UNIVERSITI MALAYSIA KELANTAN

TOURIST SATISFACTION TOWARDS LOCAL HERITAGE FOOD IN PULAU PINANG

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ABSTRACT

The goal of this article is to determine tourist satisfaction with heritage food on Pulau Pinang. The primary study question to be investigated is the influence of tourist satisfaction on local heritage food. Based on the findings of the study, the researcher learned about tourist satisfaction with local heritage foods in Pulau Pinang. This study employs quantitative research with 390 questionnaire delivered to participants. Data was acquired via reaching out to participants via online survey through Google form and SPSS software was used to analyse the data received from the respondents. The implications and recommendations are also presented for future researchers who may perform similar studied in the near future.

Keywords: Heritage Food, Students, Tourist Satisfaction, Food Image, Destination Image, Service Quality

ABSTRAK

Matlamat artikel ini adalah untuk menentukan kepuasan pelancong terhadap makanan warisan di Pulau Pinang. Persoalan kajian utaman yang ingin dikaji ialah pengaruh kepuasan pelancon terhadap makanan warisan tempatan. Berdasarkan dapatan kajian, pengkaji mengetahui tentang kepuasan pelancong terhadap makanan warisan tempatan di Pulau Pinang. Kajian ini menggunakan kajian kuantitatif dengan 390 soal selidik dihantar kepada responden. Data diperoleh melalui jawapan responden melalui tinjauan dalam talian melalui Google form dan perincian SPSS digunakan untuk menganalisis data yang diterima daripada responden. Implikasi dan cadangan juga dikemukakan untuk penyelidik akan dating yang mungkin melakukan kajian serupa dalam masa terdekat.

Kata Kunci: Makanan Warisan, Pelajar, Kepuasan Pelancong, Imej Makanan, Imej Destinasi, Kualiti Perkhidmatan

VIII
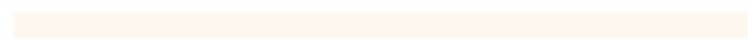
CHAPTER 1 INTRODUCTION

1.1   INTRODUCTION

The first chapter discusses the background of the study of this research, the research question, and the research objective. After that, it is also addressed the scope and limitations of the study as well as its significance of the study. The topic of the research is tourist satisfaction towards the local heritage food in Pulau Pinang. Basically, local cuisines play a vital role in creating tourist destinations places, boosting tourism, and becoming one of the tourism product attractions. The purpose of this paper is to identify tourist satisfaction the intention on local food heritage at Pulau Pinang (Penang).

1.2   BACKGROUND OF THE STUDY

In his opinion, McCoy (2012) explains that food heritage is somewhat ambiguous because it depends on individuals, time, and place. According to Lyons (2012), traditional food consists of vegetables, fruits, and livestock in a natural way that suits the regional climate. Through the view from Chabrol and Muchnik (2011) the cultivation of traditional heritage food with product production techniques and local skills such as cheese making, rice wine, and even chocolate. According to Wahid, Mohamed, and Sirat (2009), food associated with traditional or classic food must continue to be practiced by all generations of society without changing the original taste and flavor of the food. This is because heritage food can reflect the history of food for the community over a period. A food heritage that holds its own value in preserving and educating visitors about local history and creating a true sense of place.

Heritage Commissioner of the National Heritage Department, Prof Datuk Zuraina Majid stated that food heritage is based on two categories. The first category refers to synonymous or common foods from our lives while the second consists of foods that are almost extinct. Mohammad and Chan, (2011) stated that heritage foods have two categories. The first category refers to foods that represent a country or a community while the second category of heritage foods such as pot steamed glutinous rice and baked fish with clay are some examples of heritage foods that are slowly fading away due to unique cooking methods, recipes, and preparation techniques. The meal (Wo, 2009).

Heritage care is difficult because it is linked to history, values, community rules, and behavior. But now, Malaysia has announced more than 100 kinds of favorite foods of the community that have been announced as national heritage foods. There are seven categories of heritage food consisting of rice: rice, side dishes, snacks, appetizers, cakes, desserts, and drinks (Heritage, 2012).

Accordingly, Penang is the best example that has successfully promoted food tourism in Malaysia. The state of Penang is famous for its variety of foods that many love, such as Nasi Kandar with its history, assam laksa, parsembor, and others. Although this food is gaining high popularity among tourists and its fans, food suppliers should take care of the importance and quality of food offered by them.

1.3   PROBLEM STATEMENT

Every tourist who comes to travel to a state has high expectations to try the local heritage food sold in Penang. They will also choose a place that is beautiful, has a beautiful view and is clean. However, there are also stores that do not meet the standards set by the health department. "Hygiene refers to conditions and practices that help to maintain health and prevent the spread of diseases" (WHO).

The hygiene of food, also referred to as food hygiene, is the practice of handling, preparing, and storing food and beverages in a way that reduces the probability that consumers will contract an illness caused by food. This means that proper food hygiene is essential not only at restaurants, retail stores, and food factories but also at home. The general public is becoming more and more aware of food safety, and media outlets are reporting on food outbreaks and recalls much more often. Food hygiene must include proper food hygiene. It describes activities such as food preparation, storage, and cooking that directly involve food. Good practices in these areas ensure that customers receive food that is safe and as described.

The restaurant or shop that sells traditional food in Penang is one of the important attractions to attract the attention of tourists to come try and buy food at their restaurant or shop. This is said because tourists are interested and want to try various things that are sold in restaurants However, the health risk of tourists is also taken into account if the food provided by a restaurant does not maintain cleanliness and can cause poisoning. Traders who do not maintain cleanliness in the preparation of food and drinks may be subject to action by the health department. Such concerns were reflected in the article by Penang 2030, based on the article

the Penang Island City Council had ordered the closure of three restaurants in Balik Palau in July 2022 after rat droppings were discovered on their permits.

In addition, the quality of service also plays an important role in attracting visitors to come to a restaurant. This is said because the owner of a shop or restaurant needs to provide quality service, but there are also some shops that provide less satisfactory service to customers. This causes tourists who come to travel especially in Penang to feel less satisfied and give less satisfactory response to the shop or restaurant. In addition, some employees do not communicate well with customers. If communication is not shown by employees, tourists also feel less satisfied and are not interested in visiting the store or restaurant again. Therefore, employers have to play an important role to ensure that employees provide good and quality services to tourists. 'Service quality is a focused assessment that reflects the customer's perception of certain service dimensions, namely reliability, responsiveness, assurance, empathy, tangibles.' (Zeithaml 2003). Therefore, this study is designed to investigate the relationship between service quality and food hygiene in the context of tourist satisfaction towards local heritage food in Pulau Pinang.

1.4 RESEARCH OBJECTIVES

1) To identify the relationship between food image and tourist satisfaction on local heritage food in Pulau Pinang.
2) To identify the relationships between destination image and tourist satisfaction on local heritage food in Pulau Pinang.
3) To identify the relationships between service quality and tourist satisfaction on local heritage food in Pulau Pinang.

1.5 RESEARCH QUESTIONS

1) Is there a relationship between food image and tourist satisfaction on local heritage food in Pulau Pinang?
2) Is there a relationship between destination image and tourist satisfaction on local heritage food in Pulau Pinang?
3) Is there a relationship between service quality and tourist satisfaction on local heritage food in Pulau Pinang?

1.6 SIGNIFICANCE OF THE STUDY

This study may be used to better assess visitor acceptability of cultural foods in Pulau Pinang. The cuisine scene on Pulau Pinang is virtually legendary with many people travelling long distances merely to sample the island's exquisite treats. Local heritage food knowledge has piqued the interest of all generations of tourist visiting Pulau Pinang. Some organizations must study this subject and be able to take preventative action so that Malaysians and visitor do not forget about the native heritage food on Pulau Pinang.

This study will help an industry that holds research to criteria other than academic publications, namely financial returns. The diverse preferences of all generations regarding local heritage food in Pulau Pinang were also included. Local heritage food in Pulau Pinang face issues that threaten cultural and identity of their food. Exposing students to this research will provided them with a distinct viewpoint than simply presenting journal themes or working in academic publications.

1.7 DEFINITION OF THE TERM

1.7.1 FOOD IMAGE

Food image is an important part of Malaysian culture and has been utilized to advertise ethnic food and tourism in the nation. Since food is a symbol of Malaysia's culture and ethnic groups, preserving the authenticity of the country's native cuisine is essential to its development

as a tourist destination. Food taste, food quality, food safety, and many other factors are further components of food image (Intan, 2018).

1.7.2 DESTINATION IMAGE

A destination image can be characterized as a notion that encompasses the visitors' and tourists' perceptions of the location (Hanan & Abd Hamid, 2017). The emphasis of a destination's image is primarily on its distinctiveness, appeal, and what it can provide or supply for travelers. Tourists base their decisions on the perceived quality of the place, which is important in determining their travel plans and influencing their pleasure (Intan , 2018).

1.7.3 SERVICE QUALITY

Service quality is the provision of outstanding service in relation to meeting client satisfaction (Ramya, 2019). To gauge how well specific tourism services were provided, service quality is crucial. SERQUAL is a tool that may be used to evaluate service quality, claims Parasuraman (1988). It comprises four dimensions, including Assurance, Empathy, Reliability, and Responsiveness. Some restaurants and financial organizations are now using SERQUAL to evaluate customer-provider relationships.

1.7.4 TOURIST SATISFACTION

Tourist satisfaction is defined by (Severt, 2017) as the degree of the visitor's fulfilment delight resulting from the trip experience regarding a product or service characteristic that satisfies the visitor's wants, intentions, and desires in connection with the trip. Comparison of the customer's expectations prior to and following consumption results in satisfaction. In the context of tourism, satisfaction is usually understood as a result of pre- and post-travel expectations and experiences.

1.8   SUMMARY

In this chapter, the researcher briefly explained about the background, problem statement research questions and research objectives. Moreover, researcher has explained also about the scope and significant of the researcher. This researcher continue by reviewing literature in the next chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The main objective of this study is to analyze the various factors that influence the tourism and food image of Pulau Pinang. These include the service quality of the local heritage food, the satisfaction of the tourists, and the destination image. The chapter also discussed the findings of the research and its conceptual framework.

2.2 DEPENDENT VARIABLE

2.2.1 TOURIST SATISFACTION

In the context of tourism, satisfaction is typically understood as the result of pre- and post-travel expectations and experiences. When experiences surpass the visitor's expectations, they are satisfied; however, if the visitor is unsatisfied, disappointment is what can be anticipated.

Tourist satisfaction is defined by Severt et al. (2017) as the degree of the visitor's fulfillment delight resulting from the trip experience regarding a product or service characteristic that satisfies the visitor's wants, intentions, and desires in connection with the trip. In the context of tourism, satisfaction is typically understood as the result of pre- and post-travel expectations and experiences. When experiences surpass the visitor's expectations, they are satisfied; however, if the visitor is unsatisfied, disappointment is what can be anticipated (Chen & Chen, 2010; Reisinger & Turner, 2012). From the discussion above, it is clear that the satisfaction of tourists is influenced by two different factors: first, it is related to the expectations the tourist had prior to the trip; and second, it is referred to the tourist's defense of the services received after the trip, which is based on actual experiences.

Swan and Combs (2012) asserted contentment to be a post-purchase attitude as well. Westbrook (2012) first proposed the idea that the pre-purchase, purchase and post-purchase stages of acquiring products and/or services entail cognitive and emotive characteristics that contribute to customer satisfaction. Although there are numerous other conceptualizations, it

is generally agreed that customer satisfaction is a judgment made after a service encounter in which goods and/or services are exchanged (Yi, 2014). This evaluation of satisfaction is quite varied. The fact that customer satisfaction differs from customer to customer, interaction to interaction, and firm to company supports the need for new viewpoints on the topic inside and between industries.

2.3 INDEPENDENT VARIABLE

2.3.1 FOOD IMAGE

Penang has long been famous for its variety of cuisine and street food and there is also a night food market. Penang is known for having the best hawker food in Malaysia. It is common for both foreign tourists and domestic tourists to travel around the island to enjoy *Char Koay Teow, Nasi Kandar, Pasembor* and *Laksa* as soon as they arrive, even after a very long journey. According to Correia et al. (2008), food indeed has a very important role in spending from tourists, because it is a large part of the daily needs of tourism. Tikkanen (2007) says that food is an attraction, product component, experience, and cultural phenomenon.

The variety of food available, shows that tourists can taste different types of food when in the state of Penang. According to Mstar (2016), Penang has been recognized as the world's best food destination, surpassing other destinations such as Bangkok and Paris. Kim et al. (2012) have also identified that there are nine motivational factors that can be linked to the selection of local food, namely enjoyable experience, escape from routine, health awareness, knowledge, learning, authentic experience, togetherness, sensory stimulation and physical environment. In the opinion of Levitt et al (2017) through a study of local food selection among tourists found that most choose local food based on: exploration of local culture, authentic travel experience, opportunities to learn and obtain information, status and prestige, influence from referred groups and perceptions subjective.

Quan and Wang (2004) stated that food can provide a unique experience and pleasure to travel. In particular, food can also enhance the student experience to the fullest and can be the 3 most memorable parts of the trip. Therefore, the food of a destination can represent the image and special features of the destination (S. Ab Karim & Chi, 2010).

Penang street food is among the best in the world. Street food or hawker food offers an extensive list of very affordable dishes with many of them having a 'famous' status with locals who will travel to the centre of the island to enjoy a particular dish. Visitors can choose from

Chinese, Malay, Indian and Nyonya styles but even within these broad categories, there are many variations on the theme – for example, Chinese options range from Cantonese to Hong Kong, Hokkien and Szechuan and more.

2.3.2 DESTINASTION IMAGE

According to Cohen (2004), even though they travel thousands of miles to Penang, tourists can see many possibilities and feel at home there. As a result, it should be very important to promote Penang, including its food attractions. As a result, when enough information reaches potential tourists, they will be interested and want to visit to experience it first-hand. In addition, Penang is one of Asia's most popular destinations and is known as a "food paradise." Every year, events like the Penang Festival draw tourists who are interested in traveling there. For food lovers whether local tourists or foreign tourists, Penang is a mustvisit place because there are many types and variations of traditional heritage food as well as western food. Due to the diversity of food in Penang, it is now known as a food paradise among Penang residents and tourists. In addition, it is recognized as a famous street food that combines Malay, Chinese, Indian, Arabic, Siamese, and European cuisine. Heritage food can be offered with various tastes resulting from cultural and ethnic differences.

Social interaction, the natural environment and culture, lodging and transportation, infrastructure, food, friendly people, physical facilities and recreational activities, as well as bars and nightlife, have been identified as attractions. In terms of the food, Penang has a lot to offer, including history, entertainment, and interesting beaches. According to Mohammed and Som (2010), Penang is a modern, safe state with good access. On the other hand, worldrenowned food writer, magazine editor, and reality cooking show judge (James Oseland) has claimed Penang is the world's best food destination. He said that although the environment of Penang has undergone major changes, the quality of the food is still maintained due to the competition between other restaurants to serve the best food T. Ruxyn (2016).

Tourism Malaysia categorizes Penang into several categories. Among them are cultural tourism, adventure, beach, medical tourism, and agricultural tourism, food tourism, and many more. As such, being able to offer international visitors many different experiences, local heritage cuisine will be an intangible destination; because it allows tourists to have an authentic cultural experience (Zainal et al., 2010). Therefore, this study will focus more on the

relationship between food image, food destination, and service quality from the perspective of domestic tourists and international tourists.

Other researchers say that the image of food and food destinations in tourism is fast becoming a popular field in the country's tourism industry today (Kim et al., 2011). The availability of food in cultural diversity (Mohamad & Som, 2010), (Chang, 2013) can be increasing the interest of tourists to visit a place. Next, local cuisine will be able to add value to the traditional tourism experience, especially for tourists looking for new experiences (UNWTO, 2017). As the image of food in the tourism industry develops, it becomes one of the most creative and dynamic segments of tourism. This contributes to the rapid development of destinations and regions for the tourism industry.

2.3.3 SERVICE QUALITY

"Service is defined as an activity or action performed or offered by one party to another party where both gain from each other. Service can also be associated with a product whether it is a tangible or intangible product." Philip Kotler (1997). In addition, according to Zeithaml (2008) "Service quality is a focused assessment where it reflects a customer's perception of the service, namely ability, assurance, empathy, responsiveness and tangibles"

One of the key components for travellers is service quality. This is said to be the case because tourists are concerned about the quality of service in a shop. When a shop's service is good, quick, and treats customers well, customers will feel at ease returning to that shop when they visit Penang. In order to draw numerous consumers to that shop, the food offered must also be clean because it must be prepared in a clean environment. Employers must also play a significant role by training staff members from the start so that they can easily interact with visitors who come to Penang in search of the local cuisine. This includes teaching staff members about the importance of providing high-quality service. So that consumers are satisfied and return to the store in the future, employees can offer the highest level of customer care.

2.4 CONCEPTUAL FRAMEWORK

The literature review has prompted the development of a research framework that aims to investigate the satisfaction of tourist toward local heritage food in Malaysia's southern region of Pulau Pinang. A conceptual framework for the study has been created. The variables that are proposed for the research include the food image, the destination image, and the service quality of the local food.
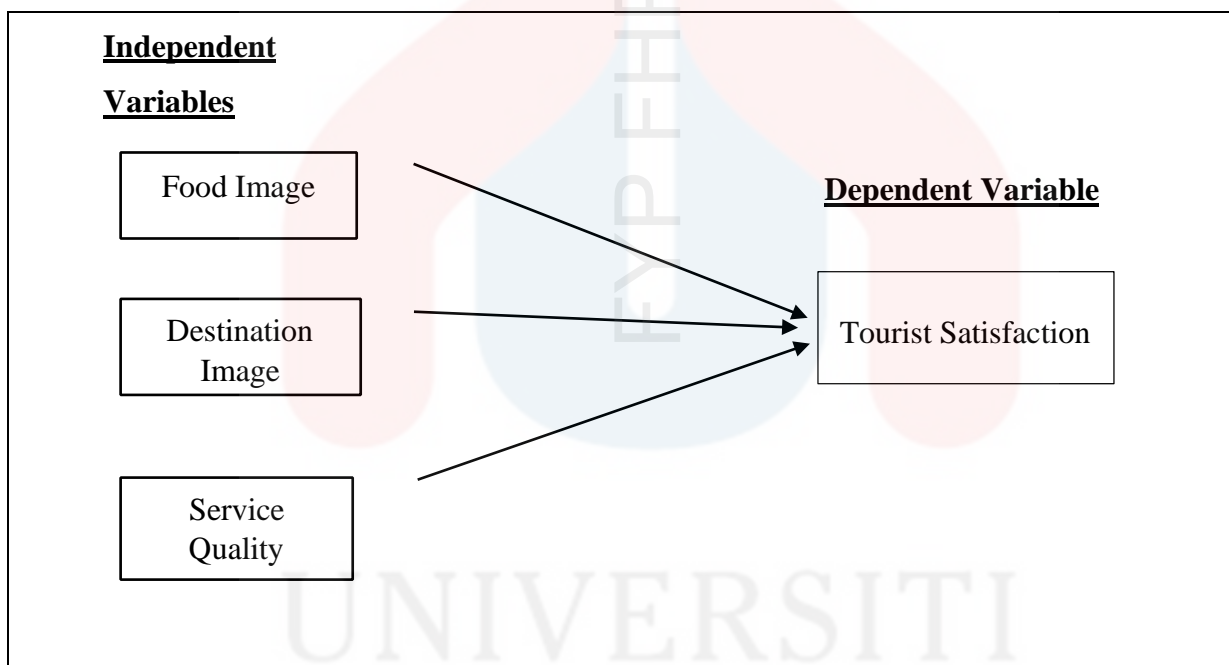
Figure 2.1: Conceptual Framework (Abdullah & Rahman, 2022)

2.5 HYPOTHESIS

The hypothesis in the study is to find out whether there are any correlations or relationship between dependent variables and independent variables:

H1: There is a significant relationship between food image and tourist satisfaction on local heritage food in Pulau Pinang.

H2: There is a significant relationship between destination image and tourist satisfaction on local heritage food in Pulau Pinang.

H3: There is a significant relationship between service quality and tourist satisfaction on local heritage food in Pulau Pinang.

2.6 SUMMARY

The debate on visitor satisfaction, food image, destination image, and service quality on local heritage food in Pulau Pinang. Based on the literature review, a study framework has been established to evaluate tourist satisfaction and variables that influence tourist choice of historical food in Pulau Pinang. The suggested independent variables include three factors: food image, destination image and service quality toward local heritage food in Pulau Pinang. The dependent variables is tourist satisfaction with local heritage food in Pulau Pinang. In conclusion, there is connection or link between dependent variables and independent variables.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The researcher discusses the study's methodology in this chapter 3. This research started with the research design and then moved on to the population and sample, where we will talk about the population and sample data, the data method, and the data collection in this section. The research instrument and data analysis come next. The final is a summary of the full research project from chapter 3.

3.2 RESARCH DESIGN

This study was adopted the quantitative method and descriptive research as a research design. Quantitative in research design used a structures questionnaire to collect data from these respondents. The research design was defined as the researcher's method and technical framework, combining the various research components logically to effectively solve the research problem (Bhat, 2018). In the most basic terms, quantitative research methods were related to collecting and analysing structured and numerically representable data. One of the central goals was to establish accurate and reliable statistical analysis metrics (Goertzen, 2017)

3.3 POPULATION AND SAMPLE

3.3.1 POPULATION

The population of interest is the target population of the study to be studied. In research studies, it is often not appropriate or feasible to recruit the entire available population.

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However, to include in their study, researchers will select a sample from the relevant population. In these situations, the goal of the research study is to extrapolate findings from the sample to the entire population. It is crucial to describe the age, ethnicity, socioeconomic situation, level of education, and marital status of the population of interest in the study's research protocol, status of manual labour. Prior to the filing of the ethical application and the beginning of data collecting, certain requirements are established. The key traits of the population that was chosen are the inclusion criteria, which make up the eligibility criterion. A potential respondent is one who satisfies all requirements for study participation. If the respondent meets any one of the exclusion criteria, then they are excluded. A form of exclusion criteria is needed to examine the literature on the topic and distinguish important variables and factors.

Penang's tourism industry started to strengthen since the re-opening of international borders last April after a series of initiatives and campaigns carried out on domestic and international platforms. Chairman of the state's Tourism and Creative Economy Committee, Yeoh Soon Hin, said the number of direct international flights increased from 12 weekly flights in January to 106 weekly flights this month, which is an increase of 783 percent. In addition, he said, the number of international passengers arriving in the state also increased from 1,453 people in January to 58,553 last month. Hotel accommodation rates increased by about 80 to 90 percent.

Penang Tourism and Creative Economy, Yeoh Soon Hin said, towards the end of this year, the country is ready to welcome more visitors not only local tourists but also international tourists from countries such as Thailand, Indonesia and Singapore.

3.3.2 SAMPLE DATA

In research, the use of samples is very important to determine the data collected is accurate. A sample is taken from a group of people, objects or things from a large population to measure data. This sample is part of the population for the researcher to ensure the data obtained from the study conducted. Here the researcher gets a sufficient amount of data to be studied and the data is selected and taken from the respondents using Google form. Respondents for this study are tourists who come to Penang, whether tourists from abroad or from within the country will be taken into account as a sample for this study. Researchers took a total of 384 respondents as sample data for this study from the total number of tourists who came to travel to Penang this year. This data sample was randomly selected by the researcher.

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

Figure 3.1: Krejcie and Morgan 1970

3.4 SAMPLING METHOD

There are two types of sampling method which is probability sampling and sampling with non-probability. Probability sampling consists of five primary approaches which consist simple random sampling, systematic sampling, stratified random sampling, cluster sampling, and multi-stage sampling. For non-probable Sam, pool sampling, judgmental sampling, snowball sampling, self-collection, and ease of use.

In this research, stratified random sampling methodology is to be used when a researcher claims stratified random sampling technique is efficient, quick, and successful as well as the most suitable way to gather data in the sample Stratified random sampling is a method of sampling that involves the division of the population into a tinier subpopulation called strata.

Random samples are then selected from each layer. Age, socioeconomic, civic, religious, educational achievement, and other classifications are under stratified random sampling. In addition, the questionnaire distributes through the web and directly to the targeted sample whereby any incomplete or unreliable response is substituted by the response of other respondents.

3.5 DATA COLLECTION

The data for this study will be collected through Google form questionnaires. Tourists in Pulau Pinang will answer the questionnaires. It will focus on the independent variables, dependent variables, and tourist socio-demographic background.

Since the researcher wants to get the best answers for the research project and give the highest quality for the research conclusion, the researcher will set a minimum age for respondents to verify that they meet all the conditions specified.

A pilot test will be conducted in the early of 2023, and the questionnaire will be distributed. Furthermore, tourist who is on their school holiday or enjoying leisure and recreation will be more likely to respond to the survey because they have free time. In addition to privacy and confidentiality agreements for their response, the questionnaire includes elements that will help Pinang tourists respond to the study's questions

3.6 RESEARCH INSTRUMENT

To carry out this investigation, the researchers devised a questionnaire with four parts to assess the validity of the hypotheses generated. All questions were carefully developed to meet the research study's topic. The table below summarises the factors that were considered and supported in order to assess the food image, destination image, and service quality in relation to heritage food in Pulau Pinang.

Table 3.1 List of section and source

Section	Items	Number of Items	Supporting References
Section A	Demographic	5	Tomic, Deronja, Kalit & Mesic (2018)
Section B	Tourist satisfaction towards heritage food in Pulau Pinang	5	Abdullah, Rahman (2022)
Section C (1)	Food image towards heritage food in Pulau Pinang	5	Abdullah, Rahman (2022)

Section C (2)	Destination image towards heritage food in Pulau Pinang	5	Abdullah, Rahman (2022)
Section C (3)	Service quality towards heritage food in Pulau Pinang	5	Abdullah, Rahman (2022)

3.6.1 Question used in section A for the questionnaire

Section A was designed to gather demographic data from respondents. Gender, age, marital status and race are all important considerations. The things in the list were presented in the table.

Table 3.2: Section A (Demographic)

Aspect	Question
Demographic	1. Age What is your age? 2. Gender What is your gender? (Male/Female) 3. Ethnicity What is your ethnicity? (Malay/Chinese/Indian, etc) 4. Type of travel What is the type of travel choose? (Solo/Group/Family, etc) 5. Marital Status What is your status? (Married/Single, etc)

3.6.2 Question used in Section C for questionnaire

Section C was designed to survey acceptability of heritage foods using a five-point Likert scale ("5 = strongly disagree", "5 = strongly agree"). Respondents must answer 5 questions that have been changed to reflect the independent variable, which is tourist satisfaction with heritage food in Pulau Pinang.

Table 3.3: The five point Likert scale

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

Table 3.4: Section C (The Tourist Satisfaction towards Heritage Food in Pulau Pinang)

Aspect	Questions
The Tourist Satisfaction towards Heritage Food in Pulau Pinang	1. I like and enjoy the taste of the food. 2. I will tell people about the food. 3. I am delighted with the overall quality of the food. 4. I will still eat the food in the future. 5. I will bring other people to taste the food.

3.6.3 Questions used in Section B for the questionnaire

Section C was designed to assess the dependent variables that determine visitor satisfaction with heritage food in Pulau Pinang using a five-point Likert scale ("5 = strongly disagree", "5 = strongly agree"). Respondents must answer 15 questions that have been changed to reflect the three independent variables, which are food image, destination image and service quality.

Table 3.5: Section B (The Food Image, Destination Image, and Service Quality on Heritage Food in Pulau Pinang)

Aspect	Question
1. The Food Image on Heritage Food	1) The authenticity of the food influenced me to try the heritage food. 2) Eating Pulau Pinang local food adds to my visiting enjoyment. 3) The price of the food is reasonable. 4) Penang food can give me pleasure. 5) I experienced the culture of Pulau Pinang through its foods.

2. The Destination Image on Heritage Food	1) I will definitely explore more on other hidden Pulau Pinang's product and services in the future. 2) Pulau Pinang is a good destination for food tourist. 3) I will definitely return to Pulau Pinang for gastronomy. 4) During my travel, I noticed a trend of people purchasing heritage food. 5) Pulau Pinang will always be my first choice for food travelling.
3. The Service Quality on Heritage Food	1) The serving style and food presentation are attractive 2) The atmosphere, lighting, music decorations are attractive. 3) Pulau Pinang food contributes to the quality of my visiting experience. 4) The restaurants in Pulau Pinang mostly had good services. 5) Customers are satisfied with the services provided.

3.7 DATA ANALYSIS

The purpose of this section is to provide an explanation of the data used to accomplish the study's goals. This chapter will present the analyzed research data as well as the statistical analysis's findings. The research's findings are presented in tabular form. Descriptive statistics, reliability tests, and Pearson correlation are the three types of analysis utilized in research studies. The researcher organized, edited, and categorized the questionnaire data using computer software like Statistical Package for the Social Sciences (SPSS) for data interpretation. Researchers can quickly and accurately calculate information to this computer software.

The variables were analyzed and the respondents' biographical information was described using descriptive analysis. In order to determine the relationship between the variables in this study, reliability tests were carried out. According to Bewick et al. (2003), the data were analysed using the independent and dependent variables and the Pearson Correlation Coefficient.

3.7.1 DESCRIPTIVE ANALYSIS

This study employs descriptive statistics to provide an explanation of the exam's fundamental highlights. It gives a concise summary of the sample and its measurements. This is done in descriptive statistics to explain what the data mean or show. It has been used to demonstrate quantitative descriptions that can simplify a lot of data for researchers. The mean value for each variable was determined using descriptive statistical analysis. Descriptive statistics are used to give a realistic quantitative description. Descriptive analysis interprets the properties of the sample order and uses mathematical sums like the mean and median. Statistics for descriptive analysis make it easier for researchers to collect a lot of data. Many data are reduced to a more concise summary by each descriptive statistic (Publo Subong et al., 2005).

3.7.2 RELIABILITY TEST

A reliability test and an analysis of the collected data must be carried out. The reliability test measures how satisfied tourists are with Penang's heritage and local cuisine. According to Jansen et al. (2003), reliability measurement is used to investigate the reliability of respondents' input. If the scale is widely used, different proportions are determined by reliability analysis methods. Additionally, details about the relationship between the scale's items and people are provided.

A metric to demonstrate that it is considered ideal to use a reliable instrument to obtain data is known as reliability assessment. The study's level of validity is demonstrated by the reliability test. The researcher's confidence in the score they got in this study increased the more trustworthy the scale measurement was. According to Phelan & Wren (2005), the primary objective of the reliability test is to examine the survey's information's reliability and the stability of the collected data.

3.7.3 PEARSON'S CORRELATION

The link between two variables examined in a study is measured by the Pearson correlation coefficient, a test statistic. The covariance approach is the ideal strategy to utilise when attempting to measure the relationship between two variables of interest. Additionally, it offers precise details about the strength of the association or correlation as well as details about the direction of the relationship in a specific study.

In this study, the link between the dependent and independent variables is determined using Pearson correlation. In order to determine how closely or distantly these two variables are related, the researcher utilised the Pearson correlation. A researcher can develop a hypothesis based on the analytical data they have gathered and then test it to determine if the results are positive or negative. Customer satisfaction with the food is the dependent variable, and food image, destination image, and service quality are the independent variables. The goal of this study is to evaluate the correlation and decide if it is statistically significant or not, as well as whether the researcher's hypothesis will be accepted or rejected

3.8 SUMMARY

In this chapter, the researcher addresses the dependability of the variables employed in the study technique. As a result, this research study is critical. This chapter employs the descriptive statistic, reliability test, and Pearson's correlation. This study, as previously stated, is exploratory research into the relationship between University Malaysia Kelantan students and heritage food and it paves the way for future heritage food research.

CHAPTER 4

FINDINGS

4.1 INTRODUCTION

This topic about the discussion of research finding. Thus, the objective of this research is to identify the relationship between the food image, destination image, service quality towards tourist satisfaction on local heritage food in Pulau Pinang.

4.2 RESULT OF FREQUENCY ANALYSIS

Table 4.1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	117	30
Female	273	70
Age		
< 20 years old	39	10
21 – 30 years old	273	70
31 – 40 years old	56	14.4
41 and above	22	5.6
Race		
Malay	285	73.1
Chinese	49	12.6
Indian	39	10

Others	17	4.3
Marital status		
Single	265	67.9
Married	111	28.5
Others	14	3.6
Type of travel		
Solo	49	12.6
Group	172	44.1
Family	169	43.3

The table above shows the frequency analysis of respondents. Out of 390 respondents, the majority of the respondents are females, which accounted for 70% of the total sample. The minority of the respondents are male which contain 117 respondents, equal to 30%. Respondents aged below 20 years old are 39 person which is 10%. 273 out of 390 respondents were mostly aged 21 to 30 years old which is 70%. While respondents aged 31 to 40 years old equivalent to 14.4%. Respondents aged 41 and above are a minority of 22 people equivalent to 5.6%.

Gender of Respondents

Male Female

Age of Respondents

< 20 years old 21 - 30 years old
31 - 40 years old 41 and above
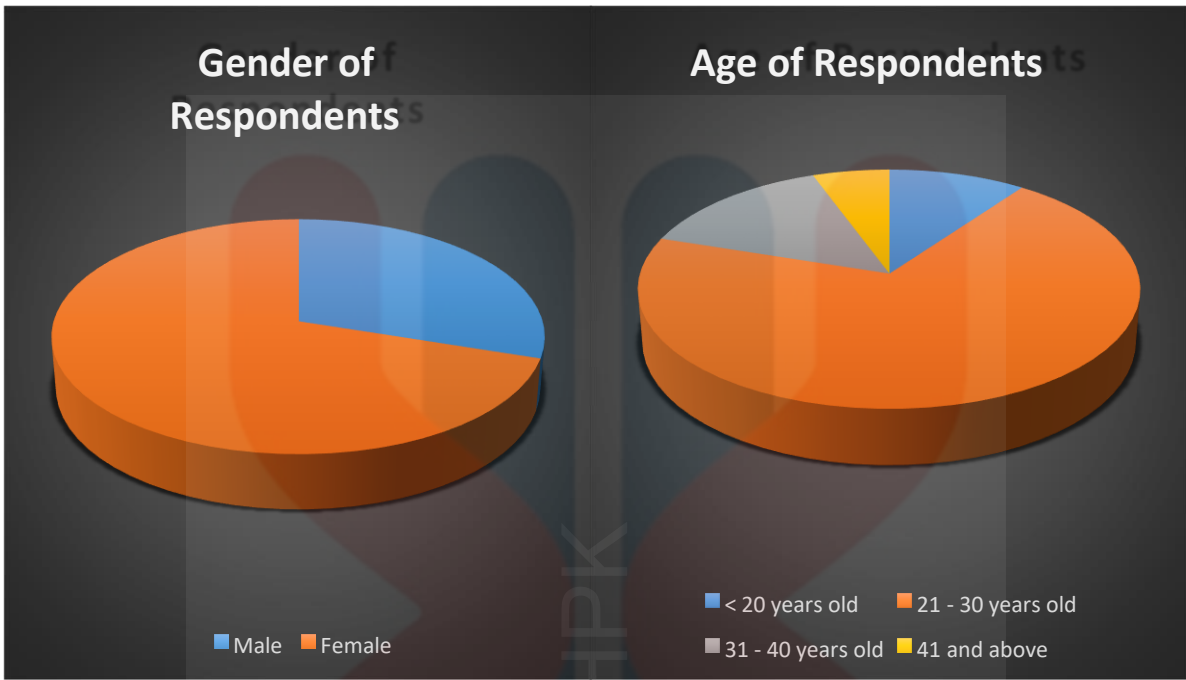
As for race or ethnicity, Malays have the highest number of respondents which is 285 out of 390 respondents equal to 73.1%, while the lowest number is other ethnicity which is 17 respondents equal to 4.3%. Chinese ethnicity has 49 respondents which is 12.6% and Indian ethnicity has 39 respondents which is 10%. In terms of marital status, 265 out of 390 the majority of respondents is single which is 67.9%. 111 respondents were married equal to 28.5%. The rest of that is others were 14 respondents which is 3.6%.

Race of Respondents

Malay Chinese Indian Others

Marital Status of Respondents

Single Married Others
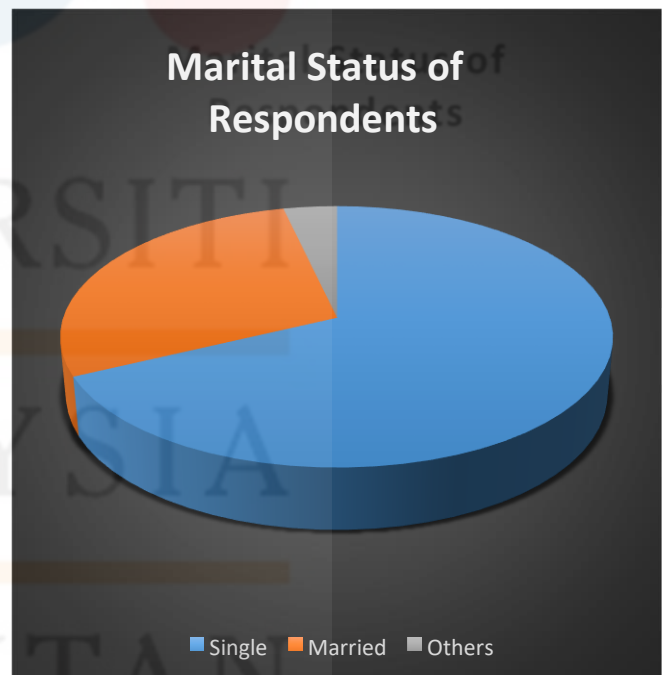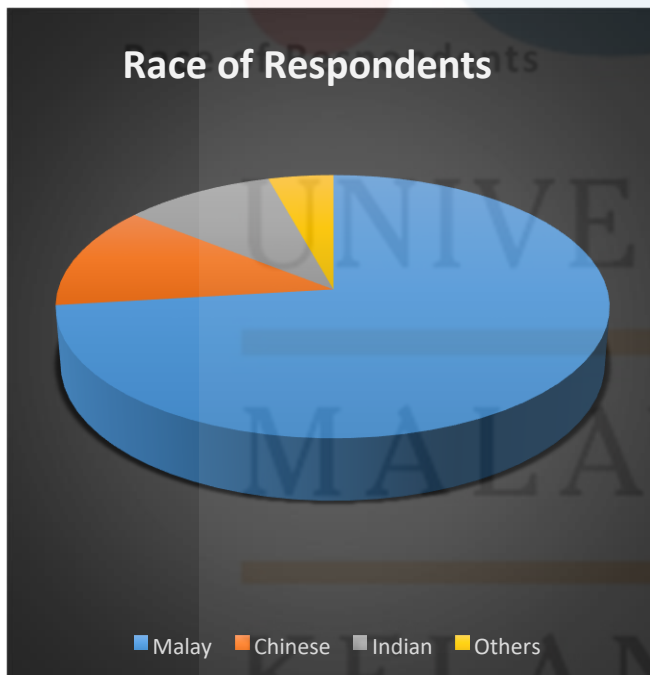
The type of travel of most respondents is a group traveler which is a total of 172 respondents equal to 44.1%, while the least number of respondents is solo traveler which is 49 respondents equal to 12.6%. As for the family traveler is 169 respondents equal to 43.3%.
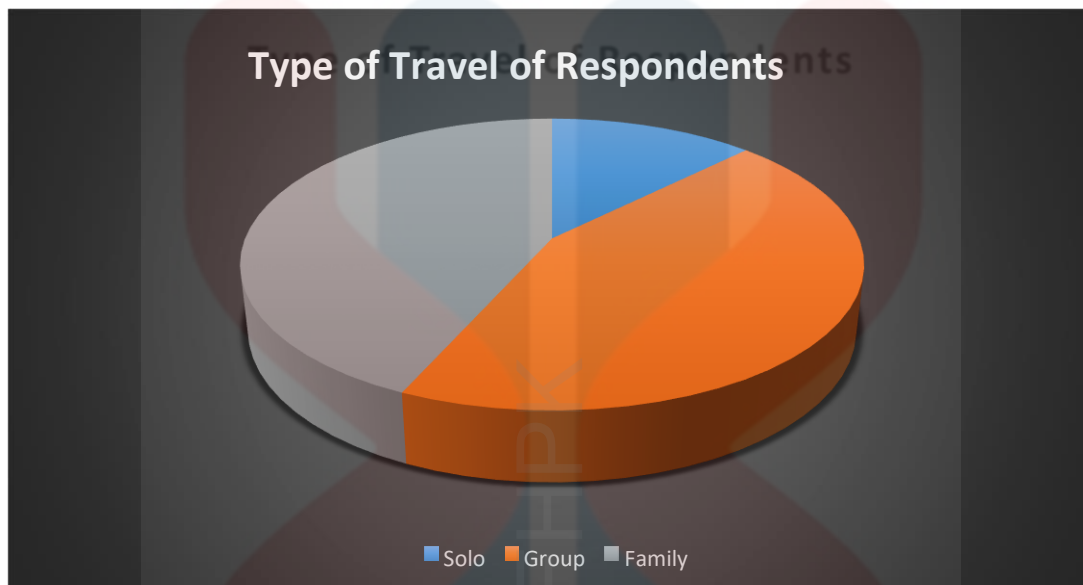
4.3 RESULT OF DESCRIPTIVE ANALYSIS

Table 4.2: Descriptive Analysis

Variables	Items	Mean Score	Standard Deviation
Food Image on Heritage Food	The authenticity of the food influenced me to try the heritage food.	4.33	0.636
	Eating Pulau Pinang local food adds to my visiting enjoyment.	4.30	0.682
	The price of the food is reasonable.	4.08	0.899
	Penang food can give me pleasure.	4.32	0.680
	I experienced the culture of Pulau Pinang through its foods.	4.32	0.702
Destination Image on Heritage Food	I will definitely explore more on other hidden Pulau Pinang's product and services in the future.	4.34	0.630

	Pulau Pinang is a good destination for food tourist.	4.27	0.636
	I will definitely return to Pulau Pinang for gastronomy.	4.30	0.710
	During my travel, I noticed a trend of people purchasing heritage food.	4.34	0.654
	Pulau Pinang will always be my first choice for food travelling.	4.33	0.739
Service Quality on Heritage Food	The serving style and food presentation are attractive.	4.29	0.726
	The atmosphere, lighting, music decorations are attractive.	4.24	0.714
	Pulau Pinang food contributes to the quality of my visiting experience.	4.34	0.679
	The restaurants in Pulau Pinang mostly had good services.	4.27	0.756
	Customers are satisfied with the services provided.	4.39	0.632
Tourist Satisfaction towards Heritage Food	I like and enjoy the taste of the food.	4.36	0.628
	I will tell people about the food.	4.32	0.598
	I am delighted with the overall quality of the food.	4.39	0.672
	I will still eat the food in the future.	4.39	0.664
	I will bring other people to taste the food.	4.55	0.676

Table above shows the mean and standard deviation for the variables food image, destination image, service quality and tourist satisfaction towards local heritage food in Pulau Pinang based on the survey involving 390 respondents. The highest mean value of independent variables for the food image was obtained by question 1 with 4.33, where the respondents agreed that heritage food is famous to try or eat. Then the lowest mean value belongs to question 3 with 4.08, where the respondents quite agree with the reasonable price that been offered to the customers.

As for the destination image, the highest mean value was obtained question 1 and 4 with 4.34, where the respondents agreed that they will explored more about the hidden places in Pulau Pinang and they also noticed a trend of people purchasing heritage food. The lowest mean value belongs to question 2 with 4.27, where the respondents agreed that Pulau Pinang is a good destination for food tourist.

Meanwhile, the highest mean value for service quality was obtained question 5 with 4.39, where the respondents agreed that they satisfied with the services provided and the lowest mean value belongs to question 2 with 4.24, where the respondents agreed that the atmosphere, lighting, music decoration are attractive.

Next, the highest mean value for the dependent variable of tourist satisfaction towards local heritage food was obtained by question 5 with 4.55, where the respondents agreed that they will bring other people to try the heritage food in Pulau Pinang. The lowest mean value belongs to question 2 with 4.32, where the respondents will tell other people about the heritage food in Pulau Pinang.

4.4 RESULT OF RELIABILITY TEST

A reliability test is essential for assessing tourists' satisfaction with Penang's heritage and local cuisine. It measures the reliability of respondents' input and determines proportions using reliability analysis methods. Reliability assessment is a metric that demonstrates the study's validity and reliability. The primary objective of the reliability test is to examine the survey's information's reliability and the stability of the collected data. Researchers' confidence in the scale measurement increases as the scale measurement becomes more trustworthy.

Table 4.3: Result Reliability Test

Variables	Cronbach Alpha Coefficient	N of Items
Food Image on Heritage Food	0.732	5
Destination Image on Heritage Food	0.775	5
Service Quality on Heritage Food	0.826	5
Tourist Satisfaction Towards Local Food (DV)	0.759	5

The same instrument set was given to 384 test pilots. Research using Cronbach Alpha shows that this structure results in a high Coefficient Alpha rating of .826, based on the answers to the questionnaire that was distributed and received from 384 respondents. This means that the method used is very effective and efficient and can give more accurate and reliable results.

4.5 RESULT OF REGRESSION ANALYSIS

DV: Acceptance toward tourist satisfaction.

IV: Food Image, Food Destination, Service Quality.

Table 4.4: Regression analysis of tourist satisfaction acceptance toward local heritage food

Variables	Beta: Coefficient Values	Significant: p- values	Result
H1: There is a significant relationship between food image and tourist satisfaction on local heritage food in Pulau Pinang.	1	.001	H1: Supported
H2: There is a significant relationship between destination image and tourist satisfaction on local heritage food in Pulau Pinang.	1.000	.001	H2: Supported

H3: There is a significant relationship between service quality and tourist satisfaction on local heritage food in Pulau Pinang	.711	.001	H3: Supported

From Table 4.4, the regression analysis shows that attitude has a significant level of 1%, which means that an increase in attitude units will increase acceptance by 1 unit positively. Next for the expectation variable showing a significant level of 5%, an increase in the expectation unit will have a positive effect on the acceptance of 0.1000 units. The last is perception where the p-value shows a significant level of 1% which concludes that a unit increase in perception will have a positive effect on acceptance by 0.711 units.

4.6 HYPOTHESIS TESTING

4.6.1 FIRST HYPOTHESIS

Table 4.5: Correlation of First Hypothesis

		IV1	
DV	Pearson correlation		.735
	Sig. (2-tailed)		.001
	N		**384**

**. Correlation is significant at the 0.05 level (2-tailed)

The positive value of Pearson Correlation 0.735 shows the relationship between food image and tourist satisfaction. At the same time, the level of significance of both variables, which is 0.001 indicates very significant and the strength of significance is in the moderate range. From

the results of the study, the researcher can conclude that food image and tourist satisfaction have a positive relationship. Therefore, the researcher accepted the alternative hypothesis.

4.6.2 SECOND HYPOTHESIS

Table 4.6: Correlation of Second Hypothesis

	IV2	
DV	Pearson correlation	.733
	Sig. (2-tailed)	.001
	N	**384**

**. Correlation is significant at the 0.05 level (2-tailed)

Table 4.7 shows that there is a significant relationship between service quality (IV 2) and purchase intention (DV), (r = 0.733 p<0.001). A positive Pearson Correlation value of 0.733 shows that there is a relationship between service quality and purchase intention. At the same time, the level of significance of the two variables which is 0.001 shows that it is very significant, and the strength of the significance is in the medium range. From the results of the study, the researcher concluded that buying intention and service quality have a positive relationship. As such, the researcher rejects the null hypothesis and accepts the alternative hypothesis.

4.6.3 THIRD HYPOTHESIS

Table 4.7: Correlation of Third Hypothesis

	IV3	
DV	Pearson correlation	.679
	Sig. (2-tailed)	.001
	N	**384**

**. Correlation is significant at the 0.05 level (2-tailed)

Table 4.8 shows that there is a significant relationship between service quality (IV 2) and purchase intention (DV), (r = 0.679 p<0.001). The positive value of Pearson Correlation 0.679

shows that there is a relationship between service quality and purchase intention. At the same time, the level of significance of the two variables, which is 0.001, shows that it is very significant, and the strength of the significance is in the medium range. From the results of the study, the researcher concluded that buying intention and service quality have a positive relationship. As such, the researcher rejects the null hypothesis and accepts the alternative hypothesis.

4.7 SUMMARY

This chapter presents the results which answers the three research objective raised in this study followed by hypothesis testing. The results shows that there is a correlation between food image, destination and service quality towards tourist satisfaction on local heritage food in Pulau Pinang.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The researcher discusses the finding, the discussion and recommendation, the limitation, and the summary in this section. The results that support the major goals of the analysis are examined and highlighted in the first section.

5.2 FINDING

5.2.1 Discussion of Objective 1

The primary goal of this study, which is to analyse the relationship between food image and tourist satisfaction towards local heritage food in Pulau Pinang, has been described in chapter 1. In chapter 4, research was done and data gathered. Based on chapter 4, it can be seen that there is positive relationship between food image and tourist satisfaction local heritage food in Pulau Pinang. The findings of the correlation between the independent and dependent variable support hypothesis 1.

Table 5.1: Discussion on objectives 1

Research Objective 1	To analyses the relationship between food image and tourist satisfaction local heritage food in Pulau Pinang.
Research Question 1	What is the relationship between food image and tourist satisfaction local food in Pulau Pinang.
Hypothesis 1	There is a positive relationship between food image and tourist Satifaction local heritage food in Pulau Pinang.

The result of hypothesis 1 in the previous chapter reviewed to answer research question 1. Besides that, H1 stated that there is a positive relationship between food image and tourist satisfaction local heritage food in Pulau Pinang. From the findings, correlation coefficient as much as 0.735 its shows that food image is positive and moderate related to the tourist satisfaction local heritage food in Pulau Pinang.

According to the. Henderson J C, 2016, Food consumption is actually a more complex behavior. For example, differences of personality eating characteristics may lead to a tourist's different behavior and affect their behavior intention. Thus, fully understand the image of food destinations and tourists to re-parade as intention, is a very key factor in tourism marketing.

Food image will make more tourists come to enjoy the food. Because in terms of a food image, you can feel the deliciousness of the food. That's why all tourist more interested with

the picture of food compare check the menu with the picture, tourist can get their own feel to see the how the presentation of food and what of ingredient of every portion the food. For the example, main portion, side dish and so on.

5.2.2 Discussion of Objective 2

The primary goal of this study, which is to analyse the relationship between destination image and tourist satisfaction towards local heritage food in Pulau Pinang, has been described in chapter 1. In chapter 4, research was done and data gathered. Based on chapter 4, it can be seen that there is positive relationship between destination image and tourist satisfaction local heritage food in Pulau Pinang. The findings of the correlation between the independent and dependent variable support hypothesis 1.

Table 5.2: Discussion on objectives 2

Research Objective 2	To analyses the relationship between destination image and tourist satisfaction local heritage food in pulau pinang.
Research Question 2	What is the relationship between destination image and tourist satisfaction local food in Pulau Pinang.
Hypothesis 2	There is a positive relationship between destination image and tourist satifaction local heritage food in Pulau Pinang.

The result of hypothesis 2 in the previous chapter reviewed to answer research question 2. Besides that, H2 stated that there is a positive relationship between destination image and tourist satisfaction local heritage food in Pulau Pinang. From the findings, correlation coefficient as much as 0.733 its shows that food image is positive and moderate related to the tourist satisfaction local heritage food in Pulau Pinang.

Travellers do not often overlook food as a cultural component, which is acknowledged as one of the key components (Timothy, 2011). Travellers and tourists come into contact with and taste a variety of foods and drinks, as well as learn about the local cuisines and culinary

traditions of the area they are visiting (Jalis et al., 2007; Royo-Vela, 2009). in addition, the local cultural attributes of the destination such as history, heritage, including food contribute to the popularity of a destination (Björk, Björk, Kauppinen-Räisänen, & KauppinenRäisänen, 2016; Folgado-Fernandez, Hernandez- Mogollón, & Duarte, 2017; Jalis, Zahari, Zulkifly, & Othman, 2007; Royo-Vela, 2009; Timothy, 2011).

One of the things that draws tourists to a state, like Pulau Pinang, is its destination image. This is supposedly the case because visitors are reported to be fascinated in the area's ancient and distinctive structures as well as the local cuisine, which draws them in and allows them to take pictures and learn a little bit about the buildings' past. Tourists will therefore naturally want to eat the local cuisine if they travel to Penang to visit these buildings.

5.2.3 Discussion of Objective 3

The primary goal of this study, which is to analyse the relationship between service quality and tourist satisfaction towards local heritage food in Pulau Pinang, has been described in chapter 1. In chapter 4, research was done and data gathered. Based on chapter 4, it can be seen that there is positive relationship between service quality and tourist satisfaction local heritage food in Pulau Pinang. The findings of the correlation between the independent and dependent variable support hypothesis 1.

Table 5.3: Discussion on objectives 3

Research Objective 1	To analyses the relationship between service quality and tourist satisfaction local heritage food in pulau pinang.
Research Question 1	What is the relationship between service quality and tourist satisfaction local food in Pulau Pinang.
Hypothesis 1	There is a positive relationship between service quality and tourist datifaction local heritage food in Pulau Pinang.

The result of hypothesis 3 in the previous chapter reviewed to answer research question 1. Besides that, H3 stated that there is a positive relationship between service quality and tourist satisfaction local heritage food in Pulau Pinang. From the findings, correlation coefficient as much as 0.679 its shows that service quality is positive and moderate related to the tourist satisfaction local heritage food in Pulau Pinang.

The customer's perception of specific service aspects, such as dependability, responsiveness, assurance, empathy, and tangibles, is reflected in a targeted assessment known as "service quality." in 2003 (Zeithaml). Good service efficiency is anticipated to lead to increased customer satisfaction by enhancing customer engagement and interpersonal relationships (Chang et al. 2017). According to Philip Kotler (1997), a service is "an action or an activity that can be offered by one party to another party, which is essentially intangible and cannot affect any ownership."

Businesses should underline the importance of a restaurant's customer service. This is expressed in light of the fact that visitors are quite concerned with how well personnel treat their clients. If the service is really pleasing to the tourists, they will be satisfied. Additionally, if the service offered is good, visitors to Pulau Pinang who try the food sold at the shop will respond favourably, leading to the shop's expansion. If the service is maintained, the company selling this local cuisine will expand and establish new, useful retail locations.

5.3 LIMITATION

The researcher found that there are some limitations that prevent her from doing this study. The first limitation faced by researchers is the age range. This is said more and more because the researcher did the survey online, using Google Forms. From there, most of the respondents who answered the survey questions were researchers in their 20s. For those aged 30 and over, only a few percent responded to the survey that was distributed by the researcher, and not all tourists aged 30 and over went on a trip due to time constraints. Therefore, the respondents we found were mostly in their 20s because they usually like to travel with their friends and have interesting experiences with their tourists in Penang.

Second is the limitation of time to get the respondent. This is said to be so because the researcher needs to find tourists who actually travel to Penang because they want to get real experience and satisfaction with the traditional food sold in Penang. Therefore, the researcher took a little longer to get really good and beautiful results for this study. In addition, surveys

conducted online because the researcher to get fewer respondents aged 30 and older due to their time constraints, especially if the researcher interferes with their working hours. Therefore, the researcher took quite a while to get the respondent's data through the Google form.

Last, we had to make sure that respondents read the questions before responding, which was a restriction we encountered when working on the final year of my project. This is because the questions we send online make it impossible for us to tell whether respondents thoroughly read the questions before responding or whether they simply clicked the appropriate button without reading them. This constraint prevents us from analysing whether the respondents provided accurate or inaccurate answers. If respondents answer it carelessly, this restriction may potentially have an impact on the data we wish to gather. Finding responders to respond to the questions we have prepared will be difficult for our group if the data is unreliable or has been compromised.

5.4 RECOMMENDATION

On the side of overcoming the limitations stated in Chapter 5.5, some solutions can be proposed for potential researchers planning to perform a similar study. Firstly, the suggestion can be given for future researchers are to increase the research area which collect more data with various of tourism in another state in Malaysia such as Terengganu, Kedah and Pahang.

Eventually, the future researcher could diversify the questionnaire by prepare multilanguage version. Malaysia is a country which composed of multi-language which are Malay, English and Mandarin. This study carried out in English only may confuse the respondents who are inferiority to English. Hence, future researcher are encouraged to prepare questionnaire in multi-language version to ease the respondents and results is more valid data by avoid language ambiguous.

In addition, the suggestion can be provided the future researches is they can conducting interview sessions and focus group because this might obtaining the valuable and more reliable findings. Besides, many studies explored the tourist satisfaction toward local heritage based on affected media social. Therefore, the future researcher might able to explore the tourist satisfaction based on product.

5.5 SUMMARY

In this chapter, the research project had fulfilled its objectives to investigate the tourist satisfaction on local food heritage. Study summary, discussion of major findings, and research implications have been discussed. In addition, some of the limitations of this study were set to remind future researchers. Conclusion of overall research was provided. Lastly, the recommendations for future research were provided.

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APPENDICES

TOURIST'S SATISFACTION TOWARDS LOCAL HERITAGE FOOD IN PULAU PINANG

Questionnaire

Assalamualaikum w.b.t & Good Day,

Dear respondents, we are undergraduate students at University Malaysia Kelantan in the Entrepreneurship (Tourism) course with Honours. We are doing research for our final year project tittled **'TOURIST SATISFACTION TOWARDS LOCAL HERITAGE FOOD IN PENANG ISLAND'.** The objective of this study is to identify the relationship between food image, destination image and service quality with tourist satisfaction with local heritage food in Penang. Therefore, we are very grateful for your commitment in providing feedback to answer the questionnaire for our final year project which will only take about 5 minutes. We also thank you for your cooperation in completing this questionnaire as well as helping us in completing our research.

Prepared by,

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Universiti Malaysia KELANTAN

KEPUASAN PELANCONG TERHADAP MAKANAN WARISAN TEMPATAN DI PULAU PINANG

Soal selidik

Assalamualaikum w.b.t & selamat sejahtera,

Responden yang dihormati, kami merupakan pelajar Sarjana Muda Universiti Malaysia Kelantan dalam kursus Keusahawanan (Pelancongan) dengan Kepujian. Kami sedang melakukan penyelidikan untuk projek akhir tahun kami yang bertajuk **'KEPUASAN PELANCONG TERHADAP MAKANAN WARISAN TEMPATAN DI PULAU PINANG'**. Objektif kajian ini adalah untuk mengenal pasti hubungan antara imej makana, imej destinasi dan servis kualiti dengan kepuasan pelancong terhadap makanan warisan tempatan di Pulau Pinang. Justeru itu, kami amatlah berterima kasih atas komitmen anda semua dalam memberikan maklum balas untuk menjawab soal selidik untuk projek akhir tahun kami ini yang mengambil masa kira kira 5 minit sahaja. Kami juga turut berterima kasih atas kerjasama anda semua dalam melengkapkan soal selidik ini sekaligus membantu kami dalam menyelesaikan penyelidikan kami ini.

Disediakan oleh,

SHAZUANI BINTI MOHAMMAD ZAMBRI	**H20A1754**
SITI AZRA KHAIRUNNISA BINTI ZAIDI	**H20A1763**
SITI AZYANADHIRAH BINTI MOHD JAILANI	**H20A1764**
SITI FATIMATUZAHRAH BINTI ILIAH	**H20A1766**

SECTION A: DEMOGRAPHIC / *BAHAGIAN A: DEMOGRAFI*

Please specify your answer by tick ($\sqrt{}$) on the relevant answer provided.

Sila nyatakan jawapan anda dengan tandakan ($\sqrt{}$) pada jawapan yang relevan yang disediakan.

1) Gender / *Jantina*

(   ) Male / *Lelaki*

(   ) Female / *Perempuan*

2) Age / *Umur*

(   ) < 20 years old / < *20 tahun*

(   ) 21 - 30 years old / *21 - 30 tahun*

(   ) 31 - 40 years old / 31 - *40 tahun*

(   ) 41 and above / *41 tahun* ke atas

3) Race / *Bangsa*

(   ) Malay / *Melayu*

(   ) Chinese / *Cina*

(   ) Indian / *India*

(   ) Others / *Lain-lain*

4) Marital Status/ *Status Perkahwinan*

(   ) Single / *Bujang*

(   ) Married / *Berkahwin*

(   ) Others / *Lain-lain*

5) Type of Travel / *Jenis Pelancongan*

(   ) Solo / *Berseorangan*

(   ) Group / *Berkumpulan*

(   ) Family / *Berkeluarga*

SECTION B (i) – FOOD IMAGE ON HERITAGE FOOD /

BAHAGIAN B (i) – IMEJ MAKANAN TERHADAP MAKANAN WARISAN

All the statements use a 1-5 rating scale, with answers ranging from "**Strongly Disagree**" to "**Strongly Agree**". Please indicate your level agreement to the respective statements by tick (√) only one answer for each statement.

*Semua pernyataan menggunakan skala penilaian 1-5, dengan jawapan bermula dari "**Sangat Tidak Setuju**" hingga "**Sangat Setuju**". Sila nyatakan tahap persetujuan anda dengan*

pernyataan masing-masing dengan hanya tandakan (√) satu jawapan untuk setiap

pernyataan.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

No.	Questions/ Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	The authenticity of the food influences me to try the heritage food. / *Keaslian makanan tersebut mempengaruhi saya untuk mencuba makanan warisan.*					
2.	Eating Pulau Pinang local food adds to my visiting enjoyment. / *Dengan menikmati makanan tempatan Pulau Pinang menambahkan lagi keseronokan saya ketika berkunjung.*					
3.	The price of the food is reasonable. / *Harga makanan adalah berpatutan.*					
4.	Penang food can give me pleasure. / *Makanan Pulau Pinang dapat memberi kenikmatan kepada saya.*					
5.	I experienced the culture of Pulau Pinang through its food. / *Saya dapat mengalami budaya Pulau Pinang melalui makanannya.*					

SECTION B (ii) – DESTINATION IMAGE ON HERITAGE FOOD /

BAHAGIAN B (iI) – IMEJ DESTINASI TERHADAP MAKANAN WARISAN

All the statements use a 1-5 rating scale, with answers ranging from "**Strongly Disagree**" to

"**Strongly Agree**". Please indicate your level agreement to the respective statements by tick (√) only one answer for each statement.

*Semua pernyataan menggunakan skala penilaian 1-5, dengan jawapan bermula dari "**Sangat Tidak Setuju**" hingga "**Sangat Setuju**". Sila nyatakan tahap persetujuan anda dengan pernyataan masing-masing dengan hanya tandakan (√) satu jawapan untuk setiap pernyataan.*

No.	Questions/ Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I will definitely explore more on other hidden Pulau Pinang's product and services. / *Saya pasti akan meneroka lebih lanjut mengenai produk dan perkhidmatan Pulau Pinang yang lain pada masa akan datang.*					
2.	Pulau Pinang is a good destination for food tourist. / *Pulau Pinang merupakan destinasi yang baik untuk pencinta makanan.*					
3.	I will definitely return to Pulau Pinang for gastronomy. / *Saya pasti akan kembali ke Pulau Pinang untuk gastronomi.*					
	*Gastronomy = the practice or art of choosing, cooking, and eating good food. *Gastronomi = amalan atau seni memilih, memasak dan makan makanan yang baik.*					

No.	Questions/ Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
4.	During my travel, I noticed a trend of people purchasing heritage food. / *Semasa melancong, saya mendapati trend orang ramai membeli makanan warisan.*					
5.	Pulau Pinang will always be my first choice for food travelling. / *Pulau Pinang akan sentiasa menjadi destinasi pilihan pertama saya untuk melancong bagi menikmati makanan.*					

SECTION B (iii) – SERVICE QUALITY ON HERITAGE FOOD /

BAHAGIAN B (iiI) – KUALITI PERKHIDMATAN PADA MAKANAN WARISAN

No.	Questions/ Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	The serving style and food presentation are attractive. / *Gaya hidangan dan persembahan makanan adalah menarik.*					
2.	The atmosphere, lighting, music and decorations are attractive. / *Suasana, pencahayaan, music dan hiasa adalah menarik.*					
3.	Pulau Pinang food contributes to the quality of my visiting experience. / *Makanan Pulau Pinang*					
	menyumbang kepada kualiti pengalaman saya semasa melancong.					

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		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
4.	The restaurants in Pulau Pinang mostly had good services. / *Restoran di Pulau Pinang kebanyakannya menyediakan perkhidmatan yang baik.*					
5.	Customers are satisfied with the services provided. / *Para pelanggan berpuas hati dengan perkhidmatan yang diberikan.*					

SECTION C – TOURIST SATISFACTION TOWARDS HERITAGE FOOD IN PULAU PINANG /

BAHAGIAN B – KEPUASAN PELANCONG TERHADAP MAKANAN WARISAN DI PULAU PINANG

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

No	Questions/ Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I like and enjoy the taste of the food. / *Saya suka dan menikmati rasa makanan tersebut.*					
2.	I will tell people about the food. / *Saya akan memberitahu orang ramai tentang makanan tersebut.*					

3.	I am delighted with the overall quality of the food. / *Saya gembira dengan kualiti keseluruhan makanan.*					
4.	I'll still eat the food in the future. / *Saya akan tetap makan makanan itu pada masa hadapan.*					
5.	I will bring other people to taste the food. / *Saya akan membawa orang lain untuk merasai makanan tersebut.*					