead to satisfaction if they make the right choice. Food is a major reason why people travel, and it can also be considered a secondary reason for some people (Hallet al., 2004). Additionally, local food is a key element of a memorable travel experience and a tool for tourists to understand a destination. Due to the numerous travel-related shows, magazines, and other, travellers are exposed to a variety of factors, including the local food of a destination, which may increase their interest in local foods and motivate them to try local foods (Tsai, 2016). As a result, the following is suggested as the third hypothesis for this study:

H3: There is a significant relationship between food related motivation and food satisfaction

2.7 SUMMARY

This chapter has discussed the local food involvement, perceived value and food related motivation as an independent variable while food satisfaction as a dependent variable, a conceptual framework was proposed, a hypothesis development, and the chapter was concluded with a summary.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The research methodology utilised to conduct this study has been covered in this chapter. This chapter also provides information on the target population, sample size, sampling technique, data collecting, research instrument, and data analysis before concluding with a summary.

3.2 RESEARCH DESIGN

According to Creswell & Creswell (2017), a study strategy, structure, and method known as research design aims to address research objectives while minimising variance. This inquiry will employ a quantitative approach. Three forms of study are distinguished by this design: causal, exploratory, and descriptive. This investigation will employ causal analysis.

Cross-sectional design has been used in this investigation. A cross-sectional investigation is a type of research design in which information is concurrently obtained from several people. Individual visitors, more particularly, domestic tourists who eat local cuisine in Kelantan are the study's unit of analysis.

3.3 TARGET POPULATION

The complete set of units from which survey data will be inferred is the target population for a survey (Sage, 2008). As a result, the unit to which the survey findings are meant to be generalised is decided by the target population. Hence, the target population should be identified for the survey. Then, the samples can be chosen from the target population. The target population in this study targeted travellers who used to travel to Kelantan in the last 5 years, travellers must be at the age of 18 years above to respond to the questionnaire, they must be a permanent residence of Malaysia since this study targeted domestic tourists and experience tasting local foods in Kelantan.

3.4 SAMPLE SIZE

For the objectives of the particular research endeavour, sample size refers to the quantity of samples used in the research that serve as the representative of the population. The total number of respondents is referred to as the sample size in market analysis. To correctly estimate the number of samples, it is crucial to calculate an adequate amount of samples (Ezhumalai, 2017).

The latest domestic arrivals in Kelantan are in 2021 with the number of 1,921,000 people. From 2017, the highest number of tourists came to Kelantan was in 2019 with the number of 10,986,000 people compared to the year 2020 where the percentage of domestic tourists that came to Kelantan dropped drastically as much as -44.85% which is to 6,058,000 people. The reason for the dramatically declining number of domestic tourists who came to Kelantan was because of the Covid-19 Pandemic. For 2017 and 2018, the difference of domestic tourists that came is only 2.31% where 9,624,000 people are in 2017 and 9,846,000 people are in 2018. To calculate the ideal number of research participants for the study's

sample size, Krejcie & Morgan, (1970) are used in this investigation. For the purpose of determining sample size for a certain population, Krejcie & Morgan (1970) established a table that could be easily referenced. Because the population is 1.2 million, the sample size for this research study will be 384 respondents. However, due to the time constraints, the study was able to collect 200 data from respondents.

<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*

Table 3.4: Table of Sample Size Determination for a Given Population

Source: Krejcie & Morgan, (1970)

3.5 SAMPLING METHOD

Sampling is a statistical analysis technique in which a certain number of samples are selected from a large population or a sample survey (Poonam, 2022). Depending on the sort of study being undertaken, there are two types of sampling methods which are probability sampling and non-probability sampling. In this study, non-probability sampling techniques will be used. A convenience sampling strategy will be adopted in this study because it is simple to use and low cost.

3.6 DATA COLLECTION

The data collection method procedure is the compilation of accurate and thorough data from respondents. When it comes to data collecting, an individual or organisation may provide pertinent answers, analyse findings, and forecast probabilities and trends for the future. When collecting data for this study, a survey with a questionnaire was used. Respondents are required to answer a series of questions as part of a questionnaire, which is a method of collecting data. Additionally, because it is standardised, this type of research is typically cheaper than different methods and easier to manage. In addition, due to the large number of respondents in this study, the researchers applied this method because it is an efficient technique to collect data and information. Hence, this research will use google form to collect the data.

3.7 RESEARCH INSTRUMENT

Respondents' responses were collected via questionnaires in this study. In this research study, researchers used questionnaires in order to obtain all the data and information needed to accomplish the research. A straightforward and basic method of gathering data is the use of questionnaires. It is also a simple way to collect data when doing a research study. Respondents may complete questionnaires in an online survey that makes it easier for them to do so. Since a questionnaire is the most effective method for using a large number of respondents, researchers utilize questionnaires to collect data and feedback. Hence, this section will explain the structure of questionnaires that will be used.

The first section of the questionnaire involves a few related filter questions. The second section of the questionnaire contains statements about local food involvement in Kelantan that contain eight items. The third section of the questionnaire contains nine items about perceived value of local food in Kelantan. The fourth section of the questionnaire contains six items related to food related motivation for local food tourism in Kelantan. The fifth component of the questionnaire contains five items relating to the dependent variable of the study, which is food satisfaction among domestic tourists who consume local food in Kelantan. The questionnaire items used to measure each construct in the study are adapted from Nasir et al. (2022) and Lacap (2019).

The final section focuses on the demographic profile of respondents in order to collect some basic information about them. The demographics of the respondents, such as type of tourist, nationality, gender, occupation, and purpose of visit, were included in the instrument.

Additionally, the 5-point Likert scale will be used in all sections: 1 is for strongly disagree, 2 is for disagree, 3 is for neutral, 4 is for agree, 5 is for strongly agree, while section 4 will use a 5-point Likert Scale: 1 - strongly disagree, 2 - disagree, 3 - neutral, 4 - agree, 5 -

strongly agree. 1 means very poor, 2 means poor, 3 means acceptable, 4 means good, and 5 means very good.

3.8 DATA ANALYSIS

A method of assessing and understanding the information gathered from the respondents is data analysis.

3.8.1 Statistical Package for the Social Sciences (SPSS)

A statistical analysis application that may be used interactively or in batches is called SPSS. It is the most commonly used statistical tool, it is capable of evaluating and processing complex data using simple methods. The programme, meanwhile, is easy to use. A tool called SPSS is used to edit and analyse various sorts of data. This information might come from nearly any source, such as customer databases, Google Analytics, empirical study, or web server log files.

3.8.2 Frequency Analysis

A novel method for examining orbital consistency in such a conservative dynamical system is frequency analysis. It was first created to test the solar system's stability (Laskar, Icarus, 88, 1990).

3.8.3 Descriptive Statistics

Data are efficiently summarised and characterised using descriptive statistics (Zikmund et al., 2013; Creswell & Creswell, 2017). Descriptive statistics were therefore generated in this study for each of the dependent and independent variables. Users may use pie charts and graphs to show or explain processed data (SPSS). It is therefore easy to read and understand. To make the data easier to grasp, it uses metrics such as mean, median, and others.

3.8.4 Reliability Analysis (Cronbach's Alpha)

The measurements' internal consistency has developed into a characteristic of reliability analysis. Internal consistency is the extent to which any notion indication seems to be consistent on a few basic levels (Zikmund et al., 2013; Creswell & Creswell, 2017). The reliability assessment looks at whether all of the studies are reliable or just some of them. A straightforward metric for evaluating reliability is Cronbach's alpha. Values of true Cronbach's alpha of 0.70 and beyond are taken into consideration. The ideal score is 0.8 or higher, while an outstanding score is 0.90 or higher.

3.8.5 Pearson Correlation Coefficient Analysis

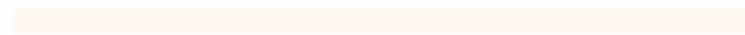
The Pearson correlation coefficient was used to analyse the data that had been obtained. One easy study utilized to evaluate the impact of the straight connection between the independent variable (IV) as well as the dependent variable is Pearson's correlation coefficient. In order to determine whether there is a connection between both independent variables (IV) and (DV). If a link exists, the researcher must comprehend how strongly both independent variable (IV) and dependent variable are related (DV). The Pearson correlation coefficient assesses the strength of a two-variable linear relationship. It has a value ranging from -1 to 1, with -1 indicating total negative linear correlation, 0 indicating no connection, and + 1 indicating total positive correlation. The correlation, like the Pearson correlation, assesses the strength of a monotonic relationship between two variables (Bonett & Wright, 2000).

3.9 SUMMARY

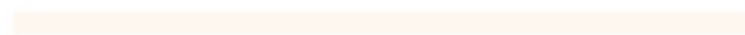
This chapter has discussed the target population, sample size, sampling method, data collecting, research tools, and data processing approach.



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KELANTAN

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter contains information related to the analysis of data obtained from the distribution of a survey questionnaire among domestic tourists who consume local food in Kelantan. This chapter shows the findings from frequency analysis, descriptive analysis, reliability test, Pearson correlation analysis and the discussion based on the research objectives.

4.2 RESULT OF FREQUENCY ANALYSIS

The survey has been conducted with 200 respondents with filter questions and the result of the demographic profile is collected and has been summarized. The demographic profile that has been asked in the questionnaire is gender, age, race, occupation, travel frequencies in a year, and travel period. The summary of the demographic profile is shown in Table 4.1 below.

Demographic profile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	53	26.5	26.5	26.5
	Female	147	73.5	73.5	100.0
	Total	200	100.0	100.0	

Table 4.1: Summary of Demographic Profile

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 years old	10	5.0	5.0	5.0
	21-30 years old	151	75.5	75.5	80.5
	31-40 years old	10	5.0	5.0	85.5

41-50 years old	12	6.0	6.0	91.5
51 and above	17	8.5	8.5	100.0
Total	200	100.0	100.0	

Table 4.2: Summary of Age

		Race			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	188	94.0	94.0	94.0
	Indian	1	.5	.5	94.5
	Other	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

Table 4.3: Summary of Race

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	150	75.0	75.0	75.0
	Governments staff	33	16.5	16.5	91.5
	Private sector staff	5	2.5	2.5	94.0
	Freelancer	1	.5	.5	94.5
	Self-employed	9	4.5	4.5	99.0
	Other	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Table 4.4: Summary of Occupation

Travel frequencies in a year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times	107	53.5	53.5	53.5
	3-5 times	50	25.0	25.0	78.5
	More than 5 times	42	21.0	21.0	99.5
	4	1	.5	.5	100.0
	Total	200	100.0	100.0	

Table 4.5: Summary of Travel Frequencies in a Year

Travel Period

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public holiday	24	12.0	12.0	12.0
	School holiday	46	23.0	23.0	35.0
	Semester breaks	49	24.5	24.5	59.5
	Anytime	79	39.5	39.5	99.0
	Other	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Table 4.6: Summary of Travel Period

4.2.1 Gender

Based on the result from Table 4.1, the table shows the gender distribution of the respondents. The total respondent is 200 respondents. In this study, the male respondents were lower with 26.5% (N=53) respondents as compared to 73.5% (N=147) for female respondents.

4.2.2 Age

Table 4.2 shows the age distribution. The respondents were allocated into five age groups. The highest number of respondents were from the age of 21-30 with 75.5% (N=151) respondents, followed by the group aged 51 and above with 8.5% (N=17) respondents. The third highest group is 41-50 with 6.0% (N=12) respondents and then followed by two groups aged 18-20 and 31-40 with 5.0% (N=10) respondents in each group.

4.2.3 Race

The race distribution among the respondents is seen in Table 4.3. With 94.0 percent (N=188) respondents, Malay is the race group with the most participants in the survey, followed by Other with 5.5 percent (N=11) respondents. With 0.5 percent (N=36) respondents, Indians are the third most common group race.

4.2.4 Occupation

The percentage of the respondent's occupation is shown in Table 4.4. With 75.0% (N=150) of responses, the student is the most common occupation, followed by government staff with 16.5 percent (N=33). Self-employment is the third most common occupation, with 4.5 percent (N=9) of respondents. Private sector staff account for 2.5 percent (N=5) of the respondent occupations, while others account for 1.0 percent (N=2) and freelancers account for 0.5 percent (N=1).

4.2.5 Travel Frequencies in a Year

The percentage of the respondent's income is shown in Table 4.5. The greatest percentage of respondents with 1-2 times in a year is 53.5 percent (N=107). The second biggest number is 3-5 times in a year with 25.0 percent (N=50) respondents, followed by 21.5 percent (N=43) respondents more than 5 times.

4.2.6 Travel period

The percentage of the respondent's travel period is shown in Table 4.6. The majority of the respondents are selected anytime, accounting for 39.5 percent (N=79), followed by semester breaks, accounting for 24.5 percent (N=49). School holidays had 23.0 percent (N=46) of respondents, while the public holiday is 12.0 percent (N=24). Other is the lower selected by respondents which is 1.0 percent (N=2) of respondents.

4.3 RESULTS OF DESCRIPTIVE ANALYSIS

The table below shows the mean and standard deviation for each variable in the research with a total of 200 respondents traveling to Kelantan, Malaysia.

4.3.1 Food-Related Motivation (IV 1)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. Food plays an important role to choose the destination to visit	200	2	5	4.29	.727
2. Prior to my trip, I planned food choices to experience the local culture	200	1	5	3.95	.858
3. I decided on destinations to visit only based on the foods I wanted to experience	200	2	5	3.75	.944

4. I usually do some research about the local food or restaurants prior to my trip	200	2	5	3.91	.830
5. Prior to my trip, one thing I anticipate is eating the food there	200	1	5	4.12	.818
6. I like trying different styles or types of food during travel.	200	1	5	4.25	.777
Valid N (listwise)	200				

Table 4.7: Descriptive Statistics of Food-Related Motivation (IV 1)

The table showed the mean and standard deviation statistics of respondents on Food-Related Motivation. Food plays an important role in choosing the destination to visit scored the greatest mean value, which was 4.29, where respondents agreed that the determinants of food satisfaction among visitors in the state 'Food play an important role in choosing a destination to visit' prompting respondents to travel to the state of Kelantan. Meanwhile, the lowest mean is the variety 'I decide the destination to visit only based on the food I want to experience' with a mean value of 3.75, where respondents least agree that the attractiveness of 'visit destination only based on the food I want to experience' motivates

respondents to travel to the state of Kelantan. In addition, the higher standard deviation of 'I decide the destination to visit based only on the food I want to experience, which is 0.944, Higher standard deviation values indicate greater dispersion in the data. So, for the attractiveness of the destination, respondents will travel to the state of Kelantan, Malaysia, with the desire to try some food, which is the main factor for tourists to come to a certain state, and in this case, it is the state of Kelantan.

4.3.2 Local Food Involvement (IV 2)

Descriptive Statistics

			N	Minimu m	Maximu m	Mean	Std. Deviation
1.	Local Food Involvement is Interesting	Food is	200	1	5	4.22	.694
2.	Local Food Involvement is Appealing	Food is	200	1	5	4.12	.761
3.	Local Food Involvement is Valuable	Food is	200	1	5	4.13	.736

4.	Local	Food	200	1	5	4.12	.793
	Involvement	is					
	Exciting						
5.	Local	Food	200	1	5	4.17	.737
	Involvement	is					
	Desirable						
6.	Local	Food	200	1	5	4.10	.754
	Involvement	is					
	Wanted						
7.	Local	Food	200	1	5	4.13	.816
	Involvement Means a						
	lot						
	Valid N (listwise)		200				

Table 4.8: Descriptive Statistics of Local Food Involvement

The table shows the mean statistics and standard deviation of the respondents on the place attachment. Interesting Local Food Involvement got the largest mean value of 4.22 where the respondents agreed to place the attachment 'I Interesting Local Food Involvement' to encourage respondents to travel to the state of Kelantan, Malaysia. While the lowest mean is 'Local Food Involvement is wanted' with a mean value of 4.10, where the respondents agreed to place the attachment 'Local Food Involvement is wanted ' to motivate respondents to travel to the state of Kelantan, Malaysia. Also, a higher standard deviation is Significant Local Food Involvement', which is 0.816. Higher standard deviation values indicate greater

dispersion in the data. So, for the attachment where the respondent will travel to the state of Kelantan, Malaysia with 'Local Food Involvement Means a Lot'.

4.3.3 Perceived Value (IV 3)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. I obtained good results from consuming food while visiting Kelantan	200	1	5	4.02	.811
2. Food in Kelantan makes it as a destination that I enjoy	200	1	5	4.01	.891
3. Consuming food in Kelantan gave me pleasure	200	1	5	4.04	.858
4. Compared to other tourism destinations, purchasing food in	200	1	5	4.05	.881

Kelantan is good value for money					
5. Compared to food expenses, I got reasonable quality food experience from visiting Kelantan	200	1	5	3.99	.885
Valid N (listwise)	200				

Table 4.9: Descriptive Statistics of Perceived Value

The table shows the mean statistics and standard deviation of the respondents on the Perceived Values. Compared to other tourist destinations, buying food in Kelantan is the best value for money getting the largest mean value of 4.05, where respondents agree that the perceived value 'compared to other tourist destinations, buying food in Kelantan is good value for money.' to motivate respondents to travel to the state of Kelantan, Malaysia. While the lowest mean is 'Compared to food expenditure, I get a reasonable quality food experience when visiting Kelantan' with a mean value of 3.99, where respondents agree that the value of the impression 'Compared to food expenditure, I get reasonable quality food. experience when visiting Kelantan' encouraged respondents to travel to the state of Kelantan, Malaysia. In addition, the standard deviation of 'Higher food in Kelantan makes it a destination I enjoy', is 0.891. Higher standard deviation values indicate greater dispersion in the data. So, for the value of the impression that respondents will travel to the state of Kelantan, Malaysia with 'The food in Kelantan is higher making it a destination that I enjoy'.

4.3.4 Food Satisfaction (DV)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. The food experience in Kelantan gave me high satisfaction	200	1	5	3.98	.894
2. My choice to taste the local cuisine was a wise one	200	1	5	4.06	.815
3. The food experience in Kelantan gave me a sense of joy	200	1	5	4.05	.846
4. The food experienced in Kelantan met my expectations	200	1	5	3.89	.918
5. The food I experienced in Kelantan exceeded my expectations	200	1	6	3.86	.965

Valid N (listwise)	200				
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Table 4.10: Descriptive Statistics of Food Satisfaction

The table shows the mean statistics and standard deviation of respondents on food satisfaction. 'My choice to taste local cuisine is a wise one' has the largest mean value of 4.06, where respondents agree that food satisfaction 'tasting local cuisine is a wise one' motivates respondents to travel to the state of Kelantan, Malaysia. While the mean 'The food I experienced in Kelantan exceeded my expectations' was the lowest with a mean value of 3.86, where respondents agreed that food satisfaction 'The food eaten in Kelantan exceeded the respondents' expectations' encouraged respondents to travel to this state. Kelantan, Malaysia. In addition, the higher standard deviation is 'The food I experienced in Kelantan exceeded my expectations', which is 0.965. Higher standard deviation values indicate greater dispersion in the data. So, for food satisfaction respondents will travel to the state of Kelantan, Malaysia with 'tasting local cuisine is wise one or a smart thing'.

4.4 RESULTS OF RELIABILITY TEST

4.4.1 RELIABILITY TEST

The "goodness" of the measure can be evaluated using reliability analysis, which provides a sign of the stability and consistency without bias (Sekaran, 2003). Using the value of the Cronbach's alpha coefficient, the reliability analysis was evaluated. It is a metric used to assess a study's internal consistency and is represented by a value between 0 and 1. The terms in a survey are therefore more dependable to one another when the value of alpha increases (Tavakol & Dennick, 2011). Researchers can define and ascertain whether our questionnaire was legitimate, dependable, and understood by the respondents based on the value result. The value of Cronbach's alpha coefficient is displayed in Table 4.8 in accordance with the general practice.

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 4.11: Cronbach's Alpha Coefficient Value

It can be seen from table 4.11 that the internal consistency of the items in a survey are more dependable when the Cronbach's alpha is closer to 1, which is considered to be great internal consistency. Internal consistency will be deemed inadequate if the Cronbach's alpha is less than 0.5. When the Cronbach's alpha was 0.7 and higher, the reliability coefficient was considered to be satisfactory and good.

4.4.2 Pilot Test Result

A pilot test was conducted prior to the questionnaire's real administration to identify any potential questionnaire problems, such as unclear questions. 31 participants participated in a pilot test to complete the questionnaire. It gives researchers the chance to identify and fix a variety of potential issues that might arise during the questionnaire preparation process and fix it before the questionnaire is actually administered. The survey's pilot test findings are displayed in Table 4.9.

Construct	Cronbach's Alpha	No of Item	N
Local Food Involvement	0.976	7	31
Perceived Value	0.923	5	31

Food Related Motivation	0.847	6	31
Food Satisfaction	0.950	5	31
All Variable	0.975	23	31

Table 4.12: Pilot Test Result

The reliability of five factors is seen in this table. The 23 questions that were used to measure the five separate constructs were examined for consistency using Cronbach's Alpha. The results show that all of the construct coefficients are good or excellent. Additionally, the outcome is greater than 0.7, indicating that this questionnaire can be sent and that the survey can move forward.

With a reliability test result of 0.976 (excellent), the coefficient for local food engagement has the highest coefficient, per the statistics, while the coefficient for food-related motivation has been shown to be the lowest at 0.847 (good).

4.4.3 Reliability Test

Construct		Cronbach's Alpha	No of Item	N
Local Food Involvement		0.976	7	200
Perceived Value		0.923	5	200
Food Related Motivation		0.847	6	200
Food Satisfaction		0.950	5	200
All Variable		0.971	23	200

Table 4.13: Reliability Analysis Result

The accuracy and repeatability test for reliability has been completed. The survey was finished by 200 randomly selected respondents, who then submitted their answers.

The reliability analysis for the survey is displayed in Table 4.10 and ranges from 0.847 to 0.976 for each construct. Based on the outcomes of all the constructs, the coefficient

is great and good. The survey can be conducted using the rule of thumb when the score is greater than or equal to 0.7 (Kline, 1999).

As a result of this study, local food engagement has an exceptional construct value of 0.976, followed by food satisfaction with an outstanding value of 0.950, perceived value with an excellent value of 0.923, and food-related motivation with a good value of 0.847.



4.5 RESULTS OF PEARSON CORRELATION

Correlation by Pearson Coefficient analysis was used to investigate the relationship between the dependent variable, meal satisfaction, and the independent variables, local food engagement, perceived value, and food-related motivation. Based on the magnitude of the correlation, Pearson correlation is used to assess the strength of a link between an independent variable and a dependent one. The researchers' correlation coefficients and intensity of relationships are shown in the table below..

Correlation Coefficient(r)	Strength of Relationship
(0.91 to 1.00) or (-0.91 to 1.00)	Very Strong
(0.71 to 0.90) or (-0.71 to 0.90)	Strong
(0.51 to 0.70) or (-0.51 to -0.70)	Medium
(0.31 to .50) or (-0.31 to -0.50)	Weak
(0.01 to 0.30) or (-0.01 to -0.30)	Very Weak
0.00	No correlation

Table 4.14: Coefficient Correlation and Strength of Relationship

Hypothesis 1

H1: There is a significant relationship between food related motivation and food satisfaction among domestic tourists visiting Kelantan, Malaysia.

CORRELATIONS				
			Food Related Motivation	Food Satisfaction
Food Related Motivation	Pearson Correlation		1	.628**
	Sig. (2-tailed)			.000
	N		200	200
Food Satisfaction	Pearson Correlation		.628**	1
	Sig. (2-tailed)		.000	
	N		200	200
**Correlation is significant at the 0.01 level (2-tailed)				

Table 4.15: Correlation Analysis for Hypothesis 1

Domestic visitors visiting Kelantan, Malaysia, exhibit a moderate association between food-related motivation and meal pleasure, as shown in Table 4.15 by the correlation value of

0.628. This demonstrates a favourable correlation between food-related motivation and meal satisfaction among visitors to Kelantan, Malaysia. Less than the extremely significant value of 0.001, the food-related motivation significant value of 0.000. As a result, among domestic visitors travelling to Kelantan, Malaysia, there is a relationship between food-related motivation and meal pleasure. H1 is therefore supported.

Hypothesis 2

H2: There is a significant relationship between local food involvement and food satisfaction among domestic tourists visiting Kelantan, Malaysia.

CORRELATIONS			
		Local Food Involvement	Food Satisfaction
Local Food Involvement	Pearson Correlation	1	.752**
	Sig. (2-tailed)		.000
	N	200	200
Food Satisfaction	Pearson Correlation	.752**	1
	Sig. (2-tailed)	.000	
	N	200	200

****Correlation is significant at the 0.01 level (2-tailed)**

Table 4.16: Correlation Analysis for Hypothesis 2

With a correlation value of .752, Table 4.16 demonstrates a relationship between local food engagement and meal satisfaction among domestic visitors visiting Kelantan, Malaysia. This implies that domestic visitors visiting Kelantan, Malaysia, have a strong correlation between their involvement in local cuisine and their enjoyment with their meal. Place attachment is statistically significant at 0.000, which is less than the threshold of significance of 0.01. As a result, there is a high correlation between eating local food and enjoying it when domestic tourists travel to Kelantan, Malaysia. H2 is therefore supported.

Hypothesis 3

H.3: There is a significant relationship between perceived value and food satisfaction among domestic tourists visiting Kelantan, Malaysia.

CORRELATIONS			
		Perceived Value	Food Satisfaction
Perceived Value	Pearson Correlation	1	.928**
	Sig. (2-tailed)		.000
	N	200	200

Food Satisfaction	Pearson Correlation	.928**	1
	Sig. (2-tailed)	.000	
	N	200	200
**Correlation is significant at the 0.01 level (2-tailed)			

Table 4.17: Correlation Analysis for Hypothesis 3

According to Table 4.17, there is a positive association between perceived value and meal satisfaction among domestic visitors visiting Kelantan in Malaysia, with a correlation value of 0.928. This suggests that the association between perceived value and meal satisfaction is very strong and highly related among domestic tourists visiting Kelantan, Malaysia. The perceived value has a significance level of 0.000, which is less than the 0.01 level of moderate significance. Therefore, among domestic tourists visiting Malaysia's Kelantan, there is a substantial correlation between perceived value and culinary pleasure. H3 is therefore supported.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVE

This analysis of the literature on the involvement of local food on food satisfaction among domestic tourists who consume local food in Kelantan. The findings of this study examined the relationship between food-related motivation, local food involvement, perceived value, and food satisfaction among domestic tourists who consume local food in Kelantan.

Hypothesis	Pearson's correlation results
H1: There is a significant relationship between food-related motivation and food satisfaction	$r = 0.628, p < 0.01$ Medium
H2: There is a significant relationship between local food involvement and food satisfaction	$r = 0.752, p < 0.01$ Strong
H3: There is a significant relationship between perceived value and food satisfaction	$r = 0.928, p < 0.01$ Strong

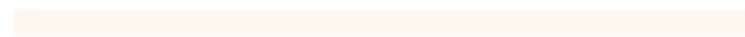
Table 4.18: Shows the summary for hypothesis testing in this study

Based on table 4.18 showed that Pearson's correlation analysis was performed to evaluate the hypothesis on food-related motivation, local food involvement, perceived value, and food satisfaction among domestic tourists who consume local food in Kelantan. At the 0.01 significance level, all hypotheses provided were supported. Moreover, all of the hypothesis is supported as the end result showed that independent variables which are

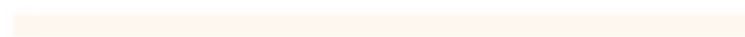
food-related motivation, local food involvement, and perceived value have a very strong and high positive correlation with food satisfaction.



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4.7 SUMMARY

Chapter 4 defines the result of frequency analysis, descriptive analysis, reliability analysis, and Pearson Correlation Coefficient analysis. These variables were found to be significant and positively correlated with food satisfaction among domestic tourists who consume local food in Kelantan. Moreover, all hypotheses are supported because the p-value is less than 0.05.



CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

The focus of this chapter is the discussion and resolution. An introduction, a recapitulation of the research findings, a discussion of the chapter's shortcomings, suggestions, and a conclusion will come first. The findings from Chapter 4 are covered in this chapter. This chapter also includes suggestions that could be used for this research in the future. At the end of this chapter, the researchers will present their findings in relation to this investigation.

5.2 RECAPITULATION OF THE FINDINGS

In this study, the findings from the previous chapter 4 (Result and Discussion), which are based on the study's objectives, questions, and hypothesis, will be summarised.

5.2.1 Relationship between food related motivation and food satisfaction among domestic tourists visiting Kelantan, Malaysia.

Research question 1 of this study asked any relationship between food related motivation and food satisfaction among domestic tourists visiting Kelantan, Malaysia? This is also to answer the first objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between food related motivation and food	Is there any relationship between food related motivation with the food

satisfaction among domestic tourists
visiting Kelantan.

satisfaction among domestic tourists
visiting Kelantan?

H1: There is a relationship between food-related motivation and food satisfaction among domestic tourists visiting Kelantan, Malaysia.

Table 5.1: Research Objective 1 & Research Question 1

The result of hypothesis H1 in the previous chapter reviewed to answer research question 1. Apart from that, H1 stated that there is a relationship between food related motivation and food satisfaction among domestic tourists visiting Kelantan. From the findings, it shows that food related motivation is positive and moderately related to food satisfaction among domestic tourists visiting Kelantan, Malaysia with correlation coefficient of .628. The p value of food related motivation is .000 which is less than the highly significant level .0001. In addition, there is a relationship between food related motivation and food satisfaction among domestic tourists visiting Kelantan, Malaysia. Therefore, H1 accepted.

5.2.2 Relationship between local food involvement and food satisfaction among domestic tourists visiting Kelantan, Malaysia.

Research question 2 of this study asked any relationship between local food involvement and food satisfaction among domestic tourists visiting Kelantan? This is also to answer the second objective and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between local food involvement and food satisfaction among domestic tourists visiting Kelantan.	Is there any relationship between local food involvement with the food satisfaction among domestic tourists visiting Kelantan?
H2: There is a significant relationship between local food involvement and food satisfaction among domestic tourists visiting Kelantan, Malaysia.	

Table 5.2: Research Objective 2 & Research Question 2

The findings of hypothesis H2 were examined to respond to RQ2. According to H2, local food engagement and meal satisfaction among domestic visitors travelling to Kelantan are significantly correlated. According to the results, there is a moderately positive correlation with a p value of .000, which is less than the highly significant level .001. The correlation coefficient is 0.752. H2 approved as a result.

5.2.3 Relationship between perceived value and food satisfaction among domestic tourists visiting Kelantan, Malaysia.

Research question 3 of this study asked about any relationship between perceived value and food satisfaction among domestic tourists visiting Kelantan? This is also to answer the third objective and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between perceived value and food satisfaction among domestic tourists visiting Kelantan.	Is there any relationship between perceived value with the food satisfaction among domestic tourists visiting Kelantan?
<p>H3: There is a significant relationship between perceived value and food satisfaction among domestic tourists visiting Kelantan, Malaysia.</p>	

Table 5.3: Research Objective 3 & Research Question 3

To respond to RQ3, the findings of hypothesis H3 were examined. According to H3, among domestic tourists travelling to Kelantan, there is a significant correlation between perceived value and culinary pleasure. The results demonstrate a moderately positive correlation with a p-value of.000, which is less than the highly significant level of.001. The correlation coefficient is 0.928. H3 was therefore approved.

5.3 LIMITATIONS

An important and substantial step for finishing the study has been encountered throughout the entire project. However, allowing this research to proceed as planned has some inherent constraints. The current study has significant shortcomings that must be observed. The first drawback of this research project was the time limit of many months required to finish the whole data gathering. The researchers made every attempt to contact the respondents in as little time as possible.

Furthermore, respondents' unwillingness to participate in answering the online questionnaire. Online questionnaires released over WhatsApp and Instagram had minimal response. To persuade respondents to complete this survey, researchers had to submit it again and urge them to do so.



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5.4 RECOMMENDATIONS

5.4.1 RECOMMENDATION FOR TOURISM STAKEHOLDER

However, Kelantan is a popular tourist destination, with a bigger number of visitors from foreign nations. The majority of the attendees are ordinary individuals. To sustain Kelantan's reputation as a Malaysian tourist destination, the Malaysian tourism industry's management must comprehend these qualities and behaviours.

To attract domestic visitors, they should examine their preferences. If tourism managers and operators focus solely on international visitors without considering domestic tourists, i.e. tourists from Kelantan itself, they risk misinterpreting market developments and allocating resources inefficiently. By providing first-time tourists with a good overview of Kelantan.

Tourists who have had a positive experience in Kelantan can return to their individual residences in Kelantan or in other states. Visitors who are satisfied with their vacation are invited to return. Furthermore, the beauty of the location, such as nice and tasty cuisine and an affordable price, may make Kelantan a more appealing tourist destination by influencing satisfaction and intention to return. Stakeholders such as state government businesses or non-governmental organisations must continue to make efforts to create more appealing tourist destinations and attractions.

5.4.2 FUTURE STUDY

The current study has a significant weakness that must be noted. The weaknesses of this research project are the data collection that took months to collect data, and even then, this study was made using only 200 respondents and not the original 384 respondents. This may be due to the unwillingness of individuals to answer the survey that was made and may also be due to the clash of dozens of surveys conducted by other groups.

The researchers made every attempt to contact respondents as soon as possible. Things that may be changed or improved for future studies is that researchers can further diversify the data collection methods such as collecting data online and offline. This is because it will be able to further expand the scope of data collection, as evidenced by the data collected from the older group compared to the data that was successfully collected among young people because maybe those who are older are not skilled and do not know how to use any method online.

In addition, researchers also need to spread surveys with the purpose of collecting data earlier than what researchers are doing now. As stated earlier, the difficulty in collecting data is due to the clash of surveys from dozens of groups, which causes respondents to only choose a few surveys to answer and leave the rest of the surveys.

And last but not least, researchers need to announce the survey repeatedly in each chat group on their respective social media and if necessary, chat in person to ask respondents to answer the questions. That's one of the things that may be considered for researchers to repair the weaknesses for future study to come.

5.5 CONCLUSION

In conclusion, this research was carried out to study the food-related motivation, perceived value and involvement of local food on food satisfaction among domestic tourists who consume local food in Kelantan. The influential factors (independent variables) among domestic tourists who consume local food in Kelantan include food-related motivation, local food involvement, perceived value, and food satisfaction among domestic tourists who consume local food in Kelantan. To answer this questionnaire, the researcher used a Google Form among 200 respondents who traveled and visited Kelantan. Quantitative methods are also used by the researcher to collect all the data and information. Additionally, the researcher reached out to respondents all over Malaysia using Google Forms. This is because respondents find it easier to answer all questions when using this Google form, and researchers can save time and money by using this method.

The results of the questionnaire survey were analysed using a variety of methods, including frequency analysis, descriptive analysis, reliability analysis, and Pearson correlation analysis. Following that, the results obtained in the previous chapter, as well as all data from the questionnaire, were evaluated using the software program Statistical Package for the Social Science (SPSS). Researchers use this software program because it makes it simple to see all of the results.

Finally, it is more about summarizing and drawing conclusions based on data analysis. All hypotheses (H1, H2, and H3) are supported for this study. Furthermore, limitations and recommendations have been implemented for this research and can be used in future studies. As a result, all of the information provided throughout this research is expected to assist the next researcher.

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