THE RELATIONSHIP BETWEEN ACCOMMODATION, FOOD QUALITY, AND CUSTOMER RELATIONS TOWARDS TOURIST SATISFACTION IN MALAYSIA

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GDP	Gross Domestic Product	3
P2P	Peer-to-peer	5
CRM	Customer Relationship Management	20

ABSTRACT

Tourist satisfaction measurement has become an important issue in the tourism industry because this industry necessitates a high level of interaction between contact personnel (frontline employees) and tourist, and because quality perceptions are primarily based on the performance of subjective (intangible) criteria. Thus, the amount of satisfaction with services provided by tourists may have a direct towards on the level of satisfaction with services provided by tourists. The purpose of this study is to assess the relationship between accommodation, food quality, customer relations and tourist satisfaction. The debate is based on the findings of a study of Malaysian tourists. The purpose of this research is to examine the relationship of accommodation, food quality, and customer relations between tourist satisfaction among local tourist in Malaysia. It is discovered accommodation, food quality, and customer relations were that affected tourist satisfaction among local tourist in Tourism Industry Malaysia. The local tourist around the Peninsular of Malaysia were targeted respondents and a total of 256 respondents were successfully responded through the online survey. Data collected was analysed by using Statistical Package for Social Science (SPSS) version 29.0. SPSS Statistical addresses the entire statistical analysis process such as planning, data collection, analysis, reporting for better decision making and performance. Pearson correlation coefficient was used in this research to investigate the relationship between accommodation, food quality, and customer relations toward tourist satisfaction. The result shows a significance effect of accommodation, food quality, and customer relations toward tourist satisfaction. Through this study can understand the accommodation, food quality, and customer relations that affect tourist satisfaction among local tourist in Malaysia.

Keywords: Tourist Satisfaction, Tourism Industry, and Local Tourist

ABSTRAK

Pengukuran kepuasan pelancong telah menjadi isu penting dalam industri pelancongan kerana industri ini memerlukan tahap interaksi yang tinggi antara kakitangan yang boleh dihubungi (pekerja barisan hadapan) dan pelancong, dan kerana persepsi kualiti terutamanya berdasarkan prestasi kriteria subjektif (tidak ketara). Oleh itu, jumlah kepuasan terhadap perkhidmatan yang diberikan oleh pelancong mungkin mempunyai pengaruh langsung terhadap tahap kepuasan terhadap perkhidmatan yang diberikan oleh pelancong. Tujuan kajian ini adalah untuk menilai hubungan antara penginapan, kualiti makanan, hubungan pelanggan dan kepuasan pelancong. Perbahasan adalah berdasarkan dapatan kajian pelancong Malaysia. Tujuan penyelidikan ini ialah untuk mengkaji hubungan penginapan, kualiti makanan, dan hubungan pelanggan antara kepuasan pelancongan di kalangan pelancong tempatan di Malaysia. Ia didapati penginapan, kualiti makanan, dan hubungan pelanggan adalah yang menjejaskan kepuasan pelancong di kalangan pelancongan tempatan di Industri Pelancongan Malaysia. Pelancong tempatan di sekitar Semenanjung Malaysia merupakan responden sasaran dan sebanyak 256 responden telah berjaya dijawab melalui kajian dalam talian. Data yang dikumpulkan telah dianalisis menggunakan *Statistical Package for Social Science* (SPSS) versi 29.0. SPSS Statistical menangani keseluruhan proses analisis statistik seperti perancangan, pengumpulan data, analisis, laporan untuk membuat keputusan dan prestasi yang lebih baik. Koefisien korelasi Pearson digunakan dalam kajian ini untuk menyiasat hubungan antara penginapan, kualiti makanan, dan hubungan pelanggan terhadap kepuasan pelancong. Hasilnya menunjukkan kesan signifikan penginapan, kualiti makanan, dan hubungan pelanggan terhadap kepuasan pelancong. Melalui kajian ini boleh memahami akomodasi, kualiti makanan, dan hubungan pelanggan yang mempengaruhi kepuasan pelancong di kalangan pelancongan tempatan di Malaysia.

Kata kunci: Kepuasan Pelancong, Industri Pelancongan, dan Pelancong Tempatan

CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

Many countries rely this thriving industry for money, jobs, private-sector growth, and infrastructure development. Tourism expansion is encouraged in developing countries when manufacturing or natural resource exporting are financially unfeasible.

1.2   BACKGROUND OF STUDY

There are various and diverse reasons why people wish to travel. The rising ease of access to the many components of the travel experience has led to tourism's fast development in a short period of time. Many countries now offer affordable transportation to, from, and within previously inaccessible regions. Major cities, resort areas, near airports and major thoroughfares, and rural areas offer high-quality accommodation and food at various prices. Today's safe, pleasant, and joyful travel experience is made possible by professional travel companies and tour operators, government tourism office marketing, and modern technology that quickly connects tourism components for potential travellers.

This study investigates the link between tourist satisfaction and accommodation, food quality, and customer relations. The growing prosperity of nations such as Taiwanese, S. Korea, and Malaysia, as well as the vast populations of China, India, and Indonesia, are driving the rapid growth of tourism in Asia. Verdict provides the top five tourism locations in Asia Pacific in 2022, according to Global Data, based on tourist arrivals, traveler demand, and flow databases.

According to Global Data, in 2022, China will receive 43.4 million international tourists, making it the most popular destination in Asia. According to Global Data's traveler demands and flows database, Hong Kong, Macao, and Taiwan are forecast to be China's most important source markets in 2022. According to Global Data's 2022 travelers demands and flows database, 26.6 million tourists will visit Thailand, the second-most popular Asia Pacific destination. Global Data predicts that China, Malaysia, and India will be the most significant source markets for the destination.

According to Global Data, in 2022, Japan is expected to welcome 21.5 million international arrivals, making it the third most popular destination in Asia. China, South Korea, and Taiwan are forecast to be Japan's three largest source markets in 2022. According to Global Data in 2022 traveler demands and flows database, Malaysia will be the fourth most popular destination in Asia, with 17.7 million arrivals. Furthermore, Global Data predicts that Singapore, Indonesia, and China will be the most significant source markets for the destination.

Tourism Industry in Malaysia

Tourism ranks second in Malaysia's (GDP), behind manufacturing. Malaysia's tourism industry has experienced significant growth since the early 1990s, despite its delayed emergence as a major player in the field. For some emerging countries, the travel and tourism business has increased in importance. It has not only created significant tourist exchange profits, but it has also contributed to the total output and socioeconomic growth of these countries. In 2014, Malaysia ranked 26th out of 184 countries in Asia and the Pacific for the travel and tourism sector's contribution to national production.

The travel and tourism industry has gained prominence for several emerging countries. It has not only generated considerable tourist exchange earnings, but it has also contributed to these nations' total output and social progress. In 2014, Malaysia ranked 26th out of 184 countries in Asia and the Pacific for travel and tourism's contribution to national production. In 2014, Malaysia ranked 26th out of 184 countries in Asia and the Pacific for travel and tourism's contribution to national production. This essay seeks to empirically examine the factors affecting international tourist arrivals in Malaysia.

1.3   PROBLEM STATEMENT

The problem of accommodation with tourist satisfaction is a complex issue that is often encountered in the tourism industry. The accommodation is an essential component of the tourism experience, and it's crucial to deciding, or not visitors have a pleasant and relaxing time while they are there. Main challenges of accommodation is ensuring that it meets the expectations of tourists. This can be particularly difficult in areas with high tourist demand where accommodation options may be limited, leading to increased prices and lower-quality facilities. Additionally, different tourists may have different preferences and expectations, making it difficult to cater to everyone's requirements in the same manner (Benítez-Aurioles et al., 2021).

Insufficient supply. In some popular tourist destinations, there may not be enough accommodation options available to meet the demand. This can result in high prices, long waitlists, or travelers having to settle for subpar lodging. Lack of diversity. Some destinations may have plenty of accommodation options, but they may be limited to a certain type, such as luxury hotels or budget hostels. This can make it difficult for travelers with different needs and budgets to find suitable lodging (Petruzzi et al., 2023).

Uneven distribution. Accommodation may be concentrated in certain areas, while others are underserved. This can result in overcrowding and strain on resources in popular areas, while other regions miss out on potential tourism revenue. Quality issues. Some accommodation options may not meet basic standards of cleanliness, safety, or comfort, leading to negative experiences for travelers and damage to the destination's reputation (Qiao et al., 2021).

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Tourism also struggles with food quality and tourist satisfaction. Food is important aspect in tourism experience, and tourists expect to enjoy high-quality and authentic local cuisine during their travels. One of the main challenges of food quality is ensuring that it meets the expectations and preferences of tourists. Catering to diverse dietary preferences and restrictions among tourists can pose a challenge in providing a universally satisfactory food quality. Additionally, have the destinations, there are lack of local ingredients, which can impact the authenticity and quality of the cuisine (Pandey et al., 2022).

Poor quality. Some restaurants or food establishments may offer food that is of poor quality, which can result in negative experiences for tourists and damage to the destination's reputation. Limited options. Some destinations may have limited food options available, which can make it difficult for travelers to find suitable meals. This can be particularly challenging for individuals with dietary restrictions or preferences (Richards et al., 2021).

High prices. Food prices in some tourist destinations may be higher than in other areas, which can make it difficult for budget-conscious travelers to find affordable meals. Lack of authenticity. Some destinations may offer food that is not authentic to the local culture, which can lead to disappointment for tourists seeking an immersive experience (Tran et al., 2022).

Addressing the food quality problem requires a coordinated effort from various stakeholders, including government, businesses, and local communities. This may involve measures such as promoting local and authentic cuisine, ensuring food safety and hygiene standards are met, offering diverse food options, and establishing fair pricing practices (Secinaro et al., 2020).

The problem of customer relationship in the tourism industry is a significant challenge that can impact the overall success of a business. Customer relationship management (CRM) is critical in the tourism industry, as it helps to build loyalty, improve customer satisfaction, and encourage repeat business (Sota et al., 2020).

One of the main challenges of customer relationship management in the tourism industry is the high volume of customers and the need to provide personalized service to each customer. Additionally, customers may have different expectations and preferences, making it difficult to provide a one-size-fits-all approach to customer service (Chen et al., 2021).

Poor communication. Tourists may have difficulty communicating with local businesses, tour operators, or government agencies due to language barriers or cultural differences. Lack of personalization. Tourists may feel that their needs and preferences are not being considered by local businesses and service providers, resulting in a negative experience (Kampani et al., 2020).

Inconsistent service quality. Tourists may experience inconsistent service quality across different establishments and interactions, leading to confusion and frustration. Limited access to information. Tourists may struggle to find accurate and up-to-date information about local attractions, events, and amenities, making it difficult to plan their trip effectively (Meena, et al. 2021).

Tourist satisfaction is a critical aspect of the tourism industry as it is closely linked to the success and sustainability of tourism businesses and destinations. Tourists have high expectations and demand high-quality experiences that meet their needs and preferences (Viglia et al., 2020).

One of the main challenges of tourist satisfaction in the tourism industry is ensuring that tourists have a positive and enjoyable experience throughout their journey. This can be challenging due to various factors such as the quality of accommodation, food, transportation, attractions, and activities, as well as unexpected events like natural disasters or health emergencies (Vada et al., 2020)

Disappointing experiences. Tourists may encounter situations where their expectations are not met, resulting in a lower level of satisfaction with the destination. Crowded or overdeveloped destinations. Tourists may find that the destination is overcrowded or overdeveloped, resulting in long lines, traffic congestion, or environmental degradation, leading to lower levels of satisfaction (Gidebo et al., 2021).

Safety concerns. Tourists may feel unsafe due to high crime rates, natural disasters, or civil unrest, leading to a lower level of satisfaction and potential harm to the destination's reputation. Lack of value for money. Tourists may feel that the prices for accommodations, attractions, and activities are too high compared to the quality of the experience, leading to a lower level of satisfaction (Ye et al., 2020).

The tourism industry is complex, and there are various challenges that businesses and destinations face in providing quality services to tourists. Three common problems that tourists encounter are related to accommodation, food, and customer service.

Accommodation. One of the main problems tourists face is the availability and quality of accommodation. In some destinations, there may be a lack of available accommodation due to high demand, which can result in higher prices and lower-quality facilities. Additionally, different tourists may have different preferences and budgets, which can make it challenging to provide suitable options for everyone (Gassmann et al., 2021).

Food. Another common problem that tourists encounter is the quality and availability of food. Tourists expect to enjoy high-quality and authentic local cuisine during their travels, but this can be challenging in areas where local ingredients are not readily available, or where the quality of the food is not up to par. Additionally, some tourists may have dietary restrictions or preferences that can limit their options (Katuk et al., 2021).

Customer relationship. The quality of customer realtions can significantly impact the tourist experience. Tourists expect friendly and welcoming service, personalized attention, and efficient problem resolution. However, some businesses may struggle to provide high-quality customer service due to a lack of training or resources, leading to dissatisfied customers (Line et al., 2020).

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1.4   RESEARCH OBJECTIVES

The study targets Malaysian tourists. This research will explore how accommodation, food quality, and customer relations affect tourist satisfaction when visiting Malaysia.

The study was conducted with the following objectives:

a. To investigate the link between accommodation and tourist satisfaction in Malaysia.

b. To examine the connection between food quality and tourist satisfaction in Malaysia.

c. To examine the link between customer relations and tourist satisfaction in Malaysia.

1.5   RESEARCH QUESTIONS

To achieve the study aims, the following research questions were developed:

Question 1: What is the relationship between accommodation and tourist satisfaction in Malaysia?

Question 2: What is the relationship between food quality and tourist satisfaction in Malaysia?

Question 3: What is the relationship between customer relations and tourist satisfaction in Malaysia?

1.6   HYPOTHESIS

As a result of the foregoing considerations, the following research hypotheses are developed:

H1: There is a relationship association between accommodation and tourist satisfaction.

H2: There is a relationship Food quality correlates positively with tourist satisfaction.

H3: There is a relationship Customer relations correlate positively with tourist satisfaction.

1.7 SIGNIFICANT OF THE STUDY

Theoretically, this research has many consequences. This study employs quantitative methodologies to generalize the conclusions and findings. The outcomes of this study serve as a standard for future customer-related tourist satisfaction and tourism's efficacy. This research focuses on tourist satisfaction. It addresses three main research questions: what factors influence tourist satisfaction, what is the target of tourists, and why are tourists willing to choose the services despite their negative risk perception. Tourists' satisfaction is one of the most crucial elements that guarantee future business growth. Today, many businesses use tourists' happiness as a critical metric for gauging the effectiveness of their operations. According to research into tourism literature, the capacity of a destination to meet the needs and expectations of tourists is a pivotal factor in the decision-making process of selecting a location. Tourists who enjoy a destination, it's probable that they will either suggest it to others or revisit it themselves. (Tapak et al., 2019).

1.8   DEFINITION OF KEY TERMS

1.8.1   Tourist Satisfaction

Tourist will get the satisfaction and it relate with their happiness during and after their trips. It reflects the degree to which their expectations and needs were met, and whether they feel their trip was worth the time, effort, and money they invested. Tourist satisfaction can be influenced by various factors such as the quality of accommodations, transportation, food, attractions, activities, and the overall destination experience. It's a key indicator of a place's success and can impact its reputation, number of visitors, and tourism revenue (Khan et al., 2020).

1.8.2   Accommodation

Accommodation refers to in the context of tourism the provision of a place to stay for travelers, such as a hotel, hostel, resort, or vacation rental. Accommodation is a crucial aspect of the travel and tourism industry, as it provides travelers with a place to rest and recharge after a day of exploring or activities. The type of accommodation a traveler chooses can greatly impact their travel experience and can range from budget-friendly options to luxury options, depending on the traveler's preferences and budget. The cost of a trip can also be affected by the type and quality of the place where you stay (Gössling et al., 2021).

1.8.3 Food Quality

The food quality universe is depicted as a system of material and immaterial product needs relating to the food, the manufacturing environment, the innovations made, and the product-market system. Furthermore, the high-end system's dynamics are depicted as a link between processing circumstances, product features, product performance, and tourist needs. All of this raises the question of techniques and tactics for researching and optimizing the overall quality of food goods. Two ways are presented: (a) pyramiding by comparing pairs of diametrically opposed tourist needs, and (b) reducing rejection as a more beneficial strategy than maximizing preferences. It is proposed that sensory science be referred to as the "science of quality perception." (Jeaheng et al., 2020).

1.8.4 Customer Relations

Customer relations management is the most effective marketing strategy for safeguarding clients, tourist, or existing customers by managing them to make repeat purchases so that they do not flee to rivals. Customers who are already on a company's list must constantly be managed optimally. The greater the number of tourist, the better for the development of the firm. This is one of the elements that contribute to effective customer management in a business. In business, the rivalry is fierce. As a result, it is critical to offer goods that outperform rivals to retain existing clients (Stojiljkovi et al., 2019).

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1.9   SUMMARY

In summary, accommodation, food quality, and customer relationship are all important aspects of the tourism industry. Providing high-quality accommodation and food, and building positive customer relationships, can help to create a positive experience for tourists, encourage repeat visits, and generate positive reviews and recommendations. This study's objective is to determine accommodation, food quality, and customer relations relate with tourists' satisfaction. To continue to flourish as a destination and an accommodation choice, the hospitality and tourism sectors must emphasize two aspects: communication skills and hospitality.

CHAPTER 2

LITERATURE REVIEW

2.1   INTRODUCTION

This chapter examines the independent-dependent relationship. Tourist satisfaction is dependent variables, while independent variables are accommodation, food quality, and customer relations.

2.2 UNDERLYING THEORY

The underlying theory of accommodation is a key aspect of Piaget's theory of how the mind grows and changes. Piaget's theory of cognitive development says that an important aspect of accommodation tourism is understanding market demand and supply. This involves identifying target markets and understanding their preferences and needs, as well as identifying trends in the industry and adapting to changing consumer demands. For example, with the rise of online booking platforms and the sharing economy, accommodation providers may need to adapt their business models to remain competitive. (Oogarah-Pratap et al., 2020)

The underlying theory of food quality is based on the idea that the quality of food can be assessed based on its sensory properties, nutritional content, and safety. This theory is often used in the food industry to develop and market food products that meet certain standards of quality. Nutritional content is another important aspect of food quality. A food product that is high in essential nutrients such as vitamins, minerals, and fiber is generally considered to be of higher quality than a food product that is low in these nutrients. Food's nutritional value is assessed according to dietary guidelines and recommendations set by health organizations (Kumar et al., 2021)

The theory of customer relationship is grounded in the concept of customer satisfaction. This theory posits that satisfied customers tend to exhibit repeat patronage and positive word-of-mouth referrals towards a business. Businesses can increase customer satisfaction by meeting or exceeding their expectations, providing excellent customer service, and maintaining open lines of communication with customers (Boudreaux et al., 2021).

2.3   TOURIST SATISFACTION

2.3.1   Definition of Tourist Satisfaction

Tourist satisfactions pertains to degree of gratification or satisfaction that a tourist encounters during their travel experience. It is a subjective evaluation of the overall experience, including various factors such as accommodation, transportation, attractions, food, and customer service. Tourist satisfaction is determined by pre-travel expectations, actual experience, and the comparison between the two. Tourist satisfaction is an essential measure of the success of the tourism industry, as it can impact tourists' decision to return to a destination or recommend it to others. Measuring and improving tourist satisfaction is crucial for destination management organizations and businesses in the tourism industry to ensure sustainable growth and profitability (Pai et al., 2020).

2.3.2 Antecedents of Tourist Satisfaction

Antecedents of tourist satisfaction influenced by accommodation. Accommodation is an essential element of a tourist's overall travel experience and can significantly impact their level of satisfaction. Room Quality. The quality of the room is one of the most important things that can affect how happy a tourist is. The cleanliness, comfort, size, and amenities of the room are all factors that can impact the tourist's overall satisfaction. Staff Service. The staff's quality of service is also a crucial antecedent of tourist satisfaction. Friendly and helpful staff can make a significant difference in a tourist's experience, while rude or unhelpful staff can leave a negative impression. Location. The location of the accommodation is another essential factor that can impact tourist satisfaction. Accommodation situated in a central and convenient location can provide tourists with easy access to attractions, shopping, and dining options (Nisar et al., 2020).

Antecedents of tourist satisfaction influenced by customer relations. Communication. Effective communication between the accommodation staff and the tourists is a critical factor that can impact tourist satisfaction. Staff members who are friendly, responsive, and helpful can create a positive customer relationship and enhance the overall travel experience. Personalization. Personalization is another important factor that can influence tourist satisfaction with their accommodation. Accommodation providers that offer personalized services, such as customized tours or recommendations for local attractions, can create a positive impression and enhance customer relationship. Staff competence. The competence of accommodation staff is also a significant factor that can impact customer relationship, and tourist satisfaction. Staff members who are knowledgeable, experienced, and able to handle tourists' needs can create a positive impression and enhance satisfaction (KHOA et al, 2020)

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Antecedents of tourist satisfaction influenced by accommodation food quality. Menu variety. Tourists are more likely to be satisfied with their dining experience if there is a variety of menu options to choose from. This can include vegetarian or vegan options, gluten-free options, or other dietary requirements. Food quality is a significant determinant of tourist satisfaction. Tourists anticipate superior quality, fresh components, and expertly crafted food. Food presentation is a crucial factor that can impact tourist satisfaction. Well-presented dishes can enhance the dining experience and create a positive impression. Timeliness of service is also an essential factor that can impact tourist satisfaction. Tourists expect to receive their food in a timely manner and without delays. Staff service: The quality of staff service is also important in influencing tourist satisfaction with food quality. Friendly, attentive, and knowledgeable staff can enhance the dining experience and create a positive impression. Cleanliness of dining area. The cleanliness of the dining area is another factor that can influence tourist satisfaction. A clean and hygienic dining area can enhance the overall dining experience (Singh et al., 2021)

2.4   ACCOMMODATION

Accommodation is supplied to meet the needs of tourist who are traveling, such as a place to stay or a temporary dwelling. Tourist accommodation is made up of two distinct components. Supply and demand are the two components. It demonstrates that tourist accommodation relates to who provides services to tourists or tourism customers. Tourism accommodation is categorised into four categories, namely: (a) factor service accommodation, which includes hotels, apartments, guest houses, and boarding houses: (b) Self-catering accommodation, which requires its tourist to prepare their own meals, such as camping, trailers, rental apartments, and houses: (c) House of friends and relatives; in this scenario, housing is free since a friend, relative, or family member in the destination location has supplied it: and (d) Other types of accommodation, such as hostels, youth hostels, boats, and so on (Silaban et al., 2019).

Accommodation refers to the lodging options available to tourists. The quality of accommodation can have a significant impact on a tourist's overall experience. If the accommodations are clean, comfortable, and well-maintained. It is more likely that tourists will have a positive experience. In contrast, tourists are more likely to have a negative experience if the accommodations are unclean, uncomfortable, or poorly maintained. Tourist satisfaction with accommodation can also impact their decision to return in the future or recommend the property to others (Gerwe et al., 2021).

2.5 FOOD QUALITY

It has been emphasised that one of the important components that must be consumed by tourists is food and drinks. Potentially increasing the tourist's desire to go to a location and reconsider the selection criteria when food is. Furthermore, it was discovered that food quality is a determinant of tourist perceived value due to food quality on tourist satisfaction as well as other aspects on food quality and tourist contentment looked at the relationship between variables that affect tourist satisfaction (Richards et al., 2021).

The important factor in tourist satisfaction is the variety and quality of food provided by fast food businesses. Price and product quality are two criteria recognized as related to tourist satisfaction. Food quality towards tourist impressions of food and their purchasing decisions. Food quality has been highlighted as the most significant factor in tourist rating of various types of establishments ensuring that tourist expectations are met and that they are happy necessitates the use of a high-quality food (Uslu et al., 2020).

Food quality is another important aspect of the tourism industry. Restaurants, cafes, and other food and beverage establishments play a critical role in providing tourists with enjoyable dining experiences. High-quality food that is fresh, tasty, and well-prepared can create a positive impression of a destination and encourage tourists to return. Poor-quality food, on the other hand, can have the opposite effect, leaving a negative impression and discouraging repeat visits (Aniqoh et al., 2020).

2.6   CUSTOMER RELATIONS

Customer relations are also important in tourism. Effective communication, responsiveness to customer requirements and offering a personalized experience can help create loyal customers who return time and again. Staff who are friendly, knowledgeable, and responsive to customers' needs can go a long way towards establishing a positive relationship. Good customer relationships can also result in positive reviews and referrals, which can aid in attracting new customers (Stojiljkovi et al., 2019).

Because tourist and customer relations growth has emerged as a business requirement for all firms, this marketing approach has been studied in the context of customer relationship development. The absence of hesitancy in delivering positive feedback to a product, the preservation of client connections, the convenience of sale, and the speed with which items are promoted all indicate a tourist loyalty to that product (Pambudi et al., 2021).

2.7 RELATIONSHIP BETWEEN ACCOMMODATION, FOOD QUALITY, CUSTOMER RELATIONS, AND TOURIST SATISFACTION

2.7.1 Relationship Between Accommodation and Tourist Satisfaction

Tourist satisfaction and accommodation are closely related in the tourism industry. Accommodation is component of a tourist's travel experience and have significant impact on their overall satisfaction with their trip. When tourists have access to high-quality accommodation that meets their expectations. They are more likely to experience comfort, relaxation, and satisfaction on their trip. Good quality accommodation can enhance the overall experience of travel and create lasting memories for tourists (Cai et al., 2020).

The location of accommodation can also impact tourist satisfaction. Tourists may be more satisfied if their accommodation is conveniently located near tourist attractions or other amenities. Tourist satisfaction is the level of service provided by accommodation providers. Friendly and helpful staff, personalized attention, and efficient check-in and check-out processes can all contribute to a positive experience for tourists. On the other hand, poor service, rude staff, or long wait times can lead to dissatisfaction. The quality of accommodation can have a significant impact on tourist satisfaction. Tourism businesses should prioritize high-quality accommodation and customer service to ensure that tourists have positive experiences and are more likely to return in the future (Biswas et al., 2020).

2.7.2 Relationship Between Food Quality and Tourist Satisfaction

Food quality important factor that can affect tourists satisfaction, especially in the tourism industry. Tourists often seek out local cuisine and dining experiences as an important part of their travel experience, and the quality of food and dining options can influence their overall satisfaction with their trip. When tourists have access to high-quality food options that meet their expectations, they are more likely to have positive feelings about their destination and their trip. Good quality food can enhance the overall experience of travel and create lasting memories for tourists (Kala et al., 2020).

Food quality can impact other aspects of tourist satisfaction. For example, if a tourist experiences food poisoning or other health issues related to food, this can lead to negative perceptions of the destination and impact overall satisfaction with the trip. The variety and availability of food options can also affect tourist satisfaction. Tourists may have specific dietary requirements or preferences, and having a range of options available that meet their needs can enhance their overall experience (Bam et al., 2020).

Food quality plays an important role in shaping tourists' perceptions of their travel experience. High-quality food options that are safe, delicious, and meet tourists' preferences and requirements can contribute to high levels of tourist satisfaction. Therefore, tourism businesses should prioritize the quality and variety of food options they offer to ensure that tourists have positive experiences (Piramanayagam et al., 2020).

2.7.3 Relationship Between Customer Relations and Tourist Satisfaction

In the tourism industry, customer relations and tourists satisfaction are closely linked. Building strong, positive relationships with customers is essential for long- term business success, and satisfied Customers are more likely to come back and tell their friends about a business if they like it. In the tourism industry, providing excellent customer service is crucial for creating positive experiences for tourists. Friendly and helpful staff, personalized attention, and efficient customer service can all contribute to a positive experience for tourists and increase their satisfaction with their trip (Al-Gasawneh et al., 2021).

Effective customer relations can also impact tourist satisfaction in other ways. For example, businesses that actively seek feedback from customers and make changes based on that feedback are more likely to meet customers' needs and expectations, leading to increased satisfaction. Likewise, offering personalized experiences and creating a sense of community can help tourists feel valued and appreciated, which can contribute to higher levels of satisfaction (Khan et al., 2022).

Customer relations can impact tourists' perceptions of a destination as a whole. Tourists may form opinions about a destination based on their interactions with local businesses and residents, so businesses that prioritize customer relations and provide excellent service can contribute to positive perceptions of the destination and lead to increased tourist satisfaction. Strong customer relations are essential for creating positive travel experiences and increasing tourist satisfaction. Businesses in the tourism industry should prioritize customer service, seek feedback from customers, and create personalized experiences to ensure that tourists have positive experiences and are more likely to go back and tell others about the place (Huwae et al., 2020).

2.8 CONCEPTUAL FRAMEWORK

Figure 2.8 shows proposed framework for tourist satisfaction. This model establishes a direct relationship between various factors influencing tourist satisfaction. Research done in the past, such as that conducted by gives credence to this relationship (Silaban et al., 2019).

In this study, we will look at three different variables. According to previous studies, we can expect that accommodation, food quality, and customer relations will all have a relationship with tourist satisfaction. Figure 2.1 illustrates the correlations that exist between all the different variables.
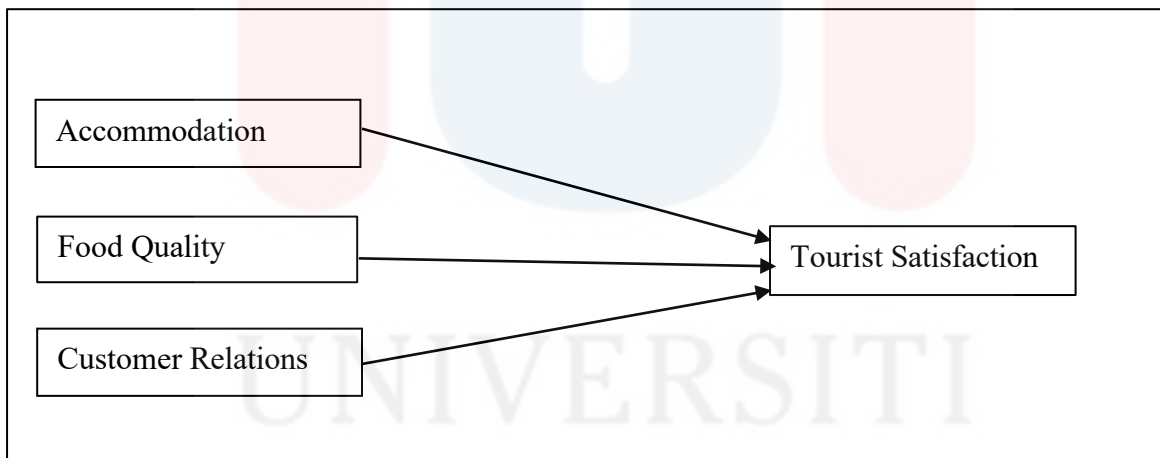
Figure 2.1: Conceptual Framework of accommodation, food quality, and customer

relations toward Tourists' Satisfaction.

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2.9   HYPOTHESIS

Hypotheses must be testable and plausible given current knowledge and practises. Hypotheses can predict or explain relationships between two things. It shows a consistent relationship between independent and dependent variables. In light of the preceding factors, the following research hypotheses are developed:

H1: There is a relationship association between accommodation and tourist satisfaction.

H2: There is a relationship Food quality correlates positively with tourist satisfaction.

H3: There is a relationship Customer relations correlate positively with tourist satisfaction.

2.10   SUMMARY

In summary, accommodation, food quality, and customer relationship are all important aspects of the tourism industry. The tourism industry encompasses a wide range of businesses and services, including accommodations, food and beverage, and customer relations. Providing high-quality accommodation and food, and building positive customer relationships, can help to create a positive experience for tourists, encourage repeat visits, and generate positive reviews and recommendations, And all three factors have a substantial impact on the satisfaction of tourists.

CHAPTER 3

METHODOLOGY

3.1   INTRODUCTION

These chapter will describe strategy utilized for expedite the completion of these research. The components make up the methods are a research design, a target population, the student chosen to participate in this study, a sample size that is required, a sampling method, data collection to make it easier, a research tool, and data analysis to figure out what the result is. To achieve study's goals, this chapter's purpose is to explain the factors contributing to local tourist satisfaction in Malaysia. These factors include accommodation, food quality, and customer relations with tourist satisfaction.

3.2 RESEARCH DESIGN

Involves an open plan, structure, method, and study to obtain results that are certain to answer the research question and control variance. This study will use quantitative methods with tourists from Malaysia. A descriptive research design assists in answering the research question and achieving the research objective (Salkind et al., 2010)

3.3   TARGET POPULATION

When a researcher wants to do a statistical sample for a study, they look at a certain group of tourists or a single tourist. Based on the study variables, the researcher will look at the data. As a result, any selection of tourists brought together by a common characteristic can be referred population (Schneider et al., 1993). The target population for this study will be 66 million people in Malaysia, where the focus of the study will be on local tourists. (Domestic Tourism 2021).

3.4   SAMPLE SIZE

Oribhabor et al., (2019) Sampling is the specific selection number for observations from larger population. Also, the size of the sample, the goals of the researcher. The statistical manipulation used to analyse data during research is crucial.. A particular target population can be used to guide the selection of an appropriate sample size. The table gave a good way to figure out how many samples are needed to accurately represent a certain population. The method was based on research (Krejcie et al., 1970). 384 local tourists in Malaysia as a sample size. (See table 3.1)

Table 3.1: Sample Size Table

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

Source: Krejcie et al., (1970)

The table was made using the following formula for figuring out the size of the sample:

Formula for determining sample size

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

s = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = the population size.

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

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

Source: Krejcie & Morgan, 1970

Source: Krejcie et al., (1970)

Figure 3.1: Formula to determine sample size

3.5   SAMPLING METHOD

Csikszentmihalyi et al., (2014) sampling is the method to process and selecting a small portion population under study. Because it is not feasible to include an entire population of interest in many research activities, fewer people collect data. Instead of trying to reach every tourist, sampling the population can be faster and cheaper. Before analysing and drawing conclusions from the database data, it is important to know where it came from because the sample will be used to draw conclusions about the whole population.

Csikszentmihalyi et al., (2014) sampling is a technique for obtaining data in academics to learn regarding a particular population by studying the findings of a sample of people rather than focusing on some specific individuals. This study employs two primary sampling methods probabilities and non-probabilities. This study used probability and non-probability sampling. Random samples are used in probability sampling, enabling important inferences about overall demography to be drawn. Non-probability sampling is frequently related with qualitative research and the construction of research articles. The non-probability approach, for example, a simple sampling method, was chosen for this investigation's sample design. Facility sampling is a non-probability or non-random sampling technique that involves the selection of study participants from a target group based on specific criteria, such as convenient accessibility, location, capacity at a given time, or willingness to participate.

3.6   DATA COLLECTION

Hox et al., (2005) Data collection is the correct collecting of data from a variety of relevant sources to solve problems, offer information, analyze results, and anticipate future trends and probabilities. Surveys, interviews, and other types of primary data are created by the scientist themselves with the goal of studying and determining the current analytical problem. The major data utilised in this study's data gathering procedures were obtained by giving out questionnaires to people who fill them out. The survey, is also known as an online questionnaire, will be delivered online.

Sapsford et al., (1996) A form can be a collection of questions, or it can be used to collect information from a response. A probe form typically comprises a combination of closed-ended and open-ended questions. Goal of this analysis was stated in the covering letter included with the form that was given to the respondents. As a result, respondents can understand the motivation and objective of this study, allowing them to generate more accurate data. The questionnaire will be used to collect information for this study.

3.7   RESEARCH INSTRUMENT

Taherdoost et al., (2016) a research instrument is a device employed to gather information for studies. These techniques are frequently used to evaluate others, including students, clients, patients, and other stakeholders in the health sciences and in education. Checklists, questionnaires, tests, and interviews are a few examples of search instruments. Structured questions are being used since they are easier to administer and analyse. The objective of this study is to establish whether a correlation exists between accommodation, food quality, and customer relations. Likert scale will be used as a measurement as it is observable Figure 3.2.
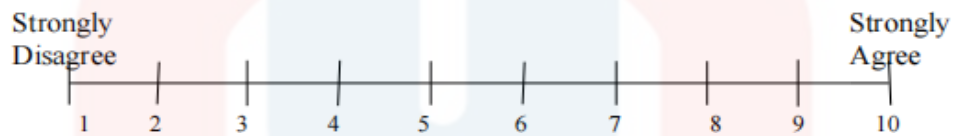
Figure 3.2: Measurement of Likert Scale

Table 3.2: Sources of measurements

Variables	Sources of measurement items
Tourist satisfaction	Narangajavana Kaosiri et al., (2019)
Accommodation	Silaban et al., (2019)
Food quality	Murrell et al., (2020)
Customer relations	Migdadi et al., (2021)

3.7.1 Tourist Satisfaction

Tourist satisfaction among tourist satisfaction in Malaysia. Item to measure the tourist satisfaction are shown in Table 3.3.

Table 3.3 Item to Measure Tourist Satisfaction in Malaysia

Items No.	Statement
1	How likely were you to return in the future?
2	How willing were you to advocate the place to others?
3	Have you already visited the destination?
4	How did they assess your holiday overall in comparison to their predictions before the holiday?
5	What you liked and disliked about their most recent vacation?

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3.7.2 Accommodation

In accommodation, comfort is identified as an important element in a company. Then, comfort may be defined as an element that can attract tourist to stay in a place that can provide maximum comfort. Items to measure tourist's comfort with accommodation will be shown in the table below. (See table 3.4)

Table 3.4 Item to Measure Accommodation towards Tourist Satisfaction in Malaysia

Item no	Statement
1	Tourist stakeholders must be concerned about local people to increase tourist service quality.
2	Tourist's stakeholders must strengthen their communication to generate tourist satisfaction.
3	The tourist business must concentrate its efforts on improving service quality.
4	Tourist contentment is the emotion a person has after comparing performance or results.
5	The tourists have not been able to be satisfied due to a lack of accommodation near the tourism needs.

3.7.3 Food Quality

Food quality is a factor that has a story effect on a comfortable stay because tourists satisfactions is easily influenced by food and where to live. Items to measure food quality against comfortable accommodation are shown in the table below. (See table 3.5)

Table 3.5 Item to Measure Food Quality towards Tourist Satisfaction in Malaysia

Item No	Statement
1	Visually appealing food presentation.
2	The food is provided at the appropriate temperatures.
3	The cuisine of the restaurant is diverse.
4	The eatery provides nutritious selections.
5	This restaurant's service has met my expectations.

3.7.4 Customer Relations

Relationship with customers for comfortable stay and food quality is a must if you want tourists satisfaction. The way the customer and enjoyment items are shown in the table below. (See table 3.6)

Table 3.6 item to Measure Customer Relations towards Tourist Satisfaction in Malaysia

Item No	Statement
1	Customer relations based on total customer satisfaction rather than transaction-specific customer satisfaction.
2	Customers should be at the core of organisational structure, frequently with customer-focused teams.
3	A business may give personalised services to its valued clients by making creative use of the customer knowledge obtained and by employing based technologies.
4	Customer happiness is essential for successful efforts.
5	Constantly responding to changing client demands and desires

3.8   DATA ANALYSIS

factors that influence tourist satisfaction. The process involves collecting and examining data to identify patterns and trends that can be used to draw conclusions about the relationship between the DV and IVs. The insights gained from data analysis can inform decision-making and help organizations improve their services and offerings to enhance tourist satisfaction, accommodation, food quality, and customer relations. There are many ways data can be used on all purchase intentions of local tourists in Malaysia. Data analysis is a method of evaluating the information collected. It generally includes analysis of data produced by using analytical skills and to identify patterns, correlation, or trend.

In this investigation, it is usually possible to evaluate the studies obtained by employing (SPSS). For interactive or batch statistical analysis, it is statistical analysis software. One of the most well-known statistical systems, this program may offer complex data manipulation and testing with an easy-to-use interface. To summarize reports using tables, charts and distribution graphs, the program may gather almost any type of data. With the help of this program, you can learn more about data and make data-based decisions that suit your needs.

3.8.1 Descriptive Analysis

The first type of analysis is a descriptive analysis. It helps with displaying the data that has been collected and summarizing it in a constructive manner to meet the terms of each data condition. Descriptive analysis will display the mean values of the dependent variables together with the standard deviation. In other words, descriptive statistics facilitate the process of simplifying enormous amounts of data. This will aid in determining the greatest mean among the independent variables, which include accommodation, food quality, and customer relations.

Mean is frequently used to do mathematical or statistical calculations on a set of facts or numbers. It is critical to model the data set and demonstrate the least amount of inaccuracy from other values in the data set. This calculator can assist you in determining the center of a numerical data collection. The mean of a set is determined by dividing the sum of all the numbers in the set by the total number of values in the set.

The standard deviation shows how close the mean is to the data connected to the mean. When reaching the outcome, one of two types of results will be displayed. A low standard deviation suggests that the data points are closely clustered together. In addition to the mean and standard deviation, the analysis indicates a higher degree of dispersion in the results. When using meal delivery apps, The mean and standard deviation will help find the precise component that becomes the tourist true buy intention.

3.8.2 Reliability Analysis

Researchers will investigate the appropriate qualities of the measuring scale as well as the items that comprise the scale, which is why reliability analysis will be employed. One of the easiest ways to get information is to use a questionnaire. information from your target audience. Using this strategy can also aid to add a more rigid framework to any investigation, contributing more to the task that we are performing. In this study, The Cronbach's alpha test will be utilised to assess the reliability of the instrument. Cronbach's alpha important statistics when making and using tests for research, according to (Cortina et al., 1993). In published scientific education research, the reliability of instruments is sometimes given as a number called (Cronbach's et al., 1951). The Cronbach Alpha spans from zero to one, with lower values being untrustworthy and higher values being acceptable. Cronbach's Alpha is separated into five categories in the table. (See table 3.7)

Table 3.7: The Alpha Cronbach Value

Cronbach's Alpha	Interpretation
0.91-1.00	Excellent
0.81-0.90	Very Good
0.71-0.80	Good
0.61-0.70	Moderate
0.01-0.60	Poor

Source: Cronbach's et al., (1951).

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3.8.3   Correlation of Coefficient

The terms correlation and coefficient are frequently utilised by individuals. Assess the correlation coefficient to determine the degree of association between two quantitative variables. In addition, it is often the case that the correlation between variables is linear. If the two quantitative variables have a linear connection, we may determine tourist satisfaction, intentions and beliefs, as well as influence towards accommodation in the tourism industry. This will assist us in achieving the desired outcome for our research. Simoncelli et al., (1998) In the event that the correlation coefficient is zero, it can be concluded that there is no linear relationship between the two variables. If the correlation coefficient is less than one or greater than one, the relationship between the variables is linear. A zero value shows the existence of both a two-variable connection and a linear relationship. The range of potential values is -1.0 to 1.0. It must be greater than or less than 1.0. A correlation of 1.0 means that there is neither perfect negative or perfect positive connection. (See table 3.8)

Table 3.8: Rules of Thumb about Correlation Coefficient Size

Coefficient Rage	Strength of Association
± 0.91 to ± 1.00	Very Strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small but definite relationship, low
± 0.00 to ± 0.20	Slight, almost negligible

Source: Schober et al., (2018)

3.9 SUMMARY

In Chapter 3, we will discuss the research design and target population, the number of sample sizes that will be targeted, the sampling methods used to obtain data for the research, data gathering, research tools, The tasks at hand involve conducting data analysis, performing descriptive and reliability analysis, and calculating the correlation coefficient. The correlation coefficient will aid in the verification of the link between the two variables, which are local tourist satisfaction in Malaysia with accommodation, food quality, and customer relations. The study will employ the questionnaire method to gather data from the participants. Local tourists in Malaysia have been recruited to assist in this research. Probability sampling will also be performed, and using this strategy, we will be able to acquire all the information and results required to advance and complete this research.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

The present chapter encompasses a reliability analysis, a demographic analysis of the respondents, a descriptive analysis, and an analysis of Pearson's coefficient. The data for the research study was obtained from a total of 256 participants. Following data collection, the data was analysed using IBM SPSS Statistics version 29 for this study.

4.2   RELIABILITY ANALYSIS

The measurement of questionnaire reliability was conducted through the utilisation of reliability analysis. The reliability and consistency of the data were assessed using Cronbach's Alpha analysis. The table below displays the guidelines for interpreting the magnitude of Cronbach's Alpha coefficient. Hair et al., (2007).

Table 4.1: Rules of Thumb of Cronbach's Alpha coefficient size

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

Source: Hair et al., (2007)

Table 4.1 displays the overall correlation between the dependent variable and the independent variable in the pilot test. Prior to its distribution to 256 individuals via an online survey, a pilot test was conducted with a sample size of 30 respondents.

Table 4.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Accommodation	5	0.905	Excellent
Food Quality	5	0.917	Excellent
Customer Relations	5	0.904	Excellent
Tourist Satisfaction	5	0.905	Excellent
Overall variables	20	0.932	Excellent

Table 4.2 displays the Cronbach's Alpha Coefficient for both the independent and dependent variables in this study. Based on the data presented in the table, it can be inferred that all of the variables exceeded a value of 0.9, with an overall variable score of 0.932. Consequently, the displayed outcome is deemed dependable and can be deemed acceptable for this research.

Five questions were utilised to measure the accommodation variable that impacted the correlation between accommodation and tourist satisfaction in Malaysia. Table 4.2 indicates that the Cronbach's Alpha value for the questions in this section was 0.905, which is considered excellent. The coefficient obtained for the questions in the accommodation variable was found to be reliable.

Subsequently, there were five inquiries utilised to gauge the food quality factor that impacted the correlation between food quality and tourist satisfaction in Malaysia. The Cronbach's Alpha coefficient result presented in this section is 0.917, indicating excellent reliability. The coefficient obtained for the questions in the food quality variable was deemed reliable.

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In the assessment of the variable of customer relations that impacted the correlation between customer relations and tourist satisfaction in Malaysia, a set of five questions were utilised. The Cronbach's Alpha coefficient for the questions in this section was 0.904, indicating excellent reliability. Hence, the coefficient derived for the customer relations variable questions was deemed reliable.

Finally, to assess the level of satisfaction among domestic tourists in Malaysia, a set of five questions was employed. The Cronbach's Alpha coefficient for this section was 0.905, indicating excellent reliability. Hence, the coefficients derived from these questions to assess the satisfaction of local tourists in Malaysia were deemed dependable.

As the Cronbach's Alpha coefficient for the variables has surpassed 0.9, it indicates that the questionnaires exhibit high reliability, thereby allowing for the continuation of the study. The study's reliability analysis indicates that the respondents have demonstrated a strong comprehension of the provided questions, thereby validating the questionnaires for use in this study.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

Frequency analysis was included as a fundamental component of the analysis in this study. Section A of the questionnaire elicited information from respondents regarding their demographic characteristics, including gender, age, race, occupation, frequency and duration of travel. The demographic information of the respondent was presented in both a tabular and graphical format, specifically a pie chart.

4.3.1 Gender

Table 4.3: Number of Respondents by Gender

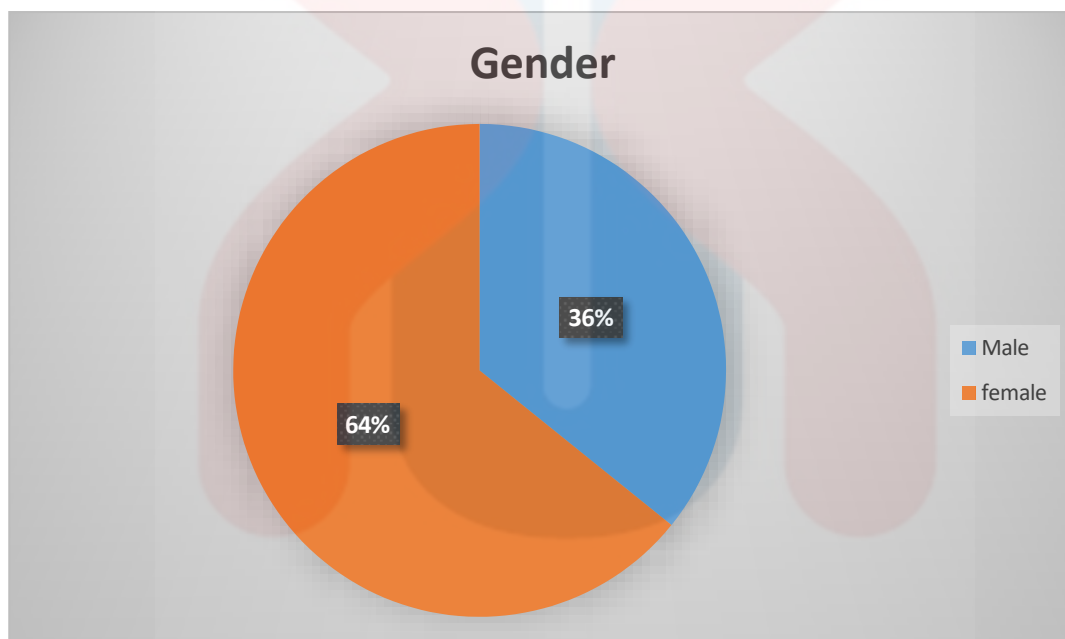| Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	91	35.5	35.55
Female	165	64.2	100.0
Total	256	100.0	100.0

Figure 4.1: Percentage of Respondents by Gender

Table 4.3 and Figure 4.1 showed the gender of respondents. The total number of respondents for male was 91 respondents while the number of females was 165 respondents. Out of 256 respondents, 35.5% of total respondents were male and the remaining of 64.2% were female respondents who involved in this study.

4.3.2 Age

Table 4.4: Number of Respondents by Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
18-20	15	6.4	5.86
21-30	115	45.1	50.78
31-40	95	36.2	87.89
41-50	28	10.9	98.83
51 and above	3	1.4	100.0
Total	256	100.0	100.0
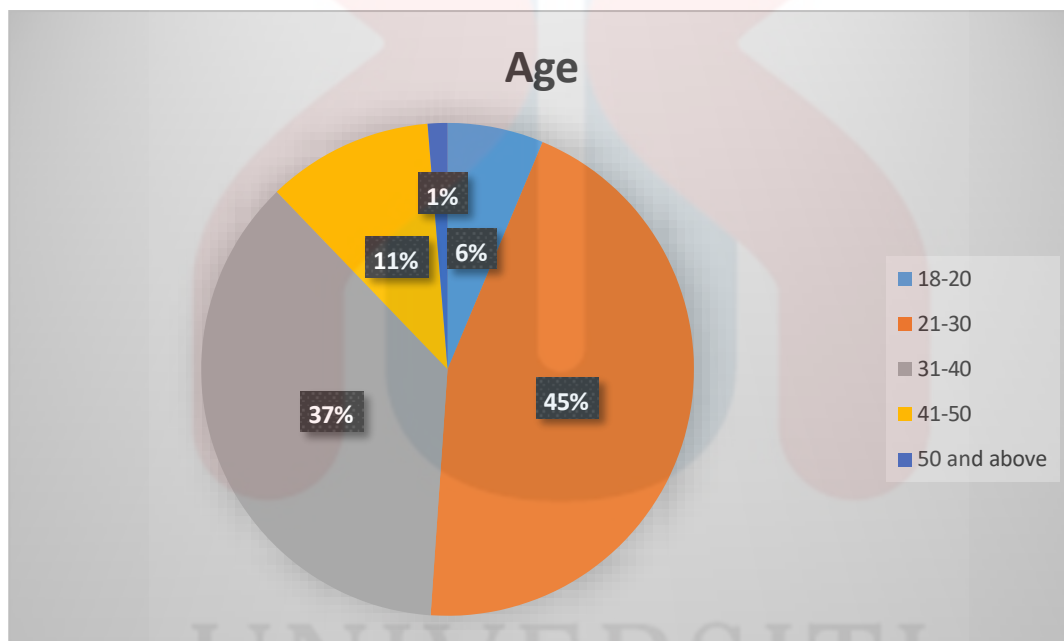
Figure 4.2: Percentage of Respondents by Age

Table 4.4 and Figure 4.2 show the total respondents by age. There were 256 respondents who consist of age from 18-20 (15 respondents), 21-30 (115 respondents), 31-40 (28 respondents), 41-50 (28 respondents) and 51 and above (3 respondents) had responded to the questionnaire. Figure 4.2 showed the highest percentage of respondents was respondents who have range of age from 18-20 (6.4%) and followed by 21-30 which was (45.1%), 31-40 which was (36.2%), 41-50 which had (10.9%) and the lowest percentage respondents was 51 and above which is (1.4%).

4.3.2 Race

Table 4.5: Number of Respondents by Race

| Race	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	157	61.4	61.33
Indian	68	26.5	87.89
Chinese	31	12.1	100
Total	256	100.0	100.0
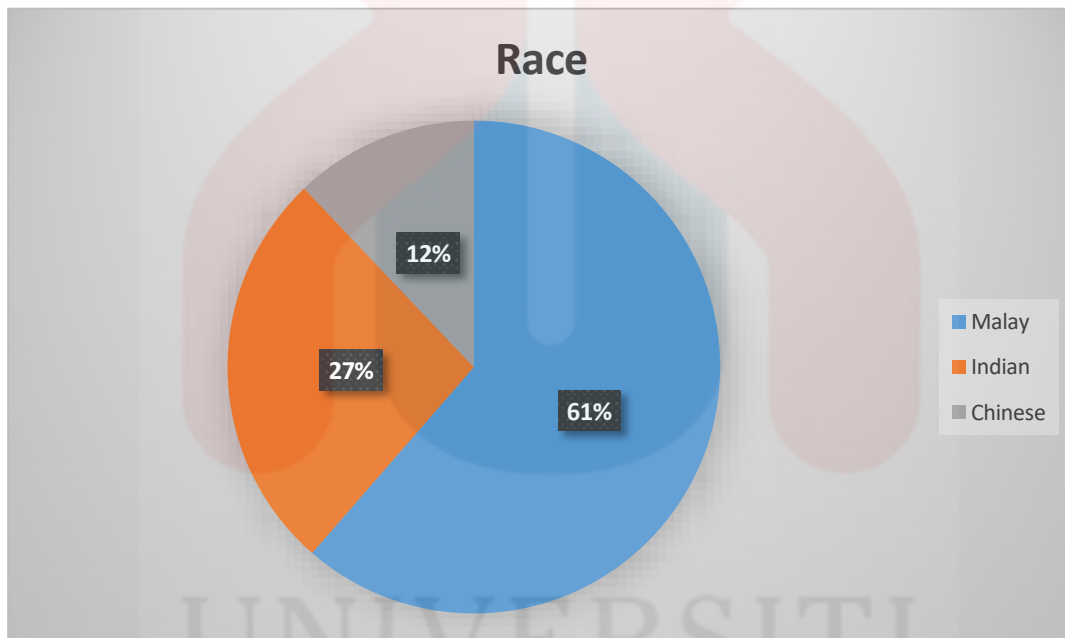
Figure 4.3: Percentage of Respondents by Race

Table 4.5 and Figure 4.3 showed the total respondents by race. There were 256 respondents who consist of Malay (157 respondents), Indian (68 respondents), and Chinese (31 respondents) had responded to the questionnaire. Figure 4.3 showed the highest percentage of respondents was Malay (61.4%) and followed by Indian which was (26.5%), and the lowest percentage respondents was Chinese (12.1%).

4.3.2 Occupation

Table 4.6: Number of Respondents by Occupation

Occupation	Frequency	Percentage (%)	Cumulative Percentage (%)
Student	91	35.7	35.55
Governments	13	5.1	40.63
Private Sector	129	50.3	91.02
Freelancer	8	3.1	94.14
Self- employed	15	5.8	100
Total	256	100	100
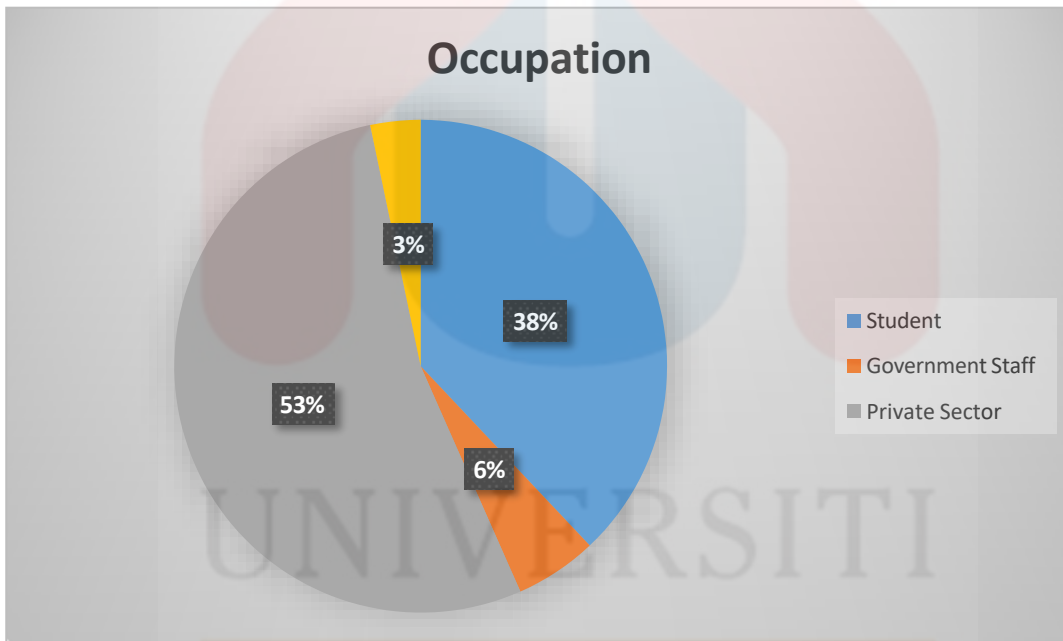
Figure 4.4: Percentage of Respondents by Occupation

Table 4.6 and Figure 4.4 showed the total respondents for occupation. The total number of respondents for students was 91 respondents. The total number of respondents for governments was 13 respondents. The total number of respondents for the private sector was only 129 respondents. The total number of respondents for freelancer was only 8 respondents. And the total number of respondents for self-employed was 15 respondents. Out of 256

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respondents, (35.7%) of total respondents were students, (5.1%) were governments, (50.3%) were private sector, (3.1%) were freelancer, and the remaining of (5.8%) were others self-employed who involved in this study.
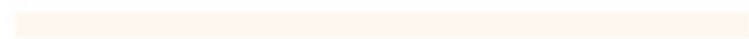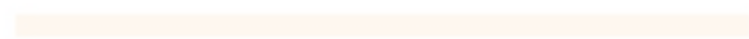
4.3.5 Travel Frequencies

Table 4.7: Number of Respondents by Travel Frequencies

Travel Frequencies	Frequency	Percentage (%)	Cumulative Percentage (%)
1-2 Times	78	30.4	30.47
3-5 Times	113	44	74.61
More than 5 Times	65	25.6	100
Total	265	100	100
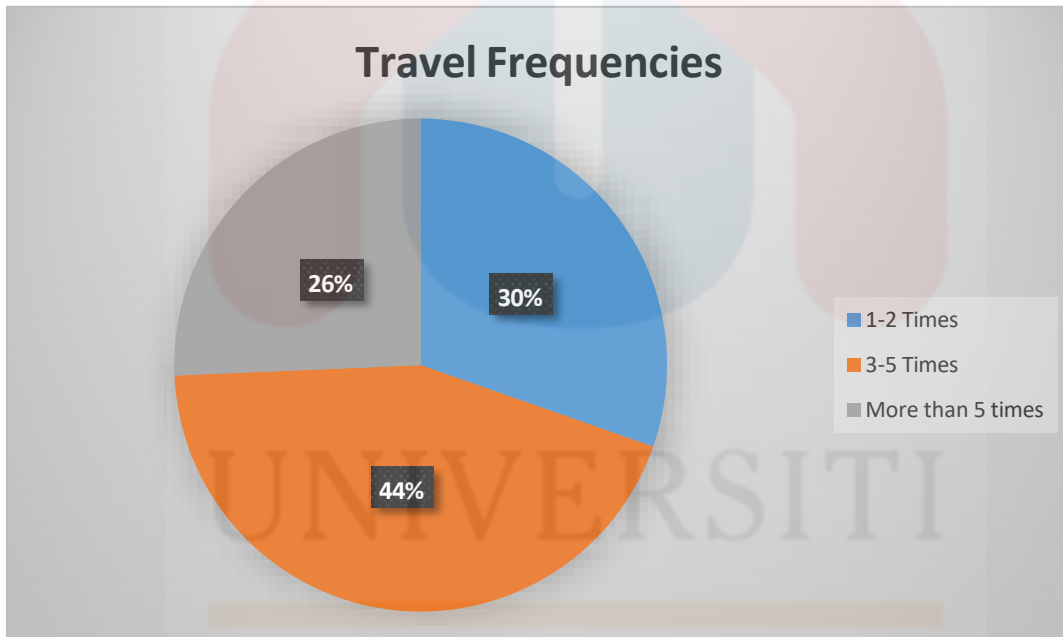
Figure 4.5: Percentage of Respondents by Travel Frequencies

Table 4.7 and Figure 4.5 showed the total respondents for travel frequencies. There were 30.4% (78 respondents) who had travel frequencies from 1-2 times and below had responded to the questionnaire, the highest were 44% (113 respondents) who had travel frequencies from 3-5 times, and the least of respondents were who had travel frequencies more than 5 times which accounted 25.6% (65 respondents).

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4.3.6 Travel Period

Table 4.8: Number of Respondents by Travel Period

Travel Period	Frequency	Percentage (%)	Cumulative Percentage (%)
Public Holiday	108	42.4	42.17
Semester Break Weekends	45	17.9	60.14
Anytime	102	39.7	100
Total	256	100.0	100
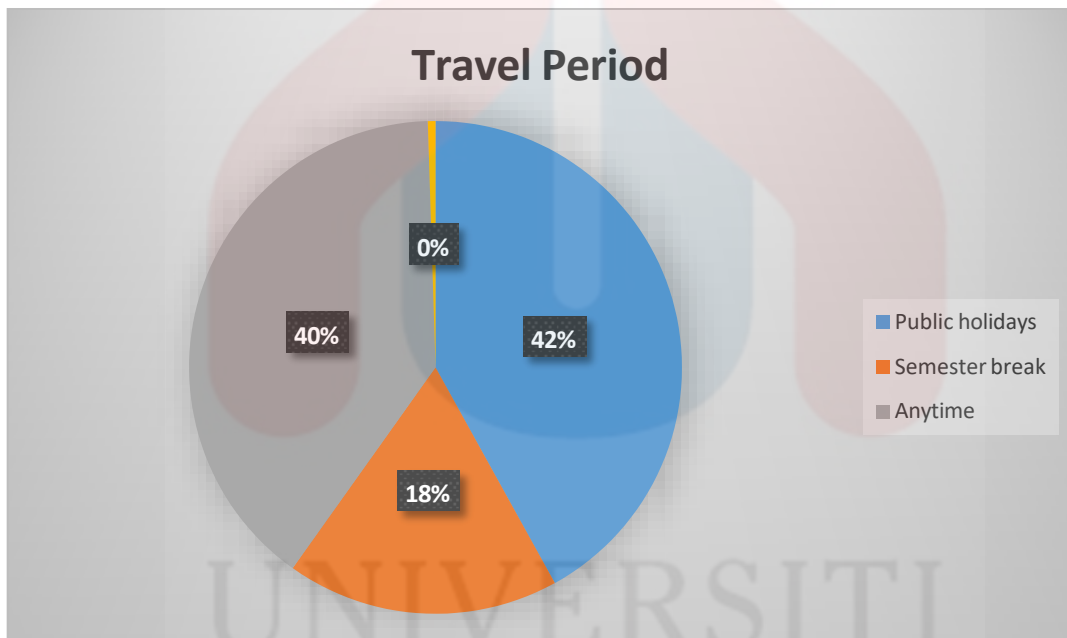
Figure 4.6: Percentage of Respondents by Travel Period

Table 4.8 and Figure 4.6 showed the total respondents from different travel period. Majority of the respondents were public holiday with the percentage of 14.4% (108 respondents) and followed by semester break weekends 17.9% (45 respondents) and the least were 39.7% (102 respondents).

4.4   DESCRIPTIVE ANALYSIS

This study has analyses the mean and standard deviation for section B, C, D and E of the questionnaires.

4.4.1 Independent Variable and Dependent Variable

Table 4.9: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Accommodation	256	8.2695	1.42030
Food Quality	256	7.8672	1.65859
Customer Relations	256	9.0977	1.15904
Tourist Satisfaction	256	8.2695	1.42030

Table 4.9 showed the number of respondents, mean and standard deviation of independent variables and dependent variables. For the independent variables, the highest mean was customer relations which is 9.0977 and followed by accommodation which was 8.2695 and food quality was 7.8672. The mean for dependent variable was 8.2695.

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4.4.2 Accommodation

Table 4.10 Descriptive statistic of accommodation factor

No	Item Description	N	Mean	Standard Deviation
1	I will likely return in future.	256	8.06	1.629
2	I will advocate the place to others.	256	8.26	1.420
3	I already visited the destination.	256	7.89	1.796
4	How did they access your holiday overall in comparison to their predictions before the holiday?	256	7.98	1.590
5	Have you liked about the most recent vacation?	256	8.24	1.612

Table 4.10 showed the mean and standard deviation analysis on the independent variable which was accommodation. The highest mean value was item 2 which was 8.26, where respondents agreed that accommodation factor, they as a local tourist to purchase tourism product or services. The lowest mean value was item 3 which was 7.89, where the respondent somewhat agreed that an tourist has their attitude toward different product or service show the brand image which is important for marketers to know to influence tourism tourist behaviour. For the data set from 256 respondents with the standard deviation most of thevalue which lowest than 1, it indicated the values close to mean.

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4.4.3 Food Quality

Table 4.11: Descriptive statistics of food quality factor

No	Item Description	N	Mean	Standard Deviation
1	Visually appealing food presentation.	256	7.67	1.692
2	The food is provided at the appropriate temperatures.	256	7.71	1.671
3	The cuisine of the restaurant is diverse.	256	7.86	1.658
4	The eatery provides nutritious selections.	256	7.60	1.783
5	This restaurant's service has met my expectations.	256	7.76	1.713

Table 4.11 showed the mean and standard deviation analysis of respondents on the independent variable which was food quality. Item 3 score the highest mean value, which was 7.86, where the respondents agreed they go travel for the leisure purpose. The lowest mean item 4, with the mean value of 7.60, where the respondent somewhat agreed that they go travel to some place for the purpose to fulfil family demand. From the data set from 256 respondents with the standard deviation most of the values which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed.

4.4.4 Customer Relations

Table 4.12: Descriptive statistics of customer relations

No	Item Description	N	Mean	Standard Deviation
1	Customer relations based on total customer satisfaction rather than transaction-specific customer satisfaction.	256	8.92	1.389
2	Customers should be at the core of organisational structure, frequently with customer-focused teams.	256	8.75	1.265
3	A business may give personalised services to its valued clients by making creative use of the customer knowledge obtained and by employing based technologies.	256	8.88	0.993
4	Customer happiness is essential for successful efforts.	256	9.09	1.159
5	Constantly responding to changing client demands and desires	256	9.00	1.198

Table 4.12 showed the mean and standard deviation analysis of respondents on the independent variable which was customer relations influences. Item 4 score the highest mean value which was 9.09, where the respondents very agree the customer relations are important elements in customer happiness is essential for successful efforts on tourist satisfaction. The lowest mean item 2, with the mean value of 8.75, where the respondent agree that there is a large differences customers should be at the core of organisational structure, frequently with customer-focused teams. From the data set from 256 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed.

4.4.5 Tourist Satisfaction

Table 4.13: Descriptive statistics of Tourist Satisfaction

No	Item Description	N	Mean	Standard Deviation
1	How likely were you to return in the future.	256	8.06	1.629
2	How willing were you to advocate the place to others.	256	8.26	1.420
3	Have you already visited the destination.	256	7.89	1.796
4	How did they assess your holiday overall in comparison to their predictions before the holiday.	256	7.98	1.590
5	What you liked and disliked about their most recent vacation.	256	8.24	1.612

Table 4.13 showed the mean and standard deviation analysis of respondents on the dependent variable which was tourist satisfaction. Item 2 score the highest mean value which was 8.26, where the respondents agreed that they more likely to share their opinions or reviews about their travelling satisfaction. The lowest mean item 3, with the mean value 7.89, where the respondent somewhat agreed the tourist satisfaction influent someone to come again to the destination to purchase product or service in tourism. From the data set from 256 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed.

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4.5 PEARSON CORRELATION COEFFICIENT

Pearson's correlation analysis was one of the most important ways to measure how two variables are related in a straight line. The goal of this analysis was to find out if there are any links between independent variables (accommodation, food quality, and customer relations) and the dependent variable (tourist satisfaction). If the relationship is important, researchers have to decide if the strength of the link is good enough.

Table 4.14: Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Akoglu et al., (2018)

Hypothesis 1: Accommodation

H_1: There is a association between accommodation and tourist satisfaction.

Table 4.15: Correlation Coefficient for Accommodation factors and tourist satisfaction among local tourist in Malaysia.

		Tourist Satisfaction	Accommodation
Tourist Satisfaction	Pearson correlation	1	0.752**
	Sig. (2-tailed)		0.001
	N	256	256
Accommodation	Pearson correlation	0.752**	1
	Sig. (2-tailed)	0.001	
	N	256	256

Table 4.15 illustrated Pearson correlation coefficient, significant value and the number of cases which was 256. The p-value was 0.001, which was same with significant level of 0.01. The correlation coefficient of 0.752 suggested a high positive correlation between accommodation and tourist satisfaction.

Hypothesis 2: Food Quality

H2: Food quality correlates positively with tourist satisfaction among local tourist in Malaysia.

Table 4.16: Correlation Coefficient for Food Quality factors and tourist satisfaction amonglocal tourist in Malaysia.

		Tourist Satisfaction	Food Quality
Tourist Satisfaction	Pearson correlation	1	0.778**
	Sig. (2-tailed)		0.001
	N	256	256
Food Quality	Pearson correlation	0.778**	1
	Sig. (2-tailed)	0.001	
	N	256	256

Table 4.16 illustrated Pearson correlation coefficient, significant value and the number of cases which was 0.778 The p-value was 0.001, which was same than significant level of 0.001. The correlation coefficient of 0.778 suggested a high positive correlation between food quality and tourist satisfaction.

Hypothesis 3: Customer Relations

H₃: There is relationship between Customer Relations correlate positively with tourist satisfaction among local tourist in Malaysia.

Table 4.17: Correlation Coefficient for Customer Relations correlate positively with tourist satisfaction among local tourist in Malaysia.

		Tourist Satisfaction	Customer Relations
Tourist Satisfaction	Pearson correlation	1	0.826**
	Sig. (2-tailed)		0.001
	N	256	256
Customer Relations	Pearson correlation	0.826**	1
	Sig. (2-tailed)	0.001	
	N	256	256

Table 4.17 illustrated Pearson correlation coefficient, significant value and the number of cases which was 0.826 The p-value was 0.001, which was same significant level of 0.01. The correlation coefficient of 0.826 suggested a high positive correlation between customer relations and tourist satisfaction.
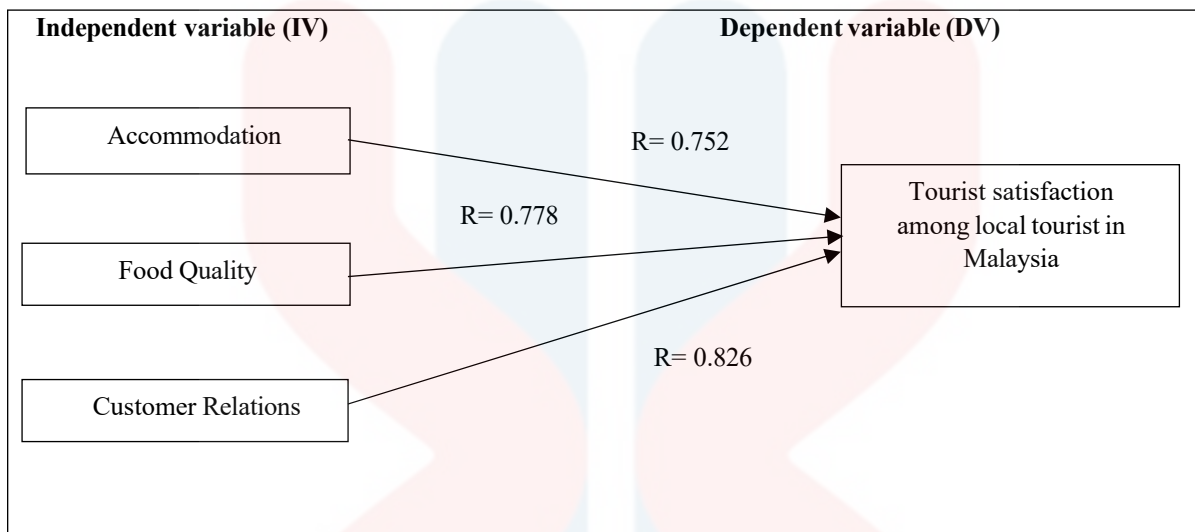
4.6 FRAMEWORK ANALYSIS

Figure 4.7: Correlation between Accommodation, Food Quality, Customer

Relations, and Tourist Satisfaction

Figure 4.7 showed the framework with the data value for the significant independent variables to the dependent variables. There were three independent variables (accommodation, food quality, and customer relations) had a significant relationship to the dependent variable (tourist satisfaction). The highest Pearson correlation value is between accommodation and tourist satisfaction which is 0.752. Meanwhile the middle Pearson correlation value is bet when the food quality factor between tourist satisfaction which is 0.778. The Pearson correlation for customer relations factor with tourist satisfaction is 0.826. Therefore, there was only three independent variables included accommodation, food quality, and customer relations factor that had significant relationship to the tourist satisfaction among local tourists in Malaysia.

4.7   SUMMARY

In conclusion, all the relationship among the variable, the study found that the three hypothesisin this study are accepted. All the independent variables show different correlation coefficientwith the dependent value which are 0.752 for accommodation, 0.778 for food quality, and 0.826 for customer relations. The results indicated a moderate positive correlation between the independent variables and the dependent variables. The research questions regarding the relationship between accommodation and tourist satisfaction, food quality and tourist satisfaction, and customer relations and tourist satisfaction are addressed by this study. In conclusion, there exists a noteworthy correlation between accommodation, the quality of food, and customer relations with regards to the satisfaction of tourists.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter provides a thorough summary of the study, highlighting its main discoveries, and offering an in-depth examination of the relationship between accommodation, food quality, customer relations, and tourist satisfaction in Malaysia. This chapter has discussed the study's limitations and offered several suggestions for future research.

5.2 RECAPITULATION OF STUDY

The objective of the research was to establish a correlation between accommodation, food quality, customer relations, and tourist satisfaction. The objective of this study is to establish a correlation between accommodation, food quality, and customer relations in Malaysia and the level of satisfaction of tourists. In this case, primary data was gathered with questionnaires to elicit responses from participants. The sample size of 256 participants was determined using the table developed by (Krejcie et al., 1970). This study examined the correlation between accommodation, food quality, and customer relations in Malaysia and its impact on tourist satisfaction.

This study's dependent variables were essential for examining tourist satisfaction in Malaysia. In contrast, independent variables are accommodation, food quality, and customer relations are related with tourist satisfaction in Malaysia. Accommodation often refers to a place to live or stay, typically a room or building. It could be temporary (like a hotel room, a bed and breakfast, or a campsite) or more permanent (like a house or apartment) (Mody et al., 2023). Food quality is an important factor that can impact tourist satisfaction. Good food can enhance the overall travel experience and leave a lasting impression on tourists. Conversely, substandard food can result in dissatisfaction and unfavourable evaluations, thereby potentially damaging the standing and tourism sector of a location (Sohrabi et al., 2022). Customer relations play a critical role in determining tourist satisfaction. A positive and personalized relationship with customers can enhance their experience and create a lasting impression, leading to repeat business and positive word-of-mouth recommendations (Ledro et al., 2022).

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This study's sample population consisted of tourists in Malaysia. East side (Kelantan, Terengganu, and Pahang), north side (Perlis, Kedah, Penang, and Perak), south side (Negeri Sembilan, Malacca, and Johor), and central region side (Selangor, federal territories of Kuala Lumpur and Putrajaya) data was collected. There were a total of 257 questionnaires sent, with responses from 256 were applicable and capable of analysis. This data analysis included analysis of reliability, descriptive analysis, and Pearson's correlation coefficient. The reliability test was conducted on the independent variables to evaluate the instrument's internal consistency. The Cronbach's Alpha for all variables scales were in range of 0.905 to 0.917. They were well above the minimum acceptable reliability of 0.6, as suggested by Sekaran (2006). Food Quality considered the highly reliable with Cronbach's Alpha of 0.917. It showed the food quality was most influence the tourism tourist satisfaction.

In this study, Pearson's correlation was utilised to determine the direction and strength of the relationship between the two variables. This result indicated that for accommodation factor there strong, high positive correlation between tourist satisfacation ($r=0.752$, $n=256$, $p<0.01$) and for food quality factor ($r=0.778$, $n=256$, $p<0.01$) suggested a high positive correlation between accommodation factor and tourist satisfaction in Malaysia. Not only that, customer relations factor ($r=0.826$, $n=256$, $p<0.01$) was also suggested a high positive correlation between customer relations factor and tourist satisfaction in Malaysia.

5.2.1 Research Question 1: What is the relationship between Accommodation and tourist satisfaction among local tourist in Malaysia?

In this study, accommodation factor was featured as a factor that contributes to the tourist satisfaction among local tourist in Malaysia. In psychology, accommodation is a term developed by the process in cognitive development where an tourist changes their mental model to accommodate new experiences or information that doesn't fit into their existing schemas or ways of thinking (Song et al., 2023). Based on the analysis done, it was found that the strength of the relationship between accommodation factor and tourist satisfaction is at highest level factor (r=0.752, n=256, p<0.01). The finding revealed there was a positive and significant relationship between accommodation factor and tourist satisfaction. Therefore, it can be seen that accommodation factor is the factor that play and important roles in effecting the tourist satisfaction. This finding seems close to a previous study which only the cognitive component of a accommodation factor is considered.

Accommodation and tourist satisfaction are closely related in the tourism industry. Accommodation is a critical component of a tourist's travel experience and can have a significant impact on their overall satisfaction with their trip. When tourists have access to high-quality accommodation that meets their expectations, they are more likely to feel comfortable, relaxed, and satisfied with their trip. Good quality accommodation can enhance the overall experience of travel and create lasting memories for tourists (Cai et al., 2020).

5.2.2 Research Question 2: What is the relationship between food quality and tourist satisfaction among local tourist in Malaysia?

In this study, the result indicated that the strength of therelationship between food quality factor and tourist satisfaction in Malaysia is at positive level (r=0.778, n=256, p<0.01). The findings imply that there was a positive and significant relationship between food quality factor and tourist satisfaction. Food quality play a key role in influencing tourist purchasing decisions.

Food quality is a critical factor that can impact tourist satisfaction, particularly in the tourism industry. Tourists often seek out local cuisine and dining experiences as an important part of their travel experience, and the quality of food and dining options can influence their overall satisfaction with their trip. When tourists have access to high-quality food options that meet their expectations, they are more likely to have positive feelings about their destination and their trip. Good quality food can enhance the overall experience of travel and create lasting memories for tourists (Kala et al., 2020).

5.2.3 Research Question 3: What is the relationship between customer relations and tourist satisfaction among local tourist in Malaysia?

In this study, the result indicate that the strength of the customer relations factors towards tourist satisfaction in Malaysia is at positive level (r=0.778, n=256, p<0.01). The results suggest that there was a noteworthy and favorable correlation between customer relations and tourist satisfaction.

In the tourism industry, there is a strong correlation between customer relations and tourist satisfaction. Building strong, positive relationships with customers is essential for long-term business success, and satisfied customers who have a positive experience are more inclined to revisit a business and recommend it to others. In the tourism industry, providing excellent customer service is crucial for creating positive experiences for tourists. Friendly and helpful staff, personalized attention, and efficient customer service can all contribute to a positive experience for tourists and increase their satisfaction with their trip (Al-Gasawneh et al., 2021).

5.2   FINDING AND DISCUSSION

The Reliability Test was conducted to 30 respondents before it was distributed to 256 respondents using the online survey method. It was tested by the Cronbach's Alpha Coefficient indicating the range from 0.904 to 0.917 and it showed that the result was excellent and where food quality variable scored the highest Cronbach's Alpha value of 0.917, accommodation factor had the second highest Cronbach's Alpha value which was 0.905, followed by customer relations factor (0.905). Thus, all variables had met the minimum requirement of reliability, since all Cronbach's alpha coefficients of all variables were greater than 0.6.

In the Descriptive Analysis for the independent variables, the highest mean value was customer relations variable which was 9.0977 and followed by accommodation factor (8.2695). The lowest mean value for the independent variables was food quality influences 7.6055. The mean value for dependent variable was 8.2695. It could conclude that customer relations was the most influence in tourist satisfaction among local tourist in Malaysia.

The researchers conducted a Correlation Analysis to measure the linear relationship between the two variables that were identified as the objectives of this study. Table 5.1 presents a summary of the Correlation Analysis, indicating a strong positive correlation between accommodation, food quality, customer relations, and tourist satisfaction among local tourists in Malaysia.

Table 5.1: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.752	High Positive Correlation
2	0.000	Accepted	0.778	High Positive Correlation
3	0.000	Accepted	0.826	High Positive Correlation

5.3   LIMITATION

Like any other study, this one had some restrictions that made it difficult to finish. The small number of participants is one of the study's flaws. Not all visiting tourists to Malaysia will be eligible to participate in the study by answering questionnaires or providing other information requested by the researchers. A few of the participants expressed concern that answering the inquiries posed by the researchers would not be a productive use of their time. It's possible that some out-of-town visitors won't want to fill out the survey because they don't want the researcher invading their personal space. The attitude of a few of the visitors here poses a slight challenge to the researchers who need to collect data as quickly as possible in order to finish the study.

It took the research team nearly a month to distribute and collect responses to the questionnaire. Due to the impossibility of predicting the subject's behaviour or response, researchers must be patient and skilled when interacting with their subjects. However, many of the tourists provide their commitments in a courteous manner, so the process of obtaining their responses is effective. This study's next variable limitation. In this study, we only care about one dependent variable (tourist satisfaction) and three independent variables (accommodation, food quality, customer relations). The level of satisfaction felt by foreign visitors to Malaysia is affected by a wide range of variables, just as it is in the tourism industry. There is also a connection between the other factors. This was because researchers lacked the tools and information needed to conduct an investigation into confounding factors.

One additional constraint of this study pertains to the methodology employed for data collection. The data for this study were solely obtained through an online survey. This is because the study's respondents are foreign tourists in Malaysia, making interview-based data collection impossible. One difficulty with online surveys is that researchers have no way of verifying the veracity of the responses they receive. Data collection will also be slowed down by the use of an online survey because it will take respondents longer to complete the questionnaire. Finally, this study has the limitation of being quantitative research-based. This study contains no further research expansions because only quantitative research was conducted. Without more research on this topic, especially qualitative research, other scholars will be in the dark as to what elements actually play a role in shaping foreign visitors to Malaysia's peninsula. No other researcher has been able to gain a deeper understanding of these findings.

5.4   RECOMMENDATION

It would be interesting to see if, given this study's exclusive focus on local tourists in Malaysia, there is a correlation between the two the results hold true for international visitors to the country as well. If this research is extended to international visitors to Malaysia, the findings may change. This meant that we couldn't rely solely on local tourists to fill out the surveys.

Furthermore, this study only looks at three factors that are important to Malaysian tourists. Nonetheless, there may be additional significant factors that were overlooked in this study that contribute significantly to the satisfaction of Malaysian local tourists. Researchers can use this information to suggest additional factors, such as economic factors, for future studies.

Next, we have only been able to collect data from 256 distinct markets because of sample size constraints. It is possible to systematise millions of domestic tourists in Malaysia using larger sample sizes, as suggested by (Krejcie et al., 1970). Hence, it is recommended that forthcoming researchers enhance their sample size to enhance the precision and dependability of their studies.

Finally, instead of having respondents complete an online scaled questionnaire, you could conduct interviews with them or create open-ended questions. The interview method is advantageous for researchers because it yields a high response rate and allows for the immediate clarification of any questions or clarification of any incomplete answers. As a result, this method can help clear up any confusion and yield more fruitful research findings.

5.6   CONCLUSION

In this chapter, the researcher provides a summary of the study's objectives in relation to the current issue. The correlation between the variables is investigated. Accommodation, food quality, and customer relations have an impact on Malaysian tourists' satisfaction with their travel experiences. The reviewed literature is used to inform the research framework that is created. Finding out how each independent variable affected the dependent variables was the study's main objective.

A total of 256 respondents filled out the online survey that was used for this research. SPSS version 29 was used for data collection and analysis, and we conducted descriptive statistics, reliability analysis, and correlation analysis. The analysis of reliability yielded an overall value of 0.932 for all variables. Therefore, it is reasonable to accept the demonstrated result in this investigation.

This study aims to determine how various elements of a visitor's experience in Malaysia, such as their hotel, the calibre of the meals they consume, and the friendliness of the staff, affect their level of satisfaction. Local tourist satisfaction in Malaysia was found to be significantly impacted by three factors: accommodation, food quality, and customer relations. Meanwhile, these findings suggest that hotel quality, restaurant offerings, and interaction with staff all play a role in shaping visitors' experiences in Malaysia.

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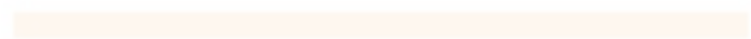
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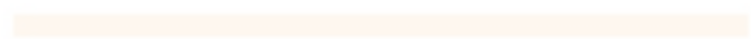
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