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FACTORS THAT INFLUENCE TOURISTS' INTENTION TO CONSUME LOCAL FOOD IN KELANTAN

By

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LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

RM	Ringgit Malaysia
DV	Dependent Variable
IV	Independent Variable
DOSM	Department of Statistics Malaysia
SPSS	Statistical Programmers for Social Science

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ABSTRACT

Every tourist destination must have a good attraction element to show that the place has its uniqueness and special features for tourists or visitors to come and experience the good attractions there. The element of food also belongs to the unique aspect of a destination. The attractiveness of unique cuisine in a location greatly attracts tourists or visitors to come to that location, which is known as food tourism. The deliciousness of the food, the quality of the ingredients used, the food's texture and colour that is interesting, and the portion and the way of food are given lead visitors or tourists to desire to try the food in the location. The diversity of food has great potential to influence tourism which will attract the attention of tourists or visitors to taste the difference of foods from each destination. Food tourism can encourage individuals to consume the food since food can easily be found whenever the person visits the places. The unique experiences of other people can contribute to tourists' travel and intention as they see and perceive the meal that is engraved in tourists' minds. For example, Kelantan has the most popular local food, one of which is *nasi kerabu* where the rice is blue and various side dishes are served together. This study aims to determine the factors that influence tourists' intention to consume local food in Kelantan. This research used quantitative surveys with convenient sampling. The data was collected through an online survey. This study employed a quantitative method with convenient sampling, and data was gathered from 321 tourists travelling to Kelantan via online survey using social media platforms such as WhatsApp. Based on the results indicated that physical surroundings, excitement, prestige and escape from routine have a positive influence with the intention of tourists to consume the local food.

Keywords: Local Food, Food Tourism, Gastronomy Tourism, Food Experience, Culinary Tourism, Physical Surrounding, Excitement, Prestige, Escape from Routine

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter will explore the factors influencing tourists' desire to consume local food in Kelantan. This chapter illustrates the study's background, problem statement, research objectives, and research questions. Then it is followed by a discussion of the significance of the research. The intention of an individual to eat local foods is affected by a variety of factors, hence this study was carried out to learn more about it and determine the tourists' intention to eat Kelantan's local food.

1.2 BACKGROUND OF STUDY

The tourism industry includes people or individuals who spend more than a year traveling and residing in locations other than their usual surroundings for leisure, recreation, business, and other purposes. According to the world data on tourism, in terms of overall visitors, Malaysia welcomed four million tourists in 2020, placing it in 40th place globally. The number recorded in 2020 proves that the number of tourists to Malaysia has shown an increment from the previous year. This is due to several

elements in tourism that have influenced the tourists to visit the country such as the attractions, leisure, accommodations, accessibility, amenities, and consuming food and beverage. From Malaysia's standpoint, the nation reported RM9.3 billion in net expenditures for the country's foreign tourists' food consumption in 2011 (Statista, 2016).

Every tourist destination must have a good attraction element to show that the place has its uniqueness and special features for tourists or visitors to come and experience the good attractions there. The element of food also belongs to the unique aspect of a destination. According to a survey, during a holiday, dining out accounted for more than one-third of all tourist expenditure. making food and drinks one of the crucial considerations for tourists who are on vacation or even on a business trip (Telfer & Wall, 2000). Tourist place visited will have different types of attractions as if they come to Malaysia, there will be a variety of food attractions that they can try and taste from each different state within Malaysia like *nasi lemak*, *nasi kerabu*, *nasi tumpang*, *laksam* and soon.

The attractiveness of unique cuisine in a location greatly attracts tourists or visitors to come to that location, which is known as food tourism. In 2021, domestic tourists spent 2.8 billion Ringgit Malaysia (RM) on food and beverages, demonstrating the critical significance of food's roles in the tourism industry. From this total expenditure, it can be concluded that the diversity of food has great potential to influence tourism which will attract the attention of tourists or visitors to taste the difference of foods from each destination. According to Hall and Sharples (2003), trips to major and minor food manufacturers, cultural festivals, restaurants, and other particular venues where food sampling or taking the characteristics of a specialized food-producing area are on offer serve as the primary motivators of food tourism as

travel.

Food tourism can encourage individuals to consume the food since food can easily be found whenever the person visits the places, especially when traveling to an area that they have never visited before to taste the local cuisine. The deliciousness of the food, the quality of the ingredients used, the food's texture and colour that is interesting, and the portion and the way of food are given lead visitors or tourists to desire to try the food in the location. For example, Kelantan has the most popular local food, one of which is *nasikerabu* where the rice is blue and various side dishes are served together that make people want to try it.

1.3 PROBLEM STATEMENT

Today, one of the global sectors with the fastest growth in tourism, food is a part of tourism. A nation's, regions, and individual identities are expressed through local cuisine and can improve a destination's image (Bessière, 1998; Chang et al., 2010; Henderson, 2009). Both characteristics of local food and tourist sites are critical for the development of gastronomic tourism. The significant challenge in growing culinary tourism is offering culinary tourism that caters to varied visitor tastes from various states and cultures. (Lin et al., 2011; Min and Lee, 2014). Although numerous researches have shown that food plays an important part in the development of sustainable tourism, there are only few studies that investigate the factors that influence tourists' intentions to consume local food when they travel (Komariah et al., 2020). Understanding the factors that contribute to tourist intention of food reveals the

relationship between the image of destination food and tourists' perception. Tourists who have positive perceptions are frequently linked to positive intentions toward food.

Gastronomic tourism plays an important part in the development of sustainable tourism and in the improvement of the state's economy (Yeoman & McMahon-Beattie, 2016; Sims, 2009). This situation makes sense since the ability of culinary tourism may enhance travellers' interest in an area as a travel destination and eventually have an impact on the economic growth of the state (Komariah et al, 2020). Tourists spend a lot of their budget while travelling on food and beverages. The food and beverage industry contributed 18% of the tourism sector's RM 43.2 billion contributions, or RM 240 billion, in a 2019 report from the Department of Statistics Malaysia. Based on Richards (2002), consuming local food encourages tourists to learn about the local geography, people, and culture. Additionally, a variety of interests and a willingness to eat cuisine from different cultures have motivated individuals to seek other cuisine options (Barrena and Sánchez, 2013) and consume traditional or local cuisine when they travel in order to honour local culture (Komariah et al, 2020). Hence, food is always related to the culture of the destination. By incorporating traditional foods into the growth of gastronomic tourism, the local cultural legacy of the ancestors can be preserved.

Pearce (1982) said that the actual appearance of destination food motivates tourists. The popularity of food tourism has increased, so tourists are increasingly motivated to try the local cuisine because the reputation of the region's cuisine. Karim, Chu and Salleh (2009) found that if tourists had a more positive image of Malaysian food, they were more satisfied with their trip and had more intention to recommend and revisit. A more positive image of the destination will give tourists a positive

perception, increasing their intention to eat local food. Previous research supports that, the image of destination food influences visitors' intentions to consume destination food as well as their intentions to visit the destination for food tourism, according to Seo et al. (2017).

The image of the food is also related to the culture of the destination. Food is viewed as a component of a place's cultural heritage, so cultural factors are important (Mitchell & Hall, 2003). Malaysian tourism is highly dependent on food tourism since Malaysia is a multicultural society with various ethnic groups, races, cultural traditions, and beliefs. Each race has different food characteristics, so this will attract tourists to eat and learn about a culture through food. However, as tourists compare their own food culture to the local food culture, different ethnic foods can receive varying perceptions and ratings from tourists (Ares et al., 2016; Guerrero et al., 2009; Kim et al., 2014; Kim et al., 2016; Van Rijswijk et al., 2008). For example, tourists from western countries may find certain traditional Malaysian dishes to be too spicy or unfamiliar, while those from East Asia may appreciate the spiciness and the variety of flavors. Therefore, the differences in culture will also affect their intention to repeat the local food.

According to Baloglu and McCleary (1999); Beerli and Martin (2004); and Hjalager and Corigliano (2000), there are fewer studies on the intention and the importance of food image for a destination. In other words, industry tourism cannot ignore food tourism as an important factor that influences tourists' perceptions of destination food and their intention to consume local food. The image of destination food has often been associated with culture, especially as one of the strategies to promote domestic tourism. However, there are limited studies on the relevance of explaining their travel experiences and activities (Kim and Jogaratnam, 2003), as travel

behaviour and travel preferences and experiences may differ among tourists.

The intention to travel for food tourism places more emphasis on the desire to return to a location in order to sample local cuisine than it does on suggestions for the cuisine itself. For instance, travellers' intentions to return to a tourist destination in the future to try the local food are measured by Kivela and Crofts (2006). Similar to that, the measurement of the intention to travel for food tourism in this study will concentrate on the desire to return to a place in the future primarily to taste local food particularly in Kelantan.

Hence, it is critical to investigate the factors that influence tourists' intention to consume local food in Kelantan. In this study, to understand Malaysian tourists' intention to consume local food, the researcher adapted Kim et al.'s (2009) four of eight motivational factors for local food consumption, which are physical surroundings, excitement, prestige, and escape from routine.

1.4 RESEARCH OBJECTIVES

There were several objectives that this study highlighted. The objectives were as followed:

- i. To determine the relationship between physical surroundings towards intention to consume local foods.
- ii. To determine the relationship between excitement towards intention to consume local foods.
- iii. To determine the relationship between prestige towards intention to consume local foods.
- iv. To determine the relationship between escape from routine towards intention to consume local foods.

1.5 RESEARCH QUESTIONS

Based on the research objectives that develop in this research, there are three research questions constructed to meet the objectives, it is as follows:

- i. What is the relationship between physical surroundings and intention to consume local foods?
- ii. What is the relationship between excitement and intention to consume local foods?
- iii. What is the relationship between prestige and intention to consume local foods?
- iv. What is the relationship between escape from routine and intention to eat local foods?

1.6 SIGNIFICANCE OF THE STUDY

The significance of this study is related to the ways in which the knowledge can benefit us in the study because students who major in tourism or hospitality can keep their academic knowledge so that their studies can be successfully completed. This study was carried out to determine the factors that affect visitors' decisions to travel to Kelantan in order to experience the local cuisine. The factors can generally demonstrate to others that withdrawal is a skill that can be cultivated in any circumstance. Particularly those that involve regional food that tourists really want to try.

1.6.1 Practical

Practical research is the process of generating knowledge that has application in practise. adheres to the underlying principles of scientific analysis, including specific research questions, accurate behaviour measures, thorough data collection and analysis, and acceptable findings (York et al., 2014). Thankfully, the impact of local cuisine is considerable since it includes meals that can draw tourists' attention to the uniqueness of the cuisine, recipes, and ingredients. This investigation largely focuses on the advantages of eating locally produced food (Marchant, 2019). Consuming and buying locally grown, seasonally appropriate food was significantly healthier, as travellers discovered. not just when moving around, but also when being at home. Next, by doing this study, it can assist food dealers worldwide, particularly in Kelantan, where they may use all the knowledge and information gained to put what they have learned into practise. By

using this study as a roadmap to strengthen all of their weaknesses, the food industry can become even better at what they do.

1.6.2 Academic

Academic life is not possible without academic research. Students are taught how to hone their analytical and critical thinking skills through it. The study conducted allowed researchers to have a thorough understanding of how to entice visitors to the state of Kelantan with the promise of trying local cuisine. Depending on the quality of the research conducted, researchers could considerably advance the field of study. To assist researchers in understanding what academic research is and what it entails, the following explanation of academic research is provided (Bouchrika, 2022).

This study is significant because it enables researchers to learn more about the objectives and findings of knowledge-related research. The research conducted enables comprehension of specific challenges from multiple angles that have never been identified or thoroughly discussed. A scholar who goes beyond personal experience and compiles evidence based on facts and reasoning will do this. Academic research publications accomplish this by providing a forum for additional discussion and debate (White, 2021). As a result, researchers will understand at the conclusion of this study what makes tourists want to visit Kelantan because of the distinctive local cuisine through the analyzed data studied.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will discuss the independent variable (IV), dependent variable (DV), the correlation between the independent and dependent variables, and finally, each variable's hypotheses. The variable being controlled or altered to determine its effects is referred to as the independent variable. Since it is unaffected by the other components of the study, it is referred to as "independent." Prestige, excitement, physical environment, and escape from routine are independent variables for this study. The intention of tourists to consume local food in Kelantan is the study's dependent variable. The term "dependent variable" refers to what happens as a result of the independent variable. Determining the elements that affect tourists' intentions to eat local fare requires the cooperation and interaction of the three independent variables. The researchers specifically examine the correlation between the independent and dependent variables.

2.2 LITERATURE REVIEW

The environmental event, or known physical parameters, must be determined and controlled to the necessary amount to serve as the independent variable. If any factually accurate statements are to be made, the independent variable must be described in detail (Peterson, 2005).

This research examined the factors that influence tourists' intention to consume local foods in Kelantan. The analysis of how local cuisine might persuade tourists to visit Kelantan to sample local cuisine, which has become a passion for many according to its ingredients, flavour, and distinctiveness, is the subject of the title chosen for this research. In addition, the study's independent variables are separated into four categories: the physical surroundings, excitement, prestige, and escape from routine. The presence of independent variables makes it possible to achieve the study objectives with a topic that is more closely investigated. Directly, independent variables are crucial for a search so that dependent variables are strong with the elements that influence tourists' intentions to travel to Kelantan because of the local cuisine.

2.2.1 Physical Surroundings

The physical environment is recognized to have a good impact. It demonstrates that a recovery effect has been linked to the improvement in psychological well-being following exposure to the natural environment as contrasted to the cities. For instance, a study on environmental preferences discovered that seeing visuals of nature settings (as opposed to those of cities) was related to mood improvement and even lower levels of stress and depression. It is

crucial for urban planners to comprehend the variations in attentional demands, as well as how they affect impact in both natural and built environments, and to pay attention to their unique characteristics when designing and building the environment (Kinnafock & Thøgersen-Ntoumani, 2014). However, local cuisine can also have an impact on the physical environment because of the resources it uses, the methods of preparation, and the tastes it uses.

Eating habits may be influenced by the local neighborhood environment (Hawkesworth et al. 2017). There is indeed a lack of studies concentrating on the elderly, who are likely to be more dependent on their immediate surroundings and who may experience functional issues that would increase any neighbourhood effects. Due to the distinctive taste of regional cuisine, this may also have an impact on how attentively tourists explore local cuisine in Kelantan. Additionally, the location of local food stores affects how many tourists are attracted to Kelantan.

Moreover, factors like the presence of amenities, cleanliness, and the number of visitors have an impact on the physical surroundings. Tourists who have not visited Kelantan before may decide to do so because of the pleasant physical surroundings. Additionally, previous visitors' impressions will motivate other visitors to come and experience the local cuisine on their own, which is a passion of travellers.

A key reason in attracting visitors is the physical surroundings. The surroundings, such as a restaurant or shop, will also have an impact on a visitor's attraction to these places, therefore tourist attractions depend on their intention to visit the places more than just the local cuisine. Tourists must have a pleasurable interaction, especially in terms of the restaurant's or store's cleanliness and interior

design. It shows the care for physical surroundings and desire is important for a visitor to enjoy themselves while dining and a great restaurant is built on a foundation of quality food, attentive service, and a design that can be more ambiance- and comfort-oriented (Jason, 2019). Visitors can enjoy their meals and feel good about visiting tourist attractions according to these important aspects.

2.2.2 Excitement

Excitement is one of the four characteristics cited by Kim et al. (2009) as motivating tourists to eat local cuisine when visiting a location. It can refer to a sensation of excitement or an exciting event. When visiting new locations, trying numerous novels and interesting meals, and engaging in many other activities, tourists will make for a great excitement. Trying new foods may be a stimulating experience and anticipating an exciting experience can make it even better (Rust & Oliver, 2000).

Furthermore, to get to a destination, excitement is important since people can experience new things and step outside of their comfort zones while traveling. It consistently puts to the test one's capacity to engage with others, accept new experiences as they occur, and share enjoyment with friends and loved ones in addition to their capacity to adapt to and explore new places (Trickett, 2019).

As a result, it is important to get the experience of tourists who are greatly influenced by the local cuisine. It serves as a distinctive and priceless source of difference that improves the experience of visitors. The purpose of the study is to investigate the significance of the local culinary experience and how it affects visitors' memorable knowledge, satisfaction, and behavioural intention

(Piramanayagam & Seal, 2020). Impact, when tourists eat out, the excitement of trying something new will be felt more, even if we are unsure of how much we will enjoy it or not, as is the experience for newcomers.

Finally, a place needs to be inspired by excitement for visitors to travel towards the location they choose. This helps the visitors enjoy having the intention of coming in order to create memories and want to come again.

2.2.3 Prestige

Prestige is described as the respect and admiration bestowed onto someone or something as a result of their standing for greatness, achievement, or societal influence. According to Williams and Soutar (2009), the social value of a trip experience may be related to the individual recognition or prestige it brings. Visitors' social worth can be raised by bringing and introducing friends and family to tourism destinations. Chang et al. (2010) claims that dining with friends while travelling could increase social status since other people may view travellers who "have been there" and "have eaten foreign food" as having a high level of cultural capital.

As mentioned by Sapic, Furtula & Durkalić (2018), the review of prestige consumers favours international brands over local ones for a variety of reasons. The greater perceived status of global brands may be one of the causes. Consumers may define prestige differently for different brands or may perceive prestige differently for the same brand. Customers also want to purchase items from global brands that are used for so-called showy consumerism.

In this study, one must care about the quality of local food because tourists choosing a vacation is impossible without good meals. When traveling, tourists surely will research food-related items and place a high priority on the uniqueness, locality, originality, and distinctiveness of local foods. All of these factors have an impact on how satisfied they are with their travel experiences (Bjork and Kauppinen-Räsänen, 2016). Tourists will be satisfied and willing to share when local food standards are fulfilled. This is important because they may convince other travelers to plan to eat the local cuisine at the same time. Tourists will also know which restaurants are the best and will suggest them to friends and family or publicly on social media. As a result, the people of Kelantan will become well-known through savouring the satisfying and memorable local cuisine.

2.2.4 Escape from Routine

Various studies have indicated that motivating variables influence tourist food consumption, and that local cuisine is of major relevance to overall trip satisfaction (Cetin & Bilgihan, 2015). Numerous studies by Davidson (2002), Fields (2003), and Passariello (1983) found that escape from everyday life is a reason for pursuing food, which is the opposite of daily activities. Escape from routine is one of nine sub-factors that have been proposed by Kim and Scarles (2009) that influence tourists' motivation toward local food consumption. Since travelling is considered a chance to get away from routine, MacCannell (1976) and Smith (1994) stated that travellers prefer eating in local places with a unique character instead of international cuisine chain restaurants.

Escape from routine was acknowledged by Mayo and Jarvis (1981) as a separate situation of daily living. They continued by saying that changing daily routines is a way to get rid of boredom and anxiety, which then results in more freedom and happiness. This statement is supported by Davidson (2002) and Fields (2003), to escape from regular life, individuals frequently enjoy travelling to completely change their routines and experience new things, including new meals and this element implies "escape from regular life". When travelling or on vacation, people try to act in social roles that they are unable to in their daily lives and enjoy the local cuisine as a means of escaping their abnormal surroundings (Davidson, 2002). Fields (2002) stated that wealthy travellers occasionally make great journeys to enjoy the exotic and fresh joys of poverty considered a reversal of the regular norm.

In the prior research, it is mentioned that travellers frequently consume local cuisine to explore new things or escape from their daily routines. Tourists need something new to make them feel confident and comfortable, even though they appear to be pleased with their current life circumstances (Kim et al., 2009). Suntikul et al. (2019) argue that the promise of unique local cuisine encourages these tourists to disrupt their daily consumption habits because tourists view authentic local cuisine experiences as a method to break free from daily routines.

Hence, escape from routines is the independent variable in this research. A study indicates that escape from routine is one of the key factors that influence how likely people intend to eat local cuisine when travelling (Suntikul et al, 2019) and there is a significant relationship between the variable. Tourists are motivated and intent to break their normal consumption routines by the promise of authentic local cuisine.

2.3 INTENTION TO CONSUME LOCAL FOOD

Tourists' intentions are usually unclear and change throughout their encounters. As it relates to gastronomic tourism, this raises the possibility that the surroundings might have a significant influence on visitor behaviour and intents. Apart from that, Abdullah and Lui (2018) argue that the choice to travel toward a specific location, along with the following evaluations and prospective behavioural intentions, are all part of the tourist's intention. In general, food preferences are studied as elements of human behaviour. Tourists can experience local culture and immerse themselves in its norms by partaking in the local cuisine, particularly cuisine associated with place identification, which can serve as a symbol of a destination's culture (Zhang et al, 2018).

A tourist destination's native cuisine might be seen as a chance for tourists to discover a different cultural heritage in an unusual setting (Hall et al., 2003; Kim & Eves, 2012). The unique experiences of other people can contribute to tourists' travel and intention as they see and perceive the meal that is engraved in tourists' minds. Travellers' food patterns are complex and difficult, it is affected by a variety of factors, including their preferences, the food accessible, and the environment of that particular location (Mak, Lumbers, Eves, & Chang, 2012).

Food choices or intentions in tourism have evolved into an important component in the expansion of tourism industries. Rozin (1996) indicated that cultural identity has a significant impact towards the intent to consume local foods and the choices of foods. Even local cuisine serves as a platform for educating tourists about the culture. The choices made by tourists will change to meet their physical requirements and

consumption patterns. There are numerous elements, such as situational and individual circumstances that have an impact on this voting behaviour.

According to Prescott et al., (2002), the entry requirements regarding foods represent several variables that have an impact on both sensory and non-sensory functions. When choosing food, travellers consider sensory properties such as flavour, aroma, texture, and non-sensory elements like ethics (Dowd & Burke, 2013), thoughts towards food (Rozin, 1996), price (Steenhuis et al., 2011) and health (Filimonau et al., 2018). Despite that, Babicz-Zielińska (2006) and Mak et al., (2012) stressed the significance of human traits like intentions and motives as crucial determinants of food consumption behaviour.

Principally, the study of human behaviour includes how people make eating decisions. In addition, other factors affect food choices like motivation and intentions, a condition that precedes the behaviour of eating (Babicz-Zielińska, 2006; Mak et al., 2012). Prior research has found that each person's objectives have an impact on their intention to eat locally. Also, it is crucial to have adequate knowledge of how tourists engage while making food selections. Since travellers encounter a different culture when they explore numerous local cuisines. Fields (2002) proposed that foods might be counted as cultural motivation factors in the tourist industry. As a result, the primary goal of this study is to learn more about tourists' intentions to consume local food when travelling and vacationing since there is a lack of research on tourists' consumption of local food.

Thus, this study determined the relationship between tourists' intention to consume local food and the conceptual model proposed by Kim et al. (2009) which are physical surroundings, excitement, prestige and escape from routine.

2.4 RELATIONSHIP BETWEEN PHYSICAL SURROUNDINGS, EXITEMENT, PRESTIGE, ESCAPE FROM ROUTINE AND INTENTION TO EAT LOCAL FOOD

2.4.1 Relationship Between Physical Surroundings and Intention to Consume Local Food

Physical surroundings had a significant relationship with tourists' intentions to consume local food. Physical surroundings, according to studies, have a big impact on diners' intent to select a restaurant (Meiselman et al, 2000; Yüksel & Yüksel, 2003). Kim et al. (2009) discovered that tourists value eating environments that are "hygienic," "large," "beautiful," and "historical" (Kim et al., 2009, p. 428). Specifically, these researchers found that tourists were more likely to eat in a place if it was known for cleanliness, had space for them to comfortably eat, was aesthetically pleasing, and had an interesting history. This means that tourists are very careful about the cleanliness of the environment and food when consuming food in tourist places. So, a place that is clean, well-maintained, and beautiful will be the choice of tourists. The facilities and attractions around the restaurant, such as scenery and interesting activities, are also motivational factors for tourists to visit a destination with the intention of eating the local food (Klenosky, 2002).

Physical motivators are related to the embodied experience of the trip. Food's taste, presentation, and aroma are examples of physical experience elements. Apart from physical surroundings, food image is also included in physical surroundings, which is one of the factors that attract tourists to consume

local food. Food image plays an important role in the experience of travellers, from how food is prepared to how it looks when served. According to Field (2002) and Kim et al. (2009), the taste, appearance, smell, and flavours of food, as well as the authenticity of a location, are signs of sensory appeal. These sensory appeals not only attract tourists to consume local food but also shape their perception of the local cuisine. Tourists' inclinations to consume food are motivated by the physical aspect and the perception that local cuisine reflects a destination's uniqueness. Therefore, food images provide a strong visual cue that allows tourists to form expectations and thus anticipate the pleasure and satisfaction of the dining experience. Here, food uniqueness and accessibility, food variety and pleasure, and quality of food and appearance are the three main components of these food images (Chi et al., 2013).

Tourists are attracted by the physical environment and surroundings, which include an attractive, clean shop and an attractive food image. Both of these factors can attract tourists to try local food and thus shape their perception of the food. According to Schacter (2011), perception is one method of identifying and analyzing sensory information to understand the presented information. The "image" is defined as a person's beliefs, attitudes, ideas, and impressions about something (Nelson, 2016). Tourists can be influenced by the appearance of a shop, for example, if it is aesthetically pleasing and organized, as this will make them more inclined to visit. Furthermore, the physical environment may also play a role in influencing the tourists' perception of local food. Tourists may perceive a country's food to be more or less tasty, authentic, and healthy depending on how it is presented. Existing literature has suggested that physical environment can play a major role in effecting customer intention to visit a restaurant (Meiselman

et al., 2000; Yuksel and Yuksel, 2003). Therefore, it's important to decorate the restaurant well and attractively, as well as take beautiful pictures of the food, so that it can attract tourists to try the local food. Hence, physical surroundings are the IV in this study.

2.4.2 Relationship Between Excitement and Intention to Consume Local Food

According to Kim et al. (2009), excitement is one of the primary factors in tourists' motivations for local food consumption. Eating out has symbolic elements because, while engaging in the activity, consumers purchase goods (food) and experience happy, exciting, or romantic feelings. According to Rust & Oliver (2000), experiencing new foods can be energizing, and anticipating an exciting experience can make it even better. Tourists frequently research all of the information about the tourist destinations they intend to visit in order to determine what is interesting there. Food is also not overlooked because it is an essential thing. So, tourists will look for interesting places to eat on social media sites such as TikTok, Youtube, Facebook, websites, and so on, to see people's reviews about a restaurant or local food. If the image, video, or review seen is interesting, tourists will be excited and will have the intention to try the food. Therefore, there is a relationship between excitement and the intention to eat local food.

Furthermore, before going on a trip, tourists will search on social media or other mediums for food images that pique their interest. Han et al. (2016) found that tourists are more likely to want to take a cruise in the future if they believe that the cruise is environmentally friendly. The displayed food image is indeed intended to attract the attention of tourists to try the food. So, if the restaurant is

good at displaying the image of food, it will make tourists have a high desire to try the food. It is important to use the food image to encourage tourists to consume destination food because a more positive destination food image will result in higher consumption intentions.

According to Hunter (2012), images that highlight the destination's distinctive features can influence how visitors view the place. Tourists' perceptions of local cuisine and their intentions to eat local food can be influenced by images of the destination cuisine featured on government tourism websites (Horng & Tsai, 2010). This means that tourists will become excited when they see the image of food, increasing their desire to try it. There is broad consensus in the field of tourism research about the connection between destination image and traveller behaviour, which influences not only the development of consumer attitudes, preferences, and perceptions of quality but also direct behaviour, such as consumption intention (Beerli & Martin, 2004; Bigne, Sanchez, & Sanchez, 2001; Castro, Armario, & Ruiz, 2007; Chen & Tsai, 2007; Prayag, 2009; Shin, 2009). This means that the image of food is related to excitement, which has a relationship with the intention to consume local food. Therefore, excitement is the IV in this study.

2.4.3 Relationship Between Prestige and Intention to Consume Local Food

According to Chang, (2010), it was discovered that travellers felt prouder or dignified when they talked to acquaintances about their experiences eating the local cuisine after "having been there" and "having eaten the local meal." Prestige is about the esteem or adoration for something, typically due to its reputation for

excellence, achievement, or social influence. The prestige and intention to consume local food have their relationship when people who have tasted the food in a certain place will talk or tell a story about the real deliciousness of the food with their family, friends, and anyone else. Nowadays, the world is becoming more sophisticated with the existence of various types of platforms that can influence someone to do what other people do, such as the existence of social media that greatly influences food tourism. If someone shares a review or feedback about the deliciousness of food in a certain place, it can influence visitors or other tourists to go feel it there.

Food's status in relation to societal ideals is measured by its prestige. It may be able to uncover patterns that will help to encourage changes in eating habits by learning what individuals believe to be the status of certain foods. People purchase goods that project an image that is consistent with the social standards of their colleagues or the image they want to convey (Sheth et al., 1991). Chang (2010) stated that utilizing on-site observations and focus group interviews, investigate visitors' meal choices within the context of tourists' culinary experiences. The scholars discover that discussing meals with friends when traveling can raise diners' social standing since travellers who have "been there" and "eaten exotic food" are seen as having high cultural capital (Chang, 2010; Kim, 2009). It is crucial to try different foods when traveling since eating experiences in various cultures are unique and elevates them above other individuals (Fields, 2002).

As a result, tourists typically want to tell their friends and family about their special local food experiences. Tourists are likely to develop favourable sentiments about regional food if they feel a sense of prestige from eating it. This

is put out by relating the idea of prestige value to visitors' intake of regional cuisine. According to Kauppinen-Räsänen (2013) because when observed social contact from eating together is high, respondents are more likely to have a favourable view of the food. Social value is recognized to arise in the tourism industry through interactions between tourists as well as individual recognition or status. William and Soutar (2009) reveal that tourists are more likely to be pleased with their adventure tour when they receive social value, such as the sensation of acceptance, making an effect on other people, and receiving social approval from them. Tourists are more likely to think favourably of their local culinary experiences when they recognize the significance of social contact that comes with consuming food with others.

2.4.5 Relationship Between Escape from Routine and Intention to Consume Local Food

The compulsory aspect of food has to do with the greater perceived risk that comes with eating new and unfamiliar foods and cuisines while visiting, where there are more chances to sample unusual foods. Fields (2002) this term's exact meaning is "to leave from the usual life". By addressing food and stating that eating local cuisine when on vacation may become a technique of getting away from their typical surroundings, the goal is to invert the everyday pattern. Mayo and Jarvis (1981) recognized that escape from routine as a separate situation of daily living. They continued by saying that altering daily routines is a way to get rid of boredom and worry which then results in more freedom and happiness.

Visiting or traveling is one of the most popular ways to relieve boredom or escape it, according to Iso-Ahola and Weissinger (1990) who defined "escape from routine" as the elimination or decrease of the belief that experiences available at home are insufficient to satiate the desire for adequate stimulation. Regarding the kind of food tourism experiences, Hjalager (2003) acknowledged that some tourists are 'foodie tourists' who are interested in consuming local cuisine to break free from their regular eating routines such as routine dining, food purchasing, and dish preparation. Similarly to this, Kim (2009) discovered that some visitors may try local cuisine to change up their routines or experience something new.

The tourists are attracted by the taste of local food experiences to break them out of their daily eating routines, to learn about the local culture, and for the food experience's multisensory like the aroma of food, taste, and appearance. Restaurants might be advisable to emphasize the sensory appeal aspects of the food experience as this element may boost the probability that tourists or visitors will eat local food while visiting. For these tourists or visitors, visual presentation is crucial, and providing opportunities to watch the food being cooked is another approach to improve the food experience. Because they will feel bored when eating the same food in their area and when they visit or vacation outside their area it will make them more interested to taste different food than before.

2.5 CONCEPTUAL FRAMEWORK

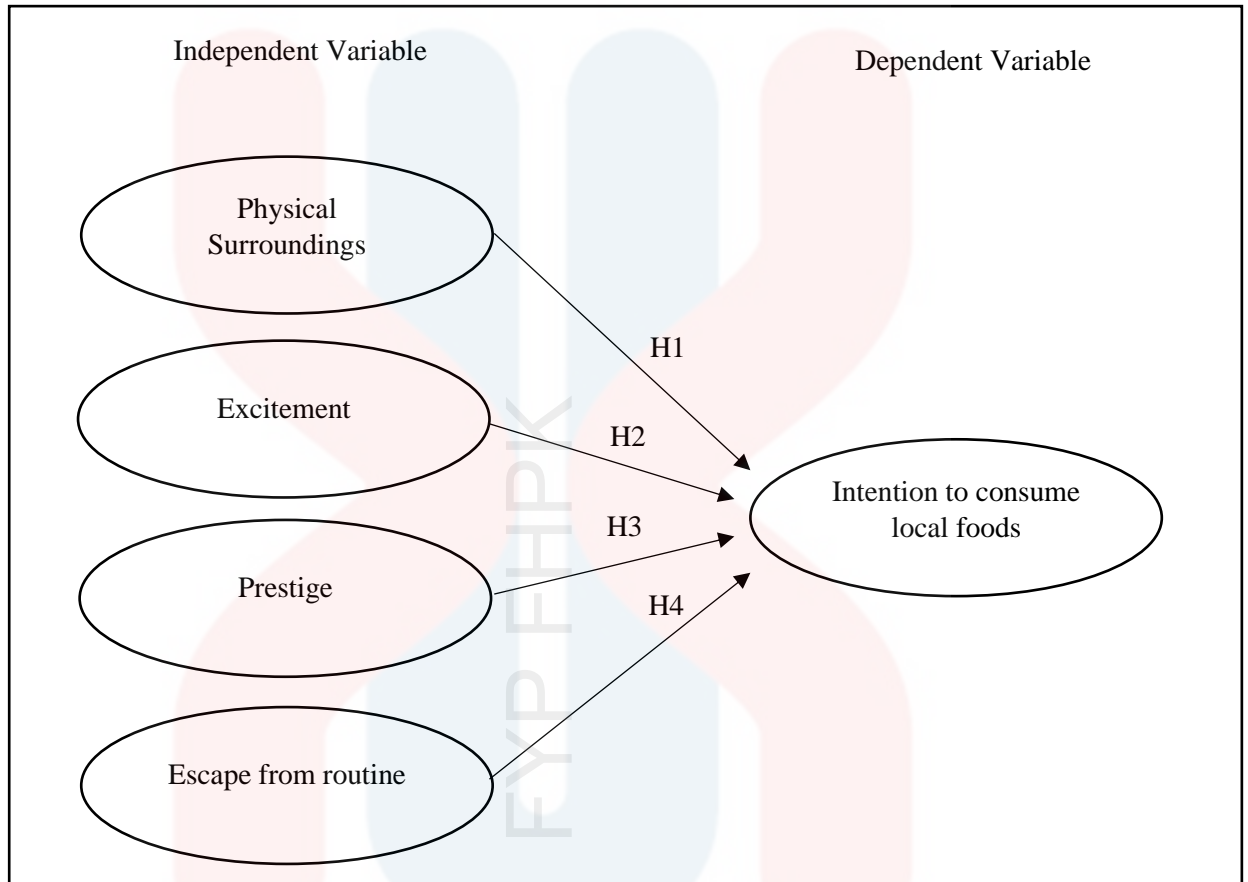


Figure 2.5: Conceptual framework for intention to consume local foods.

Source: Kim et al. (2009)

Following a comprehensive analysis of the literature review, this study proposes a conceptual model. As shown in Figure 2.5, the proposed model in this research includes the independent variable (IV) which is physical surroundings, excitement, prestige, and escape from routine meanwhile the dependent variable (DV) is the intention to consume local foods. Not only that Figure 2.5 also proposes a research model that involves testing the direct relationship between physical surroundings, excitement, prestige, and escape from routine towards the intention to consume local foods.

2.6 HYPOTHESIS

A hypothesis must be testable and realistic, taking current knowledge and techniques into consideration. In addition, a hypothesis is defined as a prediction or explanation of the relationship between two variables. In simplest terms a systematic relationship exists between an independent variable and a dependent variable. Thus, based on an overall literature review of the relationship between the factors that influence tourists and the intention to consume local food, the following hypotheses are proposed:

H1: There is a relationship between physical surroundings and the intention to consume local foods.

H2: There is a relationship between excitement and the intention to consume local foods.

H3: There is a relationship between prestige and the intention to consume local foods.

H4: There is a relationship between escape from routine and the intention to consume local foods.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter will go through in detail the research approach utilized to gather data for this study. Several steps must be taken to ensure that the correct data is obtained. This chapter will cover the research method that will be applied to this study, such as the research design, target population, sample size, sampling method, research instrument, data collection, data analysis, and lastly conclude with the conclusion.

3.2 RESEARCH DESIGN

Research design can be defined as a framework of research methods and techniques chosen by a researcher to conduct a study. Research design can be divided into four types: descriptive, exploratory, cross-sectional, and causal research.

In this study, a quantitative research design will be used. The process of gathering and analyzing numerical data is known as quantitative research design. It can be used to find trends and averages, predict the future, investigate causality, and extrapolate findings to larger populations. The four subcategories of quantitative research are causal, cross-sectional, exploratory, and descriptive. The researchers will employ a cross-sectional in this study that has been modified from the Suntikul et al. (2019) for the research.

The study's design takes into account the variables that influence the tourists' perceptions of food in Kelantan. In this study, the researchers use a self-directed questionnaire to collect data from participants using a quantitative methodology. The purpose of this survey is to look at the relationship between the factors of prestige, excitement, physical surroundings, and escape from routine as they related to the determinants of intention to eat local food. The cross-sectional quantitative study design makes it easier to answer research questions while also achieving research objectives.

3.3 POPULATION

The group comprising all the components in which the study results will be presented is referred to as the population. In other terms, a population is a group that includes all units which contain the variable aspect being investigated and based on which conclusions may be drawn from the study (Shukla, 2020). The target population is the term used to describe the whole set of people or items that scholars have focused on in generalizing the results.

This study's population consists of tourists who come to Kelantan in the last 5 years. Based on the Department of Statistics Malaysia (DOSM) (2022), the current population of Malaysia is approximately 32.7 million. In 2021, the population of domestic tourists that came to Kelantan is approximately 1 921 000 million (Department of Statistics Malaysia Official Portal, 2022), hence it will be selected as a population in this study.

The participants were chosen since they can provide a reliable response for this study. The selection of respondents can allow them to give their perspectives on local food intake and experience. Furthermore, it is to guarantee that the information will be acquired based on actual experiences of domestic tourists consuming Kelantan food, particularly gastronomy culture while traveling. Hence, this can provide accurate and relevant data to the study.

3.4 SAMPLE SIZE

A researchers must take a representative sample from the population in order for a study to be effective and reliable. An accurate generalization of the results would result from this. A group of people from a larger population chosen for a survey is known as a sample (Sudman et al., 1996). As stated by Oribhabor and Anyanwu (2019), a more focused sample of people chosen for the study from the broader population. It is crucial to have an ideal sample to lessen the amount of sample inaccuracy, which highlights the requirement for choosing a limited size of sample.

The target population that serves as the sample for this investigation is domestic tourists in Kelantan with approximately 1 921 000 million visitors. Tabachnick and Finell (2001) argued that a sample size below 150 is weak and above 300 is acceptable and outstanding. Salkind (2010) underlined that sufficient sample size is necessary for all research projects since a small sample size does not provide an accurate representation of the populace. A little sample size may result in errors including the possibility of incorrectly discarding a certain result when it should be accepted (Sekaran, 2013).

The researchers adopted a rule proposed by Krejcie & Morgan (1970) to determine and obtain a valid and accurate sample size for this study. Hence, based on table 3.4 as many as 384 tourists would be the sample size in this research since this study's population size surpasses 1,000,000.

Table 3.4: Table for Determining Sample Size from a Given Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size.
S is sample size.

Source: Krejcie & Morgan (1970)

3.5 SAMPLING METHOD

Sampling is the technique of choosing a representative sample from an entire population, either individually or from a large group of people for a specific research objective (Bhardwaj, 2019). Taylor (2005) defines a sample as a subset of a larger universe. A sample is a selection made from a larger population of individuals or objects for measuring reasons. Thus, sampling is used to obtain reliable data since sampling is a crucial technique in research when the population is large (Bhardwaj, 2019). The two primary categories for sampling techniques are probability sampling and non-probability sampling.

Each unit in the population has a nonzero chance of being included in the sample, which is also recognized as the distinctive characteristic of probability sampling (Hendry, 1990). Fink (1995) describes it more precisely, saying that each potential candidate has an equal possibility of being selected from the group. Furthermore, choosing a sample from the target population through nonprobability sampling does not need randomization. Instead, subjective approaches are employed to determine which components are involved in the sample. Nonprobability sampling, in other terms, is a sampling strategy where the sample is obtained without giving each participant or unit in the population an equality of opportunity to be included (Etikan et al, 2016).

This study will utilize non-probability sampling and adapt convenient sampling from other types of nonprobability sampling. Convenience sampling is appropriate for this research since the methods are easy and affordable, and the participants are easily available. As stated by Marshal (1996), this sampling method is easier to access as well as less expensive in terms of time, effort, and money for the researcher.

Additionally, Dörnyei (2007) supported that this type of nonprobability sampling is a sampling where participants from the target group fulfill certain practical requirements for them to be included in the study objectives. To be included in the research the participants' criterion must be based on the ease of accessibility, proximity to the research site, presence at a specific time, or interest in participating. The key assumption linked with convenience sampling is that the participants of the target population are homogenous (Given, 2008).

3.6 RESEARCH INSTRUMENT

The tools that the researchers employ to gather information are known as the research instruments. Various instrument categories exist depending on the design or form, function, character, and accessibility (Sathiyaseelan, 2015). The process of selecting the equipment is time-consuming, requires several stages, and is a crucial aspect of conducting research. Each research instrument is appropriate in a given situation to accomplish a specific purpose depending on the research investigation.

Next, the researchers use a questionnaire as a tool for the research instrument in this study. A questionnaire is a study instrument that includes a set of questions created to obtain data or to collect information from respondents for a survey or statistical study. Furthermore, the questionnaire is based on the title of the study. The questions are designed in a very simple way and straightforward to make it easier for the respondents to answer and understand the question given.

The researchers present the survey questions in a Google Form so that participants can respond online or through social media. The potential respondents can complete the survey by accessing the questionnaire using their electronic devices, such as smartphones and computers. This method benefits the researchers since it saves cost and energy, ease of editing or analysis, effective and fast responses to collect data utilizing an online survey. It is less costly than other traditional methods of survey distribution since the questionnaire does not need to be physically printed and distributed. Using a questionnaire, a survey is an organized method of gathering standardized data from participants. To make it simpler for the respondents to understand every question in this survey two languages will be provided Malay and English.

Furthermore, this research question is divided into three sections which are sections A, B, and C. Section A focuses on the demographic data of the respondents, whereas Section B relates to the independent variables, each variable contains two questions that respondents must answer. Section C, on the other hand, deals with the dependent variable and includes four questions that the responder must respond to. Farrell (2016) asserts that closed-ended questions are typically advantageous for surveys since they can improve response rates when users are not required to submit as much information. Closed-ended inquiries are types of questions that demand a straightforward response from the respondent. They are designed in a way that only a single word is required as an answer and does not need much thought. By definition, a closed-ended question can be answered with a single word or a straightforward "yes" or "no." Any question where respondents are given alternatives to pick from is referred to as a closed-ended question in research.

In this study, a closed-ended questionnaire will be employed. Hyman and Sierra (2016) stated that close-ended similar to the multiple choice questions that users undoubtedly liked. The factors influencing user selections are similar to the benefits and drawbacks of each inquiry type. Closed ended questions are simple to answer since they simply need responders to pick from a list of options. The questions can be answered rapidly by the respondents, giving them the impression that they are progressing well. Similarly to this, it is easier to respond to closed ended questions on attitudes and behaviours. to improve respondents' eagerness to return a completed survey by simplifying their chores and the questions are the most common in self-administered surveys since they need little to no interviewing expertise.

In addition, the Likert Scale is uses in research since it implies that the level or degree of behaviour as continuous, such as on a scale from strongly agree to strongly disagree, can measure the attitudes by the assumption (Mcleod, 2008). Typically, the Likert scale provides five possible answers to a statement that allows respondents to indicate their strength of agreement or disagreement regarding the question given. The 5-point Likert Scale is shown below:

Table 3.6: 5- Point Likert Scale

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

The demographic information of respondents is discussed in Section A. Gender, ages, ethnicity, marital status, educational levels, occupation, and the screening question.

Table 3.6.1: A question that will be asked based on the respondent's demographic information

Types of Section	Number of Items
Section A - Demographic Profile of Respondents	7 items
Section B - IV 1 : Physical Surrounding - IV 2 : Excitement - IV 3 : Prestige - IV 4 : Escape From Routine	2 items for each Independent Variable
Section C - DV : Intention to Consume Local Food	6 items

3.7 DATA COLLECTION

Once a research problem has already been discovered and the study's research plan has been established, data gathering can start. Since it reduces the likelihood of errors that could happen later in the process, the data collection stage of a research study can have an impact on the accuracy of the results. As a result, to get a strong research design, a lot of time and effort should be put into gathering the data because it is impossible to ensure the correctness of conclusions with little and faulty data (Kabir, 2016). On the other hand, while a sound study design can be aided by an appropriate data gathering method, it cannot obligate one to guarantee the research project's overall success (Olsen, 2012).

Furthermore, in order to acquire data, there are two basic approaches: primary research and secondary research. Primary data must be gathered from scratch, whereas secondary data is just a synthesis from the available published sources, hence the

procedures for gathering primary and secondary data are different. The definition of primary research refers to gathering data, particularly for the topic at hand from real sources, such as consumers or other research participants. While secondary research is defined as any material from published sources that have not been particularly gathered for the study challenges at issue.

The primary data approach will be employed in this study to collect information. This is due to the fact that all of the data from this study will include the public in answering all of the questions, thus allowing the data to be gathered more accurately and clearly. The questionnaire will be distributed using online forms created with Google Forms that can be accessed anywhere and anytime by potential respondents. Respondents have a high level of flexibility in how they complete the questions since they may use their smartphone, computer, tablet, and other devices to respond. A screening question is included in the main survey which is “Have you ever been to or visited Kelantan before (in the past 5 years)?” This screening question is intended to identify travellers who have visited Kelantan and for the accuracy of data collection. Those who provided negative responses will be eliminated from the analysis.

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3.8 DATA ANALYSIS

The process of collecting, manipulating, and assessing data in order to find relevant information for business decision-making is known as data analysis. Data analysis seeks to extract relevant information from the data so that decisions can be made based on the analysis (Johson, 2020). To analyze the primary data, researchers will use Statistical Programmers for Social Science (SPSS) version 20.2. Organize data and pie charts with SPSS, a program-based data processing and analysis system. Researchers used computers to help them find information more easily and quickly, as well as to conduct quantitative analysis. The researchers uses Pearson's correlation, regression, reliability statistics, and descriptive statistics to assess quantitative data.

3.8.1 Descriptive Statistics

According to Kaur et al. (2018), descriptive statistics are used to arrange compiled data according to the relationships between variables in a sample or population. Before collecting descriptive statistics, which is a crucial first step in doing research, inferential statistical comparisons should never be made. Descriptive statistics include classes of variables in addition to measures of frequency, central tendency, dispersion/variation, and location (nominal, ordinal, interval, and ratio). For those to generate assumptions about the population from samples, however inferential statistics, a different form of statistics is required. The researchers will use descriptive analysis to assess the amount of collaboration. By employing descriptive analysis, researchers can interpret data in a more

effective and intelligible manner. Table 3.8.1 shows the relationship between the mean and level of agreement. Scales 1 represents “strongly disagree”, scales 2 shows “disagree”, scale 3 signifies neutrality, while scale 4 “agree” and “strongly agree” for scales 5.

Table 3.8.1: The relationship between Mean and Level of Agreement

Scale	Range of Mean	Level of Agree
5	4.51 - 5.00	Strongly Agree
4	3.51 - 4.50	Agree
3	2.51 - 2.50	Neutral
2	1.51 - 2.50	Disagree
1	3.0 - 1.50	Strongly Disagree

3.8.2 Reliability Analysis

A group of survey items' internal consistency or reliability is evaluated using Cronbach's alpha coefficient. Researchers can use this statistic to see whether a group of objects regularly rates the same quality. A collection of questions with a high Cronbach's alpha value has consistent participant response rates. Typically, test findings, survey responses, and assessment techniques are the sources of data for this statistic (Frost, n.d.). This test will show an alpha coefficient of less than <0.60 will be slightly low (weak). Others, good addition of alpha coefficient is the strength of 0.70 to less than <0.90 is high and is still

strong. If it reaches more than >0.90 , it means that the alpha coefficient test in this research is the highest as shown in Table 3.8.2:

Table 3.8.2: Requirements for using Cronbach's Alpha

Cronbach's Alpha Coefficient	The Strength of Association
<0.60	Slightly low
0.60 to <0.70	Reasonable
0.70 to <0.80	High
0.80 to <0.90	Stable
>0.90	Excellent

Table 3.8.2 shows that correlations are weak when they are less than 0.6 but moderate when they are between 0.6 and less than 0.7. When the measures are 0.7 or less than 0.8, the strength is sufficient. An extraordinarily high relationship is indicated by a Cronbach's Alpha coefficient of 0.9, although a value of 0.8 to less than 0.9 suggests a very strong link.

3.8.3 Correlation Analysis

By using the statistical method of correlation analysis, one can identify whether and to what extent two variables or datasets are related. In terms of research, this implies that correlation analysis is applied to the study of

quantitative data acquired through research methods such as surveys and polls in order to ascertain whether there are any notable correlations, patterns, or trends between the two (James, n.d.). In the research, using the Pearson correlation coefficient to analyze data independent influence intention and dependent variable to see how strong the relationship would be in table 3.8.3:-

Table 3.8.3: How to interpret a correlation coefficient's size (strength)

Correlation Coefficient Size	Interpretation
0.90 to 1.00 (- 0.90 to 1.00)	Very High Positive (Negative) Relation
0.70 to 0.90 (-0.70 to 0.90)	High Positive (Negative) Relation
0.50 to 0.70 (- 0.50 to 0.70)	Moderate Positive (Negative) Relation
0.30 to 0.50 (-0.30 to 0.50)	Low Positive (Negative) Relation
0 to 0.30 (- 0 to 0.30)	Negligible Relation

The size and value of the positive correlation coefficient range from 0 to 1, that the correlation between the variables is wholly positive when the correlation coefficient size is 1.00, as is the case in the example. A significant correlation between the two variables is indicated by a coefficient value between 0.50 and 1.00. When the correlation coefficient value is greater than 0.50, it indicates a very positive correlation, whilst values between 0 and 0.50 indicate a relatively positive association. The numeral zero indicates this connection. This demonstrates that the negative correlation has a somewhat negative impact when its size is between 0% and 50%. Looking at the absolute value of -0.50, one can

observe a relatively negative correlation with a particular variable. The variable is the case whenever the correlation coefficient value is between -0.50 and -1.00, according to the relationship between the variable's significantly negative correlation and the size of the -1.00-correlation coefficient. The relationship is entirely adverse.

3.8.4 Frequency Analysis

Frequency analysis is a general analysis technique utilized in research groups across a variety of scientific subjects, not just those focused on social measurement. In contrast to other approaches in log file analysis, this method is always frequently used, therefore when it is used, it usually goes undetected. Additionally, a number of common statistical tests can be used to compare groups of subjects with ease. However, frequency analysis can also be used to examine a person's social behaviour. In these cases, the majority of the information is provided by the relative frequency of the various procedures (Bergman & Magnusson, 2001).

After entering the data, Before the researcher makes any of the data publicly available, it can be examined using descriptive statistics. It is customary to use descriptive statistics to summarize data frequencies or signs of central tendency (mean, median, and mode). The answer to the first study topic might be found through frequency analysis. The frequency measured in this study is to look at four factors, namely physical surrounding, excitement, prestige and escape from routine. This is to find out which of these factors is

the most reason why tourists intend to come to Kelantan to consume local food. For the frequency analysis of vibration signals, there are two types of filters. A constant percentage bandwidth filter, where the bandwidth of the filter is a fixed percentage of the center frequency tuned to the frequency of the factors chosen by the respondents that cause them to intend to come to Kelantan due to local food. For example, the frequency for the first factor is 20 out of 45/60 respondents. So, converted to percentage we will get 33.3%.

3.9 CONCLUSION

In conclusion, the technical element of this study shows the importance of specific and accurate responses from the participants. It demonstrates the need for reliable information in developing successful research, as well as the proper technique to collect information properly. The researcher may complete the investigation on the suitable field by assessing all of the details provided. This study comprises the introduction of the study, literature review, and finally research methodology.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

In Chapter 4, the conclusions of the data results were given. The research was distributed to 400 respondents through an online Google Form. The targeted respondents were 384. However, the data group access from the respondents acquired only resulted in 321 respondents, and SPSS is being used to analyze the findings. Additionally, this chapter explores the link between the variables that influence tourists to consume local food in Kelantan. Table formats are used to show the entire set of data analysis findings. The results of the data analysis are all displayed in tabular format. To help readers comprehend the findings, the interpretation is provided after the analyzed data are presented in table form. The results of the survey are discussed in this chapter which are the results of the frequency analysis, descriptive analysis, reliability test, Pearson Correlation Coefficient analysis, and the discussion based on the study objective. This chapter provides an overview of respondents and statistical results. The purpose is to answer the research objectives of the study and to test the hypothesis. The data received has been evaluated by a software program which is Statistical Package for the Social Science (SPSS).

4.2 RESULT OF RELIABILITY ANALYSIS

4.2.1 INTERNAL RELIABILITY RESULT

The Cronbach's alpha coefficient is used to assess the internal consistency or reliability of a collection of survey items. This statistic may be used by researchers to see whether a collection of items consistently receives the same quality rating. Participants consistently respond to a set of questions with a high Cronbach's alpha score.

For this survey, there were four independent factors and one dependent variable. The dependent variable is the intention to consume local food in Kelantan, while the independent variables are physical surroundings, excitement, prestige, and escape from routine. There are eight questions for the independent variable and six questions for the dependent variable were created by the researchers.

Table 4.2.1 Reliability Analysis Result

Variables	N of Items	Cronbach's Alpha	Remarks
Intention to consume local food	6	0.934	Acceptable
Physical surroundings	2	0.662	Acceptable
Excitement	2	0.720	Acceptable
Prestige	2	0.616	Acceptable
Escape from routine	2	0.752	Acceptable

The results of the reliability analysis display the number of items, Cronbach's alpha statistic, and comments. With six items in the statistic for intention to eat local food, Cronbach's alpha is 0.934. The additional factors are the physical environment, excitement, prestige, and escape from routine; each of the variables comprises two items.

Cronbach's alpha reliability analysis for the physical surroundings is 0.662, excitement is 0.720, prestige is 0.616, and escape from routine is 0.752. Hence, the reliability analysis results' overall shown that all the variables are acceptable.

4.3 RESULT OF FREQUENCY ANALYSIS

Frequency analysis may be used in the context of data analysis to examine the demographic details of survey respondents. In order to do a frequency analysis of respondent demographics, the researcher must first determine the demographic characteristics that are pertinent to the research topic such as age, gender, race, marital status, education level, occupation, and “have you ever been to or visited Kelantan before (in the past 5 years)”. After that, the researcher determines the frequency with which each category or level within each demographic characteristic occurs.

4.3.1 GENDER

Table 4.3.1: Frequency analysis for gender

Gender	Frequency	Percentage (%)
Male	36	11.2
Female	285	88.8
Total	321	100.0

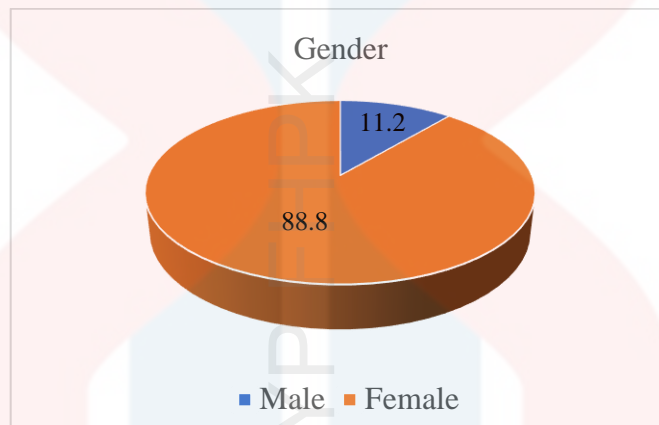


Figure 4.3.1: The pie chart of gender

Table 4.3.1 shows the frequency analysis and percentage of the respondents based on gender. Out of 321 respondents, the majority who answered the survey were female, as many as 285 persons, and 36 of them were male. The researchers discovered that there are more female respondents than male respondents. Their combined percentage is 88.8% compared to 11.2% for the male respondents. According to this data analysis, females are more likely than males to be influenced to consume the local food in Kelantan.

4.3.2 AGE

Table 4.3.2: Frequency analysis for age

Age	Frequency	Percentage (%)
18 – 24 Years	276	86.0
25 – 34 Years	33	10.3
35 – 44 Years	7	2.2
45 – 54 Years	3	0.9
55 or above	2	0.6
Total	321	100.0

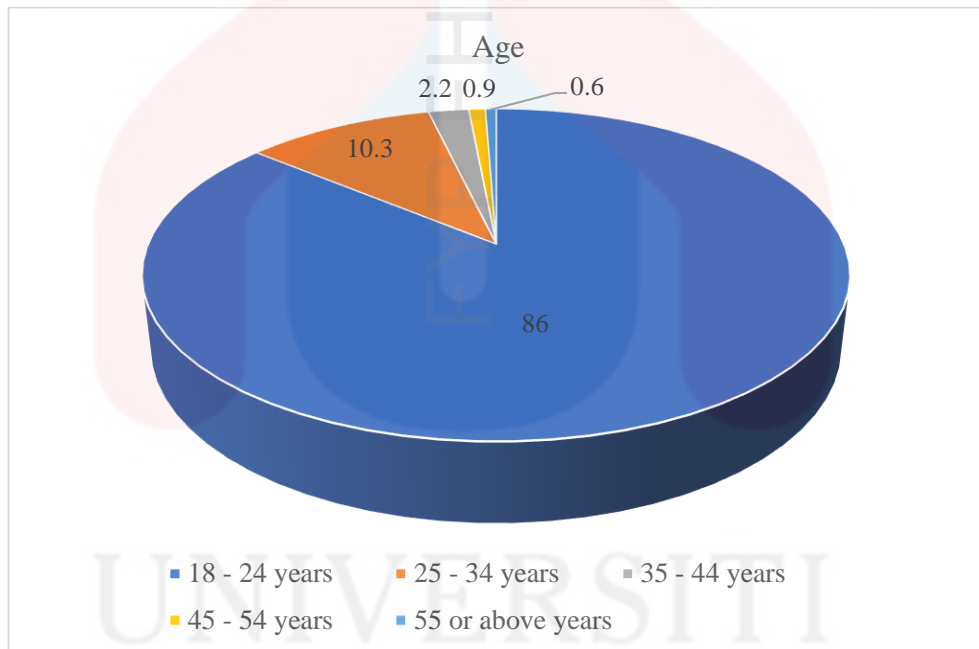


Figure 4.3.2: The pie chart of age

Table 4.3.2 shows the frequency analysis and percentage of the respondents based on age. The researcher observed that out of 321 responses, the majority of the respondents were 86.0% between the ages of 18 - 24 years old, with 276 individuals completing the survey, followed by 10.3% the ages between 25 - 34 years old resulting in 33 individuals, 2.2% respondents aged between 35 - 44 years old which is 7 people meanwhile 0.9% of 3 individuals are age between 45 - 54 years old and a total of 0.6% of 2 persons aged 55

and above. According to the data analysis, 18 - 24 years shows that people in that age range are more influenced to consume the local food in Kelantan.

4.3.3 RACE

Table 4.3.3: Frequency analysis for race

Race	Frequency	Percentage (%)
Malay	281	87.5
Chinese	10	3.1
Indian	8	2.5
Others	22	6.9
Total	321	100.0

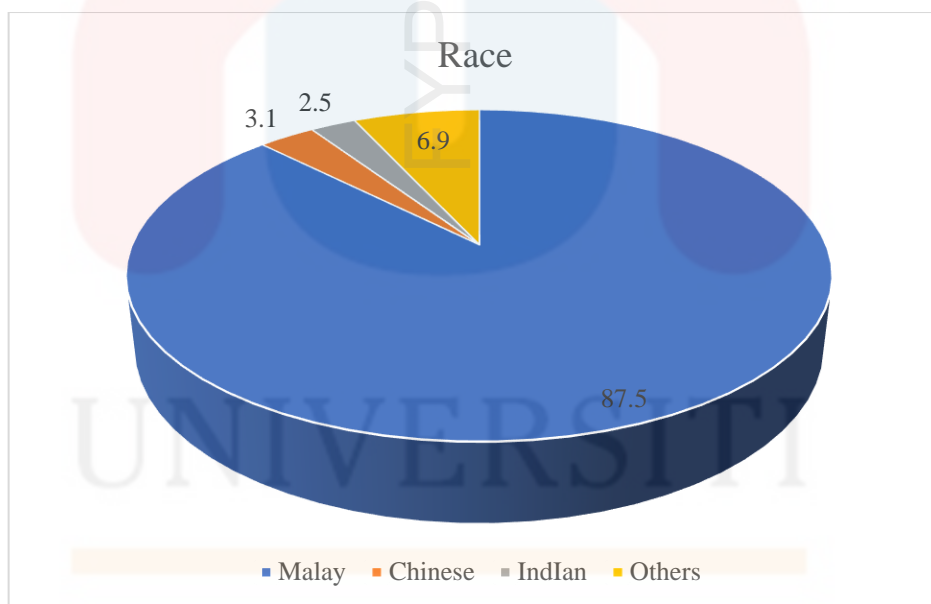


Figure 4.3.3: The pie chart of race

Table 4.3.3 and Figure 4.3.3 shows the frequency analysis of the respondents based on race. With 87.5% and 281 respondents, Malay is the race group with the most participants in the survey, followed by 3.1% Chinese with 10 respondents. With 2.5% consisting of 8 respondents, Indian group races are the third highest answering the

survey, followed by 2.5% of Indians with 8 respondents. According to this data's analysis, the more race influenced to consume the local food in Kelantan is Malay people.

4.3.4 MARITAL STATUS

Table 4.3.4: Frequency analysis for marital status

Marital Status	Frequency	Percentage (%)
Single	302	94.1
Married	19	5.9
Total	321	100.0

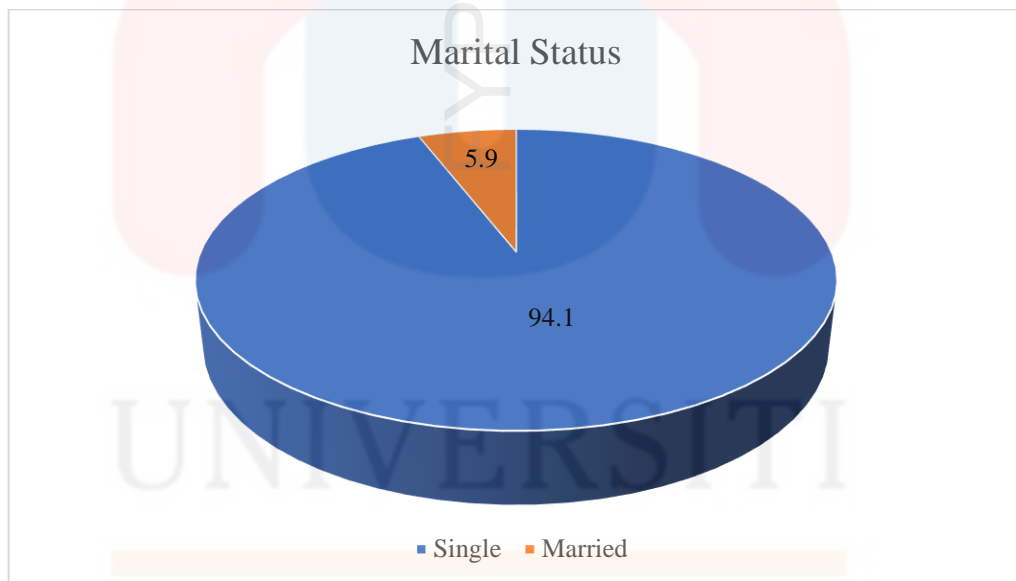


Figure 4.3.4: The pie chart of marital status

Table 4.3.4 shows the frequency analysis and percentage of the respondents based on marital status. Out of 321 responses, 93.8% of respondents were single, with a total of 301 respondents, compared with only 5.9% of the respondents who were married, with a total of 19 respondents. This shows that mostly more females engage in answering the survey about the influence of consuming local food in Kelantan than males. According to

this data's analysis, the single marital status respondents are more influenced to consume the local food in Kelantan.

4.3.5 EDUCATION LEVEL

Table 4.3.5: Frequency analysis for education

Education	Frequency	Percentage (%)
Secondary school	16	5.0
Diploma	19	5.9
Undergraduate or Bachelor Degree	281	87.5
Postgraduate Degree or above	5	1.6
Total	321	100.0

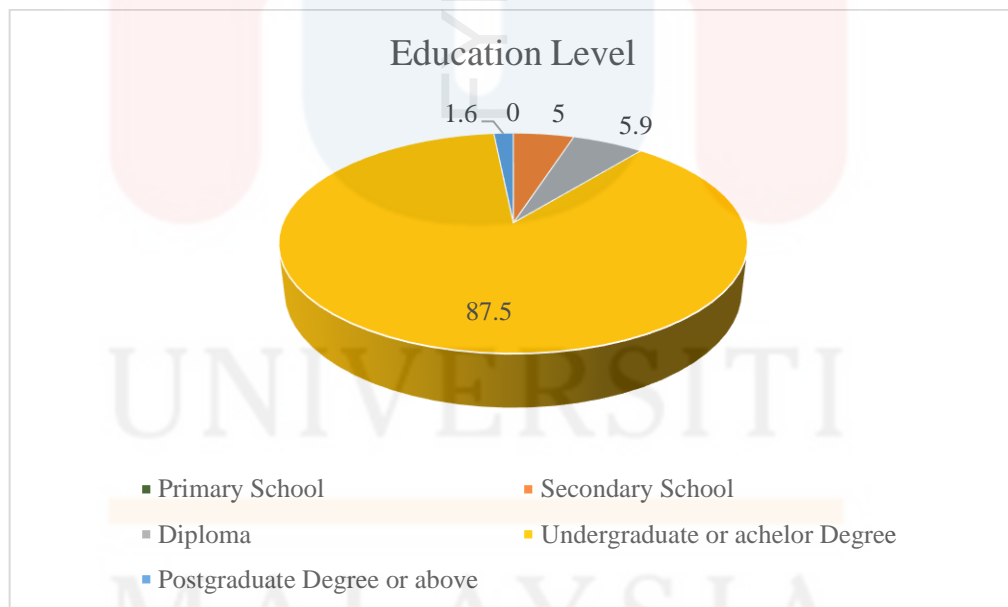


Figure 4.3.5: The pie chart of education level

Table 4.3.5 illustrates the respondents' educational backgrounds. The majority of the respondents answering the survey are 87.5% from undergraduate or bachelor's degrees, with a total of 281 respondents. Followed by a total of 19 respondents, the study indicates that 5.9% are diploma students. Meanwhile, 5.0% of the secondary school

participate in this survey with only 16 respondents, and the lowest percentage of education level is the postgraduate degree or above with only 5 respondents (1.6%). Hence, this data analysis shows that the majority of the undergraduate or bachelor's degree education levels engage in the survey and are more influenced to consume the local food in Kelantan.

4.3.6 OCCUPATION

Table 4.3.6: Frequency analysis for occupation

Occupation	Frequency	Percentage (%)
Undergraduate or bachelor's degree	282	87.9
Employed	32	10.0
Self employed	4	1.2
Housewife	2	0.6
Unemployed	1	0.3
Total	321	100.0

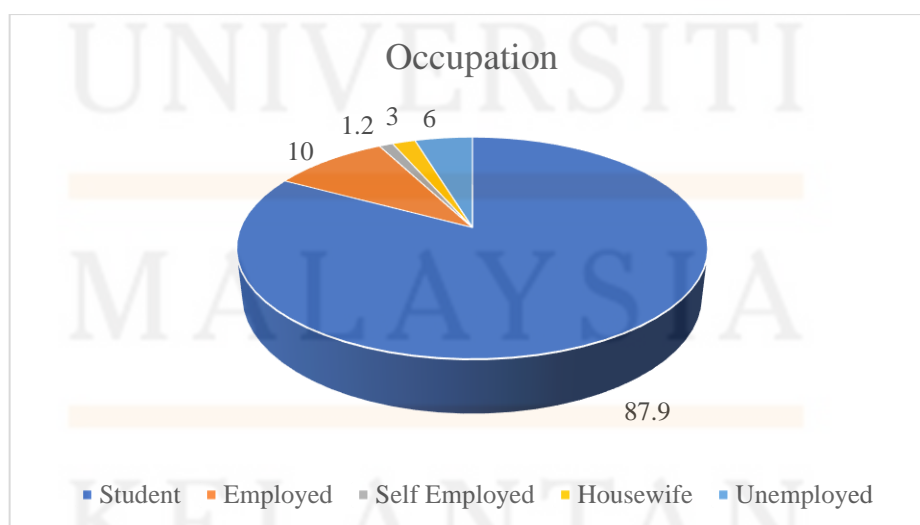


Figure 4.3.6: The pie chart of occupation

The percentage of the respondent's occupation is shown in Table 4.3.6. With 282 respondents, the majority of the respondents are undergraduate or bachelor's degree holders, with 87.9%. The second highest is employed with 32 respondents (10.0), followed by self-employed with 1.2% representing four respondents. The two lowest percent of occupations are housewives, with only two respondents (0.6%), and only one respondent is unemployed (0.3). According to this data analysis, the student respondents are more influenced to consume the local food in Kelantan.

4.3.7 HAVE YOU EVER BEEN TO OR VISITED KELANTAN BEFORE (IN THE PAST 5 YEARS)

Table 4.3.7: Frequency analysis for have you ever been or visited Kelantan before (in the past 5 years)

Have you ever been to or visited Kelantan before (in the past 5 years)	Frequency	Percentage (%)
Yes	257	80.1
No	64	19.9
Total	321	100.0

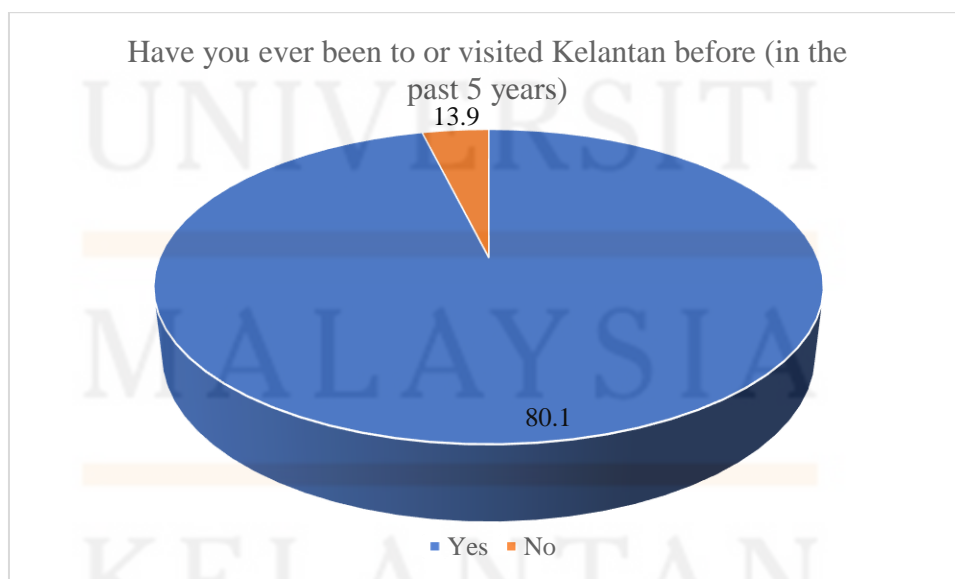


Figure 4.3.7: The pie chart of have you ever been to or visited Kelantan before (in the past 5 years)

Table 4.3.7 shows the frequency analysis, and percentage of the respondents based on have ever been to or visited Kelantan before (in the past five years). The researcher observed that out of 321 responses, revealing the majority, 257 respondents opted to reply yes to the question's statement, while 64 respondents chose to respond no to the question's statement. The researcher discovered that the percentage of those who responded yes to the question's statement is 80.1%, and 19.9% of the respondents responded no to the question's statement. According to this data analysis, more respondents have visited Kelantan after five years, which influenced them to consume local food in Kelantan, than there are respondents who have never been there.

4.4 RESULT OF DESCRIPTIVE ANALYSIS

The mean and standard deviation for independent variable and dependent variable had been analyzed in the research. Thus, the results of all variables are shown in the table below.

4.4.1 INDEPENDENT VARIABLE

4.4.1.1 Descriptive Statistics for Physical Surroundings

Table 4.4.1.1: Result of descriptive statistics for physical surroundings

Physical Surroundings	Mean	Std. Deviation
Cleanliness of the restaurants or places of destinations is important for your travel dining experience.	4.50	0.84084
Design of the restaurants is important for your travel or trip dining experience.	3.97	0.92997
Total	4.23	0.76652

Table 4.4.1.1 shows the results of descriptive statistics for the first independent variable, which is the physical environment shows that for the question 'Cleanliness of restaurants or places of destination important for your travel dining experience' has a mean value of 4.50 with 0.840 standard deviation. Meanwhile, 'Design of the restaurant is important for your travel or trip dining experience' got a mean score of 3.97, slightly lower than the first question, also with a standard deviation of 0.929. The total number of mean values for the physical surroundings is 4.23, the standard deviation is 0.766. Hence, respondents prefer the cleanliness of the restaurant or place which makes them intend to consume local food in Kelantan.

4.4.1.2 Descriptive Statistics for Excitement

Table 4.4.1.2: Result of descriptive statistics for excitement

Excitement	Mean	Std. Deviation
Before travel, you search for food, which the image make you feel excited, on social media or other medium	4.24	0.82927
When you eat out, it is exciting for you to try the most unusual items, even if you are not sure what you like.	4.02	0.89921
Total	4.13	0.76461

The table above shows the mean and standard deviation statistics of the respondents' excitement. The overall result for the mean value is 4.13, while the standard deviation is 0.764. The biggest score, which has a high mean value of 4.24 with a standard deviation of 0.829, is the question, 'Before travel, you search for food, which the image makes you feel excited, on social media or another medium.' In addition, the question 'When you eat out, it's interesting that you try the most unusual items, even if you're not sure what you like' were given a mean score of 4.02 with a standard deviation of 0.899.

4.4.1.3 Descriptive statistics for Prestige

Table 4.4.1.3: Result of descriptive statistics for prestige

Prestige	Mean	Std. Deviation
It is important for you to share photos and information of your dining experience with others through social media.	3.74	0.91010
You will go to the restaurants recommended by your surrounding social groups and the public.	4.10	0.79136
Total	3.92	0.72501

The respondents' mean, and standard deviation data for prestige are displayed in Table 4.4.1.3. The respondents agreed with the question of excitement, which is “You will go to the restaurants recommended by your surrounding social groups, and the public’ scored the highest mean value, which was 4.10 and 0.791 standard deviation for prestige. Followed by the question "Is it important for you to share photos and information about your dining experience with others through social media" yielded a slightly lower mean score of 3.74 and a standard deviation of 0.910, respectively. In order to learn about places, respondents would rather rely on those in closer proximity or restaurants that others have recommended.

4.4.1.4 Descriptive statistics for Escape from Routine

Table 4.4.1.4: Result of descriptive statistics for escape from routine

Escape from Routine	Mean	Std. Deviation
You feel comfortable when you try food in trip which is different from what you eat in your normal life.	4.03	0.85821
Your choices and behaviour for dining experience during travel or trip is different from your daily life.	3.95	0.87763
Total	3.99	0.77710

Table 4.4.1.4 shows the mean and standard deviation statistics for respondents' escape from routine. The overall mean is 3.99, while the standard deviation is 0.777. The respondents' rationale for the top rating, which had a high mean value of 4.03 and a standard deviation of 0.858, was that "You feel comfortable when you try food on a trip that is different from what you eat in your normal life." When traveling, the respondent feels more at ease trying something new. The respondents gave a somewhat lower mean score of 3.95 and a standard deviation of 0.877 in response to the question, "Your choices and behavior for dining experiences during travel or trip is different from your daily life." The respondent consequently feels more at ease with food when it comes to behavior choices and eating experiences from daily life.

4.4.2 DEPENDENT VARIABLE

4.4.2.1 Intention to Consume Local Food

Table 4.4.2.1: Result of descriptive statistics for intention to consume local food

Intention to Consume Local Food	Mean	Std. Deviation
I would like to eat Kelantan local foods.	4.31	0.70011
I am willing to eat Kelantan local food in the near future	4.24	0.74595
I plan to consume local food in Kelantan.	4.19	0.77989
I expect to consume local food in Kelantan	4.27	0.70782
I intend to eat Kelantanese local foods in the near future.	4.21	0.77494
I am willing to recommend people, family and/or friends to visit Kelantan for its food.	4.25	0.80049
Total	4.25	0.65287

Table 4.4.2.1 shows the result of mean and standard deviation for dependent variables of intention to consume local food. These statistics show why respondents intend to consume local food in Kelantan. The highest score for 'I would like to eat Kelantan local foods' gets a mean value of 4.31, standard deviation 0.700. Second, the statistical mean value is 4.27, which is 0.707 'I expect to consume local food in Kelantan'. Then, the mean value is 4.25, standard deviation 0.800 of 'I am willing to recommend people, family and/or friends to visit Kelantan for its food'. Other respondent's statistical intention to consume local food shows mean value is 4.24, while standard deviation 0.745 of 'I am willing to eat Kelantan local food in the near future'. Next, show the mean value is 4.21, which was 0.774 of 'I intend to eat Kelantanese local foods in the near future'. Then the lowest mean value is 4.19, while the standard deviation is 0.745 of 'I plan to consume local food in Kelantan' chosen by respondents to intend to consume local food

in Kelantan. So, the total of dependent variables for descriptive statistics for intention to consume local food, mean value is 4.25 and the standard deviation 0.652. The results show respondents are more likely to expect to consume local food in Kelantan.

4.4.3 OVERALL MEAN SCORE FOR VARIABLES

Table 4.4.3: Overall mean score for variables

Dimension	N	Mean	Std. Deviation
Physical Surroundings	321	4.23	0.76652
Excitement	321	4.13	0.76461
Prestige	321	3.92	0.72501
Escape from Routine	321	3.99	0.77710
Intention to Consume Local Food	321	4.25	0.65287

Table 4.4.3 shows the overall mean score for variables with standard deviation statistics of respondents on the local food in Kelantan. Therefore, tourists' desires to consume local food in Kelantan are closely linked to the independent variable. The dependent variable, which is the Intention to consume local food, ranks highly, which is 4.25 mean value, while the standard deviation is 0.652. This shows that the respondents agree with the reasons given for why they go to Kelantan to consume local food. Followed by physical surroundings, the variable has the highest mean value among the other independent variables as a whole, which is 4.23, while the standard deviation is 0.766. In addition, excitement also shows a mean value more or less the same but slightly higher, which is 4.13 with a standard deviation of 0.764 compared to variable escape from routine and prestige, where these two variables have a slightly lower value. Escape from routine recorded a 3.99 mean value with a 0.777 standard deviation. The lowest mean value is

3.92, while the standard deviation is 0.725. This is due to the prestige showing a low selection of respondents to consume Kelantan local food.

4.5 RESULT OF PEARSON CORRELATION

Pearson's Correlation employed by the researchers to determine the direct relationship between the independent variable and dependent variables. Pearson's Correlation analysis is used to justify the degree of the link between variables in order to conclude if the correlation coefficient is significant and which hypothesis should be accepted or rejected. Correlation analysis is a statistical approach that may be utilised to identify if and how significantly two variables or datasets are linked. If the relationship is significant, the researcher should determine the acceptable level of association and then determine whether the hypothesis is accepted or not.

Table 4.5: Rules of Thumb (Correlation Coefficient Range)

Correlation Coefficient Size	Interpretation
0.90 to 1.00 (- 0.90 to 1.00)	Very Strong Positive (Negative) Relation
0.70 to 0.90 (-0.70 to 0.90)	High Positive (Negative) Relation
0.50 to 0.70 (- 0.50 to 0.70)	Moderate Positive (Negative) Relation
0.30 to 0.50 (-0.30 to 0.50)	Low Positive (Negative) Relation
0 to 0.30 (- 0 to 0.30)	Negligible Relation

When the correlation coefficient size is 1.00, the correlation between the variables is completely positive. The size and value of the positive correlation coefficient vary from 0 to 1. The coefficient value between 0.50 and 1.00 denotes a significant connection between the two variables. A very positive link is indicated by a correlation coefficient

value of more than 0.50, whilst a slightly positive association is indicated by a correlation coefficient value between 0 and 0.50. A relatively negative correlation with a certain variable may be seen by looking at the absolute value of -0.50. The association between the considerably negative correlation of the variable and the magnitude of the -1.00-correlation coefficient indicates that the variable is the case whenever the correlation coefficient value is between -0.50 and -1.00.

4.5.1 HYPOTHESIS 1

H1: There is a relationship between physical surroundings and the intention to consume local foods.

Table 4.5.1: Correlation Analysis for Hypothesis 1

CORRELATION			
Variable	Correlation	Physical Surroundings	Intention to consume local foods
Physical Surroundings	Pearson Correlation	1	0.383**
	Sig. (2-tailed)		0.000
	N	321	321
Intention to consume local foods	Pearson Correlation	0.383**	1
	Sig. (2-tailed)	0.000	
	N	321	321

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

Source: SPSS

Table 4.5.1 indicates a significant relationship exists between physical surroundings (IV 1) and the intention to consume local foods (DV) ($r = 0.383$ $p < 0.05$). The positive value of Pearson Correlation 0.383 shows a relationship between physical

surroundings and the intention to consume local foods. At the same time, the significant level of both variables, which is 0.000, showed highly significant, and the strength of the significant is in the low range. From the result, the researchers concluded that physical surroundings and the intention to consume local foods have a positive relationship. Hence, hypothesis 1 (H1) is accepted.

4.5.2 HYPOTHESIS 2

H2: There is a relationship between excitement and the intention to consume local foods.

Table 4.5.2: Correlation Analysis for Hypothesis 2

CORRELATION			
Variable	Correlation	Excitement	Intention to consume local foods
Excitement	Pearson Correlation	1	0.556**
	Sig. (2-tailed)		0.000
	N	321	321
Intention to consume local foods	Pearson Correlation	0.556**	1
	Sig. (2-tailed)	0.000	
	N	321	321

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

Source: SPSS

Table 4.5.2 indicates a significant relationship exists between excitement (IV 2) and the intention to consume local foods (DV) ($r = 0.556$, $p < 0.05$). The positive value of Pearson Correlation of 0.556 shows a relationship between excitement and the intention

to consume local foods. At the same time, the significant level of both variables, which is 0.000 showed highly significant, and the strength of the significance is in the moderate range. From the result, the researchers concluded that excitement and the intention to consume local foods have a positive relationship. As a result, hypothesis 2 (H2) is accepted.

4.5.3 HYPOTHESIS 3

H3: There is a relationship between prestige and the intention to consume local foods.

Table 4.5.3: Correlation Analysis for Hypothesis 3

CORRELATION			
Variable	Correlation	Prestige	Intention to consume local foods
Prestige	Pearson Correlation	1	0.418**
	Sig. (2-tailed)		0.000
	N	321	321
Intention to consume local foods	Pearson Correlation	0.418	1
	Sig. (2-tailed)	0.000	
	N	321	321

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

Source: SPSS

Table 4.5.3 indicates a significant relationship exists between prestige (IV 3) and the intention to consume local foods (DV) ($r = 0.418$, $p < 0.05$). The positive value of Pearson Correlation of 0.418 shows a relationship between prestige and the intention to consume local foods. The significant prestige value is 0.000, which is less than the

extremely significant value of 0.05. As a result, there is a relationship between prestige and the intention to consume local food in Kelantan. Thus, hypothesis 3 (H3) is accepted.

4.5.4 HYPOTHESIS 4

H4: There is a relationship between escape from routine and the intention to consume local foods.

Table 4.5.4: Correlation Analysis for Hypothesis 4

CORRELATION			
Variable	Correlation	Escape from routine	Intention to consume local foods
Escape from routine	Pearson Correlation	1	0.538**
	Sig. (2-tailed)		0.000
	N	321	321
Intention to consume local foods	Pearson Correlation	0.538**	1
	Sig. (2-tailed)	0.000	
	N	321	321

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

Source: SPSS

Table 4.5.4 shows a correlation value is 0.538, which implies that there is a significant relationship between escape from routine (IV4) and the intention to consume local foods (DV). This indicates that among domestic tourists visiting Kelantan, there is a relationship between escape from routine and intention to consume local food is moderately positive. Escape from routine has a 0.000 significant value, which is less than the 0.05 moderately significant level. As a result, there is a significant relationship

between escape from routine and the intention to consume local food in Kelantan. Therefore, hypothesis 4 (H4) is accepted.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVE

This review of the research on factors that influence tourists' intention to consume local food in Kelantan. This study is to determine the relationship between the physical surroundings, excitement, and prestige toward tourists' intention to consume local food in Kelantan. Thus, the table below demonstrates the summary of the hypothesis in this study.

Table 4.6.1: Summary of Pearson's Correlation Hypothesis

Hypothesis	Pearson's correlation	Result
H1: There is a relationship between physical surroundings and intention to consume local foods.	$r = 0.383,$ $p < 0.05$	Supported
H2: There is a relationship between excitement and intention to consume local foods.	$r = 0.556,$ $p < 0.05$	Supported
H3: There is a relationship between prestige and intention to consume local foods.	$r = 0.418,$ $p < 0.05$	Supported
H4: There is a relationship between escape from routine and intention to consume local foods.	$r = 0.538,$ $p < 0.05$	Supported

Table 4.6.1 shows the summary of Pearson's correlation hypothesis for this research. Based on the table above, Pearson's correlation was performed to evaluate the hypothesis on physical surroundings, excitement, prestige and escape from routine with the intention to consume local food in Kelantan. Hypothesis 1 (H1) proposed that physical surrounding show the value of Pearson's correlation at $r = 0.383$, meanwhile excitement in Hypothesis 2 (H2) indicate $r = 0.556$, prestige in Hypothesis 3 (H3) shows $r = 0.418$ and Pearson's correlation $r = 0.538$ in Hypothesis 4. With the significant level respectively at 0.000, which is less than the 0.05 level of significance all proposed hypothesis were accepted. The Pearson's correlation results in the hypothesis above are supported and revealed that the independent variables namely physical surroundings, excitement, prestige, and escape from routine have a moderate positive and low positive relationship with the intention to consume local food in Kelantan. With all the significant less than $p < 0.05$, it is determinants of the likelihoods to consume local food while travelling.

4.7 SUMMARY

In conclusion, SPSS Software was used to analyze data collected from 321 respondents to generate all of the results in this chapter. The four independent variables were found to be statistically significant and to have a positive linear relationship. Furthermore, factors that influence tourists' intention to consume local food in Kelantan which are physical surroundings (H1), excitement (H2), prestige (H3), and escape from routine (H4). As a result, the relationship between the dependent and independent variables is linked and satisfactory.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

In this chapter, the researchers will discuss the overall findings based on the research objectives, research questions, and hypothesis of this study. In addition, this chapter also demonstrates the recapitulation of the findings, limitations, recommendations and provides an overall conclusion of the research studies. Hence, this chapter discusses the outcomes of Chapter 4. Moreover, the findings of this study will be presented, and the researchers will also highlight the study's limitations before simplifying the recommendation that may be applied to the future research. Last but not least, at the end of this chapter, the researchers will conclude this research.

5.2 RECAPITULATION OF THE FINDINGS

The chapter abbreviates the main findings of the research. In the previous chapter, it had already mentioned the aim of this study. The recapitulation of the outcomes based on the research objectives is as state below:

5.2.1 DISCUSSION OF OBJECTIVE 1

It is stated in Chapter 1 that the first study's objective is to study the relationship between physical surroundings and the intention to consume local food. Based on data collection and output in Chapter 4, it is shown that there is a significant relationship between physical surroundings and the intention to consume local food in Kelantan among domestic tourists. The results of the relationship between the independent variable and dependent variable indicate the reflection of hypothesis 1. Table 5.2.1 shows the discussion objective 1 (physical surroundings and the intention to consume local food).

Table 5.2.1 Discussion on objectives 1 (physical surroundings and the intention to consume local foods)

Research objectives 1	To study the relationship between physical surroundings towards the intention to consume local foods.
Research question 1	What is the relationship between physical surroundings and the intention to consume local foods?
Hypothesis 1	There is a relationship between physical surroundings and the intention to consume local foods.

The result of hypothesis H1 in the previous chapter was reviewed to answer research question 1. Apart from that, H1 stated that there is a relationship between physical surroundings and the intention to consume local foods in Kelantan. The findings show that physical surroundings are a low positive relationship with the intention to consume local foods in Kelantan, Malaysia, with a correlation coefficient of 0.383. The p-value of intention to consume local food is 0.000, which is less than the highly significant level of 0.05. In addition, there

is a relationship between physical surroundings and the intention to consume local food among domestic tourists visiting Kelantan. This finding can be supported by (Klenosky, 2002), the amenities and attractions surrounding the restaurant, such as landscape and engaging activities, are also motivating elements for tourists to visit a region to eat local food. Therefore, H1 was accepted.

On the other hand, it was discovered that whether a particular tourist prioritises food's healthiness, values the environment in which the food is consumed, or values the social aspect of food experiences affects their tendency to eat local cuisine. Nevertheless, the cleanliness of the physical surroundings in a restaurant or any place of destination is of utmost importance for a tourist travel dining experience. A clean environment minimises the danger of foodborne infections and other health concerns, which has a direct influence on individual health and safety. Proper sanitation practices, such as frequent cleaning and disinfection, keep hazardous germs, viruses, and pests at bay, guaranteeing a safe eating experience. Furthermore, cleanliness indicates the establishment's total quality, including its cuisine. A clean atmosphere denotes good food handling and storage practices, which results in fresh and sanitary ingredients and higher food quality. Furthermore, a clean and well-maintained ambiance can improve respondents comfort and satisfaction where its offering a nice environment in which to relax and savour their food. It also adds to the aesthetic attractiveness of the location, making it more appealing (Suntikul et al., 2019).

A restaurant's or other destination's reputation and customer impression are influenced by how clean it is. An organization's cleanliness is frequently linked to professionalism, attention to detail, and a dedication to client pleasure.

When a facility is clean, it is more likely to receive favourable evaluations and recommendations, improving its reputation and bringing in more customers. Last but not least, cleanliness promotes trust and confidence. When tourists notice that the surroundings are kept up, they get trust that the restaurant is concerned with cleanliness and patron well-being. This assurance encourages return trips and word-of-mouth advertising. In conclusion, the relationship between physical surroundings and cleanliness is crucial for tourist travel dining experience as it ensures a safe environment, contributes to food quality, enhances comfort and enjoyment, influences reputation, and fosters confidence and trust in the establishment.

In addition to that, the design of restaurants or places of destination has a significant relationship with the physical surroundings and is essential for tourist travel or trip dining experience. The design sets the atmosphere and ambience, creating a particular mood that enhances the overall dining experience. Elements such as lighting, decor, seating arrangements, and music contribute to the overall ambience of the place, whether it's cozy and intimate, vibrant and energetic, or sophisticated and elegant. In addition, the design affects the dining comfort of tourists. Factors such as comfortable seating, sufficient distance between tables and good lighting play an important role in comfort. The ergonomically designed space allows tourists to relax and enjoy their meal without feeling cramped or uncomfortable. Additionally, the design should be practical and functional, with an efficient layout that allows for smooth traffic flow, clear signage, and logical placement of amenities. A well-designed space eliminates potential bottlenecks and clutter for a seamless dining experience. The look and aesthetics of the design also enhance the overall experience. Thoughtful interior design, attractive décor

and pleasing aesthetics create a welcoming and visually appealing environment that enhances guest enjoyment and makes the dining experience more memorable for visitors. Additionally, designs often reflect a company's branding or identity, conveying its concept, theme or unique quality. You can also incorporate elements of the local social and cultural context to add credibility and tie it to the place. In summary, the relationship between the physical environment and the design of restaurants and destinations is crucial for the gastronomic experience of tourism and excursions. A well-designed space creates the right atmosphere, enhances comfort, provides functionality, provides visual appeal, conveys branding and identity, and incorporates social and cultural contexts. Make your dining experience more enjoyable, memorable and immersive.

5.2.2 DISCUSSION OF OBJECTIVE 2

It is stated in Chapter 1 that the second objective of this study is to identify the relationship between excitement and intention to consume local food. Based on data collection and output in Chapter 4, it is shown that there is a significant relationship between excitement and intention to consume local food in Kelantan among domestic tourists. The results of the relationship between the independent variable and dependent variable indicate the reflection of hypothesis 2. Table 5.2.2 shows discussion objective 2 (excitement and intention to consume local food).

Table 5.2.2 Discussion on objectives 2 (excitement and intention to consume local foods)

Research objectives 2	To study the relationship between excitement towards the intention to consume local foods.
Research question 2	What is the relationship between excitement and the intention to consume local food?
Hypothesis 2	There is a relationship between excitement and the intention to consume local foods.

The result of hypothesis H2 in the previous chapter was reviewed to answer research question 2. Apart from that, H2 stated that there is a relationship between excitement and intention to consume local food among domestic tourists visiting Kelantan. The findings show that excitement is positive and moderately related to the intention to consume local foods in Kelantan, with a correlation coefficient of 0.556. The p-value of destination attractiveness is 0.000, which is less than the highly significant level of 0.005. In addition, there is a relationship

between excitement and intention to consume local food among domestic tourists visiting Kelantan. This finding can be supported by the (Rust & Oliver, 2000) that new cuisines may be energizing, and expecting an exciting event might enhance their holiday experience with local food. Therefore, H2 is accepted.

The relationship between excitement especially searching for food information before going on a trip is closely intertwined and the intention consuming local food. When planning a vacation, the thrill and anticipation can start even before arriving at the new location. Tourists can investigate and learning about the local cuisine and eating possibilities is a crucial aspect of this preparation. The sight of food has the ability to make respondent feel eager and anticipatory. When tourists view tantalising pictures of delectable foods or read about regional delicacies especially in Kelantan, it piques their interest and increases their desire to sample new tastes and culinary experiences. A sense of adventure and additional enthusiasm for the approaching trip might be evoked by the idea of sampling distinctive and original foods from a foreign culture or area. Food acts as a point of entry into the local culture and customs, helping visitors to develop a sensory connection to a place. Therefore, looking up information on food and indulging in appetising food pictures stimulates excitement, raising travellers' expectations and making the trip even more alluring.

Furthermore, when tourists dine out, they also will be trying an unusual item when eating out where they will have the spirit of culinary exploration and the thrill of stepping outside comfort zones. The tourists will frequently have an adventurous and curious spirit that pushes them to seek out new and distinctive gastronomic experiences. Even if they are unclear about their particular

preferences, the thought of sampling novel or unique cuisine may be exhilarating. This can drive the tourists or to discover a desire to develop one's palette, discover new flavours, and widen one's culinary horizons. The thrill comes from the element of surprise as they start on a gastronomic adventure where each mouthful carries the promise of pleasant discoveries. By being willing to try uncommon items, people open themselves up to new flavours, textures, and combinations that they may not have considered previously. This willingness to step outside their culinary comfort zones can lead to unexpected and rewarding experiences, sparking a sense of adventure and adding a touch of excitement to their dining endeavors.

5.2.3 DISCUSSION OF OBJECTIVE 3

The third objective of this study is to analyze the relationship between prestige and intention to consume local food. Based on data collection and output in Chapter 4, it is shown that there is a significant relationship between prestige and intention to consume local food among domestic tourists. The results of the relationship between the independent variable and dependent variable indicate the reflection of hypothesis 3. Table 5.2.3 shows discussion objective 3 (prestige and intention to consume local foods).

Table 5.2.3 Discussion on objectives 3 (prestige and intention to consume local foods)

Research objectives 3	To study the relationship between prestige towards intention to consume local foods.
Research question 3	What is the relationship between prestige and intention to consume local foods?
Hypothesis 3	There is a relationship between prestige and intention to consume local foods.

The result of hypothesis H3 in the previous chapter was reviewed to answer research question 3. Apart from that, H3 stated that there is a relationship between prestige and intention to consume local food among domestic tourists visiting Kelantan. The findings show that prestige is low positive to the intention to consume local food among domestic tourists visiting Kelantan, with a correlation coefficient of 0.418. The p-value of destination attractiveness is 0.000, which is less than the highly significant level of 0.005. In addition, there is a relationship between prestige and intention to consume local food among domestic tourists visiting Kelantan. This finding can be supported by (William & Soutar, 2009), that visitors are more likely to be satisfied with their adventure tour when they gain social value, such as the feeling of acceptance, having an impact on others, and receiving their social approbation. Therefore, H3 is accepted.

In today's digital age, social media platforms have become important channels through which individuals can showcase their experiences, such as culinary adventures. Sharing photos and information about their culinary experiences on social media conveys a person's lifestyle, tastes and preferences, and builds a sense of prestige.

For many people, posting their culinary experiences on social media is a way to strengthen their brand and image. By sharing visually stunning photographs of delicious meals, beautifully presented dishes, or unique culinary creations, individuals can convey a sense of sophistication, judgment, and a refined sense of taste. This is a way to showcase the tourists knowledge and appreciation of gastronomy and establish their selves as a connoisseur in the eyes of their colleagues and followers. Additionally, sharing their culinary experiences on social media allows individuals to reach a wider audience and gain social recognition and recognition. Receiving likes, comments and engagement from others is satisfying and boosts self-esteem. Praising or expressing envy and admiration for other people's shared cooking experiences creates a sense of prestige and social status which motivate them to consuming local food.

Plus, sharing photos and information about culinary experiences via social media helps tourists discover and explore new culinary trends, restaurants, and hidden gems. It inspires others to have similar experiences, and can lead to recommendations, discussions, and a sense of belonging to a community of food lovers. However, it's important to note that the relationship between honor and sharing culinary experiences on social media can vary from person to person. Some value personal enjoyment and connection over honor and use social media

as a way to share memories with loved ones or seek referrals from trusted networks. Others see social media as a platform for self-expression and storytelling, sharing their cooking experiences as a way to connect and interact with others.

Other than that, prestige, which encompasses reputation, status, and esteem, plays a significant role in the dining experience. When looking for restaurant suggestions, consumers frequently resort to their social circles or depend on public opinion. In this environment, prominent eateries are more likely to be suggested. This is due to the fact that prestige represents excellence in food quality, service, ambience, exclusivity, and even celebrity sponsorships. The perceived status of a restaurant influences recommendations from social groups and the general public. Positive experiences and a good reputation inspire others to discuss and recommend a restaurant, increasing its prestige. Positive testimonials from reputable sources, on the other hand, may influence a restaurant's prestige, since they contribute to its reputation and attract more guests. Personal tastes, cultural factors, and individual experiences all have an impact on restaurant selections. While the link between prestige and recommendations is substantial, it is not necessarily linear, and the perception of prestige varies by social group and demographic. Finally, the interplay between prestige and recommendations is based on the idea that a restaurant's positive reputation and endorsement from social groups and the general public can contribute to its prestige, whereas a restaurant's perceived prestige can influence recommendations and individual choices. In addition, the study indicates that prestige can influence tourists intention consuming local food in Kelantan.

5.2.4 DISCUSSION OF OBJECTIVE 4

The fourth objective of this study is to determine the relationship between escape from routine and intention to consume local food. From the data collected and output in Chapter 4, it is clear that the escape from routine and intention to consume local food in Kelantan among domestic tourists. The results of the relationship between the independent variables and dependent variables indicate the reflection of hypothesis 4. Table 5.2.4 shows discussion objective 4 (escape from routine and intention to consume local foods).

Table 5.2.4 Discussion on objectives 4 (escape from routine and intention to consume local foods)

Research objectives 4	To study the relationship between escape from routine towards intention to consume local foods.
Research question 4	What is the relationship between escape from routine and intention to consume local foods?
Hypothesis 4	There is a relationship between escape from routine and intention to consume local foods.

The result of hypothesis H4 in the previous chapter was reviewed to answer research question 4. Apart from that, H4 stated that there is a relationship between escape from routine and intention to consume local food among domestic tourists visiting Kelantan. The findings show that escape from routine is positive and moderately related to the intention to consume local food among domestic tourists visiting Kelantan, with a correlation coefficient of 0.538. The p-value of destination attractiveness is 0.000, which is less than the highly significant level of 0.005. In addition, there is a relationship between escape from routine and

intention to consume local food among domestic tourists visiting Kelantan. This finding can be supported by (Hjalager, 2003), who stated that some visitors are "foodies tourists," interested in trying the local cuisine in an effort to break free from their typical eating patterns, such as routine dining, food shopping, and dish preparation. Therefore, H4 was accepted.

The relationship between escaping from routine and feeling comfortable when trying food on a trip that is different from what tourist eat normally can be understood through the concepts of novelty, exploration, and the desire for new experiences. When tourists get caught up in daily routines, they often follow familiar patterns in different aspects of their lives, including food choices. Tourists tend to stick with what they know and are used to eating. However, when they embark on a journey or travel to another place, they have the opportunity to break out of their routine and experience new things.

It can be fun and refreshing to try dishes that are different from what tourists normally eat. It offers the opportunity to discover new flavors, ingredients and culinary traditions. This habit-breaking can be invigorating and provide a sense of adventure and freshness as we step out of our comfort zones to indulge in unfamiliar foods. Trying new foods while traveling is often associated with a desire to fully immerse yourself in the local culture. Food is an integral part of a region's identity, and by tasting local dishes, tourists can gain a better understanding of that region's traditions, history, and way of life. It allows tourists to connect with the destination on a deeper level, fostering the sense of discovery and broadening the horizons.

Also, the comfort of trying different foods while traveling can come from thinking about being in a new environment. Tourists are more open to change and the unknown as they move away from their usual surroundings. There is a sense of freedom from the constraints of daily routine, and tourists are willing to take risks and embrace new culinary experiences.

Not only that, the different tourists choices and behavior for the dining experiences during travel from the normal live can be explained as a result of seeking novelty, exploration, and a desire for new experiences. In their regular routines, tourists frequently follow the same eating patterns, choosing the same meals and places. They break away from these patterns and open themselves up to new possibilities when they embark on a journey or travel to a new place. When it comes to dining, the change in atmosphere and the excitement of discovery inspire tourists to make various choices and display different behaviour. Tourists are exposed to a varied selection of gastronomic alternatives that they may not have access to in their daily life, piquing their curiosity and creating a desire for new sensations. Tourist may immerse themselves in the local culture when travel and may sate the appetites and learn about the local customs, flavours, and culinary practises by sampling a variety of delicacies. Being on vacation encourages tourists to move outside of the comfort zones and open minds to new foods, flavours, and dining experiences that may not otherwise consider in regular lives.

5.3 LIMITATIONS

Throughout the whole study, an advantageous and crucial process for concluding the research has been encountered. Nevertheless, the present research has certain restrictions. Researchers found that there are several limitations in this research study.

The first limitation of this study was the time constraint over several months to complete the entire data collection. The researchers have tried to get the respondent quickly in a short time. However, the researcher faces difficulty in finding respondents that are willing to answer the questionnaire survey. Due to the fact that the questionnaire was distributed through online platforms such as WhatsApp and Instagram, it is not easy to attract the respondent's attention to answering the survey as well as the respondent's cooperation. Although the researchers have approached the respondents, not all of them are interested in engaging with the researcher to complete the survey. This is due to the respondent's busyness until they overlooked the questionnaire and did not have time to answer the questionnaire.

Next, the sample was obtained from domestic tourists that have visited Kelantan, and the research was exclusively focused on Kelantan as a single destination. These limitations restrict the generalization of results of tourists' intentions to consume local food since the sample studied cannot reflect the whole local population in Kelantan. As a result, the data gathered may not be precise. Tourist habits will most likely differ since their personalities differ. The size of the sample obtained in Kelantan may not be adequate to provide an overall image that represents the whole domestic tourist population in Malaysia. Therefore, the possibility of acquiring the most accurate data might be low. A

few improvements are necessary for future studies to produce reliable results, such as expanding the sample size in other areas of Kelantan to improve the study's objectives.

As a consequence, the research should be expanded by surveying international visitors using new communication technologies to boost tourism and cultural exchanges. The concentration of the sample collected in Kelantan may not be adequate in generating an overall image that reflects the whole online food delivery population in Malaysia.



5.4 RECOMMENDATIONS

The recommendation or suggestion for future research about this study might include classic outdoor dining areas in Kelantan, which increases the Classic Wooden Houses and Rural Scenery. Local eateries may want to think about adding outside eating areas that are a reflection of the local architecture and landscape to improve the dining experience. For customers to enjoy their meals in a lovely location, this can feature outside seating spaces, gazebos with thatched roofs, or elevated dining platforms. The physical surroundings and scenic views in Kelantan are renowned for their attractive landscapes, which include lush vegetation, rivers, and traditional wooden cottages. By designing outdoor dining areas that provide guests with a visual feast, neighbourhood eateries can make the most of these beautiful vistas. They can arrange dining spaces with views of rivers, gardens, or other natural features so that customers can savour their meals while taking in Kelantan's breathtaking scenery.

After that, organize food celebrations and events that highlight Kelantan's illustrious local food history. In addition to a vast range of regional local food, these events may also include interactive games, live culinary demos, and cultural performances. Tourists will be encouraged to discover and partake in the regional local food if a joyful environment is created. These events can draw foodies and tourists interested in the local food in Kelantan by showcasing the distinctive tastes and ingredients of the area. Therefore, it may considerably boost the flow of tourists to a location and boost its all-around tourism attractiveness. Diversity of Food Festivals and gatherings can provide a broad range of local food offers, including traditional Kelantanese meals, distinctive fusion foods, and lesser-known specialties. The ability to discover and indulge in a wide variety of flavors and culinary experiences can thrill

participants, who may become more engaged if there is a wide variety of food alternatives.

Next, cooperation with the Tourism and hotel sector. Promote local cuisine experiences as part of upscale travel packages by working with tourism boards, travel companies, and the hotel sector. To draw affluent travelers looking for excellent culinary experiences, highlight the exclusivity and prestige of these events. Collaboration with the tourist and hospitality sector creates avenues for networking and forming collaborations with key industry players. These contacts may open up more chances for cooperation, such as taking part in renowned food events, culinary contests, or global culinary exchanges. These collaborations raise the profile and popularity of Kelantanese food generally.

Lastly, cooking classes and workshops where people may learn the fundamental methods and dishes of traditional Kelantanese cookery. As people engage in a novel and creative activity, these hands-on encounters provide a respite from routine. Participants may become lost in the world of food, pick up new skills and experience the pleasure of cooking and eating regional cuisine. Cultural Relationship Participants in cooking lessons and seminars that emphasize Kelantanese cuisine have a greater understanding of the local way of life. Participants may immerse themselves in the local culture and take a break from their daily routine by trying something new and culturally stimulating by learning about the region's culinary heritage, traditional ingredients, and cooking techniques.

5.5 CONCLUSION

Travelers have their own aspirations, especially when choosing what to eat at a destination. There are several types of dependent variables that suggest that visitors generally prefer eating local food when they visit a state or nation. In this study, it is demonstrated that tourists provide a host of advantages to a local population through increasing awareness of local goods. Additionally, an experience that has an impact on them is crucial for both protection and taste. The purpose of this study was to find out whether there was a connection between tourists' intentions to eat local cuisine and the physical surroundings, status, enjoyment, and escape from routine. Towards this goal, this research has taken the initiative to study the factors that influence tourists intentions to consume local food in Kelantan.

The primary goal of the research is to find answers to four research questions in independent variables for the physical surrounding, prestige, excitement, and escape from routine. Firstly, the surroundings are anything that can be physically detected with our senses like touch, smell, sight, hearing, and taste. Secondly, trying unfamiliar food can be an invigorating experience, and expectations of an experience that offers excitement can enhance the experience. Thirdly, the respect and admiration given to someone or something, usually because of a reputation for high quality, success, or social influence; and lastly, these tourists who are motivated by the promise of local food experiences to get them out of their day-to-day eating habits as they value local food experiences as a way to escape from everyday routine. For example, the dependent variable has one question that is tourists' intentions are usually unclear and they shift during their experience. This suggests that the environment might have a significant influence on visitor intentions and behavior when it comes to culinary tourism.

The findings show that tourists do not place too much emphasis on the given factors, on the contrary, most of the data collected shows that tourists understand more about food that is served as authentic local food from Kelantan. This causes the independent variables that are stated to be moderately accepted by tourists who come to travel because most of them only intend to taste the authenticity of the local food. This is also due to tourists wanting to have a different experience between the local food that is served and the goodness of local food products that can be widely recognized. These well-known factors lead to tourists' intentions to eat local food in Kelantan. Finally, influencing the intention of tourists to consume local food in Kelantan is accepted by the given factors.

According to this survey, travelers have expressed a desire to visit Kelantan because they value the authenticity and excellence of regional cuisine. In addition to the previously mentioned qualities, these local eateries have low prices without sacrificing quality, which makes them more likely to draw tourists. As a result of seeing the originality and authenticity of native cuisine in Kelantan, tourists are more accepting of their own experiences.

The results of this study show that the intention of tourists to come here is positive which is closely related to the independent variable and dependent variable. This means that the given factors influence the intention of tourists to consume local food. As a result, tourists can taste the authenticity of local food served traditionally. This can preserve the food culture and heritage in Kelantan. Therefore, tourists who intend to use local food are in high demand and give positive results. This proves that factors that influence tourist intention to consume local food in Kelantan.

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APPENDICES A



SURVEY ON THE FACTORS THAT INFLUENCE TOURISTS' INTENTION TO CONSUME LOCAL FOOD IN KELANTAN

KAJI SELIDIK MENGENAI FAKTOR - FAKTOR YANG MEMPENGARUHI HASRAT PELANCONG UNTUK MERASAI MAKANAN TEMPATAN DI KELANTAN

Assalamualaikum w.b.t and greetings.

Dear respondent,
Respondent yang dihormati,

*We are undergraduate students from University Malaysia Kelantan (UMK) in Bachelor of Entrepreneurship (Tourism) with Honour, Faculty of Hospitality, Tourism and Wellness (FHPK). We are conducting studies on "**Factors That Influence Tourists' Intention to Consume Local Food in Kelantan**" for our final year project. Therefore, we are welcoming all respondents to complete the questionnaire. Your answer is very important to complete this research. All the answer will be kept confidential and used for academic purposes only. Thank you for spending your time and participate to help this research.*

Kami mahasiswa dari Universiti Malaysia Kelantan (UMK) di dalam Ijazah Sarjana Muda Keusahawanan (Pelancongan) dengan kepujian, Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK) sedang menjalankan kajian mengenai "**Faktor- faktor yang Mempengaruhi Niat Pelancong Untuk Merasai Makanan Tempatan di Kelantan**" untuk projek tahun akhir kami. Oleh itu, kami mengalu-alukan anda untuk menyelesaikan soal selidik ini. Jawapan yang diberikan akan dirahsiakan dan akan digunakan bagi tujuan akademik sahaja. Terima kasih kerana meluangkan masa dan mengambil bahagian untuk membantu penyelidikan ini.

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*Please answer all questions in this questionnaire. All information you give is **kept confidential** and only used for research purpose only.*

Sila jawab semua soalan dalam soal selidik ini. Semua maklumat yang anda berikan adalah **dirahsiakan** dan hanya digunakan untuk tujuan penyelidikan sahaja.

Section A : Demographic Information

Bahagian A : Maklumat Demografi

Instruction : Please mark (/) on one answer only. All individuals' informations are confidential. Your cooperation is greatly appreciated.

Arahan : Sila tandakan (/) pada satu pilihan jawapan sahaja. Semua maklumat individu adalah sulit. Kerjasama Tuan/Puan amatlah dihargai.

1. Gender / Jantina

- Male / Lelaki*
- Female / Perempuan*

2. Age / Umur

- 18 - 24 Years / 18 - 24 Tahun*
- 25 - 34 Years / 25 - 34 Tahun*
- 35 - 44 Years / 35 - 44 Tahun*
- 45 - 54 Years / 45 - 54 Tahun*
- 55 or above Years / 55 tahun dan ke atas*

3. Race / Bangsa

- Malay / Melayu*
- Chinese / Cina*
- Indian / India*
- Others / Lain -lain*

4. *Marital Status / Status Perkahwinan*

- Single / Bujang*
 Married / Berkahwin
 Widowed or divorced / Bercerai

5. *Education Level / Tahap Pendidikan*

- Primary School / Sekolah Rendah*
 Secondary School / Sekolah Menengah
 Diploma / Diploma
 Undergraduate or Bachelor Degree / Ijazah Sarjana Muda atau Sarjana Muda
 Postgraduate Degree or above / Lيسان Ijazah atau ke atas

6. *Occupation / Pekerjaan*

- Student / Pelajar*
 Employed / Bekerja
 Self employed / Bekerja sendiri
 Housewife / Suri rumah
 Retired / Bersara
 Unemployed / Tidak bekerja

7. *Have you ever been to Kelantan before (in the past 5 years) / Adakah anda pernah pergi ke kelantan sebelum ini (dalam 5 tahun yang lepas)*

- Yes / Ya*
 No / Tidak

Section B : Independent Variables

Bahagian B : Pembolehubah Bebas

Please answers all the question and use the following key to indicate the degree that you agree or disagree with each statement. Tick the number that best describe your level of agreement with each statement.

Sila jawab semua soalan dan gunakan kekunci berikut untuk menunjukkan tahap yang anda bersetuju atau tidak bersetuju dengan setiap pernyataan. Tandakan nombor yang paling menggambarkan tahap persetujuan anda dengan setiap kenyataan berikut.

STRONGLY DISAGREE <i>Sangat tidak bersetuju</i>	DISAGREE <i>Tidak bersetuju</i>	NATURAL <i>Natural</i>	AGREE <i>Setuju</i>	STRONGLY AGREE <i>Sangat bersetuju</i>
1	2	3	4	5

1. Physical surroundings / Persekitaran Fizikal

The surroundings that are anything that can physically detect with our senses like touch, smell, sight, hearing and taste.

Persekitaran iaitu apa sahaja yang boleh secara fizikal mengesan dengan deria kita seperti sentuhan, bau, penglihatan, pendengaran dan rasa.

1. Cleanliness of the restaurants or place of destinations is important for your travel dining experience.

Kebersihan restoran atau tempat destinasi adalah penting untuk pengalaman makanan semasa perjalanan anda.

1 2 3 4 5

2. *Design of the restaurants or place of destination is important for your travel or trip dining experience.*

Reka bentuk restoran adalah penting untuk pengalaman makanan semasa perjalanan atau lawatan anda.

1 2 3 4 5

2. *Excitement / Keterujaan*

Trying unfamiliar food can be an invigorating experience and expectations of an experience offering excitement can enhance the experience.

Mencuba makanan yang tidak dikenali boleh menjadi pengalaman yang baharu dan jangkaan pengalaman yang menawarkan keseronokan dapat meningkatkan lagi sesuatu pengalaman.

1. *Before travel, you search for food, which the image make you feel excited, on social media or other medium.*

Sebelum melancong, anda akan mencari makanan yang mana imej makanan tersebut membuatkan anda berasa sangat teruja di dalam media seosial ataupun di medium lain.

1 2 3 4 5

2. *When you eat out, it is exciting for you to try the most unusual items, even if you are not sure what you like.*

Apabila anda makan diluar, anda teruja untuk mencuba makanan yang berbeza walaupun anda tidak pasti apa yang anda sukai.

1 2 3 4 5

3. *Prestige / Prestij*

The respect and admiration given to someone or something, usually because of a reputation for high quality, success or social influence.

Penghormatan dan kekaguman yang diberikan kepada seseorang atas sesuatu, biasanya disebabkan oleh reputasi untuk kualiti tinggi, kejayaan atau pengaruh sosial.

1. *It is important for you to share photos and information of your dining experience with others through social media.*

Adalah penting untuk anda berkongsi foto dan maklumat pengalaman makan anda melalui media sosial.

1 2 3 4 5

2. *You will go to the restaurants recommended by your surrounding social groups and the public.*

Anda akan pergi ke tempat restoran yang disyorkan oleh kumpulan sosial sekeliling anda dan juga orang ramai.

1 2 3 4 5

4. *Escape From Routine* / Melarikan diri dari rutin

These tourists who are motivated by the promise of local food experiences to get them out of their day-to-day eating habits as they value local food experiences as a way to escape from everyday routine.

Pelancong ini yang bermotivasi dengan janji pengalaman makanan tempatan untuk mengeluarkan diri mereka daripada tabiat pemakanan seharian disebabkan mereka menghargai pengalaman makanan tempatan sebagai satu cara untuk melarikan diri dari rutin harian.

1. *You feel comfortable when you try food on a trip which is different from what you eat in your normal life.*

Rasa selesa apabila anda mencuba makanan dalam perjalanan yang berbeza daripada apa yang anda makan dalam kehidupan biasa anda.

1 2 3 4 5

2. *Your choices and behaviour for dining experience during travel or trip is different from your daily life.*

Pilihan dan tingkah laku anda untuk pengalaman makanan semasa bercuti atau lawatan adalah berbeza dengan kehidupan seharian anda.

1 2 3 4 5

Section C : Dependent Variables

Bahagian C : Pembolehubah Bersandar

1. Intention to Consume Local food/ Hasrat untuk Memakan Makanan Tempatan

Tourists' intentions are usually unclear and they shift during their experience. This suggests that the environment might have a significant influence on visitor intentions and behavior when it comes to culinary tourism.

Hasrat pelancong biasanya tidak jelas dan mereka beralih semasa pengalaman mereka. Ini menunjukkan bahawa persekitaran mungkin mempunyai pengaruh yang signifikan terhadap niat dan tingkah laku pelancong lebih-lebih lagi apabila ia berkaitan dengan pelancongan kulinari.

1. *I would like to eat Kelantan local food.*

Saya ingin mencuba makanan tempatan Kelantan.

1 2 3 4 5

2. *I am willing to eat Kelantan local food in near future.*

Saya sanggup makan makanan tempatan Kelantan dalam masa terdekat.

1 2 3 4 5

3. *I plan to consume local food in Kelantan.*

Saya bercadang untuk mengambil makanan tempatan di Kelantan.

1 2 3 4 5

4. *I expect to consume local food in Kelantan.*

Saya mengharapkan untuk mengambil makanan tempatan di Kelantan.

1 2 3 4 5

5. *I intend to eat Kelantanese local foods in the near future.*

Saya berhasrat untuk makan makanan tempatan Kelantan dalam masa terdekat.

1 2 3 4 5

6. *I am willing to recommend people, family and/or friends to visit Kelantan for its food.*

Saya bersedia untuk mengesyorkan orang ramai, keluarga dan/atau rakan-rakan untuk melawat Kelantan untuk makanannya.

1 2 3 4 5

Thank you for your cooperation