FACTORS THAT INFLUENCE VISITORS' PURCHASE INTENTION TOWARD KELANTAN CUISINE

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Date:20 June 2021	**Date:20 June 2021**

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ABSTRACT

Kelantan has a strong food image in Malaysia. This research was undertaken to analyze some of the questions that have evolved. This study was conducted to investigate some of the problems that occur. This study identifies the relationship between food quality, price, and service quality with factors that influence visitors" purchase intention towards Kelantan cuisine. This research aims to help small and midsize food enterprises to identify what factors influence visitors' purchase intention toward Kelantan cuisine. The main method was used was questionnaires by researchers to collect and gather all the relevant data to achieve the research objectives. In this research, data presentation quantitative has been used by researchers. The questionnaire will be administered to 384 respondents who meet with the characteristics of the respondents and the purposes of the report. All the results of this study are very encouraging and all the research questions have been answered by the respondent through these findings and results. Therefore, the researcher can conclude that there was a significant relationship between the food quality, price, and service quality of food in Kelantan with factors that influence visitors" purchase intention towards Kelantan cuisine. Therefore, the result shown was reliable and it was accepted during this study. This study helped a lot of people to determine what they are like about food in Kelantan. So, this study also helped to identify those people who come to visit Kelantan just for looking at food because of food quality, food price, or service quality.

Keywords- Food Quality, Price, Service Quality, Purchase Intention & Kelantan Cuisine

ABSTRAK

Kelantan mempunyai imej makanan yang baik di Malaysia. Penyelidikan ini dilakukan untuk menganalisis beberapa persoalan yang telah berkembang. Kajian ini dilakukan untuk menyelidiki beberapa masalah yang berlaku. Kajian ini untuk mengenal pasti hubungan antara kualiti makanan, harga, dan kualiti perkhidmatan dengan faktor-faktor yang mempengaruhi niat membeli pengunjung terhadap makanan Kelantan. Penyelidikan ini bertujuan untuk membantu perusahaan makanan kecil dan sederhana untuk mengenal pasti faktor apa yang mempengaruhi niat membeli pengunjung terhadap makanan Kelantan. Kaedah utama yang digunakan adalah soal selidik oleh penyelidik untuk mengumpulkan semua data yang berkaitan untuk mencapai objektif penyelidikan. Dalam penyelidikan ini, kuantitatif persembahan data telah digunakan oleh penyelidik. Soal selidik akan diberikan kepada 384 responden yang memenuhi ciri-ciri responden dan tujuan laporan. Semua hasil kajian ini sangat memberangsangkan dan semua persoalan kajian telah dijawab oleh responden melalui penemuan dan hasil ini. Oleh itu, penyelidik dapat membuat kesimpulan bahawa hubungan itu signifikan antara kualiti makanan, harga, dan kualiti perkhidmatan makanan di Kelantan dengan faktor-faktor yang mempengaruhi niat membeli pengunjung terhadap masakan Kelantan. Oleh itu, hasil yang ditunjukkan dapat dipercaya dan diterima semasa kajian ini. Kajian ini boleh membantu orang menentukan bagaimana mereka minat tentang makanan di Kelantan. Oleh itu, kajian ini juga membantu mengenal pasti orang-orang yang datang berkunjung ke Kelantan hanya untuk makan makanan kerana kualiti makanan, harga makanan, atau kualiti perkhidmatan.

Kata Kunci- Kualiti Makanan, Harga, Kualiti Perkhidmatan, Niat Pembelian & Masakan Kelantan

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CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

This chapter is a present introduction of this study and covers the main section that introduces the background, the statement of the problem, research objectives of the study as well as research questions that made up the conceptual model as well the limitations of this study. The final section summarizes this chapter.

1.2   BACKGROUND OF THE STUDY

The destination is not a new development or trend in the marketing of tourism items in Malaysia. According to Karim (2010), food is one of the reasons for local

dining. The general public, especially the new generation, is increasingly interested in food, leading to increased customer behaviour (GlobalData, 2018). The combination of food and visitors' has been a strong attraction in recent years (Reza, 2014). Nowadays, cuisine has become the main attraction for visitors from other countries. The beauty of different ethnicities and cultures influences the taste of the food served.

According to Kristensen (2017), food is an essential element concerning visitors' who have other principal reasons to visit the same destination. Yuksel & Yuksel (2003) stated that some people eat only to find self-identification reasons and satisfy hunger. Some foods have been influenced by other cultures based on geographical elements where the region is related to different cultural solid areas. For example, Malaysia has various foods such as baba and Nyonya cuisine, Indian cuisine, Chinese cuisine, and Malay cuisine.

According to Fam et al. (2017), discovering cultural opportunities with a range of traditional foods is an incentive for visitors to visit this country with many unique flavours of the food with a rich mix of many different ingredients and spices. According to Alder et al. (2015), the studies show that several people explore food as a tool to create cultural identities and symbols that reflect ethnicity or religion. For example, Kelantan cuisine has been affected by Thai cuisine, although both locations are close to each other. However, Kelantan's tourist promotion tagline is the "cradle of Malay culture," which portrays Kelantan as a strong image of Malays, including the food.

Food is considered one of the main attractions for visitors in the world. In southeast Asia, Malaysia is known as one of the countries with a wide variety of food offered to domestic and international tourists (Jalis, Salehuddin, Zahari & Othman, 2009). Local cuisine is an essential element that can add value to a destination and may contribute to the sustainable competitiveness of a hospitality and tourism destination.

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The tourism and hospitality industry is one of the major supporters of the Malaysian economy. According to the Ministry of Tourism, Art, and Culture (2019), the tourism sector contributed to the country's economic growth by arriving about 25.8 million international tourists last year: RM 841 billion. According to the Department of Statistic Kelantan State (2019), a total of 239.1 million domestic visitors were recorded in 2019, representing a growth of 8.1% over the previous year (7.7%). It intended to build a positive relationship with domestic visitors in 2018 and 2019.

Kelantan is very famous for various food menus that can captivate visitors from outside or inside the country. According to Hanan et al. (2012), it can be said that food is the critical contribution that generates demand for domestic and foreign visitors to visit this specific location. Visitors' intention towards Kelantan cuisine has links to a destination that has to wind up one of the unique ideas in marking purposes with the food which is seen as a feature of the culture and people in the destination itself. If the one goal of food is trending, people will find a place to try the food. The uniqueness of the local cuisine can significantly enhance the image of a destination that they carefully choose the specific food that could satisfy the desires of a particular person. The relationship between food and visitor intention is interrelated where the goal provides food products to attract visitors. If the visitor was satisfied with the offered food, local foods could serve as an attraction for visitors to return to the same destination. Therefore, the purpose of the study is to see the factor that influences purchase visitors' intention towards Kelantan cuisine.

1.3   PROBLEM STATEMENT

Kelantan has a strong food image in Malaysia. Meanwhile, many people are curious and want to try Kelantan food because much of the food in Kelantan is influenced by Thai culture and taste due to its proximity to southern Thailand (Abdullah, Teo, & Foo, 2016). It is a magnet for food-seekers from all over the world who want to try something new. However, not all of them, though, have the same interests. People have their tastes, which creates difficulties for the group (Bartkiene et al., 2019). This research was conducted to analyze some of the questions that have developed. This study was conducted to analyze some of the problems that are occurring.

According to Shahzadi et al. (2018), consistency and style of food appear to be necessary for celebrations and business events when convenience is the primary concern, locations are an essential factor, and the popularity of the restaurant is a significant factor for leisure events and business meetings; the environment is also important factors to be considered into account several times. The factors that influence consumer preferences are one restaurant over the other, food quality, a clean service atmosphere, and hospitable services (Duarte Alonso et al., 2013). From an environmental perspective, food preparations generate much solid waste, and careful maintenance is required to ensure a safe environment at the point of consumption and food preparation (Dolberth Dardin et al., 2020). In this regard, food operators and the public still need to respect environmental ethics to ensure a clean atmosphere.

In line with Ali and Abdullah (2017), the public is often blamed for food containment when the cleanliness of the premises is not extraordinary. Cleanliness is the condition of an object being free of physical dirt and good appearances, such as sparkling glass, shining silver, and a spotless floor (Gregoire, 2010). To prevent foodborne illness, sanitizing the furniture and equipment is also essential (ServeSafe, 2012). Poor hygiene standards generally cause Food-borne diseases during food preparation and a lack of adequate food safety training among food workers (Rizal et al., 2020). Food contamination will occur due to insufficient water supply and a flawed waste disposal system, increasing flies and houseflies (Chumber, 2007). To avoid food contamination caused by dust and insects, all foodstuffs must be fully covered (Malhotra, 2017). Every street food vendor must be aware of how good personal hygiene and hygiene, appropriate utensil washing techniques using clean and potable water, and the avoidance of accumulated waste nearby that attracts insects, birds, and rats help to prevent the occurrence of environmental pollution during food preparation (Fellows & Hilmi, 2011).

Moreover, high service quality leads customers to feel that they receive more value for the price paid (Jin et al., 2012; Namin, 2017). In this context, Kelantan is also famous for its free trade zone markets, such as Rantau Panjang Trade Zone and Pengkalan Kubur Trade Zone. A wide variety of food products are available at the lowest prices, and everything is cheap. Since Kelantan is well known, it could attract more visitors and boost economic benefits. This will also create job opportunities for the local people and increase foreign exchange (Sufahani et al., 2013). Due to the value of service offered to consumers from diverse groups in Malaysia, this indirectly influences the community's ability to locate personnel within the state.

Referring to the above statement, Sufahani et al. (2013) found that people in Kelantan have goods in the way with excellent friendly customer service in taking the order or serving the customer. Meanwhile, the helpful, friendly, and respectful people are comments that can be considered one of the major attractions. The Kelantan culture has its cultural significance and potential to attract visitors to Kelantan. For starters, smile, be available and praise customers.

1.4 RESEARCH OBJECTIVES

The main objective of this study is to examine the factors that influence visitors' purchase intention towards Kelantan cuisine. The specific objectives are as below:

1. To identify the relationship between food quality and factors that influence visitors' purchase intention towards Kelantan cuisine.
2. To determine the relationship between price and factors that influence visitors' purchase intention towards Kelantan cuisine.
3. To determine the relationship between service quality and factors that influence visitors' purchase intention towards Kelantan cuisine.

1.5   RESEARCH QUESTIONS

There are some important questions raised in this study on food quality, food price and service quality in identifying the factors that influence visitors' purchase intention towards Kelantan cuisine.

1. Is there any relationship between food quality and factors that influence visitors' purchase intention towards Kelantan cuisine?

2. Is there any relationship between price and factors that influence visitors' purchase intention towards Kelantan cuisine?

3. Is there any relationship between service quality and factors that influence visitors' purchase intention towards Kelantan cuisine?

1.6   SIGNIFICANT OF THE RESEARCH

Based on the title of the study is focused on factors that influence visitors' purchase intention towards Kelantan cuisine the researcher will analyse reaction on the dependent variable which is factors that influence visitors' purchase intention towards Kelantan cuisine and the independent variables, which is to determinants of the fact is that food quality, food price and service quality have an effect on visitors' intentions towards Kelantan cuisine. The identification of this study would give the researcher, the food and beverage industry and potential consumers a good picture of the purpose of the visitor to Kelantan cuisine.

1.6.1 FUTURE RESEARCHER

In this research paper, researchers will be contributing to explore the factors that influence visitors' purchase intentions towards Kelantan cuisine. In addition, this research will allow researchers to discover critical aspects that contribute to the visitors' purchase intention process that many researchers have not explored. Future researchers may have an instinct to refer to the subject of this research paper.

1.6.2 FOOD AND BEVERAGE INDUSTRY

The research article is crucial for the food and beverage industry, as it will provide the industry with insights into the visitor's purchase intentions for Kelantan cuisine. By realizing the visitor's purchase intention, operators, food and beverage marketers will be able to adapt to the customer's intentions and to design the desired expectations of factors that influence the visitor's purchase intentions towards Kelantan cuisine. By meeting the wishes to leave and intentional demands of customers, the food and beverage industry achieves competitive advantages through better decision-making and potential profits.

1.6.3 FUTURE VISITORS'

Future visitors will benefit from the research subject as the research offers constructive feedback on the visitor's purchase intentions towards Kelantan cuisine. The reality about Kelantan cuisine is illustrated in the study that will provide valuable knowledge for potential travelers.

1.7 DEFINITION OF TERMS

TERMS	DEFINITION
Food quality	It is used to describe the quality known as 'real technological dominance or perfection of the item,' while food is meant to have consistency characteristics such as form, color, shape and structure that cannot be modified without modifying the physical properties of the material (Konuk, 2019).
Price	This term can be classified as what is given up or sacrificed to obtain a product (Yi, Zhao, & Joung, 2018).
Cuisine	The kitchen was planned more explicitly as a marketing image for destinations. The difference between these two principles is important particularly as countries concentrate on creating a favorable and distinguishable picture of food and cuisine in their branding strategy to draw tourists. (Lai, Khoo-Lattimore, & Wang, 2019).
Service quality	Quality alone is not the full measure of how restaurant guests or customer react to their servers' actions but a manner of delivering service that is specifically identifiable on some dimension other than quality is also an indicator of assessing customer satisfaction in a particular restaurant context (Giebelhausen et al., 2016)
	Taste can be characterized as the primary and secondary taste

Taste	cortex, with several neurons providing the better response to each of the four classical prototypic tastes which is salt, sweet, bitter, and sour (Rolls, 2020).
Visitor intention	During their journeys, tourists take part in diverse ways of eating, ranging from food familiar from home to the quest for novel recipes and new local dishes (Wijaya, King, Morrison, & Nguyen, 2017). When visitors are willing to speak to their relatives or friends about their travel experiences (word of mouth) in order to offer references or advice to other people (Widjaja, Jokom, Kristanti, & Wijaya, 2020).

1.8 SUMMARY

The focus of this research lies in an examination of the factors that influence visitors' purchase intention towards Kelantan cuisine. This research aims to help small and midsize food enterprises to identify what factors influence visitors' purchase intention toward Kelantan cuisine. It can be concluded that even though the majority of the visitors towards Kelantan may not all, they can identify what factors influence visitors' purchase intention towards Kelantan cuisine. So that is why this research aims to identify what are the factors that influence visitors' purchase intention towards Kelantan cuisine.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, the researcher investigates the conceptual framework, study setting, and hypothesis of the survey on factors that influence visitors' purchase intention towards Kelantan cuisine. The independent variables are food quality, food price, and service quality, while the dependent variable is factors that influence visitors' purchase intention towards Kelantan cuisine.

2.2 KELANTAN CUISINE

Kelantan is very famous for its unique dishes such as *nasi kerabu, laksa lemak, pulut pagi*, and so on (Saji, 2019). For example, Kelantan cuisine uses kaffir lime leaves, ginger, and mint leaves in rice dishes such as *nasi kerabu*, a popular Kelantan dish. Generally, *nasi kerabu* is served with *ayam percik*. According to Sharif et al. (2008), Kelantan and Terengganu have similarities in their food cuisine, but Kelantan food is sweeter than Terengganu food. Food available in Kelantan is undoubtedly challenging to find in other states. People outside Kelantan will come to Kelantan to try the unique cuisine there and come back to try it again. According to Hassan (2008), the food study in Kelantan focuses more on promoting local cuisine, which begs the issue of why visitors want to visit the location.

Kelantan cuisine serves various food menus that can captivate visitors and attract them to come to Kelantan. Kelantan cuisine has links to destinations that have to wind up one of the ideas for marketing purposes, with food seen as a feature of the culture and people in the goal itself. This is evidenced when the food of the visitors' industry is an essential component of a destination and will probably be an external attraction for visitors visiting the place. According to Yan et al. (2015), previous research has shown that the cost of acquiring a new customer is around five times that of maintaining an old customer, and the benefit of gaining ten new customers is less than that of holding old customers. According to Bjork et al. (2016), visitors could be differentiated by their attitudes towards local food, impacting their food-related behaviour. Visitors usually come to Kelantan to taste the variety of food that cannot be found anywhere else.

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Feedback from other customers will cause some visitors to feel impatient to go to Kelantan. Customer satisfaction is essential for every restaurant owner as it will lead to customer loyalty and new customers.

2.3 DEPENDENT VARIABLE

A dependent variable is a variable that affects the value of another variable named an independent variable (Shukla, 2018). In this report, factors that influence visitor's purchase intention toward Kelantan cuisine are described.

2.3.1 THE VISITOR'S PURCHASE INTENTION TOWARD KELANTAN CUISINE

People nowadays always intend to go to a destination to taste the food that they do not have in their country. Influencing visitor purchase intention shows that advertising

as a promotional campaign can stimulate preferences or visits to a specific destination (Burke et al., 1990).

The cuisine of Thailand somewhat influences Kelantan cuisine. It is popular among the people of Malaysia, and many of the visitors that Kelantan attracts come to the region to sample the recipes that are not available in the other areas (Raji, Ab Karim, Ishak, & Arshad, 2017). One of the things that their kitchen uses is sugar, and the effect is that most of the dishes in the region are sweet and contain a lot of coconut milk, more than any other item across Malaysia (Karunakaran & Aweng, 2018).

Kelantan is a state in Malaysia positioned on the east coast of the peninsula of Malaysia, well known for its cultural heritage and natural environment, which have contributed to the implementation of the economy in the country. Food production in Kelantan has consistently added to the state's economy by raising the number of visitors arriving in Kelantan (Abdullah, Teo, & Foo, 2016).

Mostly on food image, food enjoyment, cuisine consistency, and behavioural intentions of visitors, but not directly on the factors that influence visitors' purchase intention by assessing it as an attraction to visit the destination for food (Hanif & Zuliah, 2017). Given the visitors to Kelantan, there is still a limited amount of study and data on the cultural representation of Kelantan, including factors that influence visitors' purchase intention towards Kelantan cuisine. This study also aims to study and identify the factors that affect visitors' purchase intention toward Kelantan Cuisine.

2.4 INDEPENDENT VARIABLES

The purpose of most studies is to evaluate how one factor affects another. We consider stimuli that are believed to influence independent variables because they may be independently controlled by the experimenter (Shinar, 2017). The factor on which we analyze the effects of an independent variable is called a dependent variable because its outcome depends on an independent variable or variable (Fouad & Loaiciga, 2020).

2.4.1 FOOD QUALITY

The concept of food quality refers to the overall food performance to satisfy customer expectations and is considered an essential aspect of the restaurant's customer experience (Suhartanto, Helmi Ali, Tan, Sjahroeddin, & Kusdibyo, 2019). According to Chen, Huag, and Hou (2020), food quality has been primarily recognized as an essential component of any restaurant's production. It, therefore, has a significant impact on the intention to purchase food. Food quality is a crucial factor that affects the choice to buy with particular attention to restaurant selection (Nam, Shim, & Jeong, 2017).

Popular cuisines from multiple regions play an essential role in the restaurant industry in attracting buyers. The consistency of these cuisines needs to be honestly protected as it can create contentious concerns (Mannan, Chowdhury, Sarker, & Amir,

2019). According to Nam (2017), thus many countries have extensively used local food as a primary resource for their tourism industries, including Spain, France, Hong Kong, Thailand, and Singapore, and have become popular destinations for food tours. Food plays an essential role in the restaurant industry by communicating the restaurant's internal and external characteristics and, eventually, generating the picture visited by the restaurant customers, which subsequently affects the entire restaurant management operation.

In addition, it has been shown that food consistency is an essential ingredient that restaurants can have to satisfy consumer expectations and needs. A systematic analysis of past literature reveals that the general features of food quality emphasize that it requires many components such as food presentation, taste, choice variety, healthy choices, freshness, and temperature (Chen, Huang, & Hou, 2020). Furthermore, (Hanaysha 2016) found that food quality was a key contributor to customer satisfaction and intention. To reach the desires and demands of restaurant consumers, food quality is an essential prerequisite. Youth-age consumers who tend to consume tasty food mostly need high-quality food and drinks to please themselves. Analysts have suggested that the consistency of menu products influences the purpose of revisiting clients (Chun & Nyam-Ochir, 2020).

In a research study of food quality perceptions and desires among 1,138 college students, they concluded that food services customers have become more informed about the sources and sources of the food they buy. First, from the customer's viewpoint, restaurant owners should pay greater attention to the perceived features of food quality (Savelli, Murmura, Liberatore, Casolani, & Bravi, 2017). Current food quality study has found that shoppers have been more competitive, and they have higher demands for

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more outstanding quality and fresher meats and goods. A personal interpretation that varies from one person to another is the perceived food quality (Richardson et al., 2019).

2.4.2 PRICE

In several other studies, price is defined as the amount of money calculated by taking into account the factor of fairness, including words such as market inequality and price fairness (Haryanto et al., 2019). Besides, several terms are frequently discussed in the context of this price definition as terms are premium price (Zhang et al., 2018), relative price (Maia et al., 2020), and price-based quality (Berger, Christandl, Schmidt, & Baertsch, 2018).

In addition, it is made up of two parts, the actual price and the perceived price. Even though the actual price is the cost of paying for the goods, the perceived price is known to be the utilization of the incentives earned by the buyer from the product (Cakici, Akgunduz, & Yildirim, 2019). Other researchers were more likely to describe prices as people's interpretation of the amount of money concerning a good or brand (Haryanto et al., 2019).

Purchase intention is more remarkable because the efficiency of the service is higher than the product of the customer's understanding of a higher value for the price paid (Namin, 2017). At the same time, most studies suggest that perceived price parity leads to a higher purchasing intention (Muskat, Hörtnagl, Prayag & Wagner, 2019).

Consumers determine what they are going to purchase and how much they are going to pay for each product based on its price, and they are told of the appearance and picture of the food item depending on its price, for cause, prices are often viewed as a cost predictor (Abdullah, Hamir, Nor, Krishnaswamy, & Rostum, 2018).

Thus, according to these ideas, from the customer's point of view, the food menu price would be viewed as fair and reasonable if that amount of price generates modest income for the company (Konuk, 2019). Customers, in particular, are likely to rely on different reference sources to make better judgments, such as the income statement, previous prices, and fair price rivals, when assessing price fairness in order to make comparisons (Haryanto et al., 2019).

In the restaurant market, customers' expectations might not be the same, regardless of the availability of the same services by the same service suppliers, rendering the perception of prices on customer behaviour the most significant influence (Shahzadi, Malik Shahab, Ahmad, & Shabbir, 2018). Foodstuffs Literature indicates that an increase in wages typically contributes to the rise in the number of buyers looking (Sharaf & Isa, 2017).

Price has been generally acknowledged as a significant marketing element that affects customer intentions. Although brands are making a great deal of effort to make the most of their business income, typically depending on the price of their goods or services, customers prefer to look for the highest selling products and services that will give them optimum value (Berliansyah & Suroso, 2018). Some researchers have reported that the interpretation of market justice has a substantial influence on consumer responses to strategic pricing decisions (Hanaysha, 2016).

2.4.3 SERVICE QUALITY

Quality alone is not a complete measure of how food visitors or consumers respond to the behaviour of their guests. Still, a means of providing services that can be clearly defined on a level other than quality is also an indication of customer loyalty in a particular restaurant context (Giebelhausen et al., 2016). Service efficiency is generally analyzed in the context of the customer's view of the service they have offered instead of their perceptions of pre-consumption service. Studies have shown that service quality is a critical factor in determining the intention of the Visitors (Namin, 2017).

Service quality has been addressed widely and from different points of view in the current literature (Harrington et al., 2017). Rita, Oliveira, & Farisa (2019) separates service quality from a more comprehensive viewpoint of dominance or greatness to a consumer's judgment on overall product excellence or superiority. The core aspects of increasing or declining consumer expectations of service quality contribute to the environment of employee engagement, and a building made up of control, facts, incentives and expertise, and a boss undermining the quality of service (Shahzadi et al., 2018).

Customers and the general success of foodservice outlets. It has been argued that the attention of business operators on the value of service quality and consumer enjoyment, and that they rejoice in a strategic approach to stand out from the competition and raise customer loyalty (Barnes, Collier, Howe and Douglas Hoffman, 2016). In operations, quality of service has two dimensions: quality of service operations and quality of professional service (Kasiri, 2017). In the environment of a

restaurant, the standard of service is closely connected to how people conduct their tasks and the professional quality of service associated with them.

Njite et al. (2015) reported the positive influence of the standard of service on customer intentions in high-quality dining across all dimensions. Previous findings have demonstrated that these two aspects of product experience, quality of service and food quality, correlate with consumer loyalty (Hwang & Choi, 2020). Previous research has highlighted the role of service quality and food quality in affecting the decision of consumers to visit and their overall level of satisfaction (Jun et al., 2017). Service quality plays an essential role in forming a desirable reputation among restaurants.

Their research on hospitality restaurant visitors (Jun et al. 2017) identified food quality and service quality as the two key contributors to customer happiness, loyalty, and purchase intention. In the same Vein, Liu and Tse (2018) have built a close relationship between prompt service and customer satisfaction in QSR. In addition, previous research has set out the role of the standard of service in predicting the intention of consumers to revisit (Liu & Tse, 2018).

The quality of service feature is closely connected to the relationship between service providers and visitors and between customers and services provided (Vein, Liu, & Tse 2018). In service environments, the quality of service is related to the employee's efficiency, while the quality of the professional service is related to the quality of the food. In support, the research showed a favourable association between service efficiency, visitor loyalty and specialist organization (Oriade, & Schofield, 2019).

2.5 HYPOTHESIS

The hypothesis proposed on simple words is an education guess that a researcher made based on the information that the researcher got. This theory may be extracted from a literature analysis or from past academic records. The formulation of this theory has been evaluated by means of an effective statistical research technique to determine if it can be believed or dismissed.

- H1: There is a significant relationship between food quality with factors that influence visitors' purchase intention towards Kelantan cuisine.

- H2: There is a significant relationship between the price of food in Kelantan with factors that influence visitors' purchase intention towards Kelantan cuisine.

- H3: There is a significant relationship between service quality with factors that influence visitors' purchase intention towards Kelantan cuisine.

2.6 CONCEPTUAL FRAMEWORK

The conceptual framework was adapted and adopted from the study of Konuk (2019) and Zhang, Chen, &, Hu (2019) hereby the figure illustrates the hypothetical causal framework model of this study; the independent variable and dependent variable are shown from the research studied.

INDEPENDENT VARIABLES	DEPENDENT VARIABLE
FOOD QUALITY (Konuk, 2019)	FACTORS THAT INFLUENCE VISITORS' INTENTION TOWARDS KELANTAN
PRICE (Konuk, 2019)	
AUTHENTICITY (Zhang, Chen, &, Hu, 2019)	
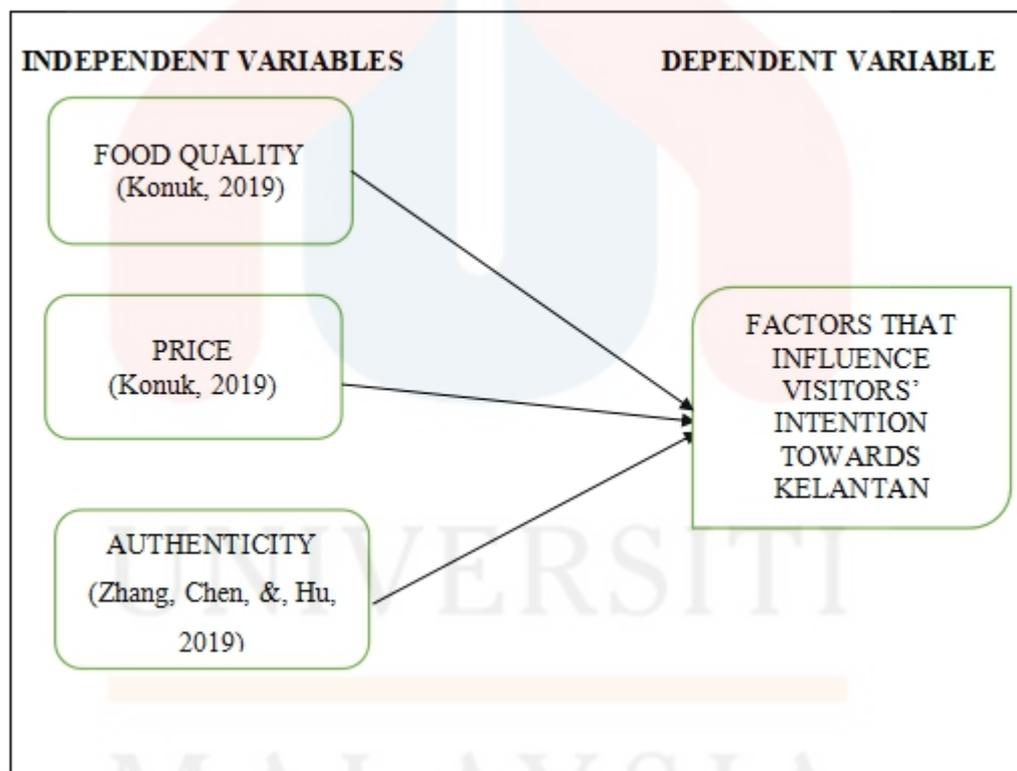
Figure 2.1 : Conceptual Framework of the study adopted from Abdullah et al., 2018.

2.7 SUMMARY

This chapter described that the dependent variable (DV) is the purchase intention of visitors towards Kelantan cuisine while the independent variable (IV) are factors related to the intention which are food quality, price of food in Kelantan, and service quality. The relationship between the dependent variable and independent variables, conceptual framework, and hypothesis are very important to the researchers in this study. Based on predetermined descriptions, researchers may gain an insight into the problem that visitors to Kelantan cuisine frequently face. Therefore, all the variables are related to each other that will bring effects in factors that influence visitors' purchase intention towards Kelantan cuisine.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter will emphasize the procedure that contains this research. This chapter will consist of the research design, target population, sample size, sampling method, data collection procedure, research instrument, and data analysis. The researcher will survey to get information and apply the analytical technique to bring out the data.

3.2 RESEARCH DESIGN

Research design is the structure of the research methods and techniques used by researchers. This design requires researchers to apply acceptable testing methodology to the subject and to complete their research in order to be successful. According to McDaniel et al (1999), the research design is a plan for a study that can provide the

specifications of the procedure that researchers should follow to achieve their research objectives or be able to test the hypotheses that have been formulated by their study. Its function is to ensure that the results of the data can answer all the research questions confidently and convincingly (De Vaus, 2001). Effective analysis methodology usually produces limited random errors and increases confidence in the accuracy of the data gathered. Designs that generate the least error margins in experimental research are usually assumed to be the perfect outcomes.

The researcher used a quantitative method to gain the data through a questionnaire. Quantitative methods are more structured than the qualitative method. According to Rahi (2017), to research by using a survey questionnaire, the quantitative method is adopted for the research of data, pre-fined instruments, and searching for the sample to the target population.

In this research, the researcher will identify the factors that influence visitors' purchase intention towards Kelantan cuisine. Therefore, descriptive research will be used to gain data from the questionnaire that will be collected from respondents. The questionnaire must be a simple and quick way to obtain research information.

3.3 TARGET POPULATION

The target population of this research is to see the purpose of visitors' purchase intention towards Kelantan cuisine. The target population may consist of people who are international or local visitors. According to the report from the Department of Statistics Malaysia (Department of Statistic, 2020), the total population in Malaysia is estimated at 32.6 million and the total population in Kelantan is 1.95 million in the year 2020. The total population includes Bumiputera, Chinese, Indians, non-Malaysian citizens, and others. According to the Department of Statistic Malaysia (Department of Statistic, 2019), the number of visitor arrivals to Kelantan in 2019 is 6.5 million people compared to 4.73 million people in 2018. The number of visitors recorded a growth of 37.3%.

3.4 SAMPLE SIZE

A sample is a group of people, objects, or items that are taken from a larger population for measurement (De Winter, Gosling, & Potter, 2016). This research evaluated the sample size using the Krejcie and Morgan process (1970). The sample size is the number of individual participants or findings in some observational context, such as the use of a scientific experiment or a public opinion survey, although this study focuses mostly on visitors' to Kelantan. Sample size is a simple definition for the

analysis of an inquiry and procedure containing a variety of activities in relation. The sample size of this analysis was 384 used to estimate the population without a perfect sample size, the data could not be used and the conclusion would be based on inaccurate information. Based on population the sample size 384 has been chosen because the saturated data Krejcie and Morgan (1970) is 1000000 above.

Therefore, in order to decide if the sample size suggested by Krejcie and Morgan (1970) is appropriate, the following section attempts to explain the calculation of the sample size using statistical analysis (Adam, 2020). When performing a sample size, there are also pros and cons which are that a sample produces inaccurate findings, whereas an overly large sample needs a substantial amount of time and energy (Lin, 2018). The increasing need for testing has generated a need for an effective way of assessing the sample size required to be representative of a particular population.

Table 3.1: Table for Determining Sample

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

Note:

N is population size.

S is a sample size.

Table 3.2: Formula for Determining Sample Size

$$n = \frac{X^2 \, NP \, (1-P)}{(ME^2 \, (N-1)) + (X^2 \, P \, (1-P))}$$

n = sample size

X^2 = Chi-square for the specified confidence level at 1 degree of freedom

N = Population Size

P = Population proportion (50 in this table)

ME = desired Margin of Error (expressed as a proportion

3.5 SAMPLING METHOD

A study of the sample and understanding of its properties or characteristics would make it possible for the researcher to conclude like properties or characteristics to the population elements (Mukesh, Salim & Ramyah, 2013). In analysis there are two kinds of sampling procedure, probability sampling and non-probability sampling technique. In this study, the researchers chose convenience sampling as a non-probability sampling strategy in which participants are selected because of their convenient accessibility and location relative to the researcher. In other words, this sampling process means getting participants wherever you can find them, and usually whenever they are convenient (Etikan, Musa, & Alkassim, 2016). The key benefits are its flexibility and lack of prejudice (Elfil & Negida, 2017). Research enhances the factor of intention visitors' purchase towards Kelantan Cuisine can be conducted with a convenience sampling method.

Producing the convenience sampling method data collection can be facilitated in a short duration of time (Lewis & Thornhill, 2012). The major advantage of using this method would be the easiest and the most convenient way of recruiting the sources. Moreover, the benefit of using this approach is that it is simple to form a study group that can make decisions about the sample.

3.6 DATA COLLECTION

It is necessary to obtain correct and credible information on the condition of the research when managing the field study (Kim, Narayanan, & Narasimhan, 2020). The process involves taking information from all available sources to find answers to the research questions, to test the theory, and to analyze the findings is called data collection. The two types of data collection are primary data collection methods and secondary data collection methods (Prada-Ramallal, Takkouche, & Figueiras, 2017).

The researcher would use the questionnaire, primary data and secondary data which are journals to gather data for this analysis. This is what is generally thought of as the use of mathematical techniques (Polanin & Terzian, 2019). Information will be analysed by questionnaire survey for this analysis. The questionnaire will be administered to 384 respondents with no requirements to be a participant of this collection. As a result, including components in this example becomes very simple. All members of the population are able to participate in the sample, and their participation is contingent on the researcher's proximity. The questionnaire will be divided into three categories, sections A, B and C. The questionnaire will be presented to the respondents in dual languages, English, and Malay. The questionnaire will be distributed to visitors' in Kelantan 2021. This questionnaire emphasizes the purpose of this study, the research objectives, and the confidentiality of the information provided by the respondents will be ensured.

3.6.1 PILOT TEST

According to Tracy (2017), suggested that the questionnaires should be a pilot-tested data collection process and that the object of the pre-testing is to narrow down the questionnaire so that respondents will not address any issues when answering questions and there will be no issue with the recording of data for researchers. Pilot tests are a crucial feature of successful research design, and undertaking a pilot study does not secure outcomes in the main study, but increases the chance of success (Fraser, Fahlman, Arscott, & Guillot, 2018).   In this study, 30 sets of questionnaires will be distributed to Kelantan visitors. The pilot test will take about a week to collect all the reviews and details. The findings and input from the pilot test make it possible for researchers to carry out large-scale analysis and study after the pilot test.

3.7 RESEARCH INSTRUMENT

This analysis method is used to collect all the available information in this review (Taherdoost, 2016). In this report, we used a questionnaire to collect all the details on the title of this study. This questionnaire will be distributed online as well as the data will also be gathered. The questionnaires are in two languages, namely English and Malay language to make it easier for the respondent to answer questions of this study.

This research also uses quantitative data processing techniques. The use of large-scale survey analysis produces statistical results. Three divisions such as sections A, B and C will be included in this study.

Section A was about demographics which is obtaining a gender, age, education level, and marital status. This respondent must answer this question before they do the other questions in this research. In this segment, the respondent can click on the questionnaire that belongs to them.

In this study, there will be a Likert scale in Section B, which has a 5-scale scale in this questionnaire. This 5 scale offers a wider range of options for a participant to choose the 'exact' one (which he likes most) than to choose a 'near' or 'near' alternative (Dawes J; 2008). The 5 scales strongly disagree, disagree, neutral, agree, and strongly agree.

Furthermore, the respondent should react to section B after section A, which is for an independent variable in section B, and the Likert scale is used in this section. In this section, the respondent should select whether or not they consent to the statement as long as it is not in agreement with the statement in this section and how much they agree and disagree with that statement.

The last section is section C which is this section for dependent variables such as food quality, the price of food in Kelantan and the last one is service quality. This question has been studied by previous researchers such as Nam, Shin, and Jeong, (2017); Muskat, Hörtnagl, Prayag, & Wagner, (2019); Chen, Huang, & Hou, (2020); Hanaysha, (2016).

3.7.1 RESEARCH INSTRUMENT DESIGN

In this chapter, the researcher uses the Likert scale as a question to the respondent. Studies that often use multidimensional Likert type scale, can cause various types of reaction bias, such as impact and spiral effect management (Hall, Hume, & Tazzyman, 2016) .Many research have shown that forced-choice personality questionnaires can successfully prevent faking (Chyung, Roberts, Swanson, & Hankinson, 2017). The conventional method of ranking this form of questionnaire, however, produces Montreal cognitive results, which presents some analytical challenges (Watson, Pelkey, Noyes, & Rodgers, 2016).The Likert scale from 1 is "strongly disagree" until 5 which is "strongly agree". The scale will be used in section B for the questionnaire.

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

Figure 3.1: Likert scale 5 point

Table 3.3: Overview of the research instrument

Sections	Variables	Item	Authors
A	Demographic	7	(Cakici, Akgunduz, & Yildirim, 2019)
B	Food quality	7	Hanaysha, (2016)
	Price	7	Muskat, Hörtnagl, Prayag, & Wagner, (2019)
	Service quality	7	Muskat, , Hörtnagl, Prayag, & Wagner (2019)
C	Influence visitors' purchase intention towards Kelantan cuisine	7	Nam. Shim, & Jeong (2017)

3.8 DATA ANALYSIS

The method used in this analysis to analyze the data obtained is known as the Statistical Package for Social Sciences (SPSS), version 26. SPSS is a software that can describe the relationship between independent variables and dependent variables in terms of descriptive interpretation and correlation. SPSS is able to process the data obtained from Kelantan respondents into usable information. The software effectively manages large datasets and lets researchers conduct complex statistical analysis (Frey, 2017). It is also valuable for the researcher and the study of reliability will improve in

the analysis of the results. There are three types of data analysis, the reliability analysis, the descriptive analysis, and the Pearson Correlation Coefficient.

The data collected will be analyzed using two approaches of descriptive analysis and inferential analysis. Descriptive analysis may be used to describe the demographic profile of respondents, such as percentage, frequency, mean and average. The variance of the mean table is used to calculate the probability that the respondents will agree or disagree with the questionnaire argument.

Table 3.4: The Relationship between Mean and Standard of Agree

MEAN	STANDARD OF AGREE
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Agree

3.8.1 DESCRIPTIVE ANALYSIS

Descriptive analysis was used to discuss the research data. It allows researchers to identify a trend and to summarize the data that has been gathered (Alternate et al., 2018).

Even before descriptive analysis is applied, the researcher has to have a focused mind on the research topic and what to demonstrate. Descriptive analysis is best in research methods where a wider population is just not required, since descriptive analysis is often used to evaluate a single variable (Brandao & Garcia, 2020). The descriptive analysis would be used to analyze the demographic frequency of the respondent. The strength of the questions answered by the respondents is also to be found.

Frequency analysis is one of the elements of descriptive analysis. Frequency is the number of occasions an incident has happened. Frequency analysis of demographic profiles was interpreted using SPSS software and summarized all data in a table form, including frequency and percentages. Mean analysis conducted for the researcher to assess the degree of approval of each element in this sample. Researchers are also in a position to classify the variables in this analysis that are accepted or excluded by the target respondents from the mean set of values.

Median and mode can be used for interpretation and representation of the data obtained at all measurement stages. The standard deviation and interquartile range will be used to demonstrate how the respondent responds to the item defined in the questionnaire. It is helpful to outline the profile of the respondent in Section A, where the respondent will respond to background information such as age, gender and working status. It can therefore be used to define and evaluate the factors that influence the intention toward Kelantan.

3.8.2 RELIABILITY ANALYSIS

Reliability analysis is a means of measuring the consistency of the calculation technique used to gather data for testing purposes. According to Yun, Lu & Jiang (2018), the aim of conducting an accurate study is to assess the stability and accuracy of the research data. Reliability research is concerned about the extent of which the questionnaire is included in the sample, which is the same type of information each time the respondent is questioned. The reliability analysis method specifies the different ordinarily used proportions of the scale reliability and also provides details on the relationship between the individual items in the scale.

In this research, Cronbach's alpha is used to assess the reliability of the survey. It is known to be a measure of the reliability of the scale where the correlation will be effective when the range is between 0 and 1. As regards reliability, if the alpha value is less than 0.7, it is considered not acceptable, whereas if the alpha value is greater than 0.7, the outcome which is questionnaire is acceptable (Meng et al., 2019) and gives a thumb rule for the Cronbach alpha value as seen in table 3.5 below.

Table 3.5: Rule of Thumb Cronbach's Alpha Coefficient range (Sharma, 2016).

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

Sources: Sharma, B (2016)

3.8.3 PEARSON CORRELATION COEFFICIENT

Correlation be used as a method to analyze the relationship between the two variables in statistical terms. Pearson Correlation Coefficient (r) is used to calculate the intensity and the important correlation between independent variables that are food quality, service quality and climate, and the contingent variable that visitors' purchase

intention toward Kelantan cuisine. Thus, the mutual effect between the two factors for the sample can be checked by a correlation analysis (Chen et al., 2019).

A complete linear equation is established when the correlation coefficient is either-1 or +1. If there is no linear relationship between independent and dependent variables, the coefficient of correlation is zero. The thumb rule for Pearson's Correlation Coefficient has been seen below.

Table 3.6: Pearson's Correlation Coefficient

SIZE OF CORRELATION	INTERPRETATION
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative correlation)
.70 to .90 (-.70 to -.90)	High positive (negative correlation)
.50 to .70 (-.50 to -.70)	Moderate positive (negative correlation)
.30 to .50 (-.30 to -.50)	Low positive (negative correlation)
0.00 to .30 (0.00 to -.30)	Negligible correlation

Sources: Hinkel, D.E., Wiersma, W., & Jurs, S. G. (2003)

3.9 SUMMARY

In this chapter, researchers are discussing the factors that influence visitors'
purchase intention toward Kelantan cuisine. All information in this chapter uses data
which such data collection and choices of research methodology must be in this chapter.
Moreover, the main method in this chapter is using questionnaires by researchers to
collect and gather all the relevant data to achieve the research objectives. In this
research, data presentation quantitative has been used by researchers.

Table 3.6 Analysis Overall of Chapter 1, 2 and 3

Research Objectives	Research Questions	Hypothesis	Analysis
1. To identify the relationship between food quality and factors that influence visitors' purchase intention towards Kelantan cuisine. 2. To determine the relationship between food price and factors that influence visitors' purchase intention towards Kelantan cuisine. 3. To determine the relationship between service	1. Is there any relationship between food quality and factors that influence visitors' purchase intention towards Kelantan cuisine? 2. Is there any relationship between food price and factors that influence visitors' purchase intention towards	• H1: There is a significant relationship between food quality with factors that influence visitors' purchase intention towards Kelantan cuisine. • H2: There is a significant relationship between the price of food in Kelantan with factors that influence	1) Frequencies Analysis 2) Descriptive Analysis 3) Reliability Analysis 4) Pearson Correlation Coefficient

quality and factors that influence visitors' purchase intention towards Kelantan cuisine.	Kelantan cuisine? 3. Is there any relationship between service quality and factors that influence visitors' purchase intention towards Kelantan cuisine?	visitors' purchase intention towards Kelantan cuisine. • H3: There is a significant relationship between service quality with factors that influence visitors' purchase intention towards Kelantan cuisine.	

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

The results of data analysis will be presented in Chapter 4 and data analysis will be analyzed in relation to the research objectives and research problem. After collecting the data, the researchers studied the levels of the dependent and independent variables. Convenience sampling was used to pick 384 responses as the study's key target population. The methods mentioned in Chapter 3 were used to achieve the findings of this report. Based on the findings, all of the analyses in this study were described. The Statistical Package for Social Science (SPSS) version 26 was used to analyze the results. In this research, there were four types of data analysis that had been used: Frequency Analysis, Reliability Analysis, Descriptive Analysis, and Pearson Correlation Analysis.

4.2 RESULTS OF DESCRIPTIVE ANALYSIS

4.2.1 FREQUENCIES ANALYSIS

The descriptive frequencies analysis was used as the foundation of this study's analysis. The researchers went through the respondents' profiles in extreme detail. Kelantan Visitors provided 384 responses. The gender, age span, marital status, race, and occupation data were obtained from section A of the questionnaire. In addition, the demographics of the respondents are as follows:

4.2.1.1 RESPONDENTS BY GENDER

Table 4.1: Gender

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Female	224	42	42
Male	160	58	100
Total	384	100	
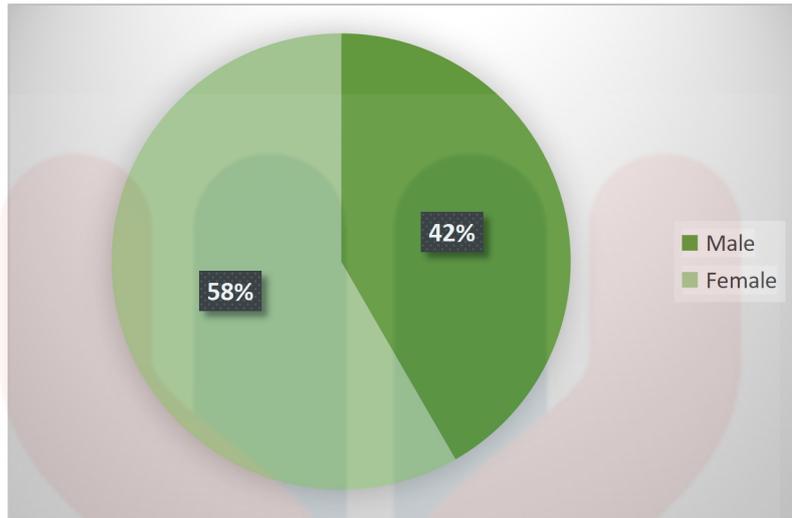
Figure 4.1 Percentage of Respondents by Gender (n=384)

Figure 4.1 and Table 4.1 above represented the number of respondents depending on gender. There are 384 respondents in all, with 160 males and 224 females interested in answering the online questionnaire. The gender ratios are 41.7 percent and 58.3 percent, respectively.

4.2.1.2 RESPONDENTS BY RANGE OF AGE

Table 4.2: Range of Age

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Less than 20 years old	23	6	6
21 - 30 years old	240	62	68
31 - 40 years old	58	15	15

41 - 50 years old	45	12	95
Above 51 years old	18	5	100
	384	100	
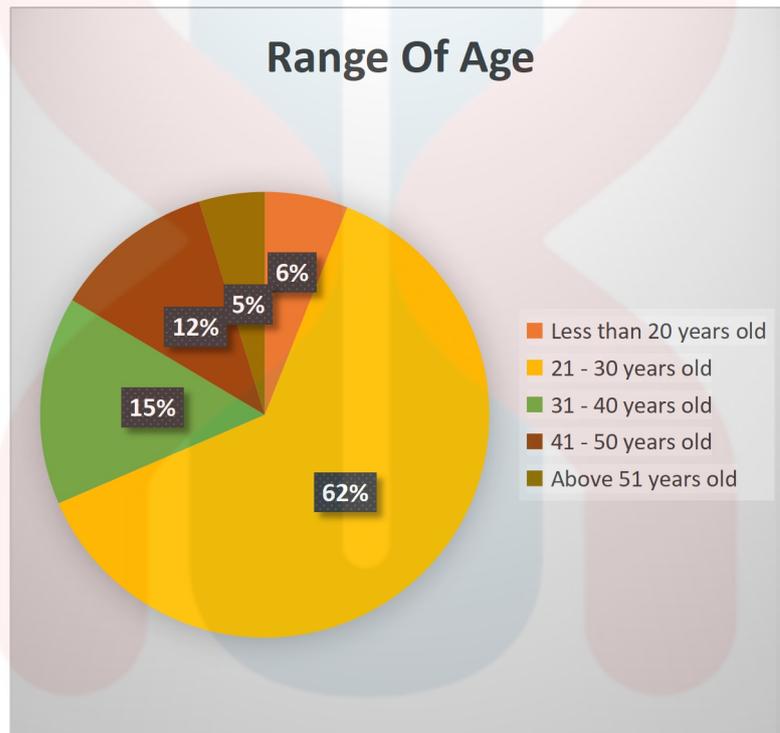
Figure 4.2 Percentage of Respondents by Range of Age (n=384)

Figure 4.2 and Table 4.2 above represented the number of respondents depending on the age segmentation range. It indicates that the majority of respondents, 62.50 percent, were between the ages of 21 to 30, with 240 responses, and 15.10 percent were between the ages of 31 to 40, with 58 responses. Meanwhile, respondents aged 41to 50 years old contribute 11.72 percent of the number, with 45 responses.

4.2.1.3 RESPONDENTS BY MARITAL STATUS

Table 4.3: Marital Status

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Single	260	68	68
Married	124	32	100
Total	384	100	
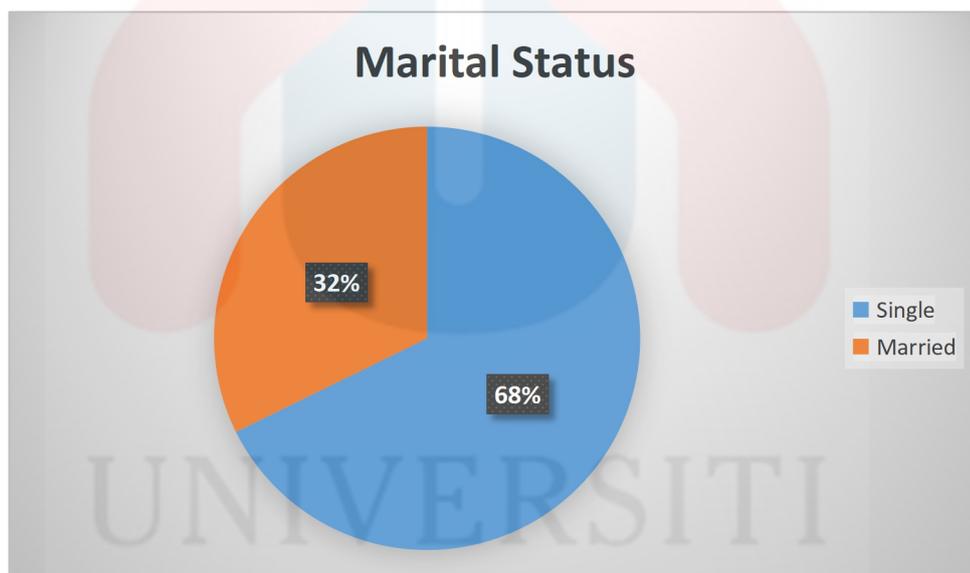
Figure 4.3 Percentage of Respondents by Marital Status (n=384)

Figure 4.3 and Table 4.3 represent the distribution of respondents based on marital status. It shows that 384 respondents, 67.71 percent, are single, with 260 responses. Meanwhile, with 124 responses, 32.29 percent of respondents are married.

4.2.1.4 RESPONDENTS BY RACES

Table 4.4: Races

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Malay	146	38	38
Chinese	56	14	52
Indian	160	42	94
Others	22	6	100
Total	384	100	
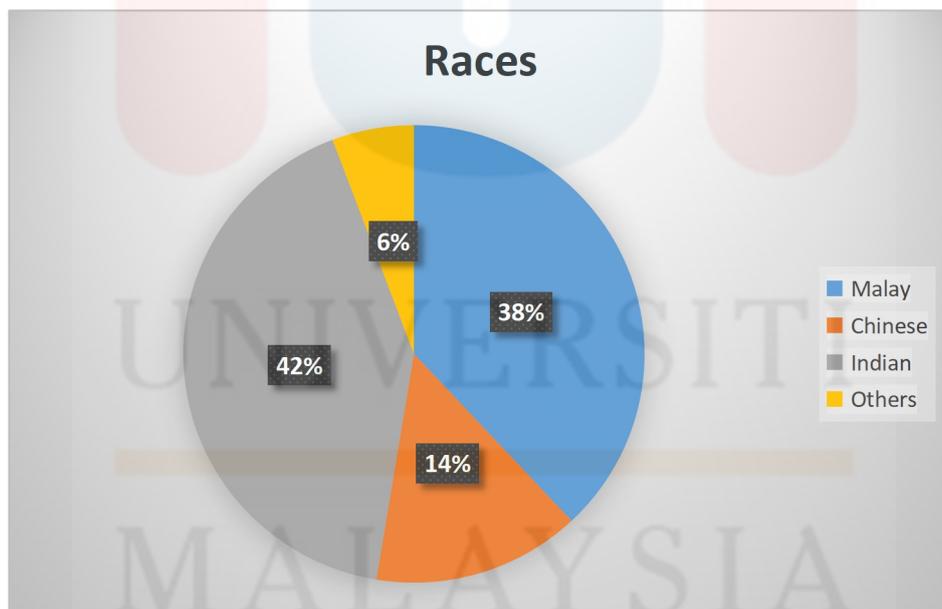
Figure 4.4 Percentage of Respondents by Race (n=384)

Figure 4.4 and Table 4.4 represented the proportion and number of respondents by ethnicity. The races are divided into four groups which are Malay, Chinese, Indian, and others. Malay has the second-highest percentage of 38.02 percent with 146 responses, followed by Chinese with 14.58 percent and 56 responses. With 160 responses, the Indian group has the highest proportion of 41.67 percent. Out of 384 applicants, 5.73 percent are from other races, with 22 answers recording the lowest number in filling out this online questionnaire.

4.2.1.5 RESPONDENTS BY OCCUPATION

Table 4.5: Occupation

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Student	208	54	54
Government	48	13	67
Self-employed	47	12	79
Private sector	55	14	93
Others	26	7	100
Total	384	100	
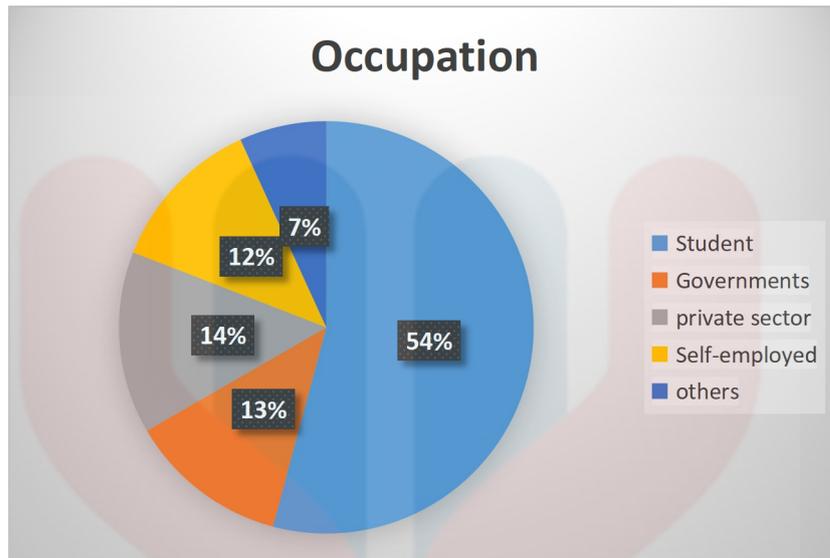
Figure 4.5 Percentage of Respondents by Occupation (n=384)

According to Table 4.5 and Figure 4.5, the study revealed that students made up the majority of respondents, accounting for 33.80 percent of the total (208 responses). Respondents from the private sector accounted for 14.3 percent of the total, with 55 responses. Following that, 12.3 percent, or 47 responses, worked as self-employed. Furthermore, 12.5 percent, or 48 responses, served in the government sector. Meanwhile, only 6.8 percent, or 26 responses, worked in other fields.

4.3 RELIABILITY TEST

Reliability is to measure stability and refers to the extent to which a scale produces a consistent result. Internal consistency reliability is typically estimated using a statistic called Cronbach's alpha, the average correlation among all possible pairs of items, adjusting for the number of items. Which is the average correlation is considered acceptable. According to Meng et al.,(2019), the significance is more than 0.7 is considered acceptable. The test reliability outcome of Cronbach's alpha as shown in Table 4.3.1 below

4.3.1 RESULT OF RELIABILITY TEST (PILOT TEST)

Table 4.6: Results of reliability Cronbach's Alpha for the variables.

Variables	Number of Items	Cronbach's Alpha
Food Quality	7	0.940
Price	7	0.850
Service Quality	7	0.945
Factors that influence visitors" purchase intention towards Kelantan cuisine.	7	0.911

Table 4.6 shows the Cronbach's Alpha values of the questionnaire were in between the range of low acceptance level (0.850) to very high acceptance level (0.945).

A total number of three independent variables has been tested using Cronbach's Alpha. The first and third independent variable that is Food Quality is (7 items; α = 0.940) and Service Quality are found to be high in the strength of correlation (7 items; α = 0.945). Then, the second independence variable which is Price also found the most reliable among all the independence variables (7 items; α = 0.850). Furthermore, the dependent variables, Customer Perceptions found to be highly reliable too (7 items; α = 0.911). Therefore, the result shows the reliability is excellent too. Hereby, it can be concluded that all the variables carried out for this study were good and excellent. Therefore, the data were considered suitable for further analysis.

4.3.2 RELIABILITY ANALYSIS FOR FOOD QUALITY

Table:4.7 Reliability Analysis For Food Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
0.962	7

Table 4.7 shows reliability analysis for Food Quality. The test reliability outcome of Cronbach's Alpha coefficient shows the table 4.6, 0.962. Thus, the questionnaire is reliable and acceptable for the study.

4.3.3 RELIABILITY ANALYSIS FOR THE PRICE

Table: 4.8 Reliability Analysis for the price

Reliability Statistics	
Cronbach's Alpha	N of Items
0.962	7

Table 4.8 shows the reliability analysis for the price. Cronbach's Alpha coefficient shows a value of 0.962. Thus, the questionnaire is considered acceptable for the study. There are shows every respondent is very satisfied with the questionnaire shows many are satisfied with the cheap food prices offered in Kelantan.

4.3.4 RELIABILITY ANALYSIS FOR THE SERVICE QUALITY

Table 4.9 Reliability Analysis for the Quality Service

Reliability Statistics	
Cronbach's Alpha	N of Items
0.965	7

Table 4.9 shows the reliability analysis for the quality service. Cronbach's Alpha coefficient shows a value of 0.965. Thus, the questionnaire is acceptable and suitable. This is because the respondent answered the questionnaire for the good quality service. The difference between our respondents who answered the questionnaire makes the probability estimated as a measure of the reliability.

4.3.5 RELIABILITY ANALYSIS FOR INFLUENCING VISITORS' PURCHASE INTENTION TOWARD KELANTAN CUISINE.

Table 4.10 Reliability Analysis For influencing visitors purchase intention towards Kelantan Cuisine.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.957	7

Table 4.10 shows reliability analysis for influencing visitors' purchase intention towards Kelantan Cuisine. Cronbach's Alpha coefficient shows a value of 0.957. Thus, the questionnaire is reliable and acceptable for the study.

In the study setting, before the researcher issued 384 sets of google form. The researcher performed a pilot study with 30 participants. The objective pilot study to examine the achievability of an approach that is intended to be used in a larger-scale study. Technically, the main purpose of the pilot study was to test the validity of the

questions and to find out whether the question is reached and understood by the respondent from the questionnaire form. To determine if the questions in this questionnaire reliably measure the same underlying variable.

4.4 DESCRIPTIVE ANALYSIS

In this report, descriptive analysis is used to determine the highest mean and standard deviation for each question asked of the respondents. The researcher would be able to determine which variables result in strongly agreeing and strongly disagreeing responses as a result of this.

4.4.1 MEAN AND STANDARD DEVIATION FOR FOOD QUALITY

Table 4.11: Mean and Standard Deviation for Food Quality (n=384)

Descriptive Statistics			
Item	N	Mean	Std. Deviation
The eating place in Kelantan is usually attractive.	384	3.5885	1.37773
Kelantan food is very tasty and special.	384	3.5781	1.38215
The food presentation is visually attractive.	384	3.5521	1.34704

The food is served at the appropriate temperature.	384	3.6380	1.35065
Kelantan food uses interesting ingredients.	384	3.5651	1.37715
I like the taste of Kelantan cuisine.	384	3.6146	1.40212
I like the quality of food in Kelantan.	384	3.5365	1.36105
Valid N (listwise)	384		

Table 4.11 demonstrates the descriptive analysis for food quality. The statistical mean and standard deviation are shown in the figure. This segment consists of seven questions. The highest mean score is 3.6380 for that question " The food is served at the appropriate temperature. The highest standard deviation is 1.40212 for "I like the taste of Kelantan cuisine" while the lowest mean is 3.5365 for "The food presentation is visually attractive". The lowest standard deviation is 1.34704 for "The food presentation is visually attractive."

4.4.2 MEAN AND STANDARD DEVIATION FOR PRICE

Table 4.12: Mean and Standard Deviation for Price (n=384)

Descriptive Statistics			
Item	N	Mean	Std. Deviation
The price of Kelantan food is reasonable.	384	3.8620	1.36889
Price is the main thing to consider before	384	3.7943	1.37940

buying food.			
Kelantan provides a variety of food at cheap prices.	384	3.7917	1.39126
The price that I paid for Kelantan food guarantees my satisfaction.	384	3.8021	1.39091
Prices encourage me to purchase more Kelantan food.	384	3.7214	1.36076
I like the price of Kelantan food offered.	384	3.7708	1.35754
The price rate is according to how big the dish is.	384	3.7474	1.35433
Valid N (listwise)	384		

The descriptive analysis for the price is seen in Table 4.12. The table displays the demographic mean and standard deviation. This segment contains seven questions. The highest mean ranking is 3.8620 for "The price of Kelantan food is reasonable." Although the standard deviation for "Kelantan provides a variety of food at cheap prices." is 1.39126. Furthermore, the lowest mean is 3.7214 for "Prices encourage me to purchase more Kelantan food." and the standard deviation is 1.35433 for "The price rate is according to how big the dish is."

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4.4.3 MEAN AND STANDARD DEVIATION FOR SERVICE QUALITY

Table 4.13: Mean and Standard Deviation for Service Quality (n=384)

Descriptive Statistics			
Item	N	Mean	Std. Deviation
They are friendly and courteous service at Kelantan.	384	3.6797	1.38963
The seller gives a prompt and quick service to visitors.	384	3.6276	1.35745
Their management team is willing to help me.	384	3.6458	1.35754
The service used in the Kelantan restaurant is very good.	384	3.6901	1.35203
The food is served according to the order given.	384	3.7396	1.33829
I like the service in Kelantan restaurants.	384	3.6536	1.31365
Kelantan restaurants provide excellent facilities to customers.	384	3.6536	1.33924
Valid N (listwise)	384		

The descriptive analysis for service quality is seen in Table 4.13. The table displays the demographic mean and standard deviation. This segment contains seven questions.

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The highest mean score is 3.7396 for "The food is served according to the order given," with a standard deviation of 1.38963 for "They are friendly and courteous service at Kelantan." The lowest mean is 3.6276 for "The seller gives a prompt and quick service to visitors," with a standard deviation of 1.31365 for "I like the service in Kelantan restaurants."

4.4.4 MEAN AND STANDARD DEVIATION FOR FACTORS THE INFLUENCING VISITORS' PURCHASE INTENTION TOWARDS KELANTAN CUISINE.

Table 4.14: Mean and Standard Deviation of factor that influence visitors' purchase intention towards Kelantan cuisine(n=384)

Descriptive Statistics			
Item	N	Mean	Std. Deviation
Purchasing Kelantan food is worth my money.	384	3.8646	1.31962
Next time I will visit Kelantan because of the food.	384	3.6250	1.38058
I will share positive things about Kelantan food with others.	384	3.8646	1.26920
Kelantan food has many options.	384	3.8698	1.32410
Overall, I am satisfied with Kelantan's food experience.	384	3.8464	1.28654

I enjoy varieties of food in Kelantan.	384	3.9062	1.27910
The main reason to visit Kelantan is because of food.	384	3.5495	1.36447
Valid N (listwise)	384		

The descriptive analysis for the factors that influence visitors' purchase intention towards Kelantan cuisine is seen in Table 4.14. The table displays the demographic mean and standard deviation. This segment contains seven questions. The highest mean ranking is 3.9062 for "I enjoy varieties of food in Kelantan." Although the standard deviation for "Next time I will visit Kelantan because of food." is 1.38058. Furthermore, the lowest mean is 3.5495 for "The main reason to visit Kelantan is because of food." and the standard deviation is 1.26920 for "I will share positive things about Kelantan food with others."

4.4.5 THE OVERALL DESCRIPTIVE ANALYSIS

Table 4.15: The Overall Descriptive Analysis (n=384)

Descriptive Statistics			
	N	**Mean**	**Std. Deviation**
Food Quality	384	3.5818	1.23724
Price	384	3.7842	1.23810
Service Quality	384	3.7894	1.17558
Factor That Influence Visitors' Purchase Intention Towards Kelantan Cuisine	384	3.7894	1.17558

Based on Table 4.15, it shows the descriptive analysis for overall descriptive analysis. The table shows the mean and standard deviation for dependent variable and independent variables. There are 7 questions in every section of these dependent variables and independent variables. The highest mean score for service quality is 3.7894 with 1.17558 standard deviation and mean for factor that influences visitors' purchase intention towards Kelantan cuisine is 3.7894 with 1.17558 standard deviation while the lowest mean is 3.5818 with 1.23724 standard deviation for the food quality.

4.5 PEARSON CORRELATION ANALYSIS

Pearson's Correlation Coefficient aims to identify the intensity of mixing and significant relationships between the independent variables (IVs) and dependent variables (DV). Pearson's correlation coefficients range from -1 to +1 which for the indication of positive or negative correlation. The table of Pearson Correlation is shown below Table 4.16.

Table 4.16 Table of Pearson Correlation Coefficient

Size of Correlation	Interpretation
0.9 to 1.0 / -0.9 to -1.0	Very High
0.7 to 0.9 / -0.7 to -0.9	High
0.5 to 0.7 / -0.5 to -0.7	Moderate
0.3 to 0.5 / -0.3 to -0.5	Low
0.0 to 0.3 / -0.0 to -0.3	Little, if any

Source: Hinkle, Wiersma and Jurs (2003)

Table 4.17 shows the result of the correlation coefficient among independent variables and dependent variable by using Pearson's Correlation Coefficient.

Table 4.17 Result of Pearson Correlation Coefficient

		Food Quality	Price	Service Quality	Factors that influence visitors' intention towards Kelantan
Food Quality	Pearson Correlation	1	.808**	.788**	.812**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
Price	Pearson Correlation	.808**	1	.796**	.802**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
Service Quality	Pearson Correlation	.788**	.796**	1	.819**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
Factors that influence visitors' intention towards Kelantan	Pearson Correlation	.812**	.802**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).					

According to the table, all the variables were positively correlated.

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4.5.1 FOOD QUALITY (IV 1)

There is a significant, strong, and positive correlation between food quality and factors that influence visitors' purchase intention towards Kelantan cuisine. The relationship between the variables is 0.812 which is the relatively strong relationship between the IV and DV.

4.5.2 PRICE (IV 2)

There is a significant, strong, and positive correlation between price and factors that influence visitors' purchase intention towards Kelantan cuisine. The relationship between the variables is 0.802 which is the relatively strong relationship between the IV and DV.

4.5.3 SERVICE QUALITY (IV 3)

There is a significant, strong, and positive correlation between service quality and factors that influence visitors' purchase intention towards Kelantan cuisine. The relationship between the variables is 0.819 which is the relatively strong relationship between the IV and DV.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

4.6.1 FOOD QUALITY

H1: There is a significant relationship between food quality with factors that influence visitors' purchase intention towards Kelantan cuisine.

The research has tested between the dependent variable and independent variables. Firstly, the result of correlation analysis has been shown in Table 4.2 for the relationship between food quality with factors that influence visitors' purchase intention towards Kelantan cuisine. There was a pearson correlation of about 1, r-value was positive indicating a positive linear correlation was high. Qin and Prybutok (2009) explored the potential dimensions of service quality and examined the relationships between service quality, food quality and pointed out that food quality has a positive and direct influence on visitor's purchase. According to Xiao, Yang, & Iqbal, (2019), food quality has a moderate positive relationship with purchase intention. Therefore, the researcher can conclude that it was a significant relationship between food quality and factors that influence visitors' purchase intention towards Kelantan cuisine.

4.6.2 PRICE

H2: There is a significant relationship between the price of food in Kelantan with factors that influence visitors' purchase intention towards Kelantan cuisine.

The research has tested between the dependent variable and independent variables. Firstly, the result of correlation analysis has been shown in Table 4.2 for the relationship between the price of food in Kelantan with factors that influence visitors' purchase intention towards Kelantan cuisine. There was a pearson correlation of about 0.808, r-value was positive indicating linear correlation was high and the p-value is 0.000. It has been proven by (Munusamy and Wong 2008) in which they have recognized a significant and positive relationship between price and consumer food perception. This result is consistent with those of previous studies, such as Nam, Shim, and Jeong, (2017). Therefore, the researcher can conclude that there was a significant relationship between the price of food in Kelantan with factors that influence visitors' purchase intention towards Kelantan cuisine.

4.6.3 SERVICE QUALITY

H3: There is a significant relationship between service quality with factors that influence visitors' purchase intention towards Kelantan cuisine.

The research has tested between the dependent variable and independent variables. Firstly, the result of correlation analysis has been shown in Table 4.2 for the relationship between service quality with factors that influence visitors' purchase intention towards Kelantan cuisine. There was a Pearson correlation of about 0.812. The r-value was positive, indicating linear correlation was high, and the p-value is 0.000. Their results revealed that service quality is positive and significant. In support, there was noted service quality as the possibility of visitors' purchase intention. According to Xiao, Yang, & Iqbal (2019), service quality indicates a moderate positive relationship between purchase intention. Therefore, the researcher can conclude a significant relationship between service quality and factors that influence visitors' purchase intention towards Kelantan cuisine.

4.7 SUMMARY

In conclusion, chapter 4 describes the results of frequency analysis, descriptive analysis, reliability test, inferential analysis, and the discussion based on research objectives. The independent variables were found to be statistically significant and have a positive linear correlation. Moreover, all the hypotheses which are H1: There is a significant relationship between food quality with factors that influence visitors purchase intention towards Kelantan cuisine, H2: There is a substantial relationship between the price of food in Kelantan with factors that influence visitors purchase intention towards Kelantan cuisine, H3: There is a significant relationship between service quality with factors that influence visitors purchase intention towards Kelantan cuisine. Finally, all the study results are very encouraging, and the respondent has answered all the research questions through these findings and results.

CHAPTER 5

RECOMMENDATION AND CONCLUSION

5.1 INTRODUCTION

This chapter summarizes key findings based on the result discussed in the previous chapter. This study's main hypothesis is to focus on influencing visitor's purchase intention towards Kelantan cuisine. Based on discussions, the hypothesis is made to solve the questions as mentioned earlier in the first chapter of this study. This chapter includes a summary of the findings, limitations, and recommendations for future research and conclusion.

5.2 RECAPITULATION OF THE FINDINGS

This section summarizes the results in Chapter 4, which were focused on the research objectives, research question, and hypothesis for this analysis, which were stated in Sections 1.2, 1.3, and 2.3 in Chapters 1 and 2.

5.2.1 THERE IS A SIGNIFICANT RELATIONSHIP BETWEEN FOOD QUALITY WITH FACTORS THAT INFLUENCE VISITORS' PURCHASE INTENTION TOWARDS KELANTAN CUISINE.

Research question 1 of this study indicates that the relationship between food quality with factors that influence visitors' purchase intention towards Kelantan cuisine. This is also to answer the first objective of this research and hypothesis.

No	Research Objective	Research Question
1	To identify the relationship between food quality and factors that influence visitors' purchase intention towards Kelantan cuisine.	Is there any relationship between food quality and factors that influence visitors' purchase intention towards Kelantan cuisine?
H1	There is a significant relationship between food quality with factors that influence visitors' purchase intention towards Kelantan cuisine.	

Table 5.1 Research Question 1 & Objective 1

The results of hypothesis H1 in Chapter 4 were studied to answer the research question. H1 proposed that there is a significant relationship between food quality with factors that influence visitors' purchase intention towards Kelantan cuisine. From the finding, it showed that there is a very high positive relationship between food quality

and factors that influence visitors' purchase intention towards Kelantan cuisine with a correlation coefficient of 1. The correlation between food quality and purchase intention has a positive influence as the *p*-value is 0.000. Thus, H1 is supported. This indicates that visitors' purchase intention towards Kelantan cuisine has a very high influence by the food quality.

Based on the previous study done by Xiao, Yang, & Iqbal, (2018), According to recent studies, food quality is the most influential factor influencing purchasing intent in all industries. Aside from that, it was investigated as a more efficient and legitimate consumer input in terms of industry. As a result, purchasing intent in the market is regarded as critical in deciding the performance of any sector.

As a result, this research objective, which is the 'To identify the relationship between food quality and factors that influence visitors' purchase intention towards Kelantan cuisine.' is achieved. While the research question 'Is there any relationship between food quality and factors that influence visitors' purchase intention towards Kelantan cuisine?' was also answered through this research.

5.2.2 THERE IS A SIGNIFICANT RELATIONSHIP BETWEEN THE PRICE OF FOOD IN KELANTAN WITH FACTORS THAT INFLUENCE VISITORS' PURCHASE INTENTION TOWARDS KELANTAN CUISINE.

No	Research Objective	Research Question
1	To determine the relationship between food price and factors that influence visitors' purchase intention towards Kelantan cuisine.	Is there any relationship between food price and factors that influence visitors' purchase intention towards Kelantan cuisine?
H2	There is a significant relationship between the price of food in Kelantan with factors that influence visitors' purchase intention towards Kelantan cuisine.	

Table 5.2: Research Question 2 & Objective 2

The results of hypothesis H2 in Chapter 4 were studied to answer the research question. H2 proposed that there is a significant relationship between the price of food in Kelantan with factors that influence visitors' purchase intention towards Kelantan cuisine. From the finding, it showed that there is a high positive relationship between food price and factors that influence visitors' purchase intention towards Kelantan cuisine with a correlation coefficient of 0.808^{**}. Thus, H2 is supported. This indicates that visitors' purchase intention towards Kelantan cuisine has a very high influence by food price.

According to Cakici, Akgunduz, & Yildirim (2019), they are consistent with the results of the study, which contends that when consumers have high price fairness, their intentions to visit grow. Managers should understand the importance consumers place on the goods when deciding the pricing of the menu items. In doing so, they should have certain internal and external market considerations in mind. Internal considerations to remember include the product's price and quality, the level of use, and whether the product is seasonal, the main course, or a special course. Furthermore, restaurant managers should plan commodity pricing in relation to the consistency and flavor of the food products.

As a result, this research objective, which is the 'To determine the relationship between food price and factors that influence visitors' purchase intention towards Kelantan cuisine' is achieved. While the research question 'Is there any relationship between food price and factors that influence visitors' purchase intention towards Kelantan cuisine?' was also answered through this research.

5.2.3 THERE IS A SIGNIFICANT RELATIONSHIP BETWEEN SERVICE QUALITY WITH FACTORS THAT INFLUENCE VISITORS' PURCHASE INTENTION TOWARDS KELANTAN CUISINE.

No	Research Objective	Research Question
1	To determine the relationship between service quality and factors that influence visitors' purchase intention towards Kelantan cuisine.	Is there any relationship between service quality and factors that influence visitors' purchase intention towards Kelantan cuisine?
H3	There is a significant relationship between service quality with factors that influence visitors' purchase intention towards Kelantan cuisine.	

Table 5.3: Research Question 3 & Objective 3

The results of hypothesis H3 in Chapter 4 were studied to answer the research question. H3 proposed that there is a significant relationship between service quality with factors that influence visitors' purchase intention towards Kelantan cuisine. From the finding, it showed that there is a high positive relationship between service quality and factors that influence visitors' purchase intention towards Kelantan cuisine with a correlation coefficient of .788**. Thus, H3 is supported. This indicates that visitors' purchase intention towards Kelantan cuisine has a very high influence by service quality.

Based on the previous study done by Shahzadi et al (2016), they found that customers often have high expectations from service, especially in service settings, so

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they need to receive higher quality services in order to be happy and develop their revisit intentions. This case improved understanding of the quality of perceived value offered by dining restaurants.

As a result, this research objective, which is the 'To determine the relationship between service quality and factors that influence visitors' purchase intention towards Kelantan cuisine' is achieved. While the research question 'Is there any relationship between service quality and factors that influence visitors' purchase intention towards Kelantan cuisine?' was also answered through this research.

5.3 LIMITATION OF STUDY

According to Price et. al (2004), study limitations are design or methodological features that influence or impact the interpretation of findings from your research. These are constraints on generalizations, applications to training, and or utility of findings that are the result of which choose to design a method study initially where it is used to determine the validity of internal and external aspects resulting from unexpected challenges during the study.

Although many efforts have been made to ensure the effectiveness in conducting this study, there are still some limitations that can be highlighted and become obstacles for this study. Therefore, it is important to know and learn from these limitations in order to continue to improve the quality of the research.

As should know, this study is about the factors that influence visitors' purchase intention towards Kelantan cuisine. The limitation faced by this study is that the data

collection process can be influenced by the length of data collection. In this study, the duration for collecting data is over then has been scheduled. As a result, the process of data analysis takes longer.

In addition, one of the problems is entering data into SPSS because the google form platform is used to distribute the questionnaires. Not everyone is willing to take their time to fill out a questionnaire. As a constraint, more than 150 questionnaire forms had to be distributed to obtain valid results. Moreover, there is a problem encountered in this research that respondents answered the questionnaire repeatedly. Therefore, the study was unable to obtain actual data from the targeted respondents.

Next, the researchers utilised a four-point Likert Scale and had 384 responders based on Krejci and Morgan (1970) table. This study is also limited for the researchers in the food and beverage sector since it comprises of information on the food and beverage industry which may assist them to find more about food.

Furthermore, this study lacked accurate data from respondents since not all respondents showed a strong commitment to and support for this study. Additionally, respondents believe that doing that questionnaire is a waste of their time, and they may disregard that questionnaire, since it is administered using an online technique, namely a questionnaire on Google Forms. The questionnaire will be sent via social media platforms such as WhatsApp, and responders may just ignore it. Some respondents did not answer all of the questions on the questionnaire, which may necessitate the researcher locating another respondent to complete the questionnaire.

Next limitation in this study is variable.This study focuses solely on the three independent variables. This study only looks at three independent variables which are food quality, price, and service quality. As in the tourism and hospitality sector, there are various factors that influence visitors' purchase intention towards Kelantan cuisine.

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In this study, the other variables have a link as well. This was due to a lack of resources and references for academics to do study on other independent variables.

The whole last limitation of this study is that it is based on quantitative data. This study solely focuses on quantitative research, thus there is no research expansion. When there is no additional research on this study, particularly qualitative research, the other researcher is unable to learn more about the factors that influence visitors' purchase intention toward Kelantan cuisine. The other researcher is unable to have a deeper grasp of this research.

While there are some limitations that need to be addressed, they do not affect this overall research. That limitation could be a trigger for future researchers to produce better research studies in the future.

5.4 RECOMMENDATION

This research was significant to hospitality students from University Malaysia Kelantan. The knowledge about factors that influence visitor's purchase intention towards Kelantan cuisine. Through this study, the researcher can know the intentions of people who love Kelantan cuisine. This study helped a lot of people to determine what they are like about food in Kelantan. So, this study also helped to identify those people who come to visit Kelantan just for looking at food because of food quality, food price, or service quality.

Moreover, the food quality, food price, and service quality has been recommended for all people to visit Kelantan because this element can make people

want to visit Kelantan so much. This element is important because the other people who visit Kelantan just want to find food, cuisine and a place to make them feel calm to eat.

The second suggestion is that the researcher gathers data by observation. The observation process entails gathering facts without answering questions. This approach is more subjective since it requires the researcher to observe and weigh in on the results. However, in some cases, it may be used to reduce the chance of bias. For example, if an analysis requires counting the number of people in various locations at a given time, the data should be reasonably accurate unless the observer counts incorrectly. Variables that enable the observer to draw distinctions, such as the number of individuals who visit the locations, may pose a challenge. In general, observation can determine the dynamics of a condition that other data collection methods cannot evaluate.

In addition, this sort of future research will keep expanding upon the knowledge on factors that influence visitor's purchase intention towards Kelantan cuisine and give new information about this research. Future studies must likewise look to more readily comprehend the sorts of factors that influence visitor's purchase intention towards Kelantan cuisine. This study could also explore more Kelantan cuisine factors to bring more visitors to Kelantan.

Finally, the appropriate advice of this report is the time control for filling out Google applications. Currently, the whole world is dealing with a pandemic COVID-19 outbreak. The COVID-19 pandemic alters people's lives in general. In Malaysia, the Malaysian government will implement the Movement Control Order (MCO) in March 2020 to combat the pandemic COVID-19. The government establishes the laws for working and studying from home. Students must learn online using tools such as Google Meet and Microsoft Teams. Students must plan their studies around the pandemic COVID-19. As a result, researchers can allow their target respondents enough

time to complete the questionnaire so that the researchers can get the correct responses and feedback from them if they give them enough time. If we rush them to reply, the chances of having incorrect responses are high, and the respondents will answer the questionnaire incorrectly.
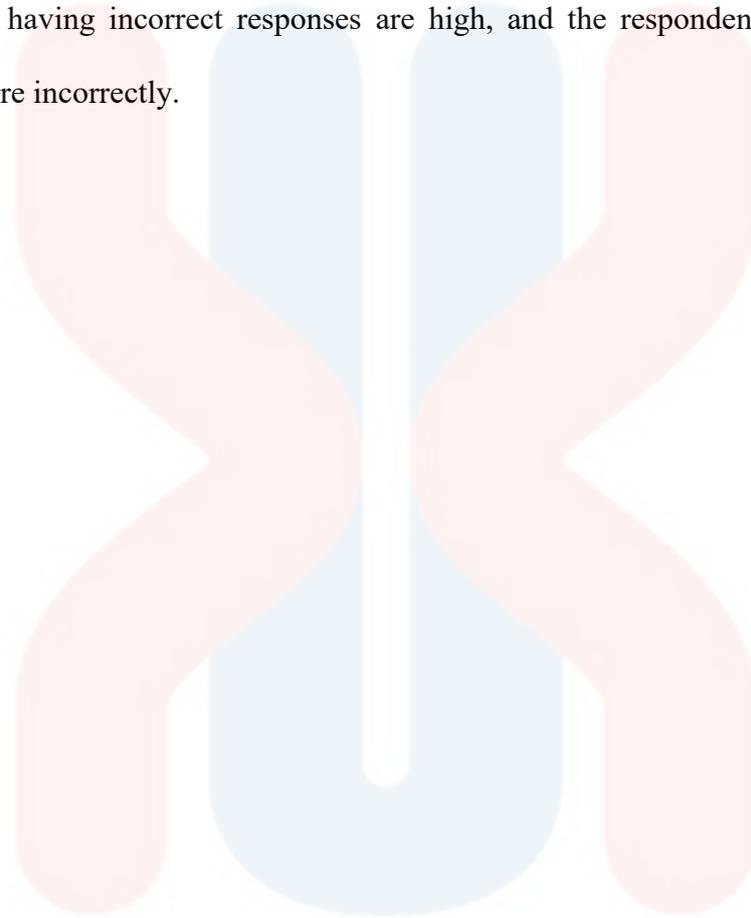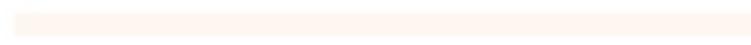
5.5   SUMMARY

It can be summarized that the researchers delivered the aim of this study based on the matter discussed. This study examined the connection between the variables of identification, tangible aspects, and responsiveness that influence visitor's purchase intention towards Kelantan cuisine. This research aims to help small and midsize food enterprises to identify what factors influence visitor's purchase intention toward Kelantan cuisine. Moreover, the research framework was developed and supported according to literature that had been viewed. Meanwhile, the researchers planned to study the connection of each element within the independent variables to the dependent variables. There were 389 respondents who took part in this study through the Google form. The data were collected and analyzed by SPSS software version 26 supported descriptive statistics, reliability analysis, and correlation analysis. In this research, data were collected using the quantitative method. Therefore, the result shown was reliable and it was accepted during this study. Therefore, all the variables are related to each other that will bring effects in factors of intention visitors towards Kelantan cuisine.

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APPENDIX A

PROPOSE QUESTIONNAIRE DESIGN

QUESTION IN SECTION A: DEMOGRAPHIC

Please tick (√) in the answer below.

GENDER / *JANTINA*			
Male/*Lelaki*		Female/*Perempuan*	
AGE */ TAHAP UMUR*			
Less than 20/ *20 tahun kebawah*		21-30 years old/ *21-30 tahun*	
31- 40 years old/ *31-40 tahun*		41-50 years old/ *41-50 tahun*	
Above 51 years old / *51 tahun ke atas*			
RACES / *BANGSA*			
Malay / *Melayu*		Indian / *India*	
Chinese / *Cina*		Others / *Lain-lain*	
OCCUPATION / *PEKERJAAN*			
Student / *Pelajar*		Government / *Kerajaan*	
Self-employed / *Bekerja*		Private sector /	

sendiri		Swasta	
Other/ Lain-lain			
MARITAL STATUS / STATUS PERKAHWINAN			
Single / Bujang		Married / Berkahwin	

Table 3.7: Questions to be used in section B

Variables	Items	Description
Independent variable 1: Food quality	Q1	The eating place in Kelantan usually attractive. / Tempat makan di Kelantan biasanya menarik.
	Q2	Kelantan food is very tasty and special. / Makanan Kelantan sangat sedap dan istimewa.
	Q3	The food presentation is visually attractive. / Penyampaian makanan menarik secara visual.
	Q4	The food is served at the appropriate temperature. / Makanan disajikan pada suhu yang sesuai.
	Q5	Kelantan food uses interesting ingredient. / Makanan Kelantan menggunakan bahan-bahan yang menarik.
	Q6	I like the taste of Kelantan cuisine. / Saya suka rasa masakan Kelantan.
	Q7	I like the quality of food in Kelantan. / Saya suka dengan kualiti makanan di Kelantan.

Independent variable 2: the price	Q1	The prices of kelantan cuisine are fair. *Harga masakan kelantan adalah berpatutan*
	Q2	Price is the main thing to consider before buying food. / *Harga adalah benda utama yang akan diambil kira sebelum membeli makanan.*
	Q3	Kelantan provides a variety of food at cheap prices. / *Kelantan menyediakan pelbagai makanan dengan harga yang murah.*
	Q4	The price that I paid for Kelantan food guarantees my satisfaction. / *Harga makanan yang dibayar menjamin kepuasan saya.*
	Q5	Prices encourage me to purchase more Kelantan food. / *Kadar harga membantu saya untuk membeli lebih banyak makanan Kelantan.*
	Q6	I like the price of Kelantan food offered. / *Saya suka harga makanan Kelantan yang ditawarkan.*
	Q7	The price rate is according to how big is the dish. / *Kadar harga mengikut seberapa besar hidangan.*
Independent variable 3: Service quality	Q1	They are friendly and courteous service at Kelantan. / *Mereka memberi perkhidmatan yang ramah dan berbudi bahasa di Kelantan.*
	Q2	The seller gives a prompt and quick service to visitors. / *Penjual makanan memberikan perkhidmatan yang cepat dan pantas kepada pengunjung.*

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	Q3	Their management team is willing to help me. / *Pihak pengurusan mereka bersedia membantu saya.*
	Q4	The service used in the Kelantan restaurant is very good. / *Layanan yang digunakan di restoran kelantan sangat baik.*
	Q5	The food is served according to the order given. / *Makanan sedemikian dihidangkan mengikut pesanan yang diberikan.*
	Q6	I like the service in Kelantan restaurants. / *Saya suka layanan di restoran kelantan.*
	Q7	Kelantan restaurant provides excellent facilities to customers. / *Restoran Kelantan menyediakan kemudahan yang sangat baik kepada pelanggan.*

Table 3.8: Questions to be used in section C

Variable	Item	Description
Dependent variable 1: Influence visitors intention towards Kelantan cuisine	Q1	Purchasing Kelantan food is worth my money. / *Membeli makanan Kelantan adalah amat bernilai kepada duit saya.*
	Q2	Next time I will visit Kelantan because of food. / *Lain kali saya akan melawat Kelantan kerana makanan.*
	Q3	I will share positive things about Kelantan food with others. / *Saya akan berkongsi perkara positif*

		mengenai makanan Kelantan dengan orang lain.
	Q4	Kelantan food has many options. / *Makanan Kelantan mempunyai banyak pilihan.*
	Q5	Overall, I am satisfied with Kelantan's food experience. / *Secara keseluruhan, saya berpuas hati dengan pengalaman makanan Kelantan.*
	Q6	I enjoy varieties of food in Kelantan. / *Saya menikmati pelbagai makanan di Kelantan.*
	Q7	The main reason to visit Kelantan is because of food. / *Sebab utama mengunjungi Kelantan kerana makanan.*

APPENDIX B

TURNITIN RESULTS

GROUP 16

ORIGINALITY REPORT

9%	8%	5%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	fhtm.uitm.edu.my Internet Source	1%
2	ir.umk.edu.my Internet Source	1%
3	www.mdpi.com Internet Source	1%
4	www.emeraldinsight.com Internet Source	1%
5	Mariam Shahzadi, Shahab Alam Malik, Mansoor Ahmad, Asma Shabbir. "Perceptions of fine dining restaurants in Pakistan", International Journal of Quality & Reliability Management, 2018 Publication	1%
6	Nguyen Thi Bich Dao. "A Perception into Food Image and Revisit Intention for Local Cuisine from Foreign Tourist Perspective – The Case of Ho Chi Minh City – Vietnam", European Journal of Business and Management Research, 2019 Publication	<1%

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