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TOURIST SATISFACTION TOWARDS AUTHENTICITY OF LOCAL FOOD IN KELANTAN

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Table of Contents

ACKNOWLEDGEMENT	3
CHAPTER 1	1
INTRODUCTION.....	1
1.0 Introduction	1
1.1 The Background of the Study	1
1.2 Problem Statement.....	2
1.3 Research Objectives	3
1.4 Research Questions	4
1.5 Significance of Study.....	4
1.6 Definition of Term.....	5
1.6.1 Tourist Satisfaction.....	5
1.6.2 Authenticity Local Food	5
1.7 Summary.....	5
CHAPTER 2	6
LITERATURE REVIEW.....	6
2.0 Introduction.....	6
2.1 Food Authenticity.....	6
2.2 Satisfaction.....	7
2.3 Quality of Food.....	8
2.4 Service Quality	9

2.5 Physical Environment	10
2.6 Study Setting	11
2.7 Hypothesis	11
2.8 Summary	15
CHAPTER 3	16
RESEARCH METHODOLOGY	16
3.0 Introduction	16
3.1 Research Design	17
3.2 Target Population	17
3.3 Sample Size	18
3.4 Sample Method	19
3.5 Data Collection Procedure	20
3.6 Research Instrument	21
3.7 Data Analysis	25
3.7.1 Coefficient Correlation	27
3.7.2 Reliability Test	28
3.8 Summary	29
CHAPTER 4	30
DATA ANALYSIS	30
RESULTS & DISCUSSION	30
4.1 Introduction	30
4.2 Reliability Test	30

4.3 Result Of Descriptive Analysis	32
4.3.1 Demographic Profile	32
4.4 Results of Inferential Analysis	44
4.4.1 Pearson Correlation	44
4.5 Discussion Based On Research Objectives	48
4.5.1 Hypothesis Testing	48
4.6 Summary	49
CHAPTER 5	50
DISCUSSION & CONCLUSION	50
5.0 Introduction	50
5.1 Recapitulation of Findings	50
5.2 Limitations of Study	53
5.3 Recommendation	54
5.4 Summary	55
REFERENCES	56
APPENDIX	60

ABSTRACT

The aim of this study is to determine the tourist's satisfaction towards authenticity of local food in Kelantan. Most travelers are not aware that the authenticity and value of local food are competitive advantages. Little is known about how authenticity and quality attributes effects tourist satisfaction. Therefore, this research seeks to study the relationship between food quality and satisfaction of authentic local food among tourists in Kelantan. Second, to determine the relationship between service quality and satisfaction of authentic local food among tourists in Kelantan. Lastly, to examine the relationship between the physical environment and satisfaction of authentic local food among tourists in Kelantan. This study collected data from 255 respondents that were administered among local tourists across Malaysia by using the quantitative method which is questionnaires. The finalize result shown there were significant relationship between food quality, service quality and physical environment with satisfaction of tourist towards authenticity local food in Kelantan. Around this study also highlighted the implication of the findings for future research and the limitation of the study.

Keywords: Food Quality, Service Quality, Physical Environment, Authenticity, Satisfaction

ABSTRAK

Tujuan kajian ini adalah untuk mengetahui kepuasan pelancong terhadap keaslian makanan tempatan di Kelantan. Sebilangan besar pelancong tidak menyedari bahawa keaslian dan nilai makanan tempatan adalah kelebihan daya saing. Tidak banyak yang diketahui mengenai bagaimana keaslian dan atribut kualiti mempengaruhi kepuasan pelancong. Oleh itu, penyelidikan ini bertujuan untuk mengkaji hubungan antara kualiti makanan dan kepuasan makanan tempatan yang asli di kalangan pelancong di Kelantan. Kedua, untuk menentukan hubungan antara kualiti perkhidmatan dan kepuasan makanan tempatan yang asli di kalangan pelancong di Kelantan. Akhir sekali, untuk mengkaji hubungan antara persekitaran fizikal dan kepuasan makanan tempatan yang asli di kalangan pelancong di Kelantan. Kajian ini mengumpulkan data dari 255 responden yang diberikan dalam kalangan pelancong tempatan di seluruh Malaysia dengan menggunakan kaedah kuantitatif iaitu soal selidik. Hasil akhir menunjukkan terdapat hubungan yang signifikan antara kualiti makanan, kualiti perkhidmatan dan persekitaran fizikal dengan kepuasan pelancong terhadap keaslian makanan tempatan di Kelantan. Di sekitar kajian ini juga dinyatakan implikasi penemuan untuk penyelidikan masa depan dan batasan kajian.

Kata kunci: Kualiti Makanan, Kualiti Perkhidmatan, Persekitaran Fizikal, Keaslian, Kepuasan.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will discuss the background, problem statement, research questions and research objectives and then followed by the scope of the study. Not only that, but it also briefly describes the significance of research and explains the definition of terms used.

1.1 The Background of the Study

Food tourism is an increasing phenomenon that focuses on authentic local cuisine that allows local providers to recognize areas, raise the knowledge of the environment, and preserve traditional living practices (Birch & Memery, 2020). For some tourists, food is the practical part of the journey, and food is peripheral to the main objective of the trip (Bessiere & Tibere, 2013). Many tourist destinations lack the possible advantages of food promotion. Rather than Food is also sold as part of others as a major tourist attraction or as a secondary factor of tourist experience services and facilities (Boniface, 2017).

People often bond through similar eating habits to their cultural or ethnic group (Melissa, 2017). Immigrants often use food for their cultural identity to be preserved. People of various cultural backgrounds consume various foods. The foods consumed at various meals vary in culture with ingredients, preparation methods, preservation methods, and food styles.

Food loves and dislikes affect families' areas—and where their forefathers come from. These food preferences contribute to food choice trends in a geographical or cultural community (Bellisle, 2006). The close connection between food and culture has been discussed in several articles, as in (Boutaud et al., 2016).

Tourists who have been traveling a lot of experience and knowledge about tourism can be acquired in many areas in the country. Rich cultural heritage and traditional food in a place will create the development of the tourism industry because the culture and attitude of the local community determine and influences tourist satisfaction (Nunkoo & Ramkissoon, 2010).

1.2 Problem Statement

The authenticity of local food is one of the reasons why tourists will be attracted to come to a tourist destination. Food tourism is the latest trend in the tourism industry, but the preferences of everyone are different due to variations in food quality, service, and taste (Mitchell, 2006). Therefore, it must be compatible with consumer satisfaction concerning taste, food quality, service, and more about the authentic local food to facilitate further developments in food tourism.

According to Muhammad et al., (2016) emphasizes aspects of the preservation of the authentic nature of food in the socialization scenario of tourists in new countries. Acceptance of food is the most important aspect for a tourist who visited an area. This means that a tourist like food not based on the taste, texture or aroma of the dish.

According to the previous study, the attributes of local food which are food quality, service, and physical environment have been considered as supporting components in tourism instead of any own attraction in travel destinations (Kala, 2019). Many restaurants only just focus on food menus for their customers rather than services and quality. The researcher concentrated on some observations related to authenticity, food attributes, and physical features of restaurants to enhance the tourists' satisfaction.

However, there is limited study research about the relationship between food quality, service quality and physical environment, and authentic local food satisfaction. Unique regional foods will draw food lovers who crave and look for new foods, with tourism being a draw to try unique and authentic foods served by restaurants or stalls at different food festivals (Hanan & Abd Hamid, 2017).

1.3 Research Objectives

1. To study the relationship between food quality and satisfaction of authentic local food among tourists in Kelantan.
2. To determine the relationship between service quality and satisfaction of authentic local food among tourists in Kelantan.
3. To examine the relationship between the physical environment and satisfaction of authentic local food among tourists in Kelantan.

1.4 Research Questions

1. What is the relationship between food quality and satisfaction of authentic local food among tourists in Kelantan?
2. What is the relationship between service quality and satisfaction of authentic local food among tourists in Kelantan?
3. What is the relationship between the physical environment and the satisfaction of authentic local food among tourists in Kelantan?

1.5 Significance of Study

Unique food is an attraction for tourists. Every new tourist who comes will learn about the history of authenticity and the ingredients of the food used. The uniqueness and quality of food will contribute to the number of tourists, thus improving the country's economy and opening employment opportunities for Kelantan. It is suitable for the economy to remain stable and developed. When tourist satisfaction is right, they will repeat and promote without being asked or paid. Hence, it promotes the tourism industry in Kelantan state, and other sectors will be affected by this good opportunity.

The purpose of this study is also to introduce or promote local food and culture to new tourists so that they can get to know more about Kelantan. Besides, to find out their reaction to the food, environment, and service provided by the people of Kelantan. Therefore, it is a strength for the people of Kelantan because they can maintain their culture and will not be neglected by future generations.

1.6 Definition of Term

1.6.1 Tourist Satisfaction

Tourist satisfaction is referred to as the result of tourist experience at the destination visited. According to (Kotler, P. (1999), the expectation towards the destination is that customer satisfaction is the customer perceptions that compare their pre-purchase expectation and post-purchase perception. Tourist satisfaction is an essential thing in evaluating the quality of food and service in local food tourism.

1.6.2 Authenticity Local Food

Authenticity is characterized as the authenticity, integrity, or sincerity of the object. Authenticity food is the authenticity of local food that is unique to one place and that describes local culture (Zhang et al., 2019). This shows that the authenticity of local food relates to the strong potential of the tourism industry.

1.7 Summary

The need to do this study is to show a relationship between the quality of food, service, and physical environment. This will affect tourists' acceptance of the authenticity of local food culture in Kelantan. In the next chapter, dependent variables and independent variables will be explained in more detail.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter focused on the literature review of tourist satisfaction towards the authenticity of local food. This study reviewed dependent variable which is tourist satisfaction towards the authenticity of local food while the quality of food, service, and physical environment as independent variables and study setting, conceptual framework, hypothesis and closed by the summary of this chapter.

2.1 Food Authenticity

Market demands for foods that are considered 'traditional and local' are often seen as being associated with the search for genuineness. Debates on the importance and validity of authenticity have played a crucial role in the literature on tourism, where Taylor has argued that there are at least as many interpretations of authenticity as those who write about it (Taylor, 2001).

The commodification work on cultural objects, also indicates that instead of arguing about "authenticity" can concentrate on "authentication" the mechanism whereby people make claims for authenticity and certain interests represented by those claims (Jackson, 1999).

Objective and positive accounts of authenticity are limited by the fact that they all refer to the essence of the attractions visited by travelers. According to (Wang, 1999), therefore, the objective interpretation is based on whether something can be "proved" to the degree of its external parameters. Existential validity thus explains how tourists will build their personality to experience a more genuine sense of themselves by taking part in holiday activities. Tourists therefore do not see the authenticity of the other. They often seek the legitimacy of and between (Wang, 1999).

The point of existential authenticity as a link to identity is essential in connection with the supply of tourism products to goods and services, including drinks and food since tourists will try to build an authentic sense of self by buying unique products.

2.2 Satisfaction

Satisfaction is commonly characterized as an approach or decision based on the purchasing act or a series of experiences between consumers and products (Suh & Yi, 2006). The common research is the confirmation and non-confirmation of pre-consumption product standards as a key determinant of satisfaction of an action (Giese et al., 2002). The long-standing competitive advantage of the global tourism market would be expanded by promoting the venue's unique nature, due to the growth of the competitive market in tourism. It is crucial to understand better some factors that may affect tourist satisfaction. Tourism satisfaction is also measured through the characteristics of the tourism bid.

The desire to provide new experiences by traveling in the traditions and cultures of a destination encouraged the features that impact tourist satisfaction in modern style to increase. (López-Guzmán & Sánchez-Cañizares, 2012). Researchers have established.

that food experience at the destination can be a significant tourist satisfaction source (Getz, 2000). The essential purpose of calculating tourist satisfaction is to provide management guidance. Various destinations are regularly using local food to distinguish themselves from their rivals to draw more visitors. Considering the growing value of food as a multi-dimensional tourism attraction, this is important to understand the expectations and degree of satisfaction that visitors have about their food experiences.

2.3 Quality of Food

Quality is usually seen as an attribute of product or service efficiency (Churchill & Surprenant, 1982). In the beginning, it attempts to describe the quality of the product concentrated primarily on the product (Lee & Hing, 1995). The quality was conceptualized as a measure of supplier performance (Baker & Crompton, 2000). Food is new and it became one of the main determinants of the customer's assessment of the restaurant. The food is delicious, nutritious, with a range of food items and aromas (Ryu et al) (2012). However, the consistency and taste of food items that tourists like to be authentic are usually higher. The producer's standard of goods and services must therefore be produced and sustained. Customers prefer to consider food quality when they decide to visit a fast-food restaurant because it is presenting the image of that restaurant (Sulek & Hensley, 2004). It has been argued, based on previous studies, that food quality has a positive influence on customer satisfaction. (Canny, 2014). (Susskind, 2000) It was found that the main determinant of the customer's appraisal of the restaurant was food quality. Recent research into the value of food quality in the restaurant industry has explored different qualities of food quality.

(Peri, 2006) argued that food quality was an important necessity to satisfy the needs and desires of customers. The importance of food quality in the restaurant market, recent research looked at a different viewpoint of food quality. Some literature reviews recommend that researchers focus more on appearance, variety of menus, healthy options, tastes, freshness, and temperature in their overall food quality summary. Temperature is also a perceptual component of food quality (Kivela et al., 1999).

2.4 Service Quality

In theory and practice of marketing efficiency and customer satisfaction are two main concepts (Spreng & Mackoy, 1996). It is a high standard of service today that contributes to happy customers as a key to sustainable competitive benefits (Shemwell et al., 1998). Quality of service and customer satisfaction have become key marketing goals, as consumer loyalty criteria like retail sales or positive word of mind are a prerequisite for maintaining an overall food and service quality (Han & Ryu, 2009). (Nguyen & Leblanc, 1998) also stated that the service quality was a precursor of the construction of a corporate brand.

The most important findings of the study (Parasuraman et al., 1994) are that service quality can be measured by comparing customer perceptions with their experiences of actual service experience. Service quality is the contrast between service expectations and customer perceptions of the actual results of the service (Krishna Naik et al., 2010). For example, service quality is an antecedent of the customer satisfaction center of any quality management program. Focusing on these issues, allows an organization to produce goods or deliver services that meet the needs of its customers. Based on the theory (Parasuraman et al., 1994) was focused on the development of service

quality as a method for calculating the quality of service. Quality of service consists of five dimensions: efficiency, transparency, empathy, confidence, and observability. When it was built, the different studies mentioned about the quality of service to decide the quality (Caruana, 2002). The perceived service level in restaurants is often based on customer relationships with service providers (Nikolich & Sparks, 1995). Satisfied customers of a service quality rating can be very dependent on the results during the delivery of services by the service provider. Intangible metrics that affect satisfaction and post-consumption behavior can be called reliable, timely, and good service.

2.5 Physical Environment

The physical environment of the company includes its overall design, architecture, decor, and aesthetics (Lee & Jeong, 2012). (Bitner, 1992) submitted that the service cape of the business links directly with cognitive answers, such as customer beliefs and perceptions. The restaurant provides first-hand customers with the requisite quality of the service provided and the perceived value of the customer's physical environment, such as lighting, environmental conditions, and seating comfort (Nguyen & Leblanc, 1998). (Han and Ryu, 2009) have tested the strong relationship between the three physical environment components of the restaurant (i.e. decoration and objects, spatial layout, and environmental conditions) and the perceived value experience of the customer.

A recent study has shown that the physical environment is a major factor influencing the intention of the consumer to visit an establishment (Meiselman et al., 2000). (Yüksel & Yüksel, 2003) indicated that a friendly atmosphere is perceived to be an influential factor in the way it draws customers and plans to revisit the restaurant. They argued, in particular, that customer behavior, customer reaction to locations, and social

interactions were essential to the service environment (i.e. seating arrangement, music, and decoration). Customers are likely to spend their time and money in an establishment where there is a sense of satisfaction in the service environment.

For certain customers, cooking is more than dining. Clients don't want to feel right at home. They should pursue an unforgettable experience outside of the home, and the atmosphere should make this memorable experience a crucial contribution to capturing customers' experience of the physical world in the dining area.

2.6 Study Setting

This research took place in Kelantan in the year 2020. The purpose of the study is to understand better the relationship between independent variables (food quality, service quality, and physical environment) and dependent variables (the tourist satisfaction towards authenticity local food in Kelantan). Therefore, the study aims to determine the relationship that affects the satisfaction of Malaysians with authentic local food in Kelantan. The data will be collected through a questionnaire by Google Form. The questionnaires will be given to the respondent randomly.

2.7 Hypothesis

This research's hypothesis is made based on the food, service, and environmental quality, which affect the satisfaction of local food's authenticity among tourists in Kelantan. Based on the study, the hypothesis had been created and to be tested:

Hypothesis 1

H0a- There is no relationship between the food quality and the satisfaction of the authenticity of local food among tourists in Kelantan.

H1a- There is a relationship between food quality and satisfaction with the authenticity of local food among tourists in Kelantan.

Hypothesis 2

H0b- There is no relationship between the service quality and satisfaction of the authenticity of local food among tourists in Kelantan.

H1b- There is a relationship between the service quality and satisfaction of the authenticity of local food among tourists in Kelantan.

Hypothesis 3

H0c- There is no relationship between the physical environment and satisfaction with the authenticity of local food among tourists in Kelantan.

H1c- There is a relationship between the physical environment and satisfaction with the authenticity of local food among tourists in Kelantan.

2.8 Conceptual Framework

Figure 2.1: Conceptual Framework

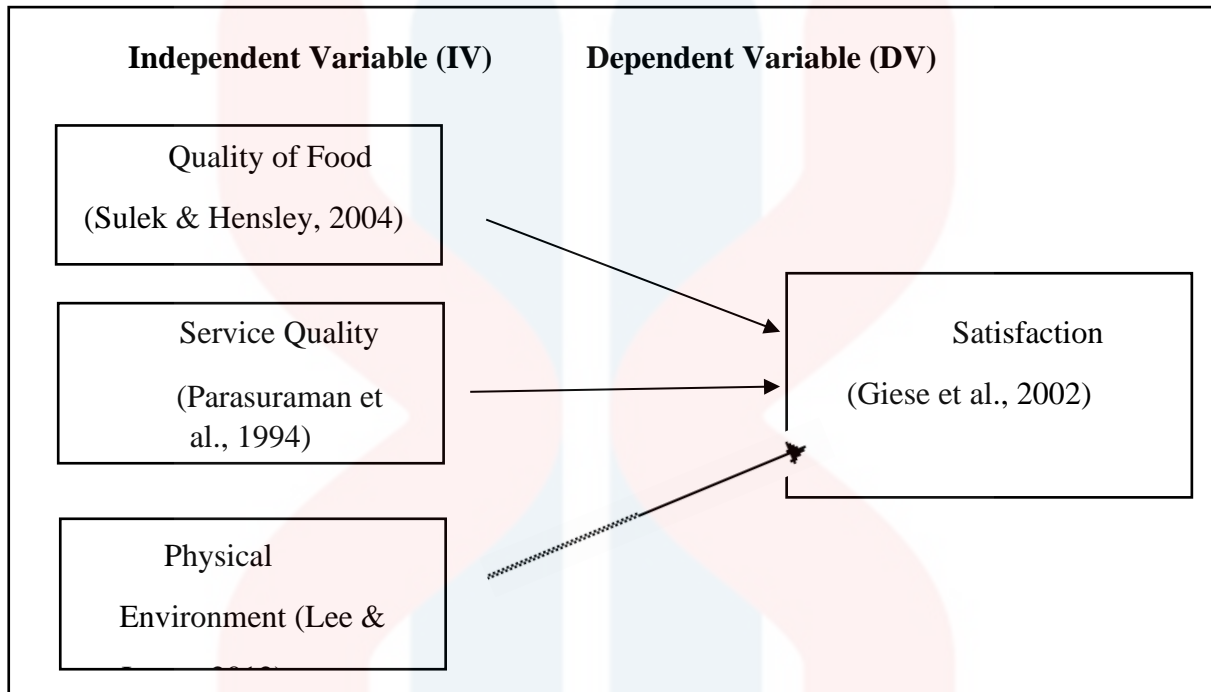


Figure 2.1 indicates the independent variables (IV) and dependent variable (DV) of this research. The independent variables are the factors that could affect tourist satisfaction toward the authenticity of local food in Kelantan. On the other hand, the dependent variable (DV) is satisfaction. Three independent variables (IV) were determined in this study: food quality, service quality, and physical environment. This figure shows the relationship between food quality, service quality and physical environment, and satisfaction. For the independent variables, there are three, which is food quality, service quality, and environment. First, food quality can attract and increase visitors, reasonable consistency characteristics of food and attractive to the visitor describe food hygiene and prevent foodborne illness. External characteristics such as color, shape, and size are all things that have to do with appearance. Two other consistency attributes are texture and taste.

The purpose is to reduce the problem of disease, and the quality of the food you eat is significant for long-term growth related to your well-being. Second, service quality can maintain a higher percentage of the existing visitor, gaining new customers by right word of mouth, and raising existing visitor use rates. Among the characteristic of service, quality is variability, different ways of treatment according to age. A business with a high level of service quality can also satisfy consumer demands while remaining economically competitive in their respective industry.

Third, a good and healthy physical environment is crucial to improve the stall atmosphere; it increases customer satisfaction and loyalty. Amenities such as parking and strategic location affect the visitor environment. The physical environment can also refer to design, space, and temperature. If you eat in a dark and hot place, it will feel disturbed and depressed. The dependent variable is satisfaction. Satisfaction can develop customer service communities, personalize, study complaints and compliments, and offer proactive customer service. Satisfaction is valued by-products, services, and capabilities. Reviews and ratings from visitors can help the stall determine the best way to improve or change its products and services to stay advanced. According to Hoyer and McInnis (2001), happy consumers form the backbone of every profitable company as customer retention leads to repeat purchase, brand loyalty, and positive word of mouth. Customer satisfaction is the difference between surviving and thriving. Customer satisfaction does have a positive influence on the sustainability of an industry. Poor customer service can have a severe impact on business health. In the short term, it will affect sales revenue and the brand.

2.8 Summary

In conclusion, this section addressed the research literature review, and it focused on the tourist in Kelantan and analysis of their satisfaction with authentic food. From this chapter, all the related literature has been discussed and reviewed regarding the independent variable in research: food quality, service quality, and physical environment. The researcher also illustrated the study setting conceptual framework and hypothesis, which are essential.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

This chapter is about research methodology. This chapter defines the research methods used to complete the study. They incorporate hypothetical strategies, exploratory thinks about numerical plans, measurable approaches, etc. Investigate strategies offer assistance we collect tests, information, and discover an arrangement to an issue. This chapter deals with the analysis methods. This chapter describes the analysis methodology used to complete the report. Researchers clarify how the data and knowledge needed to answer research objectives and questions have been collected, presented, and evaluated. In the design of the research methodology, the research approach applies to a large degree that involves the population target and the complexity of accessing it. One of the factors that will influence the analysis process is the importance of the decisions that will be taken from the report. This chapter will discuss the research design used to carry out this study, target population, sample size, sampling method, data collection, research instrument, data analysis, and closed by the summary of this chapter.

3.1 Research Design

The role of the research design is to ensure that the information gathered allows us to answer the research issue as clearly as possible. Research design is intended to prepare the methods to be used to collect the relevant data and the techniques to be used in the study, taking into consideration the research purpose and the audibility of personnel, time, and resources. The design of the research project could fail the research exercise. It is therefore important to prepare an effective and acceptable design before starting the research process.

This research makes use of a quantitative research strategy in the sense that there will be numeric data, continuous and distinct. Quantitative data is being known as the numerical form. The following are general types of quantitative data, which are sensors, measurements, counts, quantification, calculations, estimates, and prediction. In this study, quantitative can be applied because the researcher wants to find the data about which could lead to tourist satisfaction with the local food quality, service quality and physical environment and satisfaction of authentic local food among tourist in Kelantan.

3.2 Target Population

The population is the whole pool from which to extract sample data. A population can refer to whole groups of people, objects, events, and measurements. A population can be the aggregate experiment of subject groups together by a common feature (Kenton, 2020). The population of this study is focusing on domestic tourists from all state in Malaysia. Researchers choose domestic tourist because all tourists have a different taste towards authenticity local food in Kelantan. Most tourist from a different state choose to

visit Kelantan because food is the main attraction and there are many kinds of authenticity local food in Kelantan. There is a variety of aspects that focused on this study. There are food quality, service quality, and physical environment.

3.3 Sample Size

The sample can be described as a population-based interpretation. This is the sample size that can be used in market analysis and the number of subjects to be used in the sample can be specified. Getting the right sample size is important when studying a statistically relevant finding (Qualtrics, 2019). For this research, the population from the sample were obtained consists of the following group of participants:

- Domestic tourists who have traveled to Kelantan.
- Domestic tourists who have never traveled to Kelantan.
- Domestic tourists who have eaten authentic local food in Kelantan.

While this pandemic Covid-19, domestic tourism has become a trend for people to get rid of stress and boredom at home throughout the movement control order and authentic food is the main destination for tourists. This can make it easier for researchers to get a response. Researchers use table Krejcie (1970) as a sample size reference for the population of Malaysian tourists who have traveled and who have eaten authentic local food in Kelantan.

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

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

(Source: Kejcie and Morgan, 1970)

3.4 Sample Method

Sampling can be classified into two main types which are probability and non-probability sampling methods. The past study by Alvi (2014) stated that simple random sampling, stratified sampling, systematic sampling, cluster sampling, and multistage cluster sampling are examples of probability sampling. This study used non-probability, and convenient sampling for data collection. The research target population is a tourist who has travel and eats authentic local food in Kelantan.

The questionnaire was designed using Google Form and shared through social media, WhatsApp, Instagram, and Facebook, to the whole of Malaysia. Using Google Form and social media, the researchers could get the respondents from whole Peninsular Malaysia and even East Malaysia, challenging to meet in person. It can make it easier for respondents to answer because there is no more waste of paper and help respondents

answer questions in their home without leaving the house. Thus, it can reduce face-to-face interaction to prevent the spread of pandemics.

3.5 Data Collection Procedure

Data collection is an efficient approach to assemble and measure the information from an assortment of sources to get comprehensive and accurate data. Data collection enables a person or association to answer related questions and create conjecture regarding upcoming probabilities and trends. Data collection that can be used in collecting data is survey form, questionnaire, Google form, and interview.

The survey is not suitable for this study as it is hard to reach the respondents who are satisfied with the authenticity of local food in Kelantan and know about the Kelantan local food face to face. To know how tourists, satisfy with the food quality, service quality, and physical environment among tourists in Malaysian, the researchers use Google Form as it is easier to reach the respondent all over Malaysia. Because of the quick rise of social media, the researcher was able to distribute the Google Form online and obtain responses from Malaysians across the country. Besides that, this study get to collect the data in one month and there were 255 respondents answered the questionnaire. The sample size in this study is 255. It can be one of the reasons for the researchers cannot use the survey method because the number of the sample is too big. Lastly, this study get the respondent from the whole of Malaysia, so Google Form is the easiest way to reach the respondent. This study uses Google Forms online which this way can reduce the cost of using paper and easier for a respondent to answer the question provided because respondents can answer it by using smart phone or iPad. The respondent can answer it anywhere and anytime.

3.6 Research Instrument

The instrument that had been choose is the questionnaire in collecting data and gather the information. A questionnaire is one of the research instruments consisting of a series of questions to gather information from the respondent (Saul McLeod, 2018). The researchers using this method because of its relatively cheap, quick, and efficient way of obtaining a large amount of information from a large sample of people. According to Saul McLeod questionnaire can be an effective means of measuring the behavior, attitudes, preferences, opinions, and intentions of relatively large numbers of subjects more cheaply and quickly than other methods.

Since there is a probability of the various type of respondent that will answer the questionnaire, the researcher provided two languages in each question which is English and Malay language. It will make the respondent easier to understand the question. For this research, Google form is the platform for collecting information via online. Google Form will be used to design the question into three parts. Divided the question into three part which is Section A for the demographic profile, Section B for independent variables and Section C is dependent variables. Section A contains the question about gender, age, ethnicity, income level, occupation, state and marital status. Besides that, the independent variables in section B are the question about food quality, service quality, and physical environment. Meanwhile, the dependent variable in section C contains a question about the satisfaction with the authenticity of local food in Kelantan.

The researcher used non-comparative scales in scaling techniques which is the Likert Scale that contains the strongly disagree. Agree, neither agree nor disagree, agree, and strongly agree with the answer. The respondents only can choose that answer only

because the researchers decided to ask the close-ended question. It easier for researchers to achieve the purpose of research using this Likert Scale because it indicates the degree of agreement in the level of satisfaction. The question will spread through sharing the link of the Google form through social media. The link will be share through Facebook, WhatsApp, Instagram, WeChat, and others. This is the effective way to get the respondent in different demographic answers.

Section	Factors	Content	Question
A	Demographic Profile	1.Gender <ul style="list-style-type: none"> • Male 	<ul style="list-style-type: none"> • Female
		3.Race <ul style="list-style-type: none"> • Malay • Chinese 	<ul style="list-style-type: none"> • Indian • Others
		4.Occupation <ul style="list-style-type: none"> • Student Private Sector • Government Sector 	<ul style="list-style-type: none"> • Private Sector • Others
		5.Marital Status <ul style="list-style-type: none"> • Single 	<ul style="list-style-type: none"> • Married
		6. State <ul style="list-style-type: none"> • Perlis • Pulau Pinang • Kedah • Kelantan • Terengganu • Pahang • Sabah 	<ul style="list-style-type: none"> • Perak • Negeri Sembilan • Selangor • Wilayah Persekutuan • Melaka • Johor • Sarawak
B	Independent variables	Food Quality	<ul style="list-style-type: none"> • The authentic local food in Kelantan is delicious. • The food have a good nutrition for health. • Food smell attract tourist to taste. • The food is good quality and fresh. • The price of food is affordable.
		Service Quality	<ul style="list-style-type: none"> • Food stall and restaurant is clean and comfortable. • The worker of food stall are nice and friendly. • Local food serving was fast and quick. • Tourist satisfy with the local food and restaurant service.
		Physical Environment	<ul style="list-style-type: none"> • Easy to get public transport in the local food stall area. • Easy to get parking space area. • Food stall and restaurant provide comfortable seating and dining area. • The weather and atmosphere is good and comfortable.
C	Dependent Variable	The satisfaction of authenticity local food in Kelantan	<ul style="list-style-type: none"> • I love Kelantanese food. • I love the way Kelantanese food being served.

			<ul style="list-style-type: none"> ● I have eaten Kelantanese food before. ● Local food in Kelantan is delicious. ● The level of satisfaction on food in Kelantan.
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Table 3.1 indicates the question in the questionnaire distributed to the respondents. As mentioned above, the table is divided into three sections: Section A, Section B, and Section C. The demographic profile of the responder, which included the gender, was presented in Section A. The genders that will be used in this study are male and female, as is usual. The races of the respondents are shown in the following demographics. The researcher will ask about Malay, Chinese, Indian, and other races in the questionnaire. Due to restrictions, the researchers were unable to list all races available in Malaysia. As a result, individuals who are not of Malay, Chinese, or Indian descent can choose from another races. The table also has an occupation. The occupation that will be listed is student, government sector, private sector, and Others. Others in the answer to the occupation question referred to another job like self-employed, businessman, businesswoman, or part-time worker. The next question concerns the respondent's marital status, specifically whether the respondent is single or married. Many visitors come to Kelantan with family, friends, or alone. Lastly, the researcher list the whole state in Malaysia like Terengganu, Johor, Sabah, Sarawak, Perlis, Pahang and other state in Malaysia to get the respondent from all state in Malaysia.

Section B contains the independent variables question which is food quality, service quality, and physical environment. Each variable will be given five questions related to the variables. Firstly, food quality. The question is all about how food quality influence tourist in Malaysia to eat local food in Kelantan. Furthermore, there is also a question about how food quality can attract tourist to eat the authentic local food in

Kelantan.

The second independent variables are service quality. The question is about the cleanliness of restaurant and food stall. Other than that, the question is how the worker serve tourist in restaurant. This question asks the respondent about the satisfaction of tourist on service quality in restaurant and stall.

The last independent variables are the physical environment. The environment in each state is different. So, the researchers ask the respondent about the facilities in restaurant and food stall area and the impression of the respondent about the environment area in Kelantan.

Finally, Section C is the dependent variable. The dependent variables for this research are the satisfaction of authenticity of local food in Kelantan. The question is regarding the level of satisfaction with the authenticity of local food in Kelantan. The question also contains the respondent feedback on local food in Kelantan.

3.7 Data Analysis

Quantitative and qualitative research do differ. According to Bryman, (2011), if a researcher chooses a quantitative or qualitative sample approach, it relies on the researcher's methodologically based values. Quantitative research will guide by the researcher's worries, whereas the research area conducts qualitative research. Because the researcher's relation is more significant by doing qualitative research, he could even better realize its perspective. The researcher may not have any straight interaction with the

research subject while doing quantitative analysis. He may also use interviewers working or send a questionnaire form by mail. This interest level can guarantee the researcher will not end up losing his impartiality (Alan Bryman, 2011)

A descriptive statistic used to provide quantitative descriptions in a manageable structure. In the study, many respondents measured and take many steps to interpret the data needed. Descriptive statistics also can reduce a lot of data to simple summaries. This statistic included the number of frequencies, values, means, modes, median scores, and standard deviations. In descriptive statistics, there is bivariate analysis. Three variables can be seen in this analysis which are distribution, central tendency, and dispersion. The distribution is a summary of individual values or ranges of values for a variable. For example, the traditional means of representing the number or percentage of tourists arrive in Kelantan. Furthermore, by mentioning the number or percentage of males or women, they define gender as well. In these cases, the variables have no signs that can be displayed by researchers, which sums up the number of sample cases.

3.7.1 Coefficient Correlation

The inferential analysis used to examine the relationship between independent variables and dependent variables. Pearson Correlation used to measure the strength of the relationship between independent variables and dependent variables by depending on its correlation coefficient size (Piaw, 2006). Correlation is a technique that investigates the relationship between two variables, namely continuous, quantitative, for example, age and blood pressure or religion. Pearson correlation coefficient (r) aims to measure the strength of correlation with two variables, namely DV and IV (University of the West of England, 2020). When the correlation coefficient (.91 to 1.00) or (-.91 to 1.00), the strength of the relationship is very strong. As for (.71 to .90) or (-.71 to .90) means strong, (.51 to .70) or (-.51 to -.70) means medium, (.31 to .50) or (-.31 to -.50) means weak, (.01 to .30) or (-.01 to -.30) means very weak and .00 means no correlation.

STRENGTH OF RELATIONSHIP	CORRELATION COEFFICIENT (r)
Very Strong	(.91 to 1.00) or (-.91 to 1.00)
Strong	(.71 to .90) or (-.71 to .90)
Medium	(.51 to .70) or (-.51 to -.70)
Weak	(.31 to .50) or (-.31 to -.50)
Very Weak	(.01 to .30) or (-.01 to -.30)
No Correlation	.00

Table: Coefficient Correlation and Strength of Relationship

(Joe, 2015)

3.7.2 Reliability Test

Measure of stability or consistency of test scores, this is because it consider it as an ability for testing and research results can be repeated, an understandable example is a medical thermometer is a reliable tool that will measure the correct temperature each time it is used. Thus, the same way of making a reliable mathematical test will accurately measure mathematical knowledge for each student or lecturer who conducts the study and takes it, or reliable research results can be replicated over and over again (Stephanie, 2017).

STRENGTH OF ASSOCIATION	ALPHA COEFFICIENT RANGE
Excellent	> 0.9
Very Good	< 0.9 To 0.8
Good	< 0.8 To 0.7
Moderate	< 0.7 To 0.6
Poor	< 0.6

Table: Alpha coefficient range and Strength of association (Joe, 2015)

Table show the simple Reliability analysis is Alpha coefficient range for high level Excellent (> 0.9), second means is Very Good (< 0.9 To 0.8), level middle (< 0.8 To 0.7) Good, (< 0.7 To 0.6) means Moderate and last for low level is Poor (< 0.6) (Joe, 2015).

3.8 Summary

In conclusion, this chapter deliberated about the method used, which can answer the research questions, and the quantitative approach has been selected. In this chapter, the researcher explains the selected research strategy, population and sample study, research procedure, and data gathering techniques besides the data study used in this research, which is vital in research.

CHAPTER 4

DATA ANALYSIS RESULTS & DISCUSSION

4.1 Introduction

In chapter 4, consists of reliability analysis, descriptive analysis, inferential analysis and summary. This chapter describes the results of the analysis data obtained after conducting the survey to 255 respondents.

4.2 Reliability Test

Reliability analysis is an indication of the stability and consistency without bias and helped assessed the “goodness” of the measure (Sekaran, 2003). The reliability analysis evaluated by using Cronbach’s alpha coefficient value. It is a measure of the internal consistency of a study which express as the number between 0 and 1. Therefore, when the value of alpha is increase, it means the terms in a survey is more reliable to each other (Tavakol & Dennick, 2011). From the value result, researchers are able to define and determine whether our questionnaire was valid, reliable and understand by the respondents.

Table 4.1: Cronbach's Alpha Coefficient Values

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

From the table 4.1 shows, it can observe that the cronbach's alpha is closer to 1, internal consistency considered as excellent meaning the more reliable of the items in a survey. If the cronbach's alpha is less than 0.5, it will consider as unacceptable internal consistency. When the cronbach's alpha is 0.7 and above was an acceptable and good reliability coefficient.

4.2: Reliability test

Variable	Cronbach's Alpha	No of Items
Food Quality	0.773	5
Service Quality	0.834	5
Physical Environment	0.837	5
Satisfaction	0.846	5

Table 4.1 shows the results of reliability test. High internal consistency for all questionnaires used for this study had demonstrated (Cronbach's α ranging from 0.754 to 0.887 alpha coefficients). Reliability analysis which ranged by food quality, service quality and physical environment (0.773, 0.834 and 0.837) and dependent variable that is satisfaction (0.846). In measuring the variables that influence the tourist satisfaction was obtained from the Likert-Scale is considered as more reliable.

4.3 Result Of Descriptive Analysis

The basic features of the data in a study are defined using descriptive statistics. Descriptive analysis provided simple summaries about the sample and the measures. Descriptive analysis, along with some simple graphical analysis, form a basic virtual of every quantitative data analysis.

Descriptive analysis is to create a situation analysis which contains of gender, age, races, marital status, and occupation and how satisfy consumer in local food. It summarizes the given data which can present demographic profile of the respondents. Measurement by using mean, median, mode, standard deviation and sum will be applied to calculate the central tendency thus to describe the interval's data essential characteristics.

4.3.1 Demographic Profile

4.3.1.1 Gender of Respondents

Table 4.3: Number of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	68	26.7
Female	187	73.3
Total	255	100.0

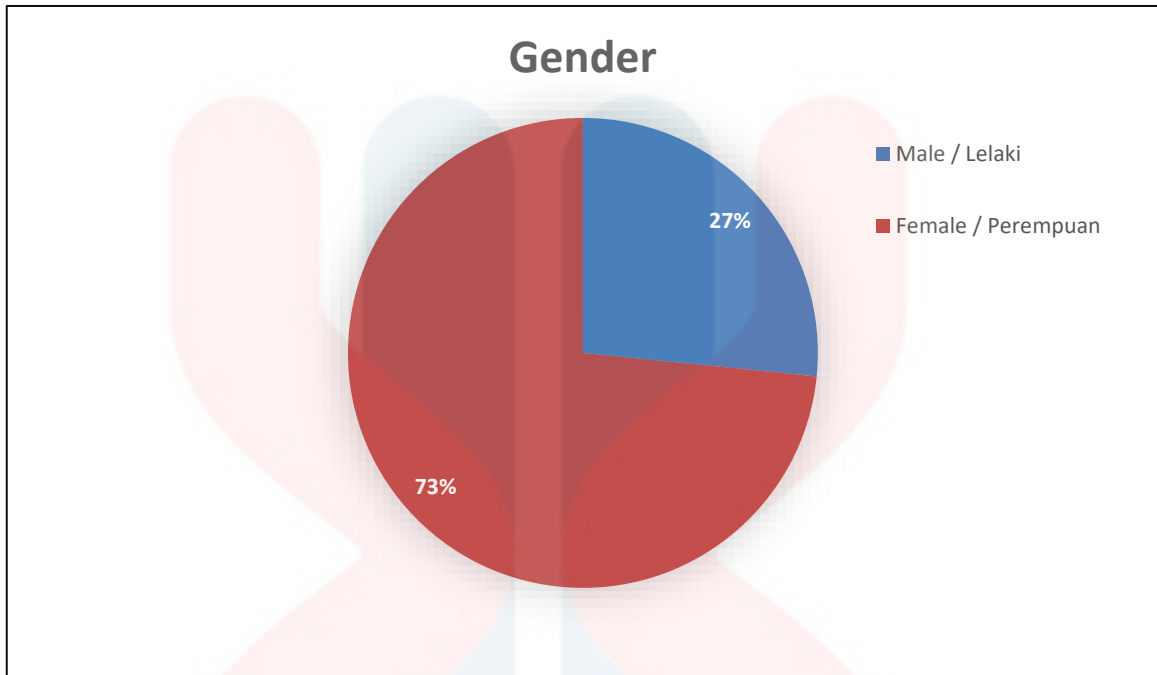


Figure 4.1: Number of Respondents by Gender

Table 4.3 and Figure 4.1 showed the total respondents by gender. There were 255 respondents which were consisted of male (68 respondents/ 26.7 per cent) and female (187 respondents/ 73.3 per cent) had responded to the question.

4.3.1.2 Race of Respondents

Table 4.4: Respondent by Race

Race	Frequency	Percentage%
Malay / Melayu	203	79.6
Chinese / Cina	17	6.7
Indian / India	30	11.8
Others / Lain-lain	5	2.0
Total	255	100.0

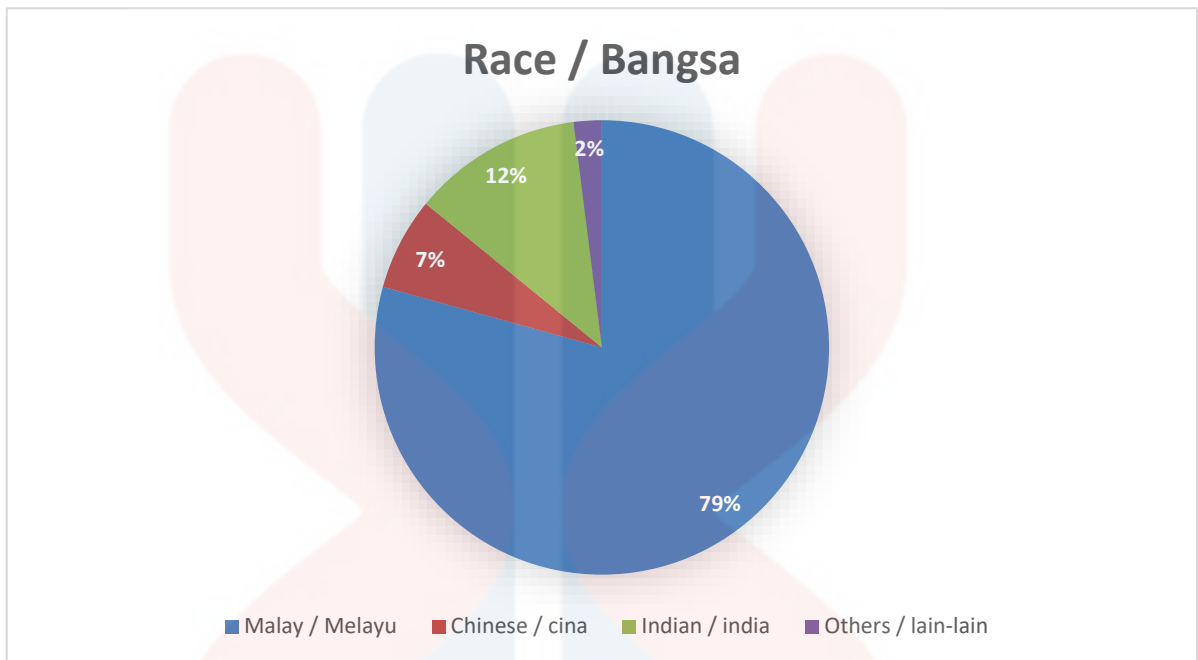


Figure 4.2: Number of Respondent by Race

Table 4.4 and Figure 4.2 showed the total respondents which were obtained by races. There were 255 respondents which were consisted of Malay (203 respondents/ 79.6 per cent), Chinese (17 respondents / 6.7 per cent), Indian (30 respondents/ 11.8 per cent) while other races (5 respondents/ 2.0 per cent) had responded to questionnaire.

4.3.1.3 Occupation of Respondent

Table 4.5: Number of Respondent by Occupation

Occupation	Frequency	Percentage%
Private Sector / Sektor Swasta	58	22.7
Government sector / Sektor Kerajaan	20	7.8
Student / Pelajar	155	60.8
Others / Lain-lain	22	8.6
Total	255	100.0

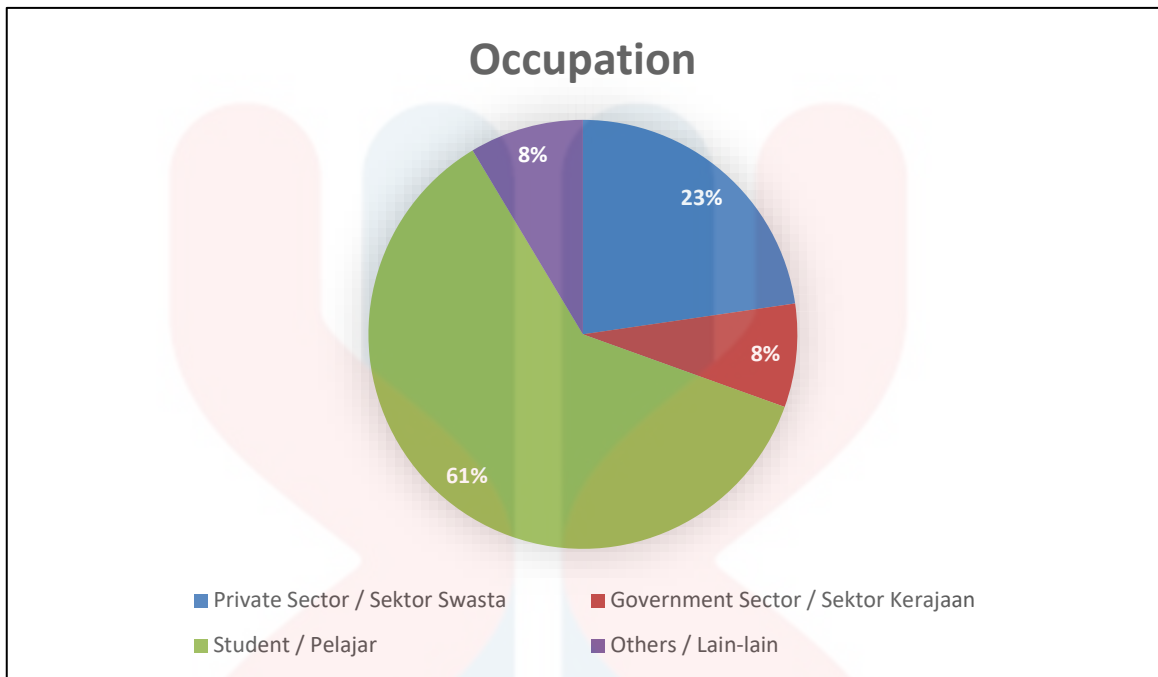


Figure 4.3: Number of respondent by occupation

Table 4.5 and Figure 4.3 showed the total respondents by occupation. There were 255 respondents which consists of private sector (58 respondents/ 22.7 per cent), government sector (20 respondents/ 7.8 per cent), students (155 respondents/ 60.8 per cent) while other occupation (22 respondents/ 8.6 per cent) had responded to the questionnaire.

4.3.1.4 Marital Status of Respondents

Table 4.6: Number of Respondent by Marital Status

Marital status	Frequency	Percentage%
Single / Bujang	202	79.2
Married / Berkahwin	53	20.8
Total	255	100.0

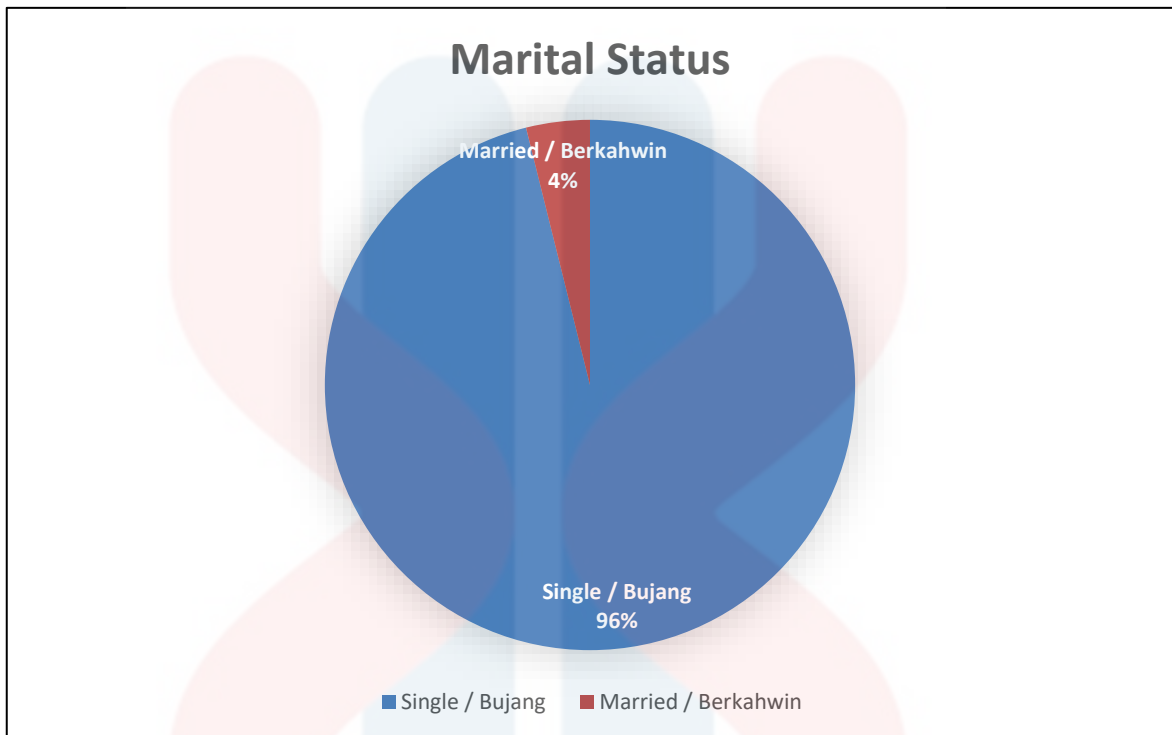


Figure 4.4: Number of Respondent by Marital Status

Table 4.6 and Figure 4.4 showed the total of respondents by marital status. There were 255 respondents who consists of single (202 respondents/ 79.2 per cent) and married (53 respondents/ 20.8 per cent) had responded to the questionnaire.

4.3.1.5 State of Respondents

Table 4.7: Number of Respondent by State

State	Frequency	Percentage%
Perlis	6	2.4
Pulau Pinang	6	2.4
Kedah	16	6.3
Kelantan	27	10.6
Terengganu	20	7.8
Pahang	83	32.5
Perak	21	8.2
Selangor	32	12.5
Wilayah Persekutuan	8	3.1
Melaka	2	0.8
Johor	17	6.7
Negeri Sembilan	6	2.4
Sabah	8	3.1
Sarawak	3	1.2
Total	255	100.0

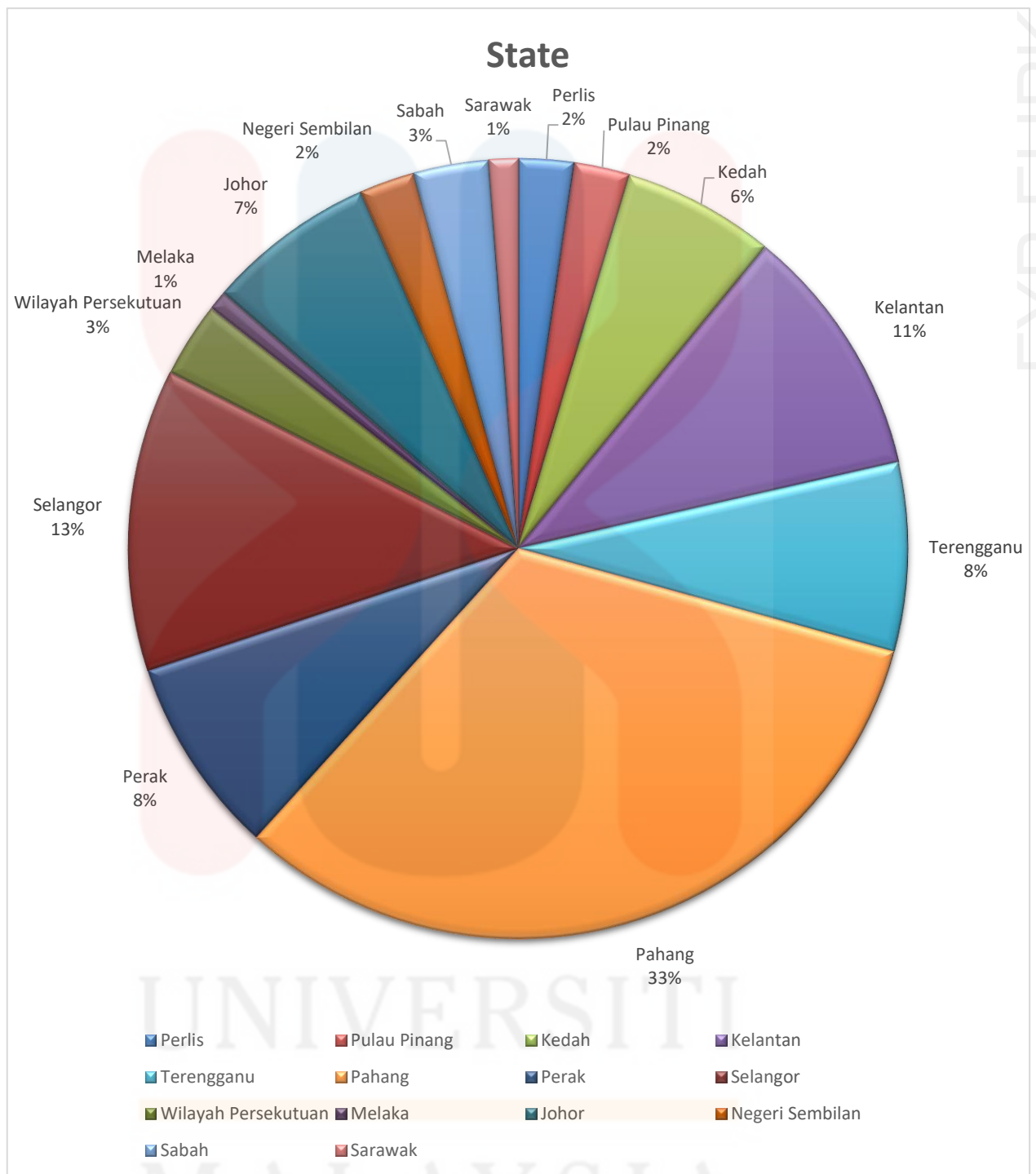


Figure 4.5: Number of Respondent by State

Table 4.7 and Figure 4.5 showed the total of respondents by state. There were 255 respondents from Perlis (6 respondents/ 2.4 per cent), Pulau Pinang (6 respondents/ 2.4 per cent), Kedah (16 respondents/ 6.3 per cent), Kelantan (27 respondents/ 10.6 per cent), Terengganu (20 respondents/ 7.8 per cent), Pahang (83 respondents/ 32.5 per cent), Perak

(21 respondents/ 8.2 per cent), Selangor (32 respondents/ 12.5 per cent), Wilayah Persekutuan (8 respondents/ 3.1 per cent), Melaka (2 respondents/ 0.8 per cent), Johor (17 respondents/ 6.7 per cent), Negeri Sembilan (6 respondents/ 2.4 per cent), Sabah (8 respondents/ 3.1 per cent) and Sarawak (3 respondents/ 1.2 per cent) had responded to the questionnaire.

4.3.2 Descriptive Statistic Independent Variable (IV) and Dependent Variable

4.3.2.1 Dependent Variable (DV) and Independent Variable (IV)

Variable	N	Mean	Standard Deviation
Food Quality	255	20.0706	3.31943
Service Quality	255	19.3529	3.43227
Physical Environment	255	19.1686	3.54929
Satisfaction	255	20.5216	3.59879

Table 4.8: Descriptive Statistic for Dependent Variable (DV) and Independent Variable (IV)

Table 4.8 show, the number of respondent, mean and standard deviation for both dependent variable (DV) and independent variable (IV). The mean score of food quality is 20.0706, mean of service quality is 19.3529 and mean score of physical environment is 19.1686. The mean score dependent variable tourist satisfaction towards authenticity local food in Kelantan is 20.5216.

Meanwhile, the standard deviation for independent variables in food quality is 3.31943 followed by service quality (3.43227), physical environment is 3.54929 and the

standard deviation for tourist satisfaction towards the authenticity local food in Kelantan is 3.59879.

4.3.3 Descriptive statistic of Independent Variable (IV)

4.3.3.1 Food Quality

Table 4.9: Descriptive statistic of food quality

Items	Mean	Standard Deviation	Variance
The authentic local food In Kelantan is delicious	4.07	0.957	0.916
The authentic local food In Kelantan have a good nutrition for health	3.81	0.930	0.865
The authentic local food smell is suitable with my appetite	3.91	0.960	0.922
The authentic local food In Kelantan good quality and fresh	4.02	0.846	0.716
The price of local food in Kelantan is affordable price	4.26	0.895	0.801

Table 4.9 show the mean, standard deviation and variance for the first independent variable which is food quality. The highest mean is 4.26 for the item “The price of local food in Kelantan is affordable price.” The second highest is 4.07 for the item “The authentic local food In Kelantan is delicious”. The third highest mean is 4.02 for the item “The authentic local food In Kelantan good quality and fresh” and followed by 3.91 for the item “The authentic local food smell is suitable with my appetite”. The lowest mean is 3.81 for the item “The authentic local food In Kelantan have a good nutrition for health.”

4.3.3.2 Service Quality

Table 4.10: Descriptive statistic of service quality

Items	Mean	Standard Deviation	Variance
Local food stall and restaurant is clean and comfortable	3.52	0.995	0.991
The worker of food stall and restaurant are nice and friendly	4.01	0.858	0.736
Local food serving was fast and quick	3.86	0.852	0.725
Local food stall and restaurant give a good services to customer	3.95	0.877	0.769
I satisfy a with local food stall and restaurant service	4.00	0.844	0.713

Table 4.10 show the mean, standard deviation and variance for the items used to measure service quality. There are five questions for service quality. The highest mean is 4.01 for the item “The worker of food stall and restaurant are nice and friendly”. The second highest is 4.00 for the item “I satisfy a with local food stall and restaurant service”. The third highest mean is 3.95 for “Local food stall and restaurant give a good services to customer”. And followed by 3.86 for the “Local food serving was fast and quick” The lowest mean is 3.52 for the item “Local food stall and restaurant is clean and comfortable”.

4.3.3.3 Physical Environment

Table 4.11: Descriptive statistic of physical environment

Items	Mean	Standard Deviation	Variance
Easy to get public transport in the local food sales area	3.70	1.007	1.013
Easy to get parking space area in the local food sales	3.72	0.942	0.887
Local food stall provide comfortable seating and dining area	3.86	0.867	0.752
The weather and atmosphere in food sales area is very good and comfortable	3.89	0.878	0.770
The atmosphere of local food sales is very interesting	4.00	0.883	0.780

Table 4.11 show the mean, standard deviation and variance for the items used to identify physical environment. There are five questions for physical environment. The highest mean is 4.00 for the item “The atmosphere of local food sales is very interesting”. The second highest is 3.89 for the item “The weather and atmosphere in food sales area is very good and comfortable”. The third highest mean is 3.86 for “Local food stall provide comfortable seating and dining area”. And followed by 3.72 for the “Easy to get parking space area in the local food sales” The lowest mean is 3.70 for the item “Easy to get public transport in the local food sales area”.

4.3.4 Descriptive statistic of Dependent Variable (DV)

4.2.4.1 The Satisfaction of Authenticity Local Food among Tourist in Kelantan.

Table 4.12: Descriptive statistic of satisfaction

Items	Mean	Standard Deviation	Variance
I love to eat authenticity local food in Kelantan	3.94	1.074	1.154
I love the way Kelantanese food being served	4.05	0.868	0.753
I had eaten Kelantanese local food before	4.25	0.870	0.758
I satisfy with the authenticity local food dishes in Kelantan	4.10	0.863	0.745
I satisfy with the price and size of the local food sold in Kelantan	4.17	0.888	0.789

Table 4.12 show the mean, standard deviation and variance for the items used measure satisfaction. There are five questions for satisfaction. The highest mean is 4.25 for the item “I had eaten Kelantanese local food before”. The second highest is 4.17 for the item “I satisfy with the price and size of the local food sold in Kelantan”. The third highest mean is 4.10 for “I satisfy with the authenticity local food dishes in Kelantan”. And followed by 4.05 for the “I love the way Kelantanese food being served” The lowest mean is 3.94 for the item “I love to eat authenticity local food in Kelantan”.

4.4 Results of Inferential Analysis

4.4.1 Pearson Correlation

Inferential analysis used to describe the relationship between independent variable (quality of food, service quality and physical environment) and dependent variable (satisfaction). Pearson correlation test is appropriately used to identify the strength of relationship between the independent variable and the dependent variable. The table below shows a guideline coefficient correlations and strength of relationship used by the researchers.

STRENGTH OF RELATIONSHIP	CORRELATION COEFFICIENT (r)
Very Strong	(.91 to 1.00) or (-.91 to 1.00)
Strong	(.71 to .90) or (-.71 to .90)
Medium	(.51 to .70) or (-.51 to -.70)
Weak	(.31 to .50) or (-.31 to -.50)
Very Weak	(.01 to .30) or (-.01 to -.30)
No Correlation	.00

Table 4.1: Coefficient Correlation and Strength of Relationship

Hypothesis 1: Food Price

H0a - There is no relationship between food quality and satisfaction with the authenticity of local food among tourist in Kelantan.

H1a - There is a relationship between food quality and satisfaction with the authenticity of local food among tourists in Kelantan.

4.1.3: Pearson Correlation of Food Price and Tourist Satisfaction of Authenticity Local

Food in Kelantan

Correlations			
		Food Quality	Tourist Satisfaction
Food Quality	Pearson Correlation	1	.715**
	Sig. (2-tailed)		.000
	N	255	255
Tourist Satisfaction	Pearson Correlation	.715**	1
	Sig. (2-tailed)	.000	
	N	255	255

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

Table 4.13 displayed Pearson Correlation Coefficient, significant value and the number of cases which is 255. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study rejects the null hypothesis H0a for Hypothesis 1. The correlation coefficient of 0.715 is suggested a medium but definite relationship between food quality and the satisfaction of authenticity local food among tourist in Kelantan.

Hypothesis 2: Service Quality

H0a - There is no relationship between the service quality and satisfaction of the authenticity of local food among tourists in Kelantan.

H01 - There is a relationship between the service quality and satisfaction of the authenticity of local food in Kelantan.

4.1.4: Pearson Correlation of Service Quality and Tourist Satisfaction of the Authenticity Local Food in Kelantan.

Correlations			
		Service Quality	Tourist
		Satisfaction	
Service Quality	Pearson Correlation	1	.636**
	Sig. (2-tailed)		.000
	N	255	255
Tourist Satisfaction	Pearson Correlation	.636**	1
	Sig. (2-tailed)	.000	
	N	255	255

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

Table 4.1.4 illustrated Pearson Correlation Coefficient, significant value and the number of cases which is 255. The p-value 0.000, which is less than the significant level of 0.01. Therefore, this study rejects the null hypothesis H0b for Hypothesis 2. The correlation coefficient of 0.636 suggested a small but definite relationship between service quality and the satisfaction of authenticity local food among tourist in Kelantan.

Hypothesis 3: Physical Environment

H0c: There is no relationship between the physical environment and satisfaction with the authenticity local food among tourist in Kelantan.

H1c: There is a relationship between the physical environment and satisfaction with the authenticity local food among tourist in Kelantan.

Correlations			
		Physical Environment	Tourist Satisfaction
Physical Environment	Pearson Correlation	1	.661**
	Sig. (2-tailed)		.000
	N	255	255
Tourist Satisfaction	Pearson Correlation	.661**	1
	Sig. (2-tailed)	.000	
	N	255	255

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

4.15: Pearson Correlation of Physical Environment and Tourist Satisfaction of Authenticity Local Food in Kelantan.

Table 4.15 showed Pearson Correlation Coefficient, significant value and the number of cases which is 255. The p-value is 0.000, which less than the significant level 0.01. Therefore, this study rejects the null hypothesis H0a for Hypothesis 3. The correlation coefficient of 0.661 suggested a medium positive correlation between physical environment and the satisfaction of authenticity local food among tourist in Kelantan

4.5 Discussion Based On Research Objectives

4.5.1 Hypothesis Testing

Hypothesis	Pearson's Correlation Result	
There is positive relationship exists between food quality and satisfaction with the authenticity of local food among tourists in Kelantan.	$r = 0.715, p < 0.01$	Supported
There is positive impact between the service quality and satisfaction of the authenticity of local food among tourists in Kelantan.	$r = 0.636, p < 0.01$	Supported
There is a positive relationship between the physical environment and satisfaction with the authenticity of local food among tourists in Kelantan.	$r = 0.661, p < 0.01$	Supported

Table 4.3: Summary for Hypothesis Testing

Based on the Table 4.5, the hypothesis on significant relationships between the food quality, service quality, physical environment, and satisfaction with the authenticity of local food among tourists in Kelantan were tested using Pearson's correlation analysis. All the hypothesis accepted at 0.01 significant level.

4.6 Summary

The data collected in this study highlight the satisfaction towards authenticity of local food among tourist in Kelantan. There are 255 respondents that are involved in this study. Female is the highest respondents by gender in this study. According to the result, majority of the respondents are Malay and the rest respondents from others category. There are 155 respondents who are students and most of the respondents are from Pahang state in Malaysia.

Based on the data analysed, there is a higher mean score is 20.0706 which is food quality among other independent variables. The highest Pearson Correlation value between the satisfaction of authenticity local food among tourist in Kelantan is 0.715 (food quality), followed by 0.661 (physical environment) and lastly 0.636 (service quality). Hence, the result showed that the three independent variables (IV) have a moderate positive correlation with the dependent variables (DV).

The strength of the linear relationship between two variable are independent variables (IV) and dependent variables (DV) were being measured by the Pearson Correlation. The result indicated that food quality ($r=0.715$, $n=255$, $p\text{-value}=0.00$) recommended a positive relationship between the food quality and the satisfaction of authenticity local food among tourist in Kelantan. Besides that, there is a positive impact relationship between the service quality ($r=0.636$, $n=255$, $p\text{-value}=0.00$) suggested and the satisfaction of authenticity local food among tourist in Kelantan. For the satisfaction on authentic local food among tourist in Kelantan has a positive correlation between physical environment ($r=0.661$, $n=255$, $p\text{-value}=0.00$).

CHAPTER 5

DISSCUSION & CONCLUSION

5.0 Introduction

The results from the analysis in chapter 4 will be discussed further in this chapter. The data analysis and findings were thoroughly discussed by contrasting the set hypotheses with the actual data outcomes. This chapter will discuss the limitations of this study as well as recommendations for future research. This chapter also includes the implications, limitations, and guidance for future research studies, as well as the conclusion.

5.1 Recapitulation of Findings

This research conducted to examine a relationship between food quality, service quality and physical environment on tourist satisfaction towards authenticity local food in Kelantan. This study is focus more on how the relationship between food quality, service quality and physical environment towards authenticity local food in Kelantan. Based on the relationship the researchers know how the variables can be related with the authenticity local food in Kelantan. The result shown in the Chapter 4 is based on the questionnaire which was designed by the researchers to the respondents. The questionnaire consisted of a total number of 25 question which included all the section. Section A focused on the demographic information of the respondents which are gender, age, races, occupation, income level, state and marital status. Section B is the question about independent variables which are food quality, service quality and physical environment while section C is the satisfaction of authenticity local food among tourists.

The sample size of the respondent was 152 and it was determined by using the

equation that developed by Kjerchie and Morgan (1970). The total number of respondents who had answered the questionnaire through Google Form was 256 respondents. The actual amount of respondents needed to proceed with the statistical Package for the Social Sciences (SPSS) is 255 but it is better to have more respondents in order to back up the data which cannot be used. This analysis of data included the reliability analysis, frequency analysis, descriptive analysis and Pearson Correlation Coefficient analysis. The internal consistency of the measurement implement was checked using a reliability test for independent variables. The Cronbach's alpha for all variables scale were in range of (number of number). The value of Cronbach's alpha is 0 until 6 and above, it shows that it is a good reliability.

Food quality is the first independent variables (IV) in this study. In this variable, 'affordable price of local food in Kelantan had the highest mean score which is 4.26. Based on Chen (2012) people derive their perception of food quality from the tastiness of food, variety of the menu, variety of food, food presentation, serving size, safety, appeal, dietary acceptability, healthy options, hygiene, food price, food freshness, temperature and safety. This shows that the food quality on authentic local food is important in making sure the food is safe to eat and suitable with the price. The present research revealed that appearance, price, ingredients formed the winning that dominated consumers judgment concerning food quality. This finding was in agreement with previous studies that highlighted one or more about the important in food quality evaluation. The price can be regarded as a motive to purchase as an indicator of quality.

Service quality is the second independent variable (IV) in this study. 'The worker of food stall and restaurant are nice and friendly' had the highest mean score is 4.01 in this variable. Service quality were found to influence tourist satisfaction. Izogo and Ogba (2015), Dedoglu and Demirer (2015) and Zamil, Areiqat and Tailakh (2012) are found

the same results. The dimension also found by Zafar et al. (2012) to impact customer satisfaction in Pakistan. In their studies, Yesilada and Direktor argued that the reliability dimension of service quality also plays a part in tourist satisfaction. The success of a restaurant business depends on the service quality of restaurant or food stall (Chow et al, 2007). Good services create experiences that can meet tourist expectations.

The last independent variable (IV) in this study is physical environment. The item which had the highest mean score is 4.0 regarding 'the atmosphere of local food sales is very interesting'. As highlighted by Ha & Jang (2010) a positive perception of atmosphere can produce more positive emotions which leads to positive belief about the restaurant and its service. The environment of a restaurant also can be effected by the neighboring shops. Tourist needs a comfortable, peaceful and clean place to eat. Similar result was reported by other study conducted in Istanbul, Turkish. The average scores for the Turkish sample was 4.35 that the score for a customer who are satisfy with the physical environment of the restaurant. Several studies has demonstrated that physical environment plays a role in creating customer's pre-consumption mood before the actual service is delivered, suggesting that atmosphere can positively or negatively influence mood. Other studies have shown that restaurant or food stall physical environment is a key factor in both attracting and satisfying customers.

Lastly, the dependent variable (DV) is the satisfaction of authenticity local food among tourist in Kelantan. In this variable, 'I had eaten Kelantan local food before' received the highest mean score, which is 4.25. Kelantan state is the destination that full of mass tourism which is food. Many tourists visited Kelantan state because want to taste the authenticity local food in Kelantan. It had been proving that domestic tourist had been travel to Kelantan and have an experience in eating the authenticity local food in Kelantan. Many studies have found that satisfaction has a positive impact on loyalty, the

more satisfied tourist tend to praise, convey positive experience and repeatedly purchase. A high quality of food, service and physical environmental can lead to future favorable behavior by improving customer satisfaction. This study has be confirmed previous related study which has shown that authenticity has a positive impact on attribute quality and satisfaction.

5.2 Limitations of Study

Throughout the research conducted, the researcher faced several constraints. There are several limitations of the research are the aspects of it that cannot be controlled by researcher including potential flaws for the study.

This research have focused on the satisfactions of local tourists toward authenticity of local food in Kelantan. The process of collecting data is not satisfactory because of the selection of the respondents was purpose randomly sampled in hopes of obtaining completed data. There also was a limited time to collecting data that may have inhibited the thoroughness and duration that could have been spent examining research and analyzing data. This too might have been a limitation with the data obtained.

Other than that, the lack of access to reference sources is also a limitation of the study as it is limited to digital sources. The researcher are unable to search for other reference other than Internet due to the Malaysia Government Movement Control Order (MCO) at the certain time it was imposed. Due to this government order, the researcher are also limited to discuss about the research on phone calls and other communication platforms. This could lead to some misunderstandings and delaying of tasks an as the researcher have time constraints because they have been given a due date for the research to be completed.

5.3 Recommendation

The recommendation for this study is, future researchers should revisit this research topic on tourist satisfaction toward authenticity of local food in Kelantan by incorporating or focusing on other types of variables that may have a significant impact or influence on domestic tourist to review more reason dissatisfaction among domestic tourist. Future researchers should conduct studied the factor that influence domestic tourist and their intentions to dissatisfaction towards local food in Kelantan.

Besides, to collect data from the respondents, a quantitative approach was chosen. It was more convenient and took less time to collect data. Since it is simple for a researcher to collect a large number of respondents at once, the questionnaire may be distributed to the intended respondents. The quantitative method enables the researcher to test hypotheses, discover the cause and effect of variables, and collect bigger or randomly selected samples. The target respondents should be determined ahead of time based on the study's research purpose. This method is recommended for future researchers to use in their research papers. The aim of a research design is to clarify the evidence collected so that the initial question can be answered as clearly as possible.

5.4 Summary

The main purpose of this research is to examine the tourist's satisfaction towards authenticity of local food in Kelantan. The influential factors (independent variables) which quality of food, service quality, physical are given the impact in (dependent variables) tourist satisfaction towards the authenticity of local food. As mentioned in Chapter 3, total numbers of 25 questionnaires were distributed to 255 respondents among domestic tourist in Malaysia and all of them were valid. Besides that in Chapter 4, findings of result from the questionnaires survey that analysis using reliability analysis descriptive and inferential analysis. Data obtained from the questionnaire has been evaluated by software program using Statistical Package for the Social Science (SPSS). The finalize result shown there are quality of food, service quality, physical environment significant relationship with tourist satisfaction towards the authenticity of local food in Kelantan. Among the three independent variables, there is a higher mean score is 20.0706 which is food quality among other independent variables. The highest Pearson Correlation value between the satisfaction of authenticity local food among tourist in Kelantan is 0.715 (food quality), followed by 0.661 (physical environment) and lastly 0.636 (service quality). Lastly in Chapter 5, about summarization of final results based on data analysis. Thus, all the hypothesis (H1, H2, H3) stated are accepted. In addition, limitation and recommendation when carried out this research also includes that can be used for the further studies.

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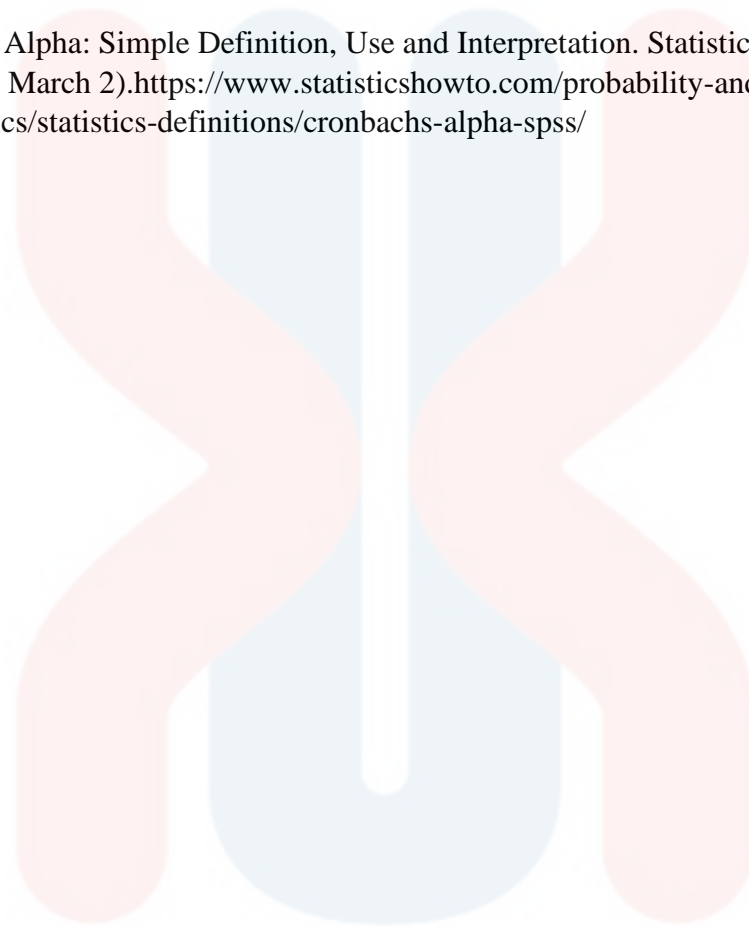
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APPENDIX
QUESTIONNAIRE



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Dear respondent,

We are doing an academic research entitled:

TOURIST SATISFACTION TOWARDS AUTHENTICITY OF LOCAL FOOD IN KELANTAN

We are students of Bachelor of Entrepreneurship (Tourism) with Honors in University Malaysia Kelantan. As part of our Final Year Project (FYP) we are currently conducting a survey on the Tourist Satisfaction Towards Authenticity of Local Food in Kelantan. Financially, it will not cost you anything and you will not be paid anything. However, your participation can help us find out the Tourist Satisfaction towards Authenticity of Local Food in Kelantan. Authenticity local food in Kelantan quite famous and it become one of the reason people come to visit Kelantan state.

Your personal detail will not be exposed to the public as it is strictly used for the research and academic purpose only.

Thank you for your assistance in completing this questionnaire.

Prepared by,

Ahmad Nabil Mustaqim Bin Rosli H18B0020

Nurul Shazeera Binti Roslee H18A0504

Pravina A/P Rajan H18A0778

Saidatul Aishah Binti Shamsul Kamal H18A0542

Bachelor of Entrepreneurship (Tourism) with Honors, University Malaysia Kelantan (UMK).



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KELANTAN

Responden yang dihormati,

Kami sedang membuat satu penyelidikan akademik yang bertajuk:

Kepuasan Pelancong Terhadap Keaslian Makanan Tempatan Negeri Kelantan

Kami adalah pelajar Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian dari Universiti Malaysia Kelantan. Sebagai sebahagian daripada Projek Penyelidikan Tahun Akhir (PPTA), kami sedang menjalankan satu tinjauan yang berkaitan dengan Kepuasan Pelancong Terhadap Keaslian Makanan Tempatan Negeri Kelantan. Dari segi kewangan, tinjauan ini tidak melibatkan sebarang perbelanjaan daripada anda dan anda tidak akan dibayar dengan sebarang ganjaran. Walau bagaimanapun, penyertaan anda dapat membantu kami mengetahui kepuasan pelancong terhadap keaslian makanan tempatan negeri Kelantan. Keaslian makanan di negeri Kelantan sangat popular dan ia menjadi salah satu sebab pelancong tempatan gemar berkunjung negeri Kelantan.

Maklumat peribadi anda tidak akan didedahkan secara awam dan ia hanya digunakan untuk penyelidikan ini sahaja.

Terima kasih atas bantuan anda dalam mengisi soalan penyelidikan ini.

Yang benar,

Ahmad Nabil Mustaqim Bin Rosli H18B0020

Nurul Shazeera Binti Roslee H18A0504

Pravina A/P Rajan H18A0778

Saidatul Aishah Binti Shamsul Kamal H18A0542

Sarjana Muda Keusahwanan (Pelancongan) dengan Kepujian, Universiti Malaysia Kelantan (UMK)

SECTION A: DEMOGRAPHIC PROFILE

BAHAGIAN A: PROFIL DEMOGRAFI

INSTRUCTION: Please specify your answer by tick (✓) on the relevant answer provided.

ARAHAN: Sila nyatakan jawapan anda dengan menandakan (✓) pada jawapan yang telah disediakan.

1. Gender/ Jantina

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

2. Race/ Bangsa

- | | |
|--------------------------|--------------------|
| <input type="checkbox"/> | Malay/ Melayu |
| <input type="checkbox"/> | Chinese / Cina |
| <input type="checkbox"/> | Indian/ India |
| <input type="checkbox"/> | Others/ Lain- lain |

3. Occupation/ Pekerjaan

- | | |
|--------------------------|------------------------------------|
| <input type="checkbox"/> | Private Sector/ Sektor Swasta |
| <input type="checkbox"/> | Government Sector/ Sektor Kerajaan |
| <input type="checkbox"/> | Student/ Pelajar |
| <input type="checkbox"/> | Others/ Lain-lain |

4. Marital Status/ Status Perkahwinan

- | | |
|--------------------------|--------------------|
| <input type="checkbox"/> | Single/ Bujang |
| <input type="checkbox"/> | Married/ Berkahwin |

5. State/ Negeri

<input type="checkbox"/>	Perlis
<input type="checkbox"/>	Pulau Pinang
<input type="checkbox"/>	Kedah
<input type="checkbox"/>	Kelantan
<input type="checkbox"/>	Terengganu
<input type="checkbox"/>	Pahang
<input type="checkbox"/>	Perak
<input type="checkbox"/>	Selangor
<input type="checkbox"/>	Wilayah Persekutuan
<input type="checkbox"/>	Melaka
<input type="checkbox"/>	Johor
<input type="checkbox"/>	Negeri Sembilan
<input type="checkbox"/>	Sabah
<input type="checkbox"/>	Sarawak

6. I had visit Kelantan state/ Saya pernah melawat negeri Kelantan

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

7. How many times visit Kelantan state/ Berapa kerap melawat negeri Kelantan

<input type="checkbox"/>	1 - 2 kali
<input type="checkbox"/>	3 - 5 kali
<input type="checkbox"/>	lebih 10 kali

INSTRUCTION: Please indicate your level agreement to the respective statements by tick (✓) only one answer for each statement.

ARAHAN: Sila nyatakan tahap kebersetujuan anda dengan pernyataan masing-masing dengan tanda (✓) hanya satu jawapan untuk setiap pernyataan.

Strongly Disagree <i>Sangat Tidak Setuju</i>	Disagree <i>Tidak Setuju</i>	Neutral <i>Neutral</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat Setuju</i>
1	2	3	4	5

SECTION B: THE RELATIONSHIP OF TOURIST SATISFACTION

BAHAGIAN B: HUBUNGKAIT KEPUASAN PELANCONG

1. Food Quality / *Kualiti Makanan.*

NO.	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	The authentic local food in Kelantan is delicious. <i>Makanan tempatan negeri Kelantan yang asli sangat sedap.</i>					
2.	The authentic local food in Kelantan have a good nutrition for health. <i>Makanan tempatan negeri Kelantan yang asli mempunyai nutrisi yang baik untuk kesihatan.</i>					
3.	The authentic local food smell is suitable with my appetite. <i>Makanan tempatan yang asli sesuai dengan selera saya.</i>					
4.	The authentic local food in Kelantan have a good quality and fresh. <i>Makanan tempatan negeri Kelantan yang asli sangat segar dan berkualiti.</i>					
5.	The price of local food in Kelantan is affordable. <i>Harga makanan tempatan negeri Kelantan sangat berpatutan.</i>					

2. Service Quality / Kualiti Servis.

NO.	STATEMENT	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	Local food stall and restaurant is clean and comfortable. <i>Gerai dan restoran makanan tempatan sangat bersih dan selesa.</i>					
2.	The worker of food stall and restaurant are nice and friendly. <i>Layanan pekerja gerai dan restoran sangat baik dan peramah.</i>					
3.	Local food serving was fast and quick. <i>Penyediaan makanan tempatan sangat pantas dan cepat.</i>					
4.	Local food stall and restaurant give a good services to customer. <i>Gerai dan restoran makanan tempatan menyediakan pelbagai perkhidmatan yang bagus kepada pelanggan.</i>					
5.	I satisfy with a local food stall and restaurant service. <i>Saya berpuas hati dengan layanan pekerja restoran dan gerai makanan tempatan.</i>					

3. Physical Environment / Suasana Fizikal.

NO.	STATEMENT	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	Easy to get public transportation in the local food sales area. <i>Mudah untuk mendapatkan pengangkutan awam di kawasan jualan makanan tempatan.</i>					
2.	Easy to get parking space area in the local food sales. <i>Mudah untuk mendapatkan ruang letak kereta di kawasan jualan makanan tempatan.</i>					
3.	Local food stall provide comfortable seating and dining area. <i>Gerai dan restoran makanan tempatan menyediakan tempat duduk dan ruang makan yang selesa.</i>					

4.	The weather and atmosphere in food sales area is very good and comfortable. <i>Cuaca dan suasana di kawasan jualan makanan sangat baik dan selesa.</i>					
5.	The atmosphere of local food sales is very interesting. <i>Suasana persekitaran jualan makanan tempatan sangat menarik.</i>					

SECTION C: THE SARISFACTION OF AUTHENTICITY LOCAL FOOD

SEKSYEN C: KEPUASAN TERHADAP KEASLIAN MAKANAN TEMPATAN

NO.	STATEMENT	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	I love to eat authenticity local food in Kelantan. <i>Saya gemar makan makanan tempatan negeri Kelantan yang asli.</i>					
2.	I love the way Kelantanese food being served. <i>Saya suka cara penyediaan makanan tempatan negeri Kelantan.</i>					
3.	I had eaten Kelantanese local food before. <i>Saya pernah makan makanan tempatan negeri Kelantan.</i>					
4.	I satisfy with the authenticity local food dishes in Kelantan. <i>Saya berpuas hati dengan keaslian hidangan makanan tempatan negeri Kelantan.</i>					
5.	I satisfy with the price and size of the local food sold in Kelantan. <i>Saya berpuas hati dengan harga dan saiz makanan tempatan yang dijual in Kelantan.</i>					

End of questionnaires.

Soal selidik tamat.

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