



VISITOR'S SATISFACTION VISITING FOOD FESTIVAL IN PENANG

By

**NURUL HUSNA BINTI MEHAD (H18A0491)
NURSHAFIKAH BINTI AB MAJID (H18A0457)
SITI NOORHUSNA BINTI ROSLI (H18A0584)
TAN CHIN HAW (H18A0629)**

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

Bachelor of Entrepreneurship (Tourism) With Honor

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

DECLARATION

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

OPEN ACCESS

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

CONFIDENTIAL

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

RESTRICTED

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

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

The report is the property of Universiti Malaysia Kelantan.

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

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



Signature

Certified by,

BINTANG HANDAYANI, PHD

Signature of Supervisor

Group Representative: Group 51

Date: 16/06/2021

Name: Bintang Handayani, PhD

Date: 8/4/2021

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

ACKNOWLEDGEMENT

Foremost, our group would like to express our sincere gratitude to our advisor Dr. Bintang Handayani for the continuous support of our PPTA, for her patience, motivation, enthusiasm, and immense knowledge. Her guidance helped us in all the time of research and writing of this thesis. We could not have imagined having a better advisor and mentor for our PPTA study. Beside my advisor, we would like to thank to our lecturer Puan Hazyati Binti Hashim for her encouragement and check out the progressing of the study and always keep reminding student to update on her. We thank each other which is our groupmates Nurul Husna, Nurshafikah, Siti Noorhusna and Tan Chin Haw for the stimulating discussions, for the sleepless nights we were working together before deadlines and for all the fun we had when finishing this study. Last not least, we would like to thank our family especially our parents for supporting us spiritually throughout our life.

UNIVERSITI
MALAYSIA
KELANTAN

TABLE OF CONTENTS

	PAGE
TITLE PAGE	
CANDIDATE'S DECLARATION	I
ACKNOWLEDGEMENT	II
TABLE OF CONTENTS	III-V
LIST OF TABLES	VI-VII
LIST OF FIGURES	VII
ABSTRACT	VIII
ABSTRAK	IX
CHAPTER 1: INTRODUCTION	
1.1 INTRODUCTION	1
1.2 BACKGROUND OF THE STUDY	1-3
1.3 PROBLEM STATEMENT	3-5
1.4 RESEARCH OBJECTIVE	6
1.5 RESEARCH QUESTION	6
1.6 SIGNIFICANT OF STUDY	7
1.7 DEFINITION OF TERM	8
1.8 SUMMARY	9
CHAPTER 2: LITERATURE REVIEW	
2.1 INTRODUCTION	10
2.2 VARIABLES AND ISSUES	
2.2.1 FOOD FESTIVAL	11
2.2.2 FOOD TASTES	12
2.2.3 PERCEIVED PRICES	12-13
2.2.4 FOOD CULTURES	13-14
2.2.5 RELATIONSHIP BETWEEN FOOD TASTES, PERCEIVED PRICES AND FOOD CULTURES	14-15
2.3 HYPOTHESIS	15
2.4 CONCEPTUAL FRAMEWORK	16
2.5 STUDY SETTING	17
2.6 SUMMARY	17

CHAPTER 3: METHODOLOGY	
3.1 INTRODUCTION	18
3.2 RESEARCH DESIGN	18-19
3.3 TARGET POPULATION	19
3.4 SAMPLE SIZE	19
3.5 SAMPLING METHOD	20
3.6 DATA COLLECTION	20
3.6.1 DATA INSTRUMENT	21
3.7 RESEARCH INSTRUMENT	21
3.7.1 QUESTIONNAIRES DESIGN	22-26
3.8 DATA ANALYSIS	27
3.9 SUMMARY	27
CHAPTER 4: RESULT AND DISCUSSION	
4.1 INTRODUCTION	28
4.2 RELIABILITY ANALYSIS	28-30
4.3 RESULTS OF FREQUENCY ANALYSIS	
4.3.1 GENDER OF RESPONDENTS	30-31
4.3.2 AGE OF RESPONDENTS	31-32
4.3.3 RACES OF RESPONDENTS	32-33
4.3.4 EDUCATIONAL LEVEL OF RESPONDENTS	33-34
4.3.5 EMPLOYMENT STATUS OF RESPONDENTS	34-35
4.3.6 NUMBER OF WHO RESPONDENTS VISIT TO FESTIVAL	36
4.4 DESCRIPTIVE ANALYSIS	
4.4.1 INDEPENDENT VARIABLES AND DEPENDENT VARIABLE	37
4.4.2 FOOD TASTES	38
4.4.3 PERCEIVED PRICE	39
4.4.4 FOOD CULTURES	40
4.4.5 FOOD FESTIVAL	41
4.5 PEARSON CORRELATION COEFFICIENT	42-44
4.6 FRAMEWORK ANALYSIS	45
4.7 SUMMARY	46

CHAPTER 5: CONCLUSION	
5.1 INTRODUCTION	47
5.2 RECAPITULATION OF STUDY	47-49
5.3 FINDING AND DISCUSSION	50
5.4 LIMITATION	51-52
5.5 RECOMMENDATION	53
5.6 CONCLUSION	54
REFERENCES	55-57
APPENDICES	58-66

LIST OF TABLES

Tables	Title	Page
Table 1	Demographic Profile, Independent Variables (IV) and Dependent Variables (DV)	22-26
Table 4.2.1	Rules of Thumb of Cronbach's Alpha Coefficient Size	28
Table 4.2.2	Result of Reliability Coefficient for the Independent Variables (IV) and Dependent Variable (DV)	29
Table 4.3.1	The Percentage Gender of Respondents	30
Table 4.3.2	The Percentage Age of Respondents	31
Table 4.3.3	The Percentage Races of Respondents	32
Table 4.3.4	The Percentage Educational Level of Respondents	33-34
Table 4.3.5	The Percentage Employment Status of Respondents	34-35
Table 4.3.6	The Percentage Number of Who Respondents Visit to Festival	36
Table 4.4.1	The Number of Mean and Standard Deviation for Independent Variable and Dependent Variable	37
Table 4.4.2	The Number of Mean and Standard Deviation for Food Tastes	38
Table 4.4.3	The Number of Mean and Standard Deviation for Perceived Price	39
Table 4.4.4	The Number of Mean and Standard Deviation for Food Cultures	40
Table 4.4.5	The Number of Mean and Standard Deviation for Food Festival	41
Table 4.5.1	Strength Interval of Correlation Coefficient	42
Table 4.5.2	Correlation Coefficient for Food Festival and Food Tastes	43
Table 4.5.3	Correlation Coefficient for Food Festival and Perceived Price	43

Table 4.5.4	Correlation Coefficient for Food Festival and Food Culture	44
Table 5.3.1	Summary of Pearson's Correlation Analysis	50

LIST OF FIGURES

Figures	Title	Page
Figure 1.1	Conceptual Framework	16
Figure 4.3.1	The Percentage Gender of Respondents	31
Figure 4.3.2	The Percentage Age of Respondents	32
Figure 4.3.3	The Percentage Races of Respondents	33
Figure 4.3.4	The Percentage Educational Level of Respondents	34
Figure 4.3.5	The Percentage Employment Status of Respondents	35
Figure 4.3.6	The Percentage Number of Who Respondents Visit to Festival	36
Figure 4.6.1	Correlation between Food Tastes, Perceived Price, Food Culture, and Visitor's Satisfaction Visiting Food Festival in Penang	45

MALAYSIA

KELANTAN

ABSTRACT

Food is the most important component in tourism and as a critical fascination while people are travelling. Food tourism is also one constituent of the tourism marketing strategy. This study examines the factors visiting Penang for food festivals. The main objective is to determine that many tourists come to Penang to taste the food and they come when any festival about food is held at Penang. This study method uses a quantitative method by collecting data through questionnaires with 384 respondents. Results show that the pull factors appear to have contributed to attract tourists to Penang, particularly in terms of the food taste, perceived price, and food cultures.

Keywords: Food Taste, Perceived Price, Food Cultures and Food Festival.

ABSTRAK

Makanan adalah komponen terpenting dalam pelancongan dan sebagai daya tarikan kritikal semasa orang melancong. Pelancongan makanan juga merupakan salah satu komponen strategi pemasaran pelancongan. Kajian ini mengkaji faktor-faktor tujuan lawatan ke Pulau Pinang adalah festival makanan. Objektif utama adalah untuk menentukan bahawa banyak pelancong datang ke Pulau Pinang untuk merasai makanannya dan mereka datang ketika ada festival mengenai makanan diadakan di Pulau Pinang. Kaedah kajian ini menggunakan kaedah kuantitatif dengan mengumpulkan data melalui soal selidik dengan 384 orang responden. Hasilnya menunjukkan bahawa faktor penarik nampaknya telah menyumbang untuk menarik pelancong ke Pulau Pinang, terutamanya dari segi rasa makanan, harga yang dirasakan dan budaya makanan.

Kata Kunci: *Rasa Makanan, Harga yang Dirasakan, Budaya Makanan dan Festival Makanan.*

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The study's background, problem description, research aims, research questions, significance of the study, definition of words, and summary are all included in Chapter 1. The conclusion will provide a summary of this chapter at the end.

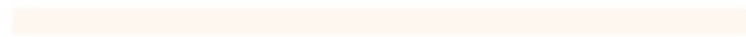
1.2 BACKGROUND OF THE STUDY

A food festival is a gathering of people who come together to sample or eat a variety of foods or meals. Many delicacies from different countries' local traditions or cultures are served at these festivals, including vegetables, meat, desserts, and other foods. Many events are planned in food festivals, such as culinary demos, contests, and food culture exchanges, with the goal of allowing visitors to try new foods and increase their flavour, as well as giving chefs the opportunity to learn new skills in cooking competitions.. This event has been effective in attracting visitors from many countries to participate in the cuisine festivals. This is a marketing strategy that is frequently used by entrepreneurs or local governments to promote their own local traditional foods in order to increase the visibility of certain locations and the economy of those locations in order to ensure that the locations become a symbolic or

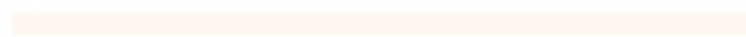
iconic attraction attraction which will increase the reputation of the country in the global tourism industry.



UNIVERSITI



MALAYSIA



KELANTAN

This cuisine festival will also attract investors to invest in programmes that will enhance job opportunities for inhabitants and strengthen the development of the area into a popular tourist destination. By way of example, Penang, Malaysia's second largest state, has become a well-known destination for hosting a food festival every year, attracting a huge number of visitors who travel to see the country's food festivals. Penang has become a well-known tourist destination with its own distinct and traditional culture and a variety of traditional cuisines passed down by various races in Penang, including the Baba and Nyonya.

Few research have shown that the Baba and Nyonya in Malacca have affected Penang's traditional culture. During the British colonisation of the Caribbean in the mid-eighteenth and early-nineteenth centuries. In Malacca, Singapore, and Penang, there are a large number of Chinese immigrants from mainland China, as well as their descendants.. These immigrants called by Peranakans which have their own ancient Chinese culture, and they do the transculturation and interracial marriage with the residents in Malay Peninsula to retain their own culture and religion (Angela Sam, 2018) .Residents refer to male Peranakans as Baba, while female Peranakans are referred to as Nyonya. Due to a paucity of specific elements in the meals, transculturation has combined Chinese ingredients with local flavours and cooking methods to produce new fusion dishes. Laksa, for example, is a popular Peranakan spicy noodle soup that is influenced by Chinese noodles and regional ingredients. Many traditional meals invented by Baba and Nyonya using this way have become the unique and significant dishes in Malacca, and the Nyonya culture has become the trend at an early age. This transculturation successfully brings the innovation of the new fusion foods of Baba and Nyonya in Malacca inherited to Penang.

Penang makes advantage of the Nyonya culture by creating and designing new symbolic foods that are emblematic of Penang's own traditional cuisine. Penang's laksa is unique in comparison to other laksa in Singapore and other Malaysian states. Penang Laksa has spicy aromatic and sour flavor and does not contain coconut milk compared with other laksa which is made from coconut milk and curry paste. (Tony Boey, 2020). The traditional local foods in Penang become famous and attractive for visitors and come to visit.

Due to the unique and traditional culture and innovation of the local foods, Penang was developing from a small town to become the second biggest city in Malaysia. The Penang

asam laksa also represent Malaysia honorably which is ranked 7th in the worlds of 50 best foods (Thexeilia Yeap, 2020), this achievement successfully increases the reputation and recognize of the Malaysia to the global and attract more visitors know about the culture and religion in Penang, Malaysia by doing the food festival in every year. Penang successfully became an attraction and grew up the economy, especially in tourism. Penang is improving rapidly in the tourism area and the facilities in Penang have become modern and advanced.

Every year, a food festival is held in Penang. Many events are held during the food festival to allow visitors to engage in cultural exchange with people from other nations, learn new cooking techniques, and sample new cuisine . According to (Lopez Uribe Lotero.et, 2017), The food festival provided more job opportunities for the residents of Penang to consume and taste the food to promote and organize the food festivals to other countries to inherit and preserve their own unique and avoid the culture loss. Visitors to Penang are drawn to the island for a variety of reasons. The perceived price, culinary tastes, and food culture were all essential factors in the research for the Penang food festival.

1.3 PROBLEM STATEMENT

According to Simon & Wang, 2017. nowadays local food has become the main role in the worldwide tourism industry It offers an experience in special interest tourism. The government promotes local food to other countries through the marketing strategy which is to cooperate with the entrepreneur and promote the local food by doing an event, carnival, or festivals for the peoples in different countries. By using this alternative way, it could attract the international visitors come to visit the food festival organized by the local peoples to help to growth up the economy of the local places (Yap, C.S., Ahmad, R and Zhu, P, 2018) and become an attraction so food festivals always provide an opportunity for the visitors to enjoy the local foods and experience the local traditional culture.

Malaysia, a country with a rich and diversified history and legacy, has become a well-known tourist attraction, attracting people who come not only for leisure and culture, but also to experience the various local lifestyles, particularly the Malaysian cuisine. In the past studied research in Exploring the concept of extraordinary related to food tourists' nature-based experience, Goolaup and Mossberg (2017). Malaysia took use of the variations in culture and heritage to promote local traditional dishes to visitors from all over the world by holding food festivals or carnivals in Malaysia. Example the one of the food festivals organized in Penang, due to the fact that Penang is the second largest city in Malaysia, and it also became iconic of Malaysia in the culture and heritage area. According to the PIFF 2019's food festival in Penang which is using Char Koay Teow, Laksa, Putu Mayong, Roti Canai and others which represent the best iconic foods in Penang.

The Penang food festival is held every year in Malaysia. According to the Penang Street Food Festival (PSFF), the number of visitors was about 150,000 (the Sun dairy, 2017) come to visit Penang food festivals. The food festival was successful by providing many programs including immersive food walks, unique dining experiences, cooking demonstrations and competitions which allowed the visitors to participate in the festivals. Among the other culinary festivals in Malaysia, the Penang food festival is well-known and investigated by researchers. There are a few studies that look at the relationship between travellers' happiness and loyalty to the Penang Food Festival and their behavioural intentions toward the festival.

Prior research has identified perceived pricing, food tastes, and culinary cultures as elements that may motivate and encourage visitors to attend the food festival. The most significant aspect in food festivals, however, is food, which has become a trend in 21st-century tourism as food has become a vital and basic demand. The food tourism provided basic necessities for the visitor purposely to travel in the country to experience the different types of foods.

One of the elements that influences visitor satisfaction and visit intention to Penang is the perceived pricing of meals at the food festival. The quality received by the client for the money paid is the cost, and the value is the value the consumer receives for the price he pays. The tour's continual performances, price, quality and other aspects of tourism can all influence how practical value is perceived. The level of tourist satisfaction with the food of

the festival can increase with the service provided (Antón, Camarero & Laguna-Garcia, 2017) at reasonable prices and food. Quality is perceived at the expense that the public is prepared to pay for a product or service. Even a snap decision on a shop alley requires an examination of the capacity of a product to fulfil a requirement and satisfy other products under various labels (Kopp, 2020).

The taste of food, as well as the environmental and cultural elements that influence our food choices, reveal that a visitor's genetic makeup has an impact on how they taste. People's eating preferences can influence how they think about food. Nourishment is necessary for survival, and visitors (Lobke Elbers, 2019) require food in order to live or fly. Quality food and beverage could boost tourism products and the experience of tourists in the area. The satisfaction of the visitor is important in the businesses where perception matters and the overall image of the food as an intention to visit Penang.

Food is regarded as an expression of identity and community and is one of culture's most common facets. (Lee, 2017) offering a variety of food, cultural and identity perspectives in Malaysia. The cultural exploration of community culture can have ecological influences. Food cultures can easily influence attitudes and reactions regardless of what food cultures in the world contain ingredients, tastes, or customs

1.4 RESEARCH OBJECTIVE

The purpose of this research study is:

- i) To examine food tastes on visitor's satisfaction visiting the Food Festival in Penang.
- ii) To examine perceived price on visitor's satisfaction visiting the Food Festival in Penang.
- iii) To examine food culture on visitor's satisfaction visiting the Food Festival in Penang.

1.5 RESEARCH QUESTION

The research question in this study is:

- 1.5.1 Does the food taste influence visitor's satisfaction when they visit the Food Festival in Penang?
- 1.5.2 Does the perceived price influence visitor's satisfaction when they visit the Food Festival in Penang?
- 1.5.3 Does the food culture influence visitor's satisfaction when they visit the Food Festival in Penang?

1.6 SIGNIFICANT OF STUDY

The research study is focused on factors visitor's satisfaction visiting the Food Festival in Penang. The result of the study is expected to contribute theoretically and practically.

1. Theoretically

The result of his study is expected to be able to contribute to increasing the generalizability of the findings about the factors visitor's satisfaction visiting Food Festival in Penang which are food taste and satisfaction, perceived prices, and food cultures. Besides that, it will help as a reference to other researchers who want to study about food festivals in Penang because the previous study had been done about motivation in food tourism in Penang and this study will be conducted in the new setting which focuses on the factors visit to Penang on food festivals.

2. Practically

The result of this study can also be expected to help the tourists to identify what factors visitor's satisfaction visiting the Food Festival in Penang. Therefore, it will help them to plan a strategic way in their holiday later.

MALAYSIA

KELANTAN

1.7 DEFINITION OF TERM

This study uses these operational definitions for the terms use below:

1. Food Festival

Food festivals play a key role in promoting a destination and attracting visitors. Seeing the potential benefit of promoting featured foods tourism for place differentiation, government authorities promote their places by introducing food themed festivals for marketing their destinations to tourists. (Lew, 2017).

2. Food taste

Food festivals play a key role in promoting a destination and attracting visitors. Seeing the potential benefit of promoting featured foods tourism for place differentiation, government authorities promote their places by introducing food themed festivals for marketing their destinations to tourists. (Lew, 2017).

3. Perceived prices

According to Cheng (2017) perceived price is the price codified by the consumer. Consumers tend to interpret price through subjective perceptions and transfer them as concepts of expensive or cheap in their memory.

4. Food cultures

Food cultures refer to the practices, attitudes, and beliefs as well as the network and institutions surrounding the production, distribution, and consumption of food. It is about the environmental culture and the way of surrounding impact the foods that we eat and the way we experience them.

1.8 SUMMARY

This chapter has discussed background of study, problem statement, research objectives, research questions, significance of study and definition of terms which are important to identify the key factors that visitor's satisfaction visiting the Food Festival in Penang.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter 2, will identify the key research related to the current study. This chapter will focus on dependent variables and independent variables like food tastes. Food is an important component of both attractiveness and image of the destination. Food taste is also important to make the visitor visit or revisit that place. Second variable it also has perceived prices that researchers think the price is suitable for visitors with what they will get. The affordable price and good food can increase the visitor satisfaction in food festivals. The last one is food cultures; researchers will know about cultures that are in Penang. It is because Malaysia has more than one ethnic, like has Malay, Indians, and Chinese. From this, visitors can see a variety of cultures and food that are served at the festival like traditional food from different ethnicities. So, from a festival that serves local food it represents an important role. There are many previous studies that researchers found and looked, that talk about food festivals that researchers also study. Among the cultural tourism resources that can represent the national or provincial culture identity, it said that food is an important tourism resource, because it can be easily accessed by tourists. Food festivals have been introduced to commercialize the local food (Meeh Yang Chang, Jung Han Kim & Dacheol Kim, 2018). Therefore, besides investigating the dependent variable and independent variable, this chapter also consists of conceptual framework, hypothesis and study setting and closed by summary.

2.2 VARIABLES AND ISSUES

2.2.1 FOOD FESTIVAL

According to Anderson (2017) foods have often become an important attraction in destination marketing and development. Tourism destinations are competing to promote food tourism as an emerging important segment in the tourism industry (Mohd. Nazri, 2018). Food festivals are also popular festivals that purport to center on and revolve around, food is a social phenomenon encountered in virtually all human cultures. To pull more attendees to an event, marketers nowadays are concentrating on lots of events and festivals that can be the pull factors of destination. In conjunction to that, event organizers have attempted to improve events and festivals experience among tourists so that there will be demands for the event or festivals in the future (Ontario Tourism Competitiveness Study Ministry of Tourism, 2017). Food festivals are related to the food culture of an area, whether through the preparation of food served or the period in which the festival is celebrated. It is also being considered strengthening agents for local cultural heritage and simultaneously celebrating this cultural heritage while commodifying it for a broader national or international audience. Food festivals can be under food tourism which itself has become an important part of the tourism industry worldwide and the presence of food festivals shown to support local industry development. Food tourism is a reason why people attend food festivals around the world.

Penang is known as the most popular destination in Asia that has the reputation of being the 'food paradise'. According to CNN (2017), the region offers a diverse and exotic mix of Malay, Chinese and Indian cuisine which is known as the multicultural mix of the city and the city is singled out as Asia's best street food (The Star,2017). Penang specifically top's 2017 world's 100 best cities for food.

Previous studies had mentioned that human psychology played a role in contributing to the satisfaction of tourists. Most of the visitors are not first timers, as they had come before to Penang. They are being curious to learn new things or to get to know new people or are not their main reasons to come visit Penang but the main reason is to find a new food or to know more about foods that are in Penang (Hamimah, Syed & Nawal 2020).

2.2.2 FOOD TASTES

Food tastes are along with the environmental and cultural factors that influence our food choices, there is evidence that genetic makeup influences how we experience taste. According to Hale, J (2018), tastes (sweet, sour, salty, bitter, savory) preferences have a strong innate component. Sweet, savory, and salty substances are innately preferred, whereas bitter and many sour substances are innately rejected. The visual presentation of food is usually considered by the chefs in different phases of food preparation, from the way of sewing or tying meats, to the cutting method in slicing and chopping vegetables or meats, to the type of mold being used in a poured dish (Corradini, 2019).

Food tastes can influence people to specific consideration on food. Food is a must for life and tourists want to eat food to live or to travel. Quality food and drink could improve tourism products and tourist's experiences in the region. Satisfaction also is important especially in the business where one's perception matters and may have a significant factor on the overall portrayal of the food as an intention to visit Penang. A region having local foods will make a great contribution in the advantages of this competition through watching the preparation or tasting of any food on a plate or a drink in a glass during an event. The primary goal of such tourists is to explore, experience, and enjoy the unique gastronomy (or cuisine) of a particular destination with various cuisines such as local food, national and international food.

2.2.3 PERCEIVED PRICES

Perceived prices are the quality that the customer receives for the price they paid, and value is what the customer gets for what they give. In tourism, the on-time performance of the tour, price and quality may all influence functional value perception. For instance, reasonable prices and good food can increase the level of tourist satisfaction with festival food. The marketing of a product or service involves attempting to influence and increase its perceived value, which can emphasize qualities such as its aesthetic design, accessibility, or

convenience. Perceived value comes down to the price the public is willing to pay for a good or service. Even a snap decision made in a store aisle involves an analysis of a product's ability to fulfil a need and provide satisfaction compared to other products under different brand names (Kopp, 2020).

The fierce competition for prices across many industries makes consumer perception more important than ever. Comparisons have provided greater price visibility and ease of product comparison with other consumer markets. It is easier for consumers to divide their expenses between different providers, depending on which firm offers the best value-equation. Stalls or restaurants can choose between tactics in four categories: offer lower prices, shout out those prices, offer great deals, and customize the experience (Sandeep Heda, 2017). In Marketing Mix (4Ps), which also includes promotion, place and product, price is one of the factors which the business or organizations will look into. Besides, pricing is a primary marketing component. The suitable pricing strategy depends on the short-term and long-term goals of a business or organization, together with the strengths and weaknesses in some markets (Kokemuller, 2019). However, most required payment for the eating and drinking that took place at the festival location itself. It forms a strong source of income for destinations.

2.2.4 FOOD CULTURES

Food has been known as an expression of identity and culture and has emerged as one of the popular aspects of cultural tourism. (Lee, 2017) which provides a range of perspectives on food, culture, and identity in Malaysia. Ecological influences can occur in terms of cultural exploration of group society. Diverse ethnic groups in Malaysia create different food cultures which may be an important factor influencing the intention of tourists visiting Penang at the Food Festival. As a multi-ethnic country, Malaysia serves a variety of foods from various ethnic groups such as Malay, Chinese, Indians, and other ethnic groups. Due to the different cultures, the value of traditional food depends on its history and place of origin of food.

A perfect example of Malaysian cuisine is curry noodle also known as laksa curry which is a dish consisting of noodles in curry sauce based on concentrated coconut milk, flavored with chili, spices, lemongrass, galangal and served with meat, seafood, tofu, and vegetables. Laksa curry is made from ingredients commonly found in traditional cuisine from the three main ethnic groups in Peninsular Malaysia. Curry Laksa is a hybrid produced by the union of elements of different dishes and flavors, but elements of each cuisine (Chinese noodles, curry Indian and Malay ingredients) can still be seen even incorporated into meals. Laksa curry is an example of the best culture and trans culturalism in Malaysia.

Food cultures can influence perceptions and reactions effectively regardless of what ingredients, flavors, or traditions exist between the different food cultures in the world. There are two things that serve as the thread that connects them, namely community and pleasure. Food culture that carries the relationships, beliefs, and experiences we have with our food and our food system. It combines our cultural and ethnic heritages but is not limited to it. So, the sites, restaurants, and festivals, where the local food is presented play an important role.

2.2.5 RELATIONSHIP BETWEEN FOOD TASTES, PERCEIVED PRICES AND FOOD CULTURES.

Satisfaction (or dissatisfaction) plays a large role in our relationship with food. In fact, eating foods we find to be enjoyable allows us to experience freedom at mealtime as well as to explore new types of food (Lydon, 2018). Over the years, the variety of flavors and flavors of the various types of food available in the country, largely shaped by cultural diversity, have played a major role in enriching the lives of Malaysians by enabling them to appreciate the

community's other cultural cuisine and incorporate elements of delicacy sensors into their own cuisine to create greater variety and choice (Perry, 2017). The suitability of the food price plus the delicious taste makes the food enjoyment double. In addition, the following pleasures are enjoyed once with the food culture that stands out in every corner of the food. Therefore, the purpose of this research is to reveal the choice of food festival visitors based on combinations such as cuisine, food taste, satisfaction with food, reliable prices and based on various food cultures that can satisfy everyone.

2.3 HYPOTHESIS

This study is to examine the factors visitor's satisfaction visiting the Food Festival in Penang. We are using the hypothesis in the study and summarized from the literature and research questions.

Research Question: Is there any relationship between food tastes, perceived prices and food cultures to visitor's satisfaction visiting the Food Festival in Penang?

H1: There is a relationship between food festivals with the food tastes visitor's satisfaction visiting the Food Festival in Penang.

H2: There is a relationship between food festivals with perceived prices visitor's satisfaction when visiting the Food Festival in Penang.

H3: There is a relationship between food festivals and food culture visitor's satisfaction when visiting the Food Festival in Penang.

2.4 CONCEPTUAL FRAMEWORK

Conceptual Framework

The framework was developed with modification based on previous studies by Ab Karim, Chua, Aman, Othman and Salleh (2011) and Jalis, Zahari, Zulkifly, and Othman (2009).

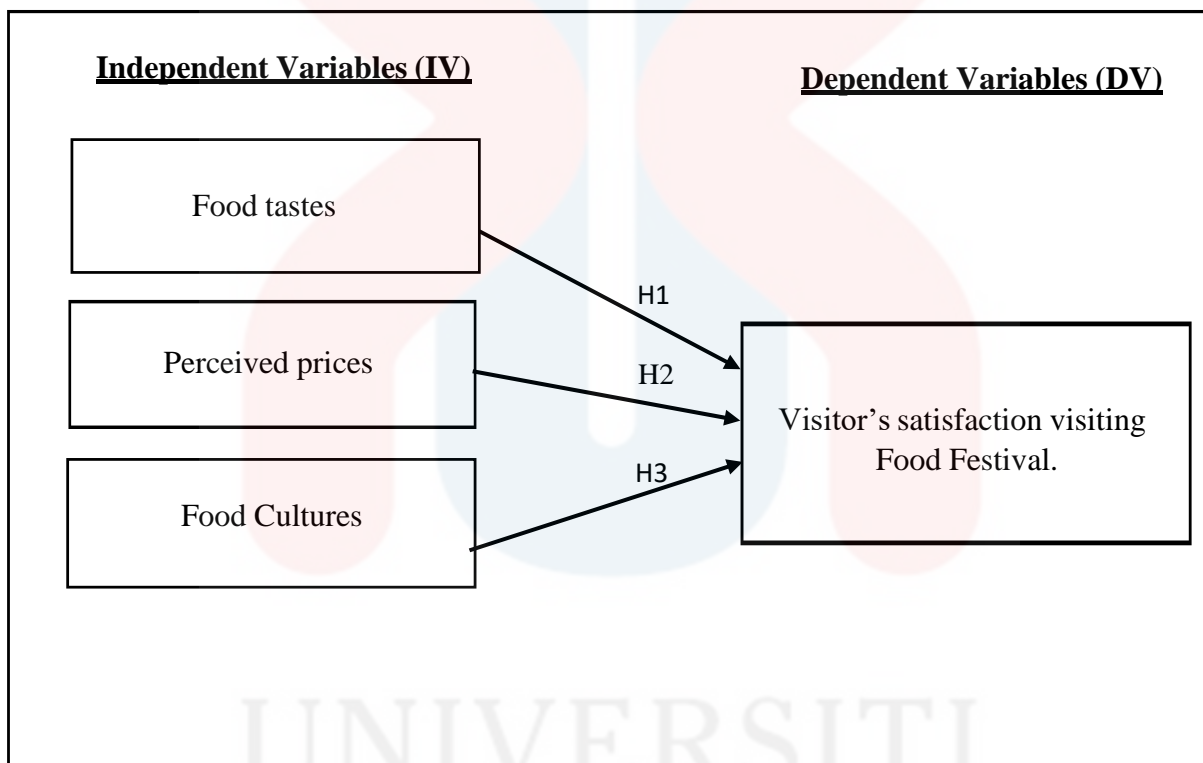


Figure 1.1 indicates the independent variables (IV) and dependent variable (DV) of this research. The independent variables (IV) are the factors visitor's satisfaction visiting in Penang and the dependent variable (DV) is on the Food Festival. This study aims to determine the relationship between food tastes, perceived prices, and food cultures. The figure shows that 3 keys of components are food tastes, perceived prices and food cultures which serve as an independent variable.

2.5 STUDY SETTING

According to the official site of Pulau Pinang (2019) Pulau Pinang or the famous name is Penang was having two parts which is Penang Island where the capital city George Town is located and Seberang Perai. They are connected by Malaysia's two longest road bridges, the Penang Bridge, and the Sultan Abdul Halim Muadzam Shah Bridge. In the year of 2019, the total international arrivals by flight to Penang recorded an increase of 21.5% with 877,204 international arrivals and in the same year Business Events Penang has successfully hosted 3762 events including food festivals, 339,730 delegates and surpassed 1,075,161 room nights. The city has been recognized by various publications such as Time Magazine, CNN, and Lonely Planet, as one of the Aian cities with the best street cuisine. The various street dishes and delicacies of Penang include Asam Laksa, Nasi Kandar, Char Kway Teow, Chendol, Pasembur, Rojak and others.

2.6 SUMMARY

In conclusion, all variable has been discussed. All variables include food festival as dependent variable food festival can make visitor come to Penang to enjoy the local food, food is the main when come visit to the destination and for independent variable that include food taste. Quality of the food contributed on revisit intention, and it can be concluded that visitor satisfaction will lead to revisit intention. Food cultures and the last variable are perceived prices. Paid entry is not usual for food festival with only 12% of food festival edition asking an entry fee. However, most required payment for the eating and drinking that took place on the festival location itself (Harry Van Vliet, 2017). The hypothesis in this chapter also has been discussed.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

Through this section, the researchers will discuss the research framework, research hypothesis, research method, target population, sample size, sampling method, data collection, research instrument and data analysis. The main objective of this study is examining the factors visitor's satisfaction visiting the Food Festival in Penang toward their food tastes, perceived price, and food cultures.

3.2 RESEARCH DESIGN

A descriptive research methodology will be used for this study. In descriptive research it aims to describe a population, situation, or phenomenon accurately and systematically. It can answer *what*, *where*, and *how* questions but not *why* questions. This design can use a wide variety of research methods to investigate one or more variables. (Shona, 2020). This quantitative approach research where questionnaires will be used to collect data from the tourists and people around Penang because is the dominant research framework in the social sciences. It refers to a set of strategies. Techniques and assumptions used to study psychological, social and economic processes through the exploration of numeric patterns. Quantitative research gathers a range of numeric data (Sharique, 2019).

Respondents were recruited by capturing those visiting Penang that time. Respondents will be screened and chosen for those who are chosen right there. The questionnaire in this study was adapted from previous studies, which were designed to capture motivation in food tourism in Penang.

3.3 TARGET POPULATION

The research will target the different traits in among the potential participants to get the result from the research in the study is called population. Population important in the survey which will give the data and information to help the researchers proving their objective is right. The population in the study is the visitor satisfaction's visiting food festival in Penang. According to the food festival 2016, 250,000 visitors came to visit the food festival in Penang.

The research population is focusing the large, targeted individuals in this study for the purpose of examining the population. The population of the visitors visiting Penang with several factors will be chosen to generalize the result in the study. There are many factors for visitors' satisfaction to visit the Food Festival in Penang, but we chose these three factors which are food tastes, perceived price, and food cultures to test in our study.

3.4 SAMPLE SIZE

The sample size used in this study is to determine the factors visiting food festival intentions in Penang. According to the Kejcie & Morgan, for the sample size of the population was 384 used in the unperfected sample size and the generalized result cannot be used in conclusion.

3.5 SAMPLING METHOD

Sampling methods is a method that convenience researchers to choose the potential population in the sample survey by dividing it into different elements. We are using the questionnaire method to collect the data in the study. Convenience sampling is a one of the non-probability sampling techniques which is convenient to find and collect the information from the targeted peoples.

Convenience sampling techniques are very helpful to the researcher which is easy for them to get the respondents on the last day. In convenience sampling no incorporation criteria distinguished preceding the choice of subjects. All the subjects can be chosen by using this technique.

3.6 DATA COLLECTION

Data collection is an important aspect of research. Data collection is the process of gathering and measuring the information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. Collect the data to get comprehensive and accurate data. To get data collection there are some methods that researchers can do like an observation, questionnaire and survey and interview.

In this study, researchers choose questionnaires to collect the data using Google form. It is because by using this method it will be easy for the researcher and the respondent to answer and it also can reduce the cost of using paper, save time and the respondent also can answer by using phone, laptop, or another gadget to answer the questionnaire at home or anywhere that they like. Due to the rapid growth of social media, researchers can share the Google form that was created at any platform and from this researcher can get the respondent from the whole Malaysia.

3.6.1 DATA INSTRUMENT

The researcher will use questionnaires to the respondent to gather the data. In the process of making the questionnaire, researchers also refer to journals to get some ideas. A questionnaire is a research instrument in this research. By using questionnaires, it can be cheaper and can get many respondents to answer this questionnaire. This questionnaire will be distributed to all respondents about the Food Festival in Penang.

The instrument that was utilized in this study is using a five-point scale. Likert scale is easier to use and build in the questionnaire. In this questionnaire use Likert scale, and the measurement is strongly disagreeing, disagree, neutral, agree and lastly strongly agree.

3.7 RESEARCH INSTRUMENT

Research instruments are measurement tools such as questionnaires, tests or scales designed to help researchers obtain data related to the topic from the study subject. Study instruments include sample population information addressed, the purpose of the instrument and the variables measured. There are different types of measurement such as survey, case study or questionnaire that can be used by researchers for their study depends on the nature of research that has been carried out (Umoh, 2019). Researchers collected data using online surveys developed by Google forms to be provided to respondents through the links provided.

In the questionnaire, the researcher used bilingual Bahasa Malaysia and English to pay closer attention to the respondents when answering the questionnaire. The researcher provides three types of part A, part B and part C. Part A of the question in the survey, the researcher asked the demographic questions of the respondents such as age, gender, religion, race, and marital status. Part B consists of questions related to the independent variable (IV) and part C, consists of questions related to the dependent variable (DV).

3.7.1 QUESTIONNAIRES DESIGN

In planning the questionnaire, we took an extraordinary path so that each question could be answered well and effectively. In addition, we expanded our questionnaire by tailoring the questions in the questionnaire developed by the researchers from several studies. As seen in Table 1 shows the demographic profile, independent variables, and dependent variables.

Section	Factors	Contents	Questions
A	Demographic profile	Gender	Gender <ul style="list-style-type: none"> ● Male ● Female
		Age	Age <ul style="list-style-type: none"> ● 18-20 years' old ● 21-25 years' old ● 25-30 years' old ● 31-35 years' old ● 36-40 years' old ● Over 40 years' old

	Race	<ul style="list-style-type: none"> ● Malay ● Chinese ● India ● Others
	Educational Level	<ul style="list-style-type: none"> ● High School ● Diploma/ A-Level/ STPM/ STAM ● Degree ● Master's Degree ● Doctorate/ PHD
	Employment Status	<ul style="list-style-type: none"> ● Part Time Employment ● Full Time Employment ● Unemployed/ Looking for Work ● Student ● Retire
	Number of Visits to Festival	<ul style="list-style-type: none"> ● 0-2 times ● 3-5 times ● 6-8 times ● 9-10 times ● Above 10 times

UNIVERSITI
MALAYSIA
KELANTAN

B	Independent Variable	Food Tastes	<ol style="list-style-type: none"> 1. Having a food festival can enrich my taste in traditional or local food. 2. The food sold suits the visitor's taste. 3. As it gives an opportunity to explore new tastes. 4. It excites me to taste local food in its place of origin. 5. The food offered here is delicious. 6. The food contains a lot of herbs and spices. 7. The food is authentic.
		Perceived Prices	<ol style="list-style-type: none"> 1. The food prices here are quite reasonable. 2. Demonstrate the uniqueness of food and food serving style with value for money. 3. All customers are equally treated in terms of price. 4. I do not regret spending a lot of money to attend this festival. 5. The food festival provides more benefits than cost. 6. Overall, visiting here is valuable and worthy. 7. The reasonable price and tasty food might enhance tourist's perceived value in the food festival.

		<p>Food Cultures</p>	<ol style="list-style-type: none"> 1. I would like to experience different delicacies of local food. 2. The availability of multicultural food. 3. Increase my knowledge about different cultures. 4. I experienced the culture of Penang through its local food. 5. Having a food festival will enrich my knowledge on traditional preparations in local food. 6. The unique fusion of cultures and flavors in the local food is a proof of a harmony mix between different races. 7. Know more about different foods from different cultures.
<p>C</p>	<p>Dependent Variable</p>	<p>Food Festival</p>	<ol style="list-style-type: none"> 1. I think I made the correct decision to visit Penang Island for a food experience. 2. This area is the best place for me to experience food festivals. 3. Being able to transmit my experiences with local food. 4. Food festivals give me

			<p>high satisfaction.</p> <p>5. I would recommend the food in Penang Island to my friends or others.</p> <p>6. The food offered here is delicious.</p> <p>7. I think that visiting the festival is enjoyable.</p>
--	--	--	---

Table 1.1: Demographic Profile, Independent Variables (IV) and Dependent Variables (DV)

As stated above, the table contained 3 sections which is Section A, Section B and Section C. Section A consisted of the demographic profile of the respondents, which includes the gender. As usual, the genders used in this research are male and female. Next was regarding the age. In the table above, the age range was started from 18 to 40 years old and above. The following aspect was the races of respondents. In the questionnaire, the researchers listed Malay, Chinese, Indian and Others in this factor. The researchers are unable to list all the races of Malaysians due to the limitations. Hence, if the respondents are not Malay, Chinese and Indian, they must tick to the 'Others'. Next is about the educational level of the respondents which has choices such as High School, Diploma or A-Level, Degree, Master's Degree and Doctorate or PHD. The researchers put it to employment status where respondents can choose part-time or full time employment, unemployed, student and last is about a retired person. Last not least, the researchers want to analyze the frequency of respondents' visits to the Festival.

Section B contained the independent variables (IV) which are food tastes, perceived prices, and food cultures. Each variable was given 7 questions which is 21 related to the variables. For the food tastes, the questions are all about how the food tastes influences people to visit Penang. However, the perceived prices are also ensuring the quality of food with tastes and will satisfy the customers. In the last questionnaire of IV is food cultures where that can attract people to come there with various cuisines from various cultures.

Section C consisted of the Food Festival in Penang. In this section, the researchers also mention what factors influence visitor's satisfaction when visiting the Food Festival in Penang.

3.8 DATA ANALYSIS

Data analysis is a process that relies on methods and techniques to take raw data, mining for insights that are relevant to the business's primary goals, and drilling down into this information to transform metrics, facts, and figures into initiatives for improvement. There are various methods for data analysis, largely based on two core areas which are quantitative data analysis methods and data analysis methods in qualitative research. The researchers use quantitative methods to analyse the data.

In the end of the studies, the researchers will be used by two methods which are descriptive analysis and inferential analysis. The researchers will use descriptive analysis to define the demographic profile such as percentage, frequency, mean, and average mean of the respondents. The range of mean's table will be used to determine how probable the respondents would agree or disagree with the statement in questionnaires.

Inferential analysis will be used to assess the relationship between independent variables and dependent variables. Pearson Correlation Coefficient is an analysis that shows the direction, strength, and importance of the relationship between the dependent variable and the independent variable. According to Schober (2018), both correlation coefficients are scaled such that they range from -1 to $+1$, where 0 indicates that there is no linear or monotonic association, and the relationship gets stronger and ultimately approaches a straight line (Pearson correlation) or a constantly increasing or decreasing curve (Spearman correlation) as the coefficient approaches an absolute value of 1 .

3.9 SUMMARY

In this chapter, researchers are discussing the factor visitor's satisfaction visiting a food festival in Penang. The target population consists of tourists' participation when visiting Penang that time. To obtain the primary data we used a questionnaire as our instrument. The primary information of research methodology should be understanding and known as this helps researchers to be more critical regarding the study that will be continued.

CHAPTER 4

RESULT AND DISCUSSION

4.1. INTRODUCTION

This chapter contains reliability analysis, demographic characteristic of respondents, descriptive analysis, and Pearson's coefficient analysis. The results from the research data found that 414 respondents were collected successfully. In this study, the use of IBM SPSS Statistics version 24 was carried out to analyse the data collected.

4.2. RELIABILITY ANALYSIS

Reliability analysis is measurement of internal consistency of scale item tests. The reliability of the instrument was measured using Cronbach's Alpha. The researchers use Cronbach's Alpha approach to ensure data collected single or cross-sectional can compute the value of satisfactory trust coefficients.

Table 4.2.1: Rules of Thumb of Cronbach's Alpha coefficient size

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

Source: Hair et al. (2007)

Table 4.2.1 shows, Cronbach's alpha is closer to 1, internal consistency is a better meaning the more reliable the item in a review. If the Cronbach's alpha is less than 0.5, it will be considered internally unacceptable consistency. When the Cronbach's alpha is 0.7 and above is something that is acceptable and a good reliability coefficient. Based on overall consistency, a pilot test was done with 30 respondents before the questionnaire was distributed to 384 respondents through an online survey method.

4.2.2: Result of Reliability Coefficient for the Independent Variables (IV) and Dependent Variable (DV)

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Food Tastes	7	0.863	Very Good
Perceived Prices	7	0.850	Very Good
Food Cultures	7	0.871	Very Good
Food Festival	7	0.886	Very Good
Overall variables	28	0.918	Excellent

The table 4.2.2 showed the value of Cronbach's Alpha Coefficient for independent variables and dependent variables in this study. According to the table, all the variables were above the value of 0.6 is 0.918. Therefore, the questionnaire has been accepted.

There were 7 questions used in measuring the food tastes variable that influence the visitor's satisfaction visiting the Food Festival. The Cronbach's Alpha result for this section's question was 0.863, which was very good. Thus, the coefficients obtained for the questions in tastes were reliable.

Then, to measure the perceived prices variable that influences the visitor's satisfaction visiting the Food Festival. The Cronbach's Alpha result for this section's question was 0.850, which was very good. Thus, the coefficients obtained for the questions in prices of food were reliable.

Next is to measure the food culture variable that influences the visitor's satisfaction visiting the Food Festival. The Cronbach's Alpha result for this section's

question was 0.871, which was very good. Thus, the coefficients obtained for the questions in food cultures were reliable.

Lastly, in measuring the visitor's satisfaction visiting the Food Festival, 7 questions were used and the Cronbach's Alpha result for this section's question was 0.886 which was well indicated. Therefore, the coefficient that was obtained for this question also was reliable.

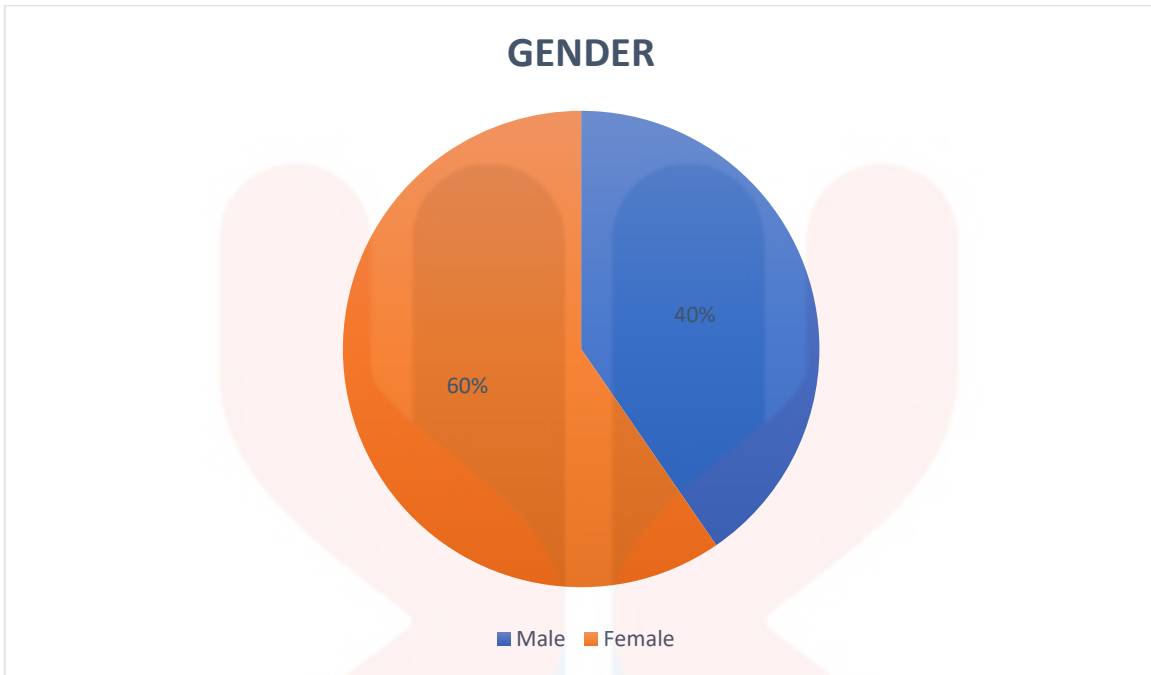
4.3 RESULTS OF FREQUENCY ANALYSIS

Frequency analysis is a descriptive statistical method that shows the number of occurrences of every reaction picked by the respondents. The researcher discussed in detail the respondents' profile and frequency times the respondent went to the festival for this research. The data contained in Part A are demographic variables of the respondents such as gender, age, races, educational level, employment status and frequency number of visits to festivals.

4.3.1 The percentage gender of respondents

Table 4.3.1: The percentage gender of respondents

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	155	40.4	40.4	40.4
	Female	229	59.6	59.6	100.0
	Total	384	100.0	100.0	

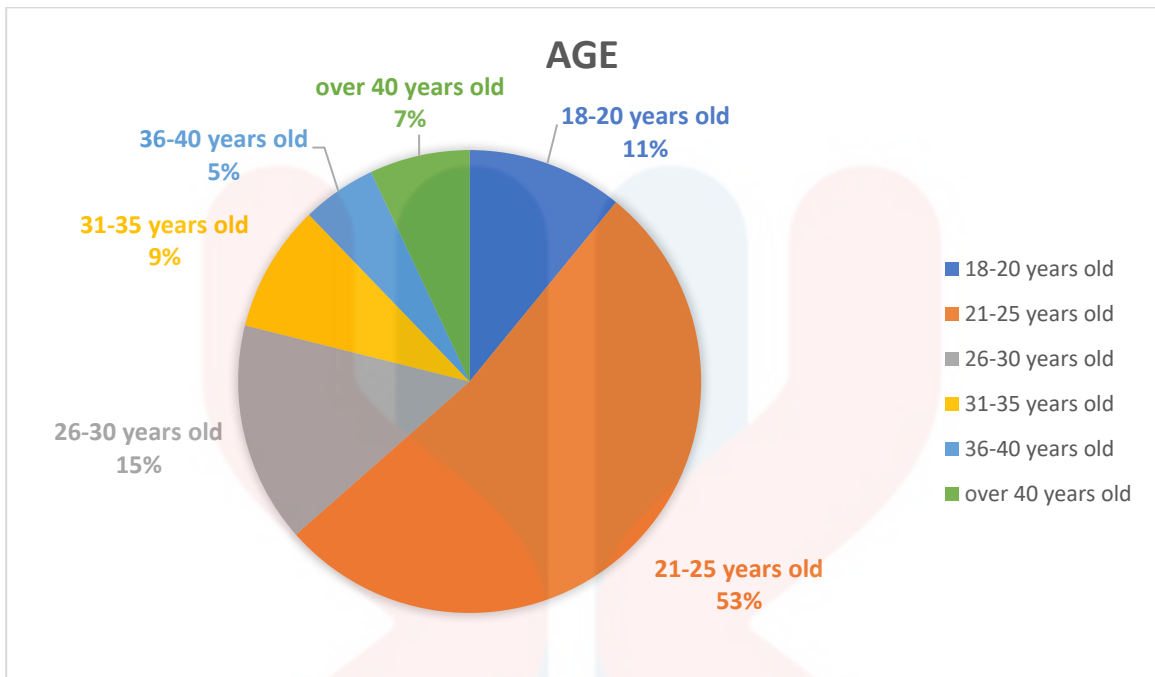


Based on the figure 4.3.1 has shown the percentage gender of respondents of this research study. The table showed that all respondents were 384. 155 respondents were male (40.4%) and 229 respondents were female (59.6%). It shows that the number of female respondents is higher compared with male respondents.

4.3.2 The percentage age of respondents

Table 4.3.2: The percentage age of respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 years old	42	10.9	10.9	10.9
	21-25 years old	202	52.6	52.6	63.5
	26-30 years old	59	15.4	15.4	78.9
	31-35 years old	34	8.9	8.9	87.8
	36-40 years old	20	5.2	5.2	93.0
	Over 40 years old	27	7.0	7.0	100.0
	Total	384	100.0	100.0	

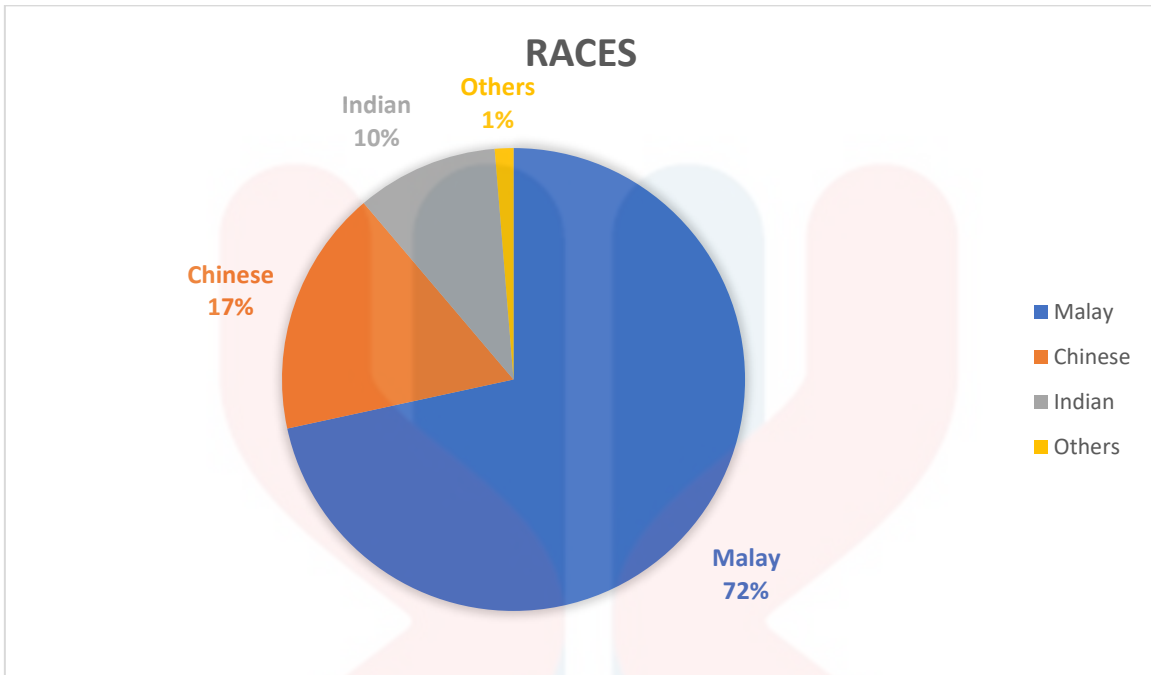


Based on the figure 4.3.2 has shown the percentage age of respondents of this research study. The table showed that all respondents were 384. A total of 42 respondents were age from 18-20 years old (10.9%), 202 respondents age from 21-25 years old (52.6%), 59 respondents for age from 26-30 years old (15.4%), the 34 respondents age from 30-35 years old is (8.9%), 20 respondents were age 36-40 years old (5.2%) and lastly is age over 30 years old is total of 27 respondents (7.0%). It shows that the respondent's number of ages from 21-25 years old were higher compared with respondents of another age's respondents.

4.3.3 The percentage races of respondents

Table 4.3.3: The percentage races of respondents

Races					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	275	71.6	71.6	71.6
	Chinese	66	17.2	17.2	88.8
	Indian	38	9.9	9.9	98.7
	Others	5	1.3	1.3	100.0
	Total	384	100.0	100.0	



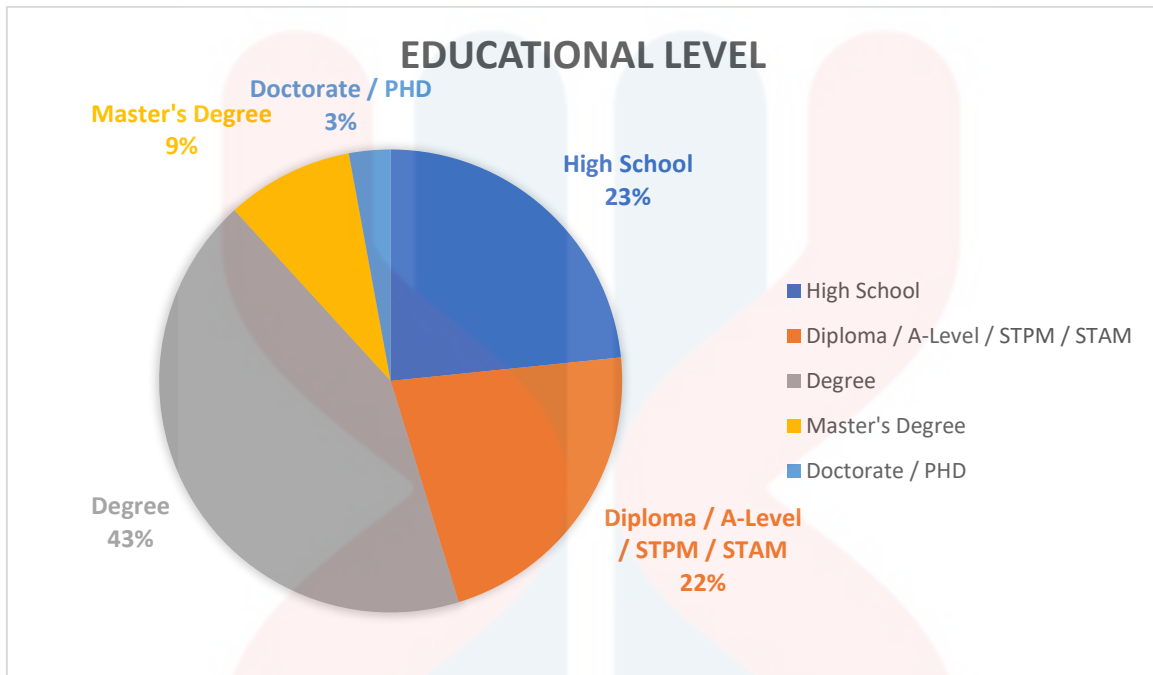
Based on the figure 4.3.3 has shown the percentage races of respondents of this research study. The table showed that all respondents were 384. A total of Malay respondents was 275 (71.6%), Chinese was 66 respondents (17.2%), India respondents was 38 (9.9%) and the Other races respondents was 5 (1.3%). It shows that the respondent's Malay were higher compared with another race's respondents.

4.3.4 The percentage educational level of respondents

Table 4.3.4: The percentage educational level of respondents

Educational Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	90	23.4	23.4	23.4
	Diploma / A-Level / STPM / STAM	84	21.9	21.9	45.3
	Degree	165	43.0	43.0	88.3
	Master's Degree	34	8.9	8.9	97.1
	Doctorate / PHD	11	2.9	2.9	100.0

Total	384	100.0	100.0	
-------	-----	-------	-------	--



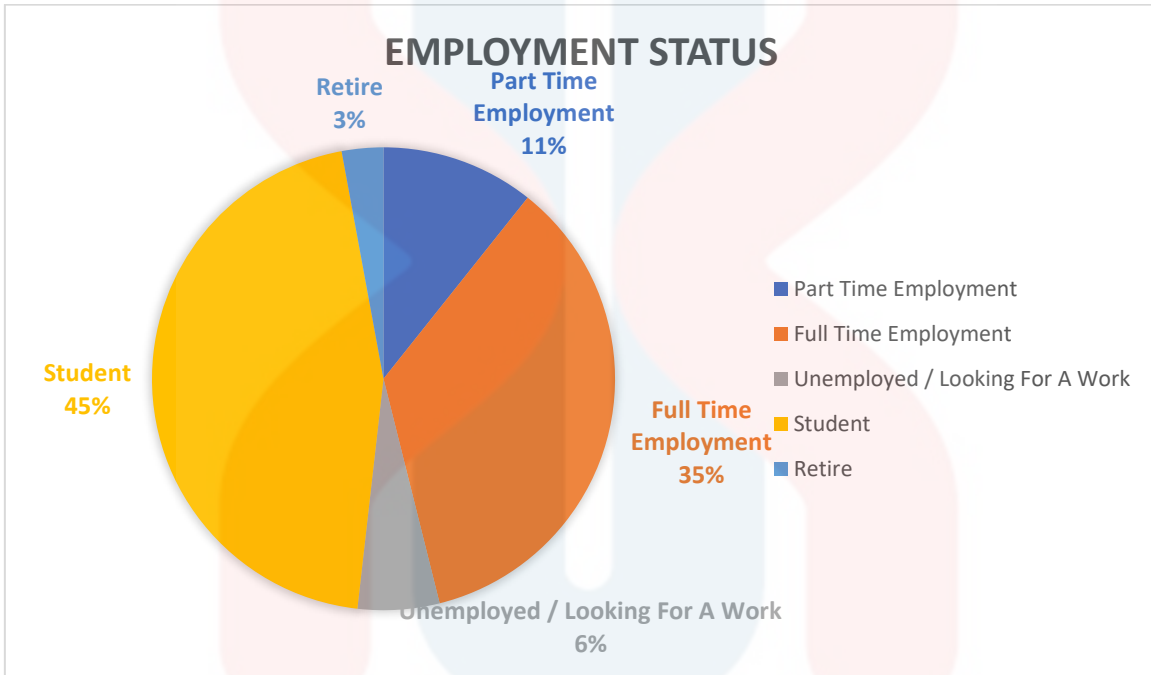
Based on the figure 4.3.4 has shown the percentage educational level of respondents of this research study. The table showed that all respondents were 384. A total of High School respondents was 90 (23.4%), from Diploma/ A-Level/ STPM/ STAM student is 84 respondents (21.9%), Degree is 165 (43.0%), Master’s Degree is 34 respondents (8.9%) and the Doctorate/ PHD respondents is 11 (2.9%). It shows that the respondents of Degree students were higher compared with another educational level of respondents.

4.3.5 The percentage employment status of respondents

Table 4.3.5: The percentage employment status of respondents

		Employment Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Part Time Employment	41	10.7	10.7	10.7
	Full Time Employment	136	35.4	35.4	46.1
	Unemployed /	22	5.7	5.7	51.8

	looking for A Work				
	Student	174	45.3	45.3	97.1
	Retire	11	2.9	2.9	100.0
	Total	384	100.0	100.0	



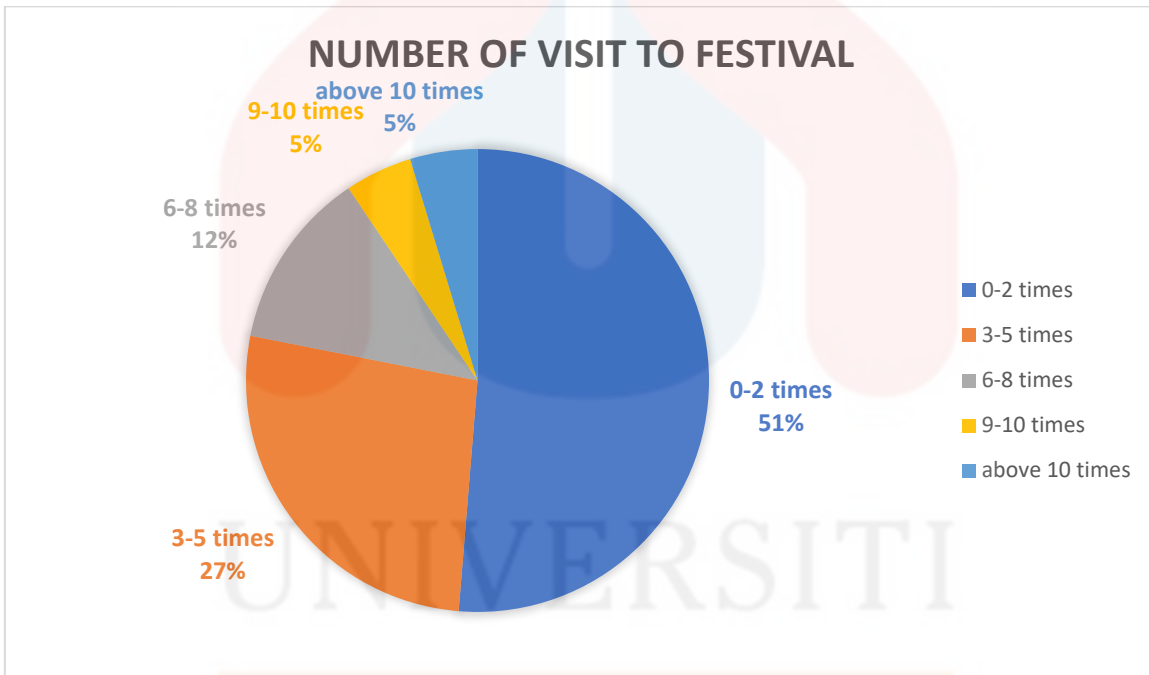
Based on the figure 4.3.5 has shown the percentage employment status of respondents of this research study. The table showed that all respondents were 384. A total of part time employment respondents was 41 (10.7%), full time was 136 respondents (35.4%), unemployed or looking for a work respondent was 22 (5.7%), students were 174 (45.3%) and the retired respondents was 11 (2.9%). It shows that the respondents of students were higher compared with other employment status of respondents.

MALAYSIA
KELANTAN

4.3.6 The percentage number of who respondents visit to Festival

Table 4.3.6: The percentage number of who respondents visit to Festival

Number of Visits to Festival					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2 times	197	51.3	51.3	51.3
	3-5 times	103	26.8	26.8	78.1
	6-8 times	48	12.5	12.5	90.6
	9-10 times	18	4.7	4.7	95.3
	Above 10 times	18	4.7	4.7	100.0



Based on the figure 4.3.6 has shown the percentage number of respondents who visit the Festival of this research study. The table showed that all respondents were 384. A total of respondents went 0-2 times was 197 (51.3%), in 3-5 times was 103 respondents (26.8%), 6-8 times was 48 respondents (12.5%), 9-10 times was 18 respondents (4.7%) and above 10 times was 18 respondents (4.7%). It shows that the frequency of respondents visiting the festival 0-2 times was higher compared with other times of visit's food festival.

4.4 DESCRIPTIVE ANALYSIS

Descriptive statistics are brief descriptive coefficients that summarize a given data set, which can be either a representation of the entire or a sample of a population. This study was analysing the mean and standard deviation for sections B, C, D, and section E.

4.4.1 Independent variable and dependent variable

Table 4.4.1 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Total Food Taste	384	15.00	35.00	29.25	4.669
Total Perceived Price	384	14.00	35.00	28.40	4.620
Total Food Culture	384	13.00	35.00	29.48	4.443
Total Food Festival	384	13.00	35.00	29.54	4.703
Valid N (list wise)	384				

The table 4.4.1 shows the number of respondents, mean and standard deviation of independent variable and dependent variable. The number of respondents is 384. The highest mean value for independent variables is food culture, that is 29.48 and followed by food taste which is 29.25 and perceived price that is 28.40. Designed for dependent variables is food festival with mean value 29.24.

4.4.2 Food Tastes

Table 4.4.2 Descriptive statistic of Food Taste

	N	Minimum	Maximum	Mean	Std. Deviation
Having food festival can enrich my taste on traditional or local	384	1	5	4.26	.927
The food sold suit the visitors taste	384	2	5	4.22	.799
As it gives an opportunity to explore new tastes	384	1	5	4.32	.878
It excites me to taste local food in its place of origin	384	1	5	4.26	.889
The food offered here is delicious.	384	1	5	4.10	.913
The food is containing a lot of herbs and spices	384	1	5	4.00	.921
The food is authentic	384	1	5	4.10	.962
Valid N (list wise)	384				

The table shows the mean and standard deviation analysis for food taste. There are a total of 7 questions for food taste subscale. The highest mean value is “As it gives an opportunity to explore new taste” that is 4.32. It shows that respondents agree food taste in Penang food festival give them opportunity to explore a new taste and it follows by “Having food festival can enrich my taste on traditional or local” and “it excites me to taste local food in its place of origin” that was same mean value 4.26. The lowest mean value is only 4.00 that was “The food is containing a lot of herbs and spices” where the respondent less agree.

MALAYSIA

KELANTAN

4.4.3 Perceived Price

Table 4.4.3 Descriptive Statistics of Perceived Price

	N	Minimum	Maximum	Mean	Std. Deviation
The food prices here are quite reasonable	384	1	5	3.97	.943
Demonstrate the uniqueness of food and food serving style withy	384	1	5	3.99	.876
All customers are equally treated in term of price	384	1	5	4.13	.921
I am not regret spending a lots of money to attend this festival	384	1	5	4.04	.934
The food festival provides more benefits than cost	384	1	5	4.02	.929
Overall, visiting here is valuable and worthy	384	1	5	4.08	.896
The reasonable price and tasty food might enhance tourists	384	1	5	4.16	.869
Valid N (list wise)	384				

The table shows the mean and standard deviation analysis of perceived price. “The reasonable price and tasty food might enhance tourists' recorded the highest mean value which is 4.16 with standard deviation was 0.869. Several respondents agree that the reasonable price and tasty food might encourage tourists to come to the food festival. The second highest of mean value is 4.13 with standard deviation 0.921 which was “All customers are equally treated in terms of price” where the respondents agree that they were treated equally in terms of price. The lowest mean value in descriptive analysis of perceived price is 3.97 with standard deviation 0.943. That is “The food prices here are quite reasonable”. The respondents slightly agree with the food price that was stated.

4.4.4 Food Cultures

Table 4.4.4 Descriptive Statistics of Food Cultures

	N	Minimum	Maximum	Mean	Std. Deviation
1)I would like to experience different delicacies of local food	384	1	5	4.30	.776
2)The availability of multicultural food	384	1	5	4.25	.868
3)Increase my knowledge about different cultures	384	1	5	4.19	.844
4)I experienced the culture of Penang through its local food	384	1	5	4.17	.857
5)Having food festival will enrich my knowledge on traditional	384	1	5	4.19	.854
6)The unique fusion of cultures and flavours in the local food	384	1	5	4.15	.897
7)Know more about different food from different culture	384	1	5	4.23	.815
Valid N (list wise)	384				

The table shows the mean and standard deviation analysis of responses on the independent variable which was food cultures. This table shows that the highest mean value is “I would like to experience different delicacies of local food” with mean 4.30 with 0.776 standard deviation. It shows that respondents agree with that statement in the table. The second highest mean value is 4.25 with 0.868 standard deviation, that is “The availability of multicultural food” where some respondents agree that multicultural food was available in food festivals. Followed by “Know more about different food from different cultures with mean value 4.23 and 0.815 standards deviation. Lastly the lowest mean value that shows in the table is 4.15 with 0.897 standard deviations which was “The unique fusion of cultures and flavours in the local food”. There are some respondents that slightly agree with that statement.

4.4.5 Food Festival

Table 4.4.5 Descriptive Statistics of Food Festival

	N	Minimum	Maximum	Mean	Std. Deviation
1)I think I made the correct decision to visit Penang Island	384	1	5	4.22	.887
2)This area is the best place for me to experience food festival	384	1	5	4.21	.904
3)Being able to transmit my experiences with local food	384	1	5	4.20	.859
4)Food festival gives me high satisfaction	384	1	5	4.18	.894
5)I would recommended the food in Penang Island to my friends	384	1	5	4.23	.889
6)The food offered here is delicious	384	1	5	4.26	.829
7)I think that visiting the festival is enjoyable behaviour	384	1	5	4.24	.840
Valid N (list wise)	384				

The table shows the mean and standard deviation analysis of responses on the dependent variable which was food festival. In this table the highest mean value is 4.26 with 0.829 standard deviations that is item “The food offered here is delicious”, where the respondents agree that the food that was offered in the food festival is delicious. The second highest mean value is 4.24 with 0.840 standard deviation, that item is “I think that visiting the festival is enjoyable behaviour” followed by “I would recommend the food in Penang Island to my friends” with mean value 4.23 and 0.889 standard deviation. The lowest mean value that was shown in the table is 4.18 with 0.894 standard deviations, that item is “Food festival gives me high satisfaction” where the respondents slightly agree that food festival can give high satisfaction to them.

4.5 PEARSON CORRELATION COEFFICIENT

Pearson's correlation analysis was used to analyse the measures of linear correlation between two variables. The objective of this analysis was to determine whether there are correlations between independent variables (food taste, perceived price, and food cultures) and the dependent variable (food festival). If the relationship is significant, researchers must decide whether the level of strength of the association is acceptable.

Table 4.5.1: Strength Interval of Correlation Coefficient

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

Source: Abgunbiade and Ogunyinka (2013)

Hypothesis 1: Food taste

H1: There is a relationship between food festivals with the food taste visitor's satisfaction visiting the Food Festival in Penang.

Table 4.5.2: Correlation Coefficient for food festival and food tastes visitor's satisfaction visiting Food Festival in Penang.

		Food tastes	Food festival
Food taste	Pearson correlation	1	.763**
	Sign (2 Tailed)		.000
	N	384	384
Food festival	Pearson correlation	.763**	1
	Sign (2 Tailed)	.000	
	N	384	384

Table 4.5.2 showed Pearson's Correlation Coefficient, significance value and total number of respondents which was 384. The p-value was 0.000 which is less than a significant level of 0.01. The correlation coefficient of 0.763 indicated a high positive correlation between food festival and food taste that made visitor's satisfied visiting the Food Festival in Penang.

Hypothesis 2: Perceived price

H2: There is a relationship between food festivals and perceived price visitor's satisfaction when visiting the Food Festival in Penang.

Table 4.5.3: Correlation Coefficient for food festival and perceived price visitor's satisfaction visiting Food Festival in Penang.

		Perceived price	Food festival
Perceived price	Pearson correlation	1	.729**
	Sign (2 Tailed)		.000
	N	384	384
Food festival	Pearson correlation	.729**	1
	Sign (2 Tailed)	.000	
	N	384	384

Table 4.5.3 showed Pearson's Correlation Coefficient, significance value and total number of respondents which was 384. The p-value was 0.000 which is less than a significant level of 0.01. The correlation coefficient of 0.729 indicated a high positive correlation between food festival and perceived price that made visitor's satisfied visiting the Food Festival in Penang.

Hypothesis 3: Food culture

H3: There is a relationship between food festivals and food culture visitor's satisfaction when visiting Food Festival in Penang.

Table 4.5.4: Correlation Coefficient for food festival and food culture visitor's satisfaction visiting Food Festival in Penang.

		Food culture	Food festival
Food culture	Pearson correlation	1	.765**
	Sign (2 Tailed)		.000
	N	384	384
Food festival	Pearson correlation	.765**	1
	Sign (2 Tailed)	.000	
	N	384	384

Table 4.5.4 showed Person's Correlation Coefficient, significance value and total number of respondents which was 384. The p-value was 0.000 which is less than a significant level of 0.01. The correlation coefficient of 0.765 indicated a high positive correlation between food festival and food culture visitor's satisfaction visiting Food Festival in Penang.

4.6 FRAMEWORK ANALYSIS

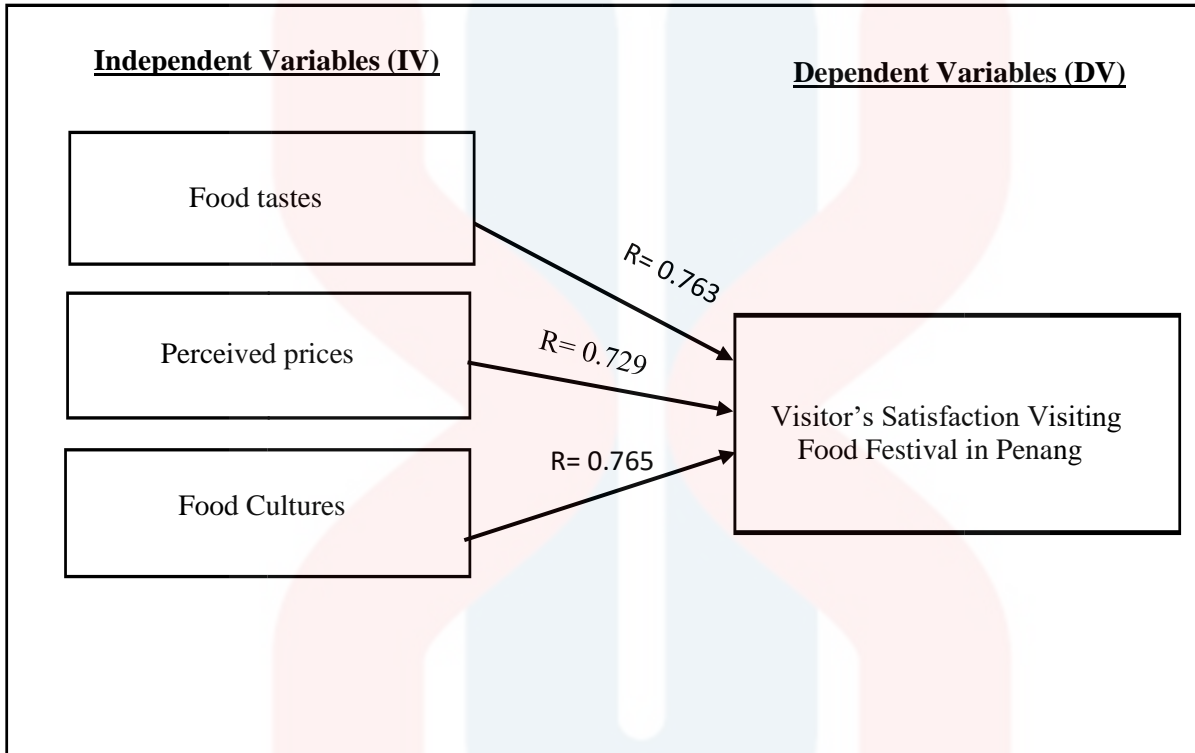


Figure 4.6.1: Correlation between Food Tastes, Perceived Price, Food Culture, and visitor satisfaction visiting food festivals in Penang.

The figure 4.6.1 showed the framework with the data value for the significant independent variables to the dependent variables. There were three independent variables which (food tastes, perceived price, and food culture) had a significant relationship to the dependent variable (visitor's satisfaction visiting food festivals in Penang). The highest Pearson correlation value is between food cultures and visitor's satisfaction visiting food festivals in Penang which is 0.765. Meanwhile the lowest Pearson correlation value is between the perceived price and visit intention to food festival in Penang which is 0.729. The Pearson correlation for food tastes and visit intention to food festivals in Penang is 0.763. Therefore, there were only three independent variables including food tastes, perceived price and food culture that had a significant relationship to the visitor's satisfaction visiting a food festival in Penang.

4.7 SUMMARY

At the end, all the relationships among the variables, the study found that the three hypotheses in this study are accepted. All the independent variables show different correlation coefficients with the dependent value which are 0.763 for food tastes, 0.729 for perceived price and 0.765 for food culture. This result showed a high positive correlation between all the independent variables and dependent variables. This also answers the research questions, does the food tastes, perceived price and food culture influence visitor's satisfaction visiting food festivals in Penang. To conclude, the food taste, perceived price and food culture influence visitor's satisfaction when visiting a food festival in Penang.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

In this chapter was discussed the recapitulation of study, the finding and discussion about the relationship between food tastes, perceived price, food culture and visitor's satisfaction visiting food festivals in Penang. Furthermore, this chapter also deliberated the limitations of the study and suggested several recommendations for future study.

5.2 RECAPITULATION OF STUDY

The research study is focused on factor visit intention to Penang on food festivals. The focus study is to know food taste, perceived price, and food cultures visit intention to food festival in Penang. In this study, primary data was used which is using a set of questionnaires to get feedback or answer from respondents. The sample of responses 384 was selected based on the table that was developed by Krejcie and Morgan (1970).

The dependent variable in this study is the food festival that was chosen in Penang. While a set of independent variables in this study consists of three, that is food taste, perceived price, and food culture visit intention to Penang on food festival. Food tastes can influence people to specific consideration on food. Perceived price is the price codified by the consumer. The price is important to make customers go to that place. While food culture is referring to attitudes, beliefs and practices that surround the production and consumption of food. It also incorporated our ethnicity and cultural heritage.

A total of 384 questionnaires were sent to get feedback from the respondents and the data was collected from many sides through social media. The analysis in this study included reliability analysis, descriptive analysis, and Pearson's correlation coefficient. In this study food

cultures are highly reliable with Cronbach's Alpha of 0.871. This shows that food culture influences visit intention to the Penang food festival. While food taste and perceived price is 0.863 and 0.850 Cronbach's Alpha.

Pearson's correlation coefficient also was used in this study. The result for food taste is high positive correlation between food festival and food taste visit intention to Penang ($r= 0.763$, $n=384$, $p<0.01$). For the perceived price also indicated a high positive correlation between food festival and perceived price visit intention to Penang ($r= 0.729$, $n=384$, $p<0.01$) and for food culture ($r= 0.765$, $n=384$, $p<0.01$) also indicated a high positive correlation between food festival and food culture visit intention to Penang.

5.2.1 Research Question 1: Does the food taste influence visit intention to Penang Food Festival?

In this study, food taste is the factor of visiting the Penang food festival. Based on the analysis that was done, food taste is the second highest level ($r= 0.763$, $n=384$, $p<0.01$). That one shows that food taste can influence visit intention to the Penang food festival. Food tastes can influence people to specific consideration on food. When it comes to food festivals, food taste is important, food is rich with flavour, has spices and herbs and must be delicious. This can make visitors excited to explore the new taste and can attract visitors to come to the food festival. Tastes like sweet, sour, salty, bitter, savoury are important to food and make visitors satisfied when they come to the food festival.

5.2.2 Research Question 2: Does the perceived price influence visit intention to Penang Food Festival?

In this study, perceived price indicated a high positive correlation between food festival and perceived price visit intention to Penang ($r= 0.729$, $n=384$, $p<0.01$), this results quite low compared to other variables. Based on analysis it shows that perceived price influence visit intention to Penang food festival and its positive factor. Perceived price is the price codified by the consumer. The price and setting the price is important to make visitors come to that place because if setting too high price it can contribute to a lack of customer retention and if too low, the customer will think the product is of bad quality and make no one want to come to that place.

The reasonable prices are suitable for the visitor and serving good food can increase the level of tourist satisfaction with festival food.

5.2.3 Research Question 3: Does the food culture influence visit intention to Penang Food Festival?

In this study, food culture is also important because Malaysia has a variety of ethnic groups. The diverse ethnic groups in Malaysia create different food cultures which may be an important factor influencing the intention of tourists visiting Penang at the Food Festival. Based on the analysis that was done in this study, it shows that food culture is the highest-level factor ($r=0.765$, $n=384$, $p<0.01$). It also shows that food culture also can influence visit intention to the Penang food festival. When it comes to food festivals visitors can eat the variety of food and traditional food that come from many ethnics.

5.3 FINDING AND DISCUSSION

The Reliability Test was conducted for independent variables (IV) to check the internal consistency of measurement work well. The researchers did a pilot test with 30 respondents before they distributed the questionnaire to 384 respondents through an online survey on google form. It was tested by Cronbach's Alpha Coefficient that shows the range from <0.6 to 0.9 which shows the result was very good to food tastes, perceived prices, and food cultures where is visitor's satisfaction is visiting the Food Festival. The highest score of Cronbach's Alpha value for independent variables is food cultures (0.871), the second higher is food tastes (0.863) and followed by perceived prices (0.850). Thus, all variables had good reliability requirements when all Cronbach's Alpha coefficients of all variables were greater than 0.6 is 0.918 .

In the Descriptive Analysis for independent variables the highest mean value is food culture (29.48), the second highest is food tastes (29.25) and followed by perceived prices (28.40). The mean value for dependent variables was food festival (29.24). It concludes that the most superior in influencing visitor's satisfaction when visiting the Food Festival in Penang is food culture.

Pearson's Correlation is an analysis of the relationship between independent variables and dependent variables. Table 5.3.1 showed the summary of Pearson's Correlation Analysis in relationship between food tastes, perceived prices, food cultures and food festivals in Penang.

Table 5.3.1: Summary of Pearson's Correlation Analysis

Hypothesis	Significant	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.763	High Positive
2	0.000	Accepted	0.729	High Positive
3	0.000	Accepted	0.765	High Positive

5.4 LIMITATION

During the study, there are many limitations and challenges faced by the researcher to complete this study. One of the challenges in this study is about the targeted respondents. Due to the pandemic covid-19 in the last few years, there are many activities, events, festivals, and the city is in lockdown due to the government's latest policy. We are focusing on the residents or local tourists to answer the questions through social media in this study. Besides, collecting the data from the respondent through social media will become slow as the time keeps going on due to the most residents or tourists busy working and taking care of their families and they did not have much time to complete the survey. Furthermore, there are few residents and tourists who ignore the survey and did not give any corporation to complete the survey. They are not interested in answering the survey so that this kind of situation could affect the progress in analysing and interpreting the data in this survey.

An attitude like that for the few residents or tourists, was increasing the limitation and challenging in the study to complete the survey in a short time. It requires more time to collect the data from the respondents. Researchers require taking more time in spreading the questionnaire and collecting the data from the respondents by using social media. Through this way, researchers should be learning how to communicate and interact with each kind of the targeted respondent as their behaviour and attitude to help the researcher improve the efficiency in collecting the data from the respondent and reduce the challenging and limitation in the study. However, most of the respondents gave a good commitment and successfully completed the questionnaire in the survey. The process of collecting data went smoothly without any hindrance.

The second limitation and challenge is the independent and dependent variables in the study. During the study, the independent variables are food taste, perceived price, and food culture while the dependent variable is visitor's satisfaction visiting food festivals. These variables will influence the perspective and consumer behaviour of the tourists who come to visit the food festival in Malaysia. Next, due to the limitation of the resources and references of the article, it would make the researcher facing challenges and limitations to complete the study with the few variables.

Besides, data collection method also the third challenging and limitation for the researcher during this study. During the pandemic season of covid-19, the data collection method that allowed researcher using is online survey through the social media. Although the data collected

from the respondents through Facebook, Instagram and other online platforms is very fast and convenient, the accuracy of the data will be greatly reduced due to the respondent completing the survey behind the screen without face-to face interview. By this way. the data collected from the respondents require to take long time to analysis the accuracy before using in the study cause the progress of collecting data delay and take more time.

The last limitation and challenge in this study are qualitative research methods. Although this method is very useful during the study, it also has disadvantages in the study, that is there is no expansion deeper in the research. Researcher did not have good understanding in the study and just based on the previous article and references as the example during the study. These variables will change it and influence the consumer behaviour of the tourist when the times keep going on in the future.

5.5 RECOMMENDATION

There are some suggestions or recommendations given in this research. First, this research suggested that focusing more on collecting data of the foreigner tourist visiting food festivals in Malaysia even though this study focuses on the local tourist or residents in Malaysia so that the data collected from the respondent will be more diverse and different perspectives and the study also become more accurate. Therefore, it should be suggested focusing more on the foreigner tourist to answer the questionnaire instead of focusing on local residents and local tourists to answer the questionnaire.

Next, there are three independent variables that influence the consumer behaviour of tourists visiting food festivals in Malaysia in this study. However, there might be some significant variables that have been ignored, it is also important to influence the consumer behaviour of tourists visiting food festivals in Malaysia in this study. Therefore, there are some suggestions given to the researcher to find out another finding or perspective in the study to ensure that the research is more accurate and completed.

Besides, their sample size of the targeted population in this study is using 384 samples. The sample size is limited to measured larger sample size which exceeds more than million or billion tourists that visit food festivals in Malaysia. Therefore, the suggestion given to the researcher should be to expand their sample size in the study to make sure that the data collected is accurate and reliable in the future.

Lastly, collecting data methods will suggest mixing with qualitative methods instead of focusing on quantitative methods. The researcher could create some open-ended questions for the respondents by interviewing online through social media to make sure that researchers will get the good understanding which gets the high rating and low rating of the question in the questionnaire. It would get more details and improve more understanding of the attitude and behaviour of the respondents in the survey. It would help researchers clarify and analyse the data to produce better results in the study.

5.6 CONCLUSION

The conclusion of this chapter, the researcher must deliver the aim of this study regarding the problem in this study. In this study, it examines the relationship among the variables of food tastes, perceived price and food culture that influence the visitor's satisfaction visiting food festivals in Penang. Research framework is developed based on the literature that has been viewed. The researcher planned to investigate the relationship of each element in the independent variables to the dependent variables.

There were 384 respondents who took part of this study through the online survey method which is using Google questionnaire. The data have been collected and analyzed by using SPSS software version 24 based on descriptive statistics, reliability analysis and correlation analysis. From the result of the reliability analysis, the overall variables were 0.918. Therefore, the result shown is reliable and it can be accepted in this study.

The research is to know the relationship between food tastes, perceived price and food culture that influence visitor's satisfaction visiting food festivals in Penang. The results of the research objectives which examine the relationship between food tastes, perceived price and food culture that influence visitor's satisfaction visiting food festivals in Penang are accepted. Moreover such results can be foretold about the factor of food tastes, perceived price and food culture that influence visitor's satisfaction visiting food festivals in Penang.

REFERENCES

- A.C. Ferrao, R.P.F. Guine, P. Correia et al. "Development of a questionnaire to assess people's food choices determinants," *Current Nutrition and Food Science*, vol.14, 2018.
- Anderson, L, Mossberg, T., & Therkelsen, A. (2017). Food and tourism synergies: Perspectives on consumption, production and destination development. *Scandinavian Journal of Hospitality and Tourism*, 17(1), 1-8.
- Angela Sam. (2018 August). *6 things you didn't know about Peranakan and Nyonya Cuisine*. Culture Trip. <https://theculturetrip.com/asia/singapore/articles/6-things-you-didnt-know-about-peranakan-cuisine/>
- Antón, C., Camarero, C. & Laguna-García, M. 2017. Towards a new approach of destination royalty drivers: satisfaction, visit intensity and tourist motivation. *Current Issues in Tourism*, 20(3), 238-260.
- Chang, M.Y., Kim, J.H., & Daecheol Kim, D. (2018). The Effect of Food Tourism Behaviour on Food Festival Visitor's Revisit Intention. MDPI.
- Chen, H., & Rahman, I. (2017). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 26, 153–163. <https://doi.org/10.1016/j.tmp.2017.10.006>
- Chen, Q., & Huang, R. (2018). Local food in China: a viable destination attraction. *British Food Journal*, 120(1), 146-157.
- Cheng, P.L. (2017) Effects of Brand Image, Perceived Price, Perceived Quality and Perceived Value on the Purchase Intention Forwards Sports and Tourism Products of the 2016 Taichung International Travel Fair. *The Journal of International Management Studied*, 12(2). 98-99

- Corradini, M. G. (2019). Synthetic Food Color. *Encyclopedia of Food Chemistry*, 291-296.
- Goolaup, S., & Mossberg, L. (2017). Exploring the concept of extraordinary related to food tourists' nature-based experience. *Scandinavian Journal of Hospitality and Tourism*, doi:10.1080/15022250.2016.1218150
- Hale, J. (2018). The Development of Food Preferences. *Psych Central*. Retrieved on December 7, 2020, from <https://psychcentral.com/lib/the-development-of-food-preferences/>
- Hamimah Hassan, Syed Yazeed and Nawal.H. Abdullah. (2020). Motivation in Food Tourism in Penang. *Journal of Marketing Advances and Practices*, 2(1), 39-49.
- Kokemuller, N. (2019). *Chron*. Retrieved on July 4, 2019, from <https://smallbusiness.chron.com/entry-pricing-strategy-61428.html>
- KOPP, C. M. (Updated Jul 26, 2020). Perceived Value. Retrieved from <https://www.investopedia.com/terms/p/perceivedvalue.asp#:~:text=Perceived%20value%20is%20a%20customer's,for%20a%20good%20or%20service>
- Lew,A.A.(2017) Tourism Planning and Place Making or Replacemaking? *Tourism Geographic*, 19(3),448-466
- Lobke Elbers. (2019, March). *Future skills in tourism and the importance of Gastronomy Tourism*. NTG. <https://nexttourismgeneration.eu/future-skills-in-tourism-and-the-importance-of-gastronomy-tourism/>
- López-Guzmán, T.; Uribe Lotero, C.P.; Pérez Gálvez, J.C.; Rios Rivera, I. Gastronomic festivals: Attitude, motivation and satisfaction of the tourist. *Br. Food J.* 2017, 2, 267–283
- Lydon, K. (June 22, 2018 Updated May 26, 2020). 3 Ways to Experience More Food Satisfaction. Retrieved from <https://karalydon.com/intuitive-eating/3-ways-to-experience-more-food-satisfaction/>

- Mohd Nazri, Shahrim A. B. Karim, Mohd Mursyid A. & Farah Adibah C. I. (2018). Community development through food tourism: Exploring the utilization of local food as community development at rural destinations in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 8(10), 937-951.
- Sandeep Heda, S. M., and Stephen Caine. (January 03, 2017). How Customers Perceive a Price Is as Important as the Price Itself. Retrieved from <https://hbr.org/2017/01/how-customers-perceive-a-price-is-as-important-as-the-price-itself>
- The Sun daily (2017, September). *70,000 visitors flock to the Penang Street Food Festival*. Sunpix. <https://www.thesundaily.my/archive/70000-visitors-flock-penang-street-food-festival- ATARCH477345>
- Thexeilia Yeap. (2020, October). *Penang Asam Laksa ranked no.7 in Cnn's world's 50 Best Foods 2020*. Penang Foodie. <https://penangfoodie.com/cnn-worlds-50-best-food-assam-laksa-penang/>
- Tony Boey. (2020, September). *History of Laksa is like some love stories, it's complicated*. Johor Kaki. <https://johorkaki.blogspot.com/2020/09/history-of-laksa-is-like-some-love.html>
- Yap, C. S., Ahmad, R., & Zhu, P. (2018). International tourist satisfaction in Malaysia: antecedents and consequences. *Anatolia*, 1-17.

APPENDICES



UNIVERSITI
MALAYSIA
KELANTAN

VISITOR'S SATISFACTION VISITING FOOD FESTIVAL IN PENANG

QUESTIONNAIRE

Dear respondent,

We are doing an academic research entitled:

Visitor's Satisfaction Visiting Food Festival in Penang.

We are students of Bachelor of Entrepreneurship (Tourism) with Honours in University Malaysia Kelantan. As part of our Final Year Project (FYP), we are currently conducting a survey on the Visitor's Satisfaction Visiting Food Festival in Penang.

You are cordially invited to complete the questionnaire, which is expected to take around 10 to 15 minutes only. All information will be kept confidential and used for academic purposes only. Thank you for your participation and commitment.

Responden yang dihormati,

Kami sedang membuat penyelidikan akademik yang bertajuk:

Kepuasan Pelawat Mengunjungi Festival Makanan di Pulau Pinang.

Kami adalah pelajar Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian di Universiti Malaysia Kelantan. Sebagai sebahagian daripada Projek Tahun Akhir (FYP) kami, kami sedang menjalankan tinjauan mengenai Festival Makanan Memuaskan Kepuasan Pengunjung di Pulau Pinang.

Anda dijemput untuk melengkapkan soal selidik, yang dijangka akan mengambil masa 10 hingga 15 minit sahaja. Semua maklumat akan dirahsiakan dan digunakan untuk akademik sahaja. Terima kasih atas penyertaan dan komitmen anda.

Prepared by,

Disediakan oleh,

Tan Chin Haw H18A0629

Nurshafikah binti Ab Majid H18A0457

Siti Noorhusna binti Rosli H18A0584

Nurul Husna binti Mehad H18A0491



UNIVERSITI
MALAYSIA
KELANTAN

SECTION A: RESPONDENT'S DEMOGRAPHIC INFORMATION

BAHAGIAN A: MAKLUMAT DEMOGRAPHIC RESPONDEN

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

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

1. Gender / Jantina:

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

2. Age / Umur:

- | | |
|--------------------------|---|
| <input type="checkbox"/> | 18-20 years old / <i>18-20 tahun</i> |
| <input type="checkbox"/> | 21-25 years old / <i>21-25 tahun</i> |
| <input type="checkbox"/> | 26-30 years old / <i>26-30 tahun</i> |
| <input type="checkbox"/> | 31-35 years old / <i>31-35 tahun</i> |
| <input type="checkbox"/> | 36-40 years old / <i>36-40 tahun</i> |
| <input type="checkbox"/> | Over 40 years old / <i>40 tahun ke atas</i> |

3. Race / Bangsa:

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

4. Educational Level/ Tahap Pendidikan:

- | | |
|--------------------------|--|
| <input type="checkbox"/> | High School / <i>Sekolah Menengah</i> |
| <input type="checkbox"/> | Diploma / A-Level/ <i>STPM/ STAM</i> |
| <input type="checkbox"/> | Degree / <i>Ijazah Sarjana Muda</i> |
| <input type="checkbox"/> | Master's Degree/ <i>Ijazah Sarjana</i> |

Doctorate/ PHD/ *Kedoktoran/ PHD*

5. Employment Status/ *Status Pekerjaan:*

- Part Time Employment/ *Pekerja Sambilan*
 Full Time Employment/ *Pekerja Sepenuh Masa*
 Unemployed/ Looking for Work/ *Penganggur/ Mencari Pekerjaan*
 Student/ *Pelajar*
 Retire/ *Pesara*

6. Number of Visits to Festival/ *Bilangan Lawatan ke Festival:*

- 0-2 times/ *0-2 kali*
 3-5 times/ *3-5 kali*
 6-8 times/ *6-8 kali*
 9-10 times/ *9-10 kali*
 Above 10 times/ *10 kali ke atas*

SECTION B: INDEPENDENT VARIABLE**SEKSYEN B: PEMBOLEHUBAH TIDAK BERSANDAR**

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

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

Strongly Disagree / Sangat Tidak Setuju	Disagree / Tidak Setuju	Neutral / Neutral	Agree / Setuju	Strongly Agree / Sangat Setuju
1	2	3	4	5

1. Food Tastes / Rasa Makanan

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	Having a food festival can enrich my taste in traditional or local food. / <i>Mengadakan festival makanan dapat memperkayakan selera saya terhadap makanan tradisional atau tempatan.</i>					
2.	The food sold suits the visitor's taste. / <i>Makanan yang dijual sesuai dengan selera pengunjung.</i>					
3.	As it gives an opportunity to explore new tastes. / <i>Memberi peluang untuk meneroka selera baru.</i>					
4.	It excites me to taste local food in its place of origin. / <i>Ini menggembirakan saya untuk merasakan makanan tempatan di tempat asalnya mampu menusuk emosi langsung sampai ke minda dan hati</i>					
5.	The food offered here is delicious. / <i>Makanan yang ditawarkan di sini memang sedap.</i>					
6.	The food is containing a lot of herbs and spices. /					

	<i>Makanannya mengandung banyak ramuan dan rempah.</i>					
7.	The food is authentic. / <i>Makanannya asli.</i>					

2. Perceived Prices / Harga Yang Dirasakan

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	<i>The food prices here are quite reasonable. / Harga makanan di sini cukup berpatutan.</i>					
2.	Demonstrate the uniqueness of food and food serving style with value for money. / <i>Tunjukkan keunikan gaya makanan dan makanan dengan nilai wang.</i>					
3.	All customers are equally treated in term of price. / <i>Semua pelanggan dilayan sama rata dari segi harga.</i>					
4.	I do not regret spending a lot of money to attend this festival. / <i>Saya tidak menyesal menghabiskan banyak wang untuk menghadiri festival ini.</i>					
5.	The food festival provides more benefits than cost. / <i>Pesta makanan memberikan lebih banyak faedah daripada kos.</i>					
6.	Overall, visiting here is valuable and worthy. / <i>Secara keseluruhan, berkunjung ke sini sangat berharga dan bernilai.</i>					
7.	The reasonable price and tasty food might enhance tourist's perceived value in the food festival. / <i>Harga yang berpatutan dan makanan yang enak dapat meningkatkan nilai yang dirasakan pelancong dalam festival makanan.</i>					

3. Food Cultures / Makanan Budaya

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	I would like to experience different delicacies of local food. / <i>Saya ingin merasai makanan tempatan yang berbeza.</i>					
2.	The availability of multicultural food. / <i>Ketersediaan makanan pelbagai budaya.</i>					
3.	Increase my knowledge about different cultures. / <i>Tingkatkan pengetahuan saya mengenai budaya yang berbeza.</i>					
4.	I experienced the culture of Penang through its local food. / <i>Saya mengalami budaya Pulau Pinang melalui makanan tempatnya.</i>					
5.	Having a food festival will enrich my knowledge on traditional preparations in local food. / <i>Mengadakan festival makanan akan memperkaya pengetahuan saya mengenai persediaan tradisional dalam makanan tempatan.</i>					
6.	The unique fusion of cultures and flavors in the local food is a proof of a harmony mix between different races. / <i>Gabungan budaya dan rasa yang unik dalam makanan tempatan adalah bukti perpaduan harmoni antara pelbagai kaum.</i>					
7.	Know more about different food from different culture. / <i>Ketahui lebih lanjut mengenai makanan yang berbeza dari budaya yang berbeza.</i>					

SECTION C: FOOD FESTIVAL IN PENANG

BAHAGIAN C: FESTIVAL MAKANAN DI PENANG

Based on your opinion, please indicate the most appropriate response with the scale given below. You can tick (√) your sincere response anyway between 1 and 5.

Berdasarkan pendapat anda, sila nyatakan sambutan yang paling sesuai dengan skala yang diberikan di bawah. Anda boleh menandakan (√) maklum balas ikhlas anda antara 1 dan 5.

Strongly Disagree / Sangat Tidak Setuju	Disagree / Tidak Setuju	Neutral / Neutral	Agree / Setuju	Strongly Agree / Sangat Setuju
1	2	3	4	5

NO	STATEMENTS	LEVEL OF AGREEMENT				
		1	2	3	4	5
1.	I think I made the correct decision to visit Penang Island for food experience. / <i>Saya rasa saya telah membuat keputusan yang tepat untuk mengunjungi Pulau Pinang untuk pengalaman makanan.</i>					
2.	This area is the best place for me to experience food festival. / <i>Kawasan ini adalah tempat terbaik untuk saya merasai festival makanan.</i>					
3.	Being able to transmit my experiences with local food. / <i>Mampu menyampaikan pengalaman saya dengan makanan tempatan.</i>					
4.	Food festival gives me high satisfaction. / <i>Pesta makanan memberi saya kepuasan tinggi.</i>					
5.	I would recommended the food in Penang Island to my friends or others. / <i>Saya akan mengesyorkan makanan di Pulau Pinang kepada rakan-rakan saya atau orang lain.</i>					

6.	The food offered here is delicious. / <i>Makanan yang ditawarkan di sini memang sedap.</i>					
7.	I think that visiting the festival is enjoyable behaviour. / <i>Saya berpendapat bahawa mengunjungi festival itu adalah tingkah laku yang menyeronokkan.</i>					

T51_Turnitin

ORIGINALITY REPORT

89% SIMILARITY INDEX	17% INTERNET SOURCES	5% PUBLICATIONS	89% STUDENT PAPERS
--------------------------------	--------------------------------	---------------------------	------------------------------

PRIMARY SOURCES

1	Submitted to Universiti Malaysia Kelantan Student Paper	89%
2	pt.scribd.com Internet Source	<1%
3	repository.au.edu Internet Source	<1%

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off

UNIVERSITI
MALAYSIA
KELANTAN