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# **FACTORS AFFECTING GEN Y TOURISTS' PURCHASE INTENTION TOWARDS LOCAL FOOD IN KELANTAN**

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**Bachelor of Entrepreneurship (Tourism) with Honors**

A report submitted in partial fulfillment of the

requirement for the degree of

**Bachelor of Entrepreneurship (Tourism) with Honors**

**Faculty of Hospitality, Tourism and Wellness**

UNIVERSITI MALAYSIA KELANTAN

2022

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## ACKNOWLEDGMENT

In carrying out final year project, first of all we would like to thank God for the power given to complete this report. We would like to express gratitude to our supervisor Mr. Fauzan Hafiz bin Muhamad Safri for giving us good guidance and cooperation until this research was completed. He also shared a lot of useful knowledge and gave us positive encouragement to complete the research. We greatly appreciate his guidance in structuring the research report. Without his supervision, our research would have been impossible to complete within the stipulated time.

In addition, we would also like to thank our family members and friends who are involved in supporting us in various aspects, especially mentally, emotionally and spiritually. We would also like to thank the Universiti Malaysia Kelantan (UMK), *Kampus Kota* for providing suitable materials for our reference in working on the study. Along with that, we greatly appreciate all parties who have guided us either directly or indirectly in writing this report.

Thanks, and congratulations a lot to each member of this group for their cooperative and responsible attitude in giving a good commitment throughout this research. Appreciation to all members for their continuous support in addition to the time and energy given. Not forgetting the support of those who shared the necessary information related to the study. We have all attended every meeting with the supervisor and made every effort to give constructive and appropriate responses and opinions in the implementation of the study. Finally, thanks again to all the group members involved.

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## LIST OF SYMBOLS & ABBREVIATIONS

### SYMBOLS

%	Percentage
N	Population
s	Sample size

### ABBREVIATIONS

CLV	Customer lifetime value
DTS	Domestic Tourism Survey
SPSS	Statistical Package for the Social Sciences
WoM	Word of Mouth

## **ABSTRACT**

This study attempts to discover and analyse the variables that factors affecting Gen Y tourists' purchase intention towards local food in Kelantan. For the development and marketing of regional cuisine as a travel product, it is essential to comprehend these characteristics. A quantitative methodology is used in the research. Tourists from Gen Y were given a survey questionnaire that asked about their demographics, opinions of the local cuisine, and intended purchases. According to preliminary results, a number of important factors affecting Gen Y tourists' purchase intention towards local food in Kelantan. Since these tourists are looking for real culinary experiences that represent the local culture and customs, authenticity is a key factor. Overall, this study advances our knowledge of the variables influencing Gen Y tourists' purchase intention towards local food in Kelantan. The results indicate that in order to appeal to and satisfy this market segment, tourism stakeholders should emphasise boosting authenticity, flavour, convenience, a positive internet presence, and competitive price.

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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

This chapter contains an introduction to the study, background of the study, a statement of research problem, research objectives, research questions, significance of the study, and overview of the study which is the conclusion. Therefore, the researcher provides an overview of factors affecting tourist's gen y purchase intention towards local food in Kelantan.

### 1.2 BACKGROUND OF THE STUDY

Food and tourism have an inseparable relationship and food is an important source of tourism (Henderson, 2004; Quan and Wang, 2004). It is important to supply energy to the body and all tourists should eat while traveling, but food may be the main attraction and number one motivator for some people, which fulfils a variety of physiology and different desires (Tikkanen, 2007). Furthermore, food provides pleasure and entertainment for social purposes. This topic has attracted the attention of researchers who also consider one of the links between food manufacturing and marketing plans. Every traveller definitely needs a more relaxed and calmer attitude, but they have to decide what and where to eat outside of their home area. So, feeding and tasting national and authentic food is a great choice for a vacation.

It is well known that Malaysia is also rich in food diversity even though it is only known as a small country. Similarly, the challenge for food entrepreneurs is to understand

the root cause of the trend of seeking local food among tourists compared to various modern foods in the market such as fast food. The awareness of local food and the specific characteristics of local food can influence the choice of purchase intention. One should not try to hide their true perception of a product for various reasons. Furthermore, individuals can show a positive attitude in society in making purchases.

Sometimes the experience of tourists hearing expressions in the community about products from various sources such as social media or websites also influence their purchase of the food. With that, the effect of local food knowledge needs to be studied so that its influence on customer purchase preferences can be seen. Buying the same product every day sometimes also makes users bored. According to Choe and Kim (2018), they claim that local food easily attracts the interest of tourists if it is produced using well-known ingredients and methods and accompanied by explanations that are appropriate to their level of knowledge. Therefore, feedback and unique experiences need to be known to develop the intention to purchase local food.

Local food is recognized as an important factor in the selection of tourist destinations as well as a key component in tourist satisfaction and experience (Warshawsky and Vos, 2019). In this case, it should be known that the food industry in Malaysia has been faced with an increasing number of competitions. Although it is well-known among the local community itself, the variables that influence the intention to buy local food are still underexplored, especially in developing countries. A considerable amount of research refers to the conditions that contribute to the intention to buy local food, but consistent and interesting results have yet to be presented.

According to the Ministry of Tourism Malaysia (2013), Malaysia is home to various ethnic groups such as Malays, Chinese, Indians who each have their own unique and

distinctive foods that are marketed to tourists making Malaysia a unique destination. In Malaysia, food is an activity that contributes a lot in the tourism industry, especially local food. The number of tourists has increased significantly in areas where local and traditional foods have been highlighted through various food-related strategies (Lai, Khoo-Lattimore and Wang, 2018). This is because the result of Malaysia's mixed race has created a variety of local food according to race and culture with reasonable prices, quality food and make these places a suitable place for tourists especially in Kelantan.

In fact, Kelantan is famous for its culture, heritage and nature. Although there is an increase in the number of tourist arrivals every year. However, there is very little data on the consumption of local Kelantan cuisine by tourists. So, this paper aims to examine the gap related to the intention to purchase local food in Kelantan. In other words, it will help explain some of the factors that influence the choice of that food.

### **1.3 PROBLEM STATEMENT**

Every generation has its own distinct characteristics. They have been impacted by global changes. It is critical to evaluate and comprehend the patterns underlying purchase intention. Gen Y is the first generation that does not require an authority figure to gain access to information, resulting in a distinct and advanced workforce. They are the first generation to be globally connected via the Internet and social media (Espinoza et al., 2010). Consumers in Gen Y are more aware of their purchasing power and are more likely to spend their money as soon as they get it, typically on consumer goods and personal services (Der Hovanesian, 1999).

When compared to Baby Boomers, Millennials seem to have a different decision pattern that is psychological towards brand loyalty. Millennials appear to have distinct

patterns that guide their purchasing behaviour (Noble et al., 2009). Rather than considering the investment value of purchases, Gen X is more likely to seek the lowest cost item or discount but a different point of view to Gen Y. Buyers chooses and use products that help them define who they are, what is important to them, and what they value in life.

At the same time, they use their own knowledge to know the latest trends, as well as looking at product images and brand names of the foods they buy. As a result, they want to make the best decision, not only in terms of price, but also in terms of the quality of food offered by the seller. Millennial customers have a lot of faith in their favourite food names and brands. In addition, gen Y is a large group of young people born between the early 1980s and mid-1990s (San et al., 2015). They have gotten a lot of attention because they not only have a lot of money, but they also purchase differently than other generations. Generation Y has a strong perception in making their own decisions because they are also beginning to be educated with advanced technology and information. As a "financially powerful generation, Gen Y consumers are capable of influencing the spending habits of their parents" (Valaei and Nikhashemi, 2017, p. 523).

As stated before, generation y travellers are significantly different from previous generations, which has forced travel companies to reevaluate their offerings. Unlike other generations, millennials prefer to focus on experiences that feel authentic and true to the culture of the places they visit. They tend to use social media and trust word of mouth to gather more information than traditional advertising such as the traditional food of a place they visit. They also prefer to plan their own trips. In general, this is the generation that wants travel to be an enriching experience packed with new information, rather than just an excuse to hang out. However, there are now many destinations focusing on local

cuisine as a core product, as well as to attract more tourists. With local food, tourists will also be exposed to the cultural experience of the tourist spot itself.

As a result, the problem addressed by this study is to identify the determinant factors that influence the purchasing intentions of tourist younger Generations towards local food in Kelantan, Malaysia. As a result of buyers' changing lifestyles, Malaysia's food industry has an opportunity to expand its operational processes. Aside from that, the current study investigated whether and how the elements influence the purchases of local cuisine by generation Y tourists. Businesses must understand the factors that influence purchasing intent. Meanwhile, a few studies highlight the importance of quality and its good relation with purchase intent, arguing that very well quality of food influences customer engagement.

#### **1.4 RESEARCH OBJECTIVES**

Following on from the problem raised in section 1.3, the research aims to develop insights into the purchase intention of gen Y tourists' towards local food in Kelantan. Therefore, the objectives of the specific study are formulated as below:

1. To analyses the relationship between food quality and purchase intention of Gen Y tourists' towards local food in Kelantan.
2. To examine the relationship between service quality and purchase intention of Gen Y tourists' towards local food in Kelantan.
3. To determine the relationship between price and purchase intention of Gen Y tourists' towards local food in Kelantan.

4. To investigate the relationship between restaurant environment and purchase intention of Gen Y tourists' towards local food in Kelantan.

### **1.5 RESEARCH QUESTION**

1. What is the relationship between food quality and purchase intention of Gen Y tourists' towards local food in Kelantan?
2. What is the relationship between service quality and purchase intention of Gen Y tourists' towards local food in Kelantan?
3. What is the relationship between price and purchase intention of Gen Y tourists' towards local food in Kelantan?
4. What is the relationship between restaurant environment and purchase intention of Gen Y tourists' towards local food in Kelantan.

### **1.6 SIGNIFICANCE OF THE STUDY**

This research will provide a new perspective about the factors that affect the purchase intention toward local food in Kelantan. Most of the studies have discussed the community's involvement in purchase intention of food. However, research on the purchase intention towards local food in Kelantan is still limited. Kelantan is well known for its natural environment and food. According to Hanan, H. & Hamid, Z.A. (2017), Despite the growing number of visitors visiting tourist destinations in Kelantan, there is

still minimal research and data on the cultural representation of Kelantan that is inclusive of both destination and food image.

This research is made to give information and knowledge regarding the chosen topic towards the academics and practical purposes. For academics, this research will become such a tool that guides in giving information to know about the reliable factors for a better understanding of this subject. In fact, this research will be the source of knowledge for them if they need to know about this topic in future. As for the practical, it can be such a guidance for the awareness of the seller that might not realize that this topic kind of affects the performance of their sales. They might need this research to gain more knowledge on how to promote the local food of Kelantan to those who might want to try for the first time.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter is about the literature review of study. It contains an introduction to the study, hypothesis of independent variable and dependent variable, conceptual framework that relationship between the study. Therefore, the researcher provides an overview of factors affecting gen Y tourist' purchase intention towards local food in Kelantan.

#### **2.2 LITERATURE REVIEW**

##### **2.2.1 Service Quality**

The term "actual result of the service" refers to the quantitative evaluation of the quality of the food and beverages provided, including its quantity, presentation, freshness, flavour, and diversity. In this instance, it is only possible to assess the elements of the services after the product has been used. The measuring of tangible factors must also take into account the environment's physical cleanliness, safety and placement. Furthermore, the operation's working hours, environment, and physical location are all important. The lighting, temperature, music, and colours utilized in a restaurant can all have an impact on the overall atmosphere. As a consequence, it is important to consider the company's reputation in light of the fact that other visitors may form similar opinions about it and use it to decide whether to remain or go.

According to the results of the people measures, "the place is recognised as warm and welcoming," which is taken into account as required to the perceived quality. Because of the excellent level of professional knowledge and reaction, the



measurement concludes that the personnel's appearance, competence, and communication skills are the most essential characteristics. Efficiency is frequently regarded as a significant factor influencing consumer delight. As a result, it is particularly advantageous if a fast-food restaurant can provide consumers with a familiar "homey feeling," provide individualized attention, and establish a more specialized platform for service consumption.

The previous section identified all three quantifiable, objective service attributes. Given that it is defined as "a gap between expectations and perceived performance or perceived performance alone," perceived service quality varies from objective service quality. In the meantime, it's critical to understand that the degrees of expectation for sufficient and desirable service are different. In other words, the customer's expectations are based on the intended service level. The degree of acceptance that consumers will endure depends on whether they get acceptable service. As a consequence, companies aim to provide the absolute minimum of services in order to satisfy consumers' fundamental demands.

It should be noted that the distinction between these two is based on the zone of tolerance in which service providers try to achieve a higher level, also known as the clients' desired service level. Although not completely addressed in this study, past expectations, word-of-mouth (WOM), traditions, and ideology are all factors influencing the expected service quality (Iqbal and Hassan 2018). According to Iqbal and Hassan, there are discrepancies in workers' and consumers' perceptions of the factors influencing word-of-mouth (WOM) (2018). According to Martinez Garcia and Martinez Caro, because perceived performance is a multidimensional construct, the current study chose to focus on perceived service quality (2010).

### **2.2.2 Food Quality**

According to Sulek and Hensley (2014), One of the most crucial elements of a dining experience is the cuisine's quality. The buyer's culinary quality objectives have a significant impact on the restaurants they select. Similarly, Susskind and Chan (2000) discovered that the quality of the meals is the primary driver of patronage in fast food outlets. Fast food restaurants believe that meal quality is an important aspect in determining client retention. Sulek and Hensley (2014) discovered that meal quality is the most important factor determining purchase intent when environmental aspects and service quality are compared to other restaurant-related parameters. Furthermore, the positive association between food quality and customer happiness will impact customers' purchasing intentions.

Nutrition, menu diversity and taste are just a few of the food quality elements that must be taken into account when examining the effect of great food on purchase intention. Rajput (2002) further emphasized that important factors influencing meal quality in the food service sector include portion size, menu design and food presentation. Given that Muslims make up the majority of Malaysia's population, it is essential to think carefully about halal food consumption and hygiene.

### **2.2.3 Price**

Price is the most important component of purchase intention in the fast-food industry because most Malaysian customers pay great attention to a brand's pricing, which further stimulates them to purchase a meal. The cost of a comparable good is determined by a product's brand, raising the bar for brand manufacturing. Price has a strong influence on purchase intentions because production changes have a significant impact on customers. Furthermore, buyers are pleased with it and can

afford it, which encourages them to purchase the brand's products again in the future (Gustafsson et al., 2005). As a result, the service provider should focus on brand costs that influence clients' purchasing intentions.

#### **2.2.4 Restaurant Environment**

There is no denying that more individuals nowadays prefer to eat their meals outdoors. Customers are increasingly prepared to shell out more money for convenience services that enhance their eating experience. These elements motivate restaurateurs to concentrate their efforts on providing a more pleasant atmosphere for patrons. Numerous studies have shown the importance of enhancing the environment and introducing new concepts to guarantee a company's success.

It was also shown that customers regard a fast-food restaurant's environment more highly than the fast food itself. Because it is continuously regarded as higher than the food provided, the present study hypothesizes that developing the environment of fast-food enterprises is their most crucial attribute. Prior to offering fast food, a restaurant's ambiance establishes what patrons anticipate from their eating experience. The quality of the food and services offered, especially in connection to the setting of a restaurant, strengthens the current study's intangible components even more.

Since the majority of the elements of a fast-food restaurant are intended to offer meals, today's consumers are more concerned with improving their quality of life and having a comfortable eating environment. Therefore, merely raising food quality is inadequate to satisfy consumer demand. Given their capacity to actually enhance patrons' sentiments, this pushes fast food restaurant marketers to keep highlighting the significance of restaurant settings. Customers' opinions that their need for a better

dining experience has been satisfied will lead to higher sales. A warm atmosphere is essential for enticing customers to make extra purchases, which boosts income, similar to the preceding argument. Additionally, a lovely and alluring setting will, on average, enhance clients' buy intentions by 12%.

Social signals, environmental cues and design cues are the three categories into which environmental cues are divided. More specifically, social signals are nearby individuals who are Ambient cues are the actual aspects of a room, while design cues are the aspects of a space that capture consumers' attention such as aroma and cleanliness. As two components of environmental signals, cleanliness and ambiance were the focus of the present investigation. This could be explained by the more frequent prioritization of environmental aspects by experienced consumers.

#### **2.2.5 Factors Affecting Gen Y Tourists' Purchase Intention Towards Local Food in Kelantan**

When clients are happy with the goods, purchase intentions drive other lucrative enterprises to join the market. Thus, one of the most significant categories in business is now purchase intent. Customers' assessments of production based on comparisons with goods from other companies in the same industry as well as their estimates of production services are both seen as indicators of customer satisfaction.

In order to further explore how consumers, feel about goods and services, purchase intention is in charge of assessing if a product meets customers' wants and expectations. According to this notion, customers would be pleased if the quality of the goods and services fulfilled their expectations. Customers, on the other hand, won't be as happy if the manufacturing quality doesn't meet their standards. More

crucially, since it keeps consumers and raises CLV (customer lifetime value), purchase intent is essential for long-term company success.

A business has to be aware of the elements that significantly influence customers' desire to buy. Food quality, service timeliness, fair pricing and bill correctness are among the decisive considerations. When considering how a well-known food quality influences customer retention, a lot of academics are disputing the significance of quality and how it positively interacts with purchase intention. In this instance, a sizable body of literature indicates the satisfaction a consumer feels after receiving excellent service. According to Ma and Yang (2018), Getting top-notch items will also make a customer happy. Employee involvement, creativity and inclusion in attitudes and behaviours are valued in excellent customer service. An important factor in deciding the organization's customers' inclinations to buy is its employees.

Because it may be challenging to measure customer expectations and because businesses often learn about them after the product has been transferred, it is crucial to identify purchase intention. Purchase intent is vital to businesses because it is a critical tool for maintaining a competitive advantage, despite the complexity and price involved. A high degree of purchase intent may also help you build fruitful connections with your customers. Additionally, it is anticipated that maintaining existing clientele would be essential since it is less costly than acquiring new ones. Employers typically take advantage of new manufacturing and concentrate more on quality by regularly improving their services in an effort to keep their current clientele, which are considered to be the most crucial aspect of a company.

## **2.3 HYPOTHESIS**

### **2.3.1 Food Quality**

Tourists' perceptions of the quality of the food can be influenced by both positive and negative factors, such as spoilage, contamination, adulteration, and food safety risks. Positive factors include nutritional content, cultural significance, colour, taste, and texture. Sulek and Hensley (2014) contend that food quality is a factor that can incorporate all of the attributes of food into one. In addition, research on or analysis of food quality is done to delve deeper into the relationship between food production and consumption. The most prevalent factors affecting food quality include its method of production, location, traceability, raw materials or content, safety, nutrition, sensual characteristics, functionality, and buying intention (Morris & Young, 2000, p. 105).

### **2.3.2 Service Quality**

Service quality is a service expectation, including tourists' expectations of local cuisine, with regard to the services supplied by four service industries such as telecommunications, courier, transportation, and banking as well as their effect on purchase intention. According to the impressions of tourists, service quality is commonly described as the overall superiority of the quality service (Zeithaml, 1988). Nikolich and Sparks (1995) came to the conclusion that a restaurant's level of customer service will be determined by how visitors engage with the service provider and how they perceive it. The future of tourism will be impacted by a number of important factors, including service quality, according to Omar, Juhdi, Ahmad & Nazri (2014), Munna, Abang Abdullah & Rozario (2009), Kivela, Inbakaran & Reece (2000), Namkung & Jang (2007), and Sulek & Hensley (2004).

### **2.3.3 Price**

Price is the value assessed in the value of the goods or services; it is one of the marketing factors with the most flexibility in influencing the intention to buy. Additionally, in the tourism sector, price is the most important aspect that affects consumers' intention to buy. The decreasing cost may encourage tourists' desire to acquire local cuisine. Kotler and Armstrong (2009) claim that a tourist's impression of the price of any good or service can affect their decision to buy it.

### **2.3.4 Restaurant Environment**

Particularly appealing in the tourism sector, restaurant environments have the power to shape brand perception and impact visitor retention rates (Ryu et al (2007). More visitors will visit the restaurants because of the welcoming atmosphere and quality service. The likelihood that a visitor will buy local food might immediately rise. Iqbal et al. (2016) claim that restaurant environments can be classified based on the five characteristics of good customer service: ice, tangibles, reliability, responsiveness, assurance, and empathy. Utilization must be done in accordance with the customers' culture and origin.

## **2.4 CONCEPTUAL FRAMEWORK**

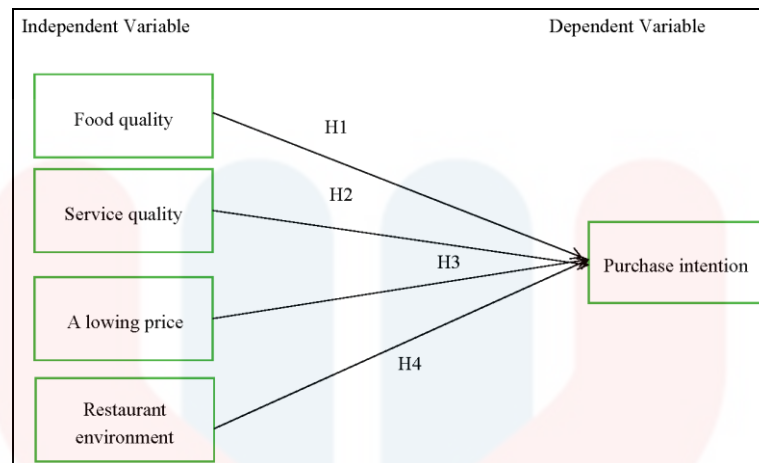


Figure 2.4: Conceptual Framework

### 2.4.1 The relationship between Food Quality and Purchase Intention

Food quality is considered an important factor in restaurant quality to satisfy customers and increase their arrival to the place. According to Asghar et al., (2011) noted that the quality of food plays an important role in meeting customer needs and determining the success of the restaurant industry. They are also summing up that the quality of food has a positive relationship with customer satisfaction. When customers don't get the quality of food as they expected before they made purchases, they tend to switch to other food products or brands. This will certainly affect the purchase intention towards the local food. In addition, food quality will be a yardstick to attract tourists from abroad who come to Malaysia or to certain states. When substandard food is served, it will affect a person's view of the area.

### 2.4.2 The relationship between Service Quality and Purchase Intention

According to Uzunboylyu.N (2015), quality of service refers to the organization's ability to meet or exceed customer expectations where customer expectations are defined as customer desires and wants. This definition illustrates that the quality of service is the difference between the customer's expectations and responses to the services provided by



an organization. Each service offered will affect the customer's purchase intentions. For example, if the services provided are complacent and do not achieve customer satisfaction, one would be less interested in making a purchase.

#### **2.4.3 The relationship between Price and Purchase Intention.**

Price is one of the elements that affects consumers' intentions to buy tourism-related goods. A producer who seeks to meet predetermined sales volume and revenue objectives may refer to price as published or negotiated terms of an exchange transaction for a good, and potential customers who want to maximize their perceptions of value for money when they choose between various products to buy. In addition, prices will help the tourism sector grow and boost the nation's revenue. This is because many visitors to the country travel within it to sample the cuisine, which enables them to spend a lot of money on tourism-related items (Medlik and Middleton, 1975; Smith, 1994). High or low pricing, in Gu's opinion (1998)

#### **2.4.4 The relationship between Restaurant Environment and Purchase Intention**

One aspect influencing a customer's inclination to make a purchase, according to a prior study, is the restaurant environment. These factors encourage restaurant owners to concentrate their efforts on creating and providing a more comfortable environment for tourists because the goal of visitors to Kelantan is to enjoy local cuisine; therefore, it is necessary to demonstrate the preparation of high-quality food in order to pique their interest in making a purchase. Additionally, it was discovered that, in the setting of a high-end restaurant, restaurant environments are a substantial antecedent of tourists' pleasure, arousal, and desire to make a purchase (Ryu and Jang 2008). As a result, it is crucial to underline that a welcoming environment plays a significant part in inspiring tourists' purchasing decisions and aids in generating revenue for the restaurant.

**H1;** food quality has a positive influence toward purchase intention.

**H2;** service quality has a positive influence toward purchase intention.

**H3:** Price has a positive influence on purchase intention.

**H4:** Restaurant environment has a positive influence on purchase intention.

## **2.5 SUMMARY**

This chapter has discussed the food quality, social service quality, price and restaurants environment as independent variables while factors affecting gen Y tourists' purchase intention towards local food in Kelantan as dependent variables. The relationship between independent variable elements and dependent variables, also the conceptual framework and hypothesis which are important.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter will cover the study's research design, population and sample size, sampling strategy, data collection process, research instrument, data analysis, and a chapter summary.

#### **3.2 RESEARCH DESIGN**

The framework for the methodologies and strategies that a researcher will employ in performing study is the research design. The design enables researchers to concentrate on research methodologies relevant for the topic at hand and set up their investigations for success. The research method chosen is an important decision in the study design process since it impacts how relevant information for a report may be acquired. In contrast, the research design process entails a lot of interconnected decisions. According to Henry Manheim, research design not only predicts and describes the seemingly infinite number of decisions related with gathering, analysing, and processing data, but it also provides a logical basis for these decisions.

This study employs a quantitative approach. Quantitative data collection is a technique for gathering numerical data and generalising it across populations or understanding a specific phenomenon. (Babbie, 2013). Data for this study was gathered through exploratory research. The purpose of an exploratory research design is to conduct research on issues for which there is little or no prior research to consult (Shields & Rangarajan, 2013). This study is a method of gathering primary data based on

communications with a pre-selected sample of the target population. It is a low-cost, accurate, and efficient method of gathering population data. The questionnaire was used as a data collection method in this study to capture responses about the purchase intentions of tourists of generation Y towards local food in Kelantan.

### **3.3 POPULATION**

The population is a dynamic which the component of the population could change over time. Thus, it is impossible for the researcher to check all items in the studied population. The study population is the target population of the study that the researcher wants to study. These populations can be said to be aggregate observations that are grouped together by common characteristics. The term population describes the entire group of individuals, occasions, or interesting objects that researchers wish to study (Kumar, 2013). The focus of this study is on younger generations who make local food purchases.

Based on the Domestic Tourism Survey (2021), the data was collected of 97,900 tourists of generation Y who arrived in Kelantan. The information obtained serves to assist the researcher. So, the researcher's target is tourists among generation Y who have travelled to Kelantan to make this study a success. Furthermore, the local food of the Kelantanese community is also considered a tourism product in Malaysia. However, the amount of demand for purchasing local food among generation Y tourists has yet to be identified. There are even a few people who don't like or don't care about the existence of this local food. Therefore, the researcher lacks knowledge about the purchase of local food among generation Y tourists. In fact, the sample is a representative set found in the population that shows the results where it was randomly selected through this study. A pooled sample is a smaller number that has the characteristics of the entire population.

### 3.4 SAMPLE SIZE

The number of study participants is referred to as the sample size. In essence,  $n$  displays the number. The sample size determines how accurate our estimates are and how conclusive the analysis can be.

$N$	$S$	$N$	$S$	$N$	$S$
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

Table 3.4: Sample size from a population (Krejcie & Morgan, 1970)

### 3.5 SAMPLING METHOD

A technique used in statistical study is sampling to choose certain individuals or subsets of a population in order to draw statistical conclusions from a broader population without presuming anything about the individuals involved. The ability to answer the research question without having to interview every single person in the population is another crucial component of conducting a research study. This approach is both time- and money-efficient, and it forms the cornerstone of every study design. To conduct a

study analysis, the researcher will select numerous populations to use in the sampling procedure.

Probability sampling and non-probability sampling are the two types of sampling procedures utilized in a study. To create a sample size for a study where the researcher is familiar with a portion of the population, probability sampling is the process of randomly selecting participants from a vast population. Simple random sampling, cluster sampling, systematic sampling, and stratified random sampling are some of the sample methods used in probability sampling. A study that chooses subjects at random is known as non-probability sampling. A fixed or predetermined selection process, however, is not a sampling technique because it makes it difficult for all components of the population to have an equal chance of being represented in the sample. Non-probability sampling uses a variety of sampling methods, including

Apart from that, the formation of the sampling technique requires a sample size to identify the type of sample. Two elements such as Power Analysis and random selection are used in quantitative sampling to determine the minimum sample size to ensure that the sample and data are statistically significant in the study. In qualitative sampling uses data saturation repeatedly in each respondent's response during the data analysis phase, it is more towards convenience or purposive sampling.

The researchers utilized convenience sampling, a probability sampling technique, in this study. In order to gather research data for this study, quantitative sampling is used. In Kelantan, samples were gathered from a sizable generation Y of tourists who were interested in the local cuisine.

### **3.6 DATA COLLECTION PROCEDURE**

Normally, data collection comes from primary and secondary sources. Primary data analysis includes the collection of information specific to the study at hand from real sources such as customers, users or non-users or other organizations involved in the research. Secondary data research requires any information from published sources that has been collected explicitly for the current research issue. The research conducted by the researcher is using quantitative methods where the data is collected through statistical analysis, which is large-scale survey research such as questionnaires. The survey conducted is a structured way to collect standards of information obtained from individuals through prepared research questions.

On the other hand, the researcher should be concerned that the procedures of collecting information are likely to cause any physical or emotional harm to the participants. The harm may be caused by making public personal information without permission by the participants which they would want to keep private in the society. Additionally, failing to respect certain cultural values and traditions by ensuring confidentiality by the participants and not finding sensitive information before going into a good relationship with them has been established.

The main data obtained is from the questionnaire. The questionnaire conducted consists of 255 respondents among young tourists who have travelled to Kelantan, where some of them are experienced about local food in the population areas visited. The researchers took about two weeks to gather data from the responses of those involved. The questionnaire answering session will be conducted through an online survey so that respondents can answer the questionnaire without taking a long time. In addition, the

researcher also included some pictures of local foods to help respondents better understand the questions asked.

Meanwhile, the secondary sources were obtained from some of the articles. The purpose used to gather additional information in order to the decision-making process. The analysis also refers to related sources online which is newspaper online. This study was conducted by 25 questionnaires to the respondents among the tourist's generation Y between 25-40 years old throughout an online survey to Kelantan. In addition, a pilot study is a technique used to test the questionnaire using a sample larger than the expected sample size. To obtain useful feedback help researchers to refine their questions before publication.

### **3.7 RESEARCH INSTRUMENT**

In this research, a set of questions was employed to collect information in order to obtain all of the essential inputs to carry out this study. A questionnaire is a type of data gathering tool that needs participants to answer the series of questions in written or verbal form. Furthermore, because it is standardized, this type of study is frequently less expensive than other ways and easier to track. Furthermore, this study featured a reasonably significant number of respondents, allowing the researcher to adopt this methodology because it is an effective means of gathering data and information.

This questionnaire is divided into three sections. Part A consists of questions regarding the respondent's demographics, such as gender, age, marital status, and travel style. Part B contains questions about the independent variable, and Part C has questions about the dependent variable. Part A of the questionnaire employs a nominal and interval scale, whereas Parts B and C employ a Likert scale.



One of the most widely used instruments is the rating scale for consumer analysis and research. It is adapted to collect knowledge about some indicators. In this study, respondents can be questioned about their opinions, expectations, or evaluations of items, companies, or messaging, along with other things. Rating scales generally require respondents to choose their answers from a series of verbal phrases or numbers. Semantic differential scales and Likert scales are examples of verbal statement-based scales.

We chose to use a 5- Likert scale. It is because of the psychometric response method where respondents can easily answer questions and express their level of agreement in five points. Getting five points seems like a reasonable compromise without needing to hold too many response options. Measurement on a 5-Likert scale consists of the points below - (1) Strongly Disagree; (2) Disagree; (3) Disagree or Disagree; (4) Agree; (5) Strongly Agree. Data was collected through a questionnaire. This research focuses more on generation Y tourists in Kelantan.

Section	Factors	Content	Questions
Section A	Demographic profile of respondents	Gender	Female Male
		Age	23 – 27 years old 28 – 33 years old 34 – 38 years old
		Status	Single Marriage Others
		Travel style	Travel alone or solo Together as a family Traveling with friends
Section B	Independent Variables	Food quality	- Food quality and eating experience are important. - Trying the local food is the first thing I do. - Quality and healthy food increases my appetite. - I prefer healthy and nutritious food than food that contains excess fat.
		Service quality	- The level of acceptance received by the customer is determined by the adequate service. - Service quality increases customer loyalty. - The quality of service reflects the image of the restaurant. - Service quality determines the level of customer's perception.
		Price	- The lowered price can attract more customers. - I prefer expensive but good quality food over cheap but poor quality food. - Price encourage customers' willingness to buy local food. - High prices will cause customers to be unwilling to buy.
		Restaurant Environment	- I prefer dine in at places that chilling and nice. - A noisy place will disturb my appetite. - I prefer to eat at places that give me a chance to experience the local culture. - A place that gives off a homely vibe is even better.

Section	Factors	Content	Questions
Section C	Dependent Variables	Purchase Intention	- Intention to recommend the local food to others. - Intention to revisit and try more local food. - Intention to collecting information about local food.

Figures 3.7: Table of Research Instrument

### 3.8 DATA ANALYSIS

The Statistical Package for the Social Sciences (SPSS) was utilised by the researcher in this analysis. SPSS is a collection of software programmes packaged together in a

single package. The primary application of this programme is the study of empirical evidence in the social sciences. This data can be used for market research, surveys, and data mining. The researcher may quickly comprehend the market demand for a product using the statistical information gathered, and the researcher can adjust the plan accordingly.

SPSS basically saves and organises the given data before compiling the full data set to get the appropriate result. SPSS is designed in such a way that it can handle a wide range of variable data formats. Furthermore, SPSS is an innovative software that is mostly employed by researchers to help handle vital data in simple steps. Working with data is a hard and time-consuming task, but with the help of specific techniques from this programme, it can be simply controlled, organised, and processed. These approaches are applied to several data variables in order to evaluate, convert, and generate a distinct pattern. Furthermore, the result can be acquired by graphing, allowing the user to quickly interpret the result.

### **3.8.1 Frequency distribution**

According to R.J. Oosterbaan (1988) Frequency analysis is used to forecast how frequently certain values of a variable phenomenon will occur and to measure the predictability. Researchers systematically measure their observations by using frequency distributions or graphs. Before performing statistical analysis, researchers always organize data into organized categories. They actually do this through frequency distributions or charts to make it easy to read.

A frequency distribution is a graphical or tabular depiction of the number of observations within a given range. (Sundar Rao PS, Richard J., 2006). Measures of central tendency and location (mean, median, mode), measurements of dispersion, and measures of variance are four fundamental features of frequency distribution (range, variance, standard deviation), The degree of symmetry/asymmetry (skewness) as well as the flatness or peakiness (kurtosis). We might highlight this frequency distribution with the measures of central tendency and measures of dispersion.

The numerous measurement categories, as well as the number of observations in each, are displayed in a frequency distribution table. Before developing a frequency table, one must first understand the range (minimum and maximum values). The class breadth can be calculated by dividing the range of observations by the number of classes. (Gravetter FJ, Wallnau LB. 2005). A frequency distribution graph is a graphical depiction of frequency table data. A histogram is a graphical representation of the variable under consideration (X axis) and the number of observations (Y axis).

### **3.8.2 Descriptive Statistic**

Descriptive statistics are used to characterise and summarise data at the beginning of the analysis process. This branch of statistics was strengthened by the availability of a vast amount of data and very efficient computational tools. (Sarmiento, Rui & Costa, Vera, 2017). This analysis method will facilitate investigators to explain and formulate an observation supported based on what

they need. In addition, this applied math technique is chosen by the researcher. As a result, it can help the researcher in establishing the principle related to the quantification. Applied math measure is the initial part of quantitative research, because it converts observations into numerical figures.

Statistical measurement is a number assignment that can be applied to items or events according to rules. According to Peller (1967) systematically classified into four types: the first is a nominal scale, which aids in grouping observations into small groups. An ordinal scale is the second type. The study variables are organised using an ordinal scale based on their relative placements in a group. In addition, interval scales constitute a third sort of measuring. This scale of balanced intervals not only measures but also conveys a variable's, individual's, or object's level of quality. The ratio scale is the fourth type.

Balanced intervals are frequently used in ratio scales to record measurements from a clear zero point. Furthermore, researchers use frequency distributions or graphs to systematically measure their observations. Researchers always organise data into organised categories before undertaking statistical analysis. To make information easier to read, they use frequency distributions or charts.

### **3.8.3 Reliability Test**

Reliability refers to the stability and internal consistency of a test or measurement tool in measuring a concept or aspect. It is linked to the level of reliability of the instrument, which is how reliable and consistent the instrument is. If a researcher does the same test, the results will be the same. Or give the same

answer at different times, the answer will be the same. Researchers must demonstrate instrument reliability because without it, research results obtained with the instrument are not repeatable, and replicability is essential to the scientific method. The association of an item, scale, or instrument with a hypothetical one that genuinely measures what it is supposed to is referred to as reliability.

Reliability can be divided into three categories: test reliability, parallel type reliability, and interrater reliability. Test-retest reliability refers to the level of reliability achieved by running the same test more than once in a period involving the same sample group. Respondents may be asked to complete the same knowledge about factors affecting food purchase intentions surveys twice in a week so that test results can be compared to determine the stability of results. Although the reliability of the parallel type is related to the calculations obtained when evaluating the same phenomenon involving the same study community with more than one evaluation process. Finally, inter-rater reliability, as the name suggests, refers to the calculation of sets of results obtained from different ratters using the same tool.

The efficiency of the data collection process should be considered. The researcher must carefully plan the procedure and ensure that each calculation is performed in the same way by the research. This is particularly important when a large number of researchers are involved. For example, researchers ask questions online, clearly indicate that the answers to each question are counted, and make sure the questions are phrased the same each time. When collecting data, keep the conditions as stable as possible to minimize the impact of external variables that could produce different results. The researcher must ensure that all respondents receive the same information and are evaluated under the same conditions. A

generally accepted rule is that  $\alpha$  of **0.6-0.7** indicates an acceptable level of reliability, and 0.8 or greater a very good level. However, values higher than 0.95 are not necessarily good, since they might be an indication of redundancy (Hulin, Netemeyer, and Cudeck, 2001).

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

Table 3.8.3 Rule of Thumb Cronbach's Alpha (Matkar, 2012)

### 3.8.4 Correlation Test

Correlation refers to the goal of seeing the connection or a connection between two variables. Correlation is the search to determine the connection or relationship between one variable and another. As is well variables are classified into two which are independent variables known as regressor variables and dependent variables known as criterion variables. According to Gogtay N.J & Thatte U.M (2017), A correlation analysis, also known as a relationship analysis, is a phrase used to describe the association or relationship between two (or more) quantitative variables. This approach is basically predicated on the premise that the quantitative variables have a straight-line [linear] relationship.

Pearson's correlation is one of the correlation measures used to determine the energy and path of the linear dating among variables. Two variables are stated to be correlated while an alternate in a single variable is followed with the aid of using an alternate with inside the different variable, both with inside the equal path or with inside the contrary path. It has to be remembered that a small correlation coefficient cost (now no longer significant) does now no longer imply that the 2 variables aren't associated with every difference.

It is feasible that variables have robust dating, however the cost of the correlation coefficient is near zero, as an example within the case of a non-linear dating. Thus, the correlation coefficient most effectively measures the energy of the linear dating and now no longer the non-linear dating. It has to additionally be remembered that the lifestyles of a robust linear dating among variables does now no longer constantly imply that there may be a causal dating, purpose and effect.

Correlation Coefficient (r)	Strength of Relationship
.00	No correlation
.01 to .30 (-.01 to -.30)	Very weak
.31 to .50 (-.31 to -.50)	Weak
.51 to .70 (-.51 to -.70)	Moderate
.71 to .90 (-.71 to -.90)	Strong
.90 to 1.00 (-.90 to 1.00)	Very strong

Source: (Piaw 2006)

Table 3.8.4: Pearson's Correlation table



### **3.9 SUMMARY**

The research approach to be applied in the study has been described and justified in this chapter. The research design, as well as the sampling design, including population, sampling technique, and sample size, were discussed in this chapter. Not only that, but the chapter also explained the research methods and defined the data collection method. Furthermore, the data was collected using a convenience sample technique. The questionnaire is created using a quantitative technique, and the connection between the independent and dependent variables will be examined through data collecting.

## **CHAPTER 4**

### **RESULT AND DISSCUSION**

#### **4.1 INTRODUCTION**

The conclusions from the analysis of the information gathered from the questionnaire published on social media platforms like Facebook, Instagram, and WhatsApp will be covered in this chapter. This chapter gives a summary of the responses and statistical findings. The goal is to verify the hypothesis and respond to the study's research goals. The software programme Statistical Package for the Social Science (SPSS) has examined the data that was submitted. 255 people with prior travel experience to Kelantan provided the information.

#### **4.2 DESCRIPTIVE ANALYSIS**

Descriptive analysis is used to characterise the mean and average mean of the dependent and independent variables as well as to illustrate and summarise the data gathered by the questionnaire.

##### **4.2.1 RESULT OF DESCRIPTIVE ANALYSIS**

##### **4.2.2 RESPONDENT DEMOGRAPHIC PROFILE**

###### **4.2.2.1: The Number of Respondents Based on Gender**

Table 4.2.2.1: Statistic Table Based on Gender

	Frequency	Percentage (%)
Male	100	39.2
Female	155	60.8
Total	255	100.0

Table 4.2.2.1 shows that the frequency and percentage of the respondents based on gender. 255 of the 100 responses were men, while the remaining 155 were women. The researcher discovered that female respondents outnumbered male respondents in this study. Male respondents consist for 39.2% of total respondents, while female respondents account for 60.8%. In fact, data analysed that tourist females had higher food purchase intentions in Kelantan than tourist males.

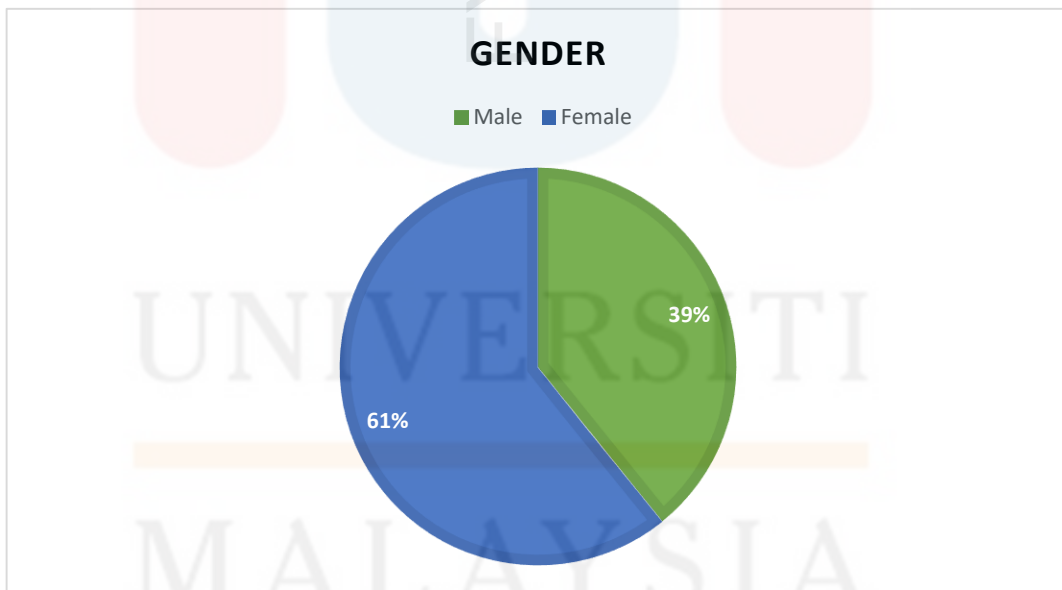


Figure 4.2.2.1: Pie Chart of Respondent Based on Gender

#### 4.2.2.2 The Number of Respondents Based on Age

Table 4.2.2.2: Statistic Table Based on Age

	Frequency	Percentage (%)
23 – 27 years old	135	52.9
28 - 32 years old	50	19.6
33 – 38 years old	70	27.5
TOTAL	255	100.0

Table 2 shown that the frequency and percentage of the respondents based on age. 255 respondents out of 135 were 23 – 27 years old, 50 respondents were 28 – 32 years old and the rest of 70 respondents were 33 – 38 years old. The researcher found that 23 – 27 years old respondents were majority of the respondents for this survey as compared to other age. 23 – 27 years old respondents consist of 52.9% while 28 – 32 years old respondents consist of 19.6% and 33 – 38 years old respondents consist of 27.5% respectively of the total respondents. In fact, the data shown that the most purchase intention of the food in Kelantan were tourist that are consists of 23 – 27 years old.

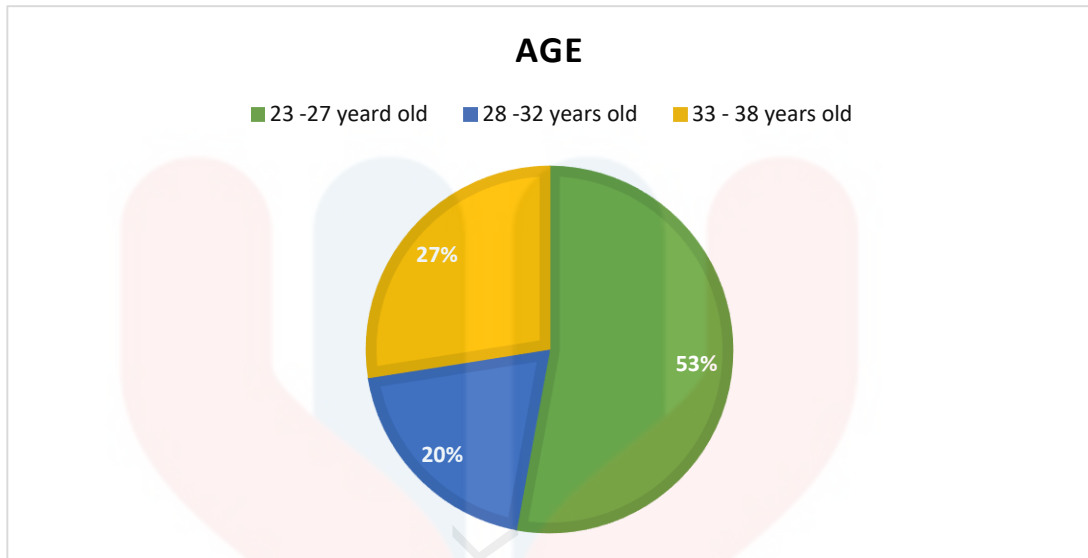


Figure 4.2.2.2: Pie Chart of Respondent Based on Age

#### 4.2.2.3 The Number of Respondents Based on Status

Table 4.2.2.3: Statistic Table Based on Status

	Frequency	Percentage (%)
Married	98	38.4
Single	153	60.0
Single mom	4	1.6
TOTAL	255	100.0

Table 4.2.2.3 shown that the frequency and percentage of the respondents based on status. 255 respondents out of 98 were married while 153 respondents were single and the rest of 4 respondents were single mom. The researcher found that status single was majority of the respondents for this survey as compared other status.

Married consist of 38.4% while single consist of 60.0% and single mom consists of 1.6% respectively of the total respondents. In fact, the data shown that the most purchase intention of the food in Kelantan were tourist that are single status.

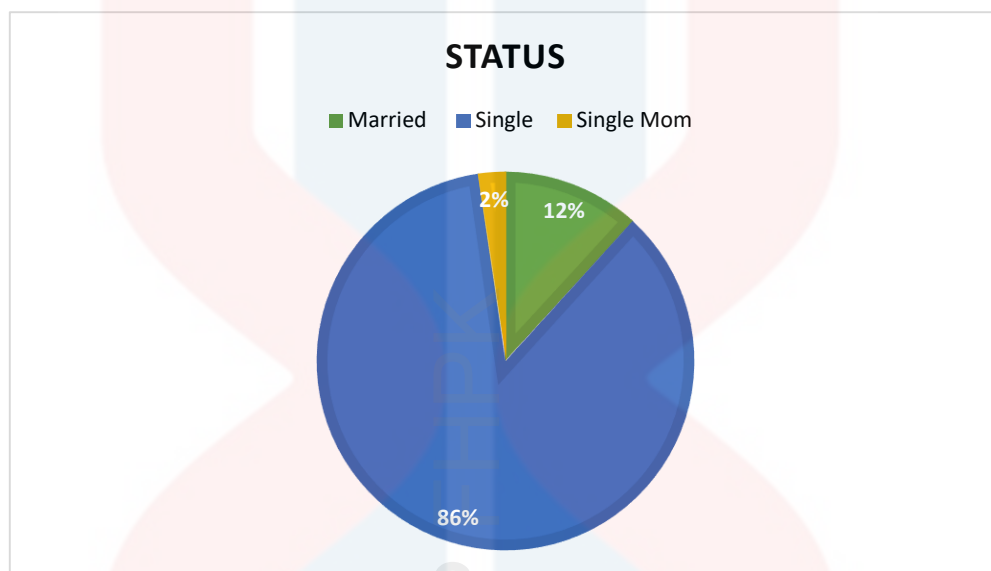


Figure 4.2.2.3: Pie Chart of Respondent Based on Status

#### 4.2.2.4 The Number of Respondents Based on Travel Style

Table 4.2.2.4: Statistic Table Based on Travel Style

	Frequency	Percentage (%)
Together as a family	151	59.2
Travel alone or solo	47	18.4
Travelling with friends	57	22.4
TOTAL	225	100.0

Table 4.2.2.4 above shows that the frequency and percentage of the respondents based on travel style. 255 respondents out of 151 were travel together as a family while 47 respondents were travel alone or solo and the rest of 57 respondents were traveling with friends. The researcher found that travel together as family respondents were majority of the respondents for this survey as compared to traveling alone and travel with friend's respondents. Travel together as a family respondents consist of 59.2% while travel alone respondents consist of 18.4% and traveling with friends consists of 22.4% respectively of the total respondents. In fact, the data shown that the most purchase intention of the food in Kelantan were tourist that are travel together as a family.

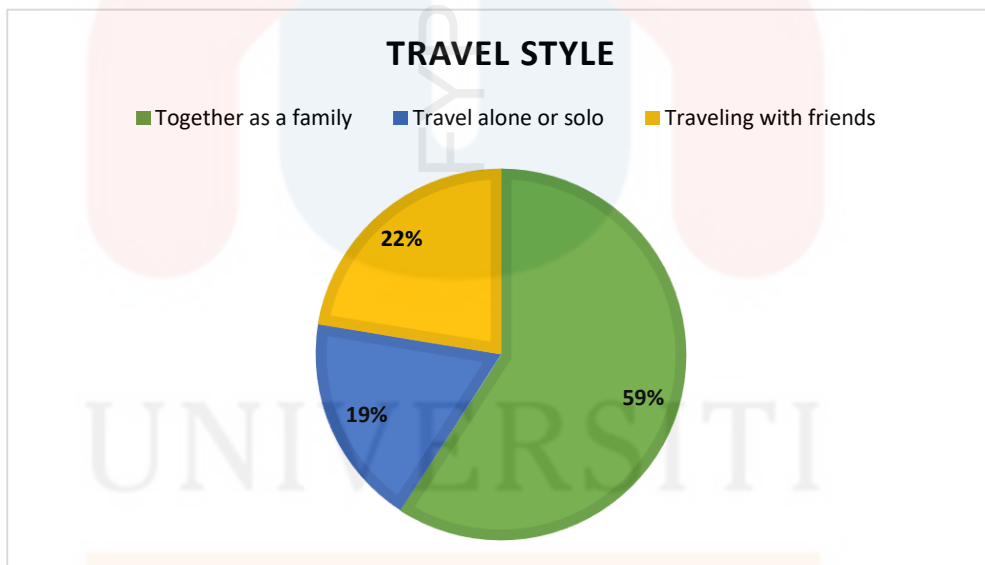


Figure 4.2.2.4: Pie Chart of Respondent Based on Travel Styles

## 4.2.3 DESCRIPTIVE STATISTICS ON VARIABLES

### 4.2.3.1 INDEPENDENT VARIABLE 1 (IV1)

<b>Food Quality</b>	<b>Mean</b>	<b>Std. Deviation</b>
Question 1: Food quality and eating experience are important.	4.42	.910
Question 2: Trying the local food is the first thing I do.	4.18	.944
Question 3: Quality and healthy food increases my appetite.	4.32	.921
<b>TOTAL</b>	<b>4.3098</b>	<b>.80916</b>

The table above has shown the descriptive analysis for independent variable (IV1). The highest mean score on the question is “food quality and eating experience are important” as much as 4.42. Second highest is “quality and healthy food increases my appetite” as much as 4.32. The analysis continue with lowest mean score on the question is “trying the local food is the first thing I do” as much as 4.18. The food quality question that highest mean in IV1 is “food quality and eating experience are important” because serving food quality will because serving quality food will increase satisfaction to tourists to try local food. Besides that, the excellent food will give the best experience to tourists as well as the relationship between foods and tourists are very close to each other.



#### 4.2.3.2 INDEPENDENT VARIABLE (IV 2)

<b>Service Quality</b>	<b>Mean</b>	<b>Std. Deviation</b>
Question 1: The level of acceptance received by the customer is determined by the adequate service.	4.30	.863
Question 2: Service quality increases customer loyalty.	4.44	.858
Question 3: The quality of service reflects the image of the restaurant.	4.51	.817
Question 4: Service quality determines the level of customers perception.	4.44	.820
<b>TOTAL</b>	<b>4.4225</b>	<b>.74217</b>

The table above has shown the descriptive analysis for independent variable (IV2). The highest mean score on the question is “the quality of service reflects the image of the restaurant” as much as 4.51. Furthermore, there are two data that share the same value and has the second highest mean score on the question which is “service quality increases customer loyalty” and “service quality determines the level of customers perception” as much as 4.44, and the lowest mean score is “the level of acceptance received by the customer is determined by the adequate service” as much as 4.30. The service quality question that highest mean score in (IV2) is “the quality of service reflects the image of the restaurant” because tourists consider the cleanliness and method of serving food in a restaurant. By this, intention of tourists to purchase the local food in Kelantan will increase.

#### 4.2.3.3 INDEPENDENT VARIABLE (IV3)

<b>Price</b>	<b>Mean</b>	<b>Std. Deviation</b>
Question 1: The lowered price can attract more customers.	4.21	.932
Question 2: I prefer good quality food over cheap but poor-quality food.	4.35	.883
Question 3: Prices encourage customers' willingness to buy local food.	4.36	.838
Question 4: High prices will cause some customers to be unwilling to buy.	4.27	.941
TOTAL	4.2980	.73669

The descriptive analysis for independent variable (IV3) are shown in the table below. The highest mean score is the question on “Price encourages customer’s willingness to buy local food” which is 4.36. The question “I prefer good quality food over cheap but poor-quality food” is the second highest score with 4.35 follow by “High prices will cause some customers to be unwilling to buy” which is 4.27. The lowest mean is 4.21 for the question “The lowered price can attract more customers”. Price is the important thing to encourage customers willingness to buy local food shows the highest mean score in IV3 because price defines the value that make it worth to buy. Also, the relationship between the price and the customer’s willingness are close to each other.

#### 4.2.3.4 INDEPENDENT VARIABLE (IV4)

<b>Restaurant Environments</b>	<b>Mean</b>	<b>Std. Deviation</b>
Question 1: I prefer to dine in places that are chilling and nice.	4.17	.893
Question 2: A noisy place will disturb my appetite.	3.95	1.137
Question 3: I prefer to eat at places that give me a chance to experience the local culture.	4.27	.874
Question 4: A place that gives off a homely vibe is even better.	4.27	.847
<b>TOTAL</b>	<b>4.1647</b>	<b>.72791</b>

The descriptive analysis for independent variable (IV4) are shown as the table. There are two data that share the same value and has the response "I prefer to eat at places that give me a chance to experience the local culture" had the highest mean score, 4.27 and "A place that gives off a homely vibe is even better." Second highest mean score is on question "I prefer to dine in places that are chilling and nice" which is 4.17 follow by "A noisy place will disturb my appetite" which is 3.95. The questions that get the highest mean score shown that people tend to choose a place that give homely vibe and a place that can give them experience to learn about local food.

#### 4.2.3.5 DEPENDENT VARIABLE (DV)

<b>Purchase Intention</b>	<b>Mean</b>	<b>Std. Deviation</b>
Question 1: I Intention to recommend the local food to others.	4.31	.837
Question 2: I Intention to revisit and try more local food.	4.35	.832
Question 3: I Intention to collect information about local food.	4.04	.965
TOTAL	4.2327	.78083

The descriptive analysis for dependent variable (DV) are shown in the table. The highest mean score is the question on “Intention to revisit and try more local food” which is 4.35, second highest is “Intention to recommend the local food to others” which is 4.31 and the lowest mean score on the question “Intention to collect information about local food” which is 4.04. “Intention to revisit and try more food” shown the highest mean score because people tend to repeat to the place that give them satisfaction that they give an expectation.

### 4.3 RESULTS OF RELIABILITY TEST

#### 4.3.1 INTERNAL RELIABILITY TEST

Before correlation analysis is to be carried out, the gathered data must be tested for their reliability. Reliability test measured about internal consistency and content

validity of instrument. Hence, the higher reliable a set of scale item, the higher confidence the scores obtained from the administration of the scale. Besides, the researcher was calculated this reliability test using SPSS. The result of reliability has shown as table below.

There were four independent variables and one dependent variable for this survey. The independent variable consists of food quality, service quality, price and restaurant environment while the dependent variable consist of purchase intention. The researcher has designed 15 questions for independent variable and 3 questions for dependent variable.

Table 4.3.1: Reliability Test

Reliability Test	N	Cronbach's Alpha	N of Items
<b>TOTAL</b>	<b>255</b>	<b>.952</b>	<b>18</b>

a. Listwise deletion based on all variables in the procedure

According to the result of reliability that shown above, the researcher has checked all the independent variable and dependent variable. The value of Cronbach's Alpha showed of all the independent variable and dependent variable of the reliability which was 0.952. It was shown that coefficient value of the variables ranges as excellent in term of reliability level. The table above shows the Cronbach's Alpha rule of thumb for describing internal consistency.

## **4.4 RESULTS OF INFERENTIAL ANALYSIS**

### **4.4.1 PEARSON CORRELATION COEFFICIENT ANALYSIS**

Pearson's correlation coefficient was used by the researcher to calculate the linear relationship between the independent and dependent variables. Pearson's Correlation Coefficient Analysis is used to explain the degree of link between variables in order to decide if the correlation coefficient is significant and which hypothesis should be accepted or rejected. If the relationship is significant, the researcher must determine the acceptable level of association. The null hypothesis will be rejected by the researcher at a certain significant level, such as  $p < 0.05$ . The researcher will accept the alternative hypothesis if each null hypothesis is rejected.

According to Piaw (2006), the absolute size of the correlation coefficient can be used to characterise the strength of the link between variables. The correlation coefficient, abbreviated as  $r$ , runs between 1.0 and -0.01. If the value of  $r$  is 1.0, there is a perfect positive relationship, and if the value of  $r$  is -0.01, there is a perfect negative relationship. There is no link between the variables if the value of  $r$  is 0.

## **4.5 HYPOTHESIS TESTING**

### **4.5.1 FIRST HYPOTHESIS**

Ho: There is no relationship between food quality and purchase intention.

H1: There is relationship between food quality and purchase intention.

Table 4.5.1: Correlation of First Hypothesis

		IV 1
DV	Pearson correlation	.675**
	Sig. (2-tailed)	.050
	N	255

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

Table 4.5.1 indicated a significant relationship exists between food quality (IV 1) and purchase intention (DV), ( $r = 0.675$   $p < 0.05$ ). The positive value of Pearson Correlation 0.675 shown a relationship between food quality and purchase intention. At the same time, the significant level of both variable, which is 0.050 showed highly significant and the strength of the significant is in moderate range. From the results, researcher concluded that purchase intention and food quality have positive relationship. Hence, the researcher rejected null hypothesis and accepted the alternative hypothesis.

#### 4.5.2 SECOND HYPOTHESIS

Ho: There is no relationship between service quality and purchase intention.

H2: There is relationship between service quality and purchase intention.

Table 4.5.2: Correlation of Second Hypothesis

		IV 2
DV	Pearson correlation	.685**

	Sig. (2-tailed)	.050
	N	255

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

Table 4.5.2 indicated a significant relationship exists between service quality (IV 2) and purchase intention (DV), ( $r = 0.685$   $p < 0.05$ ). The positive value of Pearson Correlation 0.685 shown a relationship between service quality and purchase intention. At the same time, the significant level of both variable, which is 0.050 showed highly significant and the strength of the significant is in moderate range. From the results, researcher concluded that purchase intention and service quality have positive relationship. Hence, the researcher rejected null hypothesis and accepted the alternative hypothesis.

#### 4.5.3 THIRD HYPOTHESIS

Ho: There is no relationship between price and purchase intention.

H3: There is relationship between price and purchase intention.

Table 4.5.3: Correlation of Third Hypothesis

		IV 3
DV	Pearson correlation	.700**
	Sig. (2-tailed)	.050
	N	255

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



Table 4.5.3 indicated a significant relationship exists between price (IV 3) and purchase intention (DV), ( $r = 0.700$   $p < 0.05$ ). The positive value of Pearson Correlation 0.700 shown a relationship between price and purchase intention. At the same time, the significant level of both variable, which is 0.050 showed highly significant and the strength of the significant is in moderate range. From the results, researcher concluded that purchase intention and price have positive relationship. Hence, the researcher rejected null hypothesis and accepted the alternative hypothesis.

#### 4.5.4 FOURTH HYPOTHESIS

Ho: There is no relationship between restaurant environments and purchase intention.

H4: There is relationship between restaurant environments and purchase intention.

Table 4.5.4: Correlation of Fourth Hypothesis

		IV 4
DV	Pearson correlation	.691**
	Sig. (2-tailed)	.050
	N	255

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

Table 4.5.4 indicated a significant relationship exists between restaurant environments (IV 4) and purchase intention (DV), ( $r = 0.691$   $p < 0.05$ ). The positive value of Pearson Correlation 0.691 shown a relationship between restaurant environments and purchase intention. At the same time, the significant level of both variable, which is 0.050 showed highly significant and the strength of the significant is in moderate range. From

the results, researcher concluded that purchase intention and restaurant environments have positive relationship. Hence, the researcher rejected null hypothesis and accepted the alternative hypothesis.

Overall, this section relates to the analysed the hypothesis in order to examine the effect of the food quality, service quality, price, restaurant environment and purchase intention. The summary of the hypothesis is shown in table 15. This table is a testing the correlation, whether the variables correlate to examine the relationship between variables.

Table shows Summary of Correlation Testing

<b>Hypothesis</b>	<b>Statements of Indicators</b>	<b>Remarks</b>
Hypothesis 1	There is a positive relationship between food quality and purchase intention Gen Y tourists' toward local food in Kelantan.	Accepted
Hypothesis 2	There is a positive relationship between service quality and purchase intention Gen Y tourists' toward local food in Kelantan.	Accepted
Hypothesis 3	There is a positive relationship between price and purchase intention Gen Y tourists' toward local food in Kelantan.	Accepted
Hypothesis 4	There is a positive relationship between restaurant environments and purchase intention Gen Y tourists' toward local food in Kelantan.	Accepted

#### **4.6 SUMMARY**

Finally, the data analysis for the screening questions, demographic section, independent factors, and dependent variable is covered in this chapter. All of the results in this chapter were generated using the responses of 255 persons. The four independent variables were discovered to be statistically significant, with a positive linear relationship. Furthermore, for the tourist generation's buy intention towards local food in Kelantan, food quality (H1), service quality (H2), price (H3), and restaurant settings (H4) are linked and satisfactory.

## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 INTRODUCTION**

The result of the study presented in chapter 5 was discussed further in this chapter. In this study, the demographic profile of respondents, food quality, service quality, price, restaurant environment, and the relationship between food quality (IV1), service quality (IV2), price (IV3), restaurant environment (IV4), and purchase intention (DV) were discussed. Furthermore, in this chapter, it is discussed about the conclusion of the research result according to the research objectives first set in chapter 1. Besides that, implication was discussed in the concluding part of this chapter.

#### **5.2 RECAPITULATION OF THE FINDINGS**

##### **5.2.1 Discussion of Objective 1**

The primary goal of this research, which is to analyse the relationship between food quality and purchase intentions of Gen Y tourists' towards local food in Kelantan, has been described in chapter 1. In chapter 4, research was done and data was gathered. Based on chapter 4, it is clear that there is a strong correlation between the food quality and the purchasing intentions of Gen Y tourists for local food in Kelantan. Hypothesis 1 is supported by the results of the correlation between the independent and dependent variables.

Research Objective 1	To analyses the relationship between food quality and purchase intention of Gen Y tourists' towards local food in Kelantan.
Research Question 1	What is the relationship between food quality and purchase intention of Gen Y tourists' towards local food in Kelantan.
Hypothesis 1	There is a positive relationship between food quality and purchase intention Gen Y tourists' toward local food in Kelantan.

Table 5.2.1 Discussion on objectives 1

The outcomes of hypothesis 1 in the previous chapter shows to answer research question 1. Besides that, H1 stated that there is a positive relationship between food quality and purchase intention Gen Y tourists' toward local food in Kelantan. From the findings, correlation coefficient as much as 0.675 it shows that food quality is positive and moderate related to purchase intention Gen Y tourists' toward local food in Kelantan. Food quality has a p value of 0.000, which is less than the highly significant threshold of 0.0001.

According to Sulek and Hensley (2014), discovered that meal quality is the important factor determining purchase intention when environmental aspects and service quality are compared to other restaurant-related parameters. For some people, food has a powerful emotional pull. It could inspire feelings of nostalgia, cosiness, or pleasure. When individuals eat out, they look for culinary experiences that gratify their appetites, are enjoyable, and match their taste preferences. Tourists may feel good and be more satisfied if the meal quality is better than expected. In addition, if a tourist enjoys their meal, they are more likely to return to the business. Tourist's loyalty and satisfaction are

significantly impacted by the food's quality. Tourists are more likely to prioritise a return visit if they think they will have another great meal, even though environmental factors and service quality are important components of the entire experience. Therefore, H1 accepted.

### 5.2.2 Discussion of Objective 2

The primary goal of this research, which is to examine the relationship between service quality and purchase intentions of Gen Y tourists' towards local food in Kelantan, has been described in chapter 1. In chapter 4, research was done and data was gathered. Based on chapter 4, it can be seen that there is a positive relationship between service quality and purchase intention Gen Y tourists' toward local food in Kelantan. The correlation analysis results between the independent and dependent variables support hypothesis 2.

Research Objective 2	To examine the relationship between service quality and purchase intention of Gen Y tourists' towards local food in Kelantan.
Research Question 2	What is the relationship between service quality and purchase intention of Gen Y tourists' towards local food in Kelantan.
Hypothesis 2	There is a positive relationship between service quality and purchase intention Gen Y tourists' toward local food in Kelantan.

Table 5.2.2 Discussion of objectives 2

The outcomes of hypothesis 2 in the previous chapter were analysed in order to address research question 1. Besides that, H2 stated that there is a positive relationship between service quality and purchase intention Gen Y tourists' toward local food in Kelantan. From the findings, correlation coefficient as much as 0.685 indicates that service quality is positively and moderate related to purchase intention Gen Y tourists' toward local food in Kelantan. Service quality has a p value of 0.000, which is less than the highly significant threshold of 0.0001.

This finding was validated by (Zeithaml, 1998), service quality is commonly described as the overall superiority of the quality service on the impressions of tourists because the communication between service providers and clients directly affects the quality of the service. Service quality is experienced and assessed in real-time through interactions with staff members, unlike other aspects like the physical environment or the quality of the products.

In general, the perception of service quality is influenced by how customers are treated, the staff's responsiveness, their helpfulness, and their capacity to meet client requests. Besides that, the capacity of service providers to adapt and personalise their products to suit specific client requirements and preferences is another aspect of service excellence. Tourists value it when their unique needs are recognised and met since it improves how they view the level of service they received. Tourists might feel appreciated and special if services are specifically tailored to meet their individual demands. Therefore, the H2 accepted.

### **5.2.3 Discussion of Objectives 3**

The primary goal of this research, which is to determine the relationship between price and purchase intentions of Gen Y tourists' towards local food in Kelantan, has been

described in chapter 1. In chapter 4, research was done and data was gathered. Based on chapter 4, it is clear that there is a strong correlation between price and the purchasing intentions of Gen Y tourists in Kelantan for local food. Hypothesis 3 is supported by the results of the correlation between the independent and dependent variables.

Research Objective 3	To determine the relationship between price and purchase intention of Gen Y tourists' towards local food in Kelantan.
Research Question 3	What is the relationship between price and purchase intention of Gen Y tourists' towards local food in Kelantan.
Hypothesis 3	There is a positive relationship between price and purchase intention Gen Y tourists' toward local food in Kelantan.

Table 5.2.3 Discussion on objective 3

The result from hypothesis 3 in the preceding chapter was examined to respond to research question 1. Additionally, according to H3, there is a link between pricing and tourists' intentions to buy local food in Kelantan who are in their twenties. According to the results, the correlation coefficient is as high as 0.700, indicating that the price is positively and moderately associated to the purchase intentions of Gen Y tourists for local food in Kelantan. The p value of price is 0.000 which is less than the highly significant level 0.0001.

According to Kotler and Armstrong (2009), claim that a tourist's impression of the price of any good or service can affect their decision to buy it because the value that tourists believe they will receive from a good or service is significantly influenced by the



cost. Tourists may believe that an item is not worth the price if they believe that the price is excessive given the benefits or perceived quality. On the other side, if the price is regarded as fair or discounted, it might improve the perceived value and raise the possibility that the item will be purchased. In addition, travel expenses for tourists are frequently planned out in advance. They must prudently manage their financial resources to pay for various components of their trip, such as lodging, travel, activities, and meals. A tourist may examine alternate options or decide not to make a purchase if they believe the price of a good or service is too expensive or exceeds their budgetary limits. Therefore, H3 was accepted.

#### 5.2.4 Discussion of Objectives 4

The primary purpose of this research, which is to investigate the relationship between restaurant environment and purchase intentions of Gen Y tourists' towards local food in Kelantan, has been described in chapter 1. In chapter 4, research was done and data was gathered. Based on chapter 4, it can be seen that there is a positive relationship between restaurant environment and purchase intention Gen Y tourists' toward local food in Kelantan. The findings of the correlation between the independent and dependent variables support hypothesis 4.

Research Objective 4	To investigate the relationship between restaurant environment and purchase intention of Gen Y tourists' towards local food in Kelantan.
Research Question 4	What is the relationship between restaurant environment and purchase intention of Gen Y tourists' towards local food in Kelantan.

Hypothesis 4	There is a positive relationship between restaurant environment and purchase intention Gen Y tourists' toward local food in Kelantan.
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Table 5.2.4 Discussion on objectives 4

The outcome of hypothesis 4 in the previous chapter was analysed in order to address research question 1. Besides that, H4 stated that there is a positive relationship between restaurant environment and purchase intention Gen Y tourists toward local food in Kelantan. According to the results, which have a correlation coefficient of up to 0.691, pricing is positively and somewhat associated to the purchase intentions of Gen Y tourists for local food in Kelantan. Price's p value is 0.000, which is below the 0.0001 level of highly significance.

This finding was validated by (Ryu and Jang 2008), the setting of a high-end restaurant, restaurant environments are a substantial antecedent of tourists' pleasure, arousal, and desire to make a purchase because the environment of high-end restaurants frequently produces an opulent and refined ambience. A pleasant and welcoming atmosphere is produced by the employment of excellent music, luxury furnishings, and exquisite decor. A high-end restaurant's ambience can enhance the dining experience, generate pleasant feelings, and make visitors happier and more content. Therefore, H4 was accepted.

### 5.3 LIMITATIONS OF THE STUDY

Several limitations were identified over the course of this study and are necessary to highlight in order for the researchers to learn and gain information. The first constraint is the small sample size required to conduct a comprehensive survey of respondents' visits to the food image. Due to limited resources and time, the researchers distributed 255 questionnaires, resulting in a small sample size for the study. However, since the researchers got an invalid questionnaire, the sample size was limited, and the results may fall short of the high and tremendous accuracy of acceptable results required for this study.

Second, the limitation of the study that the researchers had been facing during the completion of this task was the lack of understanding of the questionnaire by the respondents. Moreover, the respondent didn't fully understand what the question needed, and they just filled in the answer without knowing whether the answer was correct or not. Besides that, not all the respondents are giving their cooperation to answer the questions. Respondents may not be willing to show commitment and support, and that makes it difficult for the researcher to complete their research perfectly.

The third limitation of the study is that the factors that influence Gen Y tourists' buying intentions towards local food in Kelantan are not the same. Respondents who visit local food and a place are not the same. Since the time to find resources is limited, visitors just choose any local food place to visit without knowing the destination. Therefore, it is difficult for the researcher to complete the research.

#### **5.4 RECOMMENDATION**

After this study was completed, the researchers discovered certain areas where it may be improved in the future.

By increasing the sample size, the precision and dependability can be enhanced. The survey needs to be made available to Kelantan's whole Generation Y population. Additionally, the interview approach should be added to the data collecting process rather than depending exclusively on the questionnaire. The screening question can also help to improve the contents of the questionnaire by ensuring that the information gathered is more precise and usable. Thus, this study also can expand the area from one state to another state around Malaysia. As there only 255 questionnaire survey are being distributed for this study, in order to increase the purchase intention towards local food, researchers should increase the sample size. The sample size can be distributed to all of generation Y who has come to Kelantan.

In additional, the researchers who play a significant role in assessing consumers' purchase intentions towards local food may overlook the variables that affected such intentions in Kelantan. The researcher can carry out the study using a qualitative methodology to get more accurate and trustworthy data. Lastly, the future study should be completed at the chosen destinations to have better findings. As what identified earlier, the first timers and the repeat visitors might have a different intention in purchasing. The researchers can compare the purchase intention of first-time visitors versus the repeated visitors in particular destination. This present study can be simulated to evaluate the purchase intention on local food.

## 5.5 SUMMARY

According to the research's findings, food quality, service quality, price, and restaurant environment all had a substantial impact on Gen Y tourists' purchase intentions. A favourable opinion of food and service quality enhanced the likelihood of purchasing food that was produced locally. Furthermore, the price and perceived value for money were important factors in defining their purchase intention. Furthermore, an attractive and appealing restaurant setting influenced their willingness to purchase local food.

These findings provide useful insights for Kelantan's local food businesses as well as marketers in understanding the aspects that influence Gen Y tourists' purchasing intentions. Improving food quality, raising service standards, maintaining competitive pricing, and providing a pleasant dining atmosphere are all practical consequences for attracting and retaining Gen Y customers.

Future research might increase the scope of the study by including a larger and more ranged sample, researching more regions, and taking into consideration of other variables that may influence Gen Y tourists' purchasing intentions. This would provide a more comprehensive insight and help to build effective ways to promote local food among Gen Y tourists in Kelantan and beyond.

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## APPENDIX

### SURVEY ON THE PURCHASE INTENTION OF TOURIST GENERATION Y TOWARDS LOCAL FOOD IN KELANTAN

#### *KAJI SELIDIK MENGENAI NIAT PEMBELIAN GENERASI PELANCONG Y TERHADAP MAKANAN TEMPATAN DI KELANTAN*

Dear respondent,

Responden yang dihormati,

Assalamualaikum w.b.t and greetings. We are students at University Malaysia Kelantan (UMK) in Bachelor of Entrepreneurship (Tourism). We are conducting studies on the Purchase Intention of Tourist Generation Y Towards Local Food in Kelantan. Therefore, we expect all respondents to answer **ALL** the questions provided. Your opinion is very important to complete this research. Thanks for taking your time and answering our questions. We hope you understand our questions and that you know our topic.

*Assalamualaikum w.b.t dan salam sejahtera. Kami adalah pelajar Universiti Malaysia Kelantan (UMK) di dalam Ijazah Sarjana Muda Keusahawanan (Pelancongan) sedang menjalankan kajian mengenai Niat Pembelian Generasi Pelancong Y Terhadap Makanan Tempatan Di Kelantan. Oleh itu, kami berharap semua responden dapat menjawab **SEMUA** soalan yang disediakan. Pendapat anda sangat penting bagi menyiapkan penyelidikan ini. Terima kasih kerana memberikan masa anda dan menjawab soalan kami. Kami berharap anda memahami soalan-soalan kami dan anda dapat mengetahui topik kami.*

Prepared by:

Disediakan oleh:

NURUL SAHIRA BINTI MOHD ZAN (H20A1695)

NURUL SHAHIRAH BINTI MAIYURIZAL (H20A1697)

NURUL SHAZWANIE BINTI MOHD ZAMIN (H20A1699)

NURUL SYAIRAH BINTI SUBHI (H20A1703)

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.*

Please **tick** (/) at the appropriate answer.

*Sila **tandakan** (/) pada jawapan yang sesuai.*

## SECTION A: DEMOGRAPHIC INFORMATION

### BAHAGIAN A: MAKLUMAT DEMOGRAFI

Instruction: Please read each question carefully and **tick (/)** at the appropriate answer.

Sila baca soalan dengan teliti dan tandakan (/) dengan jawapan yang sesuai.

#### 1. Age / Umur

<input type="checkbox"/>	23 - 27 years old / 23 - 27 tahun
<input type="checkbox"/>	28 - 32 years old / 28 - 32 tahun
<input type="checkbox"/>	33 - 38 years old / 33 - 38 tahun

#### 2. Gender / Jantina

<input type="checkbox"/>	Male / <i>Lelaki</i>
<input type="checkbox"/>	Female / <i>Perempuan</i>

#### 3. Status / Status

<input type="checkbox"/>	Single / <i>Bujang</i>
<input type="checkbox"/>	Married / <i>Berkahwin</i>
<input type="checkbox"/>	Others / <i>lain-lain</i>

#### 4. Travel Style / *Gaya Perjalanan*

	Travel alone or solo / <i>Melancong sendiri atau solo</i>
	Together as a family / <i>Bersama-sama sebagai sebuah keluarga</i>
	Traveling with friends / <i>Melancong dengan kawan-kawan</i>

#### **SECTION B: INDEPENDENT VARIABLES**

#### **BAHAGIAN B: PEMBOLEHUBAH BEBAS**

Please answer all the questions and use the following key to indicate the degree that you agree or disagree with each statement. Tick the number that best describes 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.*

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

## 1. FOOD QUALITY / KUALITI MAKANAN

**Food quality control is the most important factor that influences purchase intention.**

*Kawalan kualiti makanan adalah faktor terpenting yang mempengaruhi niat membeli.*

No	ELEMENT	1	2	3	4	5
1	<b>Food quality and eating experience are important.</b> <i>Kualiti makanan dan pengalaman makan adalah penting.</i>					
2	<b>Trying the local food is the first thing I do.</b> <i>Mencuba makanan tempatan adalah perkara pertama yang akan saya lakukan.</i>					
3	<b>Quality and healthy food increases my appetite.</b> <i>Makanan yang berkualiti dan sihat meningkatkan selera makan saya.</i>					
4	<b>I prefer healthy and nutritious food rather than food that contains excess fat.</b> <i>Saya lebih suka makanan yang sihat dan berkhasiat daripada makanan yang mengandungi lemak berlebihan.</i>					

## 2. SERVICE QUALITY/ KUALITI SERVIS

*Good service quality leads to customer satisfaction and makes the firms more competitive in the market.*

*Kualiti perkhidmatan yang baik membawa kepada kepuasan pelanggan dan, menjadikan firma lebih berdaya saing dalam pasaran.*

No.	ELEMENT	1	2	3	4	5
1	<p><i>The level of acceptance received by the customer is determined by the adequate service.</i></p> <p><i>Tahap penerimaan yang diterima oleh pelanggan ditentukan oleh perkhidmatan yang mencukupi.</i></p>					
2	<p><i>Service quality increases customer loyalty.</i></p> <p><i>Kualiti perkhidmatan meningkatkan kesetiaan pelanggan.</i></p>					
3	<p><i>The quality of service reflects the image of the restaurant.</i></p> <p><i>Kualiti perkhidmatan mencerminkan imej restoran..</i></p>					
4	<p><i>Service quality determines the level of customer's perception.</i></p>					

	<i>Kualiti perkhidmatan menentukan tahap persepsi pelanggan.</i>					
--	--	--	--	--	--	--

### 3. PRICE / HARGA

***Setting high prices communicates believing by providing a high-quality product that is worth that amount.***

*Menetapkan harga tinggi menunjukkan kepercayaan dengan menyediakan produk berkualiti tinggi yang berbaloi dengan jumlah itu.*

No.	ELEMENT	1	2	3	4	5
1	<b><i>The lowered price can attract more customers.</i></b> <i>Memilih makanan berharga tinggi dengan quality yang terbaik.</i>					
2	<b><i>I prefer expensive but good quality food over cheap but poor-quality food.</i></b> <i>Saya lebih suka makanan yang mahal tetapi berkualiti berbanding makanan yang murah tetapi tidak berkualiti.</i>					
3	<b><i>Prices encourage customers' willingness to buy local food.</i></b>					

	<i>Harga menggalakkan kesediaan pelanggan untuk membeli makanan tempatan.</i>					
4	<b><i>High prices will cause customers to be unwilling to buy.</i></b>  <i>Harga yang tinggi akan menyebabkan pelanggan tidak sanggup membeli.</i>					

#### 4. RESTAURANT ENVIRONMENT / *PERSEKITARAN RESTORAN*

**A comfortable restaurant environment gives a good image to customers.**

*Persekitaran restoran yang selesa memberikan imej yang baik kepada pelanggan.*

No.	ELEMENT	1	2	3	4	5
1	<b>I prefer to dine in places that are chilling and nice.</b>  <i>Menemui flora dalam persekitaran semula jadi.</i>					
2	<b>A noisy place will disturb my appetite.</b>  <i>Tempat yang bising akan mengganggu selera saya.</i>					

3	<p><b>I prefer to eat at places that give me a chance to experience the local culture.</b></p> <p><i>Saya lebih suka makan di tempat yang memberi saya peluang untuk merasai budaya tempatan.</i></p>					
4	<p><b>A place that gives off a homely vibe is even better.</b></p> <p><i>Tempat yang memberikan suasana bersahaja adalah lebih baik.</i></p>					



## SECTION C: DEPENDENT VARIABLES

### BAHAGIAN C: PEMBOLEHUBAH BERSANDAR

#### 1. PURCHASE INTENTION / NIAT MEMBELI

Purchase intention promotes more profitable businesses to the industry, particularly when customers are satisfied with the production.

*Niat untuk membeli mempromosikan perniagaan yang lebih menguntungkan kepada industri, terutamanya apabila pelanggan berpuas hati dengan pengeluaran.*

No	ELEMENT	1	2	3	4	5
1	<b>Intention to recommend the local food to others.</b> <i>Niat untuk mengesyorkan makanan tempatan kepada orang lain.</i>					
2	<b>Intention to revisit and try more local food.</b> <i>Niat untuk meninjau dan mencuba lebih lagi makanan tempatan.</i>					
3	<b>Intention to collect information about local food.</b> <i>Niat untuk mengumpul maklumat berkaitan makanan tempatan.</i>					