



UNIVERSITI
MALAYSIA
KELANTAN

THE INFLUENCE OF MALAY FOOD TOWARDS INTERNATIONAL STUDENT

By

CHAN TIAN CI (H18A0069)

CHE AMIERUL AZMI BIN CHE AZMI (H18B0812)

ANIS ADILLA BINTI MOHAMAD AZLAN (H18A0045)

NUR ALIA SYAHAMAH BINTI SUPIAN (H18A0707)

Bachelor of Entrepreneurship (Hospitality)

A report submitted in partial fulfilment of the
requirements for the degree of

Bachelor of Entrepreneurship (Hospitality)

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution

OPEN ACCESS

I agree that my report is to be made immediately available as hardcopy or on-line open access (full text)

CONFIDENTIAL

(Contains confidential information under the Official Secret Act 1972)*

RESTRICTED

(Contains restricted information as specified by the organization where research was done)*

I acknowledge that Universiti Malaysia Kelantan reserves the right as follow:

The report is the property of Universiti Malaysia Kelantan

The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only

The library has the right to make copies of the report for academic exchange

Certified by



Signature

Group Representative: ANIS ADILLA BINTI
MOHAMAD AZLAN

Date: 19 JUN 2021



Signature of Supervisor

ABDULLAH BIN MUHAMED YUSOFF
PENSYARAH
FAKULTI HOSPITALITI, PELANCONGAN & KESEJAHTERAAN
UNIVERSITI MALAYSIA KELANTAN

Name:

Date: 19 JUN 2021

Note: *If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization stating the period and reasons for confidentiality and restriction.

ACKNOWLEDGEMENT

A million thanks and dedication to Universiti Malaysia Kelantan for giving this opportunity to conduct our research. This research is conducted to fulfil a subject requirement for Bachelor of Entrepreneurship (Hospitality). We learnt a lot of valuable knowledge from conducting this research.

Besides, we would like to express our deepest thanks to our supervisor Mr. Abdullah Bin Muhamed Yusoff who has been our backbones throughout the whole research time. Without him, we could not complete this research on time as he had helped and given much valuable advice based on his knowledge. His encouragements helped us a lot in completing this research. Furthermore, many thanks to our group members who have cooperated to accomplish this research. Contributions and working as a team helped in making the completion of this research easier and achievable.

Last but not least, sincere thanks to our family for being considerate about our needs and wants. Their support are our main strength in completing this research despite the difficulties that we have been through towards completing this research.

UNIVERSITI
MALAYSIA
KELANTAN

TABLE OF CONTENTS

TITLE PAGE	i
CANDIDATE’S DECLARATION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF SYMBOLS AND ABBREVIATIONS	vii
ABSTRACT	ix
ABSTRAK	x
CHAPTER 1: INTRODUCTION	
1.1 Introduction.....	1
1.2 Background of Study	1
1.3 Problem Statement.....	5
1.4 Research Question	8
1.5 Research Objectives.....	8
1.6 Significant of Study	9
1.7 Definition of Term.....	10
1.7.1 Taste	10
1.7.2 Food Novelty.....	11
1.7.3 Attitude.....	11
1.8 Summary.....	11
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction.....	12
2.2 The Influence of Malay Food	12
2.3 Food Neophobia.....	14
2.3.1 Taste	14

2.4	Food Neophilia	15
2.4.1	Food Novelty.....	15
2.4.2	Attitude.....	16
2.5	Conceptual Framework.....	17
2.6	Hypothesis	18
2.7	Summary.....	19

CHAPTER 3: METHODOLOGY

3.1	Introduction.....	20
3.2	Research Design	20
3.3	Population	22
3.4	Sample Size.....	22
3.5	Sampling Method.....	24
3.5.1	Sampling Frame	25
3.6	Data Collection Procedure	25
3.7	Research Instrument	26
3.7.1	Resources Of Questionnaire.....	27
3.8	Data Analysis	28
3.8.1	Descriptive Analysis	28
3.8.2	Reliability Test	29
3.8.3	Pearson Correlation Test.....	30
3.9	Summary.....	31

CHAPTER 4: DATA ANALYSIS

4.1	Introduction.....	32
4.2	Descriptive Analysis (Demographic Profile).....	32
4.2.1	Gender	33
4.2.2	Age	34
4.2.3	Nationality.....	35
4.2.4	Marital Status	38
4.3	Descriptive Analysis (Dependent And Independent Variable).....	39
4.3.1	Dependant Variables: The Influence Of Malay Food	40
4.3.2	Independent Variable I: Taste	41
4.3.3	Independent Variable Ii: Food Novelty.....	43

4.3.4 Independent Variable Iii: Attitude	44
4.4 Realibility Test.....	45
4.5 Inferential Analysis.....	47
4.5.1 Pearson Correlation Analysis	47
4.6 Discussion Based On Research Objectives	48
4.7 Summary.....	49
 CHAPTER 5: CONCLUSION	
5.1 Introduction.....	50
5.2 Recapitulation of The Findings.....	50
5.2.1 Taste	50
5.2.2 Food Novelty.....	52
5.2.3 Attitude.....	53
5.3 Limitation of The Study.....	54
5.4 Recommendations.....	56
5.4.1 Theoretical Recommendations	56
5.4.2 Methodological Recommendation	57
5.4.3 Practical Recommendations	57
5.5 Conclusion	58
 References.....	 60
Appendix.....	66

LIST OF TABLES

Table 3.1: Table for Determining Sample Size from a Given Population.....	23
Table 3.2: Resources Questionnaire	27
Table 3.3: The Five-point Likert Scale.....	29
Table 4.1: Gender of Respondents.....	33
Table 4.2: Age of Respondents.....	34
Table 4.3: Nationality of Respondents	35
Table 4.4: Marital Status of Respondents.....	38
Table 4.5: Descriptive statistics for the influence of Malay food.....	40
Table 4.6: Descriptive statistics for Taste.....	41
Table 4.7: Descriptive statistics for Food Novelty	43
Table 4.8: Descriptive statistics for Attitude	44
Table 4.9: Rule of Thumb for Interpreting the Size of a Correlation Coefficient	45
Table 4.10: Result of Reliability Cronbach's Alpha.....	46
Table 4.11: Result of Pearson Correlation Analysis.....	47
Table 4.12: Summary of Hypothesis Testing	48
Table 5.1: Research Objective 1 & Research Question 1	50
Table 5.2: Research Objective 2 & Research Question 2.....	52
Table 5.3: Research Objective 3 & Research Question 3.....	53

LIST OF FIGURES

Figure 2.1: Conceptual framework of the study	17
Figure 4.1: Percentage of Gender	33
Figure 4.2: Percentage of Age	34
Figure 4.3: Nationality of Respondents	36
Figure 4.4: Percentage of Marital Status	38



LIST OF SYMBOLS AND ABBREVIATIONS

Symbols

α	Alpha
n	Frequency
<	Less than
r	Pearson Correlation Coefficient
%	Percent
N	Population

Abbreviations

et al	Latin term “et alia” (and others)
HEIs	Higher Educational Institutions
MOHE	Ministry of Higher Education

UNIVERSITI
MALAYSIA
KELANTAN



“THE INFLUENCE OF MALAY FOOD TOWARDS INTERNATIONAL STUDENT”

UNIVERSITI

MALAYSIA

KELANTAN

ABSTRACT

Food is recognized as an expressive of identity and as something that can evoke feelings that can create emotional. Yet, it is a common problem among the international student is that they prefer to choose their own nation foods instead of trying new ones. In this study is focuses on the acceptance of Malay food among the international student. A quantitative method is used in completing this research. A Simple random sampling is used to collect a data and analysed with Statistical Package for Social Science (SPSS) version 26. The result finding is support all the variables. The result indicate that many factors lead to attempting of international student to try Malay food. Although Malaysia is considered as food paradise, however there still a lot of work need to be done to make Malaysia's food culture globally recognised and need to maintain its uniqueness to ensure that the food quality doesn't drain out over generation. Hopefully, the information provided during this research can help the relevant parties to introduce the Malaysia's food culture, which in turn make Malaysia to be globally recognised by the whole world.

Keywords: Malay Food, Taste, Food Novelty, Attitude, International Student

ABSTRAK

Makanan diakui sebagai ekspresif identiti dan sebagai sesuatu yang dapat membangkitkan perasaan yang dapat menimbulkan emosi. Namun, menjadi masalah umum di kalangan pelajar antarabangsa ialah mereka lebih suka memilih makanan negara mereka sendiri daripada mencuba makanan baru. Dalam kajian ini difokuskan pada penerimaan makanan Melayu di kalangan pelajar antarabangsa. Kaedah kuantitatif digunakan dalam menyelesaikan penyelidikan ini. Persampelan rawak mudah digunakan untuk mengumpulkan data dan dianalisis dengan *Statistical Package for Social Science* (SPSS) versi 26. Hasil dapatan menyokong semua pemboleh ubah. Hasil kajian menunjukkan banyak faktor yang mendorong pelajar antarabangsa mencuba makanan Melayu. Walaupun Malaysia dikenali sebagai syurga makanan, namun masih ada banyak keperluan kerja yang perlu dilakukan untuk menjadikan budaya makanan Malaysia diiktiraf di peringkat global dan perlu untuk mengekalkan keunikannya untuk memastikan kualiti makanan tidak hilang dari generasi. Semoga maklumat yang diberikan sepanjang penyelidikan ini dapat membantu pihak berkaitan untuk memperkenalkan budaya makanan Malaysia, yang seterusnya mampu menjadikan Malaysia dikenali secara global oleh seluruh dunia.

Kata kunci: Makanan Melayu, Rasa, Kebaharuan Makanan, Sikap, Pelajar Antarabangsa

CHAPTER 1

INTRDUCTION

1.1 INTRODUCTION

This chapter explain the background of the study, and followed with the problem statements, research objective, research question, scope of study, and definition of term.

1.2 BACKGROUND OF STUDY

Food is recognized as an expressive identity, the culture and the heritage of the community. In addition, foods are viewed as a midpoint of social personality that has a place with a specific culture or identity and the visible identity badges are some elements of food preparation and consumption (Nor et al., 2012). Food is also seen as something that can evoke feelings and can create emotional bonds (Perry, 2017). Mannur (2010) said about the role of the food which are creation of nostalgia, performance of cultural identity and creation of alternate networks of intimacy not constrained by blood lines and filiation.

According to Barthes (2008), the individual may have access to his or her culture, history and nationality through food. In view of how the food is utilized, served and even eaten, the character and culture of a person, group or country may be represented (Perry, 2017). Food also plays a role in one's mental, emotional, spiritual and even social health. These things provide different multisensory pleasures and are used as a source of relief

for our mood as well as our actions. Nostalgia and memories of people, places and events are also shaped by it (Perry, 2017).

Malaysia is known as a multicultural and multiracial nation, it is consist of Malay, Chinese, Indian and other ethnic group. As being acknowledge by the multiracial nation, Malaysia has been positioned as a “food paradise” (Raji, Karim, Ishak, & Arshad, 2017). In this region, Malays are the majority of ethnic group in Malaysia, comprising more than half of the population (Raji et al., 2017).

Foods identity is signify from it style, served and how the food being consumed (Perry, 2017). In addition, introducing the local food to the community it help to capture the origin of the foods (Dimitrovski & Crespi-Vallbona, 2016). In Malay cultures, traditional cultural practices can be witnessed by their consumption of food. Malay food historically is describe as a locally produced with a specific local identity within the community (Raji et al., 2017).

Hence, previous study has confirm that there are few culinary instruments are needed to produce Malays food and convey the own techniques to prepare (Raji et al., 2017) such as stone mortar pestle and milled mortar. The key behind the uniqueness of genuine Malay food is with unique traditional tools and preparation techniques, the use of herbs and spices. In the past, the ingredients were mostly gathered from the backyard of the house or in the forests, making Malay cooking such a fascinating culinary experience. In fact, local food can spark a particularly noticeable interest among tourist because they are considered “flagship” products that capture the typical nature and identity of a particular place.

Neophobia is defined as the fear of trying or tasting new things, in Greek words, neophobia is defined into neos, news and phobein, to fear (Alimentarium, 2017). Food neophobia is defined as a person's reluctance to try new foods (Pliner & Hobden, 1992). According to Birch (1999), it is also described as a fear or avoiding new foods. Food neophobia basically is the reflection of human's natural tendency by disliking or suspecting undiscovered or exotic food (Pliner & Salvy, 2006).

According to Dovey et al (2008), food neophobia is portrayed as a hesitance to eat new food. The personality trait of food neophobia was identified and defined in order to quantify the inability to consume and/or to reject novel foods (Pliner & Hobden, 1992; Lahteenmaki & Arvola, 2001). Such psychological aversion to change may also be linked to the apprehension of poor taste reflected by rejecting the new form of food; in this situation, the presence of food also plays a part (Wim Verbeke & Lopez, 2005).

However, Hwang & Lin (2010), proves that food neophobia is reviewed not just as a tendency to avoid undiscovered food, additionally as an inclination to dislike undiscovered food. Food neophobia practically has been proved that it has some connections towards the tourist's dining behaviour (Chang et al., 2010). Kivela & Crofts (2006), mentioned that there is a barrier that affects the tasting of local cuisine products and gastronomic tourism. Besides, Alimentarium (2017), had mentioned that 50% - 75 % of children that affected by neophobia are considered normal or mundane results, since this symptom would eventually come off when the children were growing up from the age gaps or two till six.

Malay food can also be identified by its characteristic taste, through the five senses of tongue (Wan Hafiz et al., 2008) because of that, the taste and also the appearance of the food is a major factor that prevents people in the west from trying ethnic food (Verbeke

& Lopez, 2005). Food neophobia is a significant determinant in food choice, it hugely affects the nature of the diet (Lafraire et al., 2016). It has been related to less assortment of diets and not having enough of supplement consumption (Falciglia et al., 2000).

Food neophilia is defined as having an attraction to new foods (Jang & Kim, 2015; Ji et al., 2016). Food neophilia is the search for the food variety or it also can call search for food novelty. It also tendency to like anything new or it can say that is love of novelty. Food neophilia underlines the willingness to try new and unfamiliar food (Fischler, 1988). Kim, Eves, & Scarles, (2009) stated that food neophilia are important psychological components influencing tourist's local food consumption. According to Kudo (2008), states the neophilia allow optimization of nutrient intake through the sampling of difference foods.

Food neophilia is the dynamic assortment looking for part of food character and is a vital segment for understanding people's food-related propensities (Jang & Kim, 2016; Ji et al., 2016). Exploration on food "neophiles," the individuals who appreciate attempting new nourishments also, could be considered "courageous" in their eating styles, is very inadequate. Even though "foodies" could likewise be viewed as food neophiles, as they regularly appreciate attempting new nourishments, there is next to no examination on the medical advantages of or impairments to be a foodie. Notwithstanding, there is a huge measure of data on neophobia, a build that could be viewed as the opposite of neophilia and boldness (Latimer et al., 2015).

1.3 PROBLEM STATEMENT

These days numerous of international understudies proceed with their education in Malaysia (Hamuddin & Natsir, 2009). Those global understudies who chose to seek after their level of studies in Malaysia as we could anticipate that, they came from various foundations with an extraordinary arrangement of assumptions, and their encounters of the interaction of variation shift in like manner. Regardless of where they come from, it is inescapable that those international understudies will confront life changes in Malaysia as another understudy in another world (Hamuddin, & Natsir, 2009).

The existence of advanced technology, such as social media has let the international student to explore Malaysia in term of food culture. It may because the Malaysians uploaded and posted about Malay food via their social media which are Facebook, Instagram and many other popular online platforms. Therefore, Malaysia had received many international student and tourists that are travelled from different countries. So, in this study, the researcher studies the level of international student's participation and their point of view of Malay food toward revisiting in Malaysia.

The problem that is often a concern for the international student when coming to Malaysia is that international student must taste the food that available in that country. This reason behind this statement is that when the international student come to proceed their education in that country, international student should comply with every dish that available in that country. Usually international student pay close attention to the taste of food and this thing makes it a problem for them when they have a taste that is not acceptable to them. Therefore, food characteristics become the main guide by international student to evaluate and experience the food culture.

Studies have shown global understudies experience difficulties acclimating to food, climate, financial plan, medical care, convenience and local language, while monetary and language impediments add to the challenges for the new comers (Tseng & Newton, 2002; Lin & Yi, 1997; Poyrazli & Grahame, 2007).

Moreover, through Omar & Omar (2015), there are many common area that existed between Malaysian food with its neighbouring countries such as Singapore, Brunei and Thailand in term of its ingredients that can be found in the country, taste and flavour, and food preparation method. Maybe because of that, many international student are having the wrong perception and evolution towards Malay food. Therefore, considerable steps must be taken to ensure the Malay food culture doesn't go extinct.

In addition, a common problem arises among international student is that they prefer to choose their favourite foods instead of trying new ones. These two personality traits related to food may be found among individuals where human tendency to avoid or reject new unfamiliar food which is food neophobia and those who has a tendency to search for novel food which is food neophilia (Chang et al., 2010). Both of these personality traits can significantly affect food choice and consumption while travelling abroad. So, it could result higher food neophobic international student and they consequently to consume local food in a destination.

Food neophobia (i.e., the rejection of food varieties that are novel or obscure) is another test for global understudies. Previous study detailed that food neophobia scores rose fundamentally after worldwide understudies had been to the host country for a very long time and, albeit these distinctions fell back following a year, they actually didn't drop to the underlying qualities (Edwards, Hartwell, & Brown, 2010).

The existence of food culture necessarily involves practiced by the Malay and the issues will be influenced by international student when they see food environment full of culture eat using hands there is even a handful of Malay eat using a spoon. This thing from article family, marriage traditions food, food and culture where it stated about the etiquette. So, it confuses international student when they need to eat by hand and when they should use a spoon. In other countries, they have been accustomed to when all kinds of food to be eaten with a fork, spoon but turned to the food culture it led to travellers need to understand the concept of culture brought the Malay are ethics.

In the context of Malaysia, there still a lot of works that had to be done, for Malaysia's food culture to be globally recognised by the whole world. Even though Malaysia is considered as a food paradise island, Malaysia still needs to maintain its uniqueness to ensure the food quality doesn't drain out over generations (Omar, & Omar, 2015).

1.4 RESEARCH QUESTION

Among the research question that required answer in this study are:

1. What is the relationship between taste toward the influence of Malay food among the international students?
2. What is the relationship between food novelties toward the influence of Malay food among the international students?
3. What is relationship between attitude toward the influence of Malay food among international students?

1.5 RESEARCH OBJECTIVES

1. To examine the relationship between taste with the influence of Malay food among international student.
2. To analyse the relationship between food novelty with the influence of Malay food among international student.
3. To examine the relationship between attitude with the influence of Malay food among international student.

1.6 SIGNIFICANT OF STUDY

At the end of the research, this study is expected to contribute to the improvement of education into the tourism and hospitality industry that have in Malaysia and also can be uses by global universities. The result of this study are important for further understanding regarding the influence of Malay food towards international student. This research was mainly focus to determine the fundamental which influence the Malay food toward international student. In other words, the main goal of this study is to measure about the taste, food novelty and attitude with Malay food among international student.

This study will contribute beneficial knowledge to the hospitality industry and also the tourism industry. Those industry can get to understand the meaning of taste, food novelty and attitude that influence with Malay food and also can acknowledge the ways to overcome the problems. Hospitality and tourism industry can use the knowledge to improve their services towards international student and also tourist. Both industry can know how to attract the international student and tourist mostly on food. They can introduced the food regarding its taste, ingredient uses and the method of cooking. By that these student can know and have attempt to try the food although it is not their familiar food.

Furthermore, the finding of this study can helps the government and also the universities to improve their services towards international students. Government and universities in Malaysia can give guideline and also briefing based on the result of this study about the local culture and also about the variety of Malay food that can contain different taste, variety of food and some might be unfamiliar food towards the international student. It can help the international student to know more about the Malay food regarding their taste, types of food and method of cooking. It is because, these

international student need to adapt with the variety of Malay food due to these international student need to stay at Malaysia during their study.

This study also can be a reference for other researcher about the influence of Malay food regarding taste, food novelty and attitude among international student. Future researcher can obtain benefits from the outcome of this research, especially for the study that related with the Malay food. This study also can help the future researcher to improve the quality of the research.

1.7 DEFINITION OF TERM

Definition purpose is to explain the term definition which is influence of Malay food towards international student and as sometime the term use is hard to understand. Hence, the term used have to be commonly understood and needed a crystal-clear explanation in order to prevent any misunderstanding by the surveyor.

1.7.1 Taste

Over a period of knowledge and research in the area of taste has mainly been confined inside a four-taste concept, now known as the “basic tastes,” which uses the words sweet, salty, sour, and bitter, or stimuli expressing these terms. According to this concept, there are just a few tastes, and each flavour has its own receptor and neuron type. At the neuronal level, this concept is related to the “labeled-line” concept, which holds that each taste has its own specialized neural line to reach to the brain (Erickson. 2008).

1.7.2 Food Novelty

Novel Food is defined as something new thing and it defined as food that had not been consumed to a significant degree by humans. Besides that, it can be newly developed, innovative food, food produced using new technologies and production processes (European Commission, 2020).

1.7.3 Attitude

The attitude and intention of eating food are closely related. According to Omar, Karim & Omar (2015), defined attitude as a positive-negative feelings, rejection or acceptance and also pleasant or unpleasant. They also stated that attitude as an expression of approval and disapproval of a subject as a result from psychological inclination. So, to further strengthen the definition, the researcher has stated the attitude actually is about a belief shown by a person which for him is an important reason in determining an action.

1.8 SUMMARY

Overall, this chapter outlines overview of this research study. Chapter one discusses the background of the study, followed by problem statement that explain the issues and problem who international student facing and the next is followed by research question and research objectives then scope of the study. The definitions of term who we use also has stated in this study.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This study intends to investigate the influence of Malay food towards international student. This chapter consists of an introduction, explanation of the components that influence international student towards Malay food and their relationship were identified. This chapter review the literature related to the influence of Malay food towards international student, and conceptual framework and hypothesis also presented.

2.2 The Influence of Malay Food

Malaysia has always been acknowledged as food paradise, despite being a multiracial country. Malaysia also are the country who has found the way of successfully merge those varieties of flavours and heritage food altogether, which gives Malaysia the titles of 'Truly Asia' (Raji et al., 2017). In 2020, Malaysia have total population of 32.657.3 million, and most of the population is Malay at 69.6%, followed by Chinese at 22.6%, Indians at 6.8%, and others at 1% (Department of Statistic Malaysia Official Portal, 2020).

Culture is something that won't dissipate if there still human passing down the culture towards the younger generation on and on. More importantly, culture made people feel that they are different or unique between each other's, despite on who they are and where they are from (Sibal, 2018). Culture has always worked as an important piece in many aspects, such as sociology, psychology, political sciences, anthropology, international business and cross-cultural studies, even in food heritage (Lebron, 2017).

From the statistics result, Malays are proof to be the majority ethnic group that existed in Malaysia. Malays are also call as Muslims, people who provision in speaking Malay, and they observe and practice the tradition of Malay culture tradition (Raji et al., 2017). One of the traditional cultural practices in the Malay communities can be observed through the way they consumed their food. Originally, Malay delicacies described as the varieties of food produced locally with a unique local identity within the Malay community (Raji et al., 2017).

Hence, as being stated at the previous chapter, based on the previous study has confirm that there are few culinary instruments are needed to produce Malays food and convey the own techniques to prepare (Raji et al., 2017) such as stone mortar pestle and milled mortar. Malay food can also be identified by its characteristic taste, through the five senses of tongue (Wan Hafiz et al., 2008) because of that, the taste and also the appearance of the food is a major factor that prevents people in the west from trying ethnic food (Verbeke & Lopez, 2005).

2.3 FOOD NEOPHOBIA

2.3.1 Taste

Taste are often related towards strong emotion; it is an important factor that would affecting international student or consumers food choices on the decisions on whether they want to eat or otherwise. Fernando (2019), believes in face reading technology can provides researcher enough information or data regarding researcher research topics. That is the case, the author uses Face Reader 6 software to record all the facial expression presented by different senses of food taste, like sweet, sour, salty, bitter, and spicy. Author research results were proven to be truth enough that there is a relationship between the factors of taste towards the influence of Malay food toward international student (Bartkiene et al., 2019).

According to Previato and Bherens (2017), regarding taste-related factors and food neophobia shows that there were no relationships between the food neophobia, nutritional facts, and food intake. Based on Previato and Bherens (2017) study, the aim is to test the relationship between taste-related factors and tested with food neophobia among teenagers. Consequently, the results show that most teenagers are based on taste-related factors to consume their delicacies instead caring on eating based on the food nutritional facts or how much food per intake (Previato & Bherens, 2017).

To conclude, all of these studies are found out that taste are indeed an important factor that influence consumers like international student to take on new kind of cuisines or food culture, but at the same vein, if the Malay food that served in front of the international student are not that appealing or scrumptious, the results might backfired the researchers later.

2.4 FOOD NEOPHILIA

2.4.1 Food Novelty

Kudo (2008) found food is novel to someone if this person is not familiar with such food. Food can include a wide range of ingredients and carry various types of information like cultural identity of the cuisine. Kudo (2008), had mention that food novelty itself is constitute of multiple dimensions inter-related in complex way. The food novelty also is based on how ingredients combine with one another into food and food dishes.

Kudo (2008), stated food novelty has five dimensions, the first is about the seasoning's identity such as green curry. The second dimension of food novelty is the main ingredient's identity for example rabbit meat. Besides, the particular cooking, preparation method and association of ingredients within the seasoning like pepper also included in dimension of food novelty as well he stated by Kudo (2008). The last dimension is combination that are nested within one another.

Cardello (2003), stated that effort toward systematic control of food novelty dimensions are relatively recent and have involved manipulation of processing method, seasoning (Precott, Young, Zhang and Cumming, 2004) or main ingredient and seasoning within sample (Stallberg-White & Pliner, 1999; Pliner & Stallberg-White, 2000). According to Prescott et al (2004), manipulated the novelty of seasonings of diced boneless lamb by adding herbs, spices and flavours. Stallberg-White and Pliner (1999), used novel and familiar food in the first stage and the main ingredient and next, it presented with or without a source seasoning and that is well-liked by participants.

2.4.2 Attitude

According to Worchel and Cooper (1983) attitude are differently by different psychologists. Based on Thurstone (1946) researcher states for some psychologists, an attitude consists only of a positive or negative feeling for or against something like an object. So, in this context, an evaluation is made usually in term of good or bad, liked or disliked or desirable or undesirable.

Lyman (1989) state attitude can change when a food can convincing ourselves that the food taste good and delicious. So, researcher can see that one's attitude depend on the way people think and evaluate food, so it makes them to try different foods again.

In this concept of attitude, Frank and Van Der Klaauw (1994) said food attitudes is included in this point. So, the scale of food attitude can be identified when this measurement is made by making a combination between liking and willingness to try. For example, one person really like this food and that person will think that it tastes good.

2.5 CONCEPTUAL FRAMEWORK

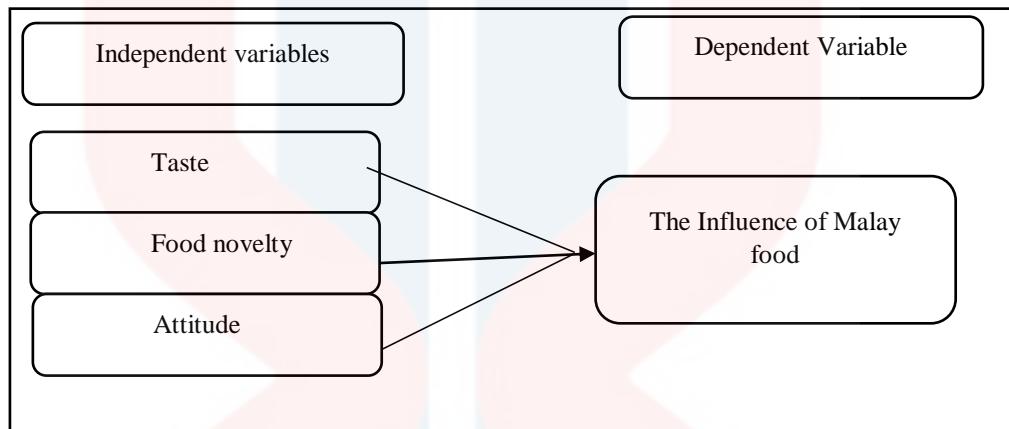


Figure 2.1: Conceptual framework of study

Source: Adapted from Bartkiene et al., (2019), Koei Kudo (2008), Cardello (2003), Lyman (1989) and Frank and Van Der Klaauw (1994).

Figure 2.1 indicates the independent variables (IV) and dependent variable (DV) of this research. The independent variables are the factors which could affect the international student. On the other hand, the dependent variable (DV) is Malay food toward international student. There are three Independent Variables (IV) Taste, Food Novelty and Attitude while Dependent Variable (DV) is the influence of Malay food toward international student.

A conceptual framework is basically need to pay attention when researchers start make the research. So, this thing requires to the study given in previous knowledge of other researcher's point of view and need to very take seriously because this conceptual framework is observation on the study. Therefore, the conceptual framework very important and it can help to focus and make our research successful.

2.6 HYPOTHESIS

The hypothesis of the research is made based on the factors taste, attitude, and food novelty which affect the acceptance of Malay food among international student. Based on the study, the hypotheses had been created and to be tested:

1. H0a – There is no relationship between taste and the acceptance of Malay food among international student.

H1a – There is a relationship between taste and the acceptance of Malay food among international student.
2. H0b – There is no relationship between food novelty and the acceptance of Malay food among international student.

H1b – There is a relationship between food novelty and the acceptance of Malay food among international student.
3. H0c – There is no relationship between attitude and the acceptance of Malay food among international student.

H1c - There is a relationship between food attitude and the acceptance of Malay food among international student.

2.7 SUMMARY

The influence of Malay food can make into a big discussion. That is because various factors can make an international student or tourist react to something either positively or negatively. In conclusion, it is not surprising that every individual has a different perception of something even more related to nutrition.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The research methodology is discussed in this chapter. Research methodology is characterized as profoundly savvy movement utilized in the examination of nature and matter and manages the way where information is gathered, dissected and describe (Hernandez, Rangel, & Arandia, 2016). The aim of this study is to know the influence of Malay food towards international student. It is the study of seeking answers to scientific and social problems by means of objective and precise analysis. This chapter will discuss about the research design that being used to carry out this study, target population, sample size, sampling method, data collection, research instrument, data analysis and closed by the summary of this chapter.

3.2 RESEARCH DESIGN

The reason for this research design to be conducted is to provide the appropriate guidelines for researchers to achieve the research objectives or test the hypothesis that made (Siliyew, 2019) In research design, the sources channel by the data has to be certified that it has the ability to fulfil the requirement for the research questions (Mukesh, Salim, & Ramayah, 2012) So, it is encouraging that researchers should start

doing some thorough research, in order to find the essential pieces to answers the research questions. Without a well-designed procedure, the chances of the study or research for successful completion would be small (Balakumar, Inamdar, & Jagadesh, 2013)

Since the study's goal is to look at the relationship between various variables and to test hypotheses that will affirm or undermine theories, a quantitative approach is more suitable for the research question chosen (Bryman & Bell, 2015).

Quantitative research methods as the clarifying of an issues or phenomenon by gathering data in numerical form and afterward analysing it with the guide of mathematical structure, specifically statistics (Aliaga & Gunderson, 2002). Quantitative approaches deal related to the quantification and interpretation of variable in order to produce information. Quantitative approach includes the use and analysis of mathematical information and utilizing statistical methods to address questions like who, how much, what, where, when, the number of, and how (Apuke, 2017).

Quantitative exploration "utilize methodologies of inquiry. Examinations and reviews, and gather the data on previous instruments that give measurable information are the example for it (Creswell 2003; Williams, 2011). Quantitative examination additionally includes information assortment that is normally numeric and the analyst will in general utilize numerical models as the system of information investigation. Furthermore, the researcher utilizes the inquiry strategies to guarantee arrangement with measurable information assortment procedure (Williams, 2007).

The main instrument to urge the data from the respondent is questionnaire. Researcher can gain information acquired from the respondents that used as the main information of this study from the questionnaire.

3.3 POPULATION

According to Krieger (2012), population as all individuals from any around characterized class of individuals, occasions or items. It also means that any individual, community or group which constitutes a population must have at least one trait or feature which is common to all of them. Consequently, the population of the sample reflects the purpose of the study as specified by the goals and objectives of the study (Oribhabor & Anyanwu, 2019).

The target population for this study are international student who are pursuing their study in Malaysia. A sum of international student who proceed their study at Malaysia are 131,300 people (MOHE, 2020). These international student mostly from China, Indonesia, Yemen, Singapore, Bangladesh, Nigeria, India and more.

3.4 SAMPLE SIZE

In this study, the researcher comprised that the international student from several types of institutions like public universities, private Higher Educational Institutions (HEIs) and more. There are 131,300 international student in Malaysia and the sample size is based on the sampling curve standard. According to Krejcie and Morgan (1970), when the population is between of 75,000 and 1,000,000 the sample size is about 382 until 384 respondents.

Table 3.1: Table for Determining Sample Size from a Given Population

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

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

Source: Krejcie & Morgan, 1970

Source and adapt from Krejcie and Morgan (1970)

MALAYSIA

KELANTAN

3.5 SAMPLING METHOD

Sampling can be utilized to make the conclusion about a populace or to make the generalization with the existing theory. Generally, this relies upon on how the researcher choice of sampling technique (Taherdoost, 2016).

Probability sampling technique and non-probability sampling technique are the type of sampling technique. Probability sampling implies that the each item in the population has the equivalent chance of being included into the sample (Taherdoost, 2016). The methods of probability sampling are simple random sampling, stratified sampling, cluster sampling and systematic sampling. Non-probability sampling is a testing strategy that will not offer a reason for any assessment of likelihood that the components in the universe will get an opportunity to be included in the research sample (Etikan & Bala, 2017). The method used in non-probability sampling technique are convenience sampling, quota sampling, judgement sampling and snow sampling.

For this study the researcher are using probability sampling technique which is simple random sampling. Simple random sampling is a probability sampling collection process in which respondents are chosen based on certain fixed criteria. In this analysis, the set criterion for selecting respondents is that he or she must be an international student. With a simple random sample, each international student has an equal chance of being chosen from the population being studied. This method guarantees that all of the factors in the analysis are represented equally. The sample, $n = 384$, is the international student from the N population, 131,300, which is the total number of international students who are studying in Malaysia in 2020. All students in the survey must have the same chance

that each sample of size n is chosen, and 384 international students from the population have the chance of being selected.

3.5.1 Sampling Frame

A basic meaning of a sampling frame is the arrangement of source materials from which the example is chosen. The reason for sampling frame which is to pick the specific individuals from the population that are to be interviewed in the study (Turner, 2003).

Sampling frame that being used in this study is the questionnaire distribute to the international students at several universities such as University Utara Malaysia (UUM), University Malaysia Perlis, International Islamic University Malaysia (UIAM), University Sains Islam Malaysia (USIM), Albukhary International University, University of Malaya (UM), University Technology Malaysia (UTM) and University Putra Malaysia (UPM).

3.6 DATA COLLECTION PROCEDURE

Data collection is a way towards measuring and gathering the information on the factors in a set up deliberate styles that empower one to address the expressed research question, to test the hypothesis and evaluate result. Data collection method can be divide into two classes which are secondary and primary of data collection.

Primary data is collecting the data from the actual resources such as user, or some other respondent regarding the one that consist of the target population for the given

study. Questionnaire, personal interview, Google form and survey method are the one that can be uses by data collection to collect data. Meanwhile for secondary data, all the information or data can be collated from published sources or internal records such as books, newspaper, magazine, etc. The data collection for secondary also can be uses to collect data by questionnaire, Google form and survey form.

This research use primary method for collecting data by using questionnaire. The researcher distribute the questionnaire using internet (online platform) and also for the data collection method.

3.7 RESEARCH INSTRUMENT

Research instrument can be defined as a tool to help the researcher to obtain the data from the research subject. Research instrument similar with questionnaire, test or scale. They are different type of instrument and they can be known as a survey, case study and questionnaire that can be used by the researcher to conduct their study depends on the study that has been carried out.

For this research, the questionnaire instrument has been selected by the researcher to collect the data. It is because this research was targeting a large number of respondent. Questionnaire is an easier tools and low-cost of instrument that can save time. The questionnaire can be distributed via any platform such as social media, mail, in person, through the web and also via telephone.

The questionnaire consist of four part which are Section A, Section B, Section C and Section D. For Section A is about the respondent information or demographic. In this

section respondent will answer a detail about their personal. While for Section B, Section C and Section D are about the independent variable for this research, taste, food novelty and attitude. Section B, Section C and Section D are using Likert scales in the questionnaire structure. Scale are uses to rate the decision of people from low to high on items, event or about the other individuals.

3.7.1 Resources of Questionnaire

Table 3.2: Resources Questionnaire

Section	Measurement	Total item	Resources
B	The Influence of Malay food	6	Omar, Karim, & Omar (2015)
	Taste		Ling, Karim, Othman, Adzahan, & Ramachandran (2010)
C	Food Novelty	6	Omar, Karim, & Omar (2015)
			Williamson & Hassanli (2020)
D	Attitude	6	Sivrikaya & Pekersen (2020)
			Sivrikaya & Pekersen (2020)
E	Attitude	6	Williamson & Hassanli (2020)
			Kudo (2008)
E	Attitude	6	John. Edwards & Hartwell (2011)
			Latimer, Pope & Wansink (2015)
E	Attitude	6	Kudo (2008)
			Omar, Karim, & Omar (2015)

3.8 DATA ANALYSIS

According to LeCompte and Schensul (1999), defined the analysis as the cycle an analyst uses to decrease information to a story and its understanding. Data analysis is the way toward diminishing a lot of gathered information to make sense of it. In the end of the studies, the researchers are using Statistical Package for the Social Sciences (SPSS) to analyze the collected data.

Statistical Package for the Social Sciences (SPSS) is a software program intended to analyses data identified that related with social science (Kawulich, 2004). This data can be utilized for market studies, surveys, data mining, and different things. Statistical Package for the Social Sciences (SPSS) can take information from practically any sort of record and use them to produce tabulated reports, chart, and plots circulations and patterns, descriptive statistics, and complex measurable analyses. SPSS makes factual examination more available for the newbie and more helpful for the experienced user (Silva-Lugo, 2016).

3.8.1 Descriptive analysis

Descriptive analysis manages portraying a phenomenon and how to think something is. It Attempts to analyze the circumstances to portray the norm (Walliman, 2011). Descriptive analysis portrays what exists and try to open new way for finding new facts. It involved get-together of data that identified with, items, individuals, people, occasions and circumstances and then arrange, organizes, portrays and depict the result.

This kind of study design is often guided by one or more research questions and regularly doesn't follow a formal research hypothesis (Travers, 1978). Descriptive analysis gives an information base which can be a framework for more quantitative analysis since it maps the landscape of the given phenomenon (Travers, 1978).

Researcher utilize different rating scale types with varying number of reaction gatherings and distinctive mark formats. As indicated by Weijters, Cabooter, and Schillewaert (2010), any of the scale things positioned at number one with the verbal assertion "strongly disagree" and at number 5 with the oral assertion "strongly agree." A five-point scale strategy is satisfactory if the respondents are the more extensive local area (Weijters et al., 2010).

Table 3.3: The Five-point Likert Scale

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

3.8.2 Reliability Test

Reliability attribute to the consistency of a measure. A member finishing an instrument intended to quantify inspiration ought to have around similar reactions each time the test is finished. Despite the fact that it is not conceivable to give a careful figuring of reliability, a gauge of reliability can be accomplished through vary measures (Heale &

Twycross, 2015). There are four primary kinds of dependability which are test-retest, interrater, equal structures and inside consistency. Every one of them can be assessed by looking at changed arrangements of results delivered utilizing a similar technique (Heale and Twycross, 2015).

3.8.3 Pearson Correlation Test

Correlation includes the estimation of affiliation, or relationship, or connection between two factors to determine whether they are decidedly or contrarily related, or not related at all at all. Two factors are connected if the adjustments in a single variable effect or impact the adjustments in the other variable (Obilor & Amadi, 2018). To quantify affiliation or connection between factors we use correlation coefficients to communicate the level of affiliation or relationship. At the end of the day, connection coefficients measure the strength (course and extent) of affiliation or connection between two factors (Obilor & Amadi, 2018).

Obilor and Amadi (2018) indicated that this analysis to find out if there is a relationship between independent variables that are taste, food novelty and attitude. Although the dependent variable is the Malay food towards international student, and it quite tough during this pandemic, researcher should determine the strength and also direction of the relationship between independent variables and dependent variables.

3.9 SUMMARY

Through this chapter, researcher can know how use the research design in thesis and the function as well as other components which is the target population, sample size, sampling method, data collection, research instruments and data analysis. Through this chapter also explained about how the questionnaire is been conducted and how the questionnaire can be applied in this research. The researchers also explain the content of each question and the used of every question. At the end of this chapter, hopefully all the components in this research can be used in future research.

CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

This chapter discusses about the result of the analysis data that have been collected from 384 respondents on the survey administered. The result were based on descriptive analysis, reliability test and Pearson's correlation analysis. In this study, Statistical Package for the Social Sciences (SPSS) version 26 was used to analyse the data after the data collection.

4.2 DESCRIPTIVE ANALYSIS (DEMOGRAPHIC PROFILE)

The data provided in detail are the respondent's demographic based on the data collection that have been collected from 384 respondent on the Section A of the questionnaire which is includes the gender, age, nationality and marital status.

4.2.1 Gender

Table 4.1 present the gender distribution of a total 384 respondents collected from data collection.

Table 4.1: Gender of Respondent

Gender	Frequency (n)	Percentage (%)
Female	182	47.4
Male	202	52.6
Total	384	100.0

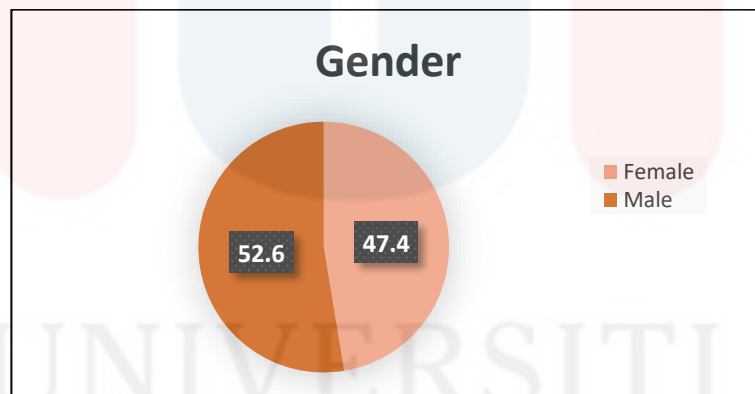


Figure 4.1: Percentage of Gender

Based on Figure 4.1 above, the pie chart show the gender distribution of a total of 384 respondent. The pie chart above clearly show that male respondents were 52.6 percent (n=202) more than female respondents 47.4 percent (n=182).

4.2.2 Age

Table 4.2 present the age distribution of a total of 384 respondents collected from the data collection.

Table 4.2: Age of Respondents

Gender	Frequency (n)	Percentage (%)
19 – 25 years	209	54.4
26 – 30 years	101	26.3
31 – 40 years	43	11.2
41 and above	31	8.1
Total	384	100.0

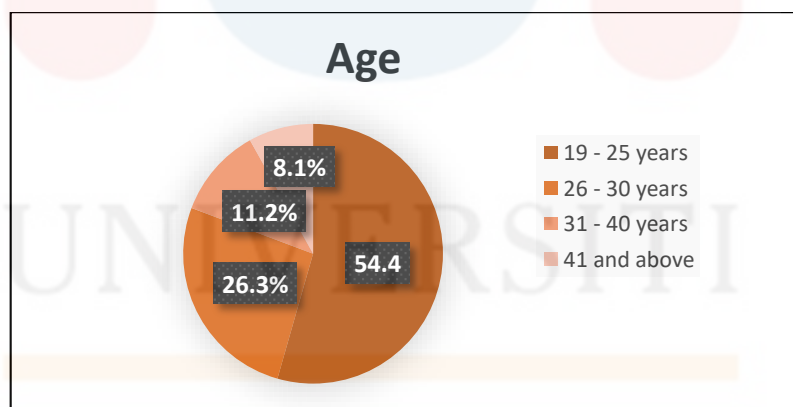


Figure 4.2: Percentage of Age

Figure 4.2 shows the age distribution of 384 respondent. Among these four age group, the highest number of respondent were the age of 19 – 25 years with 54.4 percent (n=209). The second highest number of respondent age was from 26 – 30 years with 26.3

percent (n=101). Following with 11.2 percent (n=43) from the age group 31 – 40 years. While the lowest number of respondent were from the age of 41 and above with 8.1 percent (n=31).

4.2.3 Nationality

Table 4.3 present the nationality distribution of a total 384 respondents collected from the data collection.

Table 4.3: Nationality of Respondents

Nationality	Frequency (n)	Percentage (%)
Gambia	3	0.8
Singapore	71	18.5
Indonesia	63	16.4
Yemen	25	6.5
Bangladesh	14	3.6
Eritrea	1	0.3
Sudan	6	1.6
Iraq	2	0.5
Thailand	54	14.1
Somalia	12	3.1
Chad	2	0.5
India	13	3.4
China	29	7.6
United Kingdom	2	0.5
Japan	15	3.9

Nigeria	13	3.4
Brunei	15	3.9
Turkey	1	0.3
Myanmar	5	1.3
Korea	10	2.6
Egypt	11	2.9
Libya	5	1.3
Iran	3	0.8
Vietnam	5	1.3
Kenya	1	0.3
Maldives	1	0.3
Africa	1	0.3
Pakistan	1	0.3
Total	384	100.0

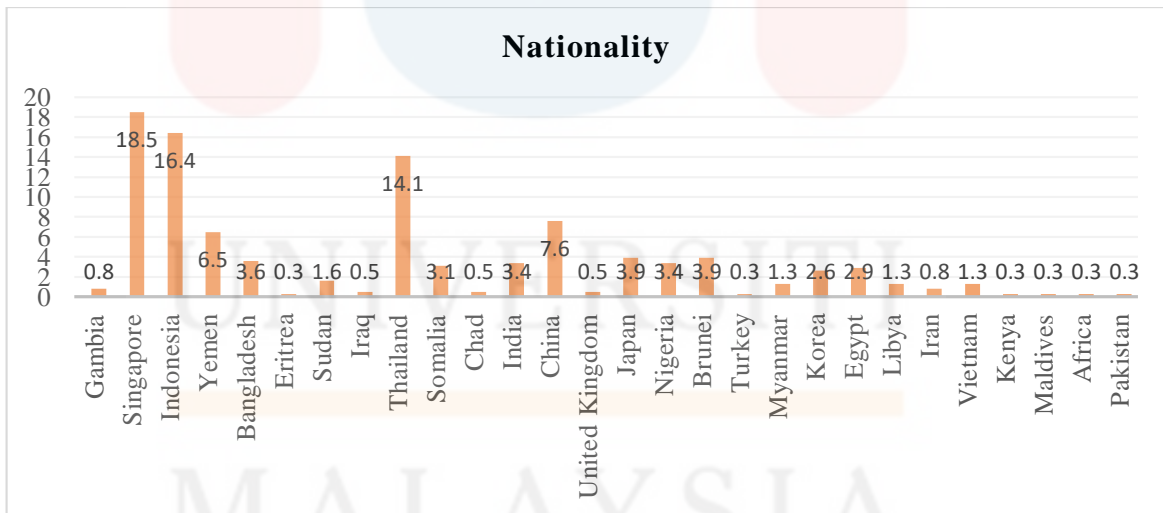


Figure 4.3: Nationality of Respondents

Figure 4.3 above shows that the percentage of nationality among the respondent. Among these 28 nationality, the highest number of respondent were from Singapore with 18.5 percent (n=71). The second highest number of respondent were from Indonesia with

16.4 percent (n=63). Third nationality for the number of respondent with 14.1 percent (n=54) were from Thailand. The fourth nationality for the number of respondent with 7.6 percent (n=29) were from China. Yemen was the fifth nationality for the number of respondent with 6.5 percent (n=25). Japan and Brunei were the sixth and seventh nationality for the number of respondent with 3.9 percent (n=15). The eighth nationality for the number of respondent with 3.6 percent (n=14) were from Bangladesh. Nigeria and India were the eighth and ninth nationality for the number of respondent with 3.4 percent (n=13). The tenth nationality for the number of respondent with 3.1 percent (n=12) were from Somalia. The 11th nationality for the number of respondent with 2.9 percent (n=11) were from Egypt. Korea were the 12th nationality for the number of respondent with 2.6 percent (n=10). Sudan were the 13th nationality for the number of respondent with 1.6 percent (n=6). Myanmar, Libya and Vietnam were the 14th to 16th nationality for the number of respondent with 1.3 percent (n=5). While Iraq and Gambia were the 17th and 18th nationality for the number of respondents with 0.8 percent (n=3). Following with 0.5 percent (n=2) respondents from United Kingdom, Chad and Iraq. While the lowest number of respondent from Turkey, Eritrea, Kenya, Maldives, Africa and Pakistan with 0.3 percent (n=1).

4.2.4 Marital Status

Table 4.4 present the marital status distribution of a total of 384 respondent collected from the data collection.

Table 4.4: Marital Status of Respondents

Marital Status	Frequency (n)	Percentage (%)
Single	258	67.2
Married	73	19
Divorced	17	4.4
Other	36	9.4
Total	384	100.0

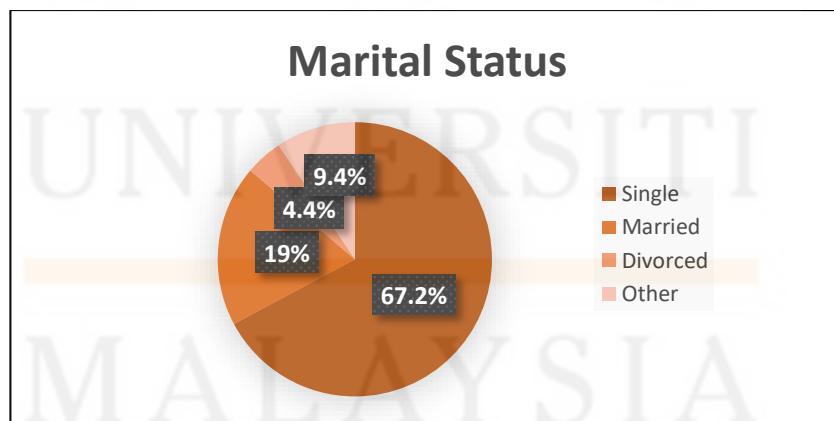


Figure 4.4 Percentage of Marital Status

Figure 4.4 above show that the percentage of marital status among the respondent. Among these four status, the highest number of respondent were from the status single with 67.2 percent (n=258). The second highest number of respondents was married status with 19 percent (n=73). Following with 9.4 percent (n=36) respondents from other status. While the lowest number of respondents were from the divorced status with 4.4 percent (n=17).

4.3 DESCRIPTIVE ANALYSIS (DEPENDENT AND INDEPENDENT VARIABLE)

This section shows the results of the descriptive analysis conducted on the items for each variable reported in the form of frequency distribution, mean and standard deviation. All of the Independent Variable and Dependent Variable items were measured using Five (5) Likert scale which presents: Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly agree (SD). This likert scales indicate the mean scores of 1.99 and below is considered as low. The moderate mean score is around 2.00 – 3.99 in range. The higher mean score is stated at 4.00 and above.

4.3.1 DEPENDANT VARIABLES: THE INFLUENCE OF MALAY FOOD

Table 4.5 present the descriptive statistics for the influence of Malay food collected from 384 respondents.

Table 4.5: Descriptive statistics for the influence of Malay food

	Item	N	Mean	S.D.
Q1	I would like to try something new and exciting	384	4.083	0.7872
Q2	I only dine at places where I feel that it is clean	384	4.46	0.757
Q3	I would like to recommend Malay food to my friends and family	384	3.75	0.891
Q4	I will revisit Malaysia for Malay food	384	3.75	0.929
Q5	Eating Malay food adds to my visiting enjoyment	384	3.91	0.831
Q6	Malay food contributes to my eating pleasure	384	3.87	0.864

Based on table 4.5, it shows that the mean and standard deviation of each items for dependent variable (DV) which is the influence of Malay food that were calculated based on the five point likert scale. This likert scales indicate the mean scores of 1.99 and below is considered as low. The moderate mean score is around 2.00 – 3.99 in range. The higher mean score is stated at 4.00 and above.

The highest mean score for this dependent variable (DV) is “I only dine at place where I feel that it is clean” which is 4.46 followed by “I would like to try something new and exciting” which is 4.083, “Eating Malay food adds to my visiting enjoyment” which is 3.91, then “Malay food contributes to my eating pleasure” which is 3.87. Finally the lowest mean score is 3.75 which are “I would like to recommend Malay food to my friends and family” and “I will revisit Malaysia for Malay food”.

4.3.2 INDEPENDENT VARIABLE I: TASTE

Table 4.6 present the descriptive statistics for the taste collected from 384 respondents.

Table 4.6: Descriptive statistics for Taste

	Item	Mean	S.D.
Q1	I would like to try new food that have similarities taste with my familiar food.	4.09	0.704
Q2	If I don't know what is in a food, I won't try it.	3.28	1.062
Q3	Taste of new food is different from the familiar food.	3.74	0.774
Q4	I enjoyed the Malay food because the taste is moderately unique	3.86	0.823
Q5	I don't trust new food.	3.03	1.070
Q6	I am afraid to eat food that I have never had before.	3.01	1.080

Based on table 4.6, it shows that the mean and standard deviation of each items were calculated based on the five point likert scale. This likert scales indicate the mean scores of 1.99 and below is considered as low. The moderate mean score is around 2.00 – 3.99 in range. The higher mean score is stated at 4.00 and above.

The highest mean score is 4.09 which showed that most of the respondent agree that “I would like to try new food that have similarities taste with my familiar food”. “I enjoyed the Malay food because the taste id moderately unique” are the second highest mean score at 3.86. The third highest mean score is 3.74 which is “Taste of new food is different from the familiar food” and followed by “If I don’t know what is in a food, I won’t try it” which is 3.28, then “I don’t trust new food” which is 3.03. Meanwhile, the lowest mean is 3.01 which is the mean that the respondent agree that “I am afraid to eat food that I have never had before”.

4.3.3 INDEPENDENT VARIABLE II: FOOD NOVELTY

Table 4.7 presents the descriptive statistics for the food novelty collected from 384 respondents.

Table 4.7 Descriptive statistics for Food Novelty

	Item	Mean	S.D.
Q1	I like food from different culture	4.11	0.712
Q2	I will try new food	3.86	0.752
Q3	I'll try new dish although one of its ingredients is something I don't like.	3.26	1.061
Q4	I am constantly trying new and different food.	3.61	0.850
Q5	I enjoy trying unusual food.	3.68	0.868
Q6	I am never afraid to eat things that I have never had before	3.65	0.953

Based on table 4.7, it shows that the mean and standard deviation of each items were calculated based on the five point likert scale. This likert scales indicate the mean scores of 1.99 and below is considered as low. The moderate mean score is around 2.00 – 3.99 in range. The higher mean score is stated at 4.00 and above.

The highest mean score is 4.11 which showed the most respondent agree with “I like food from different culture”. “I will try new food” was the second highest mean score at 3.86. The third highest mean score is 3.68 which is “I enjoy trying new food” followed by “I am never afraid to eat things that I have never had before” which is 3.65, then “I am

constantly trying new and different food” which is 3.61. Finally the lowest mean score is 3.26 which is “I’ll try new dish although one of its ingredients is something I don’t like”.

4.3.4 INDEPENDENT VARIABLE III: ATTITUDE

Table 4.10 presents the descriptive statistics for the attitude collected from 384 respondents.

Table 4.8: Descriptive statistics for Attitude

	Item	Mean	S.D.
Q1	I would like to trying new food that are recommended by friends	3.96	0.818
Q2	I would like to try new food based on others experience	4.13	0.765
Q3	A bad experience would keep me from trying a food again	3.24	1.103
Q4	I enjoyed eating Malay food	3.96	0.821
Q5	I was encouraged to try new food	3.69	0.914
Q6	I would like to try and experience new food	4.07	0.782

Based on table 4.8, it shows that the mean and standard deviation of each items were calculated based on the five point likert scale. This likert scales indicate the mean scores of 1.99 and below is considered as low. The moderate mean score is around 2.00 – 3.99 in range. The higher mean score is stated at 4.00 and above.

The highest mean score is 4.13 which showed the most respondent agree with “I would like to try food based on others experience” followed by “I would like to try and experience new food” which is 4.07. The third highest mean score is 3.96 for “I would like to trying new food that are recommended by friends” and “I enjoyed eating Malay food”, then “I was encouraged to try new food” which is 3.69. Meanwhile, the lowest mean score is 3.24 which is “A bad experience would keep me from trying a food again”.

4.4 REALIBILITY TEST

Reliability analysis was used to measure the reliability of the questionnaire. The pilot test has been done with 30 respondent before the questionnaire was distributed to the 384 respondents through online survey method.

Table 4.9: Rule of Thumb for Interpreting the Size of a Correlation Coefficient

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to 0.50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	Negligible correlation

Source: Mukaka (2012)

Table 4.10: Result of Reliability Cronbach's Alpha

Variable	Number of Items	Cronbach's Alpha
The Influence of Malay Food	6	0.879
Taste	6	0.590
Food Novelty	6	0.839
Attitude	6	0.625

Table 4.10 showed the overall value of Cronbach's Alpha for the independent and dependent variable in this study. It shows the value of the questionnaire were in between the range of low acceptance level (0.59) to very high acceptance level (0.879). A total number of three independent variable and one dependent variable has been tested using Cronbach's Alpha. The first independent variable is Taste found to be in moderate stage (6 items; $\alpha = 0.59$). Based on study that have been done by Willianson & Hassanli (2020), the analysis result on Taste Different have found to be in weak strength correlation ($\alpha = 0.454$).

Then, the second independent variable which is Food Novelty is found to be high in strength of Correlation (6 items; $\alpha = 0.839$). Meanwhile the third independent variable which is Attitude found to be in moderate stage (6 items; $\alpha = 0.625$). Furthermore, the dependent variable, the influence of Malay food found to be high internal consistency (6 items; $\alpha = 0.879$). Since the Cronbach's Alpha result for the variable has exceeded from 0.59 to 0879, it shows that the questionnaire are reliable and can proceed with the study. The result show has proven that the respondent understood the questions provided. Therefore, the data were considered suitable for further analysis.

4.5 INFERENTIAL ANALYSIS

4.5.1 PEARSON CORRELATION ANALYSIS

Pearson Correlation Coefficient aims to identify the intensity of association and significant relationship between the IVs (Attitude, Food Novelty and Taste) and DV (The influence of Malay Food). In order to determine the strength of relationships between two variables, Pearson Correlation was chosen.

Table 4.11: Result of Pearson Correlation Analysis

		Correlations			
		AVE_Taste	AVE_FN	AVE_Attitude	AVE_TI
AVE_Taste	Pearson Correlation	1	.279**	.505**	.364**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
AVE_FN	Pearson Correlation	.279**	1	.726**	.685**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
AVE_Attitude	Pearson Correlation	.505**	.726**	1	.747**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
AVE_TI	Pearson Correlation	.364**	.685**	.747**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

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

Table 4.11 shows that the influence of Malay food and attitude were significantly correlated at $r = 0.747$, $p < 0.01$. Based on Mukaka (2012), high strength of correlation occurred between the influence of Malay food and attitude.

There was a significantly correlation between the influence of Malay food and food novelty with $r = 0.685$, $p < 0.01$. The correlation coefficient shows a moderate association between the influence of Malay food and food novelty.

There was a statistically correlation between the influence of Malay food and taste with $r = 0.364$, $p < 0.01$. The correlation coefficient shows a weak strength of correlation between the influence of Malay food and taste.

In conclusion, taste, food novelty and attitude were significantly correlated with the influence of Malay food, but there were in strong, moderate and weak in relationships.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

Table 4.12 shows the summary for hypothesis testing in this study

Table 4.12: Summary of Hypothesis Testing

	Hypothesis	Pearson's correlation result	
H_1	A positive relationships exists between the influence of Malay food and taste	$r = 0.364$, $p < 0.01$	Supported
H_2	A positive relationships exists between the influence of Malay food and food novelty.	$r = 0.685$, $p < 0.01$	Supported
H_3	A positive relationships exists between the influence of Malay food and attitude	$r = 0.747$, $p < 0.01$	Supported

Based on Table 4.12, Pearson correlation analysis was used in testing the relationship between hypotheses on a significant relationship such as taste, food novelty and attitude with the influence of Malay food relationship. The result shown all hypothesis stated were accepted at 0.01 significant level.

4.7 SUMMARY

To conclude, this chapter is mainly discussed on the data analysis implemented by the researchers to analysis the data had been collected using reliability analysis, descriptive analysis, and Pearson correlation analysis. Next chapter will be discussed about the conclusion for this research.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter discussing the finding from the previous chapter. All the variables had been analysed. This chapter explains the research finding to highlight the relationship between taste, food novelty, attitude and the influence of Malay food among international student. The researcher has given relevant findings, limitation, and recommendations towards people who have travelled during a disease outbreak in Malaysia to enhance customer travel preferences.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 Taste

Table 5.1: Research Objective 1 & Research Question 1

No	Research Objective (RO)	Research Question (RQ)
1	To examine the relationship between taste with the influence of Malay food among international student	What is the relationship between taste with the influence of Malay food among international student?
	H1: There is a significant relationship between taste with the influence of Malay food among international student	

The first hypothesis is predicted a positive and significant relationship between taste with the influence of Malay food among international student. According to Pearson Correlation analysis (Table 4.11), the result showed that taste is weakly correlates on the influence of Malay food among international student. Based on the result, a weak positive correlation relationship between the independent variable (taste) and dependent variable (the influence of Malay food) at $r = 0.364$, $p < 0.01$ are shown.

Based on Hamuddin & Natsir (2009) study, a positive correlation occurred between taste and the influence of Malay food. Therefore, Malay food use different types of spices and it make the food have different taste with international student's familiar food. It's quite difficult for them to eat for the first time. It is because somehow, the taste and smell of that food quite different with their local food although they eat the same things such as chicken, rice met etc. due to the different types of cooking and also types of spices used in the food make the international student hard to adapt with it. According to study from Taufiki & Dawi (2013), international student have some issue with the taste of the food such as the taste quite sweet and quite different from their local food. Some of the international student also need to cook meal for themselves due to the problem that they have with the food.

Based on Edwards, Hartwell & Brown (2010) found that if there were many differences between the original food culture and the food in the new culture, it would lead to an adverse reaction to the local food supply. It is because, due to the tasteless of the local food in that country, the international student need to ask their parent to send spice or some ingredient that can make the same taste with their familiar food. It is because they prefer the food that have the same taste with their familiar food.

In conclusion, the research objective “To examine the relationship between taste with the influence of Malay food among international student” is achieved. While the research question “What is the relationship between taste with the influence of Malay food among international student?” also answered through this study.

5.2.2 Food Novelty

Table 5.2: Research Objective 2 & Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To analyse the relationship between food novelty with the influence of Malay food among international student	What is relationship between food novelty and the influence of Malay food toward international student?
	H2: There is a significant relationship between food novelty with the influence of Malay food among international student	

The result of second hypothesis predicted a positive and significant relationship between food novelty and the influence of Malay food among international student. According to Pearson Correlation analysis (Table 4.11), result showed that the food novelty is moderately correlates with the influence of Malay food among international student. Based on the result, a moderate positive correlation relationship between food novelty and the influence of Malay food at $r = 0.685$, $p < 0.01$ shown.

Based on Amira & Artinah (2015), there is a positive correlation occurred between food novelty and the influence of Malay food among international student. International student still can accept the different flavour, taste and aroma of that food. It

is because they have been consistent and exposure to the varieties of Malay food while pursued their study in Malaysia. This incident happen because of some cafe operators in each university using cycled menu for breakfast, lunch and dinner make these students need to accept Malay food at peak times. The short period of time during break time also resulted in the students not being able to accept or reject any food provided by the cafe operator. Therefore, due to the circumstances faced forcing these students to eat the food that was in the cafe (Amira & Artinah, 2015).

In conclusion, the research objective “To analyse the relationship between food novelty with the influence of Malay food among international student” is achieved and the research question “What is relationship between food novelty and the influence of Malay food toward international student?” is also answered through this research.

5.2.3 Attitude

Table 5.3: Research Objective 3 & Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To analyse the relationship between attitude with the influence of Malay food among international student	What is relationship between attitude and the influence of Malay food toward international student?
	H3: There is a significant relationship between attitude with the influence of Malay food among international student	

The result of third hypothesis predicted as a positive and significant relationship between attitude with the influence of Malay food among international student. According to Pearson Correlation analysis (table 4.11), the result showed that the attitude is highly correlates with the influence of Malay food among international student. Based on the result, a high positive correlation relationship between attitude and the influence of Malay food at $r = 0.747$, $p < 0.01$.

Based on Memon, et al (2020) there is a positive relationship between attitudes with the influence of Malay food among international student. International student choose to eat Malay food mostly because of their surrounding such as the recommendation from their friends. Other than that, the intention of themselves to try the Malay food also can improve their study tenure. They willingness to try the new cuisine that not familiar with their local food.

In conclusion, the research objective “To analyse the relationship between attitude with the influence of Malay food among international student” is achieved and the research question “What is relationship between attitude and the influence of Malay food toward international student?” is also answered through this study.

5.3 LIMITATION OF THE STUDY

Each study conducted by researcher must have its own limitation to complete their study. Same as with this study where the researcher focus to topic the influence of Malay Food toward International student in Malaysia. The limitation of the study very important to improve quality that study for next researchers. So, this study helped future researcher

to know and understanding how this study faced various obstacles. There are some limitation had associated with the progress of this study.

The first limitation of this study is cannot be done face to face. As long as Covid-19 exist in Malaysia, the distribution of questionnaires can be done online only. The researchers of this study only be able to distribute questionnaires on every existing social media platform such as Facebook, Twitter, Instagram and others. The researcher has also used other initiatives as the study cannot be done face to face. The meant of other initiative is researchers of this study distributed questionnaires to their contact who were in various Universities to get International student respondent. So, due Covid-19 this is one limitation for the researcher to implement quickly the study.

The second limitation of this study is validity where this study required international student to answer the questionnaire only once. Although this is a good thing in identifying each respondent's perception of this study, it remains a problem in the success of this study. This is because people who have already answered the questionnaire cannot answer it repeatedly. Here, researcher can conclude that the researcher of this study has worked hard in finding a large number of international student to enable the target number of respondent reach the required level without any repeated questionnaire answer. So, the existence of limitation like this can make the study take a long time to complete.

The third limitation of this study is perspectives of respondents. Every people especially international student, they have their ways that researcher cannot know for example lifestyle, opinions about something and so on. When the researcher send the questionnaire to the respondent, some people think that it is not important and waste of

time while some good respondent they just do not have the opportunity to answer the questionnaire given by the researchers.

The last limitation of this study is insufficiency respondent in each university. Researcher can see that when the researchers has finished distributing the questionnaire in the institute of higher learning. Researchers knew that some university do not have international student to answer the questionnaire. Therefore, throughout the studies in Malaysia the questionnaire is distributed to obtain the data of respondent to enable this study successfully completed.

5.4 RECOMMENDATIONS

5.4.1 Theoretical Recommendations

The research examines the relationship between food novelty, attitude and taste of Malay food among international student in Malaysia. The research had shown that the variables which are Malay food international student (dependent variable) and taste, food novelty and attitude (independent variables) were significantly correlated with dependent variable and have a highly positive correlation relationship. As for recommendations, future research can use other variables for example like price and experience as for independent variables as the past research that used as a model thesis for this research had approved the positive relationship among those variables with the international student. Other than that, method of cooking and also tools that being used when prepare for Malay food. It is because for each dish of Malay food, it have different types of method and also tools that being used when prepare that food.

5.4.2 Methodological recommendation

For the future research regarding this topic is highly recommended to the use the qualitative method to collect the data from the respondents. This is because since the target respondents of this study is international student, it is highly recommended to do some face to face interviews rather than passing or distributing questionnaire and Google form. The reason why, interviewing face to face with respondents might be save a lot of time compared to distributing questionnaire which takes a lot of time to complete the study. It is also can get a clear opinion or answer from international student about the questions that being asked. As for this study, the data was collected through distributing the questionnaire by using WhatsApp, Facebook and other social media accounts. Therefore, future research is advised to use this method as the outcomes can be clearly shown through the data collected. Meanwhile, the result would be more relevant, reliable, and generalizable to a larger population.

In addition, future research can be conducted by using international student and tourist to try food from different culture such as Chinese, Indian and other. It is because Malaysia is a multiracial country. Future research can conduct a research about the Malaysia's food culture among tourist to know their experience and also opinion about the food culture which is mostly different from their culture.

5.4.3 Practical Recommendations

On the other hand, as for the practical recommendations, the researcher suggests to use the data collected to influence Malay food among international students by held a campaign to introduce Malay food. In order to influence international student, the upper

management of any universities are recommended to make a proposal, guideline or explanation about the variety of Malay food. International student can know some of Malaysia's culture, the variety of Malay food and others. By that they can know that a little about Malay food regarding their taste, ways of cooking, ingredients and so on.

Every cafe in every universities also recommended to prepare variety of Malay food to the international students. Since, the students need to adapt with Malay culture including food because food is part of culture term. The move to a cultural environment represent one of the traumatic event a person can experience (Kim, 2001). This clearly shown, the need of a proposal or explanation to Malay food among international student is highly recommended. So that, the students do not have to face the culture shock badly in term of food.

5.5 CONCLUSION

This study was conducted by questionnaire in which it is to know and better understand the level of acceptance and perception of international students residing in Malaysia for local Malay food. Based on a questionnaire survey of researchers has run, it has all the elements related to the impact of international students on Malay food. This research project has fulfil the objective of the study where it is involved the relationship between taste, attitude and food novelty. So, after testing the descriptive analysis, reliability analysis and Pearson correlation analysis, the result showed that all three independent variables have a significant positive relationship with international students.

To sum up everything that has been stated so far the researcher has found that international students in particular is significantly influenced by taste, attitude and food novelty in Malaysia. In this study also has provided some limitations that have been met and recommendations. Thus, this study provided useful information for future researchers to identify and know about the influence of Malay food toward international students especially. At the end, we can conclude that the international student, travellers and others are very interested in Malaysia due to the wide variety of local Malay food available. It is because of the uniqueness of the taste, the ingredient use and also the method of cooking some of the food which is new for them.

Other than that, food also related to culture where there are some international student who want to try food from the other. So, the initiative that tourism Malaysia can do is making the food court where it is a gathering place for food of various cultures. They also can do some exhibition regarding Malaysia food culture to ensure that these international student can know, taste and learn about the food. All people can come around to try the food of other cultures. In practice, this aims to add knowledge about the taste and uniqueness of food from various countries.

REFERENCES

- Aliaga, M. and Gunderson, B. (2002) *Interactive Statistics*. [Thousand Oaks]: Sage Publications.
- Alimentarium, R. (2017, January 6). Food neophobia. Retrieved November 15, 2020, from <https://www.alimentarium.org/en/knowledge/food-neophobia-0>
- Amira, S. N., & Artinah, Z. (2015). Uncertainty Avoidances among International Students towards Malay Food Acceptance. *Journal of Education and Vocational Research*, 6(1), 79-82.
- Apuke, O. D. (2017). *Quantitative Research Methods A Synopsis Approach*. Business and Management Review (Kuwait Chapter), 6(10).
- Balakumar, P., Inamdar, M. N., & Jagadeesh, G. (2013). The critical steps for successful research: The research proposal and scientific writing: (A report on the pre-conference workshop held in conjunction with the 64(th) annual conference of the Indian Pharmaceutical Congress-2012). *Journal of Pharmacology & Pharmacotherapeutics*, 4(2), 130–138.
- Barthes, R. (2008). Towards A Psychosociology of Contemporary Food Consumption. In Counihan, C. and Van Estrik, P. (Eds). *Food and Culture* (3rd Ed). (pp. 28-35). New York: Routledge
- Bartkiene, E., Steibliene, V., Adomaitiene, V., Juodeikiene, G., Cernauskas, D., Lele, V. Guiné, R. P. F. (2019). Factors Affecting Consumer Food Preferences: Food Taste and Depression-Based Evoked Emotional Expressions with the Use of Face Reading Technology. *BioMed Research International*, 2019, 2097415. doi:10.1155/2019/2097415
- Birch, L.L. (1999), “Development of food preferences”, *Annual Review of Nutrition*, Vol. 19 No. 1, pp. 41-62.
- Bryman, A., & Bell, E. (2015). *Business Research Methods*. 4th Edition. Oxford University Press
- Cardello, A. V. (2003). Consumer concerns and expectations about novel food processing technologies: Effects on product liking. *APPETITE*, 40(3), 217-33, DOI: 10.1016/S0195-6663(03)00008-4
- Chang, R.C., Kivela, J. and Mak, A.H. (2010). “Food preferences of Chinese tourists”. *Annals of Tourism Research*. Vol. 37 No. 4. pp. 989-1011.
- Cheng, T.-M., & Wu, H. C. (2015). How do environmental knowledge, environmental sensitivity, and place attachment affect environmentally responsible behavior? An integrated approach for sustainable island tourism. *Journal of Sustainable Tourism*, 23(4), 557-576.
- Creswell, J. (2003). *Research design: Qualitative, quantitative and mixed methods approach* (2nd Ed.)

- Department of Statistic Malaysia Official Portal. (2020). Current Population Estimates, Malaysia. Retrieved from https://www.dosm.gov.my/v1/index.php?r=column/ctheMeByCat&cat=155&bul_id=OVByWjg5YkQ3MWFZRTN5bDJiaEVhZz09&menu_id=L0pheU43NWJwRWVSZklWdzQ4TlhUUT09
- Dimitrovski, D. & Crespi-Vallbona, M. (2016). Role of food neophilia in food market tourists' motivational construct: The case of La Boqueria in Barcelona, Spain, *Journal of Travel & Tourism Marketing*, DOI: 10.1080/10548408.2016.1193100
- Dovey, T. M., Staples, P. A., Gibson, E. L., & Halford, J. C. (2008). Food neophobia and 'picky/fussy' eating in children: a review. *Appetite*, 50(2-3), 181–193. <https://doi.org/10.1016/j.appet.2007.09.009>
- Edwards, J., Hartwell, H. L., & Brown, L. (2010). A taste of the unfamiliar. Understanding the meanings attached to food by international postgraduate students in England. *Appetite*, 54(1), 202–207.
- Etikan, I., & Bala, K. (2017). Sampling and Sampling Methods. *Biometrics & Biostatistics International Journal*, 5(6).
- European Commission. 2020. What is Novel Food. Retrieved on December 17, 2020, from https://ec.europa.eu/food/safety/novel_food_en
- Erickson, R. P. (2008). A study of the science of taste: On the origins and influence of the core ideas. *Behavioral And Brain Sciences*, 31, 59–105.
- Fischler, C. (1988). Food, self and identity. *Social Science Information*, 27(2), 275–292. <https://doi.org/10.1177/053901888027002005>
- Frank, R. A., & van der Klaauw, N. J. (1994). As cited in Raudenbush, B., van der Klaauw, N. J., & Frank, R. A. (1995). The contribution of psychological and sensory factors to food preference patterns as measured by the Food Attitudes Survey (FAS). *Appetite*, 25(1), 1–15. <https://doi.org/10.1006/appe.1995.0037>
- Hamuddin, B., & Natsir, M. (2009). Cultural Shock and Psychological Adjustment among Indonesian Student in Malaysia: A Study of Undergraduate Student at University of Malaya.
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence-based nursing*, 18(3), 66-67.
- Hernandez, J. G. V., Rangel, A. C., & Arandia, O. (2016). A Review of Research Methods in Strategic Management; What Have Been Done, and What is Still Missing.
- Hwang, J. & Lin, T. N. (2010). Effects of food neophobia, and nutrition information on consumer acceptance of asian menu items. *Journal of Hospitality Marketing & Management*, 19(2), 171-187.
- Jang, S. S., & Kim, D. (2015). Enhancing ethnic food acceptance and reducing perceived risk: The effects of personality traits, cultural familiarity, and menu framing. *International Journal of Hospitality Management*, 47, 85–95. <http://dx.doi.org/10.1016/j.ijhm.2015.03.011>.
- Ji, M., Ipkın, W. A., Eves, A., & Scarles, C. (2016). Food-related personality traits and the moderating role of novelty-seeking in food satisfaction and travel outcomes. *Tourism Management*, 57, 387-396.

- Johns, N., Edwards, J. S. A., & Hartwell, H. (2011). Food Neophobia and the adoption of new food products. *41*(3), 201-209.
- Kawulich, B. B. (2004). Data analysis techniques in qualitative research. *Journal of Research in education, 14*(1), 96-113.
- Kim, J.H. and Jang, S. (2016), Determinants of authentic experiences: An extended Gilmore and Pine model for ethnic restaurants. *International Journal of Contemporary Hospitality Management, 28*(10), 2247-2266. <https://doi.org/10.1108/IJCHM-06-2015-0284>
- Kim, Y.G., Eves, A. and Scarles, C. (2009). "Building a model of local consumption on trips and holidays: A grounded theory approach". *International Journal of Hospitality Management, Vol. 28*. pp. 423-431.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement, 30*(3), 607-610.
- Kudo, K. (2008). Role of food neophobia, food attitudes and written information on the acceptance of novel fish products: A cross-cultural study: Portland State University.
- Lafraire, J., Rioux, C., Giboreau, A., & Picard, D. (2016). Food rejections in children: Cognitive and social/environmental factors involved in food neophobia and picky/fussy eating behavior. *Appetite, 96*, 347-357. <https://doi.org/10.1016/j.appet.2015.09.008>
- Lahteenmaki, I. and Arvola, A. (2001), "Food Neophobia And Variety Seeking Consumer Fear Ordemand For New Food Products?" In Frewer, L., Risvik, E. And Schifferstein, H. (Eds), *Food, People And Society: A European Perspective Of Consumers' Food Choices*, Springer, Berlin, pp. 161-73
- Latimer, L. A., Pope, L., & Wansink, B. J. O. (2015). Food neophiles: profiling the adventurous eater. *23*(8), 1577-1581.
- Lebron, A. (2013). What is Culture. *Merit Research Journal of Education and Review Vol. 1*(6) pp. 126-132. Retrieved from <https://www.semanticscholar.org/paper/What-is-Culture-Lebr%C3%B3n/023b0223f2673be190d6978e85f4d7fb606125ad>
- LeCompte, M. D., & Schensul, J. J. (1999). *Analyzing and interpreting ethnographic data*. Walnut Creek, CA: AltaMira Press.
- Lin, J. C. G. & Yi, J. K. (1997). Asian International Students' Adjustment: Issues and Program Suggestions. *College Student Journal, 31*(4): 473-479
- Ling, L. Q., Karim, M. S. A., Othman, M., Adzahan, N. M., & Ramachandran, S. (2010). Relationship Between Malaysia Food Image, Tourist Satisfaction and Behavioural Intention *Special Issue of Tourism & Hospitality, 164-171*.
- Lyman, B. (1989). Changing food likes and dislikes. In *A Psychology of Food* (pp. 139-153): Springer.
- Mannur, A. (2010). *Culinary Fictions. Food in South Asian Diasporic Culture*. Philadelphia: Temple University Press.

- Memon, M. A., Mirza, M. Z., Lim, B., Umrani, W. A., Hassan, M. A., Cham, T. H., & Shahzad, K. (2020). When in Rome, do as the Romans do. *British Food Journal*, 122(6), 1953-1967. doi:10.1108/BFJ-09-2018-0636
- MOHE (2020), *Statistik Pendidikan Tinggi Malaysia: Kementerian Pengajian Tinggi Malaysia*
- Mukaka M. M. (2012). Statistics Corner: A guide to appropriate use of correlation coefficient in medical research. *Malawi Medical Journal*, 24(3), 69–71.
- Mukesh Kumar, Salim Abdul Talib, & T Ramayah. (2012). *Business Research Methods: Oxford Fajar/Oxford University Press*.
- Nor, N. M., Sharif, M. S. M., Zahari, M. S. M., Salleh, H. M., Isha, N., & Muhammad, R. (2012). The Transmission Modes of Malay Tradition Food Knowledge within Generation.
- Obilor, E. I., & Amadi, E. C. (2018). Test for Significance of Pearson's Correlation Coefficient. *International Journal of Innovative Mathematics, Statistics & Energy Policies*, 6(1), 11-23.
- Omar, S. R., Karim, S. A., & Omar, S. N. (2015). Exploring International Tourists' Attitude and Perception: In Characterizing Malaysian Heritage Food (MHF) as a Tourism Attraction in Malaysia *Social Science and Humanity*, 5(3).
- Omar, S. R., Karim, S. A., Bakar, A. Z. A., & Omar, S. N. (2015). Safeguarding Malaysian Heritage Food (MHF): The impact of Malaysian food culture and tourists' food culture involvement on intentional loyalty. *Procedia-Social and Behavioral Sciences*, 172, 611-618
- Oribhabor, C. B., & Anyanwu, C. A. (2019). Research Sampling and Sample Size Determination: A practical Application. *Educational Research (Fudjer)*, 2(1), 47-56.
- Perry, M. S. (2017). Feasting on Culture and Identity: Food Functions in a Multicultural and Transcultural Malaysia. *The Southeast Asian Journal of English Language Studies*, 23(4), 184-199. <http://doi.org/10.17576/3L-2017-2304-14>
- Pliner, P., & Hobden, K. (1992), "Development of a scale to measure the trait of food neophobia in humans", *Appetite*, Vol. 19 No. 2, pp. 105-20.
- Pliner, P. and Salvy, S.J. (2006). "Food Neophobia in Humans". in Shepherd, R. and Raats, M. (Eds.). *The Psychology of Food Choice*. CABI. Oxfordshire. pp.75-92.
- Poyrazli, S. & Grahame, K. M. (2007). Barriers to Adjustment: Needs of International Students Within a Semi-urban Campus Community. *Journal of Instructional Psychology*. 34(1): 28-46
- Prescott, J, Young, O. A, Zhang, S, & Cumming, T. Effects of added "flavour principles" on liking and familiarity of a sheepmeat product: A comparison of Singaporean and New Zealand consumers. *Food Quality and Preference*, 15, 187-194.

- Previato, H. D. R. A., & Behrens, J. H. (2017). Taste-related factors and food neophobia: Are they associated with nutritional status and teenagers' food choices?
- Raji, M. N. A., Karim, S. A., Ishak, F. A. C., & Arshad, M. M. (2017). Past and present practices of the Malay food heritage and culture in Malaysia. *Ethnic Foods*, 4(4), 221-231.
- Sibal, V. (2018). Food: Identity Of Culture And Religion. *Scholarly Research Journal For Interdisciplinary Studies*, 6(46), 10908- 10915.
- Silva-Lugo, J. (2016). *Statistical Package for the Social Science (SPSS) and Sample Power*.
- Siliyew, K. J. (2019). *Research Design and Methodology*. Retrieved on December 17, 2020, from <https://www.intechopen.com/online-first/research-design-and-methodology>
- Sivrikaya, K. K., & Pekersen, Y. (2020). The impact of food neophobia and sensation seeking of international tourists on the purchase intention of traditional Turkish food. *Gastronomy and Food Science*.
- Stallberg-White, C., & Pliner, P. (1999). The effect of flavor principles on willingness to taste novel foods. *Appetite*, 33(2), 209–221.
- Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *Academic Research in Management (IJARM)*, 5(2), 18-27.
- Taufiki, R., & Dawi, A. H. (2013). Isu Sosial Dan Akademik Dalam Kalangan Pelajar Antarabangsa Indonesia Di Universiti Pendidikan Sultan Idris. *Bitara UPSI*, 6.
- Thurstone, L. L. (1946). Comment. *American Journal of Sociology*, 52, 39-50.
- Travers R. (1978), *Introduction to Educational Research*, (4th Ed.), McMillan, London.
- Tseng, W. C., & Newton, F. B. (2002). International Students' Strategies for Well-Being. *College Student Journal*. 36(4): 591-597
- Turner, A. G. (2003). Sampling frames and master samples.
- Verbeke, W., & Lopez, G. (2005). A Longitudinal Application of the Theory of Reasoned Action to Women's Career Behavior. *British Food Journal*, 107(11), 832-840. doi:<https://doi.org/10.1016/j.cofs.2019.09.004>
- Walliman, N. (2010), *Research methods: The basics*, Routledge, London and New York
- Wan Hafiz, W.Z.S., TOH, P. S., & Hamdin, S. (2008, 29 May). Hawker Food Culture: The Impact on Urban Consumers' Food Preference Paper presented at the The 1st Malaysian Gastronomic - Tourism Conference, Petaling Jaya.
- Weijter, B., Cabooter, E., & Schillewaert, N. (2010). The effect of rating scale format on responsible styles: The number of response categories and response category labels. *International Journal of Research in Marketing*, 27(3), 236-247.

Williams, C. (2007). Research Methods. *Business & Economic Research*, 5(3).

Williamson, J., & Hassanli, N. (2020). It's all in the recipe: How to increase domestic leisure tourists' experiential loyalty to local food. *Tourist Management Perspectives*.

Worchel, S. and Cooper, J. 1983. *Understanding social psychology*, 3rd ed., Homewood, IL: Dorsey.

Wim Verbeke, & Lopez, G. P. (2005). Ethnic food attitude and behaviour among Belgians and Hispanics living in Belgium. *British Food*, 107(11), 823-840.



APPENDIX



THE INFLUENCE OF MALAY FOOD TOWARD INTERNATIONAL STUDENT

Dear Respondents,

We are an Undergraduate of Bachelor's degree in Entrepreneurship (Hospitality) with Honor, from the Faculty of Hospitality, Tourism and Wellness (FHPK), University Malaysia Kelantan (UMK), Pengkalan Chepa, Kota Bharu. We are currently conducting a research on "The Influence of Malay Food towards International Student". In filling out this questionnaire, we would like to express our sincerity to you. The data collected can only be used for academic study, and writing. It would be great if you can spend approximately 3-5 minutes to answer this survey. Your participation in this study is highly appreciated. Finally, thank you for your help in this analysis and delivery.

Yours sincerely,

Chan Tian Ci	(H18A0069)
Che Amierul Azmi bin Che Azmi	(H18B0812)
Anis Adilla binti Mohamad Azlan	(H18A0045)
Nur Alia Syahamah binti Supian	(H18A0707)

SECTION A: Demographic Profile

Please (√) the appropriate answer or fill in the detail in the column provided.

1. Gender

- () Male
- () Female

2. Age

- () 19 – 25 years old
- () 26 – 30 years old
- () 31 – 40 years old
- () 41 and above years old

3. Nationality

4. Marital Status

- () Single
- () Married
- () Divorced
- () Other



SECTION B: The Influence of Malay food

Please indicate your answer on the following statement by circling the numbers given ranging from:

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

NO	QUESTION					
1	I would like to try something new and exciting	1	2	3	4	5
2	I only dine at places where I feel that it is clean	1	2	3	4	5
3	I would like to recommend Malay food to my friends and family	1	2	3	4	5
4	I will revisit Malaysia for Malay food	1	2	3	4	5
5	Eating Malay food adds to my visiting enjoyment	1	2	3	4	5
6	Malay food contributes to my eating pleasure	1	2	3	4	5

UNIVERSITI
MALAYSIA
KELANTAN

SECTION C: Taste

Please indicate your answer on the following statement by circling the numbers given ranging from:

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

NO	QUESTION					
1	I would like to try new food that have similarities taste with my familiar food	1	2	3	4	5
2	If I don't know what is in a food, I won't try it	1	2	3	4	5
3	Taste of new food is different from the familiar food	1	2	3	4	5
4	I enjoyed the Malay food because the taste is moderately unique	1	2	3	4	5
5	I don't trust new food.	1	2	3	4	5
6	I am afraid to eat food that I have never had before.	1	2	3	4	5

SECTION D: Food Novelty

Please indicate your answer on the following statement by circling the numbers given ranging from:

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

NO	QUESTION					
1	I like food from different culture	1	2	3	4	5
2	I will try new food	1	2	3	4	5
3	I'll try new dish although one of its ingredients is something I don't like	1	2	3	4	5
4	I am constantly trying new and different food	1	2	3	4	5
5	I enjoy trying unusual food.	1	2	3	4	5
6	I am never afraid to eat things that I have never had before	1	2	3	4	5

SECTION E: Attitude

Please indicate your answer on the following statement by circling the numbers given ranging from:

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

NO	QUESTION					
1	I would like to trying new food that are recommended by friends	1	2	3	4	5
2	I would like to try new food based on others experience	1	2	3	4	5
3	A bad experience would keep me from trying a food again	1	2	3	4	5
4	I enjoyed eating Malay food	1	2	3	4	5
5	I was encouraged to try new food	1	2	3	4	5
6	I would like to try and experience new food	1	2	3	4	5

TURNITIN RESULT

H25 PPTA

ORIGINALITY REPORT

22% SIMILARITY INDEX	10% INTERNET SOURCES	6% PUBLICATIONS	16% STUDENT PAPERS
--------------------------------	--------------------------------	---------------------------	------------------------------

PRIMARY SOURCES

1	Submitted to Universiti Sains Islam Malaysia Student Paper	3%
2	Submitted to Universiti Malaysia Kelantan Student Paper	2%
3	Submitted to Universiti Teknologi MARA Student Paper	2%
4	Submitted to Institute of Graduate Studies, UiTM Student Paper	2%
5	ir.umk.edu.my Internet Source	1%
6	Submitted to University of Leeds Student Paper	1%
7	core.ac.uk Internet Source	1%
8	ir.mu.ac.ke:8080 Internet Source	1%
9	Mohd Nazri Abdul Raji, Shahrim Ab Karim, Farah Adibah Che Ishak, Mohd Mursyid	<1%

FYP FHPK