# THE IMPACT OF FOOD CULTURE IN MALAYSIA TOURISM INDUSTRY

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Date: 08/01/2023

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**Abbreviation**

MHF                Malaysian Heritage Food

# ABSTRACT

Research publications often include one of the most important elements determining how tourists feel about food culture and its effects in Malaysia. We now have flexible employment thanks to a cultural shift in how we identify and want to do our work. However, more research still needs to be done on tourists' intentions to visit Kelantan for local food. Therefore, this study was done to fill the gap. The objectives of this study were to examine the relationship between quality value, emotional value, food destination image, and health value and tourists' intentions to visit Kelantan for local food. This study used a quantitative and convenience sampling method to collect data from 384 respondents who intend to visit Kelantan using an online questionnaire. The data were analysed using SPSS, whereby the statistical tests used in this study include the Reliability Test, Descriptive Test, and Hypothesis Testing (Pearson Correlation). Based on the findings, quality value, emotional value, food destination image, and health value positively correlate to the tourists' intentions to visit Kelantan for local food. This study has further strengthened the claim of previous research on how independent variables influence the dependent variable. Lastly, the findings will add to the research on food tourism and destination marketing. Furthermore, Kelantan tourism authorities and local businesses may use the study's results to design successful strategies for marketing local food experiences and attracting more tourists.

**Keywords:** Quality Value, Emotional Value, Food Destination Image, Health Value

# CHAPTER 1

# INTRODUCTION

## 1.1    INTRODUCTION

Our nation's resources heavily include the tourism industry. For poor nations and emerging economies, tourism presents fantastic prospects. It boosts the local economy, supports the construction of local infrastructure, generates jobs, protects the environment, preserves cultural heritage, and fights poverty and inequality. Food now plays a role in the tourism sector. The tourism industry is greatly impacted by food culture.

## 1.2    BACKGROUND OF STUDY

Particularly in the current era of globalization, tourism is quickly developing to become a major sector. Since there would be no tourism without tourists, the tourism business should concentrate more on their viewpoint. Based on their intended purpose, tourists are more likely to visit a region or site of interest that is packed with attractions. Some of them travel back and forth frequently to the same nation or location, perhaps to take in the beautiful scenery, learn something from its rich history, explore its adventurous

landforms, and so on. Others might travel to more exotic locations for business, pleasure, or to further their education. Tourists naturally have a strong propensity to explore new places and eat cuisine as part of their leisure activities, despite the fact that there are many different reasons to travel.

An expedition or journey motivated by a passion for food and drink is referred to as "gastronomy" or "culinary tourism" (Santich, 2004). Therefore, experiencing new cultures through their food and drink is what drives most people to travel (Wolf, 2002: Santich, 2004). These experiences help create lifelong memories. On average, tourists spend more money when they are away from home. Culinary tourists, on the other hand, would seek out a singular and distinctive experience when traveling. Similar to how culinary tourism develops, food-related products like food and wine routes, travel-related books, and vacation packages will increase as food becomes a must-have experience for tourists. Investigating how the use of local foods affects the value of tourist food consumption is a crucial issue because it enables us to comprehend how tourists view a destination and forecast their future actions (Choe and Kim, 2018). According to Cheng and Huang (2015), people today are open to the idea of trying different foods, which influences their desire to travel. This shows the potential worth of Malaysian cultural heritage cuisine as a resource to increase tourism related revenue. The tourism business is greatly influenced by food.

Additionally, Malaysia's delectable cuisine has a great chance to portray Malaysia's identity on a global scale. The tourism industry can be strengthened by great food, which also encourages customer loyalty and repeat business. Food represents a community's origins and identity from a cultural perspective (Sims, 2009). It is regarded as a crucial element for tourist to acquire great experiences and is evolving into a crucial platform for commercial reasons. Malay, Chinese, Indian, and other cuisines with their

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own distinctive cooking styles can all be classified as MHF in the context of Malaysia. Traditional foods may help maintain a country's culinary legacy and culture, preserving them for the benefit of coming generations, as well as allowing tourists from around the world to enjoy the local gastronomic delights.

The pursuit of unique and remarkable dining and drinking experiences is known as "culinary tourism." In other words, it is composed of the opinions and satisfactions of tourists regarding the flavours of food and beverages (Guan 2012). It is essential to supply and create not only a range of foods but also intriguing cuisines in order to maximize tourist happiness. As a result, it will significantly impact customer loyalty and raise the standard of tourism services in our nation. Additionally, it is essential for bringing in more tourists to Malaysia because it will have a big impact on how loyal and frequently those tourists return (Seo et al., 2017).

## 1.3    PROBLEM STATEMENTS

Quality value is an important issue in tourism. Consumers weigh various value dimensions, including quality, enjoyment, value for money, society, and trade-offs while making decisions (Awuni and Du, 2016). According to Choe and Kim (2018), positive attitudes can be created from the quality of tourists' dining experiences, such as food taste, sensory aspects of food, and food service. This will help boost the food tourism industry because tourists who visit the country will visit again or recommend that others travel there. However, different tourists may have significantly different opinions about how good food is, making it difficult for tourist spots to satisfy the varied preferences and expectations of their tourists. Other than that, a lack of food quality value can harm a

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destination's image, leading tourists to seek other destinations that provide better dining experiences. Kim and Eves (2012) stated that in order to foster positive attitudes, the quality of tourists' dining experiences, particularly in terms of food flavour, food sensory features, and food services, is crucial. The value of quality is a key to long-term success in the present business environment and the sole factor that influences customers' attitudes (Sweeney and Soutar, 2001).

Somehow, food can trigger feelings in a certain way. It can be in the way it's presented or how it tastes. Gonçalves et al. (2016) defined emotional value as the perceived experience brought on by a service or good that elicits affective states or sentiments. A lack of emotional value can harm a destination's reputation, forcing tourists to seek other places that can give them more pleasant and memorable experiences. Furthermore, it may lead to a decrease in repeat tourism and tourism loyalty, as tourists may be less inspired to return to a site that did not give them favourable emotional experiences. Additionally, customers' assessments of hospitality and tourism products are influenced by emotional factors (Ha and Jang, 2010). Tourists also may find comfort foods through travels to Malaysia. This can enhance food tourism in Malaysia.

Other than that, a destination's food image can also attract tourists to visit it. Every place in the world has its own food signature, same goes with Malaysia. According to Bianchi (2017), a destination can attract more tourists if they promote their local food in the right way. A product or service can influence an image (Phau et al., 2014). Both cognitive and affective multidimensional concepts in the destination food image show how evaluations are connected to form overall tourist attitudes (Phau et al., 2014; Tasci and Gartner, 2007). If the local food at a destination satisfies the tourists, they will highly rate the local food and be attracted by the destination (Guan, 2012). A destination's tourism industry might suffer from a lack of favourable food images since it discourages

tourists from visiting and causes them to spend less money on food-related events. Poor food image can be caused by a number of causes, including poor food quality, limited eating selections, a lack of diversity, and unpleasant dining surroundings. When a person enjoys their food, it will motivate them to visit that place again.

Health value is one of the important factors for the food tourism industry, as it can influence tourists to visit a destination. To foster a charming culinary involvement in a goal, sightseers ought to be protected from wellbeing dangers, especially those related to security and cleanliness issues (Choe and Kim, 2018). Kim et al. (2009) contend that voyagers are concerned with the nourishment of wellbeing esteem in their voyages and their goals (Mak et al., 2012). Street food is famous among food tourism and it goes the same way in Malaysia. Malaysia is well-known for our street-food culture. For example, we have stalls that sell mee-goreng, satay, burgers, roti john, etc. However, these types of Malaysian food cultures need to be extra-aware of their hygiene since their business place doesn't have complete equipment, such as a sink. Malaysia's food tourism industry must have its own brand alongside high quality and authenticity. Since #eatclean is becoming a trend day by day, tourists must have various options for healthy diet food culture. This can be a chance for Malaysia to enhance the food tourism industry.

Studies related to food tourism have been carried out. Among them is a study on tourists' behaviour intentions (Hasan et al., 2019; Mohamad et al., 2022; Pandža Bajs, 2015), factors influencing tourists to return (Rousta and Jamshidi, 2020), tourists' attitudes toward local food (Chavarria and Phakdee-auksorn, 2017; Choe and Kim, 2018), and the relationship between destination image, food image, and revisiting (Lertputtarak, 2012). Many studies have been conducted in countries such as Malaysia (Mohamad et al., 2022), Thailand (Lertputtarak, 2012; Chavarria and Phakdee-auksorn, 2017), China (Choe and Kim, 2018), Iran (Rousta and Jamshidi, 2020), Croatia (Pandža Bajs, 2015),

and Bangladesh (Hasan et al., 2019). However, there are still too few studies related to tourists' intentions to visit Kelantan for local food. According to Choe and Kim (2018), this study was conducted to fill the gap. Due to the need for further research on Malaysian tourism, studies on the relationship between tourists' intentions to visit Kelantan for local food and its quality, emotional value, food destination image, and health value have been conducted.

## 1.4    RESEARCH OBJECTIVES

1) To examine the relationship between quality value and tourists' intentions to visit Kelantan for local food.

2) To examine the relationship between the emotional value and tourists' intentions to visit Kelantan for local food.

3) To examine the relationship between food destination image and tourists' intentions to visit Kelantan for local food.

4) To examine the relationship between health value and tourists' intentions to visit Kelantan for local food.

## 1.5    RESEARCH QUESTIONS

RQ1: What is the relationship between quality value and tourists' intentions to visit Kelantan for local food?

RQ2: What is the relationship between emotional value and tourists' intentions to visit Kelantan for local food?

RQ3: What is the relationship between the food destination image and tourists' intentions to visit Kelantan for local food?

RQ4: What is the relationship between the health value and tourists' intentions to visit Kelantan for local food?

## 1.6    SIGNIFICANT OF THE STUDY

This study has several important aspects, among them the importance of knowledge about the factors that influence tourists to visit a destination for food tourism. With this knowledge, it can increase the number of tourists who visit Malaysia as well as increase the country's income.

This study contributes to a few aspects, which are theoretical and practical aspects. From the theoretical aspect, this study applies consumption value theory to the context of tourists experiencing local food. Based on the theory of consumption values, consumers' behaviour is impacted by several consumption values, including functional, emotional, social, and epistemic values. Each consumption value contributes differently depending on the various contexts (Sheth et al., 1991). Many researchers have applied the concept

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of consumption value to food consumption in tourism. The previous study stated that functional value has a broad meaning, such as quality value, price value, or some other specific functional (Finch et al., 1998; Finch, 2006; Perrea et al., 2015). This study is also important because it can add data to the literature related to the influence of attitudes toward local food in tourism studies in Malaysia. It can also be used as a reference for tourism's students in the future. In addition, it will also contribute to the framework in the area of research.

As for the practical aspect, this study is beneficial to the tourism players, such as tourist agents, airlines, cruise operators, and restaurants. The community will be able to realize the significance of quality value, emotional value, food destination image, and health value in influencing tourists' intentions to revisit the destination for food tourism. Furthermore, this research will help the tourism agencies improve their tourism services in the future. It can also help the tourism industry improve its marketing and positioning strategies to attract tourists to visit Malaysia.

## 1.7 DEFINITION OF TERMS

### 1.7.1 The Attitude Toward Local Food

The definition of "attitude toward local food" is when a consumer decides to acquire a local product and thinks about traditional taste, authenticity, health, and similar attributes. Attitude toward local food is the quality of tourists' dining experiences,

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specifically in terms of food taste and sensory aspects, and food services are important to create positive attitudes (Choe and Kim, 2018).

### 1.7.2 Quality Value

As explained by Mosavi and Ghaedi (2013), the food quality dimensions included flavor, aroma, diversity, freshness, appealing presentation, texture, juiciness, serving temperature, and healthfulness. One of the things that influences tourists' intentions to return to a place is the quality of the local food (Lertputtarak, 2012). According to Pendergast (2006), health issues, travel disruptions, and tarnished reputations for destinations can all be caused by poor quality and service.

### 1.7.3 Emotional Value

Gonçalves et al. (2016) stated that a service's or product's perceived experience that results in affective states or sentiments is known as its emotional value. Consumers' opinions of tourism goods and hospitality are also influenced by emotional value (Pelegrin Borondo et al., 2017).

### 1.7.4 Food Destination Image

Food destination image is a multidimensional cognitive and affective concept that shows how evaluations are interlinked to form an overall tourist attitude (Phau et al., 2014). Silkes et al. (2013) argue that tourists' local food experiences elicit an emotional identification and connection with a destination food of tourism, and such cultural experiences may leave a persistent impression on tourists.

### 1.7.5 Health Value

Health value has been identified as an important consumption value in tourists' food consumption (Kim and Eves, 2012). "Health value" was positively associated with "attitude toward local food,", and this relationship confirmed the hypothesis. Torres (2002) finds it important to deliver health benefits to health-conscious tourists. To shape a pleasant culinary experience in a destination, tourists should be protected from health risks, particularly those related to safety and hygiene issues. Kim et al. (2009) argue that tourists are concerned with the food health value of their travels and their destinations.

### 1. 8   CHAPTER SUMMARY

This chapter is written as an introduction to explain the relationship between the local food culture in Malaysia and the tourism industry. It focuses on identifying the problem statements, research objectives, research questions, and significant aspects of the study related to the impact of food culture on the Malaysian tourism industry. Finally, the

definition of the term will be revealed in this chapter. The next chapter will discuss on literature review of this research.

# CHAPTER 2

# LITERATURE REVIEW

## 2.1    INTRODUCTION

In this chapter, this study would focus on the independent and dependent variables of the study. There are four independent variables listed in the literature review on the study of the impact of food culture on the Malaysian tourism industry. This chapter concludes with the conceptual framework of the analysis, which Chapter 3's methods part will operationalize.

## 2.2    LITERATURE REVIEW

### 2.2.1   Quality Value

Quality value has a positive relationship with tourists' attitudes toward local food. Despite the local cuisine's variations from the food, they are accustomed to in terms of

product qualities. To foster good attitudes, the quality of tourists' dining experiences, namely in terms of food flavour, food sensory features, and food services, is crucial.

The results showed that "taste/quality value" was positively related to "attitude toward local food," as a result of which hypothesis 1 was confirmed. Other studies (Choe and Kim, 2018; Kim and Eves, 2012; Kivela and Crotts, 2006) also confirmed this outcome, which suggested that tourists who perceived a high-quality value in Persian food were likely to have a positive attitude toward local food in Shiraz. In terms of quality, quality value as a functional value (Peng et al., 2014; Turel et al., 2010) represented customers trust in the service/product and this trust could add a considerably positive weight to customers' overall attitudes and value-related perceptions (Para suramin and Grewal, 2000; Peng et al., 2014).

The food quality was significantly associated with the positive evaluation of the food experience in a destination (Choe and Kim, 2018). According to Quan and Wang (2004), tourists were visibly interested in high standard food qualities in a destination. In a touristic area, then, the functional utility of local food for tourists could inspire tourists to try local food (Choe and Kim, 2018). Long-term success depends on the importance of quality, which is the sole factor that can influence how tourists feel.

### 2.2.2   Emotional Value

Tourist attitudes toward regional cuisine are positively related to emotional value. The perceived impression that results from a service or product and elicits affective states or sentiments is referred to as "emotional value" (Gonçalves et al., 2016). Peng et al.

(2014) stated that customers give a product or service a higher emotional value when they are more satisfied with it. Tourists express high emotional value when they are satisfied with the food at their destination. Tourists prefer local food to eat since it is likely different from their regular diet, and they do so for both emotional pleasure and energy, thus they frequently anticipate getting positive emotional advantages (Choe and Kim, 2018). When tourists are satisfied with the local food; they would like to visit the destination again in the future.

Emotional value is essential to luring tourists back to a location. Sánchez et al. (2006) stated that, in assessing a destination's perceived worth, emotional advantages might be important since they affect tourists' propensity to travel and satisfaction levels. Tourism activities like food sampling and leisure travel incorporate emotional qualities like enjoyment and fun (Sanchez et al., 2006). According to Ha and Jang (2010), consumers who view themselves as gaining emotional value, such as delight, after consuming ethnic foods are satisfied and likely to visit an ethnic restaurant.

Eating local food when visiting a foreign tourist destination is meaningful since it will enhance the experience and elicit pleasurable emotions. Lee, Lee and Choi (2011) say that emotional components "create distinction, value, satisfaction, trust, and loyalty by meeting human needs.". Tourists' happiness and behavioural intentions are influenced more by the emotional side of value than by its functional aspect (Lee et al., 2011). In addition to solving the problem of hunger, food also provides tourists with the opportunity to experience local culture and positive emotions (Long, 2004). Therefore, it may be assumed that enjoying local food provides tourists with significant emotional benefits (Choe and Kim, 2019).

### 2.2.3 Food Destination Image

Image is an element of tourists' perception and emotional and cognitive interpretation, claim Dobni and Zinkhan (1990). Therefore, as stated by Echtner and Ritchie (1991), a destination picture is an impression that tourists form in their thoughts by some manner of association selection. Researchers characterized "destination image" in terms of cognitive (belief) and affective (feeling) components (Byon & Zhang, 2010).

One factor that needs to be considered in research is how valuable people regard the food image (Tsai and Wang, 2017). Since tourists' behavioural intentions seem to be substantially influenced by food image (Sims, 2009). Therefore, a city's reputation for its cuisine can influence tourists' behaviour (Tsai and Wang, 2017). Tourists' attitudes toward local food have a positive relationship with the destination's food image. Choe and Kim (2018) stated that it is widely known that many countries use a destination's food image as a marketing strategy. A product/service stimulus has an impact on an image, according to Phau et al. (2014). Guan (2012) notes that tourists who give the local cuisine high marks also think favourably of the destination and exhibit general happiness with their trip.

Therefore, the country's image for its cuisine can enhance tourists' behaviour. For example, when people eat Korean food, their perception of the country improves, which may encourage tourists to travel to Korea for food tourism (Kim et al., 2012). The destination's food image had a positive impact on tourists' behavioural intentions, particularly their likelihood to return. Kim et al. (2014) also mentioned that tourists' tendencies to suggest a place to others and want to return are both correlated with their perception of the food in that country as being good. These findings highlight the

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importance of place image as a deciding element in tourists' destination decisions (Ramkissoon et al., 2009).

### 2.2.4 Food Health Value

In addition to taste and quality value, health is an important concern for tourists (Choe and Kim, 2018). Food health value and tourists' perceptions of regional cuisine are positively correlated. When tourists are looking at culinary options, health value is a crucial factor. In the context of tourists' food intake, several studies have recognized health benefits as a key consumption value (Kim and Eves, 2012; Sparks et al., 2003; Torres, 2002). Delivering health benefits to health-conscious tourists is vital, according to Torres (2002). Tourists should be free of health concerns, especially those linked to hygiene and safety issues, in order to enjoy enjoyable culinary experiences at a place.

Given that eating habits are one of the key components of the tourism industry, food tourism is a current concern for destination managers, academics, and marketers (Henderson, 2009; Robinson and Getz, 2014). Since food has always been a major draw for tourists, several destinations have made an effort to provide unique culinary experiences to guests (Cohen and Avieli, 2004; Tsai and Wang, 2017). Because it is a representation of national, regional, and individual identities, local food can improve the perception of a place (Bessière, 1998; Chang et al., 2010; Henderson, 2009). Understanding how the consumption of local cuisine contributes to the value of tourism is a crucial subject because it allows for the prediction of future behaviour and the understanding of how tourists perceive a location (Choe and Kim, 2018). According to

Hall et al. (2004) and Quan and Wang (2004), one of the things that motivates people to travel is their desire to try a variety of foods (Cheng and Huang, 2015).

According to research by Kim and Eves (2012) and Sparks et al. (2003), tourists' food consumption has been found to place a strong emphasis on health advantages. According to Torres (2002), it's critical to provide tourists who care about their health with health benefits. Tourists should be shielded from health risks, especially those connected to safety and sanitary concerns, to help create a pleasant culinary experience in a place (Choe and Kim, 2018). According to Kim et al. (2009), tourists are concerned about the healthfulness of the food at both their origins and destinations (Mak et al., 2012). The idea of food consumption is significant in the literature on hospitality. Although its importance in ensuring tourists have a positive travel experience and influencing tourists' opinions of a place is recognized, the influence of tourists' consumption of local food on tourist behaviour is still a poorly researched area.

## 2.2.5   Tourists' Intentions to Visit Kelantan for Local Food

The items gathered from prior research were used to analyse the desire to visit a food tourism area and the intention to suggest local food (Choe and Kim, 2018; Hsu and Chen, 2014). As stated by Hall (2001), food is the primary contributor to the desire for tourists worldwide to visit a particular location (Hanan & Aminuddin, 2012). According to Choe and Kim (2018), the favourable sentiments of diners towards Korean food impacted and motivated them to travel to Korea. Other than that, the enjoyment of Korean cuisine improved the country's national image, which may encourage customers to visit Korea for food tourism (Kim et al., 2012).

In addition, restaurant experience also important to attract tourist to visit the destination. According to Kivela and Crotts (2005), restaurant experiences and local food considerably impact tourists' overall satisfaction with their vacation to Hong Kong. Phillips et al. (2013) stated that tourists' behavioural intention may be classified into two categories, which are intention to visit food tourism area and intention to suggest local food to others.

According to Syahida and Zainal (2014), local food in Kelantan is food that is embraced by the local population because of its distinctiveness and ability to impact the growth of Kelantan tourism. It can be a pull factor for tourists to visit Kelantan to try their local food. As Kline et al. (2018) stated, local food has become a draw factor for tourists to visit a particular area and is a significant addition to the whole travel experience.

## 2.3 HYPOTHESIS

To develop positive attitudes, the quality of dining experiences for tourists, particularly in terms of quality food, food sensory elements, and food services, is important (Choe and Kim, 2018; Kim and Eves, 2012). According to Sweeney and Soutar (2001), the value of quality is essential to long-term success and the only factor that can accurately predict customers' attitudes.

According to Ha and Jang (2010), customers who feel as though they have gained emotional value (such as excitement, pleasure, relaxation, or enjoyment) from eating ethnic foods are satisfied and open to visiting an ethnic restaurant again. The concept of a destination food image is cognitive and affective on different levels, illustrating how evaluations are connected to create a general visitor mindset (Phau et al., 2014; Tasci and Gartner, 2007). According to Kim and Eves (2012) and Sparks et al. (2003), tourists' food consumption has been found to place a strong emphasis on health advantages. Therefore, it has been suggested to test the following research hypotheses:

**H1:** There is a relationship between quality value and tourists' intentions to visit Kelantan for local food.

**H2:** There is a relationship between emotional value and tourists' intentions to visit Kelantan for local food.

**H3:** There is a relationship between food destination's image and tourists' intentions to visit Kelantan for local food.

**H4:** There is a relationship between food health value and tourists' intentions to visit Kelantan for local food.

## 2.4    CONCEPTUAL FRAMEWORK

Based on the prior literature study, the researchers have created a framework to investigate the relationship between quality value and tourists' attitudes, emotional value and tourists' attitudes (Choe and Kim, 2018), destination food image and tourists' attitudes (Lertputtarak, 2012), and food health value and tourists' attitudes (Rousta and Jamshidi, 2020). Therefore, the current study creates a conceptual framework and suggests that quality value, emotional value, destination food image, and food health value have a positive relationship with tourists' attitudes toward local food.
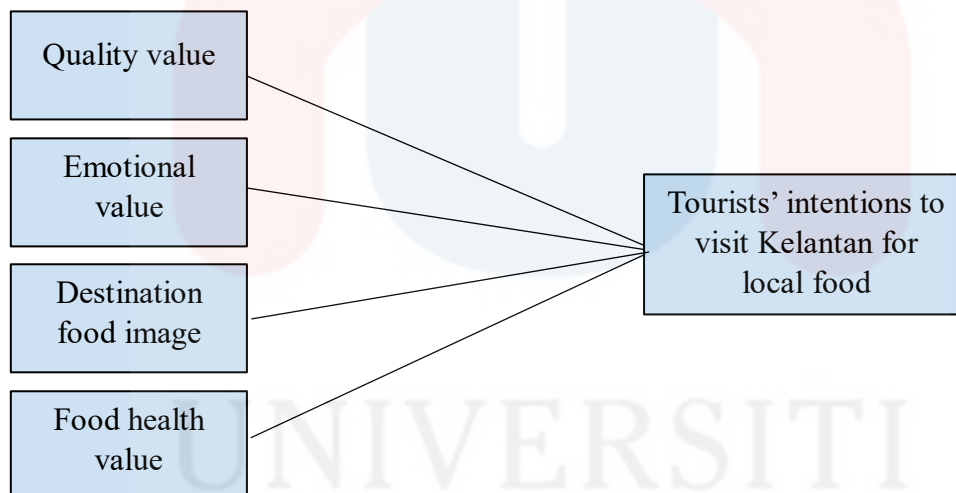


Figure 2.1: Conceptual Framework

## 2.5    CHAPTER SUMMARY

In conclusion, as they are what drive the research process, the significance of dependentand independent variables cannot be understated. A variable, as opposed to a constant, isjust anything that may change, and many researchers constantly look at the relationship between these two variables to determine the research's hypothesis. The quality value, emotional value, destination food image, and food health value have all been explored inthis chapter as independent variables, while the tourists' intention to visit Kelantan for local food have been discussed as a dependent variable. Every independent variable's link to each dependent variable, as well as the conceptual underpinnings of the framework and the hypothesis, are crucial. The next chapter will discuss on the methodology of this research.

# CHAPTER 3

# METHODOLOGY

## 3.1    INTRODUCTION

This chapter starts with the analysis used to complete the study. The methodology used to perform this report is the research design, the target population, the sample size, the sampling method, the data collection procedure, the research instruments, the data analysis, and the summary, which will be the final in this chapter. In short, the approach used in this study has been explained.

## 3.2    RESEARCH DESIGN

The methods and processes used to gather and analyse data on the variable stated in the problem investigation are collectively referred to as the research design. This study uses a quantitative research methodology. Collecting and evaluating numerical data is the process of quantitative research. Patterns and averages can be found, forecasts can be made, causality can be tested, and results can be extrapolated to larger groups. This study

employed a questionnaire-based survey for its data collection. The researchers also were consulted other publications and articles pertaining to food culture to make sure we conducted this research accurately. By doing this, we can make sure that we have a greater understanding of how food culture generally affects tourism.

## 3.3    POPULATION

A population is a large group of people or things that are the subject of a scientific inquiry. In contrast, a study population is a well-defined group of people or things that are known to share certain traits. The population is commonly known as "N.". Visitors visiting Malaysia are among the respondents who would be taking part in this study. 1,245,278 people were recorded as visitors to Malaysia (Tourism Malaysia, 2022). A researcher must identify the targeted responder when conducting research since, without one, she will not acquire the information she seeks (Alwi et al., 2019).

The target audience for the study is tourists in Malaysia. Because they are more aware about food culture and consistently keep up with changes in the tourism business, tourists were chosen as responders. The Malaysian nation is where the study would be carried out. This is a result of the availability of different cuisines that are native to Malaysia and deserve to be well-known on a global scale.

## 3.4 SAMPLE SIZE

The sample size is the number of people who took part in the study or got the results. In order to choose a sample from a general population, sampling techniques are used. Correct sampling techniques are crucial for removing bias from the selection process. They may also make it possible to obtain samples with less money or effort. Simple random sampling is one of the most common sampling techniques.

The method that would be used to find the sample size in this study is the Krejcie and Morgan sampling tables. The Krejcie and Morgan Sampling Method is one of the most commonly used methods. Krejcie & Morgan (1970) developed a table utilising the sample size formula for a finite population to make figuring out the sample size for a sample size easier. Usually, n is used to express this number. The size of a sample, the precision of our estimates, and the ability of the analysis to make conclusions are two statistical qualities that are affected by these factors. As suggested by Krejcie and Morgan (1970), in this study we were going to use the Krejcie and Morgan Sampling Method to determine the population and the number of respondents for our research.

Table 3.1

Table for Determining Sample Size of a Known Population

| N | S | N | S | N | S | N | S | N | S |
|---|---|---|---|---|---|---|---|---|---|
| 10 | 10 | 100 | 80 | 280 | 162 | 800 | 260 | 2800 | 338 |
| 15 | 14 | 110 | 86 | 290 | 165 | 850 | 265 | 3000 | 341 |
| 20 | 19 | 120 | 92 | 300 | 169 | 900 | 269 | 3500 | 346 |
| 25 | 24 | 130 | 97 | 320 | 175 | 950 | 274 | 4000 | 351 |
| 30 | 28 | 140 | 103 | 340 | 181 | 1000 | 278 | 4500 | 354 |
| 35 | 32 | 150 | 108 | 360 | 186 | 1100 | 285 | 5000 | 357 |
| 40 | 36 | 160 | 113 | 380 | 191 | 1200 | 291 | 6000 | 361 |
| 45 | 40 | 170 | 118 | 400 | 196 | 1300 | 297 | 7000 | 364 |
| 50 | 44 | 180 | 123 | 420 | 201 | 1400 | 302 | 8000 | 367 |
| 55 | 48 | 190 | 127 | 440 | 205 | 1500 | 306 | 9000 | 368 |
| 60 | 52 | 200 | 132 | 460 | 210 | 1600 | 310 | 10000 | 370 |
| 65 | 56 | 210 | 136 | 480 | 214 | 1700 | 313 | 15000 | 375 |
| 70 | 59 | 220 | 140 | 500 | 217 | 1800 | 317 | 20000 | 377 |
| 75 | 63 | 230 | 144 | 550 | 226 | 1900 | 320 | 30000 | 379 |
| 80 | 66 | 240 | 148 | 600 | 234 | 2000 | 322 | 40000 | 380 |
| 85 | 70 | 250 | 152 | 650 | 242 | 2200 | 327 | 50000 | 381 |
| 90 | 73 | 260 | 155 | 700 | 248 | 2400 | 331 | 75000 | 382 |
| 95 | 76 | 270 | 159 | 750 | 254 | 2600 | 335 | 1000000 | 384 |

Note: N is Population Size; S is Sample Size          Source: Krejcie & Morgan, 1970

Figure 3.1: The Sample Size: Krejcie and Morgan (1970)

## 3.5    SAMPLING METHOD

By using a technique called sampling, researchers can draw conclusions about the population as a whole without having to look at each person. While using sampling, the researchers choose a subset of the population as the study's primary focus.

It is possible to separate the various sampling methods into two categories, such as probability sampling and non-probability sampling. Probability sampling is a sampling technique that entails picking a sample, or a section of the population, at random. It is also known as random sampling. There are four types of probability sampling which are simple random sampling, stratified sampling, systematic sampling, and cluster sampling. By choosing people from the population who are representative of the population, probability sampling is done. When it comes to probability samples, there are four fundamental types of sampling processes. Simple random, systematic, stratified, and cluster sampling are some of these.

Non-probability sampling is a sampling strategy where samples are chosen by the researcher based on their own assessment as opposed to by chance. It is a less strict approach. This sampling technique strongly relies on the researchers' knowledge. Researchers frequently utilise it for qualitative research because it is carried out through observation. Types of non-probability sampling are convenience sampling, consecutive sampling, judgmental or purposive sampling, quota sampling, and snowball sampling. Participants are chosen for non-probability sampling processes based on their availability, convenience, or representation of a feature the researcher wants to explore. In this study, the researchers used non-probability sampling as convenience sampling because it was easier to collect data.

Samples would be taken from the target population of tourists who are traveling to Malaysia in 2022. Using the Krejcie and Morgan Sampling Method (2017), researchers will choose 384 respondents out of 1,245,278 tourists for this study.

## 3.6    DATA COLLECTION PROCEDURE

Primary data collection and secondary data collection are the two main categories of data collection. According to Hox and Boeije (2005), primary data are those that are gathered specifically for the research problem at hand using methods that work best for that problem, whereas the majority of secondary data sets contain qualitative data, which is information about items that have been investigated and had their qualities captured in variables with a range of possible values. Primary data collection yields more accurate and original data, while secondary data collection is more affordable and convenient (Duggal, October 13, 2021).

The data for this study would be gathered from an online questionnaire given to respondents to ascertain their understanding of the relationship between tourists' intentions to visit Kelantan for local food with quality value, emotional value, destination food image, and health value. In order for respondents to answer the questions comfortably and quickly, the questionnaire is delivered online. This survey would take 15 minutes to complete. Respondents' information in this questionnaire will remain confidential.

## 3.7    RESEARCH INSTRUMENT

The questionnaire is written in English and is divided into 6 parts. The first part consists of respondents' demographic information, such as age, gender, race, educational level, marital status, and occupation. The second part is a set of questions regarding the relationship between quality value and tourists' intention to visit Kelantan for local food. The third part is a set of questions related to the relationship between emotional value and tourists' intentions to visit Kelantan for local food. The fourth part is a set of questions related to the relationship between destinations' food images and tourists' intentions to visit Kelantan for local food. The fifth part is a set of questions related to the relationship between food health value and tourists' intentions to visit Kelantan for local food. The sixth part is a set of questions related to tourists' intentions to visit Kelantan for local food. On the second through sixth parts of these question sets, the respondents were asked to answer statements indicating the measure on a five-point Likert scale (1-low to 5-high). The questionnaire for this study was adapted from previous studies, "Food Tourism Value: Investigating the Factors That Influence Tourists to Revisit," by researcher Alireza Rousta and Dariyoush Jamshidi.

Table 3.1: Adapted questionnaire

| Variables | Items |
| --- | --- |
| Quality Value | - Kelantan's local food is delicious.<br><br>- Kelantan's local food is visually attractive. |

| | |
|---|---|
| | - Kelantan's local food offers good quality ingredients. |
| | - Kelantan's local food offers acceptable levels of quality. |
| Emotional Value | - I am fascinated by Kelantan's local food. |
| | - Eating Kelantan's local food makes me feel happy. |
| | - Eating Kelantan's local food changes my mood positively. |
| | - Eating Kelantan's local food makes me elated. |
| Food Destination Image | - Kelantan provides rich food culture as a tourism destination. |
| | - Kelantan provides traditional food culture as a tourism destination. |
| | - Kelantan provides unique food as a tourism destination. |
| | - Kelantan provides diverse food as a tourism destination. |
| Health value | - Eating Kelantan's local food provides good nutrition. |
| | - Eating Kelantan's local food is safe. |
| | - Eating Kelantan's local food is hygienic. |
| | - Eating Kelantan's local food provides healthy feeling. |
| Tourists' intentions to visit Kelantan for local food | - Within the next 4 years, I would like to travel to Kelantan for food tourism. |

| | - To explore diverse local foods, I would like to revisit Kelantan within the next 4 years.<br><br>- Within the next 4 years, I would like to come back to Kelantan to enjoy Kelantanese food. |
|---|---|

(Rousta & Jamshidi, 2020)

## 3.8    DATA ANALYSIS

Data analysis is the process of reviewing records by using logical and analytical reasoning to fully investigate each aspect of the information gathering or present. In these chapters, the researcher will use SPSS version 22 to examine the statistical data analysis. SPSS is a graphical programme that may be used to produce tables for data input and analysis. It also reduces the time necessary to compute data and allows for quicker and easier quantitative analysis (Cheng and Huang, 2015).

These chapters are used between various data variables to evaluate, transform, and generate a characteristic pattern. Furthermore, the output can be obtained in the form of a graphical representation, allowing the user to easily interpret the results of this research data analysis and perform a descriptive and reliability analysis.

### 3.8.1 DESCRIPTIVE STATISTIC

According to Cheng and Huang (2015), descriptive statistics are often used to summarise data in well-organized terms by explaining the relationship between variables in a large sample or population. Calculating descriptive statistics is a necessary initial step in doing research and will always take place before generating inferential statistical comparisons. The data collecting analysis using two methods of descriptive analysis and inferential analysis. Descriptive analysis would be used to describe the demographic profile, such as the percentage, frequency, mean, and average of respondents.

The range of the mean table is used to measure how likely it is that the respondents will agree or disagree with the questionnaire argument. While descriptive analysis requires a basic quantitative description of the data collection that has been obtained, it lets researchers understand the experiment or the data in depth and tells them more about the information needed to put the data into perspective.

### 3.8.2 CORRELATION TEST

Correlational analysis is a type of non-experimental research in which the researcher measures two variables and explores the statistical relationship (correlation) between them with little to no attempt to control extraneous variables. Besides that, there are essentially two reasons why researchers interested in statistical relationship between variables would prefer a correlation study rather than an experiment.

Next, they do not consider the statistical association to be a causal one. The other reason why researchers would prefer to use a regression test rather than an experiment is that the statistical relationship of interest is assumed to be causal, so the researchers cannot manipulate an independent variable because it is impossible, impractical, or unethical.

Pearson Correlation Analysis is a useful tool for calculating the strength of the linear relationship between independent variables (IV). This study is intended to identify whether there are associations between the independent variables (IV), which are the relationship between quality value and tourists' intentions to visit Kelantan for local food, the relationship between emotional value and tourists' intentions to visit Kelantan for local food, the relationship between destinations' food image and tourists' intentions to visit Kelantan for local food, and the relationship between food health value and tourists' intentions to visit Kelantan for local food. If there is a correlation, researchers must settle on the strength of the relationship between the independent variable (IV).

## 3.9    CHAPTER SUMMARY

This chapter explains how many research methodologies work by hand, regardless of the method of accumulating the data used. Researchers have defined research methodologies, including the research design, population, sample size, sampling method, data collection procedure, research instrument, and data analysis used in the study. The strategies used to ensure ethical standards and reliability in this study's target population were to recruit tourists who were knowledgeable about food culture and constantly kept up to date on any developments in the tourism industry. The researchers of this study have decided to choose 384 tourists as respondents to collect the data. In this study, non-probability sampling, such as the convenience sampling technique, was used to edge out data assortment researchers. Surveys with questionnaires are used to collect the data for the key data compilation in two parts. In the next chapter, descriptive statistics, reliability tests, Cronbach's alpha, and Pearson correlation analysis were used. The next chapter will discuss the results of the descriptive analysis, the results of the reliability test, the correlation coefficient, the results of the inferential analysis, and a discussion based on research objectives.

# CHAPTER 4

# RESULTS AND DISCUSSION

## 4.1    INTRODUCTION

The results and conclusions of the analysis that was done on the information gathered from the survey for this study are discussed in this chapter. Data was analysed to investigate and pinpoint the factors influencing tourists' intentions to visit Kelantan for local food. As a result, the researchers were able to verify the hypothesis and address the study's research objectives. The final outcome of the statistical analysis was reported in this chapter after the data were analysed using the Statistical Package for the Social Sciences (SPSS).

## 4.2    RESULTS OF DESCRIPTIVE ANALYSIS

### 4.2.1 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

**4.2.1.1 Gender of respondents**

Table 4.1: Gender of respondents

|  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Male | 147 | 38.3 | 38.3 | 38.3 |
| Female | 237 | 61.7 | 61.7 | 100.0 |
| Total | 384 | 100.0 | 100.0 |  |

From Table 4.1 shows the gender of the respondents which consists of Female and Male. Majority of our respondents is Female's consisting of 61.7 percent of 237 respondents and for Male's is holds 38.3 percent that only 147 respondents who answered the questionnaire.

**4.2.1.2 Age of respondents**

Table 4.2: Age of respondents

|  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| <20 | 90 | 23.4 | 23.4 | 23.4 |
| 21 - 30 | 235 | 61.2 | 61.2 | 84.6 |
| 31 - 40 | 39 | 10.2 | 10.2 | 94.8 |
| 41 and above | 20 | 5.2 | 5.2 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

The age of the respondent is shown in Table 4.2, with the age group between 21 and 30 years old holding the majority of the respondents of 235 respondents, or 61.2%, and the age group under 20 years old holding the second-highest percentage of 90 respondents, or 23.4%. The age group 31-40 years old respondents, the result had 39 people with 10.2% and lastly for 41 and above years old it holds 5.2% that is only 20 people of respondents.

### 4.2.1.3 Race of respondents

Table 4.3: Race of respondents

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Malay | 208 | 54.2 | 54.2 | 54.2 |
| Chinese | 42 | 10.9 | 10.9 | 65.1 |
| Indian | 40 | 10.4 | 10.4 | 75.5 |

| | | | | |
|---|---|---|---|---|
| Sabahan | 79 | 20.6 | 20.6 | 96.1 |
| Sarawakian | 12 | 3.1 | 3.1 | 99.2 |
| Other | 3 | 0.8 | 0.8 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

Based on table 4.3, show the race of the respondents which consists of Malay, Chinese, Indian, Sabahan, Sarawakian and others. Majority of the respondents were Malay consisting of 54.2 percentage that is 208 respondents followed by Sabahan 20.6 percentage that is 79 respondents and next is Chinese 10.9 percentage with 42 respondents and followed by Indian 10.4 percentage 40 respondent and lastly for the other it holds 0.8 percentage with only 3 respondents.

**4.2.1.4 Marital status of respondents**

Table 4.4: Marital status

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Single | 303 | 78.9 | 78.9 | 78.9 |
| Married | 80 | 20.8 | 20.8 | 99.7 |
| Other | 1 | 0.3 | 0.3 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

As for marital status the researcher has three different categories as shown in table 4.4 above. Marital status consists of single, married, and other. The highest marital status was single, 78.9% with 303 number of respondents followed by the second-highest, married that consisted of 80 people of respondents or 20.8%. As for other marital status, the survey had 1 person with 0.3%.

**4.2.1.5 Education background of respondents**

Table 4.5: Educational background

|  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Secondary school | 43 | 11.2 | 11.2 | 11.2 |
| Diploma | 57 | 14.8 | 14.8 | 26.0 |
| Bachelor of degree | 210 | 54.7 | 54.7 | 80.7 |
| Master degree | 53 | 13.8 | 13.8 | 94.5 |

| Doctor of Philosophy | 7 | 1.8 | 1.8 | 96.4 |
|---|---|---|---|---|
| Other | 14 | 3.6 | 3.6 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

Based on table 4.5 shows the education background of respondents which consists of 6 levels of education which is Secondary School, Diploma, Bachelor of Degree, Master Degree, Doctor of Philosophy and others. The majority of respondents are Bachelor of Degree holders with 210 respondents or 54.7%. The second-highest is Diploma holders with 57 people or 14.8% of respondents followed by Master Degree holders with 53 people or 13.8% of respondents. Fourth, is Secondary school holders with 43 people or 11.2% of respondents. As for the other category, the results recorded 14 people or 3.6% of respondents that took the survey. Lastly, 1.8% where 7 respondents were the holders of Doctor of Philosophy.

**4.3 DESCRIPTIVE ANALYSIS OF INDEPENDENT AND DEPENDEPENT VARIABELS**

Table 4.6: Descriptive Analysis for Independent and Dependent Variable

| Variables | N | Mean | Standard Deviation | Level or Rank |
|---|---|---|---|---|
| Quality Value | 384 | 4.11 | 0.531 | 4 |
| Emotional Value | 384 | 3.89 | 0.590 | 3 |
| Food Destination's Image | 384 | 4.19 | 0.508 | 5 |
| Health Value | 384 | 3.78 | 0.601 | 1 |
| Intention to Visit Kelantan for Local Food | 384 | 3.96 | 0.596 | 2 |

Table 4.6 shows the level of variables for Independent and Dependent Variable which is the focus in this research. The table also shows means for each variable, standard deviation and ranks. The highest mean 4.19 (SD= 0.508) which is the Food Destination Image (IV), followed by Quality Value (IV) that has 4.11 for mean (SD=0.531). The third mean goes to the Dependent Variable which is The Intention to Visit Kelantan for Local Food, 3.96 for the mean (SD=0.596). As for the Emotional Value (IV) and Health Value (IV), 3.89 (SD=0.590) and 3.78 (SD=0.596) respectively.

### 4.3.1 Quality Value

According to the definition of quality, it is "the standard of something as measured against other things of a similar kind; the degree of excellence of something." According to the definition of value, it is "the regard that something is held to deserve; the importance, worth, or usefulness of something."

Table 4.7: Descriptive of Quality Value

| Variables | Items | Mean | Standard Deviation | Rank |
|-----------|-------|------|--------------------|------|
| QV1 | Kelantan's local food is delicious | 4.02 | 0.576 | 4 |
| QV2 | Kelantan's local food is visually attractive | 4.10 | 0.614 | 3 |
| QV3 | Kelantan's local food offers good quality ingredients | 4.15 | 0.675 | 2 |
| QV4 | Kelantan's local food offers acceptable levels of quality | 4.19 | 0.715 | 1 |

Table 4.7 shows the highest mean for quality value is 4.19 (SD = 0.715), which is 'Kelantan's local food offers acceptable levels of quality'. The lowest mean is 4.02, and the standard deviation is 0.576, which means 'Kelantan's local food is delicious.

### 4.3.2 Emotional Value

Table 4. 8: Descriptive of Emotional Value

| Variables | Items | Mean | Standard Deviation | Rank |
|-----------|-------|------|--------------------|------|
| EV1 | I am fascinated by Kelantan's local food | 3.94 | 0.621 | 4 |
| EV2 | Eating Kelantan's local food makes me feel happy | 3.90 | 0.646 | 3 |
| EV3 | Eating Kelantan's local food changes my mood positively | 3.87 | 0.711 | 2 |
| EV4 | Eating Kelantan's local food makes me elated | 3.85 | 0.790 | 1 |

Table 4. 8 shows the highest mean for emotional value is 3.94 (SD = 0.621), which is 'I am fascinated by Kelantan's local food'. The lowest mean is 3.85, and the standard deviation is 0.790, which is 'eating Kelantan's local food makes me elated'.

### 4.3.3 Food Destination's Image

Table 4.9: Descriptive of Food Destination's Image

| Variables | Items | Mean | Standard Deviation | Rank |
|-----------|-------|------|--------------------|------|
| FDI1 | Kelantan provides rich food culture as a tourism destination | 4.12 | 0.577 | 4 |
| FDI2 | Kelantan provides traditional food culture as a tourism destination | 4.18 | 0.596 | 3 |
| FDI3 | Kelantan provides unique food as a tourism destination | 4.22 | 0.632 | 1 |
| FDI4 | Kelantan provides diverse food as a tourism destination | 4.24 | 0.630 | 2 |

Table 4.9 shows the highest mean for a food destination's image is 4.24 (SD = 0.630), which is 'Kelantan provides diverse food as a tourism destination'. The lowest mean is 4.12, and the standard deviation is 0.577, which is 'Kelantan provides rich food culture as a tourism destination'.

### 4.3.4   Health Value

Table 4.10: Descriptive of Health Value

| Variables | Items | Mean | Standard Deviation | Rank |
|---|---|---|---|---|
| HV1 | Eating Kelantan's local food provides good nutrition | 3.88 | 0.674 | 3 |
| HV2 | Eating Kelantan's local food is safe | 3.91 | 0.648 | 4 |
| HV3 | Kelantan's local food is hygienic | 3.73 | 0.960 | 1 |
| HV4 | Eating Kelantan's local food provides healthy feeling | 3.62 | 0.780 | 2 |

Table 4.10 shows the highest mean for health value is 3.91 (SD = 0.648), which is 'eating Kelantan's local food is safe'. The lowest mean is 3.62, and the standard deviation is 0.780, which is 'eating Kelantan's local food provides a healthy feeling'.

### 4.3.5 Tourists' Intention to Visit Kelantan for Local Food

Table 4.11: Descriptive of Tourists' Intentions to Visit Kelantan for Local Food

| Variables | Items | Mean | Standard Deviation | Rank |
|---|---|---|---|---|
| ITV1 | Within the next 4 years, I would like to travel to Kelantan for food tourism | 3.93 | 0.649 | 2 |
| ITV2 | To explore diverse local foods, I would like to revisit Kelantan within the next 4 years | 3.94 | 0.636 | 3 |
| ITV3 | Within the next 4 years, I would like to come back to Kelantan to enjoy Kelantanese food | 3.99 | 0.666 | 1 |

Table 4.11 shows the highest mean for tourists' intention to visit Kelantan for local food is 3.99 (SD = 0.666), which is 'Within the next 4 years, I would like to come back to Kelantan to enjoy Kelantanese food'. The lowest mean is 3.93, and the standard deviation is 0.649, which is 'Within the next 4 years, I would like to travel to Kelantan for food tourism'.

## 4.4     RESULTS OF RELIABILITY TEST

Table 4.12: Reliability Analysis

| Variables | Cronbach's Alpha | Number of Items |
|---|---|---|
| Quality Value (IV) | 0.820 | 4 |
| Emotional Value (IV) | 0.819 | 4 |
| Food Destination's Image (IV) | 0.966 | 4 |
| Health Value (IV) | 0.917 | 4 |
| Tourists' Intentions to Visit Kelantan for Local Food (DV) | 0.881 | 3 |

Source: SPSS

Table 4.12 Showed the result of the reliability analysis for the variables. The Cronbach's Alpha value for quality value is 0.820, the emotional value is 0.819, the food destination's image is 0.966, and the health value is 0.917. Meanwhile, Cronbach's Alpha value for tourists' intentions to visit Kelantan for local food is 0.881. Therefore, the questionnaire is acceptable and can be used in this study.

## 4.5    RESULTS OF INFERENTIAL ANALYSIS

**4.5.1 The relationship between quality value and tourists' intentions to visit Kelantan for local food.**

H1: There is a relationship between quality value and tourists' intentions to visit Kelantan for local food.

Table 4.13: Correlation Analysis for Hypothesis 1

| | | Quality value | Tourists' intentions to visit Kelantan for local food |
|---|---|---|---|
| Quality Value | Pearson Correlations | 1 | .498** |
| | Sig. (2-tailed) | | .000 |
| | N | 384 | 384 |
| Tourists' intentions to visit Kelantan for local food | Pearson Correlation | .498** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 384 | 384 |

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

Table 4.13 shows the result of the correlation analysis for the relationship between quality value and tourists' intention to visit Kelantan for local food. The result shows this

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relationship is weak, with a correlation coefficient of .498. The p value of the quality value and tourists' intentions to visit Kelantan for local food is .000 which is less than 0.05, then it is statistically significant. Therefore, the hypothesis is accepted.

**4.5.2   The relationship between emotional value and tourists' intentions to visit Kelantan for local food.**

H2: There is relationship between emotional value and tourists' intentions to visit Kelantan for local food

Table 4.14: Correlation Analysis for Hypothesis 2

|  |  | Emotional value | Tourists' intentions to visit Kelantan for local food |
|---|---|---|---|
| Emotional Value | Pearson Correlations | 1 | .550** |
|  | Sig. (2-tailed) |  | .000 |
|  | N | 384 | 384 |
| Tourists' intentions to visit Kelantan for local food | Pearson Correlation | .550** | 1 |
|  | Sig. (2-tailed) | .000 |  |
|  | N | 384 | 384 |

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

Table 4.14 shows the result of the correlation analysis for the relationship between emotional value and tourists' intention to visit Kelantan for local food. The result shows this relationship is moderate, with a correlation coefficient of .550. The p value of the emotional value and tourists' intentions to visit Kelantan for local food is .000 which is less than 0.05, then it is statistically significant. Therefore, the hypothesis is accepted.

### 4.5.3 The relationship between food destination's image and tourists' intentions to visit Kelantan for local food.

H3: There is relationship between food destination's image and tourists' intentions to visit Kelantan for local food

Table 4.15: Correlation Analysis for Hypothesis 3

|  |  | Food Destination's Image | Tourists' intentions to visit Kelantan for local food |
|---|---|---|---|
|  | Pearson Correlations | 1 | .494** |

| Food | Sig. (2-tailed) | | .000 |
|---|---|---|---|
| Destination's Image | N | 384 | 384 |
| Tourists' intentions to visit Kelantan for local food | Pearson Correlation | .494** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 384 | 384 |

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

Table 4.15 shows the result of the correlation analysis for the relationship between food destination's image and tourists' intention to visit Kelantan for local food. The result shows this relationship is weak, with a correlation coefficient of .494. The p value of the food destination's image and tourists' intentions to visit Kelantan for local food is .000 which is less than 0.05, then it is statistically significant. Therefore, the hypothesis is accepted.

**4.5.4 The relationship between health value and tourists' intentions to visit Kelantan for local food.**

H4: There is relationship between health value and tourists' intentions to visit Kelantan for local food

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Table 4.16: Correlation Analysis for Hypothesis 4

| | | Health Value | Tourists' intentions to visit Kelantan for local food |
|---|---|---|---|
| Health Value | Pearson Correlations | 1 | .393** |
| | Sig. (2-tailed) | | .000 |
| | N | 384 | 384 |
| Tourists' intentions to visit Kelantan for local food | Pearson Correlation | .393** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 384 | 384 |

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

Table 4.16 shows the result of the correlation analysis for the relationship between health value and tourists' intention to visit Kelantan for local food. The result shows this relationship is weak, with a correlation coefficient of .393. The p value of the health value and tourists' intentions to visit Kelantan for local food is .000 which is less than 0.05, then it is statistically significant. Therefore, the hypothesis is accepted.

## 4.6    DISCUSSION BASED ON RESEARCH OBJECTIVES

This discussion aims to interpret and summarize the results of the preceding chapter's data analysis and to grasp the research topic better. Therefore, this discussion is relevant to the research questions discussed in Chapter 1. The study's findings will also be examined briefly regarding the correlation test between the four independent variables and the dependent variable.

According to the correlation analysis results, both variables have a significant relationship. With a weak correlation of 0.498, or 49%, quality value is positively correlated with tourists' intentions to visit Kelantan for local food. As a result, the significance level between the two variables is 0.000, indicating that H1 is validated and accepted and the research objective is supported. This result is supported by previous study, where Italians, like the Spanish and French, have demonstrated that well-structured goods, excellent quality, and a strong image may succeed in attracting food tourists (Hjalager and Corigliano, 2000; Kim et al., 2018).

Emotional value and tourists' intentions to visit Kelantan for local food have a significant relationship based on the correlation analysis results. With a moderate correlation of 0.550, or 55%, both variables are positively correlated. As a result, the significant level between the two variables is 0.000, indicating that H2 is validated and accepted and the research objective is supported. This result is supported by previous study by Peng et al. (2014) that tourists' emotional responses to local foods will enhance their overall attitudes and value perceptions of the destination.

Food destination's image and tourists' intentions to visit Kelantan for local food have a significant relationship based on the correlation analysis results. With a weak correlation of 0.494, or 49%, both variables are positively correlated. As a result, the significant level between the two variables is 0.000, indicating that H3 is validated and accepted and the research objective is supported. This result is supported by previous study by Ryu and Jang (2006), where impressive dining experiences in a tourist site may boost the national cuisine image, raise visitor satisfaction, and encourage tourists to visit again.

Health value and tourists' intentions to visit Kelantan for local food have a significant relationship based on the correlation analysis results. With a weak correlation of 0.393, or 39%, both variables are positively correlated. As a result, the significant level between the two variables is 0.000, indicating that H4 is validated and accepted and the research objective is supported. This result is supported by previous study by Park et al. (2009), where Korean cuisine healthy image positively affected tourists' attitudes towards and choice of Korean food (Seo et al., 2017). It shows that health value is important factor to attract tourists to visit Kelantan for local food.

Table 4.17 shows the summary for hypothesis testing in this study, and all hypotheses presented were accepted at a 0.01 significant level.

Table 4.17: Summary for Hypothesis Testing

| Hypothesis | Pearson's Correlation result |
| --- | --- |
| | |

| | |
|---|---|
| H1 - There is a relationship between quality value and tourists' intentions to visit Kelantan for local food. | r= 0.498, p <0.01 (accepted) |
| H2 - There is relationship between emotional value and tourists' intentions to visit Kelantan for local food | r= 0.550, p <0.01 (accepted) |
| H3 - There is relationship between food destination's image and tourists' intentions to visit Kelantan for local food | r= 0.494, p <0.01 (accepted) |
| H4 - There is relationship between health value and tourists' intentions to visit Kelantan for local food | r= 0.393, p <0.01 (accepted) |

## 4.7    CHAPTER SUMMARY

Overall, the study approach has been thoroughly examined in this chapter. The techniques of data collection used in this study included the mean score and standard deviation test, descriptive statistics of the variables, correlation, the link between two variables, and discussion of the findings of the study. The results of the analysis of the field data and the interpretation of the research findings are presented in the following chapter, which also discusses the research's limitations.

# CHAPTER 5

# CONCLUSION

## 5.1 INTRODUCTION

This chapter will cover a summary of the study results, discussion of the research topic, limits, and recommendations. These will be followed by implications drawn from this research and the chapter will be concluded.

## 5.2 RECAPITULATION OF THE FINDINGS

This study was conducted to examine the factors that influence tourists' intentions to visit Kelantan for local food. This study's factors include quality value, emotional value, destination food image, and food health value. Respondents for this study are Malaysian tourists aged 20 to 40 years old. In order to collect data, a questionnaire with

24 questions that covered demographics of respondents, independent variables, and dependent variables was delivered to visitors in Malaysia. The Statistical Package for the Social Sciences (SPSS) was used to analyse the data collected from respondents. Data was gathered from 384 respondents using convenience sampling methods. To answer the research question for this study, reliability analysis, Cronbach's Alpha, descriptive analysis, and the Pearson Correlations Coefficient have been used.

This study included four independent variables: quality value, emotional value, destination food image, and food health value. Tourists' intentions to visit Kelantan for local food are dependent variables. This study investigated four different hypotheses. A pilot test was done to assess the questionnaire's reliability. Table 4.12 demonstrated that the questionnaire is acceptable and suitable for this investigation. According to the data collected, the majority of respondents are between the ages of 21 and 30, and the majority of respondents are single. Aside from that, the majority of respondents are Malay. Half of the respondents have a bachelor's degree, implying that half of the respondents are students.

### 5.2.1 Research question 1: What is the relationship between quality value and tourists' intentions to visit Kelantan for local food?

The first objective is to determine the relationship between quality value and tourists' intentions to visit Kelantan for local food. Based on the findings in data analysis showed there is high significant relationship between quality value and tourists' intentions to visit Kelantan for local food (p-value = .000, r = 0.498). Thus, the result is significant and weak correlation coefficient between the variables.

According to Kwun (2011), consumers' perceived value, satisfaction, and attitude are substantially influenced by improved performance of food service parameters such as service and product quality, menu, and facilities. Tourists will be drawn to an area if the food is of excellent quality. Therefore, the food suppliers must ensure the quality of their meals as much as possible so that tourists feel confident and interested in visiting the location. It can be concluded that quality value of food could draw tourists to visit Kelantan for the local food.

### 5.2.2 Research question 2: What is the relationship between emotional value and tourists' intentions to visit Kelantan for local food?

The second objective is to determine the relationship between emotional value and tourists' intentions to visit Kelantan for local food. Based on the findings in data analysis showed there is high significant relationship between emotional value and

tourists' intentions to visit Kelantan for local food (p-value = .000, r = 0.550). Thus, the result is significant and moderate correlation coefficient between the variables.

According to Choe and Kim (2018), emotional value is one of the most significant influences on tourist perceptions of local food. Local food should be promoted by highlighting that Kelantan food can generate a positive mood and give pleasure to tourists. Due to this advertising, tourists will be more interested in visiting Kelantan and experiencing its food. Thus, it can be concluded that emotional value is important to attract tourists to visit Kelantan for local food.

### 5.2.3 Research question 3: What is the relationship between the food destination's image and tourists' intentions to visit Kelantan for local food?

The third objective is to determine the relationship between food destination's image and tourists' intentions to visit Kelantan for local food. Based on the findings in data analysis showed there is high significant relationship between food destination's image and tourists' intentions to visit Kelantan for local food (p-value = .000, r = 0.494). Thus, the result is significant and weak correlation coefficient between the variables. This is supported by Baloglu and McClearly (1999) who discovered food destination's image can positively influenced the tourist's first-time visit as well as tourists' revisit intentions.

The great impression of a food destination's image can help entice travellers to visit Kelantan. Ryu, Lee, and Kim (2012) stated that reasonable customer satisfaction produces a favourable customer attitude through the restaurant's image and consumer intention. Nevertheless, Kelantan's reputation remains that of an eco-tourist destination, despite efforts to market and attract more visitors to the state to boost cultural tourism, particularly food tourism (Sufahani et al., 2016). Kelantan's tourism sector should advertise their local food more so that tourists would want to visit the place. It can be concluded that food destination's image can attract tourist to visit Kelantan for local food.

### 5.2.4 Research question 4: What is the relationship between the health value and tourists' intentions to visit Kelantan for local food?

The fourth objective is to determine the relationship between health value and tourists' intentions to visit Kelantan for local food. Based on the findings in data analysis showed there is high significant relationship between health value and tourists' intentions to visit Kelantan for local food (p-value = .000, r = 0.393). Thus, the result is significant and weak correlation coefficient between the variables.

In tourist food consumption, health benefits are a substantial consumer value (Kim and Eves, 2012; Sparks et al., 2003; Torres, 2002). Tourists should be given information on the health benefits of Kelantan's local food. This may be accomplished by explaining

the significance of certain foods and the health benefits of local foods and providing nutritional facts (Choe and Kim, 2018). Therefore, it can be concluded that health value can attract tourist to visit Kelantan for local food.

## 5.3    LIMITATIONS

Future research should address the shortcomings of this study. The sample size comes first. The sample size in this study was comparatively large, and the number of respondents met the maximum sample size goal from the Krejci and Morgan table. Due to geographic restrictions and a dearth of nonverbal cues, it is become harder for researchers to identify responders. The study's selection of indicators was restricted by a paucity of available data sources because the study's relevant analysis primarily relied on questionnaire survey data. Data was collected via an online survey that was conducted using a google form for ease of access and communication with a variety of responders among the platform's users.

The participants' willingness to provide an accurate response will also affect how accurate the response is. Many respondents didn't pay complete attention to the questions when they were responding to them. In addition, some respondents could be reluctant to discuss uncomfortable subjects or worried about the security of personal data gathered online. University Malaysia Kelantan students make up the majority of the respondents. Future studies will be conducted to obtain definitive findings on the elements that motivate tourists to travel to Kelantan in quest of the indigenous cuisine.

Other than that, lack of previous studies in the research area. The literature review is essential for research because it can help researchers support their findings and references. This previous study also provides a theoretical framework for the research question, which consists of concepts and theories investigated by the researcher. Therefore, researchers need more time to find previous studies that can help support this study.

## 5.4    RECOMMENDATIONS

Considering the limitations of this study, there were a few recommendations for future studies. First, future studies should enhance the sample size to improve the generalizability of the study results. Second, the future study should find out what other factors influence their visits to Kelantan for local food. In general, this study was able to provide preliminary findings and can be used as a foundation for future efforts to influence tourists to visit local food in Malaysia, especially in Kelantan.

Besides that, the government must also promote local food to attract domestic and international tourists to Kelantan. Events such as food festivals can also be held to highlight the uniqueness and diversity of local food in Kelantan.

Future studies can also be improved by expanding the sample by taking respondents from among international tourists. This is because, they may have different views, and it can be used as a suggestion to make improvements in the future.

## 5.5    CHAPTER SUMMARY

Travel can help people get out of their comfort zones and motivate them to see, taste, and attempt new things. It continuously challenges us not just to adapt to and explore new environments, but also to engage with various people, to accept adventures as they occur, and to share new and significant experiences with friends and loved ones. Some people travel not just to travel, but also to discover and learn about different cultures because traveling provides an opportunity to learn, engage with various cultures, acquire new languages, enhance communication skills, obtain fresh views and perspectives on life and the world, and meet new and intriguing people. In conclusion, this chapter examined the investigation's conclusion, which summarized the findings, limitations, and recommendations for further research.

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**APPENDICES**

**THE FACTORS INFLUENCING TOURISTS' INTENTIONS TO VISIT KELANTAN FOR LOCAL FOOD**

- Dear respondent,

We are Bachelor of Entrepreneurship (Tourism) students with Honor from the Faculty of Hospitality, Tourism and Wellness (FHPK), University Malaysia Kelantan, City Campus. We are currently conducting the above study as part of our final year research project. The title of this study is "The Factors Influencing Tourists' Intentions to Visit Kelantan for Local Food". This survey will approximately take 15 minutes. All answers in this questionnaire will remain confidential and use for academic purposes only. Thank you for your time and cooperation.

Sincerely,

AININ SOFIA BINTI ABDULLAH (H20A1069)

AINNA NUR SYAKIRAH BINTI SHAHARUDDIN (H20A1070)

AINUR BINTI ABD SALAM (H20A1075)

AIRIANI RANTY JOSPUIN (H20A1077)

Responden yang dihormati,

Kami merupakan pelajar tahun 3 dari Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK) di Universiti Malaysia Kelantan, Kampus Kota, Kota Bharu, Kelantan. Kami

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sedang menjalankan kajian sebagai sebahagian daripada projek penyelidikan tahun akhir kami. Tajuk kajian ini ialah "Kesan Budaya Makanan dalam Industri Pelancongan Malaysia". Tinjauan ini hanya akan mengambil masa kurang 15 minit. Semua jawapan dalam soal selidik ini akan kekal sulit dan digunakan untuk tujuan akademik sahaja. Terima kasih atas masa dan kerjasama anda.

Yang ikhlas,

AININ SOFIA BINTI ABDULLAH (H20A1069)

AINNA NUR SYAKIRAH BINTI SHAHARUDDIN (H20A1070)

AINUR BINTI ABD SALAM(H20A1075)

AIRIANI RANTY JOSPUIN (H20A1077)

## SECTION A: DEMOGRAPHIC PROFILE/PROFIL DEMOGRAFI

1. Gender / Jantina

   ☐ Male / Lelaki

   ☐ Female / Perempuan

2. Age / Umur

   ☐ <20

   ☐ 21 – 30

   ☐ 31 – 40

   ☐ 40 and above / 41 dan ke atas

3. Race / Bangsa

   ☐ Malay / Melayu

   ☐ Chinese / Cina

   ☐ Indian / India

   ☐ Sabahan / Bumiputera Sabah

   ☐ Sarawakian / Bumiputera Sarawak

   ☐ Other

4. Marital status / Status Perkahwinan

   ☐ Single / Bujang

   ☐ Married / Berkahwin

☐ Other

5. Education background / Latar belakang Pendidikan

| | |
|---|---|
| ☐ | Secondary School / Sekolah Menengah |
| ☐ | Diploma |
| ☐ | Bachelor of Degree / Ijazah Sarjana Muda |
| ☐ | Master Degree / Ijazah Sarjana |
| ☐ | Doctor of Philosophy / Doktor Falsafah |
| ☐ | Other |

## SECTION B: QUALITY VALUE/NILAI KUALITI

| 1 | Strongly disagree / Sangat tidak bersetuju |
|---|---|
| 2 | Disagree / Tidak setuju |
| 3 | Neutral |
| 4 | Agree / Setuju |
| 5 | Strongly agree / Sangat bersetuju |

| NO | STATEMENT / KENYATAAN | LEVEL OF AGREEMENT | | | | |
|----|----------------------|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Kelantan's local food is delicious / Makanan tempatan Kelantan memang sedap | | | | | |

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| NO | STATEMENT / KENYATAAN | | | | | |
|----|-----------------------|--|--|--|--|--|
| 2 | Kelantan's local food is visually attractive / Makanan tempatan Kelantan menarik secara visual | | | | | |
| 3 | Kelantan's local food offers good quality ingredients / Makanan tempatan Kelantan menawarkan bahan-bahan yang berkualiti | | | | | |
| 4 | Kelantan's local food offers acceptable levels of quality / makanan tempatan Kelantan menawarkan tahap kualiti yang boleh diterima | | | | | |

**SECTION C: EMOTIONAL VALUE/ NILAI EMOSI**

| NO | STATEMENT / KENYATAAN | LEVEL OF AGREEMENT | | | | |
|----|-----------------------|:---:|:---:|:---:|:---:|:---:|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | I am fascinated by Kelantan's local food / saya tertarik dengan makanan tempatan Kelantan | | | | | |
| 2 | Eating Kelantan's local food makes me feel happy / Makan | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | makanan tempatan Kelantan membuat saya gembira | | | | | |
| 3 | Eating Kelantan's local food changes my mood positively / Makan makanan tempatan Kelantaan mengubah mood saya secara positif | | | | | |
| 4 | Eating Kelantan's local food makes me elated / makan makanan tempatan Kelantan membuat saya teruja | | | | | |

**SECTION D: FOOD DESTINATION IMAGE/IMEJ DESTINASI MAKANAN**

| NO | STATEMENT / KENYATAAN | LEVEL OF AGREEMENT | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Kelantan provides rich food culture as a tourism destination / Kelantan menyediakan budaya makanan yang kaya sebagai destinasi pelancongan | | | | | |

| 2 | Kelantan provides traditional food culture as a tourism destination / Kelantan menyediakan budaya makanan tradisional sebagai destinasi pelancongan | | | | | |
| 3 | Kelantan provides unique food as a tourism destination / Kelantan menyediakan makanan unik sebagai destinasi pelancongan | | | | | |
| 4 | Kelantan provides diverse food as a tourism destination / Kelantan menyediakan makanan yang pelbagai sebagai destinasi pelancongan | | | | | |

## SECTION E: HEALTH VALUE/ NILAI KESIHATAN

| NO | STATEMENT / KENYATAAN | LEVEL OF AGREEMENT | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Eating Kelantan's local food provides good nutrition / makan makanan tempatan Kelantan memberikan nutrisi yang baik | | | | | |

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| 2 | Eating Kelantan's local food is safe / makan makanan tempatan Kelantan selamat | | | | | |
|---|---|---|---|---|---|---|
| 3 | Eating Kelantan's local food is hygienic / makanan tempatan Kelantan bersih | | | | | |
| 4 | Eating Kelantan's local food provides healthy feeling / makan makanan tempatan Kelantan memberikan rasa sihat | | | | | |

## SECTION F: INTENTION TO VISIT FOR LOCAL FOOD/NIAT MENGUNJUNG UNTUK MAKANAN TEMPATAN

| NO | STATEMENT / KENYATAAN | LEVEL OF AGREEMENT | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Within the next 4 years, I would like to travel to Kelantan for food tourism / Dalam tempoh 4 tahun akan datang, saya ingin melancong ke Kelantan untuk pelancongan makanan | | | | | |

| 2 | To explore diverse local foods, I would like to revisit Kelantan within the next 4 years / Untuk meneroka kepelbagaian makanan tempatan, saya ingin melawat semula Kelantan dalam tempoh 4 tahun akan datang. | | | | | |
|---|---|---|---|---|---|---|
| 3 | Within the next 4 years, I would like to come back to Kelantan to enjoy Kelantanese food / Dalam tempoh 4 tahun akan datang, saya ingin Kembali ke Kelantan untuk menikmati makanan Kelantan | | | | | |

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