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THE SATISFACTION OF BABA NYONYA FOOD HERITAGE IN MALACCA

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LIST OF SYMBOLS AND ABBREVIATIONS

Symbols

s	Required Sample Size.
χ^2	The Table Value Of Chi-Square For 1 Degree Of Freedom At The Desired Confidence Level (3.841).
N	The Population Size.
P	The Population Proportion (Assumed To Be .50 Since This Would Provide The Maximum Sample Size).
d	The Degree Of Accuracy Expressed As A Proportion (.05).

Abbreviations

UNESCO	United Nations Educational, Scientific And Cultural Organization.
WHS	World Heritage Site
OUV	Outstanding Values
MOTAC	Ministry Of Tourism, Arts And Culture Malaysia
UNWTO	United Nation World Business Organization
IV	Independent Variable
DV	Dependent Variable
H	Hypothesis

ABSTRACT

This study focuses on tourist satisfaction with Baba and Nyonya heritage food in Melaka. This study examines the relationship between tourist satisfaction with Baba and Nyonya food heritage in Melaka. A quantitative methodology is used to accomplish this research. Simple random sampling is used and responses from 200 respondents are collected. To analyze all the data, descriptive analysis, reliability testing and Pearson correlation are used. This research contributes to understanding the satisfaction of heritage food for tourists who come to Melaka to enjoy Baba and Nyonya heritage food.

Keywords: Food Heritage, Baba and Nyonya, Melaka, Tourist, Satisfaction, Melaka



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ABSTRAK

Kajian ini memberi tumpuan kepada kepuasan pelancong terhadap makanan warisan Baba dan Nyonya di Melaka. Kajian ini mengkaji hubungan antara kepuasan pelancong dengan warisan makanan Baba dan Nyonya di Melaka. Metodologi kuantitatif digunakan untuk menyelesaikan penyelidikan ini. Kaedah *simple random sampling* dan hasil tindak balas daripada 200 responden dikumpulkan. Untuk menganalisis semua data, kaedah yang digunakan analisis deskriptif, ujian kebolehpercayaan dan ujian korelasi. Penyelidikan ini menyumbang untuk memahami kepuasan makanan warisan bagi pelancong yang datang ke Melaka untuk menikmati makanan warisan Baba dan Nyonya.

Kata kunci: Warisan Makanan, Baba dan Nyonya, Melaka, Pelancong, Kepuasan, Melaka

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter describes the background, the statement of problems, research goals, the issue of research, the importance of study and definitions. History and concepts of the topic are included in the study. The problem statement contains problems related to variables. The research goals relate to the goals that must be achieved through the study. Furthermore, the short explanation of the benefits of the research project is important. Finally, definition of terms that includes the variables definition.

1.2 BACKGROUND OF THE STUDY

According to sources, Ramli, Zahari, Halim & Aris (2017), food is an identity marker regardless of the social, geographical and political differences that separate the population. Ramli et al. (2017) mentioned that food heritage is a set of material elements and cultural elements of food that have been considered as shared heritage or common good. Besides, Bortolotto & Ubertaini (2018) mentioned that food heritage also reflects history, beliefs and ideologies as well as food technology of society at the time. Food heritage tells about the cultural background in a society. A food found in a state that is categorized as food heritage because it has its own history, beliefs and ideology. Each food heritage has its own storyline.

In Malaysia, there are various types of cultures. The main culture in Malaysia is Chinese, Malay and Indian. In this research only focuses in Malacca as a place of research. According to Amir, Osman, Bachok & Ibrahim (2015), Malacca is one of the states that is very famous for its history and there are also various tourist destinations since decades ago. Amir et al. (2015) also mentioned that United Nations Educational, Scientific and Cultural Organization (UNESCO) have recognized Malacca since 2008 as a World Heritage City. Malacca is very famous with Baba Nyonya culture. According to Tumin, Zahari, Ishak & Abdullah (2017), Baba Nyonya is a term used for Chinese immigrants who came to Malaysia in the late 15th and 16th centuries and it is also known as Peranakan Chinese. Amir et al. (2015) mentioned that Baba Nyonya food is a combination of Malay and Chinese food and it has elements from Indonesian, Siamese, Indian, Dutch, Portuguese and English in the food.

The level of tourist satisfaction towards food heritage can be measured through

the attributes of satisfaction that is types of food, method of cooking and ingredients. Satisfaction is an important aspect in measuring the frequency of tourists coming to a place. In this research, the level of tourist satisfaction with food heritage was measured. According to Jusoh, abd Hamid and Najib (2015), said that the experience of tourists was a result of satisfaction by tourists. according to Giese and Cite (2000), satisfaction is usually defined as an emotional or cognitive response.

Baba Nyonya has a big effect on Malacca's food heritage. The significant of the variable is food heritage can be used as a historical source that be displayed its storyline in historical places such as museums. This will help to pass on the younger generation about the history, ideology and belief in food heritage especially Baba Nyonya in Malacca. This research is about the satisfaction of Baba Nyonya food heritage in Malacca.

1.3 PROBLEM STATEMENT

Every state in Malaysia has its food heritage. Food heritage symbolizes the identity of a state, race, and community in the place. When travelling, tourism needs to think about besides the place to go is the food to be enjoyed. Attractive, unique and delicious food is a factor tourists look for when travelling. In Malacca too, there must be food heritage that can attract tourists to try it. However, some problems occur in the satisfaction of Baba Nyonya food heritage by tourists. According to Itawrah ("15 Baba and Nyonya Foods That Are Missing - Saji.my", 2021) through the SAJI.MY website there are 15 Baba and Nyonya foods that are disappearing. According to him, the 15 types of food have their characteristics, and usually, the food is served on Chinese New Year celebrations, birthdays or weddings. The 15 foods are Turmeric Rice, Fish Pickle, Laksa Nyonya, Pongteh Chicken, Cauliflower, Tim Duck, Chili Cooked Chicken, Gerang Asam Fish, Inchi Cabin, Kapitan Curry, Kerabu Bihun, Jiu Hu Char, Pie Tee, Kuih Ang Ku, Kuih Chang.

The problem today is why her children only cook Baba Nyonya's food heritage during the festive season and public ceremonies for some food heritage. This will make Baba Nyonya's heritage food in Melaka become increasingly extinct. The way to prevent the heritage food from disappearing just because they are cooking during the festival or season only is that as the people of Baba Nyonya we should always practice the way of cooking the heritage frequent. This will make the Baba Nyonya community feel more appreciative and efficient in cooking their heritage food.

Baba Nyonya food heritage is famous throughout the country and often gets the attention of non-community eyes. However, the cuisine made by not Baba Nyonya's people is not

the same as the food even though the recipe of Baba Nyonya cuisine is widely posted on social media. So how to improve the way of cooking such as Baba Nyonya cuisine, we must learn more deeply about Baba Nyonya's heritage food without despair. They should always study on the internet and can even go to a state that has the Baba Nyonya people to learn the culinary knowledge of their food heritage if they are interested in trying.

Finally, there are not many restaurants that serve Baba Nyonya's food heritage except Melaka. It does not grow all over Malaysia. The suggestion I can give is that not every state has Baba Nyonya tribes but they also want to taste the cuisine of the food. Therefore, it is more encouraging if one tries to learn how to cook such heritage food and make eateries or cafes in their respective states. This will make people can feel the uniqueness of the food even if they do not visit the state of Melaka.

1.4 RESEARCH OBJECTIVE

The following are the main objective of this research study:

1. To examine the relationship between types of food and the satisfaction of Baba Nyonya food heritage in Malacca.
2. To determine the relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca.
3. To identify the relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca.

1.5 RESEARCH QUESTION

Some research question, which can be made to meet the objectives are included below:

1. What is the relationship between types of foods and the satisfaction of Baba Nyonya food heritage in Malacca?
2. What is the relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca?
3. What is the relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca?

1.6 SIGNIFICANCE OF STUDY

Every research project has the potential to benefit all communities. The significance of the study must be highlighted in the research paper's introduction section. It is necessary to emphasize how the research will benefit the advancement of science and society while underlining its importance. First, state how the research will contribute to general challenges in the field, then narrow it down to specific groups that will benefit from the research. The purpose of this study's research is to help the community recognize how important it is to maintain the Baba Nyonya food legacy in order for Malacca's world heritage to continue to be known and expanded to visitors and foreigners.

From The researcher believes to use the findings of this study to support the government in giving information and suggestions to guarantee that Malacca's food history remains a priority for society. The government is anticipated to introduce the Baba Nyonya gastronomic legacy to both domestic and international tourists. For the public's understanding, Baba Nyonya Malacca's food history is one of the properties and heritage that grandparents have passed down to the next generation. To guarantee that tourists are aware of Baba Nyonya's historical dish, the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) should be consulted. What matters is that the findings of this study can assist MOTAC in resolving the issue of introducing the Baba Nyonya gastronomic legacy to Malacca.

Non-governmental organizations are critical in assisting the government in preserving and not forgetting the food legacy of the Baba Nyonya of Malacca. Researchers hope to use the findings of this study to aid non-governmental organizations in aiding the government in giving information and suggestions so that overseas tourists

are aware of Malacca's Baba Nyonya food heritage. To the broader public's understanding, Malacca's Baba Nyonya food history is a sign of life used by the Baba Nyonya people from ancient times. This research is critical for non-governmental groups, as travel companies, to utilize as a reference to ensure that the Baba Nyonya food history is preserved and creates a new menu in the tourist destination sector. What matters is that the findings of this study can assist non-governmental organizations in assisting the government in introducing the Baba Nyonya food heritage.

Small and Medium Enterprises (SME) are businesses that sell their wares to tourists. Researchers hope to help Small and Medium Businesses by offering information and suggestions for commercialization based on the findings of this study. Food can be processed over time to provide a general understanding of Baba Nyonya cuisine. However, to ensure that food heritage retains its originality, the concept of originality must be implemented. To ensure that Baba Nyonya gastronomic history is understood by tourists, small and medium companies such as Restaurant Ole Sayang must be included. Moreover, the outcomes of this study can help Small and Medium Enterprises solve the problem of various food left over from Baba Nyonya Malacca.

1.7 DEFINITION OF TERMS

1.7.1 Food Heritage

According to Tibere & Aloysius (2013), food heritage is defined as “food legacy with made cultural and historical value” and that belong to community and can be duplicated from their food trails, for instance, the formula utilised and state change methodology. This research focuses on Baba Nyonya food heritage in Malacca.

1.7.2 Tourist Satisfaction

Tourist satisfaction from a tourism perspective can be define according to Correia, Moital, Costa & Peres, (2008) as the quantity to which the success criteria of tourists is issued. In this study, tourist satisfaction refers to the tourists’ visited Malacca to try Baba Nyonya food heritage.

1.7.3 Food Tourism

Culinary tourism is a tourism experience that teaches, celebrates or eats marketed regional cuisine. In other words, food tourism is a representation of every society, including its own by means of cooking tools (Xiao & Smith, 2008, p. 289).

1.7.4 Baba Nyonya

According to Tan (1988), the definition of Baba can be one of the most commonly spoken about Malaysia's cultures but it also is one of the least known. The Baba or Baba Malay community traditions are the Malay combination, with certain words taken from Chinese, in particular Hokkien, Portuguese, Dutch, Tamil and English. He claims that through vocabulary, customs, dress and cuisine the characteristics of the Baba Nyonya culture can be establish. Baba term refer to men and Nyonya refer women.

1.8 SUMMARY

In this chapter describes in depth about the background of the study on the topic. Besides, researcher also provide a research objectives and research questions to conduct this study. Next, this chapter also state about the problems occurred that caused researcher to conduct this study and also explain about the important of the study to other party. Lastly, research also explain the definition about the terms that used in this study. To support the analysis, the study conducted an acceptable hypothesis. The title of the research chosen for this study was also parsed by the researcher.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter concentrated on a broad overview of literature relevant to the study's objectives. There are two primary portions, one for the independent variable and one for the dependent variable. Satisfaction with different types of meals, cooking methods, and ingredients is an independent variable. Satisfaction with Malacca's Baba Nyonya cuisine tradition is the dependent variable. Baba Nyonya cuisine is a delectable mix of Malaysian and Chinese cuisine and culture. The Peranakan people are descendants of early Chinese immigrants who landed in the Malacca area and assimilated with the locals, and their descendants are known as Baba Nyonya in Malacca, Singapore, and Penang.

2.2 LITERATURE REVIEW

2.2.1 Food Heritage

According to Counihan & Van Esterik (2012), food is the answer for every society, and people write generalizations about the behavior of others based on who they pretend to be, and people frequently decide about who they are based on what they eat. According to Mintz (1996), the food we consume, as well as how we prepare, cook and serve it, are all based on consumption and all have various definitions. Drinking or eating indicates the value system as well as the social disparities that occur between communities. Food is directly related with cultural codes, which can be used as an identity (Crouch & O'Neill, 2000). Food intake and planning, dubbed “food processes” by Kittler and Sucher (2004), provide significant insights into the culture that conducts these acts.

Food heritage in Malaysia has been described by the former Heritage Commissioner of the National Heritage Department as an identical or common foods that a part of human civilization (Wahid, Mohamed & Sirat, 2009). Food legacy also can be shown through the era as well as time period of environmental history, opinion, philosophy, and food technology (Utusan, 2010). Food heritage usually includes food attribute that are distinctive particular such as food products, cooking methods, dishes, or service (Shariff, Mokhtar & Zakaria, 2008). More than 100 types of popular Malaysian cuisine have been classified as a national food heritage (Negara, 2012). The food heritage divided into categories: rice, noodles, gravies and accompaniments, appetizers (Negara, 2012). Each food category was chosen to protect the identity of these foods based on their favored status (Elis, 2009).

2.2.2 Baba Nyonya Food

Baba Nyonya or also known as Peranakan Chinese is a term used by the descendants of Chinese settlers that come to Malaysia and Indonesia in the last centuries. In Malaysia, Baba Nyonya located in Malacca and Pulau Pinang. Baba is stand for men and Nyonya is stand for women. Baba Nyonya is one of the most popular and well-known cultures in Malaysia, according to Tan (1988). The language of Baba Nyonya used usually a combination of the language from Malay and also combination language from Chinese, especially Hokkien, Portuguese, Dutch, Tamil, and English. Peranakan food is a wonderful combination between Malay and Chinese food with slight mixture from Indonesian, Siamese, Indian, Dutch, Portuguese, and English in relation to the cuisine (Tan, 1993). Peranakan cuisine can be categorized according to the types of food such as Pongteh Chicken, Tim Duck, and Pineapple Shrimp. Cooking methods can be classified as dry or moist, materials used such as fruit Papayas, Tau Cheow, shrimp paste.

2.2.3 Food Heritage and Identity

Food culture and cultural identity Individuals' memory, according to Mooij (2004), is cultural understanding. It usually contains shared ideas, acts, conventions, obligations, and values found in a single language speaker living in a similar geographical region at the same time. However when creating a social identity, cultural knowledge is a crucial factor to consider. It is also vital to develop public knowledge and intelligence because it is known as one of the national identities Aziz, Mat, and Halim (2008). It also is critical

to develop public intelligence and knowledge. One of the best examples of cultural heritage in this era is traditional cuisine, which encompasses the distinguishing aspects of a particular culture in terms of ingredients, cooking techniques, meals or culinary services. Keeping this type of cultural is more difficult than maintaining a physical since it involves societal values, beliefs, practices and norms, which are difficult to define, particularly among the general public (Shariff et al., 2008



2.2.4 Tourist Satisfaction

Tourist satisfaction can be define as the extent to which place meet the criteria of satisfaction (Correia, Moital, Costa & Peres, 2008). Visiting tourists' meal experiences, notably the taste and sensory aspects, as well as the quality and success of various food cases, are critical in building a positive opinion (Kivela & Crofts, 2006; Kim & Eves, 2012; Jacey & Sam, 2018). The so-called level of atmospherics can influence the impact of perceived quality on satisfaction and affirmative post-purchase behaviors. According to Ha and Jang (2010), atmospherics may play a role in moderating the relationship between the perception of quality and consumer behaviors. From previous research, the importance of service quality, as well as food quality, have also been highlighted as the quality sensitivity of tourists covers a significant effect on tourist satisfaction that will lead towards affirmative post-consumption behavior, including loyalty (Olsen, 2002; Martinez and Martinez, 2010). Tourists who perceive themselves to have gained emotional meaning, such as satisfaction, pleasure, excitement, or relaxation, are delighted and willing to return to an ethnic restaurant after eating ethnic food (Ha & Jang, 2010).

2.2.5 Type of Food

Food can be divide into different forms, but food are often seen as living beings undergoing modifications or adaptations. During this way, adaptation is mentioned to by Boyd and Richerson (2006) as a person or individual's method of preserving, modifying, or changing the style of food available to satisfy existing trends and demands or new

culture. In his book entitled *The Fortune Cookie Chronicles: Adventures in the World of Chinese Cuisine*, Lee (2008) reveals that the mechanism of adaptation to food undeniably increases the comprehension of various culture.

Malaysia has a vibrant community that has introduced a lot of local food since the early 1970s and has developed a cultural and gastronomic heritage of Malaysia since the acculturation, assimilation, adaptation, and mixture of Malay, Chinese, and India. For instance is 'char kway teow', egg roll, 'otak-otak', 'yong tau foo', and 'pau' which, as given by the Chinese president, felt at first light but felt "localized"; or more specifically through the years in Malaysia than the presence of other races. At that moment, Char Kway Teow was prepared in the Chinese, Malay, and Indian styles. This causes tourists to come to a place to try the meaning of a community or place and find satisfaction in enjoying. This encourages visitors to come to a country to try to find pleasure in loving the sense of a culture or place.

2.2.6 Methods of Cooking

Cooking is the process of making food easy to consume and digest, changing or improving flavor, making it healthier to eat, creating aesthetic appeal, and growing variety in food (Lydon, 2011). The system used for cooking is dependent on the availability due to the passage of time of resources that exist and grow. According to (Miglio et al. 2008), stone and charcoal are traditional sources that reflect cooking techniques such as grilling, heating, burning, frying, and grilling for cooking.

Kwik (2008) suggests that it is possible to understand conventional food and its cooking methods as representing an unchanging phase. Some claim that every day and conventional foods have undergone adjustments and improvements, including cooking techniques, while they still play an important role in cultural identity and represent the past of a nation or region (Sharif et al, 2012; Kamaruddin et al, 2010; Langgat et al, 2011). In this context, in the topic of Celebrating Hospitality and Tourism Conference Hospitality and Tourism Conference 2017 7 - 8 October 2017, cooking methods have been influenced by many factors, such as the availability of raw materials, comfort food items, modern food cooking utensils, and more, the alteration, modification, and adaptation of traditional foods (Sharif et. al., 2012). In all ethnic groups, especially in multicultural and ethnic nations, this is also the case.

2.2.7 Food Ingredients

Food ingredients is an edible elements used for the preparation of a cuisine (Yee, 2003). The way people use the ingredients in their cooking describe about their cultural and historical context (Neely, 2010). People equate certain foods with certain cultures. In view of the globalization of Chinese society around the world, the use of noodles, for instance, is widespread among Chinese cultures. Different groups have different food preparation styles (Senauer et al., 1991) and believe the supply of ingredients and services (Wyke & Landman, 1997). For example, the key ingredients for the processing of food are corn, wheat, beef, fish, and other agricultural resources. In fact, in many foods within

world, this stuff are now the most essential staple ingredients. Middle Eastern people eat wheat and barley bread, broth, and porridge. A major European and African dish is meat from wild animals. Any behavioral changes arise in food products, according to Gillette (1997), and this is primarily due to commercialization.

The new consumption patterns defined by Mieli (1999) because the emergence of post-modern food networks and therefore the emergence of new consumption cultures among consumers influence modifications, adaptations, or changes in food ingredients. Meanwhile, Chenhall (2011) stated that the increase in food supply that is basic or raw and processed reception, family, culture and ethnicity affects the culture of cooking and food preparation habits.

2.3 HYPOTHESIS

The following hypothesis are developed to test the research framework of this research:

2.3.1 The Relationship between The Types of Food and The Satisfaction of Baba Nyonya in Malacca

The relationship between the types of food and the satisfaction of Baba Nyonya in Malacca was studied. The history and ideology of each type of food presented to tourists measured by their level of satisfaction. Whether each type of food has a relationship with satisfaction of Baba Nyonya food heritage. Food heritage tells about the culture on each type of Baba Nyonya food served.

According to Tumin, Zahari, Ishak & Abdullah (2017), the type of foods enhances understanding of different cultures. Each type of food heritage provides different level of satisfaction to tourists because the different of the food heritage of Baba Nyonya. Therefore, the research hypothesis is:

H1: There is significant relationship between the types of food and the satisfaction of Baba Nyonya food heritage in Malacca.

2.3.2 The Relationship between Methods of Cooking and The Satisfaction of Baba Nyonya in Malacca

The relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca. The cooking method for each type of Baba Nyonya cuisine has its own way and history. This is because the cooking methods used by Baba Nyonya unique and different because of factors such as the mix of Chinese and Malay. Therefore, this study was made to find out the relationship methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca is significant or otherwise.

Food heritage and cooking methods are interpreted as a process that does not change, according to Tumin, Zahari, Ishak and Abdullah (2017). However, every day cooking methods have undergone renovations and changes according to tourist satisfaction even though they still play an important role in food heritage. Therefore, the research hypothesis is:

H2: There is significant relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca.

2.3.3 The Relationship between Ingredients and The Satisfaction of Baba Nyonya in Malacca

The relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca. The ingredients used by the Baba Nyonya in their cooking have their own benefits. This is because their cuisine is influenced by the Chinese who very concerned about health. Therefore, every ingredients used is good quality and has its own heritage such as its history and ideology.

According to Tumin, Zahari, Ishak & Abdullah (2017), from the way some races use the ingredients in the preparation of their food is convey a lot of information about their cultural and historical background. Therefore, each ingredient used has information related to food heritage and give satisfaction to tourists. Therefore, the research hypothesis is:

H3: There is significant relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca.

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2.4 CONCEPTUAL FRAMEWORK

The conceptual framework is based on past literature that displays constructs and dimensions adapted as the basis of this study. For this framework, researcher have referred to the influence of Baba Nyonya acculturation on the Malacca food identify by Aisya Tumin, Mohd Salehuddin Mohd Zahari, Noriza Ishak & Khairunnisa Mohamad Abdullah (2017). Researcher have obtained the conceptual framework for this studies that the satisfaction of Baba Nyonya food heritage in Malacca. The independent variable below was influence to the dependent variable. The independent variable is type of food, method of cooking and ingredients and for dependent variable is the satisfaction of Baba Nyonya food heritage in Malacca.

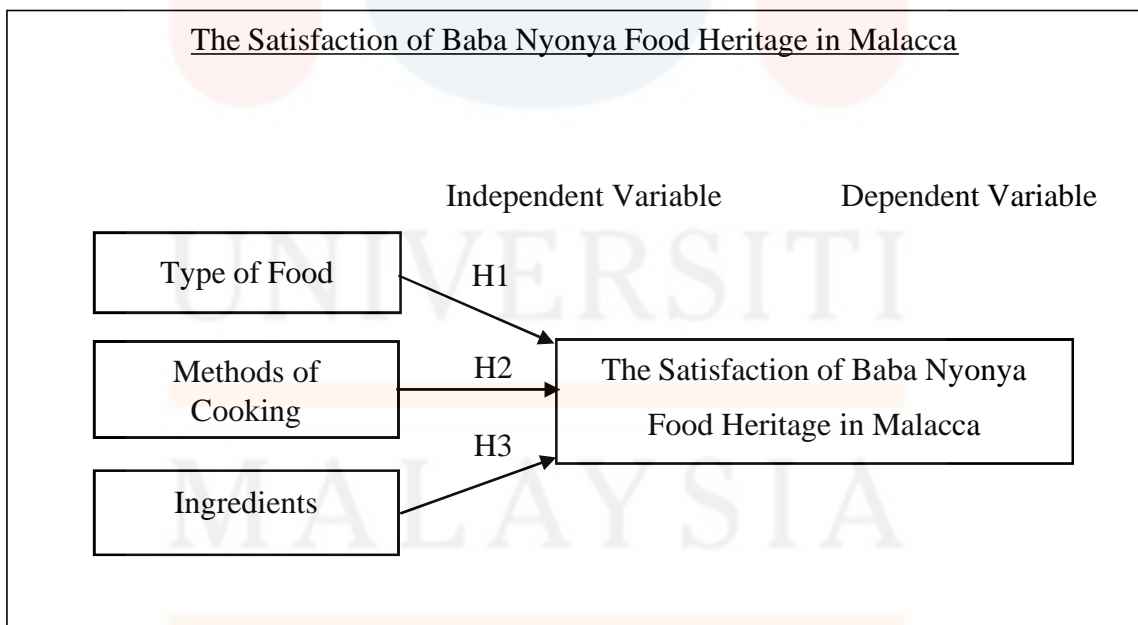


Figure 2.1: Conceptual Framework of the Study

2.5 SUMMARY

In conclusion, this chapter describe the study's dependent and independent variable. Satisfaction with different types of meals, cooking methods, and ingredients is the study's independent variable. The study's dependent variable is satisfaction with Malacca's Baba Nyonya cuisine tradition. This chapter also discusses the relationship between food varieties, cooking methods, and ingredients, as well as the enjoyment of Malacca's Baba Nyonya food heritage.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This section will explain how research studies are carried out. Research methods are a method of gathering data for a specific objective and use, and they are used to find data, rational concepts, and facts in the area, systematically to find solutions to specific problems refer to (Amaratunga, D., Baldry, D., Sarshar, M., & Newton, R, 2002). The two significant questions of methodology in this study are how to gather or produce data and how to analyze the data, according to secondary research methodology. According to (Angen, 2000) even though readers need to know, why we chose one approach or procedure over another, an explanation of our data gathering and analysis is required. Following that, readers should be aware of the data collecting or generation methods used in this study.

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3.2 RESEARCH DESIGN

In this study, a quantitative approach was selected. Quantitative research, according to Aliage and Guderson (2002), explains the collection of numerical data broken down using scientific-based approaches (specific measurements). Numerical data is generated through quantitative approaches.

In this study, the questionnaire will also be used as secondary data to gather information. The question must be related to the research topic, which looks into tourist satisfaction with Malacca's Baba Nyonya food heritage. The questionnaire's results are based on a random sample of 264 Malaysians, particularly those who have had the opportunity to sample Baba Nyonya's culinary legacy in Malacca.

3.3 TARGET POPULATION

This research focus on tourists who have experienced Baba Nyonya food heritage in Malacca. This is because individuals who have experienced the food heritage of Baba Nyonya in Malacca have different satisfaction on Baba Nyonya food heritage in Malacca. Therefore, it is easy to find respondents because tourists who have experienced Baba Nyonya food heritage in Malacca have met the satisfaction towards Baba Nyonya food heritage. The population of tourists who have experienced the Baba Nyonya food heritage in Malacca are collected around 264 respondents.

3.4 SAMPLE SIZE

The term "sample size" refers to the number of people in a group. Subjects are part of the sample, and the total number of subjects in the sample is known as sample size. The sample size is usually determined by the population. According to Krejcie and Morgan (1970), a sample size of 264 is required for a population of more than 1,000,000. This is because as the numbers increase, so does the sample size. The sample size will significantly reduce until it reaches a steady state of 264 samples or slightly more. As a result, it is preferable for the researcher to utilize a sample size of 264 since it saves satisfaction.

$$s = \frac{X^2 NP(1-P)}{d^2 (N-1) + X^2 P(1-P)}$$

s = Required sample size.

X² = The table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = The population size.

P = The population proportion (assumed to be .50 since this would provide the maximum sample size).

d = The degree of accuracy expressed as a proportion (.05).

3.5 SAMPLING METHOD

According Saul McLeod (2019) defines sampling as the process of selecting a representative group from the population being investigated. The research is carried out in a quantitative manner. The goal of the study is to determine the representative sample factor of the entire population. In this study, a basic random sample procedure was applied.

The researchers used a random sample approach to choose respondents from each Malaysian group, with a preference for people who have travelled and experienced the Baba Nyonya cuisine history. The researcher aimed for 264 people to complete out the survey.

3.6 DATA COLLECTION

Questionnaires will be created utilizing the Google Forms platform, which is a virtual platform. Questionnaires will be distributed utilizing internet platforms such as WhatsApp, Facebook, Twitter, and Instagram to make it easier for respondents, particularly visitors who have visited Malacca and experienced the Baba Nyonya food heritage, to determine the distribution of questionnaires. To eliminate social desirability bias, the respondents would be given the instructions to explain. This survey will be conducted in two intermediate languages: Bahasa Malaysia and English. It will take less than a month to collect the data. The solution should take no more than ten minutes to complete. Tourists will be asked to fill out questionnaires and researchers will ask about

their free time. Researchers will request group cooperation. Owners on WhatsApp and Facebook to make it easier for researchers to distribute surveys.

3.7 RESEARCH INSTRUMENT

Research instrument are measurement tools such as questionnaires to researchers obtained data on the topic from research subjects. The questionnaire are separated into three section, which is section A discussed about demographic segmentation. Section A was created to collect data on respondents' demographic profile. It involves gender, age, marital status and occupation. Section B are focused on all the independent variables. Section B is designed to understand satisfaction in terms of types of food, methods of cooking and ingredient of the Baba Nyonya food heritage in Malacca. Five-point Likert scale was used for respondents to indicate their level of agreement. This scale starts from one (1) with "strongly disagree" to five (5) with "strongly agree". All the items will be shown in Table 3.1. Lastly is section C that is discussed about dependent variable. Section C is designed to satisfaction of Baba Nyonya food heritage in Malacca. Respondents have to choose their level of agreement in five-point satisfaction scale starting from one (1) "very dissatisfied" to five (5) "very satisfied" in this section. Table 3.2 described the items for this section.

Table 3.1: The Five-Point Likert Scale

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1	2	3	4	5

Table 3.2: The Five-Point Satisfaction Scale

Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Dissatisfied
1	2	3	4	5

Table 3.3: Research Instrument

Section	Factors	Contents	Questions
A	Demographic profile	Gender Age Race Marital status Occupation	<ul style="list-style-type: none"> • Male • Female • 20-29 years old • 30-39 years old • 40-49 years old • 50 years old • Malay • Chinese • Indian • Others • Single • Married • Student • Government sector • Private sector • Housewife • Others

		Income level	<ul style="list-style-type: none"> • Below RM1000 • RM1001-RM2000 • RM2001-RM3000 • RM3001-RM4000 • RM4000 and above
		State	<ul style="list-style-type: none"> • Perlis • Pulau Pinang • Kedah • Kelantan • Terengganu • Pahang • Perak • Selangor • Wilayah Persekutuan • Melaka • Johor • Negeri Sembilan • Sabah • Sarawak
B	Independent Variables	Types of food	<ol style="list-style-type: none"> 1. Do you agree that Baba Nyonya food heritage influenced by Malay culture? 2. Do you agree that Malay culture influences most of the main courses in Baba Nyonya's food heritage (meat, chicken and seafood)? 3. Do you agree Malay food culture outshone the Chinese food in Baba Nyonya culture? 4. Baba Nyonya food heritage is influenced by Chinese cultural cuisine. 5. Baba Nyonya food heritage in influenced by Malay and Chinese culture cuisine.
		Methods of cooking	<ol style="list-style-type: none"> 1. The abundant use of chili in cooking is an identity that can be difference between Baba Nyonya and Chinese communities. 2. Some of the ingredients used in Peranakan cooking include coconut milk, lemongrass and tamarind

		<p>Ingredients</p>	<ol style="list-style-type: none"> 3. Baba Nyonya’s method of cooking had been acculturated from Malay and Chinese cooking methods. 4. Baba Nyonya cooking methods such as poaching, boiling, broiling, steaming, stewing, grilling and pot-roasting is more influenced by Malay and Chinese. 5. The use of lesung batu to crush and mix chili, onions and garlic of cooking ingredients will produce more aroma. <ol style="list-style-type: none"> 1. Are the ingredients used in Baba Nyonya’s cooking the same as the ingredients used by other communities? 2. Does Baba Nyonya’s cooking ingredients give satisfaction to tourists? 3. Are Baba Nyonya’s ingredients based on herbal leaves or herbal vegetables? 4. Does Chinese community influence Baba Nyonya’s ingredients? 5. Are the ingredients of baba Nyonya the same as the ingredients of Chinese ingredients?
<p>C</p>	<p>Dependents variables</p>	<p>Satisfaction of Baba Nyonya food heritage in Malacca.</p>	<ol style="list-style-type: none"> 1. I am very satisfied with experience of Baba Nyonya food heritage. 2. I am satisfied with taste of Baba Nyonya food heritage. 3. I am having satisfied with food diversity of Baba Nyonya food heritage. 4. I am satisfied and agree to recommend Baba Nyonya food heritage to friend. 5. I am satisfied with quality of Baba Nyonya food heritage

3.8 DATA ANALYSIS

Data analysis is a way for evaluating data, as well as methods for interpreting the findings of operations to make data analysis easy, detailed, and accurate. All of the statistics machinery and results will be applied to data analysis. The researchers in this study used three types of data analysis: descriptive statistics, reliability tests, and Pearson correlation. Furthermore, the data was analysed using two variables: independent variable (IV) and dependent variable (DV)).

3.8.1 Descriptive Statistics

The approach of arranging and summarizing data is known as descriptive statistics. To put it another way, a descriptive statistic is the number of data elements that are normally included in a study and is used to provide a quick description of the samples and measurements used in that investigation. Descriptive statistics give quantitative data analysis in a straightforward manner.

Pie charts and graphs can be used to display or interpret data analyzed with the Statistical Package for the Social Sciences (SPSS). As a result, it is simple to read and comprehend. To simplify the data, it incorporates mean, median, and other measurements.

3.8.1 Reliability

The term "reliability" refers to a measure's general consistency. It refers to the degree to which an instrument can produce similar results for identifying people at different times. From zero to one .0, the reliability value. External and internal reliability are the two types of reliability (Paul, 2015).

The degree to which a measure is consistent within itself is referred to as internal reliability. The split-half methodology can be used to assess the internal reliability of self-report measures such as psychometric tests and questionnaires. This entails splitting the checks into two parts and having similar people do each test section. If the findings of each check element are comparable, the check may have internal responsibility. Cronbach's Alpha value is used to assess internal accountability.

External reliability, relates to the degree to which particular measures vary from one user to the next. External self-report measures, such as questionnaires and psychometric tests, can be examined at the very least utilizing test-retest. This entails double-checking similar participants during the course of the same test. A comparable score can demonstrate that the examination is externally reliable.

The most effective way for assessing external reliability is to utilize an inter-rate at the very least. This entails examining a minimum of two or more observers and comparing their size agreements. For interviews, inter-rate reliability will be used.

Table 3.4: Rules of thumb for Cronbach's Alpha coefficient value.

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

3.8.2 Pearson Correlation

Pearson correlation is a metric for determining the strength of a relationship between two variables. Positive (+) and negative (-) numbers might result from the association. A positive relationship is represented by the value $r = 1$, whereas a negative relationship is represented by the value $r = -1$. For example, a value of 0 implies that there is no link. Correlation coefficients range from 0 to 1. There should be no outliers among the data, and the scale of measurement should be interval or ratio (Suseno Bimo, 2018).

Equation:

$$r = \frac{\sum_i (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_i (x_i - \bar{x})^2} \sqrt{\sum_i (y_i - \bar{y})^2}}$$

Example of scatterplot:

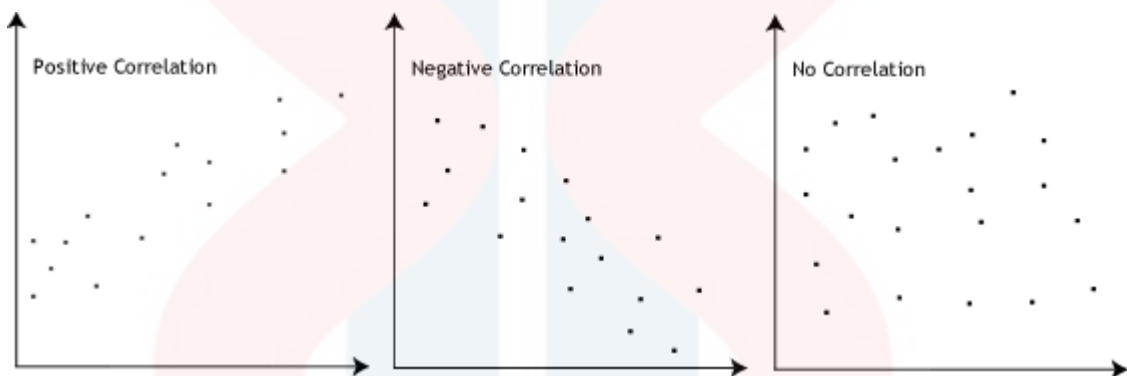


Figure 3.1: The example of Scatterplot.

Table 3.5: Critical Value for Pearson's r

df	Level of Significance for a One-Tailed Test					
	.10	.05	.025	.01	.005	.0005
	Level of Significance for a Two-Tailed Test					
	.20	.10	.05	.02	.01	.001
1	0.951	0.988	0.997	0.9995	0.9999	0.99999
2	0.800	0.900	0.950	0.980	0.990	0.999
3	0.687	0.805	0.878	0.934	0.959	0.991
4	0.608	0.729	0.811	0.882	0.917	0.974
5	0.551	0.669	0.755	0.833	0.875	0.951
6	0.507	0.621	0.707	0.789	0.834	0.925
7	0.472	0.582	0.666	0.750	0.798	0.898
8	0.443	0.549	0.632	0.715	0.765	0.872
9	0.419	0.521	0.602	0.685	0.735	0.847
10	0.398	0.497	0.576	0.658	0.708	0.823
11	0.380	0.476	0.553	0.634	0.684	0.801
12	0.365	0.457	0.532	0.612	0.661	0.780
13	0.351	0.441	0.514	0.592	0.641	0.760
14	0.338	0.426	0.497	0.574	0.623	0.742
15	0.327	0.412	0.482	0.558	0.606	0.725
16	0.317	0.400	0.468	0.542	0.590	0.708
17	0.308	0.389	0.456	0.529	0.575	0.693
18	0.299	0.378	0.444	0.515	0.561	0.679
19	0.291	0.369	0.433	0.503	0.549	0.665
20	0.284	0.360	0.423	0.492	0.537	0.652
21	0.277	0.352	0.413	0.482	0.526	0.640
22	0.271	0.344	0.404	0.472	0.515	0.629
23	0.265	0.337	0.396	0.462	0.505	0.618
24	0.260	0.330	0.388	0.453	0.496	0.607
25	0.255	0.323	0.381	0.445	0.487	0.597
26	0.250	0.317	0.374	0.437	0.479	0.588
27	0.245	0.311	0.367	0.430	0.471	0.579
28	0.241	0.306	0.361	0.423	0.463	0.570
29	0.237	0.301	0.355	0.416	0.456	0.562
30	0.233	0.296	0.349	0.409	0.449	0.554
40	0.202	0.257	0.304	0.358	0.393	0.490
60	0.165	0.211	0.250	0.295	0.325	0.408
12						
∞	0.117	0.150	0.178	0.210	0.232	0.294
=	0.057	0.073	0.087	0.103	0.114	0.146

3.9 SUMMARY

This chapter discusses the research design used in this study. Before going any further, the research approach mentions population and sample studies. A quantitative technique was chosen for this analysis in terms of questionnaires, which were sent to the respondents for the study on satisfaction with Baba Nyonya food heritage in Malacca.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter discusses the result of the analysis data collected from the 264 respondents on the survey administered. The result was based on descriptive analysis, reliability test and Pearson's correlation analysis.

4.2 RESULTS OF DESCRIPTIVE ANALYSIS

Descriptive analysis used to describe the demographic profile that has been listed in section A of the questionnaire. Descriptive analysis implies a simple quantitative summary of a data set that has been collected. It helps the researchers to understand the research or data sent in details and tells all about the required details that help put the data in perspective

4.2.1 Demographic Profile

In this study, there were a total of eight questions of demographic profile in section A, such as gender, age, race, occupation, marital status, income level, state and had visit Malacca state.

4.2.1.1 Gender

Table 4.1: The Gender of Respondents.

Gender	Frequency (n)	Percent %
Female	193	73.1
Male	71	26.9
Total	264	100.0

Table 4.1 shows the percentage by age of the respondent. Out of 264 respondents, 71 respondents (26.9 percent) are male while 193 respondents (73.1 percent) are female who involved in this survey.

4.2.1.2 Age

Table 4.2: The Age of Respondents.

Age	Frequency (n)	Percent %
20- 29 years old	240	90.9
30- 39 years old	12	4.5
40- 49 years old	4	1.5
50 years old and above	8	3.0
Total	264	100.0

Table 4.2 shows the percentage by age of the respondent. Out of 264 respondents, 240 (90.9 percent) respondents are 20 to 29 years old, 12 (4.5 percent) respondents are between 30 to 39 years old, 4 (1.5 percent) respondents are between 40 to 49 years old and 8(3 percent) respondents 50 years old and above.

4.2.1.3 Race

Table 4.3: The Race of Respondents.

Race	Frequency (n)	Percent %
Chinese	8	3.0
Indian	3	1.1
Malay	252	95.5
Other	1	0.4
Total	264	100.0

Table 4.3 shows the percentage by race of respondents that are categorized into four different races of respondents. Based on the pie chart, the highest number of respondents is Malay with total number of 252 (95.5 percent) and this follow up by Chinese 8 (3 percent), Indian 3 (1.1 percent) and Others the numbers of 1 respondent (0.4 percent).

4.2.1.4 Occupation

Table 4.4: The Occupation of Respondents.

Occupation	Frequency (n)	Percent %
Government	11	4.2
Housewife	8	3.0
Private Sector	22	8.3
Student	201	76.1
Others	22	8.3
Total	264	100.0

Table 4.4 shows the percentage by occupation of the respondent. Out of 264 respondents, 201 (76.1 percent) respondents are student, 11 (4.2 percent) respondents are between government sector, 22 (8.3 percent) respondents are between private sector, 8 (3 percent) respondent's housewife and 22 (8.3 percent) is others.

4.2.1.5 Marital Status

Table 4.5: The Marital Status of Respondents.

Marital Status	Frequency (n)	Percent %
Married	29	11.0
Single	235	89.0
Total	264	100.0

Table 4.5 shows the percentage by marital status of the respondent. Out of 264 respondents, 235 (89 percent) respondents are single status, and 29 (11 percent) respondents are married status.

4.2.1.6 Income Level

Table 4.6: The Income Level of Respondents.

Income Level	Frequency (n)	Percent %
Below RM 1,000	198	75
RM 1,001- RM 2,000	34	12.9
RM 2,001- RM3,000	14	5.3
RM 3,001- RM4,000	6	2.3
RM4,000 and above	12	4.5
Total	264	100.0

Table 4.6 shows the percentage by income level of the respondent. Out of 264 respondents, 198 (75 percent) respondents are below RM 1000, 34 (12.9 percent) respondents are between RM 1001 to RM 2000 income level, 14 (5.3 percent) respondents are between RM 2001 to RM 3000 income level, while 6 (2.3 percent) respondents are RM 3001 to RM 4000 income level and RM 4000 and above is 12 (4.5 percent) of respondent's income level.

4.2.1.7 State

Table 4.7: The State of Respondents.

State	Frequency (n)	Percent %
Perlis	13	4.9
Pulau Pinang	33	12.5
Kedah	33	12.5
Kelantan	45	17.0
Terengganu	27	10.2
Pahang	11	4.2
Perak	21	8.0
Selangor	24	9.1
Wilayah Persekutuan	4	1.5
Melaka	3	1.1

Johor	45	17.0
Negeri Sembilan	3	1.1
Sabah	1	0.4
Sarawak	1	0.4
Total	264	100.0

Table 4.7 shows the percentage by occupation of the respondent. Out of 264 respondents, 45 (17 percent) respondents are from Kelantan and Johor. 33 (12.5 percent) respondents are between Kedah and Pulau Pinang, 27 (10.2 percent) respondents are from Terengganu, 24 (9.1 percent) respondent from Selangor and 13 (4.9 percent) is from respondents Perlis. 11 (4.2 percent) from Pahang. 4 (1.5 percent) from Wilayah Persekutuan, Melaka and Negeri Sembilan have 3 (1.1 percent) and Sabah, Sarawak respondents are 1 (0.4 percent).

4.2.1.8 Had Visit Malacca State

Table 4.8: Had visit Malacca State.

Had visit Malacca state	Frequency (n)	Percent %
No	37	14.0
yes	227	86.0
Total	264	100.0

Table 4.8 shows the percentage by people had visit Malacca state of the respondent. Out of 264 respondents, 227 (86 percent) respondents are once visited the state of Melaka and 37 (14 percent) respondents are between never visited the state of Melaka.

4.2.2 Mean And Average Mean Of Independent And Dependant Variable

Descriptive analysis used to define the mean and the average mean of each statement in independent and dependent variable. Mean and average mean is used to identify the level of agree of respondents to statements. Table 4.9 below shows the mean and average mean of the independent variable (types of food) whereas table 4.10, 4.11 (methods of cooking, and ingredients) and 4.12 shows the mean and average of the dependent variable (tourist satisfaction).

Table 4.9: Descriptive Analysis Statistic (Type of Food).

No.	Item Description	Mean	Level of Agree
1.	Do you agree Baba Nyonya food heritage influenced by Malay culture?	3.03	Strongly Agree
2.	Do you agree that Malay culture influences most of the main courses in Baba Nyonya food heritage (meat, chicken, and seafood)?	3.58	Strongly Agree
3.	Do you agree Malay food culture outshone the Chinese food in Baba Nyonya food culture?	4.06	Strongly Agree
4.	Baba Nyonya food heritage is influenced by Chinese cultural cuisine.	4.13	Strongly Agree
5.	Baba Nyonya food heritage is influenced by Malay and Chinese cultural cuisine.	3.11	Strongly Agree
Average Mean		3.58	Strongly Agree

Table 4.9 shows the mean and the average mean of independent variable, which is types of food. Question “Do you agree Baba Nyonya food heritage influenced by Malay culture?” has the lowest mean 3.03 but still in the strongly agree level as well. Question “Do you agree that Malay culture influences most of the main courses in Baba Nyonya food heritage (meat, chicken, and seafood)?” has the mean at 3.58. Question, “Do you agree Malay food culture outshone the Chinese food in Baba Nyonya food culture?” has the mean of 4.06 in the level of strongly agree. Question “Baba Nyonya food heritage is influenced by Chinese cultural cuisine” has the highest mean 4.13. The last Question “Baba Nyonya food heritage is influenced by Malay and Chinese cultural cuisine” has the mean 3.11 in the level strongly agree.

As a conclusion, the average mean for types of food is 3.58. It shows that most of the respondents were strongly agree on types of food is important among the food heritage in Malacca.

Table 4.10: Descriptive Analysis Statistic (Method of Cooking).

No.	Item Description	Mean	Level of Agree
1.	The abundant use of chili in cooking is and identity that can be difference between the baba and Chinese communities.	3.34	Strongly Agree
2.	Some of the signature ingredients used in Peranakan cooking include coconut milk, lemongrass and tamarind.	3.26	Strongly Agree
3.	Baba Nyonya's method of cooking had been acculturated from Malay and Chinese cooking methods.	3.08	Strongly Agree
4.	Baba Nyonya cooking methods such as poaching, boiling, broiling, steaming, stewing, grilling, and pot roasting is more influenced by Malays than Chinese.	3.62	Strongly Agree
5.	The use of 'lesung batu' to crush and mix chili, onions, and garlic of cooking ingredients will produce a more aroma.	1.96	Strongly Agree
Average Mean		3.05	Strongly Agree

Table 4.10 shows the mean and the average mean of independent variable, which is method of cooking. Statement "The abundant use of chili in cooking is and identity that can be difference between the baba and Chinese communities." has the mean 3.34 in the

strongly agree level. Statement “Some of the signature ingredients used in Peranakan cooking include coconut milk, lemongrass and tamarind.” has the mean of 3.26. Statement “Baba Nyonya's method of cooking had been acculturated from Malay and Chinese cooking methods.” has the mean of 3.08 in the level of strongly agree. Statement “Baba Nyonya cooking methods such as poaching, boiling, broiling, steaming, stewing, grilling, and pot roasting is more influenced by Malays than Chinese” has the highest mean 3.62. The last statement “The use of lesung batu to crush and mix chili, onions, and garlic of cooking ingredients will produce a more aroma.” has the lowest mean 1.96 in the level strongly agree as well.

As a conclusion, the average mean for method of cooking is 3.05. It shows that most of the respondents were strongly agree on method of cooking is important among the food heritage in Malacca.

Table 4.11: Descriptive Analysis Statistic (Ingredients).

No.	Item Description	Mean	Level of Agree
1.	Are the ingredients used in Baba Nyonya's cooking the same as the ingredients used by other communities?	3.57	Strongly Agree
2.	Does Baba Nyonya's cooking ingredients give satisfaction to tourists?	3.26	Strongly Agree
3.	Are Baba Nyonya's ingredients based on herbal leaves or herbal vegetables?	4.19	Strongly Agree
4.	Does Chinese community influence Baba Nyonya's ingredients?	4.47	Strongly Agree
5.	Are the ingredients of Baba Nyonya the same as the ingredients of Chinese ingredients?	5.17	Strongly Agree
Average Mean		4.13	Strongly Agree

Table 4.11 shows the mean and the average mean of independent variable, which is ingredients. Question "Are the ingredients used in Baba Nyonya's cooking the same as the ingredients used by other communities?" has the mean 3.57. Question "Does Baba Nyonya's cooking ingredients give satisfaction to tourists?" has the lowest mean of 3.26 which but still in the strongly agree level as well. Question "Are Baba Nyonya's ingredients based on herbal leaves or herbal vegetables?" has the mean of 4.19 in the level of strongly agree. Question "Does Chinese community influence Baba Nyonya's ingredients?" has the mean 4.47. The last Question "Are the ingredients of Baba Nyonya the same as the ingredients of Chinese ingredients?" has the highest mean 5.17 in the level strongly agree.

As a conclusion, the average mean for ingredients is 4.13. It shows that most of the respondents were strongly agree on ingredients is important among the food heritage in Malacca.

Table 4.12: Descriptive Analysis Statistic (Tourist Satisfaction).

No.	Item Description	Mean	Level of Agree
1.	I am very satisfied with experience of Baba Nyonya food heritage.	3.22	Strongly Agree
2.	I am satisfied with taste Baba Nyonya food heritage.	3.18	Strongly Agree
3.	I am having satisfied with food diversity of Baba Nyonya food heritage.	3.11	Strongly Agree
4.	I am satisfied and agree to recommended Baba Nyonya food heritage to friends.	2.51	Strongly Agree
5.	I am satisfied with quality of Baba Nyonya food heritage.	2.59	Strongly Agree
Average Mean		2.92	Strongly Agree

Table 4.12 shows the mean and the average mean of dependent variable, which is tourist satisfaction. Statement “I am very satisfied in experience of Baba Nyonya food heritage.” has the mean 3.22 in the strongly agree level. Statement “I am satisfaction in taste Baba has Nyonya food heritage.” has the mean of 3.18. Statement “I am having satisfaction in food diversity of Baba Nyonya food heritage.” has the mean of 3.11 in the level of strongly agree. Statement “I am satisfied and agree to recommended Baba Nyonya food heritage to other friends” has the mean 2.51. The last statement “I am satisfaction in

quality of Baba Nyonya food heritage.” has the mean 2.57 in the level strongly agree as well.

As a conclusion, the average mean for tourist satisfaction is 2.92. It shows that most of the respondents were strongly agree on tourist satisfaction is important among the food heritage in Malacca.



4.3 RESULTS OF RELIABILITY TEST (PILOT TEST)

The questionnaires' reliability was assessed using reliability analysis. Cronbach's Alpha review was used to ensure that the information was reliable on the outside and inside. The table below show the Rule of Thumb of Cronbach's Alpha coefficient size according to Hair et al (2007)

Table 4.13: The Illustration the Overall Consistency (Pilot Test) for the Dependent and Independent Variables.

Alpha Coefficient Range	Strength Of Association
< 0.6	Poor
0.6 < 0.7	Moderate
0.7 < 0.8	Good
0.8 < 0.9	Very Good
0.9	Excellent

Sources: Hair et. all (2017)

The table 4.13 shows the illustration the overall consistency (pilot test) for the dependent and independent variables. The pilot test has been done 51 respondents before it was distributed to 264 respondents through online survey method.

Table 4.14: Results of Reliability Cronbach's Alpha for the Variables.

Variable	Number of Item	Cronbach's Alpha Coefficient	Strength of Association
Type of food	5	0.822	Good
Method of cooking	5	0.807	Good
Ingredients	5	0.840	Good
Tourism satisfaction	5	0.904	Very good

Table 4.14 shows the Cronbach's Alpha value of questionnaire were in between the range of low good acceptance level (0.807) to very good acceptance level (0.904). A total number of three-independence variable has been tested using reliability Cronbach's Alpha. The first independence variable which is Type of Food found to be good reliable (5 items; $\alpha = 0.822$). Then, Method of Cooking found to be good reliable (5 items: $\alpha = 0.807$). Meanwhile, Ingredients found to be good reliable (5 items: $\alpha = 0.840$). Furthermore, the dependent variable, Tourists Satisfaction found to be very good reliability (5 items; $\alpha = 0.904$).

Overall of independence variables has five (5) variable for every independence variable. Therefore, the data were considered suitable for further analysis.

4.4 RESULTS OF INFERENTIAL ANALYSIS

4.4.1 Normality Test

Normality test was conducted to determine whether the data collected were from a normally distributed population. A Q-Q plot graphical method was used to assess the data normality. Based on Figure 4.9, the normal Q-Q plot shown on both gender that all data points were positioned nearly along the diagonal line. Thus, this indicates that the data were normally distributed.

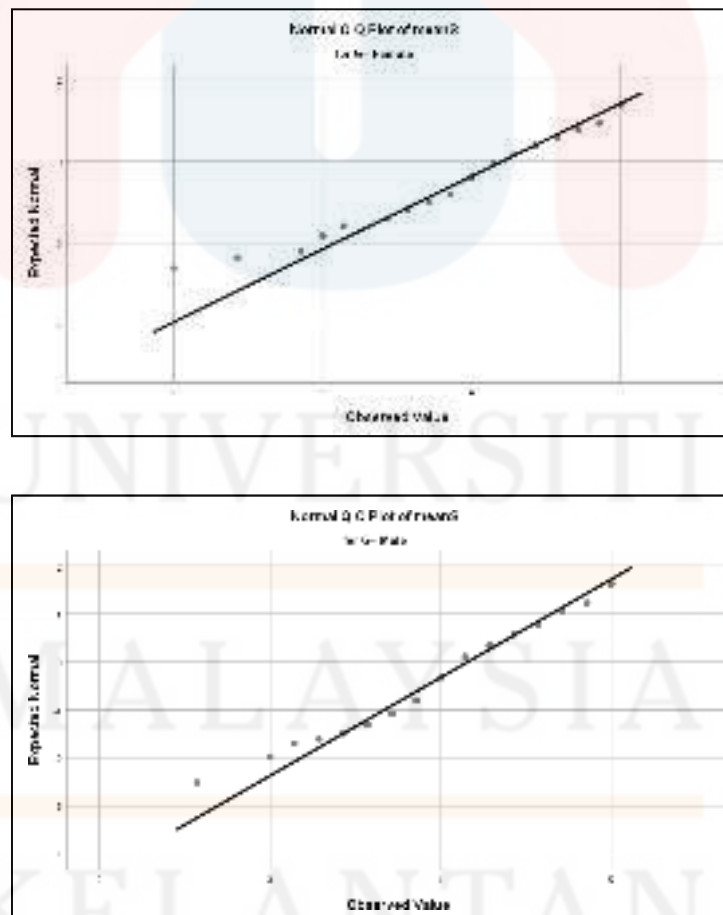


Figure 4.9: Normal Q-Q Plot for Dependent Variable against Gender.

4.4.2 Univariate Analysis

This section shows the results of the univariate analysis that was conducted on the variable reported in the form of frequency distribution, mean, and standard deviation. From the analysis, the researcher compared the mean between dependent variable and independent variable for every question. Then, the researcher will find out the answer of which strongly agreed and strongly disagreed. The responses are scaled by using the Likert Scale and where 1= strongly disagree; 2= disagree; 3= neutral, 4=agree; and 5= strongly agree.

Table 4. 15: Scala Likert.

Level	Means
Strongly Agree	4.01-5.00
Agree	3.01-4.01
Neutral	2.01-3.00
Disagree	1.01-2.01
Strongly Disagree	0.00-0.01

4.4.2.1 The Satisfaction of Baba Nyonya Food Heritage

Table 4.16: Descriptive Statistics for The satisfaction of Baba Nyonya Food Heritage.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	SD
1. I am very satisfied with experience Baba Nyonya food heritage.	264	1	5	4.02	.829
2. I am satisfied with taste of Baba Nyonya food heritage.	264	2	5	4.02	.813
3. I am having satisfied with food diversity of Baba Nyonya food heritage.	264	1	5	4.08	.761
4. I am satisfied and agree to recommended Baba Nyonya food heritage to friends.	264	1	5	4.17	.799
5. I am satisfied with quality of Baba Nyonya food heritage	264	1	5	4.17	.770
Valid N (listwise)	264				

Sources Developed from research

Table 4.16 shows descriptive statistics about the satisfaction of Baba Nyonya food heritage. From the result, the respondents strongly agree on question four and question five that is satisfied to recommended Baba Nyonya food heritage to other friends and satisfied with quality of Baba Nyonya food heritage with the mean 4.17. Next, respondents strongly agree for question three that is satisfied with food diversity of Baba Nyonya food heritage with the mean 4.08. The respondents strongly agree on question

one and two that is satisfied with experience Baba Nyonya food heritage and satisfied with taste of Baba Nyonya with the same mean 4.02.

4.4.2.2 Types of Food

Table 4.17: Descriptive Statistics for Type of Food.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	SD
1. Do you agree that Baba Nyonya food heritage influenced by Malay culture?	264	2	5	4.03	.817
2. Do you agree that Malay culture influences most of the main courses in Baba Nyonya food heritage (meat, chicken, and seafood)?	264	2	5	4.04	.757
3. Do you agree Malay food culture outshone the Chinese food in Baba Nyonya culture?	264	1	5	3.80	.906
4. Baba Nyonya food heritage is influenced by Chinese cultural cuisine.	264	1	5	3.82	.883
5. Baba Nyonya food heritage is influenced by Malay and Chinese cultural cuisine.	264	2	5	4.08	.786
Valid N (listwise)	264				

Sources Developed from research.

Table 4.17 shows descriptive statistics about tourist's satisfaction in terms of type of food. From the result, the respondents are strongly agree about Baba Nyonya food heritage is influenced by Malay and Chinese cultural cuisine which the mean at 4.08. Next, the respondents also strongly agree that they Malay culture influences most of the main courses in Baba Nyonya food heritage (meat, chicken, and seafood) with the mean at 4.04 and strongly agree about Baba Nyonya food heritage influenced by Malay culture with the mean at 4.03. Respondents are agree about Malay food culture outshone the Chinese food in Baba Nyonya culture with the mean at 3.80. Lastly, the respondents also agree that Baba Nyonya food heritage was influenced by Chinese cultural cuisine with the mean 3.82.

4.4.2.3 Methods of Cooking

Table 4.18: Descriptive Statistics for Method of Cooking

Descriptive Statistics					
	N	Minimum	Maximum	Mean	SD
1. The abundant use of chili in cooking is and identity that can be difference between the baba and Chinese communities.	264	1	5	3.94	.898
2. Some of the signature ingredients used in Peranakan cooking include coconut milk, lemongrass and tamarind.	264	2	5	4.07	.749
3. Baba Nyonya method of cooking had been acculturated from Malay and Chinese cooking methods.	262	1	5	4.05	.815
4. Baba Nyonya cooking methods such as poaching, boiling, broiling, steaming, stewing, grilling, and pot roasting is more influenced by Malays than Chinese.	264	1	5	3.94	.836
5. The use of 'lesung batu' to crush and mix chili, onions, and garlic of cooking ingredients will produce a more aroma.	264	1	5	4.34	.774
Valid N (listwise)	262				

Sources Developed from research

Table 4.18 shows descriptive statistics about tourist satisfaction in terms of methods of cooking. From the result, the respondents strongly agree about the method of cooking Baba Nyonya food heritage use of 'lesung batu' to crush and mix chili, onions, and garlic of cooking ingredients will produce a more aroma with mean at of 4.34. Next, respondents strongly agree about some of the signature ingredients used in Peranakan cooking include coconut milk, lemongrass and tamarind that with the mean at 4.07 and also strongly agree about method of cooking had been acculturated from Malay and Chinese cooking methods with mean show 4.05. The respondents agree about Baba Nyonya cooking methods such as poaching, boiling, broiling, steaming, stewing, grilling, and pot-roasting is more influenced by Malays than Chinese and also agree about the abundant use of chili in cooking is and identity that can be difference between the baba and Chinese communities which has same mean at 3.94.

4.4.2.4 Ingredients

Table 4.19: Descriptive Statistics for Ingredients.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	SD
1. Are the ingredients used in Baba Nyonya cooking the same as the ingredients used by other communities?	264	1	5	3.86	.900
2. Does Baba Nyonya cooking ingredients give satisfaction to tourists?	264	2	5	4.13	.702
3. Are Baba Nyonya ingredients based on herbal leaves or herbal vegetables?	264	1	5	3.89	.784
4. Does Chinese community influence Baba Nyonya ingredients?	264	1	5	3.78	.869
5. Are the ingredients of Baba Nyonya the same as the ingredients of Chinese ingredients?	264	1	5	3.60	.934
Valid N (listwise)	264				

Sources Developed from research

Table 4.19 shows descriptive statistics about tourist satisfaction in terms of ingredients. From the result, the respondents strongly agree that Baba Nyonya cooking ingredients give satisfaction to tourists, which mean shows at 4.13. Next, respondents agree about some Baba Nyonya ingredients based on herbal leaves or herbal vegetables that with the mean at 3.89 and also agree about the ingredients used in Baba Nyonya cooking the same as the ingredients used by other communities with mean show at 3.86. The respondents

agree that Chinese community influence Baba Nyonya ingredients with the mean shows at 3.78. Next, the ingredients of Baba Nyonya the same as the ingredients of Chinese ingredients with the mean shows at 3.60.

4.4.3 Pearson Correlation Analysis

Pearson correlation is a technique used by researchers to assess the strength of a connection between two quantitative and continuous variables. Correlation coefficient should not be calculated if the relationship between the variables is not linear. Positive or negative correlation coefficients might exist between two variables (Sekaran and Bougie 2013). A positive correlation indicates that as X rises, so does Y, and vice versa. According to Sekaran and Bougie (2013), the strength of the association between the variables is increased when the scatter of points is close to a straight line. Correlation is a method used to study the relationship between two quantitative and continuous variables, according to the University of the West of England (2019). Pearson's correlation coefficient (r) is a measure of how strong the two variables are related. For interval level data, Pearson's correlation coefficient (r) spans from -1 to +1. It means that the closer the scatter points are to the straight line, the stronger the relationship between two variables becomes.

4.4.3.1 Correlation between The Types of Food and The Satisfaction of Baba Nyonya Food Heritage in Malacca

Table 4.20: Correlation The Type of Food and The Satisfaction of Baba Nyonya Food Heritage in Malacca.

Correlations			
		Type of Food	Tourist Satisfaction
Type of Food	Pearson Correlation	1	.136*
	Sig. (2-tailed)		.027
	N	264	264
Tourist Satisfaction	Pearson Correlation	.136*	1
	Sig. (2-tailed)	.027	
	N	264	264

Hypothesis 1: There are relationship between the types of food and the satisfaction of Baba Nyonya food heritage in Malacca.

Based on the table 4.20 shows the correlation between the types of food and the satisfaction of Baba Nyonya food heritage in Malacca. The value r of tourist satisfaction at 0.136. The outcome reveals there is very weak positive correlation between the types of food and the satisfaction of Baba Nyonya food heritage. Besides, the p- value is less than 0.01. This result shows that there is a correlation between the types of food and the satisfaction of Baba Nyonya food heritage. Therefore, hypothesis 1 is accepted.

4.4.3.2 Correlation between Methods of Cooking and The Satisfaction of Baba Nyonya Food Heritage in Malacca

Table 4.21: Correlation Methods of Cooking and The Satisfaction of Baba Nyonya Food Heritage in Malacca.

Correlations			
		Method of Cooking	Tourist Satisfaction
Method of Cooking	Pearson	1	.287**
	Correlation		
	Sig. (2-tailed)		.000
	N	264	264
Tourist Satisfaction	Pearson	.287**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	264	264

Hypothesis 2: There are positive relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca.

Based on the table 4.21 it shows the correlation between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca. The value r of tourist satisfaction is at 0.287. The outcome reveals there is weak positive correlation methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca. Besides, the p -value is less than 0.01. This result shows that there is a relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca. Therefore, hypothesis 2 is accepted.

4.4.3.3 Correlation between Ingredients and The Satisfaction of Baba Nyonya Food Heritage in Malacca

Table 4.22: Correlation Ingredients and The Satisfaction of Baba Nyonya Food Heritage in Malacca.

Correlations			
		Ingredients	Tourist Satisfaction
Ingredients	Pearson Correlation	1	.326**
	Sig. (2-tailed)		.000
	N	264	264
Tourist Satisfaction	Pearson Correlation	.326**	1
	Sig. (2-tailed)	.000	
	N	264	264

Hypothesis 3: There are positive relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca.

Table 4.22 shows the correlation between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca. The value r of tourist satisfaction is at 0.326. The result indicates there is weak positive correlation between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca. Besides, the p -value is less than 0.01. This result shows that there is a relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca. Therefore, hypothesis 1 is accepted.

4.5 DISCUSSION BASED IN RESEARCH OBJECTIVE

Table 4.23 shows the summary of hypothesis testing in this study.

Table 4.23: Summary for Hypothesis Testing.

	Hypothesis	Pearson's correlation results	
H1	There is a very weak positive relationship between the type of food and the satisfaction of Baba Nyonya food heritage in Malacca.	$r= 0.136, p<0.01$	Supported
H2	There is a weak positive relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca.	$r= 0.287, p<0.01$	Supported
H3	There is a weak positive relationship ingredients and the satisfaction of Baba Nyonya food heritage in Malacca.	$r= 0.326, p<0.01$	Supported

Based on table 4.23, Pearson's correlation analysis was used in testing the hypotheses on significant relationship between the type of food, methods of cooking and ingredients and the satisfaction of Baba Nyonya food heritage. All the hypotheses were accepted at 0.01 significant level.

4.6 SUMMARY

This chapter has discussed on results and findings draws from the analysis that conducted on the data collected from the questionnaires that are reliability test, descriptive analysis and inferential analysis.



CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The result of analysis in previous chapter were further discussed in this chapter.

Below are the research objectives of this study:

1. To examine the relationship between types of food and the satisfaction of Baba Nyonya food heritage in Malacca.
2. To determine the relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca.
3. To identify the relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca.

Following with the research questions for this study:

1. What is the relationship between types of foods and the satisfaction of Baba Nyonya food heritage in Malacca?
2. What is the relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca?
3. What is the relationship between ingredients and the satisfaction of Baba

Nyonya food heritage in Malacca?

Limitations of this study and recommendations for the future research are also discussed from theoretical, methodological and practical aspects.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 Type of Food

Research Objective 1: To examine the relationship between types of food and the satisfaction of Baba Nyonya food heritage in Malacca.

Research Question 1: What is the relationship between types of food and the satisfaction of Baba Nyonya food heritage in Malacca?

The first hypothesis in this study forecast a positive and significant relationship between types of food and the satisfaction of Baba Nyonya food heritage in Malacca. According to Pearson Correlation analysis in Table 4.20, the result of analysis indicate that type of food is weakly correlates on the tourist satisfaction towards Baba Nyonya food heritage in Malacca. Based on the result, a weak positive correlation relationship between the satisfaction of Baba Nyonya food heritage (dependent variable) and type of food (independent variable) in Malacca at $r = 0.136$, $p < 0.01$ are shown.

Based on Albattat, A. R. et al., (2017), a positive correlation occurred between types of food and the satisfaction of Baba Nyonya food heritage. Therefore, tourists who

have visited Malacca know very little information about the types of food of Baba Nyonya food heritage. Thus, Malacca should introduce more about the history and background of types of food from Baba Nyonya food heritage to tourists more effectively. Such as, develop a museum that displays the history of types of food in Malacca. This is because to ensure that the history of Baba Nyonya's types of food gets satisfaction from tourists and is not extinct. These same findings are supported in this study too.

In conclusion, the research objective that is to examine the relationship between types of food and the satisfaction of Baba Nyonya food heritage in Malacca achieved and the research question that is what is the relationship between types of food and the satisfaction of Baba Nyonya food heritage in Malacca is also achieved.

5.2.2 Methods of Cooking

Research Objective 2: To determine the relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca.

Research Question 2: What is the relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca?

The second hypothesis in this study forecast a positive and significant relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca. According to Pearson Correlation analysis in Table 4.21, the result of analysis indicate that methods of cooking is weakly correlates on the tourist satisfaction towards Baba Nyonya food heritage in Malacca. Based on the result, a weak positive correlation

relationship between the satisfaction of Baba Nyonya food heritage (dependent variable) and methods of cooking (independent variable) in Malacca at $r = 0.287$, $p < 0.01$ are shown.

Based on (Albattat, A. R. et al., , 2017), a positive correlation occurred between methods of cooking and the satisfaction of Baba Nyonya food heritage. Therefore, tourists who have visited Malacca are satisfied with the methods of cooking that Baba Nyonya practiced. Tourists also know a about the background and information of methods of cooking food heritage that Baba Nyonya practiced. Thus, Baba Nyonya need to ensure that the cooking method practiced in food heritage are maintained throughout the ages because tourists are satisfied with it. These same findings are supported in this study too.

In conclusion, the research objective “To determine the relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca” is achieved. The research question “What is the relationship between methods of cooking and the satisfaction of Baba Nyonya food heritage in Malacca?” are also achieved in this study.

5.2.3 Ingredients

Research Objective 3: To identify the relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca.

Research Question 3: What is the relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca?

The third hypothesis in this study forecast a positive and significant relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca. According to Pearson Correlation analysis in Table 4.22, the result of analysis indicate that ingredients is weakly correlates on the tourist satisfaction towards Baba Nyonya food heritage in Malacca. Based on the result, a weak positive correlation relationship between the satisfaction of Baba Nyonya food heritage (dependent variable) and ingredients (independent variable) in Malacca at $r = 0.326$, $p < 0.01$ are shown.

Based on Albattat, A. R. et al., (2017), a positive correlation occurred between ingredients and the satisfaction of Baba Nyonya food heritage. Therefore, tourists who have visited Malacca are satisfied with the ingredients that Baba Nyonya use for cooking. Tourists also know a about the background and information of ingredients of the food that Baba Nyonya practiced. Thus, Baba Nyonya need to ensure that the ingredients use for making Baba Nyonya's food is well maintained and should introduced information of food heritage to tourists. In addition, tourists are satisfied with the ingredients used. These same findings are supported in this study too.

In conclusion, the research objective "To identify the relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca" is achieved. The research question "What is the relationship between ingredients and the satisfaction of Baba Nyonya food heritage in Malacca?" are also achieved in this study.

5.3 LIMITATIONS

Throughout the whole research, a worthwhile and meaningful process to finish a research has been experienced. Even so, there are several limitations cannot be prevented from letting the research process to run smoothly.

The first limitation was some of respondents did not have knowledge about the questionnaire. Therefore, the researchers had to explain the questionnaire and the way to answer the questionnaire. Some of respondents also asked the researchers to read the questionnaire for them. For example, some respondents were frying food or serving customers.

Other than that, some of respondents did not prefer to answer the questionnaire. They felt worry if the researchers gave their information to other parties. This was because nowadays too many scammers that can harm their business.

Besides, in Pulau Pinang there are also Baba Nyonya community who live there. However, the researcher only focus on Baba Nyonya community that was in Malacca only in this research study. Researcher only collected all the data from respondents who have visited and experienced Baba Nyonya food heritage in Malacca only. Some of the respondents just have knowledge of Baba Nyonya food heritage in Pulau Pinang so that is the limitations that researcher faced during to complete the questionnaire form.

Last but not least, the researchers had problem to access the tourist satisfaction who had experience to visit Malacca. It made difficult to researchers to get the correct data of the survey. Some of respondent felt willingly to admit that they had experience visit Malacca state but some of them did not give corporation toward the researches. In addition, some of them use there are from another state such as Kelantan and Johor.

5.4 RECOMMENDATIONS

This recommendation is intended to provide insights aimed at improvement for future studies. This recommendation is also able to provide direction and purpose to other researchers to achieve the purpose of the study.

First, the vocabulary or questions used in the questions should be simple to understand. This is because the researcher has determined that a small percentage of respondents do not understand the question and therefore chose not to respond and respond the questionnaire without thinking.

In addition, to gather results, distribute questionnaires verbally or face-to-face. This is also better when the researcher can persuade respondents to include their personal information and skills in order to complete the questionnaire without worrying about personal information being leaked as their data will be kept confidential.

Besides, to overcome the problem of lack of knowledge about Baba Nyonya food heritage in Malacca, the researcher does not need to specialize the place of Baba Nyonya. Therefore, respondents who have knowledge about Baba Nyonya in other place like Pulau Pinang also can answer the questionnaire.

Finally, the researcher needs to know the respondents who will answer the questionnaire. Before distributing the questionnaire to the respondents, the researcher needs to ask some questions to the respondents before they answer the questionnaire. This is to identify that the respondent is a respondent who is really sought by the respondent to answer to questionnaire.

5.5 SUMMARY

In this research, the customer value felt by food heritage satisfaction towards Baba Nyonya in Malacca was tested. According to the results, all independent variables that is type of food, method cooking and ingredients will influence the satisfaction of Baba Nyonya food heritage in Malacca .The study presents the summarization of the result based on data analysis. In overall, all hypotheses were accepted. Apart from that, the implications.

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APPENDIX

QUESTIONNAIRE



THE SATISFACTION OF FOOD HERITAGE TOWARDS BABA NYONYA IN MALACCA

Dear respondents,

We are final year students of Bachelor of Entrepreneurship (Tourism) with Honor from Faculty of Hospitality, Tourism and Wellness (FHPK), University Malaysia Kelantan. We are currently conducting a research project to fulfil our degree requirement. This questionnaire examines the satisfaction of food heritage towards Baba Nyonya in Malacca. Therefore, we are much appreciated, if you can kindly spend approximately time to complete this questionnaire. You can fill in this questionnaire based on your experiences as a tourists who have tasted a food heritage in Melaka. Please assure that the answer be handled in confidence. All information provided will be kept SECRET and the information only be used for research purpose only. Your cooperation is much appreciated. Any further inquiries, please kindly e-mail to izzat.h18a0625@siswa.umk.edu.my.

Yours sincerely,

SYED MUHAMMAD IZZAT BIN SYED HARUN	H18A0625
NURUL FAZRINA BINTI AHMAD	H18A0487
SHAZATUL AZWA BINTI AGIL	H18A0557
NURFATIN FARHANAH BINTI ABDUL RAHIM	H18A0446

SECTION A: Demographic Profile

1. Gender: (Please mark “√”)

Male

Female

2. Age: (Please mark “√”)

20 - 29 years old

30 - 39 years old

40 - 49 years old

50 years old above

3. Age: (Please mark “√”)

Malay

Chinese

Indian

Other

4. Age: (Please mark “√”)

Student

Government Sector

Private Sector

Housewife

Other

5. Material status

Single

Married

6. State / Negeri

Perlis

Pulau Pinang

Kedah

Kelantan

Terengganu

Pahang

Perak

Selangor

Wilayah Persekutuan

Melaka

Johor

Negeri Sembilan

Sabah

Sarawak

7. I had visit Malacca state.

Yes No

SECTION B:

Instruction: Please respond to each statement by circling your answer using the scales given based on your understanding the satisfaction of food heritage towards Baba Nyonya in Malacca.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1	2	3	4	5

Types of Food	1	2	3	4	5
1. Do you agree Baba Nyonya's food heritage influenced by Malay culture?					
2. Do you agree that Malay culture influences most of the main courses in Baba Nyonya's food heritage (meat, chicken, and seafood					
3. Do you agree Malay food culture outshone the Chinese food in Baba Nyonya food culture?					
4. Baba Nyonya food heritage is influenced by Chinese cultural cuisine.					
5. Baba Nyonya food heritage is influenced by Malay and Chinese cultural cuisine					

SECTION C:

Instruction: Please respond to each statement by circling your answer using the scales given based on your satisfaction of food heritage towards Baba Nyonya in Malacca.

Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Dissatisfied
1	2	3	4	5

Methods of Cooking	1	2	3	4	5
1. The abundant use of chili in cooking is and identity that can be difference between the baba and Chinese communities.					
2. Some of the signature ingredients used in Peranakan cooking include coconut milk, lemongrass and tamarind.					
3. Baba Nyonya's method of cooking had been acculturated from Malay and Chinese cooking method.					
4. Baba Nyonya cooking methods such as poaching, boiling, broiling, steaming, stewing, grilling, and pot roasting is more influenced by Malays than Chinese.					
5. The use of 'lesung batu' to crush and mix chili, onions, and garlic of cooking ingredients will produce a more aroma.					

SECTION D:

Instruction: Please respond to each statement by circling your answer using the scales given based on you the satisfaction of food heritage towards Baba Nyonya in Malacca.

Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Dissatisfied
1	2	3	4	5

Ingredients	1	2	3	4	5
1. Are the ingredients used in Baba Nyonya's cooking the same as the ingredients used by other communities?					
2. Does Baba Nyonya's cooking ingredients give satisfaction to tourists?					
3. Are Baba Nyonya's ingredients based on herbal leaves or herbal vegetables?					
4. Does Chinese community influence Baba Nyonya's ingredients?					
5. Are the ingredients of Baba Nyonya the same as the ingredients of Chinese ingredients?					

SECTION D:

Instruction: Please respond to each statement by circling your answer using the scales given based on you the satisfaction of food heritage towards Baba Nyonya in Malacca.

Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Dissatisfied
1	2	3	4	5

Satisfaction	1	2	3	4	5
1. I am very satisfied with experience of Baba Nyonya food heritage.					
2. I am satisfied with taste Baba has Nyonya food heritage.					
3. I am having satisfied with food diversity of Baba Nyonya food heritage.					
4. I am satisfied and agree to recommended Baba Nyonya food heritage to other friends.					
5. I am satisfied with quality of Baba Nyonya food heritage. .					

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