DOMESTIC TOURIST SATISFACTION AND PERCEIVED QUALITY OF KELANTAN FOOD

By

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A report submitted in partial fulfillment of the

requirements for the degree of

**Bachelor of Entrepreneurship (Tourism Entrepreneurship)
with Honors**

Faculty of Hospitality, Tourism & Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

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ACKNOWLEDGEMENT

First probably most important, we would like to praise and thank God, the Almighty, for His showers of blessings throughout our research studies, which enabled us to successfully complete the research. We are grateful to the University Malaysia Kelantan and the Faculty of Hospitality, Tourism, and Wellness for providing us with the opportunity to conduct this research.

We also thank and appreciate our coordinator, Madam Hazzyati Binti Hashim, for briefing us and providing us with the guidelines for conducting this research. She is also very humble and willing to assist us in providing additional information to help us improve our knowledge. We would also like to express our heartfelt appreciation to our supervisor, Dr. Velan A/L Kunjuraman, for his willingness to guide and provide us with invaluable knowledge throughout this research. His generosity, sincerity, and motivation have greatly influenced us. He instructed us to conduct the research from the beginning of this study, and he fortunately believed in us until the end.

Following that, we are extremely grateful to our parents and family for their external loves, prayers, sacrifices for education, and assistance in this research and future studies. Not to mention, a special thanks to our group members for their hard work in completing this research. Despite the fact that in this Pandemic Covid-19 situation, we can only communicate via the online platform. It is difficult, but we manage to get through it.

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ABSTRACT

Food tourism an important segment in the Malaysian Tourism industry, however, relate to tourist satisfaction towards the quality of food is limited. This research examines tourists' satisfaction towards the quality of Kelantanese food. The study employs the quantitative research design using a survey questionnaire. Probability sampling was employed as simple random sampling from the population size of 3.1 million peoples. From this, a total 392 domestic tourists who had previously visited Kelantan were invited and participate in this study. The results of this study indicate that food image, food tourism and food quality have a significant relationship to tourist satisfaction. The study also reveals that food quality is a major indicator which satisfies the domestic tourists who visit Kelantan. The study provides some insights for policy implication with regards to food tourism development in Malaysia.

Keywords: Food Tourism, Food Quality, Food Image, Domestic Tourist Satisfaction

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter will discuss about the research background, problem statement, research questions, research objectives, research hypothesis, significant of study, limitations, and closely by conclusion of this chapter.

1.2 RESEARCH BACKGROUND

Kota Bharu is the capital and Kubang Kerian is the royal seat. Kelantan located in the Peninsular north-eastern corner and is considered as an agrarian state with green paddy fields, rustic fishing villages, and casuarina-lined beaches, which is said to be translated as the Land of Lightning. The tourism industry is one that is rapidly growing and constantly expanding in the 21st century in Malaysia. The second-largest source of foreign exchange revenue is tourism. In Malaysia, tourism plays an important role. The tourism industry has a positive impact on the economy, in addition to increasing foreign exchange earnings, helping to encourage new investment in the country, and increasing employment opportunities (UKEssays, 2018). According to an article published by the World Tourism Organization (UNWTO) in September of last year, the International Tourism percentage grew by almost 5 percent in the first 6 months of 2011 and this exceeded the 6.6 percent growth difference in that of 2010 (International Tourism Highlight, 2019). The article goes on to say that it is necessary to examine and look closely at this growth in tourism at such times and urge nations to make tourism a priority in national policies.

Tourism, the act, and method of spending time away from home in search of leisure, relaxation, and enjoyment, while making use of the commercial provision of services. As such, tourism, although it has antecedents in Classical antiquity, is a product of modern social arrangements, starting in western Europe in the 17th century. Tourism is distinct from exploration in that tourists follow a "beaten path," benefit from

proven supply chains, and are usually isolated from challenge, risk, and embarrassment, as is fitting for pleasure seekers. However, tourism overlaps with other events, desires, and procedures, including pilgrimage, for instance. This results in common categories, such as "business tourism," "sports tourism," and "medical tourism" (John, 2020). Simple food tourism means the act of people visiting a specific place to participate in food festivals or to try out various food and restaurants in that country (Hall & Mitchell, 2001).

The Committee on Tourism and Competitiveness of the World Tourism Organization (UNWTO) defines gastronomic tourism as a 'type of tourism activity that is characterized by the experience of the visitor-related to food and related products and activities while traveling. Based on the article by Ecotourism World (2020) stated that gastronomy Tourism may include other related activities in addition to authentic traditional and innovative culinary experiences, such as visits to local producers, participation in food festivals, and participation in cooking classes. Gastronomy tourism, or food tourism, put simply, is the practice of touring for culinary experiences, or food, unique to the region or area of the destination. Sustainably, food tourism includes the practice of actively working to prevent the depletion of natural resources while enjoying localized culinary delights (Ecotourism World, 2020).

The publication of the Domestic Tourism Survey by State 2018 is related to domestic tourism in each state (Department of Statistic Malaysia, 2020). The annual statistic presented in this publication were based on the survey conducted in 2018. The principal statistic reported the number of domestic tourists, numbers of trips, total receipts, traveling demographic profile of tourists.

Table 1.1 Total Domestic Tourism Receipts by State, 2018
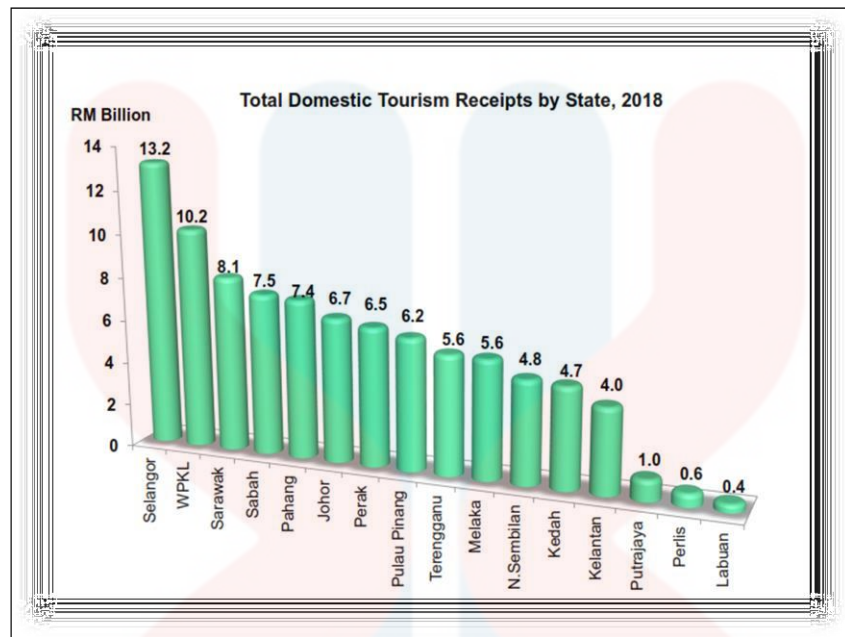
Source: Department of Statistics Malaysia Official Portal, 2020

Based on the data, Selangor recorded the highest number of domestic tourist receipts by state 2018, with RM13.2 billion. This was followed by Wilayah Persekutuan Kuala Lumpur, which is RM 10.2 billion, Sarawak RM 8.1 billion, Sabah RM 7.5 billion. While the state of Kelantan was only recorded by RM4.0 billion. In this result, we need to evaluate the relationship of the domestic tourist by state and the tourist receipt by 2018. Food Research in Kelantan may concentrate more on marketing local cuisine (Hassan, 2008), leading to the question of why visitors continue to visit the destination. Thus, this study explained the data on domestic tourist visits to Malaysia.

1.3 PROBLEM STATEMENT

Based on the report by Travel Industry Network Media (2019), the statistics up to October has recorded 3.45 million people visited Kelantan, of which 3,139,342 were local tourists while 305,048 were international. It is imperative to guarantee that the level of fulfilment of visitors whereas going to the nation is tall in arrange to extend the number of tourists visit to Malaysia (Jusoh, 2015). This is often since tall fulfilment level whereas going by any specific nation is the key point of positive mouth of word and superior maintenance rate which contributes to continuous income era to the nation (Hoffman, 2011). Therefore, it is highly important to gain a better understanding of the relevant factors that produce tourist satisfaction.

Tourist satisfaction should be recognized by those participating in tourism activities and should serve as a basis for evaluating the efficiency of products and service destinations (Noe, 1997). One of the researchers on food in Kelantan focuses more on the marketing of local cuisine, which contributes to the issue of why tourists continue to visit the destination. (Hassan, 2008). Food images in relation to destination should be viewed as a unique term, since several tangible characteristics of food which represent the uniqueness of a specific destination (Lin, 2006). Despite the developing number of visitors to tourist destinations in Kelantan, there's still restricted inquire about and information on Kelantan 's cultural representation, which incorporates both destination and food image (Hanan, 2017).

Henderson (2009) describes that food tourism is a crucial factor and a potential competitive advantage within the branding of a destination or country by marketers. Food tourism can be a force that enhances a tourist destination and create a image of the destination itself (Hanan, 2017). Travel Industry Network Media (2019) stated many popular attractions with delicious food in Kelantan such as Siti Khadijah Market, Siti Aisyah Bazaar, Tok Guru Bazaar, two floating markets, namely Kampung Suri, Tumpat and Pengkalan Datu, Kota Bharu are all within easy reach. In other words, food gets to be a progressively imperative angle of the travel encounter and a imperative destinations choice factor for visitors (Cohen, 2004). The uniqueness of food in a destination will create an authentic experience for any tourist and would try unknown food when visiting a destination (Long, 2004).

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As a key product of commercial food service, food quality plays a key role in the food experience and is vital to the success of restaurants in tourism destinations (Jang, 2010). Despite the fact food quality has become the most significant aspect of dining satisfaction and loyalty, both the physical environment and the quality of service, such as the fairness of seating procedures, are important for customer satisfaction (Sulek, 2004). According to Lee (2018), this author stated that food quality incorporate taste, healthy, freshness, and safety and the physical environment such as cleanliness are the most grounded indicators of customer fulfilment. Food quality is perceived to be the key commodity of restaurants and restaurant managers should concentrate on food quality to satisfy customers and retain their value in the long term (Canny, 2014). However, to guarantee that food tourism is critical among visitors, food administrators and nearby authorities had to be assured that the quality of food is exceptional (Zainal, 2019).

According to Ismail (2016), he stated that the image of Kelantan is still the eco-tourism goal indeed despite the fact the advancement has been done to advance and pull in more individuals to visit Kelantan for the reason of advancing cultural tourism counting food tourism. Food image research in Malaysia seems to be very nascent, and information on the issue is particularly limited (Karim, 2010). Hence, the aims of this research to identify the perceived quality of Kelantan food which include food image, food tourism and food quality affected the domestic tourist satisfaction in Kelantan.

1.4 RESEARCH QUESTIONS

To discover the food image and food tourism will influence the perceived quality of Kelantan food and directly affect the domestic tourist satisfaction, questions were raised about the findings and directions of the research. The questions raised in this study are as follows:

i)   What is the relationship between the food image and domestic tourist satisfaction?

ii)   What is the relationship between the food tourism and domestic tourist satisfaction?

iii) What is the relationship between the food quality and domestic tourist satisfaction?

1.5 RESEARCH OBJECTIVES

Specifically, this research aims to achieve the following objectives:

i)   To study the relationship between food image and domestic tourist satisfaction.

ii)   To examine the relationship between food tourism and domestic tourist satisfaction.

iii)   To examine the relationship between food quality and domestic tourist satisfaction.

1.6 RESEARCH HYPOTHESIS

There are three Hypothesis discussed in this study which related to the food image, food tourism and food quality will affect the domestic tourist satisfaction as follows:

Hypothesis 1: There is a positive relationship between food image on perceived quality of Kelantan food and domestic tourist satisfaction.

Hypothesis 2: There is a positive relationship between food tourism on perceived quality of Kelantan food and domestic tourist satisfaction.

Hypothesis 3: There is a positive relationship between food quality on perceived quality of Kelantan food and domestic tourist satisfaction.

1.7 SIGNIFICANT STUDY

This study is focuses on the explanation how the food image, food tourism and food quality influenced the perceived quality of food and directly affect the domestic tourist satisfaction. The perceived quality of food is the expectation of a person about the food which include food image, food tourism and food quality. The domestic tourists come for other state for the purpose of enjoying food and it showed that the domestic tourist satisfaction achieved when domestic tourist revisit the place. Therefore, domestic tourist satisfaction achieved when the perceived quality of food fulfils the needs of domestic tourist.

1.8 CONCLUSION

The findings of this chapter have discussed the background of the study, problem statement, research questions, research objectives, the scope of the study, the significance of the study, and the definition of terms which are important. Therefore, this study indicates that there is a relationship between food image and food tourism which influenced perceived quality of Kelantan food and directly affect domestic tourist satisfaction.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter attempts to review relevant literature and research related to domestic tourist satisfaction and perceived quality of Kelantan food. The first of this chapter is defined the satisfaction by domestic tourist. The second part is to find out perceived quality food in Kelantan. The third part is focus to edification the relationship between effects of food tourism influences the domestic tourist satisfaction.

2.2 CONCEPTUAL DEFINITION

There are several concepts used to guide this research namely, "The Relationships between Service Quality, Satisfaction, and Behavioral Intentions of Malaysian Spa Center Customers", "Examining the motivation, perceived performance, and behavioral intentions of convention attendees: Evidence from a regional conference", and "Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions for Heritage Tourists". The concept of this study is domestic tourist satisfaction and perceived quality of food in Kelantan. The researchers identified the relationship between domestic tourist satisfaction and the perceived quality of food in Kelantan. Food tourism, food image, and food quality affect the perceived quality of Kelantan food and directly influence domestic tourist satisfaction.

2.2.1 TOURIST SATISFACTION

Satisfaction can be defined as the evaluation overall from customer for the service that be provide by the firm (Skongland, 2001). Satisfaction is one of important factor should be taken by customer to deciding whether to continue purchase the product or services that be offered by firm or otherwise (Skongland, 2001). According to Bitner (2003) satisfaction is the result when performance of product exceeds the requirement by customer. On the other hand, when requirement exceed the performance, dissatisfaction will be the result.

In the aspect of tourism, satisfaction is one of important tourist need while they travel, buying a product and using the service that has been provide for customer use. According to Severt (2007), Tourist satisfaction can be defined as the how much fulfillment of tourist from the product and services they use. The fulfillments on this aspect are experience from tourist when there are buying the product or services that has been provide by firm and its achieved tourist expectation while they travel. Besides that, tourist satisfaction also can be defined as post travel experience and pre travel expectation. Tourist will have satisfied if experience beyond over tourist expectation. Otherwise, if the tourist feels unhappy with the product and service that has been used, dissatisfied will be the results (Chen, 2010).

2.2.2 PERCEIVED QUALITY FOOD

According to Kawlath (1969), perceived quality can be defined as how far the product can be a function and fulfills customer needs. It can be shown that the consumer has a different opinion and judgment of the product. The perceived quality is based on the perception of the consumer with the product (Wimmer, 1975). When the consumer lack of information, the perception of the product will be different from the reality. Besides that, perceived quality is considered as a measurement by the customer with the quality of product or services that has been offered by the firm. From the aspect of quality, it will be measure in customization. How far the product can give fulfillment to the customer and how long the product or services can be used without any problem (Formel, 1965).

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In the view of the perceived quality of food, the quality can be perceived by the consumer based on their category and the characteristic of food that be an offer by firm to their customer (Kapiris, 2012). Weighenta (1983) defined that food quality is influenced by three factors and the first factor is sensory, instrumental, and expressive. The sensory is the expectation of food products such as the taste of the food. Moreover, the second instrumental was attributed to the functional food product has to form. For example, the ingredient of food such as viscosity of syrup and the spreading margarine at buns burger. The last factor is expressed, and this is referred to as the symbol of the product. For example, by eating the food, the customer will feel pleasure, make the comparison, and feel exclusive.

There are several researchers to find the aspect of perceived food quality by customers. Unfortunately, there is no agreement from the researcher on this topic about the concept of perceived quality of food. There was the researcher who has been done on this topic perceived quality of food such as Wimmer (1975), Kotak (1976) and Trenkle (1974). They made the hypothesis for the perceived quality of food is about the sensory and instrumental. There is no confirmation in the type of literature for the concept of perceived quality of food (Dresselhaus, 1980). This is because the consumer has their own opinion and category with the type of quality food that we deliver. However, there are different judgments and opinions on the perceived quality of food.

2.2.3 DOMESTIC TOURIST

According to IRTS (2008), tourist can be defined as activities of people from one destination to another destination for the reason of pleasure or business. Domestic tourism is involving tourist who is the traveler in their country and not involving tourist from other countries. This activity is not involved in crossing the international border and only involve by crossing only their resident. The history of domestic tourism had the first form of tourism that has been practiced. This activity was already implied and has been practiced in all the country. The relationship between tourists visits their friends, family member and activities of religion have been found in the country that had a long history of domestic tourism (Rogerson, 2005). Domestic tourism is the trip of traveling people from one destination to another destination with the reason only in their state. Refer to Mohammad (2018), the author stated that domestic tourists can be

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defined as people who are living in Malaysia for at least one year and do traveling or trip to their usual environment for the reason of business, leisure, and personal.

2.2.4 FOOD TOURISM

Food tourism can be defined as people who have an attraction to the food but at the same times, they are desired to learn a new culture when they are traveling. Apart from that, food tourism is a trend and the main reason people go to travel. It can be shown that people go to travel to taste the uniqueness of food and to learn more about the cultural (Mckercher, 2008). Food tourism is to find the experience of food and drinks that will not forget either expensive or not and become memorable with the culture of local people. Additionally, food tourism is not about expensive food and consumers' authentic local food, it is also about appreciating and learn about the culture.

Refer to Hall (2015), the author stated that food tourism is a visitation to secondary and primary food, restaurant and location that has been provided food for testing and experience that motivated people to go to travel. On the other hand, food tourism is a phenomenon, culture, and a trend by local people to attract tourists to visit their places (Hjalegar, 2002). Hegarty (2001) described that the dining habit is helpful to tourists to understand the friendship between their own culture and a destination they travel to. According to the National Restaurant Association (NRA), there are more than six from ten (63 percent) is a leisure traveler and another than 85 percent of culinary travelers enjoy trying new restaurants most nights during trips.

The tourism industry in Malaysia is rapidly growing every year. There was a foreign tourist who is a visit to Malaysia from over the world to get experiences. Food tourism one of the factors people visit this country. This is because this country is full of heritage and culture with different races and religion who is living under one roof (Hassan, 2007).

2.2.5 FOOD IMAGE

Food images are related to destination traveling and it became one of the unique concepts to branding destination with the unique food and is one of the main reasons people travel. In addition, the food image has been categorized as a part of the culture of people in their destination (Huang, 2009). Basic dimensions and components of food images need to be identified to gain a better understanding of the use of food images in destination marketing (Huang, 2009). When tourists travel from their leisure places, there are not familiar with the environment, accommodation, and especially about the food and beverage (Avleli, 2004). According to Beardsworth (1997), the author stated that found the nutrient is not only focused on functional for eating, but it also introduces the experiences of food testing. Therefore, the local people also had a habit and manner that can be affected by the perception of tourists with food image (Avleli, 2004).

In concept tourism, food image is one of the main reasons that people go to travel and the unique and variety of food is considered as an attraction for tourist to travel. Hanan (2017) stated that Malaysia is not in a stronger position in eyes of tourists when they have Eco-tourism comparing with other countries such as Thailand. The variety of food in Thailand and the culture of local people is the reason the country becomes the destination of food image. The special quality of Thailand food is the reflection of three valued and it is related to their culture and the ingredient use mostly medical cooking. They use the ingredient of freshness in their foods, talent in presenting their food and using lots of herbs (Lertputtarak, 2012).

Furthermore, the food image can be shown as a part of the culture of people in their destination. In Malaysia, the research on the topic of food image is several and there was a limited finding of this topic. There is limited information even though several researchers have produced research on this topic such as Karim (2010) and Chi et al. (2013). They have mentioned Malaysia as a place to find a variety of culinary heritages and food that have become an invaluable part of a tourist's experience that may contribute to the tourism sector.

2.2.6 FOOD QUALITY

Quality is about to make the product and services can achieved customer expectation and fulfillment. It also depends on manufactured to create the product or services and to impressive their customer (Dave Howard, 2012). According to Chriss (2019), food can be defined as nutritious that provide protein, carbohydrate and fat that used for the body to sustain their grow, heal, and help to provide energy. Food quality is representing the total properties and assessable attributes of a food item. There are three accepted categories of quality which is suitability, sensory value, and health value. In topic of quality, there is the value-neutral term in the sense of condition and the sum of properties of a product.

According to Claus G (2007), the author stated that Food quality is objective dimension. There is aspect and criteria that be find out of the concept food quality such as safety, ethical, aesthetical, functional, convenience, authenticity, sensory, nutrition and origin. Customer expectation are based on the quality of food that has been served. If the customer feel displeasure with the food that has been served, the quality is not satisfied. According to Brunso K (2002), the food quality is about pricing of food with the value of food. There are no specific to find out the aspect of quality food. There can be concluded the quality is not easy to defines whether to describe scientifically. There are many aspects need to describe (C. Leitzmann, 2008). From the finding in the literature, not easy to describe how perceived customer with the food quality. This is because, people have different opinion and sensory with the food. For the example, some people prefer to in local restaurant comparing expensive restaurant. This is because they feel local restaurant more valuable compare with expensive restaurant.

2.3 THEORETICAL FRAMEWORK

Figure 2.1: Theory of America Customer Satisfaction Index (ACSI)

Source: The American Customer Satisfaction Index Model, 2020

For the theory, the study used by the American Customer Satisfaction Index (ACSI). The theory is taken from the University of Michigan's Ross School of Business. This theory is to analysis a factor that influenced with satisfaction which is customer expectation, perceived quality, and perceived value. The customer satisfaction (ACSI) in the center, and the outcomes of satisfaction is customer complaints and customer loyalty.

i. CUSTOMER EXPECTATIONS

Customer expectations is a measure of the customer's anticipation of the quality of a company's products or services. Suspicions address both prior usage experience, which fuses some non-experiential information like publicizing and casual, and a figure of the association ability to pass on quality in the future.

ii   PERCEIVED QUALITY

Perceived quality is a measure of the customer's evaluation via recent consumption experience of the quality of a company's products or services. Quality is assessed similar both customization, which is how much a thing or organization meets the customer's individual necessities, and trustworthiness, which is the repeat with which things turn out seriously with the product and service.

iii   PERCEIVED VALUE

Perceived value is a proportion of value comparative with cost paid. Despite the fact value (esteem for cash) is regularly critical to the client's first buy, it normally has a to some degree more modest effect on fulfillment for rehash buys.

iv   CUSTOMER COMPLAINTS

Customer complaints are estimated as a level of respondents who demonstrate they have griped to an organization straightforwardly about a product or services inside a predefined time of period. Fulfillment has a negative relationship with client grumblings, as the more fulfilled the clients, the more uncertain they are to gripe.

v.   CUSTOMER LOYALTY

Customer loyalty is a combination of the customer declared probability to repurchase from a similar provider later and the probability to buy an organization's items or administrations at different value focuses (value resilience). Client faithfulness is the basic part of the model as it remains as an intermediary for benefit.

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2.4 PAST STUDIES

In this study, researchers use journals, articles, and previous research as a reference to collect data, facts, and obtain more detailed information. The preview study refers to the inclusive article, thesis, and journals that have been published in similar or domain of topic in this study. The material contains research problems, research objectives, literature review, framework, and findings to be a reference in this study. There is some research which used to define tourist satisfaction namely, "The Relationships between Service Quality, Satisfaction, and Behavioural Intentions of Malaysian Spa Centre Customers", "Examining the motivation, perceived performance, and behavioural intentions of convention attendees: Evidence from a regional conference", and "Experience Quality, Perceived Value, Satisfaction and Behavioural Intentions for Heritage Tourists". Therefore, tourist satisfaction is described as how much fulfilment of tourist from the product and services they use.

Besides that, "Food Tourism as a Viable Market Segment: It's All How You Cook the Numbers" by Mckercher (2008) stated that people who travel for food and they desired to taste the uniqueness of food and to learn more about the culture of the travel place. Apart from that, the author proves that food tourism allows the tourist to find the food experience and the taste of authentic local food will attract tourists to know about their culture. There are several important definitions of perceived quality of food adopted from "Perceived Quality of Food Products and Its Relationship to Consumer Preferences: Theory and Measurement", Kawlath (1969) and Wimmer (1975) described perceived quality of food is how far the product can be a function and fulfils to customer needs.

Research of food image namely "Perception of Kelantan Food Image among Tourists Visiting Kelantan", Hanan (2017) has been defined food image as the expectation of food in the eyes of people and food being as a part of the culture in the destination. In "Consumers' Food Choice and Quality Perception" by Brunso (2002), the author stated that food quality is about the pricing of food with the value of food. The food quality will be the key component to influence consumer satisfaction. While the theory is referred to as the America Customer Satisfaction Index (ACSI) taken from the University of Michigan's Ross School of Business. From the ACSI model,

researchers will know the cause and effect of customer satisfaction. However, the perceived quality in the ACSI model will be used as the perceived quality of Kelantan food and customer satisfaction will replace domestic tourist satisfaction in this study.

2.5 RESEARCH FRAMEWORK
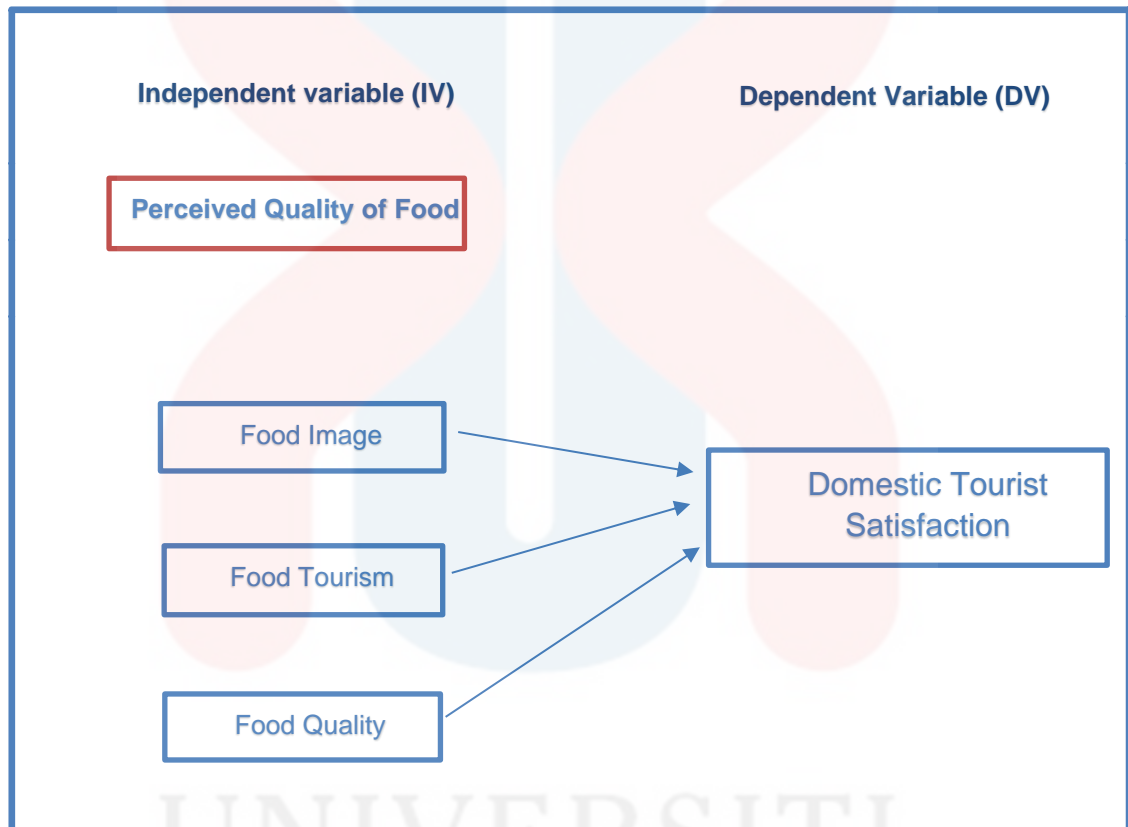
Figure 2.2: Research Framework of Perceived quality of food affect domestic tourist satisfaction

(Source: Authors' own, 2021)

The theoretical framework will be used in this study. Figure 2.2 showed that the research framework from domestic tourist satisfaction and perceived quality of food. The framework shows the dependent variable on this topic is domestic tourist satisfaction and the independent variable in this topic is food tourism, food image, and food quality. From the framework, it can be seen food tourism, food image, and food quality will influence the perceived quality of food in Kelantan and directly affect domestic tourist satisfaction.

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2.6 CONCLUSION

The conclusion on this chapter, domestic tourist satisfaction and perceived quality of food in Kelantan is influenced with food tourism, food image and food quality. There is the factor which is impact of satisfaction of domestic tourist. Satisfaction is the result when performance exceeds the requirement. On the other hand, when requirement exceed the performance, dissatisfaction will result.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter will discuss the research design, pilot study, data collection and data analysis which includes descriptive statistics, Pearson correlation, reliability test and lastly conclusion to make conclude of this chapter.

3.2 RESEARCH DESIGN

According to Gates (1999), the research design is basically the plan for a study that provides the specification of procedures followed by researchers, it aims to achieve their research objectives or test the hypothesis formulated for their studies. Good research design ensures that evidence generated from the data will help to answer the research question more effectively, confidently, and convincingly (Vaus, 2001). In social science research, gathering data relevant to the research issue typically includes determining the type of evidence required to test a hypothesis, evaluate a programme, or accurately describe a phenomenon (Barbara, 2006). Research is divided into two types which are qualitative research and quantitative research.

Quantitative research design used to evaluate the relationship between independent variable and another dependent variable in a population (Hopkins, 2000). Kumar et al. (2013) stated quantitative research produces statistics with the use of significant research study using data collection techniques such as questionnaires or standardized interviews. It is focused on numeric data, unchanging data, and convergent reasoning. Descriptive research, exploratory research, and experimental research are the main types of quantitative research design. Both qualitative and quantitative research have their strengths and weaknesses.

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This research used descriptive research from a quantitative research design. As stated by Shona (2019), descriptive research seeks to accurately and systematically define a population, condition, or phenomenon that is used to address questions about what, where, where and how, but not why. It aims to identify characteristics, frequencies, trends, and categories. Descriptive research divided into two categories which are cross-sectional study or longitudinal study. The data is collected only one time at a particular time to allow the researcher to address the research questions in a cross-sectional study (Kumar, 2020). Hence, the researchers distributed questionnaire to define either the perceived quality of Kelantan food will affect domestic tourist satisfaction and the data will be selected over a few months in one time.

3.3 PILOT STUDY

Refer to Hassan et al. (2006), a pilot analysis is one of the main phases of the research project and is undertaken to determine possible problem areas and shortcomings in the research instruments and protocol prior to implementation during the full study. The components of the pilot study consist of sample size and selection, collecting samples, measurement instruments, data entry, data analysis, and flow chart of the process (Enago Academy, 2020). Pilot studies are limited, experimental studies aimed at testing whether the key components of the main study typically a randomized controlled trial (RCT) would be feasible (Cadete, 2017). Pilot study is essential in a research study and help to identify the research question and evaluate the proposed design and process of the study to raise awareness of problems that could have a negative effect on the project (Enago Academy, 2020). The aim of the pre-test questionnaire is to ensure that the wording of the questions is right to communicate the same meaning to all respondents before the actual questionnaire is carried out.

After the questionnaire collected, the reliability test conducted by using SPSS version 22. Researchers will introduce some simple statistical tests in the SPSS, including descriptive statistics, t-test, and Pearson correlation. SPSS statistics defined as software that is one of the most common statistical packages that can be used to produce highly complex data manipulation and analysis with the basic instructions (Writeneed, 2017). SPSS can take the data from any form of file and use it to produce tabulated

reports, charts, and graphs of distributions, descriptive statistics, and to perform complex statistical analysis (Writeneed, 2017).

3.4 POPULATION AND SAMPLE

Populations can be defined by any number of characteristics, and it can be small or large, though these groups are typically defined specifically (Taylor, 2019). Population studies can be categories by geographical location, age, sex, with additional meanings of attributes and variables such as occupation, religion, and ethnicity (Banerjee & Chaudhury, 2010). In this research, the target population is the domestic tourist in Malaysia who like to visit Kelantan between 21 years old to 40 years old. This study comprises all nations in Malaysia as Malay, Chinese, Indian and others. However, the number of domestic tourists from other state who like to travel to Kelantan was nearly 3.1 million. The reason that researcher choose Kelantan to conduct the research, this is because Kelantan considers as the cradle of Malay culture and is known for the unique culture heritage, nature environment, and unprecedented local hospitality, including unique foods that affect the growth of tourism in the state.

A sample refers to a smaller which is controllable version from the larger group, and it described as a subset which consist of the element of larger population (Kenton, 2019). The sample size defined as the number (n) of observations which taken from the population by means of statistical inferences for the entire population (Sims, 2016). The sample of this research is the domestic tourist in different state who likes to travel to the Kelantan. Researchers used the sample size calculator by Raosoft (2020), the recommended minimum sample size is 392 from the population size 3,100,100 peoples. Therefore, 392 respondents are volunteer to take part in the survey and randomly choose from the population of domestic tourists from other state who like to travel Kelantan to provide adequate information to this study.

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3.5 SAMPLING TECHNIQUE

Sampling considered as the method of collecting samples from a specific type of person or population for research purposes, such that the study of the sample and the understanding of its properties can make it possible to generalize certain characteristics to the elements of the population (Kumar et al., 2013). Camilleri (1961) categorized the sampling methods in two groups since the essence of the collection of the sample units. The sampling technique divided into probability sampling and non-probability sampling. Shona (2019) stated probability sampling involves random selection that allows the researcher to draw statistical inferences about the entire population, whereas non-probability sampling applies to non-random selection based on convenience or other factors that allow the researcher to gather the initial data easily.

Depersio (2018) stated that simple random sampling is a basic sampling technique used to select a smaller sample size from a larger population and generalize a larger population. Simple random sampling is being used to make statistical inferences about a population and help to ensure high internal validity which randomization is the best approach to minimize the impact of potential confounding variables (Thomas, 2020). In this study, researchers used probability sampling as simple random sampling because it is easier to form a representative group from the entire population and identify the components of the targeted demographic. Researchers will send a link that involves an online questionnaire through social networking websites. Therefore, respondents who volunteer to take part in the questionnaire surveys and researchers will randomly choose the respondent from the Google Form which to ensure the data can be collected in a short duration of time in a different state during the partial lockdown.

3.6 RESEARCH INSTRUMENT

The research instrument is the common term used by researchers for measuring instruments such as surveys, tests, questionnaires, and so on. As mentioned by Leod (2018), the questionnaire is a research instrument be made up a collection of questions for the purpose of collecting information from respondents. Researchers use questionnaires as a method to get a lot of information from many respondents because

it is a relatively cheap, fast, and effective way. The questionnaire is divided into three parts, namely Part A, Part B, and Part C. Section A discussed respondent's demographic information which involves gender, age, race, occupation, and income level. While section B focused on three independent variables which are provided by researchers such as food image, food tourism and food quality. Section C focused on the dependent variable which is domestic tourist satisfaction.

In this study, researchers use basic measurement techniques which is a Likert scale because people do not have to be forced to express their opinions but can remain neutral and can easily draw conclusions from questionnaires, reports, results, and graphs. Likert scales are common in a research study because it allows researchers to manage personality traits or perceptions easily (Bhandari, 2020). According to Dolnicar et al. (2011), the five and seven-point Likert items take a longer time for respondents to fill out the questionnaire using different answer formats. The four-point Likert scale is the respondents to be forced to make an opinion where there is no 'neutral' option, and it is defined as a good scale for researchers to get specific responses. Therefore, the four- point Likert scale is best for recording opinions on tourist satisfaction which the tourist has experienced, and it will help researchers to get the most common response to each statement and overall average response as well. The researchers distributed the questionnaire among the domestic tourist from other states which allows respondents to choose from 1- Strongly Disagree to 4- Strongly Agree.

The items from the survey have been adopted from the previous study "Perception of Kelantan Food Image among Tourists Visiting Kelantan", "Quality of Food and Tourists' Satisfaction of Penang Delicacies in Predicting Tourists' Revisit Intention" and "Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience". For the internal validation, the questionnaires will send to two experts in the business and tourism field for checking survey items. A consent form has been received from these two experts and all the comments will revise and correct. The internal validation by these two experts already been attached on appendices.

3.7 DATA COLLECTION METHODS

Refer to Dudovskiy (2018), data collection is a process of gathering information to obtain answers to the research problem, to define the hypothesis and to evaluate the results from all important resources. It divided into two categories which are primary methods of data collection and secondary methods of data collection. Kumar et al. (2013) described primary data collection involves the collection of information specific to the study in hand from real resources, such as consumers and other research stakeholders. Salkind (2010) defined primary data collection is time consuming and more expensive than secondary data collection. Primary data are data obtained from first-hand sources by a researcher of using techniques such as surveys, interviews, or observations (Glen, 2018). This study will use internet survey which is Google Form that allow researchers to share the survey through online. The questionnaire was distributed to the 302 respondents who travel to the Kelantan and the questionnaire will spread online. Therefore, researchers need a few months to collect the data from the respondents.

While secondary data collection includes any information from previous sources that has never been particularly obtained for the current research issue (Kumar, 2013). Secondary data such as books, newspapers, magazines, journals, and web portals that considered as a category of data which has been published (Dudovskiy, 2018). Rouse (2017) stated secondary data can be more legitimate than primary data due to its exposure and community evaluation and it has been used as primary data verification. Data initially obtained for a particular purpose and reused for research purposes. This study is using the journal, e-book, and newspaper to assist. The data and information are collected from online sources such as researchers found 50 articles related to the study which is Domestic Tourist Satisfaction and Perceived Quality of Kelantan Food.

3.8 DATA ANALYSIS TECHNIQUE

Perez (2019) described data analysis is the method to analysing data using a logical and scientific argument to carefully analyse each aspect of the data collected or given. It considered as the process of filtering, convert and modelling data for the

discovery of useful knowledge. Data analysis defined as the systematic use of statistical and logical techniques for explaining the data scope, modular the data structure, condensing data representation, demonstrating through images, table, and graphs, and analyze statistical inclinations, probability data, for drawing meaningful conclusions (Aurora, 2020). Data analysis techniques involved qualitative data analysis and quantitative data analysis. In this study, researchers used quantitative data analysis that consist of descriptive analysis and inferential analysis for two different forms of data analysis.

3.8.1 DESCRIPTIVE STATISTICS

Descriptive statistics can be useful for two purposes which are to provide basic information about variables in a data set and to highlight potential relationships between variables (Research Connections, 2020). Descriptive statistics are used to define the basic characteristics of the data in a study along with simple graphical analysis, such as demographic details of the respondent, which includes mean, mode, median and frequency. These include the types of variables such as nominal, ordinal, interval, and ratio as well as the measurements of frequency, central tendency, dispersion or variance, and position (Kaur, 2018). Measures of central tendency defined as the measurements of the position of the origin or the centre of the distribution (Kumar et al., 2013). The three common measures of central tendency are the mode, median, and mean (Bhandari, 2020). The four key measures of dispersion consist of range, variance, standard deviation, and skewness (Research Connections, 2020). The analysis can allow researchers to know the details of the respondents and to remind them the important details that help them to better understand the data.

3.8.2 PEARSON CORRELATION

Inferential statistics takes data from a sample and makes inferences about the larger population from which the sample was drawn (Frost, 2018). The types of inferential statistics include linear regression analysis, t-test, Anova, and Pearson Correlation. Mukaka (2012) stated correlation is a statistical approach used to determine the potential linear relationship between two continuous variables. The correlation

between variables shows that when one variable changes its value, the other variable begins to shift in a particular direction (Frost, 2018). A correlation coefficient of zero shows that there is no linear relationship between two continuous variables, while a correlation coefficient of -1 or $+1$ means a perfect linear relationship (Mukaka, 2012). In this study, Pearson Correlation Coefficient analysis is used to study the relationship between the independent variable and the dependent variable. It used to identify if the correlations exist between the independent variables which are food image, food tourism and food quality and dependent variable which is domestic tourist satisfaction.

3.8.3 RELIABILITY TEST

Reliability analysis is an indication of the stability and consistency without bias and helped assessed the "goodness" of the measure (Sekaran, 2003). Kumar et al. (2013) defined reliability is a required contributor to validity, but it is not a sufficient requirement of validity. Specific measures of reliability involved internal consistency reliability, test-retest reliability, and inter-rater reliability (Li, 2016). Internal consistency reliability is a tool to estimate how well a test or survey is calculating what you expect it to measure (Glen, 2018). Cronbach's alpha would seem to be a function of the number of items in the measure, the mean standard deviation between pair of items, and the variance of the overall score (Chelsea, 2015). It is a measure of the internal consistency of the study, expressed as a number between 0 and 1. When the value of alpha is increase, it means the terms in a survey is more reliable to each other (Dennick, 2011).

3.9 CONCLUSION

In conclusion, this chapter has discussed the research design that is used to conduct the study, target population, population, sample size, sampling procedure, measurement instruments, data collection, and data analysis. While pilot study used to pre-test the questionnaire before conducts the actual questionnaire. Researchers collected data from the questionnaire to find the frequency for descriptive statistical analysis, reliability test, and Pearson correlation are used to define the relationship between the independent variables and dependent variable.

CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

This chapter includes the reliability analysis, frequency analysis, descriptive analysis, Pearson Correlation Coefficient analysis to analyze the results and closed by summary. The results of the research data were obtained from 392 respondents. In this study, Statistical Package for the Social Sciences (SPSS) version 24 was used to analyze the data after data collection.

4.2 RELIABILITY ANALYSIS

Reliability analysis was used during the data collection process to measure the reliability of the questionnaires. The reliability analysis calculates many commonly used measurement reliability scales and provides information on the relationship between individual items in the scale. The data were tested using Cronbach's Alpha analysis to ensure internal consistency based on the average inter-item correlation. The following table shows Cronbach's rule of thumb according to the Alpha coefficient of Hair et al. (2007).

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

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

Source: Hair et al. (2007)

Table 4.2: Results of Reliability Cronbach's Alpha Coefficient analysis within
Dependent Variables and Independent Variables

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.909	.908	40

Source: Research Data 2021

Table 4.2 shows the results of the reliability review for the intention to use. Cronbach's Alpha result for this segment's query was 0.909 which indicate excellent performance. Therefore, the questionnaire has fulfilled the internal consistency and ready for the data collection.

4.2.1 FOOD IMAGE

Table 4.3: Results of Reliability Cronbach's Alpha Coefficient analysis of food image

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.781	.782	10

Source: Research Data 2021

Table 4.3 shows the results of reliability analysis for food image. The alpha coefficient of Cronbach shows a value of 0.781, which range as good. Therefore, the questionnaire is accurate and more reliable for use in this study.

4.2.2 FOOD TOURISM

Table 4.4: Results of Reliability Cronbach's Alpha Coefficient analysis of food tourism

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.726	.725	10

Source: Research Data 2021

Table 4.4 shows the results of reliability analysis for food tourism. The alpha coefficient of Cronbach shows a value of 0.726, which ranges as good. Therefore, the questionnaire is accurate and more reliable for use in this study.

4.2.3 FOOD QUALITY

Table 4.5: Results of Reliability Cronbach's Alpha Coefficient analysis of food quality

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.734	.735	10

Source: Research Data 2021

Table 4.5 shows the results of reliability analysis for food quality. The alpha coefficient of Cronbach shows a value of 0.734, which ranges as good. Thus, the questionnaire is accurate and more reliable for use in this study.

4.2.4. DOMESTIC TOURIST SATISFACTION

Table 4.6: Results of Reliability Cronbach's Alpha Coefficient analysis of domestic tourist satisfaction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.741	.739	10

Source: Research Data 2021

Table 4.6 shows the results of reliability analysis for domestic tourist satisfaction. The alpha outcome of the Cronbach for the question in this segment was 0.741, which indicates good results. Therefore, the questionnaire is reliable and accurate for use in this study.

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4.3 DEMOGRAPHICS CHARACTERISTICS OF THE RESPONDENT

The frequency analysis shows the demographic characteristics of respondents. The questionnaire in Section A includes a few demographic questions about the respondents' gender, age, race, occupation, and income level. The data will present in the form of pie chart.

4.3.1 GENDER

Figure 4.1: Percentage of respondents by gender
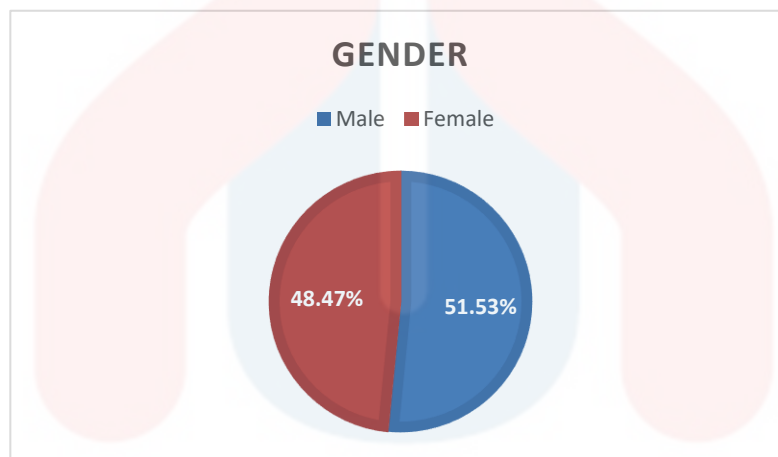
Source: Research Data 2021

Figure 4.1 indicates the number and percentage of respondents based on gender. Out of 392 respondents, 202 respondents (51.53%) are male, while 190 respondents (48.47%) are female who involved in this survey. In this study, men are outnumbered than women by a large margin.

4.3.2 AGE

Figure 4.2: Percentage of respondents by age
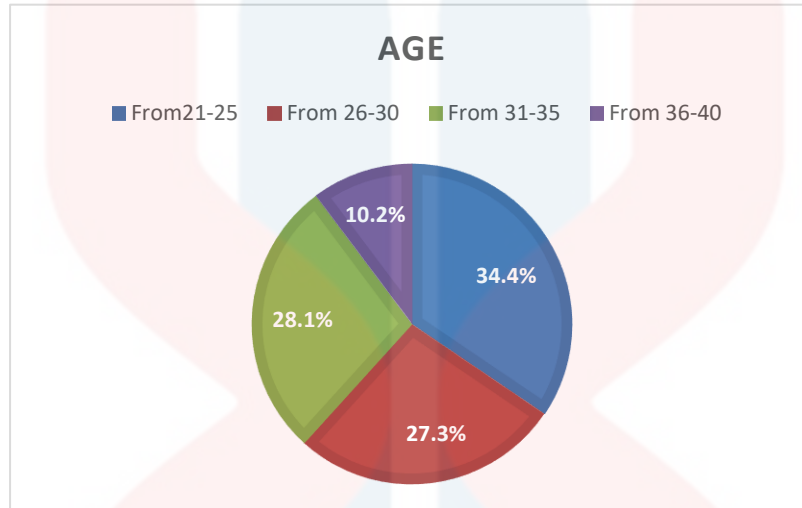
Source: Research Data 2021

Figure 4.2 shows the percentage by the age of respondents. Out of 392 respondents, 135 respondents (34.4%) are between 21 to 25 years old, 107 respondents (27.3%) are between 26 to 30 years old, 110 respondents (28.1%) are between 31 to 35 years old, and 40 respondents (10.2%) are between 36 to 40 years old had responded to the questionnaire.

4.3.3 RACE

Figure 4.3: Percentage of respondents by race
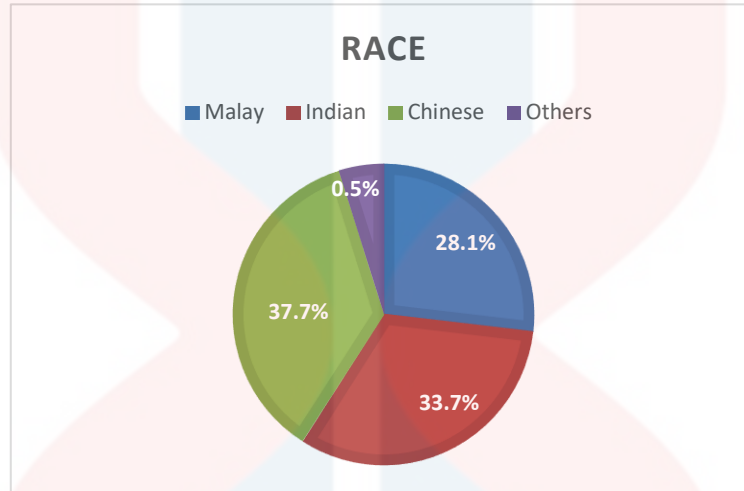
Source: Research Data 2021

Figure 4.3 shows the percentage by the race of the respondents. There were 392 respondents who were involved Malay (110 respondents / 28.1%), Indian (132 respondents / 33.7%), Chinese (148 respondents / 37.7%), while other races (2 respondents / 0.5%) had responded to the questionnaire.

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4.3.4 OCCUPATION

Figure 4.4: Percentage of respondents by occupation
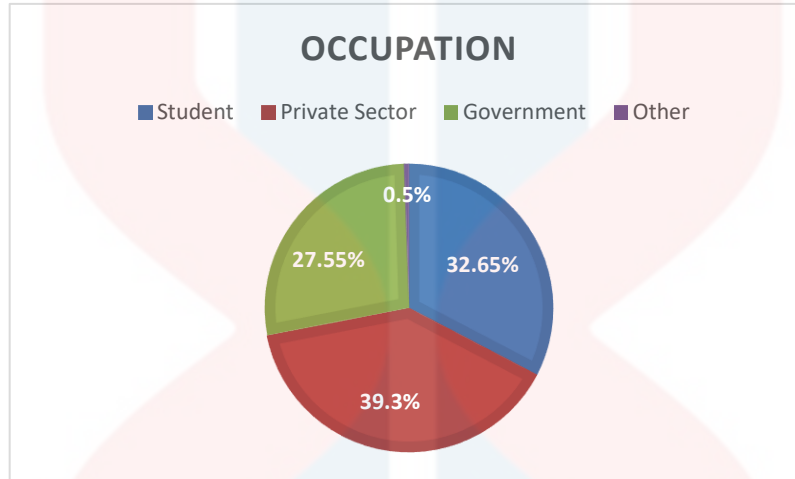
Source: Research Data 2021

Figure 4.4 shows the percentage by occupation of the respondents. There were 392 respondents who were consisted of student (128 respondents / 32.65%), private sector (154 respondents / 39.3%), government sector (108 respondents / 27.55%), while the other sectors (2 respondents / 0.5%) had responded to the questionnaire.

4.3.5 INCOME LEVEL

Figure 4.5: Percentage of respondents by income level
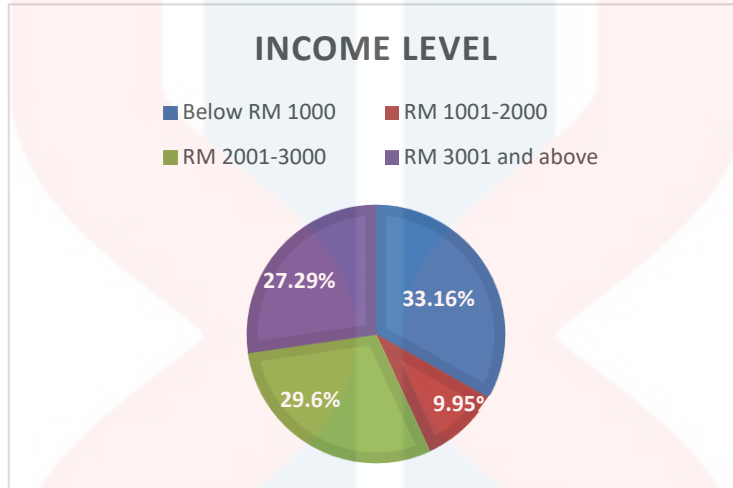
Source: Research Data 2021

Figure 4.5 shows the percentage by the race of the respondents. Out of 392 respondents, 130 respondents (33.16%) gain income below RM1000, 39 respondents (9.95%) gain RM 1001 to RM 2000 and follow up 116 respondents (29.6%) gain RM 2001 to RM 3000. After that, there are only 107 respondents (27.29%) who gain income RM 3000 and above.

4.4 DESCRIPTIVE ANALYSIS

Descriptive analysis is used to describe the mean and standard deviation of each statement in independent and dependent variables. The mean and standard deviation are used to determine the degree of consent of the respondents to the statement.

4.4.1 INDEPENDENT VARIABLES (IV) and DEPENDENT VARIABLE (DV)

Table 4.7: Descriptive statistics

Element	Mean	Standard Deviation
Food Image	3.2709	2.6953
Food Tourism	3.2758	2.7339
Food Quality	3.2921	2.7446
Domestic Tourist Satisfaction	3.2535	2.8610
N=392		

Source: Research Data 2021

Based on the table 4.7, it shows the total number of respondents, mean value and standard deviation of independent variables and dependent variable. The mean value for the dependent variable, domestic tourist satisfaction is 3.2535 and the standard deviation 2.8610. For the independent variables, the highest mean value is food quality 3.2921 and 2.7446 for the standard deviation and followed by food tourism, which is 3.2758, and the standard deviation is 2.7339. While the food image has the lowest mean which is 3.2709, and the standard deviation is 2.6953. The table shows that respondents agreed that food image, food tourism, and food quality influence the perceived quality of Kelantan food and directly affect domestic tourist satisfaction.

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4.4.2 FOOD IMAGE

Table 4.7.1: Descriptive statistic for Food Image

Statement	Mean	Standard Deviation
(1) Domestic tourist satisfaction will increase when the food image achieves their expectation.	3.1837	.84438
(2) Food image represent the culture of the state and it will influence tourist make the decision to purchase or choose the food.	3.1658	.65981
(3) The positive food image satisfies the domestic tourist to revisit the place.	3.4005	.66348
(4) Food image should achieve acceptable standards and expectations which are clean, nutritious, and have a variety of choices to fulfil the tourist satisfaction.	3.2832	.68519
(5) Food providers prepare food clean and safe to build a positive food image to satisfy the tourist's needs.	3.3597	.72282
(6) The appearance of food similar to the food menu.	3.1760	.74815
(7) Food image achieved tourist satisfaction when the food provides with nutrients and suitable for their taste.	3.3469	.74809
(8) Food image represent the cultural heritage of the place which have a lot of herbs and spice in the traditional menu.	3.1327	.72426
(9) Food image achieve tourist expectation when the food served with various flavor with the local of uniqueness.	3.3520	.71057
(10) The food image will increase when the restaurant environment is clean and comfortable to meet the needs of the tourist.	3.3087	.63899
N=392		

Source: Research Data 2021

Table 4.7.1 shows the mean and standard deviation of the food image. The statement "The positive food image satisfies the domestic tourist to revisit the place." achieved the highest mean of 3.4005 and the standard deviation is 0.66348. Additionally, the statement "Food providers prepare food clean and safe to build a positive food image to satisfy the tourist's needs." has the second-highest mean which is 3.3597 and the standard deviation is 0.72282. From the data of 392 respondents shows that most of the standard deviation value that lower than 1 which indicate the values are close to mean. It can be concluded that the data indicate that the respondents agreed on food image will influence the perceived quality of Kelantan food and directly affect the domestic tourist satisfaction. Hence, researchers agreed that food hygiene issues should be taken into consideration, and food safety helps to prevent consumers

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from risks of health. It will create a positive food image for tourists and thus they have the intention to revisit the place, lastly, customer loyalty will increase as well.

4.4.3 FOOD TOURISM

Table 4.7.2: Descriptive statistic for Food Tourism

Statement	Mean	Standard Deviation
(1) Food tourism is the motivation to promote Kelantan food to domestic tourists to increase tourist satisfaction.	3.3087	.70375
(2) Food tourism attracts tourists who crave new foods to get satisfied with tourism being an attraction for them to try unique and authentic foods served by restaurants or stalls.	3.2704	.62623
(3) Food tourism allows tourists to savor different local delicacies and gain inimitable and unique cultural experience in Kelantan.	3.3316	.71321
(4) Kelantan considers famous for its distinctive cultural heritage, natural environments, and the unparalleled hospitality of the locals which include the unique food which can attract more tourists to visit.	3.2602	.66220
(5) Tourists travel to Kelantan just to experience its distinctive and variety of food offerings and the uniqueness of local cuisine can significantly enhance a destination's image then increase tourist satisfaction.	3.3342	.71021
(6) Food tourism play an important role in overall experience to attract tourist to taste the food with the uniqueness of local cuisine.	3.2704	.66197
(7) Food tourism destination with a density of high- quality restaurants, an abundance of local food suppliers in the high street and food festivals and events to attract tourists.	3.2602	.71423
(8) Food tourism destination as a means to create cultural capital and social cachet.	3.2015	.67676
(9) Food tourism creating a density of food suppliers which results in food experience.	3.2653	.69416
(10) Food tourism satisfies tourists by allowing them to get the desired goal of relaxation, excitement, and lifestyle.	3.2551	.66033
N=392		

Source: Research Data 2021

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Table 4.7.2 shows the mean and standard deviation analysis of respondents on food tourism. The statement "Tourists travel to Kelantan just to experience its distinctive and variety of food offerings and the uniqueness of local cuisine can significantly enhance a destination's image then increase tourist satisfaction." has the highest mean value which value 3.3342 and the standard deviation is 0.71021. In contrast, the statement "Food tourism destination as a means to create cultural capital and social cachet." scored the lowest mean value which is 3.2015 and the standard deviation is 0.67676. From the data of 392 respondents shows that most of the standard deviation value that lower than 1 which indicate the values are close to mean and it can be concluded that respondents satisfied with the experience and uniqueness of the Kelantan food. Consequently, researchers agreed that food is one of the attractions to attract tourists from other states to try unique and authentic foods in Kelantan and word of mouth from trusted sources such as social media. However, the variety of food offerings and the uniqueness of local Kelantan food will increase their motivation to travel, therefore delicious food will increase their satisfaction.

4.4.4 FOOD QUALITY

Table 4.7.3: Descriptive statistic for Food Quality

Statement	Mean	Standard Deviation
(1) Restaurants have to focus on food quality by preparing food with freshness to satisfy tourist's needs and keep their values in long term.	3.3112	.68977
(2) The food quality experience satisfies the domestic tourist to revisit the place in the future.	3.2908	.69864
(3) Food providers should have a good understanding of knowledge of food safety to ensure food is clean and hygienic for tourists.	3.3980	.65533
(4) The restaurant can make improvements from the tourist's feedback to maintain food quality with healthy and tastefulness.	3.3469	.63732
(5) High food quality is achieved when restaurants provide high service quality and delicious food to fulfill the tourist's needs.	3.2653	.69784
(6) Kelantan food achieved the level of cleanliness.	3.1888	.73986
(7) Food served with appropriate temperature.	3.2679	.70959
(8) Food served with healthy and nutrition.	3.2934	.65013
(9) Kelantan food achieved tourist satisfaction when the food was served safely and healthy.	3.2602	.72489
(10) Food served with packages provides protection to keep the food clean.	3.2985	.68240
N=392		

Source: Research Data 2021

Table 4.7.3 shows the mean and standard deviation analysis of respondents on food quality. The statement "Kelantan food achieved the level of cleanliness." has the lowest mean of 3.1888, and the standard deviation is 0.73986. The highest mean achieved 3.3980, and the standard deviation is 0.65533, where the respondents agreed with the statement "Food providers should have a good understanding of knowledge of food safety to ensure food is clean and hygienic for tourists." From the data of 392 respondents shows that most of the standard deviation value that lower than 1 which indicate the values are close to mean. The results indicate that the majority of respondents considered food safety is very important in the food preparation process to ensure that all the food provided achieves the standard of food safety policy. To achieve higher tourist satisfaction, food providers will implement safe food handling practices and procedures to create a good reputation.

4.4.5 DOMESTIC TOURIST SATISFACTION

Table 4.7.4: Descriptive statistic for Domestic tourist satisfaction

Statement	Mean	Standard Deviation
(1) Food image, food tourism, and food quality will affect domestic tourist satisfaction.	3.1505	.88771
(2) Tourists get satisfied when they tasted Kelantan food is delicious and unique.	3.1122	.66529
(3) The domestic tourist satisfaction will decrease when the food image and food quality does not achieve tourist expectation.	3.3367	.68141
(4) Tourist satisfaction is a very important factor to be evaluated to improve any services related to food.	3.2219	.67791
(5) Positive tourist satisfaction brings a great impression, and it will be the reason for tourists to revisit the place.	3.3112	.69347
(6) Tourist satisfaction increase when the food served with healthy and nutrition	3.2755	.66372
(7) Food image increase when the appearance of food similar to the food menu and directly increase tourist satisfaction	3.3622	.71262
(8) Tourist satisfaction increase when the food served with appropriate temperature and the food environment are clean and comfortable.	3.2321	.66685
(9) Tourist satisfaction increase when the level of Kelantan food cleanliness is high.	3.2602	.69976
(10) Tourist satisfaction increase when food tourism allow tourist to taste different local delicacies and satisfied with the overall food experience.	3.2755	.64417
N=392		

Source: Research Data 2021

Table 4.7.4 shows the mean and standard deviation analysis of respondents on domestic tourist satisfaction. The highest mean value achieved 3.3622, and the standard deviation 0.71262, where the respondents agreed with the statement "Food image increase when the appearance of food similar to the food menu and directly increase tourist satisfaction." The statement "Tourists get satisfied when they tasted Kelantan food is delicious and unique." has the lowest mean which is 3.1122 and the standard deviation is 0.66529. From the data of 392 respondents shows that most of the standard deviation value is lower than 1 which indicate the values are close to mean. Based on the table above, it can be concluded that most of the respondents agreed that food images similar to the menu lead to greater satisfaction, and tourists with a good impression will revisit the place to prove their loyalty.

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4.5 PEARSON'S CORRELATION COEFFICIENT

The Pearson Correlation Coefficient analysis is one of the important analysis which helps to measure the strength of the linear relationship between the independent variables (IV) and dependent variable (DV). This analysis mainly to identify whether the correlations exist between the independent variables (food image, food tourism, and food quality) and dependent variable (domestic tourist satisfaction). If the correlation existed, researchers have to decide the strength and direction of association between the variables.

Table 4.8: Rules of Thumbs on the Strength of Correlation Coefficient

Size of Correlation	Interpretation
.90 to 1.00 (−.90 to −1.00)	Very high positive (negative) correlation
.70 to .90 (−.70 to −.90)	High positive (negative) correlation
.50 to .70 (−.50 to −.70)	Moderate positive (negative) correlation
.30 to .50 (−.30 to −.50)	Low positive (negative) correlation
.00 to .30 (.00 to −.30)	negligible correlation

Source: Abgunbiade & Ogunyika (2013)

4.5.1 HYPOTHESIS 1: FOOD IMAGE

H1: There is a significant relationship between food image on perceived quality of Kelantan food and domestic tourist satisfaction.

Table 4.8.1: Pearson Correlation of food image on perceived quality of Kelantan food and domestic tourist satisfaction.

Correlations		f i	dts
Food image	Pearson Correlation	1	.603(**)
	Sig. (2-tailed)		.000
	N	392	392
Domestic tourist satisfaction	Pearson Correlation	.603(**)	1
	Sig. (2-tailed)	.000	
	N	392	392
** Correlation is significant at the 0.01 level (2-tailed).			

Source: Research Data 2021

Table 4.8.1 indicate the relationship between food image on the perceived quality of Kelantan food and domestic tourist satisfaction is moderate positive with a correlation coefficient of 0.603. The p-value is 0.000 which is less than the significant level of 0.01. Therefore, there is a significant relationship between food image on the perceived quality of Kelantan food and domestic tourist satisfaction.

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4.5.2 HYPOTHESIS 2: FOOD TOURISM

H2: There is a significant relationship between food tourism on perceived quality of Kelantan food and domestic tourist satisfaction.

Table 4.8.2: Pearson Correlation of food tourism on perceived quality of Kelantan food and domestic tourist satisfaction.

Correlations			
		F t	dts
Food Tourism	Pearson Correlation	1	.598(**)
	Sig. (2-tailed)		.000
	N	392	392
Domestic tourist satisfaction	Pearson Correlation	.598(**)	1
	Sig. (2-tailed)	.000	
	N	392	392
** Correlation is significant at the 0.01 level (2-tailed).			

Source: Research Data 2021

Table 4.8.2 indicate the relationship between food tourism on the perceived quality of Kelantan food and domestic tourist satisfaction is moderate positive with a correlation coefficient of 0.598. The p-value is 0.000 which is less than the significant level of 0.01. Therefore, there is a significant relationship between food tourism on the perceived quality of Kelantan food and domestic tourist satisfaction.

4.5.3 Hypothesis 3: Food Quality

H3: There is a significant relationship between food quality on perceived quality of Kelantan food and domestic tourist satisfaction.

Table 4.8.3: Pearson Correlation of food quality on perceived quality of Kelantan food and domestic tourist satisfaction.

Correlations			
		f q	dts
Food Quality	Pearson Correlation	1	.676(**)
	Sig. (2-tailed)		.000
	N	392	392
Domestic tourist satisfaction	Pearson Correlation	.676(**)	1
	Sig. (2-tailed)	.000	
	N	392	392

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

Source: Research Data 2021

Table 4.8.3 indicate the relationship between food tourism on the perceived quality of Kelantan food and domestic tourist satisfaction is moderate positive with a correlation coefficient of 0.676. The p-value is 0.000 which is less than the significant level of 0.01. Therefore, there is a significant relationship between food tourism on the perceived quality of Kelantan food and domestic tourist satisfaction.

4.6 SUMMARY

The data collected in this study highlight the domestic satisfaction and perceived quality of Kelantan food. There are 392 respondents involved and responded to the questionnaire in this study. The age of respondents ranges from 21 to 40 years old. Within the result, the majority of the respondents are Chinese while the minority of the respondents are in the category of others. According to the data analyzed, there is a higher mean score is 3.2921 which is food quality among the other independent variables. The highest Pearson Correlation value between domestic satisfaction and perceived quality of Kelantan food is 0.676 which is food quality followed by food image which is 0.603 and lastly food tourism which is 0.598. Hence, the results showed that the three independent variables (IV) have a moderate positive correlation with the dependent variable (DV).

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter includes discussion and results of the study, limitation, recommendation for future study, and finally presenting the summary for whole research. Researchers will explore the relationship between the variables and limitations of this research in the future.

5.2 RESULTS AND DISCUSSION

This research was carried out to identify the relationship between domestic tourists' satisfaction towards the perceived quality of Kelantan food which are food image, food tourism, and food quality. Food image, food tourism, and food quality will influence the perceived quality of Kelantan food and directly affect domestic tourist satisfaction. Researchers used primary data collection to get the information from respondents by using an internet survey through the Google Form and secondary data collection which collected from online sources such as researchers found 50 articles related to the study which is Domestic Tourist Satisfaction and Perceived Quality of Kelantan Food.

Refer to the sample size calculator by Raosoft (2020), the recommended minimum sample size is 385 respondents from the population size of 3,100,100 peoples. However, 392 respondents are volunteers to take part in the survey and randomly choose from the population of domestic tourists from other states who like to travel to Kelantan to provide adequate information to this study. Descriptive statistics, Pearson Correlation, and reliability test will be used to analyse the data. Descriptive analysis help researchers to know the details of the respondents and to better understand the data distribution. Additionally, Pearson Correlation was used to measure the strength of the linear relationship between all the variables. Reliability analysis was used to measure the reliability of the questionnaires during the data collection process and the

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Cronbach's Alpha for all variable's scales was 0.741 which resulted in good results. Therefore, the questionnaire is reliable and can be used for the study.

5.2.1 FRAMEWORK ANALYSIS

Figure 5.1: Correlation between Food image, Food Tourism, Food Quality and Domestic Tourist Satisfaction
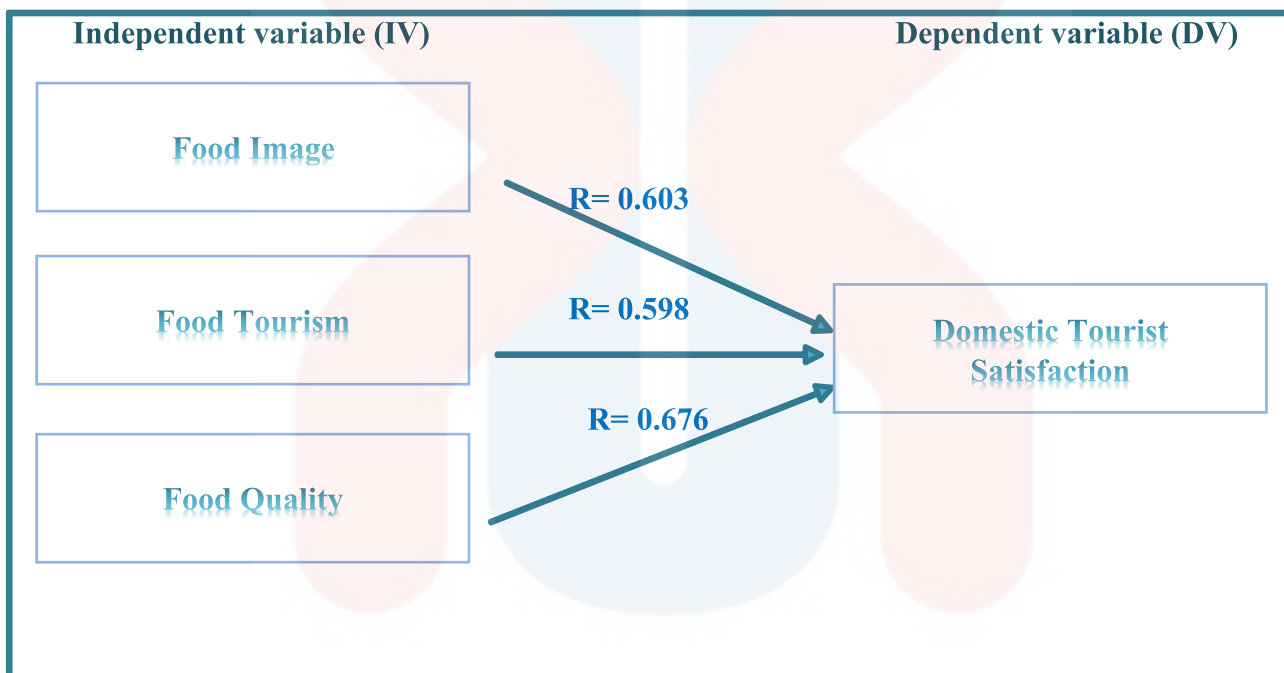
Source: Perceived Quality of Food Affect Domestic Tourist Satisfaction (2021)

Figure 5.1 shows the framework with the data value for the significant independent variables and dependent variables. There are three independent variables which are food image, food tourism and food quality have a significant relationship with the dependent variable which is domestic tourist satisfaction. The Pearson correlation value between food quality and domestic tourist satisfaction achieved the highest which is 0.676 and the second highest of the correlation value between food image and domestic tourist satisfaction which is 0.603. Whereas the lowest Pearson correlation value between food tourism and domestic tourist satisfaction is 0.598. According to the results, researchers found that food quality is the most important factor to achieve greater tourist satisfaction.

5.2.2 RESEARCH QUESTION 1: WHAT IS THE RELATIONSHIP BETWEEN THE FOOD IMAGE AND DOMESTIC TOURIST SATISFACTION?

In this study, there was a significant relationship between food image and domestic tourist satisfaction at a moderate positive level (r=0.603, n=392, p<0.01). The finding showed that the positive food image satisfies the domestic tourist and thus tourists have the intention to revisit the place. Thus, establishing a positive food image in the tourist's mind can be seen as crucial behaviors such as redirecting their intentions and recommendations to others (Chi et al., 2013). As mentioned by Leong (2010), food hygiene and accessibility of local food information will influence food image and food providers should pay more attention to these attributes to attract tourists and build a positive impression of Kelantan food. Thew (2015) also stated that the element of cleanliness and food safety are of concern and take control in ensuring hygienic issues. However, food providers should increase their awareness to ensure the food is clean and safety which includes the surrounding environment is clean when preparing the food, it aims to achieve acceptable standards and expectations to fulfill tourist satisfaction. It can be concluded that food image plays an important role in influencing the perceived quality of Kelantan food and food image would lead to greater tourist satisfaction.

5.2.3 RESEARCH QUESTION 2: WHAT IS THE RELATIONSHIP BETWEEN THE FOOD TOURISM AND DOMESTIC TOURIST SATISFACTION?

Based on this study, the result indicated the strength of the relationship between food tourism and domestic tourist satisfaction at a moderate positive level (r=0.598, n=392, p<0.01). The findings supported the previous research by Hall (2012) that food tourism is a primary motivating factor for travel which has food festivals in special locations to allow tourists to experience and taste the foods and satisfy their needs. However, food tourism can be seen as an important role in the way tourists experience the destination and some tourist would return to the same destination only to taste the food, that means the food tourism has significantly enhanced a destination's image and achieved the tourist's satisfaction. Additionally, food tourism being part of the cultural heritage of the destination allows tourists to taste different local food, it helps to strengthen the concept of repeat visitation and make tourists satisfy to enjoy the unique

food culture (Rodríguez-Gutiérrez, 2020). It can be concluded that food tourism can be the key in the structure of tourist satisfaction.

5.2.4 RESEARCH QUESTION 2: WHAT IS THE RELATIONSHIP BETWEEN THE FOOD QUALITY AND DOMESTIC TOURIST SATISFACTION?

In this study, there was a significant relationship between food quality and domestic tourist satisfaction at a moderate positive level ($r=0.676$, $n=392$, $p<0.01$). Food quality is the highest level among all the independent variables because high service quality and delicious food help to achieve high tourist satisfaction and their needs. The finding was supported by Ryu et al. (2012) that examines the impact of three elements of foodservice quality dimension which are physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intention. Apart from that, Rozekhi et al. (2016) mentioned that the restaurant can make improvements from the food quality attributes in certain aspects, thereby making customers' dining experience more satisfying. This can also help to satisfy diners with the food quality of its core values such as freshness, menu variety, food appearance, temperature, and tastefulness that could lead to greater tourist satisfaction. To maintain the food quality, the restaurant will collect feedback from tourists and make improvements to achieve tourist's expectations and satisfaction. It can be concluded that food quality is a major factor influencing tourist satisfaction which drives tourists to have an intention to return to a destination.

5.3 LIMITATION

5.3.1 LACK OF PREVIOUS STUDIES

This study had some limitations that should be pointed out. The first limitation to the generalization of these results is the lack of previous studies in the research area. The literature review is an important part of any research because it helps researchers to support their findings and determine the scope of work that has been done in the research field. Therefore, the literature review findings are used as references to justify the findings and these prior studies provide the theoretical framework for the research question which comprises the concepts and theories investigated by researchers. The food image research seems to be very nascent, and the information related to the domestic tourist satisfaction issue is particularly limited. However, researchers take more time to find the previous studies which can help to support the findings.

5.3.2 TIME CONSTRAINTS

Moreover, the second limitation concerns the time constraints. In the data collection process, researchers felt hard to get complete data from respondents in a short period. Apart from that, some of the respondents cannot answer the questionnaire online because of their slow internet connection, it takes more time for researchers when collecting data and researchers also cannot distribute the questionnaire face to face to the respondents due to the pandemic. Researchers have to attend classes online and they cannot spend more much time put more attention on the assignments, thus they also must complete the research proposal at the time. However, it same goes for respondents who busy with their work so they cannot answer the questionnaire online because respondents cannot answer the questionnaire during their working hours.

5.3.3 SAMPLES OF STUDY

Respondents are considered as one of the limitations in this study because the respondents are local tourists from other states who like to travel to Kelantan to provide adequate information to this study. However, respondents felt hard to collect data from respondents from different states especially during a pandemic. This is because some of the respondents would not give cooperation to answer the questionnaire online and certain respondents may not feel encouraged to provide accurate answers while answering the questionnaire. The respondents did not read the instruction properly from the questionnaire and give a proper answer, this will make the data inaccurate and may not be usable.

5.4 RECOMMENDATION FOR FUTURE STUDY

In this study, there are a few suggestions to enhance the results of this research and overcome the limitations for future study. The first recommendation is the study carry out by using both qualitative method and quantitative methods. This is because using a combination of qualitative and quantitative method help to improve an evaluation by ensuring that the limitations of one type of data are balanced by the strengths of another. Therefore, researchers should interview the tourist to know how they satisfy Kelantan food and what is the factors that make them satisfy, it helps to provide deeper and wider insights about tourist satisfaction. This also will ensure that understanding of tourist satisfaction is improved by integrating different ways of knowing.

Apart from that, reassess the research problem, research objective and expand the theory that has been addressed in this research. Researchers need to find more research related to the topic of food satisfaction; therefore, researchers can examine in more detail the basics and needs of consumers who can provide satisfaction. This is because the diversity of food that exists in the state of Kelantan from various races does not all meet tourist satisfaction while the tourist satisfaction with perceived quality of food is difficult to measure through food hygiene, food quality, food environment, and food taste, especially in a different area. Thus, researchers should examine in more depth the perceived quality of food that can achieve the highest satisfaction to tourists who visit the state so that can enhance the research objective and research problem.

Furthermore, the targeted respondents were domestic tourists from other states who like to travel to Kelantan and the recommended minimum sample size was 385 respondents from the population size. To achieve higher satisfaction, foreign tourists should be the respondent that involves for future study. Due to Covid-19, researchers unable to obtain opinions or information from foreign tourists and cannot even make an interview with them. This is because foreign tourist has different opinions and suggestions that can help to increase tourist satisfaction. However, it is possible to make expand the sample to give a more effective effect in the future study.

This study only focused on three independent variables which are food image, food tourism, and food quality, and the theory of American Customer Satisfaction Index (ACSI) was used in this research but there are still many factors that can influence tourist satisfaction such as food environment, service quality. Hence, researchers should take into account the characteristic features of satisfaction and the satisfaction is different on certain factors by the individual. To develop or expand the framework the future studies, researchers should gather surveys from a larger scale especially of the topic satisfaction of food in Kelantan, and also examine previous studies on food, the description, and quality of food available in the state of Kelantan. In addition, other mediators between customer satisfaction and loyalty, such as food image and perceived quality of food, could be further examined. Future studies may include more variables in order to extend this model and gain further insight.

There is some implication that needs to be the highlight in this study. From a theoretical perspective, this study contributes to the literature in two directions. First, this study indicates how the importance of perceived quality of food influence the tourist satisfaction and help hospitality businesses to perform better in the future. Second, the results demonstrate that all the factors present moderate positive values to prove the overall tourist satisfaction. This study may help restaurant managers and travel agents better understanding the aspects that contribute to tourist satisfaction from the perspective of domestic tourists. Researchers highly recommend that Kelantan authorities have to pay more attention to improve the food image and government have to organize food tourism event which helps to increase tourist satisfaction and also food experience. It can enhance their awareness of the quality of the visit and promote positive behavioural intentions among them. However, more measures need be taken

to ensure that hygiene issues in the foodservice industry are resolved because it can affect food image and tourist satisfaction as well. Hopefully, this study will be able to justify some required actions to further enhance perceived quality food in Kelantan and tourist satisfaction.

5.5 SUMMARY

In the conclusion, the results obtained in this study are limited to current understanding only. This study focuses on the factors that influenced domestic tourist's satisfaction and the perceived quality of food in Kelantan. Researchers also deliver the purpose of this study with regard to the problem and also examine the relationship between the factors that influence the domestic tourist satisfaction towards perceived food in Kelantan.

There are three main factors that influencing the domestic tourist satisfaction towards the perceived quality of food in Kelantan which are food tourism, food image, and food quality. The research framework was focused on the literature that has been viewed. The researcher decided to examine the relationship between each factor in the independent variables and the dependent variables. Other than that, this study offers knowledge that may be useful for the tourism industry to analyze customer satisfaction perceived quality of food in Kelantan.

There are a few factors that need to focus and improve in this research. In fact, not all domestic tourists have ever visited Kelantan and tasted the variety of food available here. There were 392 respondents who participated in this research using the online survey questionnaire. Data collected were analyzed by SPSS version 24 software for descriptive statistical analysis, reliability analysis, and correlation analysis. To conclude that all variables demonstrated a positive relationship at a moderate positive level. Thus, it is to prove that the research objectives were successfully achieved.

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7.0 APPENDICES

Faculty of Hospitality, Tourism and Wellness

DOMESTIC TOURISM SATISFACTION AND PERCEIVED QUALITY OF KELANTAN FOOD

Dear Respondent,

We are students of Bachelor of Entrepreneurship (Tourism) with Honour, University Malaysia Kelantan and we are currently conducting research about the domestic tourism satisfaction and perceived quality of Kelantan food.

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 dikasihi,

Kami adalah pelajar Ijazah Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian, Universiti Malaysia Kelantan dan kami sedang menjalankan satu kajian tentang kepuasan pelancongan domestik dan kualiti makanan Kelantan yang dirasakan..

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.

MUHAMMAD IZNUL FAHMI BIN HUSAIDI　　　　　*H18A0262*
MUHAMMAD ANAS BIN ROSLI　　　　　　　*H18A0241*
LIM JING XUAN　　　　　　　　　　　　　*H18A0194*
TEY JIN WEN　　　　　　　　　　　　　　*H18A0649*

Our research specifically, this research aims to achieve the following objectives:

1. To study the relationship between food image and domestic tourist satisfaction.

2. To identify the relationship between food tourism and domestic tourist satisfaction.

3. To examine the relationship between food quality and domestic tourist satisfaction.

For that, our research based on this three Hypothesis that will be discussed in this study which related to the food image, food tourism and food quality will affect the domestic tourist satisfaction as follows:

Hypothesis 1: There is a relationship between food image on perceived quality of Kelantan food and domestic tourist satisfaction.

Hypothesis 2: There is a relationship between food tourism on perceived quality of Kelantan food and domestic tourist satisfaction.

Hypothesis 3: There is a relationship between food quality on perceived quality of Kelantan food and domestic tourist satisfaction.

SECTION A : RESPONDENT'S DEMOGRAPHIC INFORMATION

BAHAGIAN A : MAKLUMAT DEMOGRAPHIC RESPONDEN

Please specify your answer by tick (√) on the relevant answer provided.

Sila nyatakan jawapan anda dengan menandakan (√) pada jawapan yang telah disediakan

1. Gender */ Jantina*

☐ Male */ Lelaki*

☐ Female */ Perempuan*

2. Age */ Umur*

☐ 21-25 years old */ 21- 25 tahun*

☐ 26-30 years old */ 26-30 tahun*

☐ 31-35 years old */ 31- 35 tahun*

☐ 36-40 years old */ 36-40 tahun*

3. Race */ Bangsa*

☐ Malay / *Melayu*

☐ Indian / *India*

☐ Chinese / *Cina*

☐ Others */ Lain-lain*

4. Occupation */ Pekerjaan*

☐ Student */ Pelajar*

☐ Private Sector / *Sektor Swasta*

☐ Government Sector */ Sektor Awam*

☐ Others */ Lain-lain*

5. Income Level / *Tahap Pendapatan*

☐ Below RM1 000 / *Bawah RM1 000*

☐ RM1 001 – RM2 000

☐ RM2 001 – RM3 000

☐ RM3 001 and above / *RM3 001 dan ke atas*

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Section B: Independent variable

Bahagian B: Pembolehubah tidak bersandar

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

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

Strongly Disagree	Disagree	Agree	Strongly Agree
Sangat Tidak Setuju	*Tidak Setuju*	*Setuju*	*Sangat Setuju*
1	**2**	**3**	**4**

Food image / Persepsi makanan

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT			
		1	**2**	**3**	**4**
1.	Domestic tourist satisfaction will increase when the food image achieves their expectation. *Kepuasan pelancong domestik akan meningkat apabila imej makanan memenuhi harapan mereka.*				
2.	Food image represent the culture of the state and it will influence tourist make the decision to purchase or choose the food. *Imej makanan mewakili budaya negeri dan ini akan mempengaruhi pelancong membuat keputusan untuk membeli atau memilih makanan tersebut.*				
3.	The positive food image satisfies the domestic tourist to revisit the place. *Imej makanan positif memberi kepuasan kepada pelancong domestik untuk mengunjungi tempat tersebut..*				
4.	Food image should achieve acceptable standards and expectations which are clean, nutritious, and have a variety of choices to fulfill the tourist satisfaction. *Citra makanan harus mencapai standard dan harapan yang dapat diterima yang bersih, berkhasiat, dan mempunyai pelbagai pilihan untuk memenuhi kepuasan pelancong.*				
5.	Food providers prepare food clean and safe to build a positive food image to satisfy the tourist's needs. *Pembekal makanan menyediakan makanan bersih dan selamat untuk membina imej makanan positif untuk memenuhi keperluan pelancong.*				
6.	The appearance of food similar to the food menu. *Penampilan makanan serupa dengan menu makanan.*				

7.	Food image achieved tourist satisfaction when the food provided with nutrients and suitable for their taste. *Imej makanan mencapai kepuasan pelancong apabila makanan menyediakan nutrien dan sesuai dengan citarasa mereka.*				
8.	Food image represent the cultural heritage of the place which have a lot of herbs and spice in the traditional menu. *Imej makanan mewakili warisan budaya tempat yang mempunyai banyak ramuan dan rempah dalam menu tradisional.*				
9.	Food image achieve tourist expectation when the food served with various flavour with the local of uniqueness. *Imej makanan mencapai harapan pelancong apabila makanan disajikan dengan pelbagai rasa dengan keunikan tempatan.*				
10.	The food image will increase when the restaurant environment is clean and comfortable to meet the needs of the tourist. *Imej makanan akan bertambah apabila persekitaran restoran bersih dan selesa untuk memenuhi keperluan pelancong.*				

Food tourism / Pelancongan makanan

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT			
		1	2	3	4
1.	Food tourism is the motivation to promote Kelantan food to domestic tourists to increase tourist satisfaction. *Pelancongan makanan adalah motivasi untuk mempromosikan makanan Kelantan kepada pelancong domestik untuk meningkatkan kepuasan pelancong.*				
2.	Food tourism attracts tourists who crave new foods to get satisfied with tourism being an attraction for them to try unique and authentic foods served by restaurants or stalls. *Pelancongan makanan menarik pelancong yang menginginkan makanan baru untuk merasa puas dengan pelancongan yang menjadi tarikan bagi mereka untuk mencuba makanan unik dan asli yang disajikan oleh restoran atau gerai.*				
3.	Food tourism allows tourists to savor different local delicacies and gain inimitable and unique cultural experience in Kelantan. *Pelancongan makanan membolehkan pelancong menikmati makanan tempatan yang berbeza dan memperoleh pengalaman budaya yang tidak dapat ditandingi dan unik di Kelantan.*				
4.	Kelantan considers famous for its distinctive cultural heritage, natural environments, and the unparalleled hospitality of the locals which include the unique food which can attract more tourists to visit. *Kelantan menganggap terkenal dengan warisan budaya tersendiri, persekitaran semula jadi, dan keramahan penduduk*				

	tempatan yang tiada tandingannya termasuk makanan unik yang dapat menarik lebih ramai pelancong untuk berkunjung.				
5.	Tourists travel to Kelantan just to experience its distinctive and variety of food offerings and the uniqueness of local cuisine can significantly enhance a destination's image then increase tourist satisfaction. *Pelancong melancong ke Kelantan hanya untuk menikmati keistimewaan dan pelbagai jenis makanan dan keunikan masakan tempatan dapat meningkatkan imej destinasi dengan ketara dan meningkatkan kepuasan pelancong.*				
6.	Food tourism play an important role in overall experience to attract tourist to taste the food with the uniqueness of local cuisine. *Pelancongan makanan memainkan peranan penting dalam keseluruhan pengalaman untuk menarik pelancong mencuba makanan dengan keunikan masakan tempatan.*				
7.	Food tourism destination with a density of high quality restaurants, an abundance of local food suppliers in the high street and food festivals and events to attract tourists. *Destinasi pelancongan makanan dengan kepadatan restoran berkualiti tinggi, banyak pembekal makanan tempatan di festival jalan raya dan makanan serta acara menarik untuk menarik pelancong.*				
8.	Food tourism destination as a means to create cultural capital and social cachet. *Destinasi pelancongan makanan sebagai kaedah untuk mewujudkan modal budaya dan sosial.*				
9.	Food tourism creating a density of food suppliers which results in food experience. *Pelancongan makanan mewujudkan kepadatan pembekal makanan yang menghasilkan pengalaman makanan.*				
10.	Food tourism satisfies tourists by allowing them to get the desired goal of relaxation, excitement, and lifestyle. *Pelancongan makanan memuaskan pelancong dengan membiarkan mereka mendapatkan tujuan relaksasi, kegembiraan, dan gaya hidup yang diinginkan.*				

Food quality / Kuanliti makanan

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT			
		1	**2**	**3**	**4**
1.	Restaurants have to focus on food quality by preparing food with freshness to satisfy tourist's needs and keep their values in long term. *Restoran harus menumpukan pada kualiti makanan dengan menyediakan makanan dengan kesegaran untuk memenuhi keperluan pelancong dan menjaga nilai mereka dalam jangka panjang.*				
2.	The food quality experience satisfies the domestic tourist to revisit the place in the future. *Pengalaman kualiti makanan memuaskan pelancong domestik untuk mengunjungi tempat itu di masa depan.*				
3.	Food providers should have a good understanding of knowledge of food safety to ensure food is clean and hygienic for tourists. *Pembekal makanan harus mempunyai pemahaman yang baik mengenai pengetahuan tentang keselamatan makanan untuk memastikan makanan bersih dan kebersihan bagi pelancong.*				
4.	The restaurant can make improvements from the tourist's feedback to maintain food quality with healthy and tastefulness. *Restoran boleh membuat penambahbaikan dari maklum balas pelancong untuk menjaga kualiti makanan dengan sihat dan menarik.*				
5.	High food quality is achieved when restaurants provide high service quality and delicious food to fulfill the tourist's needs. *Kualiti makanan yang tinggi dicapai apabila restoran memberikan kualiti perkhidmatan yang tinggi dan makanan yang enak untuk memenuhi keperluan pelancong.*				
6.	Kelantan food achieved the level of cleanliness. *Makanan Kelantan dicapai dengan tahap kebersihan.*				
7.	Food served with appropriate temperature. *Makanan dihidangkan dengan suhu yang sesuai.*				
8.	Food served with healthy and nutrition. *Makanan disajikan dengan sihat dan berkhasiat.*				
9.	Kelantan food achieved tourist satisfaction when the food was served safely and healthy. *Makanan Kelantan mencapai kepuasan pelancong apabila makanan dihidangkan dengan selamat dan sihat.*				
10.	Food served with packages provides protection to keep the food clean. *Makanan yang disajikan dengan bungkusan memberikan perlindungan untuk menjaga kebersihan makanan.*				

Section C: Dependent variable

Bahagian B: Pembolehubah bersandar

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

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

Strongly Disagree	Disagree	Agree	Strongly Agree
Sangat Tidak Setuju	*Tidak Setuju*	*Setuju*	*Sangat Setuju*
1	2	3	4

Domestic tourist satisfaction / *Kepuasan pelancong dalam negeri*

NO	STATEMENT / KENYATAAN	LEVEL OF AGREEMENT			
		1	2	3	4
1.	Food image, food tourism, and food quality will affect domestic tourist satisfaction. *Citra makanan, pelancongan makanan, dan kualiti makanan akan mempengaruhi kepuasan pelancong domestik.*				
2.	Tourists get satisfied when they tasted Kelantan food is delicious and unique. *Pelancong merasa puas apabila mereka merasakan makanan Kelantan sedap dan unik.*				
3.	The domestic tourist satisfaction will decrease when the food image and food quality does not achieve tourist expectation. *Kepuasan pelancong dalam negeri akan menurun apabila imej makanan dan kualiti makanan tidak mencapai harapan pelancong.*				
4.	Tourist satisfaction is a very important factor to be evaluated to improve any services related to food. *Kepuasan pelancong adalah faktor yang sangat penting untuk dinilai untuk meningkatkan perkhidmatan yang berkaitan dengan makanan.*				
5.	Positive tourist satisfaction brings a great impression, and it will be the reason for tourists to revisit the place. *Kepuasan pelancong yang positif membawa kesan yang luar biasa dan menjadi alasan bagi pelancong untuk mengunjungi semula tempat tersebut.*				
6.	Tourist satisfaction increase when the food served with healthy and nutrition.				

	Kepuasan pelancong meningkat apabila makanan disajikan dengan sihat dan berkhasiat.				
7.	Food image increase when the appearance of food similar to the food menu and directly increase tourist satisfaction. *Imej makanan meningkat apabila penampilan makanan serupa dengan menu makanan dan secara langsung meningkatkan kepuasan pelancong.*				
8.	Tourist satisfaction increase when the food served with appropriate temperature and the food environment are clean and comfortable. *Kepuasan pelancong meningkat apabila makanan yang disajikan dengan suhu yang sesuai dan persekitaran makanan bersih dan selesa.*				
9.	Tourist satisfaction increase when the level of Kelantan food cleanliness is high. *Kepuasan pelancong meningkat apabila tahap kebersihan makanan Kelantan tinggi.*				
10.	Tourist satisfaction increase when food tourism allow tourist to taste different local delicacies and satisfied with the overall food experience. *Kepuasan pelancong meningkat apabila pelancongan makanan membolehkan pelancong merasakan makanan tempatan yang berbeza dan berpuas hati dengan keseluruhan pengalaman makanan.*				

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MALAYSIA

KELANTAN

BORANG PENILAIAN PAKAR
(SOAL SELIDIK)

Setelah menyemak dan menilai soal selidik yang telah dibina, dengan ini saya mengesahkan bahawa:

NAMA PENGKAJI: DR. SHATHEES BASKARAN

NO. MATRIK **: NIL**

FAKULTI **: UTM**

TAJUK KAJIAN **: DOMESTIC TOURISM SATISFACTION AND PERCEIVED QUALITY OF KELANTAN FOOD**

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Ulasan secara keseluruhan:

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Pastikan soal selidik yang sesuai diguna. Jangan campur adukan soalan. Pastikan soalan yang ditanya

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