FACTORS INFLUENCING TOURISTS' LOYALTY TOWARDS FOOD TOURISM IN MALAYSIA

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DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

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GDP	Gross Domestic Product
GVATI	Gross Value Added of Tourism Industries
KL	Kuala Lumpur
MFH	Malaysian Heritage Food
MLR	Multiple Linear Regression
UK	United Kingdom
WOM	Word Of Mouth
UNWTO	World Tourism Organization
SAS	Statistical Analysis System
SCT	Social Cognitive Theory
WEF	World Economic Forum

PREFACE

It is compulsory to carry out a research project in order to achieve our study – Bachelor Degree of Business Administration (Hons). The topic of this research project is "Factors Influencing Tourists' Loyalty towards Food Tourism in Malaysia". This study is conducted because food tourism is known as one of the attractive industries and it is getting familiar in tourism industry which may drive up the growth of country's economy.

There is no denial that Malaysia is a food heaven and a country which rich with culture. The industry is recognised that there will be a vast business potential which able lead to the variation of tourism products and services. However, attract new visitors is not one of the key effective strategy for food operator to compete in the tourism sector. Besides, the factors to retain loyal tourists under initiative of government is still vague. Hence, it is essential to have a comprehensive and general information that are useful for government and local food operator to come out with several strategies in order to attract the tourists' loyalty towards food tourism in Malaysia.

In this study, we outline the four important variables that affect the tourists' loyalty towards food tourism in Malaysia. The variables are cultural exploration, perceived value, place attachment and satisfaction.

ABSTRACT

Food Tourism has emerged as an area of interest for tourists as well as the host country in recent decades as food is becoming one of the most important factors for tourist at the travel destination. The main purpose of this study is to determine whether the four variables: cultural exploration, perceived value, place attachment and satisfaction will affect the tourist's loyalty towards food tourism in Malaysia. This survey was conducted and questionnaires were distributed to 450 respondents in 6 states and 1 federal territory in Malaysia which are Selangor, Johor, Penang, Perak, Kedah, Melaka and Kuala Lumpur with only 437 responses are acceptable. Reliability, Pearson Correlation Coefficient and Multiple Linear Regression analysis were used to test the research model. The results show that all the variables are found to have a significant relationship with tourist' loyalty. Besides, this study also provides implication for government and local food operators to gain understanding on the factors that influence the tourist's loyalty towards food tourism in Malaysia and provide several suggestions on ways to increase tourists' loyalty. Several recommendations are also highlighted for future researchers so that potential area of improvement could be further identified.

Keywords: Cultural Exploration, Perceived Value, Place Attachment, Satisfaction, Loyalty, Food Tourism

CHAPTER 1: INTRODUCTION

1.0   Introduction

This research paper aimed to investigate the factors influencing tourists' loyalty towards food tourism in Malaysia.

Chapter one provides an overall view of a research background regarding the research topic which includes the detailed elucidation of problem statement. Moreover, it also included the research questions, research objectives, hypothesis test, significant of study and chapter layout. At the end, conclusion will provides a summary of this chapter.

1.1   Research Background

Tourism can create economic benefits to the country as well as the local community, with a high volume of foreign currency inflows and high annual growth rate. For instance, it creates job opportunities to the local community, provides incentive for development in infrastructures such as road and rail network, generates national income to the country and etc. Thus, it has been known as one of the approaches for economic development (Amir, Osman, Bachok & Ibrahim, 2015). According to Schumacher (as cited in Bhuiyan, Siwar & Ismail, 2013), tourism is known as the leading and largest industry in the global world today. To attract tourists, Malaysian government launched various events such as Monsoon Cup, Rainforest World Music Festival, Formula 1 Grand Prix to promote the place of attractions (Mohamad & Jamil, 2012).

In 2016, The World Economic Forum (WEF) has placed Malaysia in 26th out of 136 countries' tourism sectors in the Travel and Tourism Competitiveness Report (Dass, 2017) and Malaysia had ranked 12th in World Tourism Organization (UNWTO) ranking for tourists' arrival amounting to 26.8 million (Tourism Malaysia, 2016).

Based on the Tourism Report 2016 from Tourism Malaysia Department, the number of international tourists' arrivals has significantly contributed a total receipt of RM82.1 billion to the national economy. In addition, the growth of number of domestic tourists had increased 7% as compared to year 2015. There are total 189.3 million of domestic tourists generated RM74.8 billion of income to the national economy and it shows an increasing revenue of 9.8% as compared to 2015.

According to Department of Statistic Malaysia (2016), there are five most visited states by domestic tourists in 2016 which are Selangor, Perak, Kuala Lumpur Federal Territory, Sabah and Sarawak as shown in the Figure 1.1.

Figure 1.1 Top 5 Visited States by Domestic Tourists in 2016

Adapted from: Department of Statistics Malaysia. (2016).

Besides that, the number of trips by domestic tourists increased by 8.0% from 235.2 million trips in 2015 to 253.9 million trips in 2016 (Department of Statistics Malaysia, 2016). In Malaysia, tourism industry contributed RM182.4 billion (14.8 percent of GDP) to the economy in the year 2016. The Gross Value Added of Tourism Industries (GVATI) of RM182.4 billion was driven by the retail trade industry, food and beverage, accommodation and other attractors which represented in the Figure 1.2.

Figure 1.2: Gross Value Added of Tourism Industries (GVATI), 2016
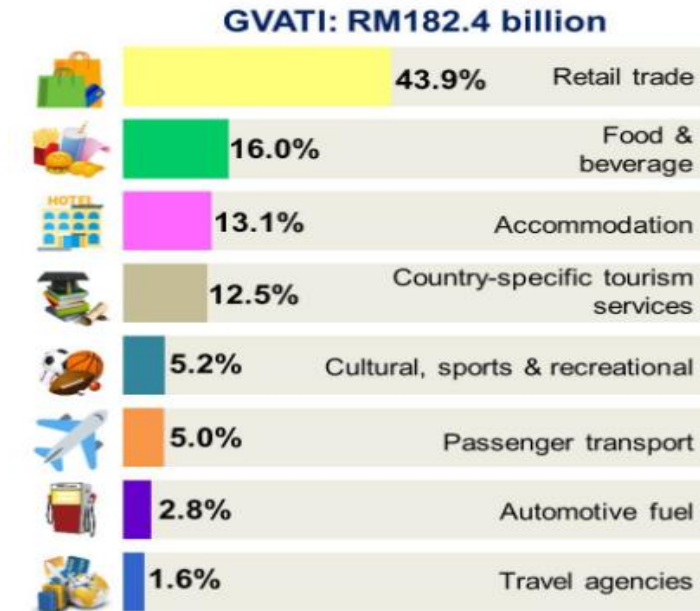
Adapted from: Department of Statistics Malaysia, Official Portal. (2016).

Gross Value Added of Tourism Industries (GVATI) from food and beverage (16%) in Malaysia was the second highest to tourists' contribution to the retail trade. Similarity, the domestic tourists' expenditure on food and beverage was the third highest among the expenditure components which is 13.8% (Department of Statistic Malaysia, 2016) as shown in Figure 1.3.

Figure 1.3 Expenditure Components of Domestic Tourism in 2016
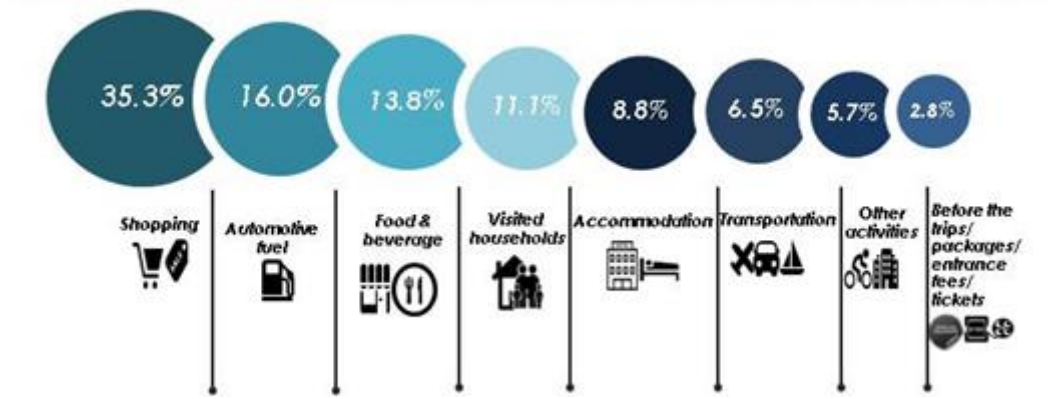
Adapted from: Department of Statistics Malaysia. (2016).

According to UK Tourism Statistic 2016, the total tourism expenditure on food and beverage amounted to £31.7 billion which fall as the second highest expenditure among 12 sectors. Besides, Singapore Tourism Board (2016) reported that visitors spend about 12% of their total spending on food and beverage. In a report of "The rise of food tourism" (2015), it was determined that around 77% of leisure tourists can be classified as food tourists. Thus, these indicate that foods play an important role in the tourism.

Food has been considered as a key of attraction for tourists. Combination of food and tourism is a strong appeal in recent years (Reza, 2014). In South East Asia, Malaysia is known as one of the countries which have vast food products that could be offered to domestic and international tourists (Jalis, Salehuddin, Zahari & Othman, 2009). These food products are the mixture of the diverse ethnic groups and races. The unique and distinctive foods of each ethnic groups are interesting to be marketed to the tourists. This gives Malaysia an advantage in food sectors which directly contribute to the country's economy and promoting the food tourism. By taking the advantages, Malaysia's government has been taking several efforts in promoting the food tourism (Yusoff, Zahari, Kutut & Sharif, 2013). The blooming of domestic tourism had encouraged Deputy Tourism and Culture to put more effort in promoting domestic tourism (Citrinot, 2017). Encouraging tourists to travel domestically could lead the tourism to be more sustainable as Malaysia's government is difficult to monitor the factors that might discourage the arrival of

foreign tourists. Besides, it can reduce the outflow of Malaysia currency to foreign monetary market.

An important portion of tourism income comes from the amount of expenditure spend by the loyal tourists (Frangos et al., 2015). Telfer and Wall (as cited in Kim, Eves & Scarles, 2009) suggested that tourists spend approximately one-third of their expenditures on eating. Destination loyalty is the tendency of tourist's intention to re-visit destination and recommend the destination to others (Oppermann, 1999; Taplin, 2013). In this study, tourists' loyalty refers to their intention to repeat visitation to experience the food tourism or recommend it to other people. It is important to retain tourists as the costs to retain existing tourists to revisit was lower than the cost to attract new tourists (Jang & Feng, 2007; Um, Chon & Ro, 2006). Recently, most of the researchers had investigate the factors that influence destination loyalty (Wu, 2016; Wu & Zheng, 2014; Yoon & Uysal, 2005). However, there is only a limited number of research focus on tourists' loyalty in food tourism Malaysia. To fill up the gap, this study focuses on investigating the factors influencing tourists' loyalty towards food tourism in Malaysia.

1.2 The Rise of Food Tourism

Recently, food tourism is getting more popular in tourism industry. Malaysia, a country which known as a food paradise as we can see that there are many eating outlets that offered traditional and authentic foods, modern-day cuisine, roadside foods and etc. According to Oppermann (2000), tourism loyalty plays an important role in tourism management as visitors' repetition provide a great opportunity to the businesses. There are 30% of tourism revenues are contributed by the proportion of tourists' spending on food (Lumbers & Eves, 2012). Tourists usually search and taste the new sensation of food rather than fulfilling their satiety at a destination, thus the foods itself able to attract them to visit for the second time and share their memorable experience with family, relatives, friends or others (Siti, Shahrim, Ainul & Siti, 2015). Malaysia gained an advantage in the food sector through the unique

and distinctive foods which directly contribute to the country's economy and promoting the food tourism.

1.3 Problem Statement

As mentioned in the previous section, food tourism plays an important role in contributing to national income and country development. Food has always been one of a significant components in tourism but it is only in recent years that it has been truly acknowledged for the important role it plays in the overall experience of a destination. In addition, food is significant in promoting tourism and tourist attraction. However, despite the growth in Malaysia tourism, there was limited research on food tourism. Hence, a more detailed research on food tourism is needed because of the increasing interests of tourist organizations towards food tourism.

Due to the competitiveness in the tourism sector, one of the key success factors is to retain current tourists, not only using effective marketing strategies to attract the new visitors (Kim & Goh, 2011). A tourist's revisit intention may not rely fully on their previous experience, as there is not necessary that a first purchase would indicate future commitment (Kim & Brown, 2012). The major problem that faced by the domestic tour operators is to maintain customer loyalty since there are many choices of foods available in the market.

Further, the contribution of Malaysian Heritage Food on cultural values is still under an imperfect condition (Omar, Karim, Bakar & Omar, 2015). Beautiful landscape, wonderful beaches and picturesque scenery are the views of the majority of tourists toward Malaysia but not for the special offering of heritage food (Omar et al., 2015). Moreover, Malaysia is a famous food paradise offering various types of local gastronomies. During the travel, tourists not only to experience the culture instead of partaking in local states' lifestyle but also to experience the food. Tourists may find that they might not acquire different food cultures in their home state (Omar et al., 2015).

When people understand and become familiar with those places, people will develop dependency and belonging sense towards it (Moore & Graefe, 1994; Lee, Kyle & Scott, 2012). Place attachment can be a possible gauge of how tourists consider the place in their tourism experience (Gross & Brown, 2006). Hence, they will loyal to the places and increase the intention to revisit. Nevertheless, studies state that tourists either will or will not having food at the same place in the future when they gain a satisfactory food experience regardless of whether they develop a memorable food experience (Hancfors & Mossberg, 2003).

Besides that, many studies using significant factors such as satisfaction, perceived value and revisit intention have been conducted to investigate a tourists' behaviour (Kim, Eves & Scarles, 2009; Petrick, 1999, 2004; Smith & Costello, 2009; Yoon & Uysal, 2005). Several studies on perceived value and satisfaction reveal that both of the variables have a significant effect on future revisit intention or intention to repurchase products (Choi & Chu, 2001; Tam, 2000; Yoon & Uysal, 2005). However, there is lack of attention has been paid to understand how the behaviour and psychological state of food tourists are affected by those factors in the food tourism setting (Kim, Kim & Goh, 2011). It has been argued that it is difficult to offer an overall quality experience that would generate high levels of tourists' satisfaction and willingness to revisit or recommend (O'Neill et al., 2010; Schmallegger et al., 2010). Even a tourist has been attracted to experience the food, if he or she do not have a satisfying experience, it is unlikely that they will revisit or recommend it to their friends and family in the future. In addition, a satisfied tourist does not necessary will revisit the place due to the time of travel, cost constraint and variety of choices available to them. Hence, an adequate assessment is required to identify which factors that influence tourist's loyalty towards food tourism in Malaysia.

1.4 Research Objectives

The general objective and specific objective are formulated in order to create goal for this study.

1.4.1 General objective

To study the factors influencing tourists' loyalty towards food tourism in Malaysia.

1.4.2 Specific objective

The specific objective is as follows:

1. To investigate how cultural exploration, perceived value, place attachment and satisfaction are used to predict tourists' loyalty towards food tourism in Malaysia.

1.5 Research Questions

In order to continuously conduct this study, we have developed few questions that connected from problem statements such as:

1. What are the factors influencing tourists' loyalty towards food tourism in Malaysia?

2. How cultural exploration, perceived value, place attachment and satisfaction are used to predict tourists' loyalty towards food tourism in Malaysia.

1.6 Hypotheses of the Study

After the independent and dependent variables of this research are constructed, this leads the creation of few hypotheses of the study as below:

H_1: There is a significant relationship between cultural exploration and tourists' loyalty towards food tourism in Malaysia.

H_2: There is a significant relationship between perceived value and tourists' loyalty towards food tourism in Malaysia.

H_3: There is a significant relationship between place attachment and tourists' loyalty towards food tourism in Malaysia.

H_4: There is a significant relationship between satisfaction and tourists' loyalty towards food tourism in Malaysia.

H_5: All independent variables (cultural exploration, perceived value, place attachment and satisfaction) are significantly explain the variance of tourists' loyalty towards food tourism in Malaysia.

1.7 Significance of the study

This research is vital to provide a better understanding of the antecedents of tourists' loyalty towards food tourism in Malaysia. The prospective of this research is to beneficial for various groups of people such as food operators, government, travel agencies, future researchers and other industries as well.

This is especially useful for the food operators as it provides a theoretical understanding of what are the factors that food tourists are emphasised in their travels. By understanding the important factors in influencing tourists' loyalty, food operators can keep improving the food quality and services provided in order to attract and retain new and existing customers as well as increase their profitability. Besides, the research provides travel agencies and organisations a rough idea in

attracting as well as retaining customers by adopting the factors that are suitable for their businesses.

In a similar way, this study assists in providing valuable information for government to recognise the areas that could help those related industries such as hotels and tourism operators in growing and developing their businesses. In addition, the information could also assist the government to improve the tourism attraction programs in promoting food tourism in order to generate more revenues as it plays an important role in the economy of Malaysia.

Although this study only focuses on the food tourism, it can also act as a guiding principle and beneficial for future researchers to study on the tourism industries or other fields.

1.8 Chapter Layout

Basically, there are five chapters in this research paper as listed below:

Chapter 1: Introduction

Chapter 1 is the introductory chapter of this study. It includes the overview of our research background. The problem statement provides the research problems and lets us proceed with the research question. It also developed the research objectives and hypotheses to be tested. The importance of this study also discussed.

Chapter 2: Literature Review

Chapter 2 is deliberating about the literature review section of this research in which the theoretical knowledge and model as well as the conceptual framework. The main motive of this chapter is to show how the research idea is interesting within the research field by discussing what scholars, writers as well as researchers have done and not done within the topic in the field. It also clearly indicates where to

stand and position with regards to the proposed research topic as compared to other relevant or similar past or on-going researchers. This chapter also included the hypotheses development and conclusion.

Chapter 3: Research Methodology

Chapter 3 describes the method to carry out the research. It provides a clear picture on how the research is designed, what data collection methods will be used and the sampling design. We also clarify the research instrument and construct measurement. Data processing and data analysis are further discussed in the section.

Chapter 4: Research Result

Chapter 4 presents the analyses of the results from which are relevant to the research questions and hypotheses. Statistical Analysis System (SAS) is used to interpret the results of scale measurement, descriptive and inferential analyses in detail.

Chapter 5: Discussion and Conclusion

Lastly, chapter 5 will be summarising the entire study by delivering the summary of statistical analyses, discussions of major findings, theoretical and managerial implications, limitation, recommendations for future research and overall conclusion of the study.

1.9 Conclusion

In conclusion, this chapter presents the summary structure and research background including the background of Malaysia tourism and the importance of food tourism towards the development of Malaysia. Besides, this chapter also outlines the

problem statement of our research. Though the problem statement, we could find out the factors that influence the tourists' loyalty towards food tourism in Malaysia and develop hypotheses based on the variables.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Chapter 2 will firstly discuss the review of literature and the definition of the variables is provided to enhance readers' understanding. Besides that, this chapter also discusses about relevant theoretical models that are related to this study. Continually, a theoretical framework is constructed in order to clearly demonstrate the relationship between the variables. At the end of this chapter, the hypotheses of this study are formulated.

2.1 Review of the Literature

2.1.1 Definition and Nature of Food Tourism

Food tourism is a phenomenon of tourists tasting and trying the unique local foods of a travel destination. Food is not only important for people to deal with hunger but also provides an important and meaningful part of the travel experience for the tourists (Quan & Wang, 2004; Smith & Costello, 2009). Besides, food usually can be consumed by ignoring the seasons' effect compared with other tourism activities (Kivela & Crotts, 2006).

Hall and Sharples (2003) argued that food tourism is "visitation to primary and secondary food producers, food-related festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel" (Cetin & Istanbullu, 2015). Similarity, Quan and Wang (2004) stated that food tourism occurs only when the food of a destination acts as the main motivator of a travel. It is viewed as one of the supportive attractions offered

in a destination and thus constitutes part of the destination marketing strategies (Rand & Heath, 2006).

In addition, food tourism is widely defined as the tourists' involvement in food-related activities at the destination during the travel. For instance, consuming local cuisine and purchasing local foods or food-related products catering and experiencing the unique characteristics of the food production or tasting the dishes of a particular chef (Cetin & Istanbullu, 2015; Shenoy, 2005). People should also be noted that food tourism is different from the normal food consumption because it provides food and beverage-related many development possibilities of narratives that involve the important dimensions of the local culture, including its history and local attractions (Ignatov & Smith, 2006). Hence, tourists often have the chance to have authentic experiences through food tourism (Sims, 2009).

Cetin and Istanbullu (2015) described food tourism as the purpose of travel is to search for, enjoy and prepare the food and drink. This includes all memorable experiences in the travel, not just those with reputations for 'fine dining' but equally a memorable food experience at a "roadside café" in the middle of nowhere. Enjoy special and delicious food and experience food-related cultural traditions associated with food is the experiences that are often sought after by modern tourists (Horng & Tsai, 2012a & b).

The food tourism in this study focuses on tourists who have the intention to revisit a place with the purpose to explore different cultures by understanding different place lifestyles, perceived the value of food in tourism, place attachment and tourist consider food and eating are satisfying towards food tourism in Malaysia.

Table 2.1: Definition of Food Tourism

Author/ year	Definition
Quan and Wang (2004); Smith and Costello (2009)	The phenomenon of tourists trying and tasting the unique, local authentic food of a travel destination.
Smith and Xiao (2008)	Culinary tourism is any tourism experience in which one learns about appreciates or consumes branded local culinary resources.
Hall and Sharples (2003)	"Visitation to primary and secondary food producers, food-related festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel".
Cetin and Istanbullu (2015); Shenoy (2013)	The participation of tourists in food-related activities in the destination during tourism.

Source: Developed for the research

2.1.2 Review of Past Food Tourism Studies

Despite the extensive research on food tourism as shown in Table 2.2, nevertheless, there is a lack of empirical studies on the antecedents of tourists' loyalty towards food tourism. Thus, the main purpose of this study is to investigate what are the factors that influence tourists' loyalty towards food tourism in Malaysia.

Table 2.2: Review of Past Food Tourism Studies

Author(s)	Research Topic	Finding(s)/Conclusion
Shenoy (2005)	Food tourism and culinary tourists	• Food tourism is composed of five significant components which are dine local, purchase local, dine elite, drink local and familiarity. • Variety-seeking, food neophobia and social bonding dimension of enduring involvement are significant explained participation in food tourism. • Age, gender, education and annual income affected participation in food tourism. • Tourists were classified into three significant cluster which are culinary tourist, experiential tourist and the general tourist. • Education and annual household income were significantly associated to the food tourist cluster.
Everett (2008)	The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England	• Food and food-related industries can be central to formation of regional identities, substantiating the theoretical link between identity and food. • Food tourism offers an alternative means of local and regional development, with the potential to strengthen identity, enhance appreciation of the environment, encourage the generation of local heritage and the economy.
Chen and Huang (2016)	Understanding the importance of food tourism to Chongqing, China	• Food tourism plays a supportive attraction in marketing Chongqing in pre-travel stage. • Food tourism playing a key role in enhancing tourists' experience at Chongqing during travel stage. • Food tourism in Chongqing has the great potential contributing to tourists' overall satisfaction with the destination.

Levitt, Meng, Zhang and DiPietro (2017)	Examining factors influencing food tourists' intention to consume local cuisine	● Food involvement and motivation formed strong positive and significant relationships with attitude toward consuming local cuisine while traveling ● Food involvement, perceived behavioural controls, anticipated positive emotions, anticipated negative emotions, frequency of past behaviour and self-identity are effectively predicted food tourists' desired and intention to consumer local cuisine.
Jalis et al. (2009)	Malaysian gastronomic tourism products: Assessing the level of their acceptance among the Western tourists	● There is a positive perception and high level of consumption and experience among the western tourists towards Malaysian gastronomy products. ● Local food outlets such as ethnic restaurant, food court and streets stalls are the first choice of dining place among the western tourists.
Tsai and Wang (2017)	Experiential value in branding food tourism	● Consumer return on investment have a positive influence on place food image and place food image significantly improved the tourists' behavioural intention for food tourism in Tainan, Taiwan.

Source: Developed for the research

2.1.3 Dependent Variable: Loyalty

Oliver (1999) defined loyalty as the deep commitment of buyer to repurchase or re-patronize a favoured product or service in the future, thus causing repetitive consumption of the same brand regardless of marketing efforts and situational impacts that having the potential to cause changing behaviour. Similarity, Auh and Johnson (2005) stated that loyalty is a

customer's predisposition or expectation to repurchase the product from a certain product or service provider.

Jaishankar, Arnold and Kristy (2000) mentioned loyalty is an individual's behaviour to repurchase the product, less sensitivity towards the price, surrender to counter persuasion and willing to make a recommendation to others. Ammari (2012) stated that loyal customers are the people who willing to provide a recommendation, spread positive word of mouth (WOM) to others and willing pay more to purchase the same product compared to another unknown firm.

Besides, a customer who is loyal will shows positive behaviour to service holders (Abdullah, 2012). Loyalty is categorised into behavioural and attitudinal. Behavioural loyalty can be observed by the consumer's actual behaviour and it is the way of application of retrospective transactional analysis of consumer activity while the vital component of attitudinal loyalty is the customer's emotional level towards the company (Ryu, Han & Kim, 2008).

In tourists' perspective, behavioural loyalty of tourist reflects in revisit the place while attitudinal loyalty of tourists considers recommendations to others and say a positive thing about the tourism (Dimitriades, 2006). According to Fishbein and Ajzen (1975), there is a close relationship between intention and behaviour. It can be meant as an intention by applying similar elements. For instance, when tourists have the intention to eat the food which they experienced before, they will return or revisit to the eating place.

2.1.4 Independent Variables

2.1.4.1 Cultural Exploration

Goodenough (as cited in Mak, Lumbers, Eves & Chang, 2012) defined culture is a set of characteristics, behaviours, values and attitudes that shared by a group of people in deciding what to do and how to do. Spencer-Oatey (2012) defined culture consists of the elements of a society, whereas society made up of a group of people who shared a common culture and the culture guides the behaviour of its members. Cultural bond may be racial or ethnic, based on shared values, beliefs and activities or geographic. The diverse ethnic groups in Malaysia created different food cultures that might become an important factor that influences tourists' willingness to revisit and recommend the food tourism.

Crompton and McKay (1997) defined cultural exploration as a desire to learn knowledge and expand intellectual horizons. Tourists look for cultural attractions to explore new knowledge and experience to satisfy their cultural needs (Richards, 2002). Field (2002) mentioned that cultural exploration lead tourists experience and learn about the culture of the societies other than their own. He further indicated that when tourists experiencing local food, they are also experiencing local culture. According to Kim et al. (2009) and Okumus, Okumus and McKercher (2007), every local food performs the intangible inheritance of a destination and by experiencing the food, tourists are able to obtain a genuine cultural experience. Differences in using ingredients, ways of preparing, cooking and preserving foods between different ethnics can be considered as traditional or authentic culture (Fields, 2002; Kim et al., 2009). Experiencing the local food provides the opportunity for tourists to understand and learn about the local cultures and their histories and they believe that local food can enrich their tastes and knowledge (Kim et al., 2009).

As a multi-ethnic country, Malaysia serves many kinds of food by different ethnic groups such as Malay, Chinese, Indian and other ethnics. Due to different cultures, the traditional foods' value is depending on their histories and the foods' place of origin. As tourists pursue a better understanding of the different food culture, they will explore more with the culture and accordingly acquire more knowledge about the food culture (Chen & Rahman, 2017). For instance, they are desire to understand where the food comes from, how the food is made, eating habits of local people, experiencing different tastes and etc.

2.1.4.2 Perceived Value

Zeithaml (1988) identified perceived value in four ways which are value is low price, is what the customer required in a product or service, is the quality that the customer receives for the price they paid and value is what the customer gets for what they give. However, Zeithaml contended that the four definitions of perceived value could be summed into one definition as the consumer's overall evaluation on the value of a product or service based on perception of what benefits they gain and what cost they paid.

Similarly, Sweeney and Soutar (2001) defined perceived value is a value-for-money concept which it is involved an exchange between what the customer gains (benefits) and what the customer gives (sacrifices). In other words, value is created once customer perceived more benefits (quality) than sacrifices (price) when they are consuming products or services. This definition is associated with one-dimensional perspective but the single items cannot determine the complex nature of perceived value, especially in the tourism context (Al-Sabbahy, Ekinci & Riley, 2004; Chen & Hu, 2010; Gallarza & Saura, 2006). Therefore, a multi-dimensional perspective of perceived value had been suggested.

Many researchers agreed that perceived value is a multi-dimensional perspective rather than a one-dimensional perspective. Sheth, Newman and

Gross (1991) mentioned that perceived value consists of five dimensions – functional value, emotional value, condition value, social value and epistemic value. Most researchers have agreed that functional and emotional values are the main dimensions of perceived value (Yuan & Wu, 2008). For example, Choi, Lee, Lee and Dattilo (2015) conceptualized functional, emotional and reputational values of a nature-based festival while Sánchez, Callarisa, Rodríguez and Moliner (2006) identified emotional, functional and social values of the purchase of tourism product. Therefore, the measurement of perceived value in this research paper is made up of these two concepts.

Sheth et al. (1991) defined functional value as the "perceived utility acquired from an alternative's capacity for functional, utilitarian or physical performance". Common attributes of functional value include quality, price, reliability and durability.

In tourism, the on-time performance of the tour, price and quality may all influence functional value perception. For instance, the reasonable price and tasty food might enhance tourists' perceived value in food tourism.

Unlike functional value, emotional value captures feeling generated by the product or service. Emotional value is defined as a customer "perceived utility acquired by consuming an alternative as a result of its ability to arouse emotion state including specific feelings such as security, comfort, anger, excitement, romance, passion, guilt and fear" (Sheth et al., 1991). Tourists have different taste and preference towards food. Hence, emotional value is more subjective than functional value.

To evaluate the tourists' perceived value of the tourism, both functional and emotional values can be very important as both affect both the satisfaction with the visit and likelihood to re-visit (Sánchez et al., 2006). According to Gallarze and Saura (2016), tourists perceive abundant benefits while travelling, but the effort, money and time spent in travelling can reduce the

overall perceived value and therefore reduce their likelihoods to revisit and recommend it to others.

2.1.4.3 Place Attachment

Place is a meaningful geographical unit that is perceived in the living environment (Seamon & Sowers, 2008). Therefore, the concept of place involves division of geographical and individual perception in developing a sense of place (Tuan, 1979; Nanzer, 2004). McIlvenny, Broth and Haddington (2009) argued that place is a geographical area where people interact with or integrated into the natural environment to produce different experiences, including space utilization, life experience and interaction with local residents.

Tuan (1979) assumed that a place's subjective understanding, description and perception forms a sense of place, which developed into place identity and place attachment. Williams et al. (1995) believed that place attachment is an individual's positive emotional participation in a place and the sense of belonging to the place. Place attachment is a term that derived from environmental psychology and refers to an individual's attachment to societies, communities and their homes (Lee et al., 2012); whereas place identity links between individual's identification with tourism (Moore & Graefe, 2009). According to Williams and Vaske (2003), the formation and development of place attachment is influenced by tourists' familiarity with the place.

There are many previous studies on place attachment measured and assessed it in two dimensions; place dependence and place identity (Kyle, Graefe & Manning, 2005; Alexandris, Kouthouris & Meligdis, 2006; Lee et al., 2012). Place dependence represents a situation in which an individual self-perceived differently from the functional association relationship with a place (Backlund & Williams, 2003). These studies subjects responded to projects such as "there is no substitute place for food tourism except here".

While, place identity usually refers to the emotional connection and meaningful social interaction between the individual and the place, such as "having food tourism here means a lot to me" (Moore & Graefe, 2009). As a result, social interaction may valued by an individual due to it facilitates interpersonal relationships and cultivate a sense of group belonging.

2.1.4.4 Satisfaction

According to Oliver (1980), satisfaction has been characterised and measured in various methods throughout the years. Satisfaction is the overall assessment of which the level of fulfilment is pleasant or unpleasant to a certain extent (Oliver, 1997). Pleasant occur when someone feels enjoyable or in a good mood. It is the end result of a subjective evaluation about whether the selected choice meets or exceeds the individual's expectation. Satisfaction in this study is related to the post evaluation of food experience by tourists.

In 1973, concept of customer satisfaction that comprises three constructs which are cognitive, affective and systematics had been developed by Hartman (Hartman, 1973). Cognitive dimensions are related to the service experience, affective dimension is related to psychological reaction of customer to the service performance while the systematic dimension is related to the gap between the expected and actual services received. Thus, customer satisfaction is well-defined as the post-purchase evaluation of customer towards the services received and the comparison between their prior expectations and what they actually received (Hunt, 1977). Oliver (1980) further redefined this concept as the expectancy-disconfirmation paradigm which consists of four elements: pre-purchase expectations, perceived performance, disconfirmation and satisfaction. A customer will have positive disconfirmation which leads to satisfaction when his or her pre-purchase expectation is met or exceeded perceived service performance and vice versa (Taplin, 2013). For example, when a tourist has a pleasant feeling about his or her post experience of food, the tourist will feel satisfied.

Tourists' experience can be mainly characterised as the perceived quality based on the comparison between expectation and actual performance (Chen & Tsai, 2007). According to Rust and Oliver (1994), when an experience generated a positive feeling, satisfaction will occur. A positive feeling means that the tourists feel enjoyable with the service quality. Thus, the tourists will rarely look for other alternatives because they think they had made a wise decision.

Besides, Oliver and Swan (1989) mentioned satisfaction in equity theory. They stated that consumer satisfaction can be perceived as a relationship between what the consumers sacrifice and the benefits they obtained. Satisfaction can be determined by some key factors such as price, benefits, time and effort (Yoon & Uysal, 2005). Therefore, the tourists feel satisfied with their decisions if the tourists obtained benefits based on their efforts, money and time for travel.

According to Barsky and Labagh (1992), the assessment of customer satisfaction is one of the crucial processes for business to survive as it exposes the judgment of product or service satisfaction through the customer's reaction. In addition, a satisfied customer will create a competitive advantage for the company to sustain in the competitive markets. Therefore, it is important for the local food operators to provide the food that satisfies their customers.

2.2 Review of Relevant Theoretical Model

2.2.1 Social Cognitive Theory

Figure 2.1 Social Cognitive Theory
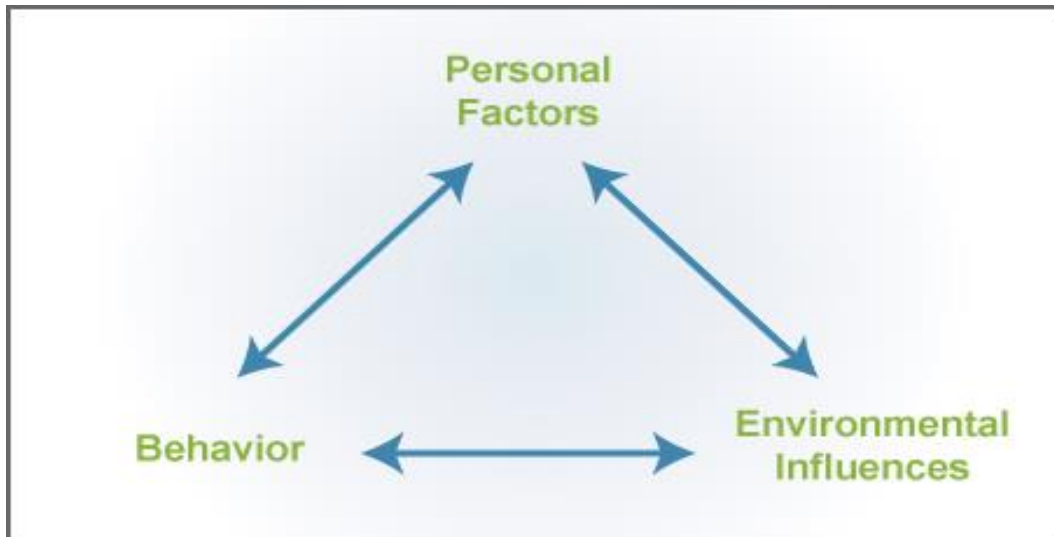
Adapted from: Bandura (1986). *Social foundations of thought and action: A social cognitive theory.* Englewood Cliffs, NJ: Prentice- Hall, Inc.

Albert Bandura developed the social cognitive theory based on the concept that cognitive, behavioural and environmental influences would affect the learning (Bandura, 1991). This social cognitive theory was expanded from social learning theory (Bandura, 1999). This theory provides a framework for understanding, predicting and changing human behaviour (Green & Peil, 2009).

Social Cognitive Theory presents a model of causation which involves a triadic reciprocal determinism. There are behaviour, environmental influences and cognition and other personal factors in the reciprocal causation model. However, all the interacting determinants able to influence each other bi-directionally (Bandura, 1999).

The personal factors and behaviour reflect the interaction between thought, affect and action. Personal factors include the expectations, beliefs, self-perceptions and the intention which lead to the direction of behaviour (Bandura, 1999). Besides, what people think, believe and even feel would

influence how the people behave. For instance, when the food offered by the food seller meet the expectation of tourist and satisfied the tourist, a tourist may has the intention to revisit the eating place and taste the food again.

In addition, the interactive relation between environmental influences and personal factors which consist of human beliefs, expectation and cognitive competencies are developed and modified by social influences (Bandura, 1986). Lerner (1982) mentioned that individual evoke various reactions from their social environment like age, race and physical attractiveness which are quite different from what people say and do (Bandura, 1999). For example, tourists feel enjoyable with the food tourism experience after they experience the environment of the eating place and the food satisfy their tastes. Tourists with different cultures is willing to taste the food from other races and this may affect their intentions to revisit or their loyalties toward food tourism.

The reciprocal causation between behaviour and environmental influences indicates that behaviour alters the environmental conditions or it can be altered by the very condition (Bandura, 1999). There is a bi-directionality of influence for both the environment and behaviour. For example, tourists will not loyal toward food tourism unless they have the intention to revisit after tasting the food (Bandura, 1999).

Therefore, the personal factors like tourist's satisfaction and perceived value while the environmental influences such as place attachment and cultural exploration will influence individual behaviour that intention to revisit and become loyal towards the food tourism. The Social Cognitive Theory explains the reason that people act on behaviour.

The Social Cognitive Theory has been broadly tested in multiple fields such as in mass communication (Bandura & Locke, 2003), in entrepreneurship (Bayron, 2013), in green marketing (Preko, 2017) and in human resource management (Cury et al., 2006). However, this theory is rarely used in

tourism. Thus, we had applied the Social Cognitive Theory (SCT) in our study and the framework had proved to be significant to intention studies.

2.3 Proposed Theoretical Framework

Figure 2.2 Proposed Theoretical Framework

Independent Variables (IVs)   **Dependent Variable (DV)**
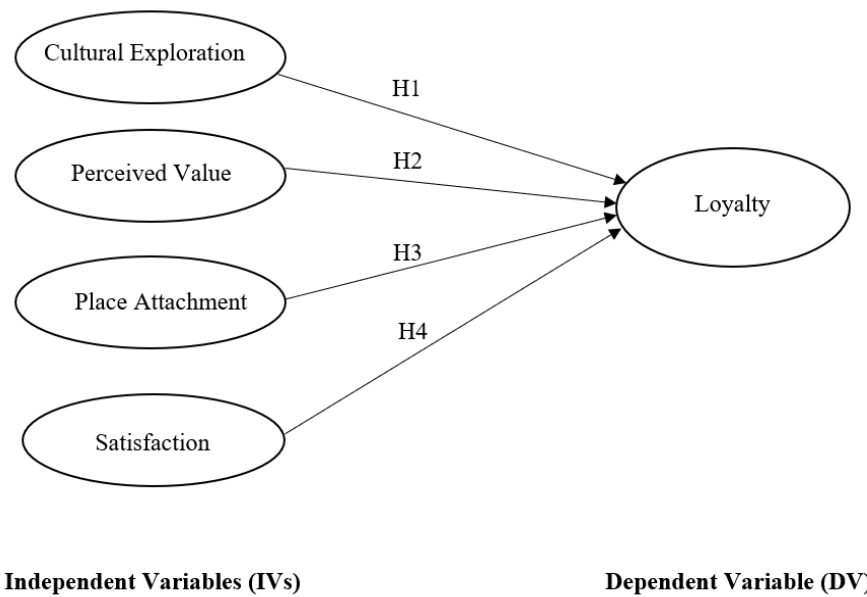
Source: Developed for the research

Based on the literature and theoretical review, we had proposed a research framework for this study as shown in Figure 2.2. This study aims to examine the relationship between independent variables (cultural exploration, perceived value, place attachment and satisfaction) and dependent variable (loyalty).

Social Cognitive Theory (SCT) is the most suitable theory to be used in our study. From Social Cognitive Theory, we can see that this theory favours the model of causation. Furthermore, there are three determinants in this theory which are personal factors, environmental influences and behaviour.

Loyalty is a kind of revisit or word-of-mouth behaviour while cultural exploration and place attachment are the factors that related to the environment. From Social

Cognitive Theory, we know that environmental influences can cause behaviour and behaviour can also cause environment. Thus, we can explain that tourists are loyal to food tourism because of different cultures in Malaysia and they acquire a sense of belonging through the development of a place attached.

Next, perceived value and satisfaction are the factors that related to personal factors. Value can be perceived by evaluating the perception of tourists towards the food tourism, though comparison between the benefits and costs. Besides, expectation formed before tourists experience the food tourism. When his or her expectations match with the actual experiences, satisfaction will occur. Therefore, it will generate a positive outcome such as loyalty towards the food tourism.

Social Cognitive Theory shares a lot of similarities to our study. Thus, the defined relationships between cultural exploration, perceived value, place attachment and satisfaction with loyalty lead us to choose these four strongest variables in our studies. With these four constructs, the research framework should be ample to explain the factors influencing tourists' loyalty towards food tourism in Malaysia.

2.4 Hypotheses Development

2.4.1 Cultural Exploration and Loyalty

Culture is known as a social factor that holds a favourable effect in decision making process. The relationship of culture and its effect on the behavioural intention of tourists is a phenomenal issue and start to gain considerable attention and application in tourism, marketing and behavioural research (Omar et al., 2015). The relationship between culture and behavioural intention is positively proven in the study of Liu, Furrer and Sudharshan (2001). Tourists are more willing to revisit when the tourism enable them to learn new knowledge about the local culture. In the study of Poria, Butler and Airey (2003), when tourists experience that the tourism is able to enhance their cultural horizons, it will affect their intentions to revisit and

recommend to others. The result shows that there is a significant relationship between culture and intention to revisit.

Nevertheless, a study showed that culture influence tourists' intention to revisit and recommend a destination when it's mediated by memorable tourism experience (Chen & Rahman, 2017). They stressed the importance of culture in creating memorable experience in tourism and therefore, the memorable experience increase tourists' loyalty to the destination. Besides, although the relationship of culture and its influence in behavioural intention of tourists are starting to gain attention by several researchers, it still has been overlooked when exploring the relationship between loyalty and food tourism. Thus, this research proposed the hypothesis:

H_1: There is a significant relationship between cultural exploration and tourists' loyalty towards food tourism in Malaysia.

2.4.2 Perceived Value and Loyalty

The relationship between perceived value and loyalty is not as consistent as the results from several researches were different. Previous studies shown that perceived value does not have direct relationship in affecting tourists' loyalty. With respect to indirect effects, perceived value affect loyalty when it is mediated by tourists' satisfaction (Chen & Tsai, 2007; Ramseook-Munhurrun, Seebaluck & Naidoo, 2015). However, several studies proposed that perceived value and satisfaction may be the better predictors of revisit intention. For example, in the study of Chen and Chen (2010), perceived value showed a positive relationship in affecting satisfaction as well as tourists' loyalty in the heritage destination. Tourists are more likely to express positive word-of-mouth and revisit intention when they perceived high value in tourism. Lee, Yoon and Lee (2007) found that perceived value has direct impact on tour satisfaction and recommendations of tour to others.

Given suggestion from previous studies on the relationship between perceived value and tourists' loyalty, the tourists' perceived value is believed to have effect on the tourists' revisit intention and recommendation of food tourism to others. For instance, when tourist perceived a high value in food tourism, he or she will revisit and expresses positive word-of-mouth of the tourism to others such as friends and family. Therefore, the following hypothesis has been developed to further investigate the relationship between perceived value and tourists' loyalty in food tourism:

H$_2$: There is a significant relationship between perceived value and tourists' loyalty towards food tourism in Malaysia.

2.4.3 Place Attachment and Loyalty

The relationship between place attachment and loyalty has been severely investigated in a tourism context. According to Williams et al. (1995), tourists are likely to develop emotional attachment to the destinations. Therefore, tourists' loyalty to the destination is believed to be influenced by the psychological attachment.

Tourism studies usually translate the concept of place attachment into the value and recognition level that tourists perceived for a specific natural place in food tourism (Williams & Roggenbuck, 1989; Kyle et al., 2004; Lee et al., 2012). Tourists who associate local place attachment with the concept of action build a strong sense of loyalty that encourages them to show practical support by repeating their visitations of the place (Chen & Gursoy, 2001). Thus, Bricker and Kerstetter (2000) suggested that place attachment refers to tourists emotional of loyalty and their perceptions to an environment. Besides, some studies found that place attachment has a positive relationship in tourists' intention to revisit the eating place and their intentions to recommend to others (Oppermann, 2000; Chen & Tsai, 2007).

Previous studies given suggestions on the relationship between place attachment and tourists' loyalty. Backlund and Williams (2003) stated that the combination of place identity and place dependence can enhance tourists' evaluations of the destinations, which affects tourists' intention to revisit the place. It is well accepted that indirect influence is familiar to the personal relevance of the destination in the selection process and the experience of tourists (Kyle et al., 2004). It has a positive influence on loyalty by recommends to others and favourable returns intention to the same destination (Chen & Tsai, 2007). Therefore, we have formulated the hypothesis to study about the relationship between place attachment and tourists' loyalty towards food tourism.

H_3: There is a significant relationship between place attachment and tourists' loyalty towards food tourism in Malaysia.

2.4.4 Satisfaction and Loyalty

The evidence of a significant relationship between tourist's satisfaction and loyalty behaviour such as revisit intention has been widely provided by many researchers. According to Anderson and Sullivan (1993), a high level of customer satisfaction will cause higher chance of customer's intention to repurchase. There are many aspects of customer satisfaction in the tourism and hospitality industry, such as satisfaction with specific destinations (Danaher & Arweiler, 1996; Kozak & Rimmington, 2000; Hultman, Skarmeas, Oghazi & Beheshti, 2015), group tours (Whipple & Thach, 1988), timeshare (Lawton, Weaver & Faulkner, 1998) and restaurants (Dube, Renaghan & Miller, 1994; Oh, Fiore & Jeoung, 2007).

In tourism context, there are numerous studies on tourist satisfaction (Alegre & Garau, 2010; Chi & Qu, 2009; Neal & Gursoy, 2008; Oppermann, 1998, 2000; Song, Veen, Li & Chen, 2012). According to the study, customer satisfaction is one of the most critical predictors of customer loyalty (Petrick

& Backman, 2002). It tends to affect the choice of a tourist to visit a place or to consume the products or services and the intention to revisit.

Moreover, there are practical pieces of evidences showing that satisfaction of tourists is a strong gauge of revisiting and recommending the destination to others in tourism industry (Kozak & Rimmington, 2000; Hultman et al., 2015). For instance, the higher the level of satisfaction create by the local food operator, the higher the chances that the customer will revisit the eating place. Customer who is satisfied will revisits, spreads word-of-mouth and recommends others to visit the place.

Sun, Geng-Qing Chi and Xu (2013) said that satisfaction is an essential precondition for a successful tourist destination and a good predictor of loyalty. In judging whether there is a relationship between satisfaction and revisit intention behaviour in a restaurant setting, Ryu et al. (2008) stated two specific constructs which are intentions as expectations and intentions as wants are related to customer satisfaction. Besides, Ryu et al. (2008) found that post-dining behavioural intention is influenced by dining satisfaction. However, it might not same for all the eating place that have loyal tourists are due to satisfaction of the dining experiences. Even though tourists are satisfied with their experiences at the dining place, but the researchers found that a lot of them have no intention to perform a second visit. According to Yu and Goulden (2006), tourists' loyalty to a specific eating place is relatively rare due to time and cost constraint and the variety of choice available. Thus, this requires further investigation into the relationship between satisfaction and loyalty to an eating place and the following hypothesis was developed:

H4: There is a significant relationship between satisfaction and tourists' loyalty towards food tourism in Malaysia.

2.5 Conclusion

In a nutshell, this chapter discusses all literatures on food tourism, independent variables, dependent variable and related theory. It provides insight into our research topic in predicting local tourists' loyalty towards food tourism in Malaysia. In this chapter, a proposed framework is developed and hypotheses are formed to proceed the research methodology in next chapter.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

In Chapter 3, the research methodology will be focused. Research methodology consists of ways in which data are collected for the research project and it is considered as a critical part in this dissertation. Through this chapter, the research design, methods of data collection, sampling design, research instrument, definitions of constructs, measurement scales and methods of data analysis will be determined.

3.1 Research Design

Research design refers to the choice between research methods of quantitative and qualitative. ("Research Design - Research Methodology", n.d.). In this research, quantitative manners are developed as our research tool. Quantitative method is a research method which use numbers as the basis to make a phenomenon generalization (Patrick, 2015). The quantitative method enabled us to indicate a very fixed and specific research problem and we applied this approach by using questionnaires to collect data from the respondents.

Besides, research design consists of three types of a method which are descriptive, exploratory and causal research design. Descriptive research is a research which explores and investigates an individual, group or a condition (Santosh, 2017), while exploratory research is a research conducted to formulate a problem for a clearer and understandable investigation while descriptive research is a research which explore and investigate an individual, group or a condition (Santosh, 2017). However, causal research was applied in this research. Causal research also recognised as explanatory research is used to explain the nature and extent of cause and effect relationships ("Causal Research (Explanatory research)", n.d.). It able to

identify the reasons behind the processes and even assess the effects of changes in existing norms ("Causal Research (Explanatory research)", n.d.).

We used causal research in our research with the main focus on determining the cause and effect relationship between independent variables and dependent variable. In this research, independent variables are the causes while the dependent variable is an effect. We chose casual research because our objective of this research is to investigate and examine the factors which influence the tourists' loyalty towards food tourism in Malaysia. We sought to identify the cause-and-effect relationship between factors like cultural exploration, perceived value, place attachment and satisfaction while the effect on tourists' loyalty towards food tourism.

3.2 Data Collection Methods

Data collection is a process of congregating data. There are two types of data collection method which are primary data and secondary data (Hox & Boejie, 2005). Primary data provides the original data that has been collected for specific research purpose in the first time while secondary data refers to the data that was collected by another party other than user.

3.2.1 Primary Data

The original information gathered from the source of first hand is called as primary data. Primary data is the data which collected by researchers for a specific or certain purpose to solve the issue (Hox et al., 2005). Primary data is able to be collected through the ways of surveys, questionnaires, observations or interviews (Sekaran & Bougie, 2009).

In this research, questionnaires were used to collect the primary data. A questionnaire is an instrument of research which consists of a series of questions for the purpose of collecting data or information from respondents

(Mcleod, n.d.). It can be carried out as a kind of written interview. Questionnaires help us to collect data quickly as we need to obtain large quantities of data from a large population of people (Mcleod, n.d.).

Furthermore, questions in the questionnaire were fixed-alternative questions and this helped us to decrease the time consuming as compared with open-ended response questions. Moreover, the questions set in questionnaire assisted us to answer the hypotheses and research questions in our research. After compiling all the data from the questionnaire, we analysed it by using the SAS software.

3.2.2 Secondary Data

This study mainly used the primary data due to the nature of this study is to understand the cognitive behaviour of tourists, hence, this study does not require secondary data. Nevertheless, the information gained from sources like the internet, textbooks, professional journals and publications were used (Sekaran & Bougie, 2009). Our research consisted of the research reports, official reports, theses, articles, academic and professional journals. They are used to reinforce the analysis of primary data as well as the designing of questionnaire. We used internet to find the relevant articles, theses, journals and reports which related to our research and this help us to save a lot of time and cost of getting information. With the help of information gathered, primary data became more specific and we able to recognise what are the gaps, shortage or extra information need to be gathered.

3.3 Sampling Design

3.3.1 Target Population

The target population means the whole set of units for which the survey information is to be applied to make inferences. Therefore, those units for which the findings of the research are meant to simplify is the definition for the target population (Paul, 2008). In this research, the target population were the domestic tourists who travel in Malaysia. Domestic tourist can be defined as the person who leaves his or her hometown away in order to make a visit to different areas with the purpose of leaving an experience. The experiences included entertaining, shopping, dining, historical and cultural attractive having fun and other. The domestic tourist is the individual who carry out the tourist activities, spend his or her money in their travel, stay not more than twelve months at the destinations and return to his or her own place (Tugberk, 2010). Domestic tourists were chosen as our target population due to they are viewed as the main respondents in tourism activities, who affected by the development of facilities, infrastructures, tourism product marketing, services and hospitalities (Anuar et al., 2016). Domestic tourists are encouraged to visit place attractions in their own country to cultivate appreciation and passion for the places in their country. Thus, there will a potential for them to generate a stronger interest in appreciating their country's endowed resources (Kimanuka, 2016). Therefore, the respondents were asked about their place of origin before we distribute our questionnaire to them.

3.3.2 Sampling Frame and Sampling Locations

The sampling frame represent the appropriate population from which the sample is drawn. On the other hand, sampling location is the place or destination where the study had been conducted or where the information had been collected.

Our study was carried out in 6 states and 1 federal territory in Malaysia, which were Selangor, Kuala Lumpur, Johor, Penang, Perak, Kedah and Melaka. We targeted on Klang and Subang Jaya area in Selangor, Bukit Bintang in Kuala Lumpur, Kluang in Johor, Georgetown in Penang, Taiping and Ipoh in Perak, Pulau Langkawi in Kedah and Jonker Street and Klebang area in Melaka. The reason we chose these sampling locations was because these 6 states recorded a higher increase for food & non-alcoholic beverages above the national level index as shown in Figure 3.1.

Figure 3.1: Six States Recorded Higher Increase for Food & Non-Alcoholic Beverages Above the National Level Index.
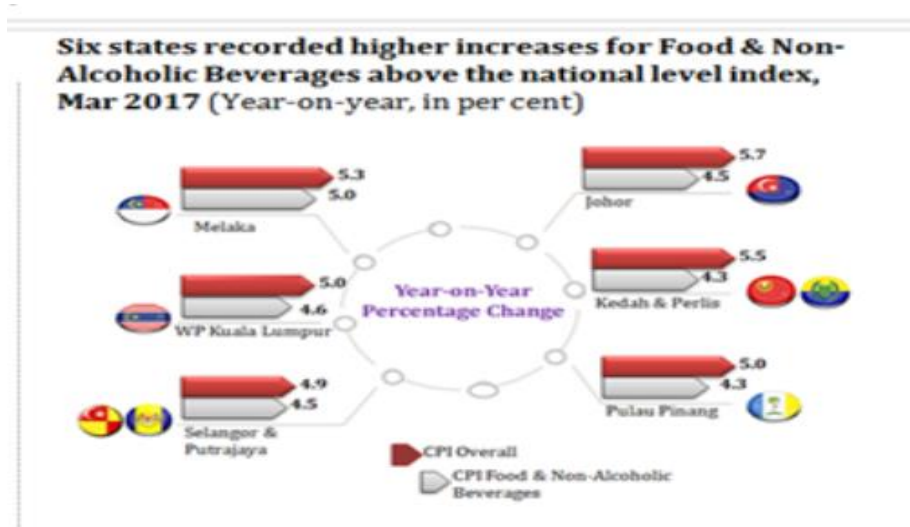
Adapted from: Department of Statistics Malaysia Official Portal. (2017).

In March 2017, the index for Food & Non-Alcoholic Beverages rose 5.0% in Melaka, 4.6% in Kuala Lumpur Federal Territory, 4.5% in Johor, 4.5% in Selangor, 4.3% in Kedah, Perlis and Penang as compared to the corresponding month in 2016. Ipoh, Melaka and Penang have been known as food paradise in Malaysia. Besides that, there are many food fairs that held at Kuala Lumpur and Selangor areas such as Korean food fair, Tastefully Food Expo, food carnivals and so on. Therefore, we had chosen these locations to distribute our questionnaire because there is a high potential that food tourists will travel to there as compared to other locations.

3.3.3 Sampling Elements

Sampling element represents an individual unit of the target population (Sekaran & Bougie, 2009). Sampling elements in our study were the domestic tourists who travelled to other states in Malaysia and involved in food-related activities. The main reason for choosing domestic tourists as elements because they are the one who experienced the food, thus they can provide us information about what factors that will affect their intention to revisit the eating place by answering our questions in questionnaire.

3.3.4 Sampling Techniques

Convenience sampling, which is one of the techniques in non-probability sampling where the primary data source was used for the research without additional requirements. In convenience sampling, respondents were chosen because of their existence in that eating place at that time. We accessed the food tourists in the famous tourist spot such as "Bah Kut Teh" stall and restaurants at Klang and Subang Jaya SS15, Lot Ten at Kuala Lumpur, restaurants at Kluang, Georgetown and Taiping, restaurants at and near Concubine Lane at Ipoh, seafood restaurants at Pulau Langkawi and restaurants at Jonker Street and Klebang at Melaka using a self-administered questionnaire. The targeted respondents were required to participate in the survey after their identities have been verified as a domestic tourist. Upon getting the agreement from tourists on voluntary survey participation, we started to distribute the questionnaires to our target respondents after a brief explanation of the survey's objectives.

Besides that, judgmental sampling is also one of the non-probability sampling techniques where the researcher based on their knowledge and professional judgment to select units to be sampled ("Judgmental Sampling",

2009). In order to reduce bias between actual behaviour and intention, we only selected the domestic tourists who visited other states in Malaysia and involved in food-related activities. Therefore, international tourists who visited Malaysia will not be considered in our research.

3.3.5 Sampling Size

Based on Krejcie and Morgan (1970), the simplified decision of sample size was provided in a table according to the population size. By referring to Table 3.1, the suitable sample size for our research is around 384 with the targeted population size of 189.3 million.

Table 3.1: Table of Sample Size

Population Size	Sample Size
1000000	384
2500000	384
10000000	384
100000000	384
300000000	384

Source: The Research Advisor (2006).

A pilot test had been conducted before we carry out the formal research. A sample size of 30 respondents was chosen for quantitative research and these 30 samples are used for pilot study. After conducting the pilot test, we distributed the questionnaires to the respondents. There are 450 copies distributed randomly regardless of the gender of respondents.

3.4 Research Instrument

The research instrument used in this study was a self-administered questionnaire. According to Hair, Black, Babin, Anderson and Tatham (2007), a self-administered questionnaire is a data collection in which the questionnaires are distributed to the respondents for recording his or her own answer instead of a trained interviewer. The questionnaire is a cheaper way to collect data from large number of respondents. Therefore, it serves as a main tool to generate responses and feedback from respondents.

3.4.1 Questionnaire Design

The purpose of the used of questionnaire is to gather the information from respondents. In designing the questionnaires, we had taken an extraordinary caution attitude in order to clarify each question in a better way. Besides, we developed our questionnaire by adapting the questions in questionnaire developed by researchers from several studies.

The questions we asked in the questionnaire were fixed alternative questions. Fixed alternative questions are specific and provide limited options for respondents. Through the questionnaire, we able to get the feedbacks and responses directly from the respondents. Hence, the information collected from respondents will be more accurate.

In our questionnaire, a brief introduction and purpose of conducting this study were attached on the cover page. Moreover, the questionnaire was divided into two sections. Section A consists of a total 13 questions related to demographic profile of respondents such as place of origin, gender, age, marital status, race, religion, occupation, monthly income, travel period, travel companion, revisit behaviour, primary purpose and enjoy in looking for food when travelling. The objective of this section is to collect some brief information about respondents. Nominal and ordinal scales were used to measure distinct categories.

While, Section B consists of four independent variables and a dependent variable that are tested in this research. There are total of 34 questions were designed to reflect the factors influencing tourists' loyalty towards food tourism in Malaysia. The objective of this section is to obtain the required information in order to examine the relationship among each variable. In addition, we set the questions in the 5-point Likert Scale. Respondents are required to specify their agreement and disagreement level for each of the statement. Furthermore, in order to communicate in a more appropriate way with our respondents and enable respondents more understand about our questionnaire, we designed the questionnaire in three different languages which are English, Chinese and Malay.

Finally, a total of 450 sets of the questionnaire were distributed to the respondents. To ensure that respondents are able to interpret and analyse the question, each of them was given sufficient time to complete the questionnaire. Thus, the validity of the data collected will be increased.

3.4.2 Pilot Test

Pilot test is known as the predictive test that distributes small scale of questionnaires in order to ensure the reliability, accuracy and internal consistency of questionnaires (Trakulmaykee, Lim & Trakulmaykee, 2013). Prior to the actual investigation, the pilot test provides an opportunity to reveal and revise the potential problem in the questionnaires (Dikko, 2016). Before distribute the questionnaire to the respondents, our supervisor reviewed our questionnaire and made some amendments and modifications to the questions. After amendments of the questions, we distributed the questionnaires to 30 respondents for the pilot testing. We collected experimental feedback of the pilot test and found that there were some grammatical errors and ambiguous sentences in our questionnaire.

Therefore, our questionnaire had been adjusted to correct the grammar errors and modified to explicit sentences.

3.4.3 Data Collection

According to Khalid, Hilman and Kumar (2012), data collection is the crucial stage as data are collected from questionnaires must be accurate and objective for investigation.

Questionnaires had been handed out personally to food tourists in Melaka, Kuala Lumpur, Selangor, Johor, Penang, Perak and Kedah. All the questionnaires were collected back immediately after the respondents had completed it. The distribution of 450 sets of questionnaires were done within one month and there are total 437 sets of data were used as the remaining 13 sets of questionnaires were rejected due to there are some missing datas. Some of the respondents did not complete the questionnaires because of the time consuming, impatient and missing out some of the questions. Therefore, we chose to reject those incomplete questionnaires in our research.

3.5 Construct Measurement

3.5.1 Origins of Constructs

In this research, each of the construct is adapted from past researchers' examination. Table 3.2 shows the origin of the taken construct.

Table 3.2 Origins of Constructs

Variable	No	Description	Reference
Cultural Exploration	1	Having food tourism can increase my knowledge on food culture.	Crompton and McKay (1997)
	2	Having food tourism can provide opportunity for me in experiencing different food culture.	Crompton and McKay (1997)
	3	Having food tourism can enrich my taste on traditional/local food.	Kim et al. (2009)
	4	Having food tourism will enrich my knowledge on traditional preparations in local food.	Kim et al. (2009)
	5	I like to know more about different food from different culture.	Chen and Rahman (2017)
	6	I would like to experience different delicacies of local food.	Kim et al. (2009)

Table 3.2 Origins of Constructs (Continued)

Variable	No	Description	Reference
	7	It is important for me to taste local food in its original state.	Kim et al. (2009)
	1	The food offered here is delicious.	Sheth et al. (1991)

Perceived Value	2	The quality of the food here is outstanding.	Nikhashemi, Tarofder, Gaur and Haque (2016)
	3	The food tourism provides much more benefits than costs.	Sweeney and Soutar (2001)
	4	Food here is fairly priced.	Jamal, Othman and Muhammad (2011)
	5	Food here have a good reputation.	Nikhashemi et al. (2016)
	6	Considering what I spent, I had reasonably good quality experience from visiting here.	Lee et al. (2007)
	7	The food tourism gives me positive feeling.	Sánchez et al. (2006)
	8	Overall, visiting here is valuable and worthy.	Lee et al. (2007)
Place Attachment	1	The food at this place very special to me.	Williams and Vaske (2003)

Table 3.2 Origins of Constructs (Continued)

Variable	No	Description	Reference
	2	This area is the best place for me to experience food tourism.	Ednie, Daigle and Leahy (2010)
	3	Having food tourism here means a lot to me.	Kyle, Absher and Graefe (2003)

	4	For me, it is more important to experience food tourism over here rather than in any other place.	Gross and Brown (2006)
	5	There is no substitute place for me to have food tourism other than this place.	Kyle et al. (2003)
	6	No other place can provides the same food tourism experience as compare to here.	Williams and Vaske (2003)
Satisfaction	1	I feel enjoyable with my involvement in this food tourism.	Rust and Oliver (1994)
	2	Having this food tourism is much better than what I expected.	Vinh (2013)
	3	Having this food tourism is a best experience for me.	Vinh (2013)
	4	I am pleased with this food tourism activities.	Rust and Oliver (1994)
	5	My choice to attend this food tourism is a wise one.	Kim et al. (2011)

Table 3.2 Origins of Constructs (Continued)

Variable	No	Description	Reference
	6	Overall, this food tourism put me in a good mood.	Rust and Oliver (1994)
	7	Overall, I feel satisfied with my decision to experience food tourism.	Kim et al. (2011)

Tourists' Loyalty towards Food Tourism	1	I will definitely revisit here in the future.	Sun et al. (2013)
	2	I would choose food tourism again for my future travel.	Vinh (2013)
	3	I will recommend others to experience food tourism here.	Sun et al. (2013)
	4	I will encourage friends and relatives to participate in food tourism.	Vinh (2013)
	5	I will say positive thing about food tourism.	Wu (2016)
	6	I will consider food tourism as my first travelling choice.	Wu (2016)

Source: Developed for the research

3.5.2 Research Survey Sections Management

To ease respondent understanding during responding to the questionnaires, this research survey was divided into two sections: Section A and Section B.

Table 3.3 Sections Content of the Research Survey

Section	Content	Items
A	Respondent Demographic Profile	13
B	Independent Variables: Cultural Exploration, Perceived Value, Place Attachment and Satisfaction. Dependent Variable: Tourists' Loyalty towards Food Tourism in Malaysia.	34

Source: Developed for the research

3.5.3 Scale of Measurement

3.5.3.1 Nominal Scale

Nominal scale is known to be "labels" or "names". It is used to label variables which are without any quantitative value, such as gender and race (Garger, 2010). In this research, question pertaining to gender and occupation were measured using nominal scale. Example of nominal scale in questionnaire adopted in this research is as shown in Table 3.4.

Table 3.4 Example of Nominal Scale in Research Questionnaire

Age:

- 17 years old and below
- 18-30 years old
- 31-40 years old
- 41-50 years old
- 51-60 years old
- 61 years old and above

3.5.3.2 Ordinal Scale

Ordinal scale used to measure the questions pertaining relativity of "greater than" and "less than" and what really important in ordinal scale is the order of the values that rank the data, but the differences between the values are unknown (Wuensch, 2010). In this research, questions pertaining to age, monthly income and the length of time for most recent tourist visitation purpose when travelling were measured using ordinal scale. Example of ordinal scale in questionnaire adopted in this research is as shown in Table 3.5.

Table 3.5: Example of Ordinal Scale in Research Questionnaire

Monthly Income:

- RM1,000 and below
- RM1,001 - RM2,000
- RM2,001 – RM4,000
- RM4,001 - RM6,000

- RM6,001 – RM8,000
- RM8,001 – RM10,000
- RM10,001 – RM12,000
- RM12,001 and above

3.5.3.3 Likert Scale

Likert scale is a quantitative measurement that represents a fixed choice of responses formats to measure attitudes or opinions of respondent (Bowling, 2009) while it is also versatile and simple (Johns, 2010). In this research, 5-Point Likert Scale was adopted to measure the data collected from questions in Section B of the survey research. The fixed responses designed are divided into "strongly disagree", "disagree", "neutral", "agree" and "strongly agree". Table 3.6 below shows the example of 5-Point Likert scale used in this research survey.

Table 3.6: Example of Likert Scale in Research Questionnaire

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV3: Place Attachment						
1.	The food at this place is very special to me.	1	2	3	4	5
2.	This area is the best place for me to experience food tourism.	1	2	3	4	5
3.	Having food tourism here means a lot to me.	1	2	3	4	5
4.	For me, it is more important to experience food tourism here rather than in any other place.	1	2	3	4	5
5.	There is no substitute place for me to have food tourism other than this place.	1	2	3	4	5
6.	No other place can provides the same food tourism experience as compare to here.	1	2	3	4	5

3.6 Data Processing

To complete our research, there are few processes need to carry out after the questionnaires had been collected back from our respondents. Data processing includes the checking of data, the editing of data, the coding of data and transcribing of data.

3.6.1 Data checking

Completed questionnaires were checked via pilot study to identify problems, accuracies and appropriateness of the questionnaires. Before conduct a real survey, immediate corrections or amendments are to be done. In our research, about 30 sets of questionnaires were being distributed to the targeted respondents and the datas collected were used as inputs for the reliability test. Consistency and reliability of the data were checked by using the reliability test.

3.6.2 Data editing

Data editing is checking of questionnaire of suspicious, inconsistent, illegible and incomplete answer that are detectable from careful study of questionnaire. This situation occurs when respondents unable to answer the questions or miss out some questions when they were filling out the questionnaire. When there is omission of the answer, we can look into answering pattern of the respondent in other questions and predict the missing response by using a logical way. Carrying out this modification allows a more consistent and accurate data for analysis (De Waal, Pannekoek & Scholtus, 2011).

3.6.3 Data coding

Data coding is a process to assign numbers to represent each alternative for respondents to answer in the questionnaire. All data generated for this research were coded into the SAS Enterprise Guide Version 7.1 software. In Section A of the questionnaire, the responses for each demographic question asked were coded as below:

Table 3.7: Data Coding for Demographic Question

Q1	Place of origin	
		• "Johor" – 1
		• "Perlis" – 2
		• "Kelantan" – 3
		• "Terengganu" – 4
		• "Kedah" – 5
		• "Penang" – 6
		• "Pahang" – 7
		• "Selangor" – 8
		• "Perak" – 9
		• "Melaka" – 10
		• "Negeri Sembilan" – 11
		• "Sabah" – 12
		• "Sarawak" – 13
		• "Kuala Lumpur" – 14
Q2	Gender	
		• "Male" – 1
		• "Female" – 2

Table 3.7: Data Coding for Demographic Question (Continued)

Q3	Age	
		• "17 years old and below" – 1
		• "18-30 years old" – 2
		• "31-40 years old" – 3
		• "41-50 years old" – 4
		• "51-60 years old" – 5
		• "61 years old and above" – 6

Q4   Marital status

- "Single" – 1
- "Marriage" – 2
- "Other" – 3

Q5   Race

- "Malay" – 1
- "Chinese" – 2
- "Indian" – 3
- "Other" – 4

Q6   Religion

- "Muslim" – 1
- "Christian" – 2
- "Buddhist" – 3
- "Hindu" – 4
- "Other" – 5

Q7   Occupation

- "Student" – 1
- "Self-employed" – 2
- "Working adult" – 3
- "Retiree" – 4
- "Unemployed" – 5

Table 3.7: Data Coding for Demographic Question (Continued)

Q8   Monthly income

- RM 1,000 and below - 1
- RM 1,001 – RM 2,000 - 2
- RM 2,001 – RM 4,000 - 3
- RM 4,001 – RM 6,000 - 4
- RM 6,001 – RM 8,000 - 5
- RM 8,001 – RM 10,000 - 6

		• RM 10,001 – RM 12,000 - 7
		• RM 12,001 and above – 8
Q9	Travel period	• "1 day trip" – 1
		• "2-6 days" – 2
		• "1 week" – 3
		• "More than 1 week" – 4
Q10	Travel companion	• "Alone" – 1
		• "Spouse/Family" – 2
		• "Friend(s)/Relatives" – 3
		• "Business associates" – 4
		• "Tour group" – 5
		• "Other" – 6
Q11	Have you been to this eating place before?	• "Yes" – 1
		• "No" – 2
Q12	Primary purpose of visit	• "Food" – 1
		• "Exhibition/Convention" – 2
		• "Work" – 3
		• "Vacation" – 4
		• "Other" – 5
Q13	Do you enjoy looking for good food when travelling?	• "Yes" – 1
		• "No" – 2

Source: Developed for the research

While in Section B of the questionnaire, the responses for each question asked were coded as below:

Table 3.8 Data Coding for Likert Scale Question

- "Strongly Disagree" is coded as 1
- "Disagree" is coded as 2
- "Neutral" is coded as 3

- "Agree" is coded as 4
- "Strongly Agree" is coded as 5

3.6.4 Data Transcribing

Data transcribing is the last step of data processing. All the coded responses were transcribed into the Statistical Analysis System Enterprise Guide (SAS) software to carry out the data analysis.

3.7 Data Analysis

Analysis of data is generating the raw data into an organized information which is to explain our research problem. After collecting the questionnaires from the respondents, we generated the data by using SAS software.

3.7.1 Descriptive Analysis

Descriptive analysis is defined as putting the information of data in a simpler and convenient method. In addition, it is used to present quantitative descriptions in a manageable form. By providing graph, table or chart, it enables users to have a better understanding of the data information presented.

In Section A of the questionnaire, bar chart, pie chart and histogram are suitable to represent the data. By using a bar chart, the ranking of the data can be easily differentiated while the pie chart can clearly represent the nominal scale.

3.7.2 Scale measurement

3.7.2.1 Reliability test

Reliability test on the measurement in this research is to ensure the consistency and stability of the data. Reliability analysis provides a better view on how well the items in questionnaire are positively connected with other variables. The test was conducted with SAS Enterprise Guide 7.1 software.

The range of Cronbach's Alpha has been shown as the following:

Table 3.9: Cronbach's Alpha Range

Coefficient Alpha Range, α	Level of reliability
$\alpha \geq 0.9$	Excellent
$0.7 \leq \alpha < 0.9$	Good
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Sekaran & Bougie (2012).

3.7.3 Inferential Analysis

Inferential statistics is an inferences method about populations by data drawn from the population. Based on the questionnaire, there have four independent variables and one dependent variable. Since the questions for both independent and dependent variables are all designed in interval (metric) scale, we focused on using two techniques in inferential analysis which are Pearson Correlation Coefficient and Multiple Regression

Analysis to test the relationship between the independent and dependent variables.

3.7.3.1 Pearson Correlation Coefficient

Pearson Correlation Coefficient is an analysis that shows the direction, strength and significance of the relationship between dependent variable and independent variable. According to Sekaran Bougie (2012), the value ranges from -1 to +1. When the correlation coefficient is +1, that means there is a positive relationship between two variables. Conversely, there is a negative relationship between two variables when the correlation coefficient is -1. When the correlation coefficient is 0, it means there are no any correlation between the two variables.

The strength of relationship between variables are interpreted based on the correlation coefficient range as shown in Table 3.10.

Table 3.10: Rules of Thumb about Correlation Coefficient

Coefficient Range	Strength of Association
± 0.91 to ± 1.00	Very Strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate

| ± 0.21 to ±0.40 | Small but definite relationship |
| ± 0.00 to ±0.20 | Slight, almost negligible |

Source: Hair, Money & Samouel (2007). *Research methods for business*. New York: John Wiley & Sons, Inc.

3.7.3.2 Multiple Linear Regression (MLR) Analysis

Multiple Regression Analysis is a method that used to examine the impact of independent variables on the dependent variable. In this analysis, the R-square represents the information about whether the regression model fit is acceptable or not. Furthermore, it also evaluates the relationship between dependent variable and independent variables. The dependent variable only would be influenced by the independent variable when the value of R-square is high (Hair et al., 2007).

In this research, we able to identify which independent variables are the most influential factor in affecting the tourists' loyalty in food tourism in Malaysia (dependent variable).

3.8 Conclusion

In this chapter, we have carried out the planning of our research methodology. Pilot test was conducted to measure the reliability and consistency of our questionnaire. Besides, all the hypotheses were tested by using Pearson Correlation Coefficient and Multiple Regression Analysis. Next, the research findings from the results of questionnaires and the details of data collection will be explained in the next chapter.

CHAPTER 4: RESEARCH RESULT

4.0 Introduction

Chapter 4 outlines the analysis of result that was computed by using SAS software and the result will be displayed in table and figure. This chapter consists of three analyses; descriptive analysis used to measure respondents' demographic profile, scale measurement used to measure the reliability of variables and inferential analysis included Pearson Correlation Analysis and Multiple Regression Analysis to measure the relationship between independent variables and dependent variable.

4.1 Descriptive Analysis

Descriptive analysis is the extent to which data is obtained to interpret the frequency distribution of the respondent demographic profile. This section has a total of 13 questions included with regard to the personal information of the respondents. As mentioned in Table 3.1, a total number of 437 questionnaires have been used in this survey.

4.1.1 Respondent Demographic Profile

The information of respondent demographic profile consists of a place of origin, gender, age group, marital status, race, religion, occupation, monthly income, travel period, travel companion, revisit status, the primary purpose and whether enjoy looking for good food.

4.1.1.1 Place of Origin

Table 4.1: Statistics of Respondents' Place of Origin

Place of Origin	Frequency	Percent (%)	Cumulative Percent (%)
Johor	90	20.59	20.59
Perlis	8	1.83	22.43
Kelantan	14	3.20	25.63
Terengganu	9	2.06	27.69
Kedah	10	2.29	29.98
Penang	45	10.30	40.27
Pahang	19	4.35	44.62
Selangor	78	17.85	62.47
Perak	87	19.91	82.38
Melaka	26	5.95	88.33
Negeri Sembilan	11	2.52	90.85
Sabah	9	2.06	92.91
Sarawak	12	2.75	95.65
Kuala Lumpur	19	4.35	100.00
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.1: Statistics of Respondents' Place of Origin
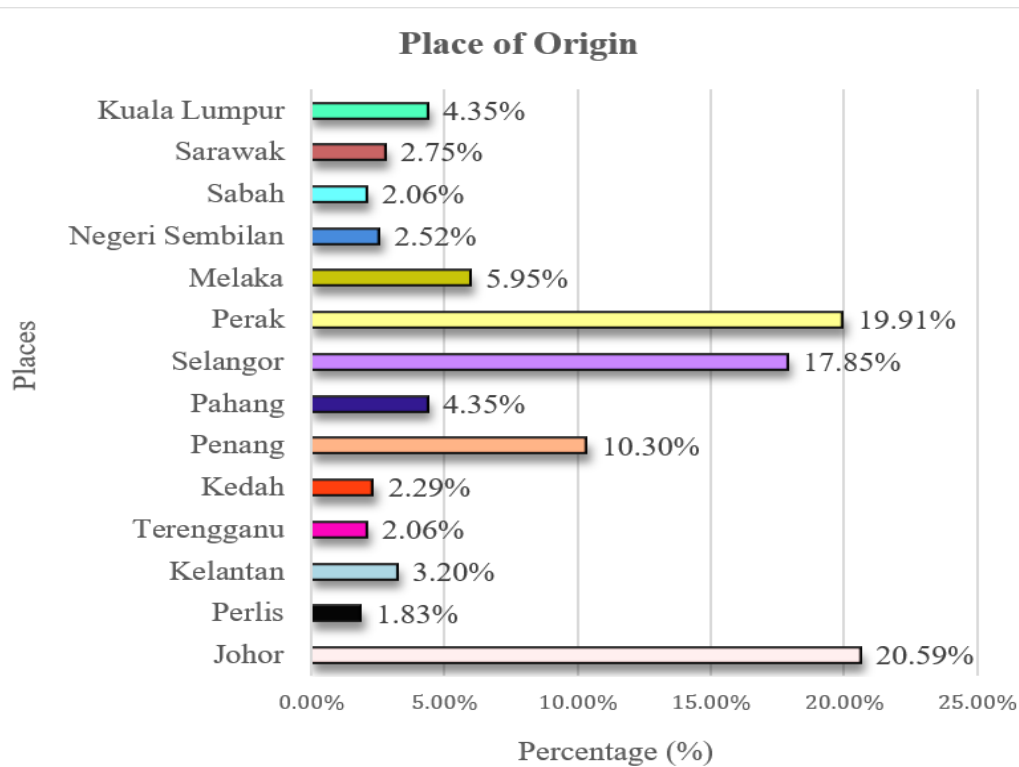
Place of Origin

Source: Developed for the research

Table 4.1 and Figure 4.1 show the respondents' place of origin. Majority of the respondents came from Johor which consists of 90 respondents (20.59%) followed by 87 respondents (19.91%) from Perak, 78 respondents (17.85%) from Selangor, 45 respondents (10.30%) from Penang and 26 respondents (5.95%) from Melaka. Besides, there is an equal number of respondents from Pahang and Kuala Lumpur which consists of 19 respondents (4.35%). Respondents from Kelantan are 14 respondents (3.20%).

In addition, there are 12 respondents (2.75%) are from Sarawak while 11 respondents (2.52%) are from Negeri Sembilan. Respondents who are from Kedah are 10 respondents (2.29%) and followed by 9 respondents (2.06%) who are from both states of Sabah and Terengganu. However, the minority of respondents are from Perlis which are only 8 persons (1.83%).

4.1.1.2 Gender

Table 4.2: Statistics of Respondents' Gender

Gender	Frequency	Percent (%)	Cumulative Percent (%)
Male	196	44.85	44.85
Female	241	55.15	100.00
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.2: Statistics of Respondents' Gender
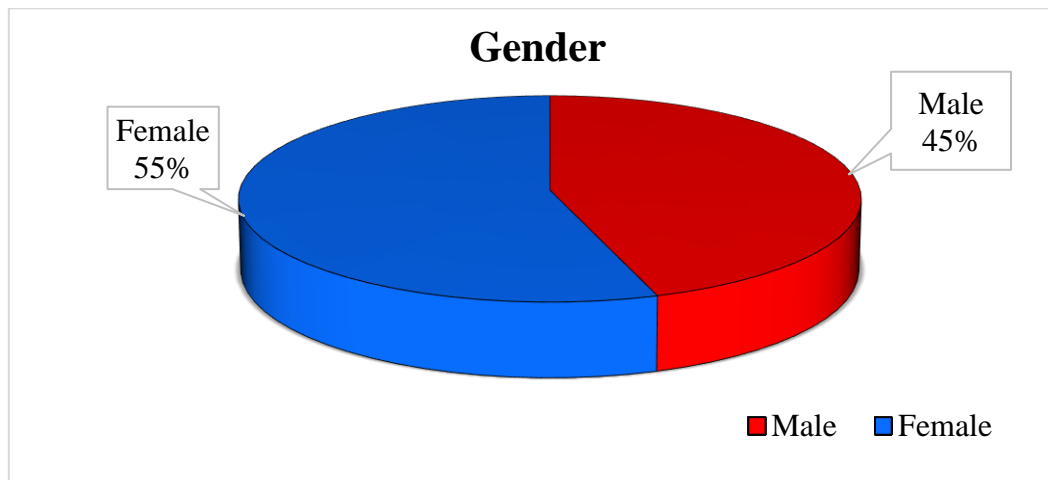
Source: Developed for the research

Table 4.2 and Figure 4.2 represent the proportions of male and female respondents who are committed in the survey. The majority of the respondents are female which is 241 (55.15%) while 196 (44.85%) of the respondents are male.

4.1.1.3 Age Group

Table 4.3: Statistics of Respondents' Age

Age Group	Frequency	Percent (%)	Cumulative Percent (%)
17 years old and below	20	4.58	4.58
18-30 years old	270	61.78	66.36
31-40 years old	68	15.56	81.92
41-50 years old	33	7.55	89.47
51-60 years old	39	8.92	98.4
61 years old and above	7	1.60	100.0
	437	100.0	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.3: Statistics of Respondents' Age
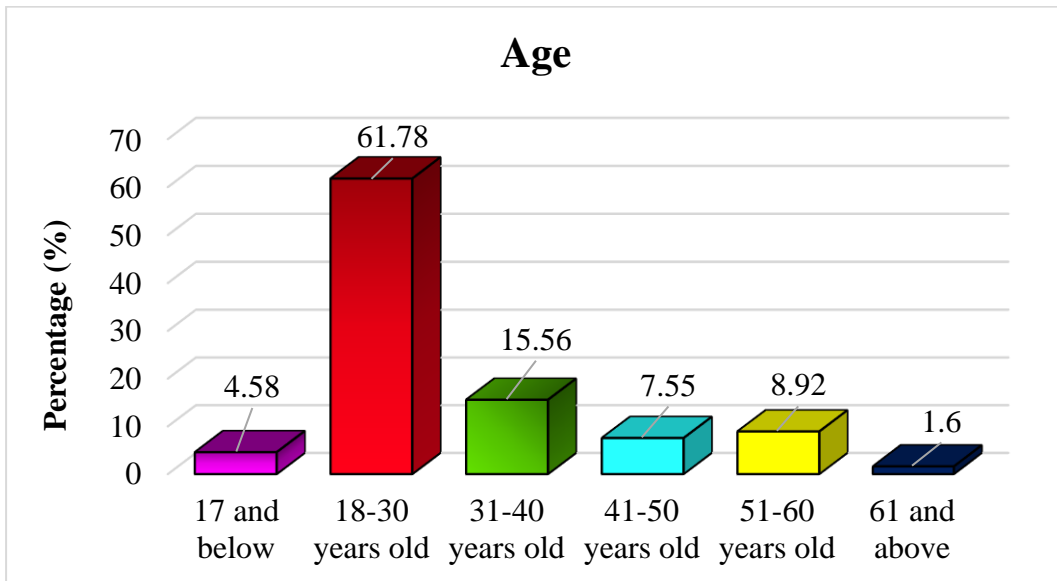
Source: Developed for the research

Based on Table 4.3 and Figure 4.3, both of them show the different age range of respondents in this survey. We have classified the age group into six categories which are 17 years old and below, 18 to 30 years old, 31 to 40 years old, 41 to 50 years old, 51 to 60 years old and 61 years old and above. Among these 437 respondents, the age group of 17 years old and below consist of 4.58% (20 respondents), followed by the majority of respondents who between the age of 18 to 30 years' old which consist of 61.78% (270 respondents). Besides that, the age group of 31 to 40 years old consist of 15.56% (68 respondents). Meanwhile, the age group of 41 to 50 years old and the following age group of 51 to 60 years old consist of 7.55% (33 respondents) and 8.92% (39 respondents) respectively. Lastly, the age group of 61 years old and above consist of 1.60% (7 respondents) from the total number of respondents.

4.1.1.4 Marital Status

Table 4.4: Statistics of Respondents' Marital Status

Marital Status	Frequency	Percent (%)	Cumulative Percent (%)
Single	279	63.84	63.84
Married	145	33.18	97.03
Others	13	2.97	100.00
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.4: Statistics of Respondents' Marital Status

Marital Status

Single 63.84%
Married 33.18%
Others 2.97%

☐ Single ☐ Married ■ Others
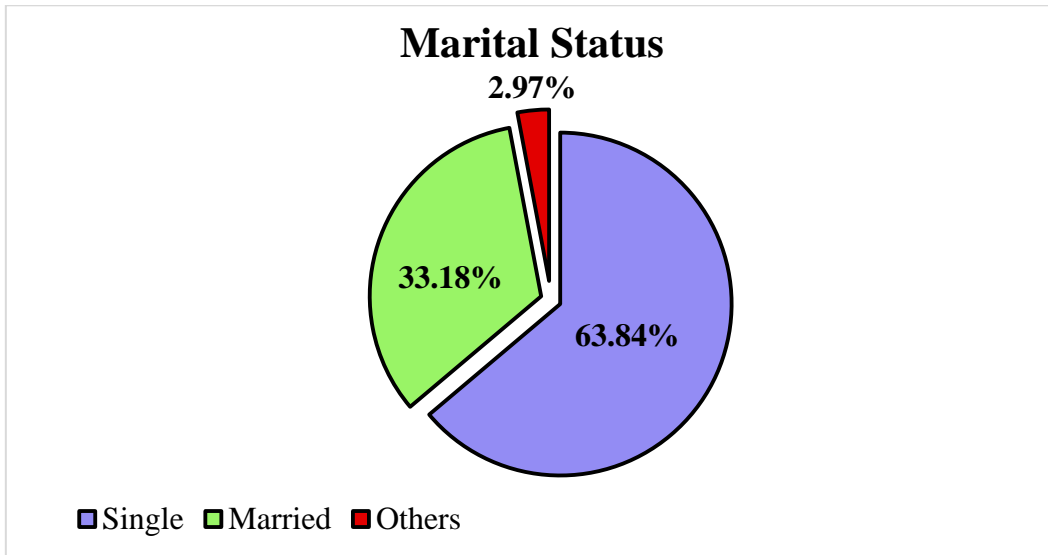
Source: Developed for the research

Table 4.4 and Figure 4.4 show the majority of the respondents' marital status are single (63.84%). Besides, the remaining 33.18% of the respondents are reported married and a small percentage reported being other status (2.97%).

4.1.1.5 Race Group

Table 4.5: Statistics of Respondents' Race

Race	Frequency	Percent (%)	Cumulative Percent (%)
Malay	44	10.07	10.07
Chinese	325	74.37	84.44
Indian	67	15.33	99.77
Others	1	0.23	100
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.5: Statistics of Respondents' Race
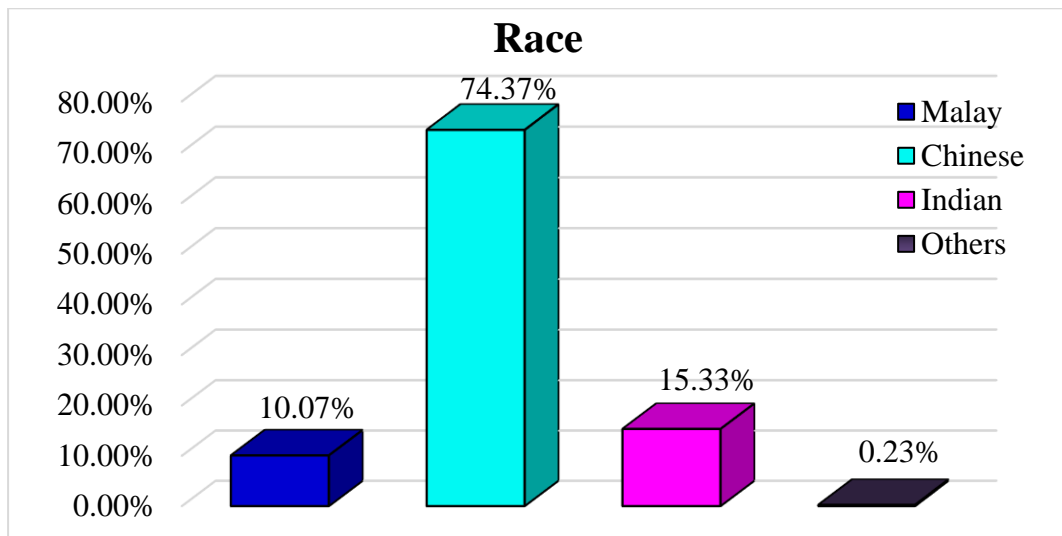
Source: Developed for the research

Table 4.5 and Figure 4.5 indicate the race of the respondents who participated in the survey. Among all the respondents, 10.07% (44 respondents) are Malay, 74.37% (325 respondents) are Chinese, 15.33% (67 respondents) are Indian and 0.23% (1 respondent) being other race.

4.1.1.6 Religion

Table 4.6: Statistics of Respondents' Religion

Religion	Frequency	Percent (%)	Cumulative Percent (%)
Muslim	44	10.07	10.07
Christian	92	21.05	31.12
Buddhist	233	53.32	84.44
Hindu	64	14.65	99.09
Others	4	0.91	100
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.6: Statistics of Respondents' Religion
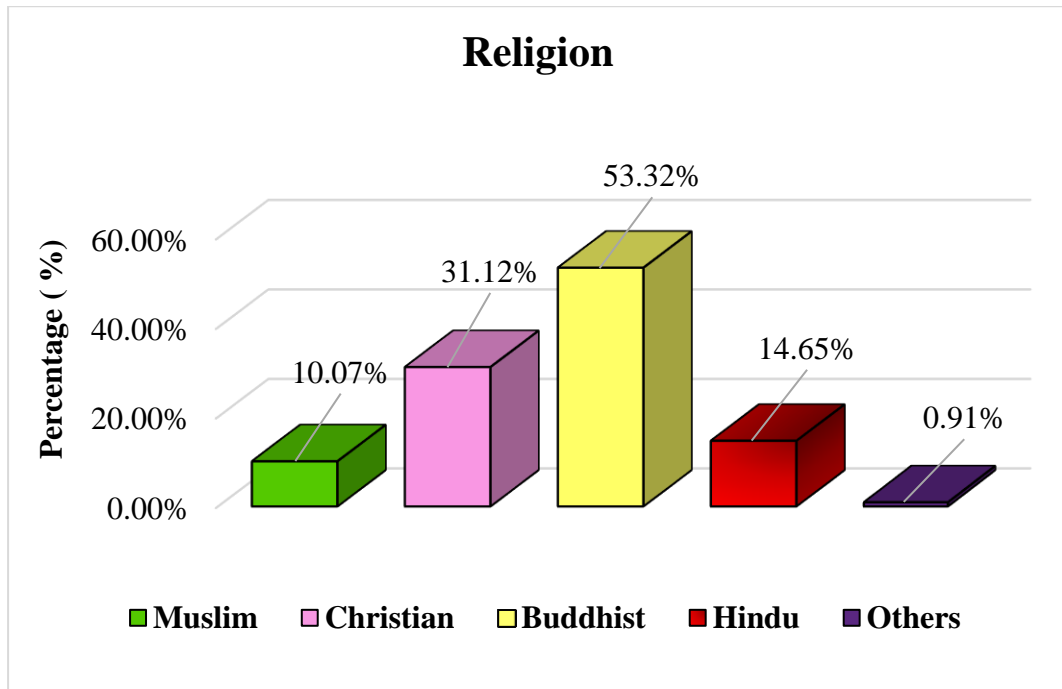
Source: Developed for the research

Table 4.6 and Figure 4.6 show the religion of respondents who participated in the survey. There are 10.07% of the respondents are Muslim. Besides, 21.05% of the respondents are Christian, followed by Buddhist (53.32%), Hindu (14.65%) and the others (0.91%) in this survey.

4.1.1.7 Occupation

Table 4.7: Statistics of Respondents' Occupation

Occupation	Frequency	Percent (%)	Cumulative Percent (%)
Student	129	29.52	29.52
Self-employed	66	15.10	44.62
Working adult	194	44.39	89.02
Retiree	22	5.03	94.05
Unemployed	26	5.95	100.00
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.7: Statistics of Respondents' Occupation
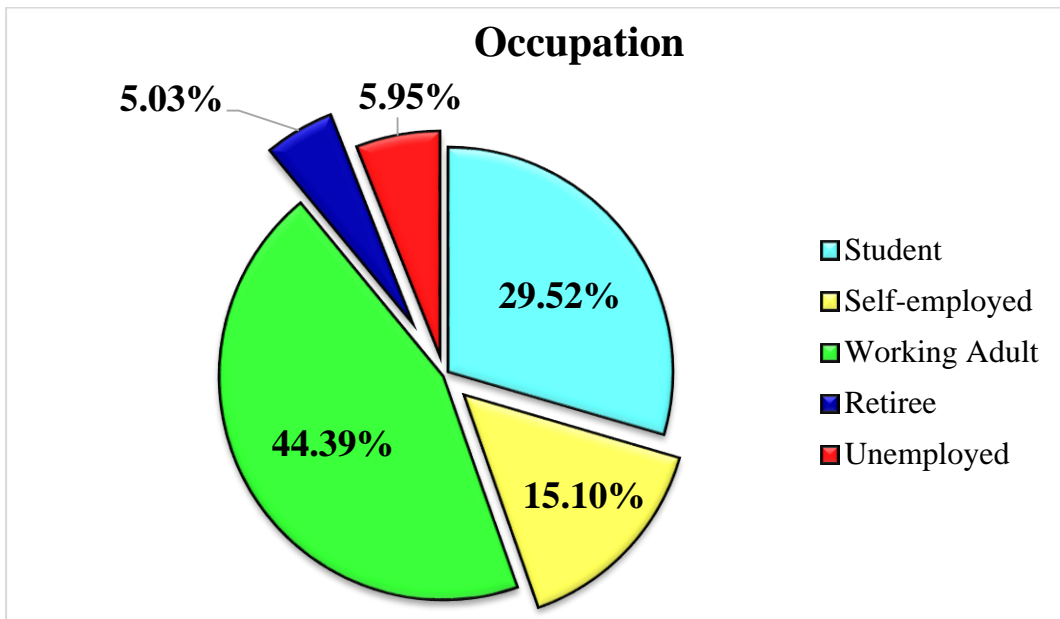
Source: Developed for the research

Table 4.7 and Figure 4.7 indicate the occupation of respondents in this survey. There are 194 respondents (44.39%) are working adult while 129 respondents (29.52%) are students, 66 respondents (15.10%) are self-employed and 26 respondents (5.95%) are unemployed. The least of the respondents are retiree which are only 22 respondents (5.03%).

4.1.1.8 Monthly Income

Table 4.8: Statistics of Respondents' Monthly Income

Monthly Income	Frequency	Percent (%)	Cumulative Percent (%)
RM 1,000 and below	167	38.22	38.22
RM 1,001 – RM 2,000	49	11.21	49.43
RM 2,001 – RM 4,000	122	27.92	77.35
RM 4,001 – RM 6,000	59	13.50	90.85
RM 6,001 – RM 8,000	18	4.12	94.97
RM 8,001 – RM 10,000	14	3.20	98.17
RM 10,001 – RM 12,000	2	0.46	98.63
RM 12,001 and above	6	1.37	100.00
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.8: Statistics of Respondents' Monthly Income
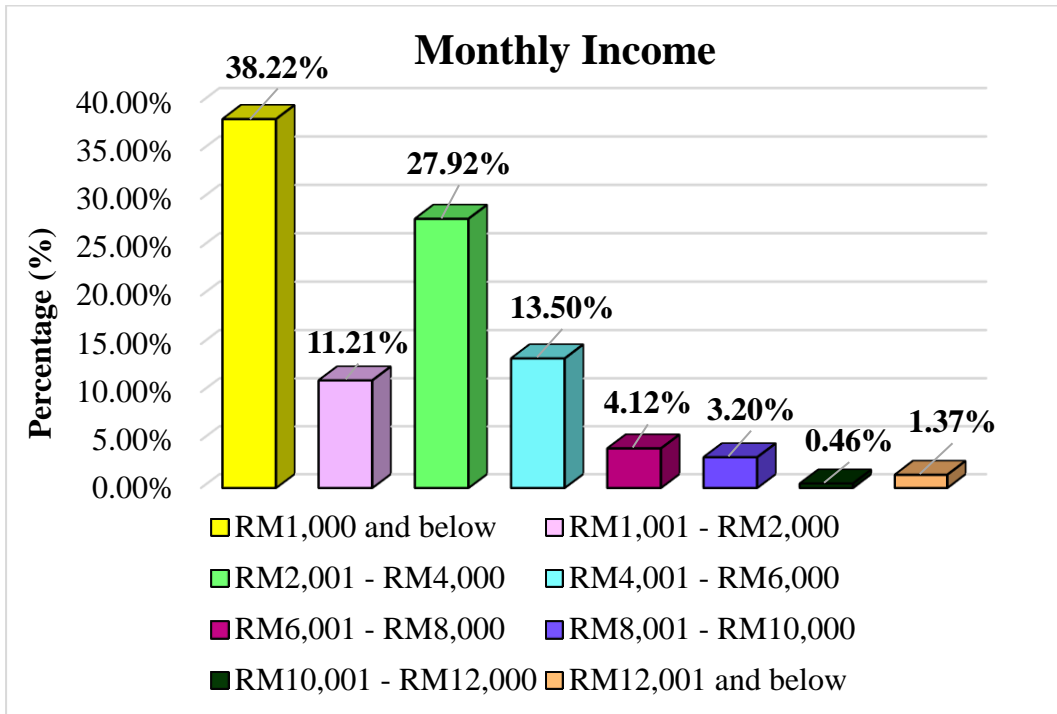
Source: Developed for the research

According to Table 4.8 and Figure 4.8, respondents who received RM 1,000 and below of monthly income recorded the highest number (38.22% or 167 respondents), followed by the respondents who received the monthly income between RM 1,001 to RM 2,000, which is 11.21% or 49 respondents. Next, respondents with a monthly income between RM 2001 to RM 4,000 took the third position in the research, with a percentage of 27.92% or 122 respondents. Besides, 13.50% or 59 respondents are fall under the monthly income category of RM 4,001 to RM 6,000, followed by 4.12% or 18 respondents having a monthly income between RM 6,001 to RM 8,000. Next, 3.20% or 14 respondents with the monthly income between RM 8,001 to RM 10,000. Lastly, there are 0.46% or 2 respondents having monthly income between RM 10,001 to RM 12,000 and 1.37% or 6 respondents with monthly income of RM 12,001 and above.

4.1.1.9 Travel Period

Table 4.9: Statistics of Respondents' Travel Period

Travel Period	Frequency	Percent (%)	Cumulative Percent (%)
1 day trip	97	22.20	22.20
2-6 days	250	57.21	79.41
1 week	58	13.27	92.68
More than 1 week	32	7.32	100.00
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.9: Statistics of Respondents' Travel Period
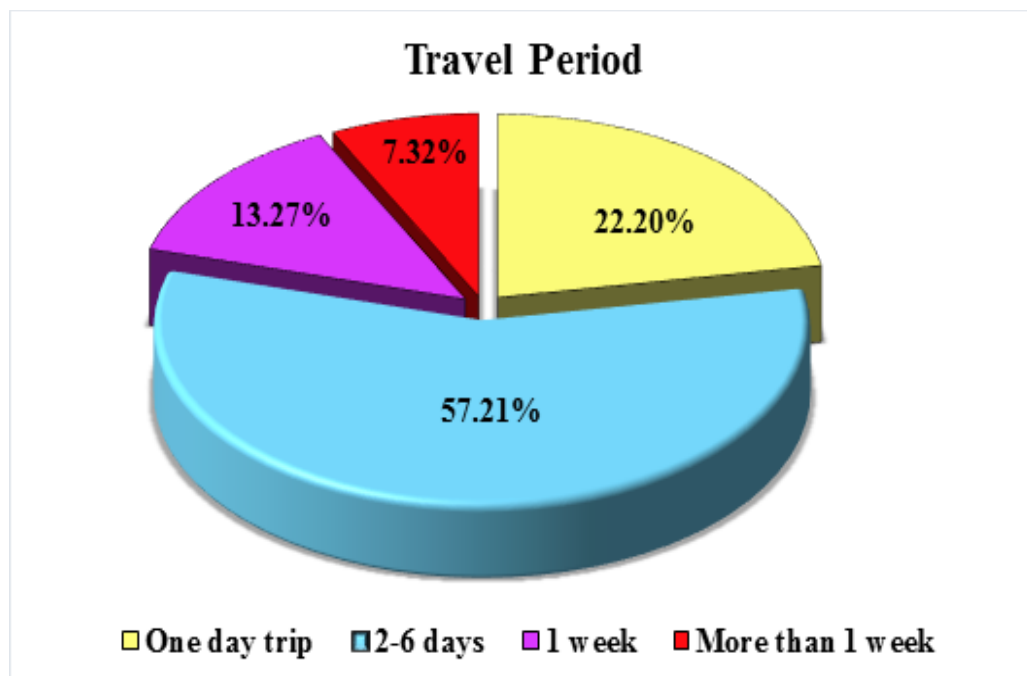
Source: Developed for the research

As referring to Table 4.9 and Figure 4.9, 97 respondents (22.20%) just travel for one day trip. The majority of respondents who are travelling for two to six days consists of 250 respondents (57.21%). Lastly, 58 respondents (13.27%) are travel for one week and 32 respondents (7.32%) are travel for more than one week.

4.1.1.10 Travel Companion

Table 4.10: Statistics of Respondents' Travel Companion

Travel Companion	Frequency	Percent (%)	Cumulative Percent (%)
Alone	53	12.13	12.13
Spouse/Family	172	39.36	51.49
Friend(s)/ Relatives	172	39.36	90.85
Business associates	31	7.09	97.94
Tour group	9	2.06	100.00
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.10: Statistics of Respondents' Travel Companion
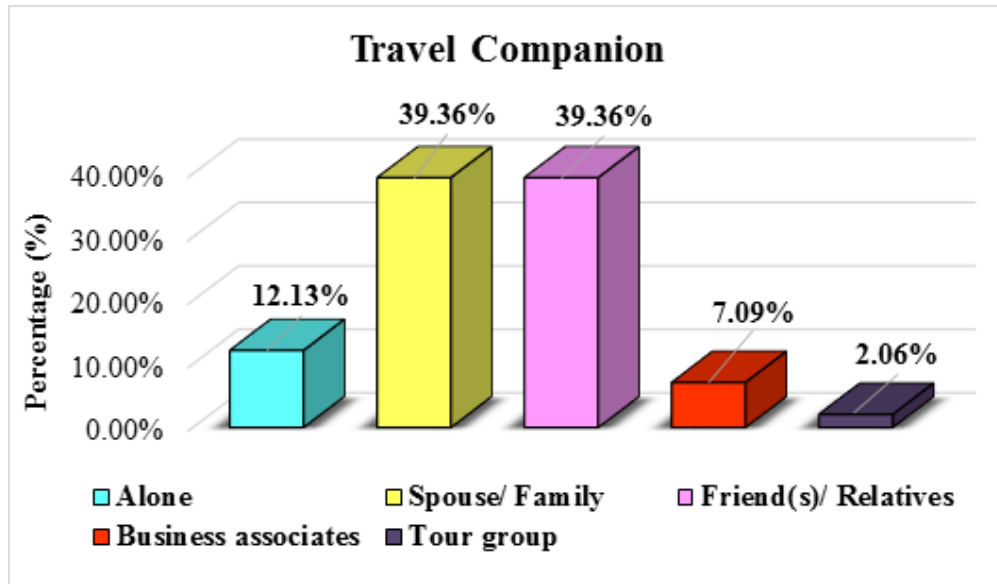
Table 4.10 and Figure 4.10 indicate that the respondents who are travel alone consists of 53 respondents (12.13%). Through the survey, the majority of respondents are travelling with spouse/family and friends/relatives (172 respondents or 39.36%). Meanwhile, 31 respondents or 7.09% are travelling with business associates. Lastly, 9 respondents or 2.06% are travelling with tour group.

4.1.1.11 Respondents' Revisit Behaviour to the Eating Place

Table 4.11: Statistics of Respondents' Revisit Behaviour to the Eating Place

Revisit Behaviour to the Eating Place	Frequency	Percent (%)	Cumulative Percent (%)
Yes	285	65.22	65.22
No	152	34.78	100.00
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.11: Statistics of Respondents' Revisit Behaviour to the Eating Place

Respondents' Revisit Bahaviour to the Eating Place

34.78%

65.22%

■ Yes ■ No
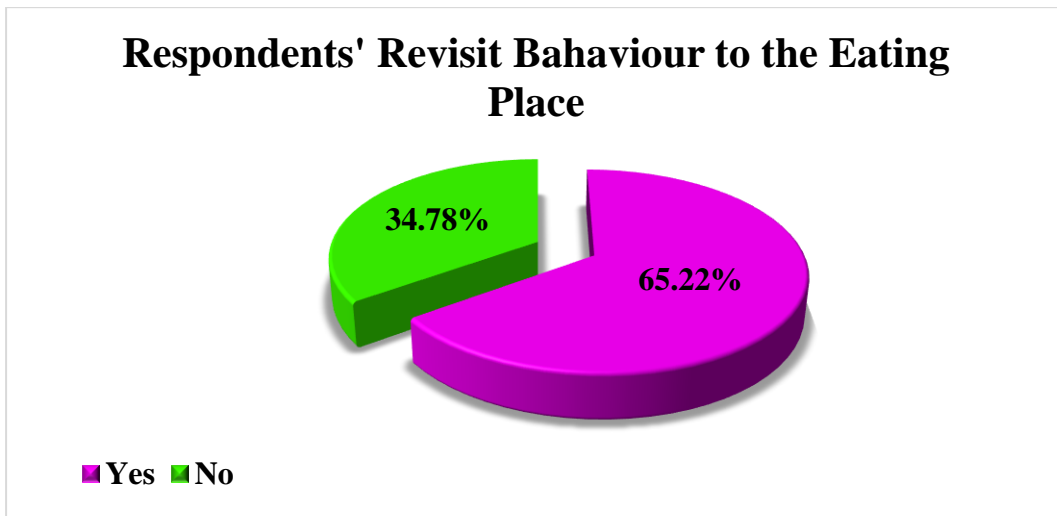
Source: Developed for the research

Table 4.11 and Figure 4.11 show the statistic of whether the respondents have been travelled to this eating place before. Through the survey, we found that 65.22% or 285 respondents have been travelled to this eating place before whereas 34.78% or 152 respondents never travel to this eating place before.

4.1.1.12 Primary Purpose

Table 4.12: Statistics of Respondents' Primary Purpose

Primary Purpose	Frequency	Percent (%)	Cumulative Percent (%)
Food	205	46.91	46.91
Exhibition/Convention	24	5.49	52.40
Work	49	11.21	63.62
Vacation	146	33.41	97.03
Others	13	2.97	100.00
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.12: Statistics of Respondents' Primary Purpose
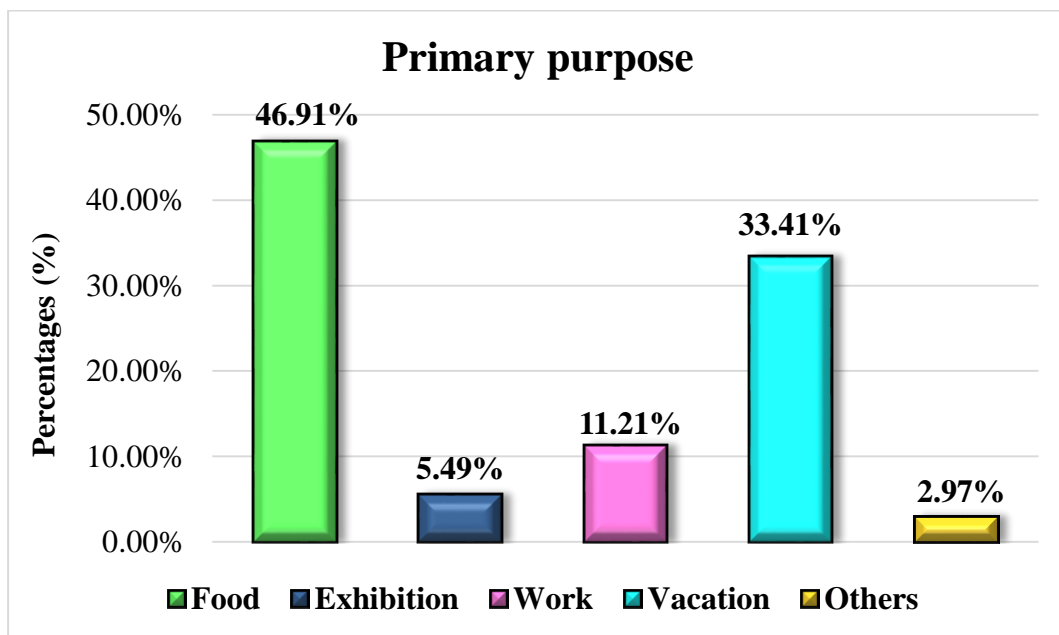
Source: Developed for the research

The primary purpose of the respondent to visit the place such as for experiencing food, exhibition/convention, work, vacation and others are summarized in Table 4.12 and Figure 4.12. In this survey, the respondents who have the primary purpose for experiencing food are 205 respondents (46.91%). Next, there are 24 respondents (5.49%) visit the places with the primary purpose of exhibition/convention. Besides that, we found that respondents who are engaged in the primary purpose of work consist of 49 respondents (11.21%). There are 146 respondents (33.41%) visit the place with the primary purpose of vacation. Lastly, only 13 respondents (2.97%) out of the total respondents have the other primary purpose to visit the place.

4.1.1.13 Looking for Food

Table 4.13: Statistics of Respondents Enjoy Looking for Good Food When Travelling

Looking for Food	Frequency	Percent (%)	Cumulative Percent (%)
Yes	412	94.28	94.28
No	25	5.72	100.00
Total	437	100.00	

Source: Developed from SAS Enterprise Guide 7.1

Figure 4.13: Statistics of Respondents who Enjoy Looking for Good Food When Travelling

Enjoy looking for good food when travelling?

No
6%

Yes
94%

☐Yes ☐No
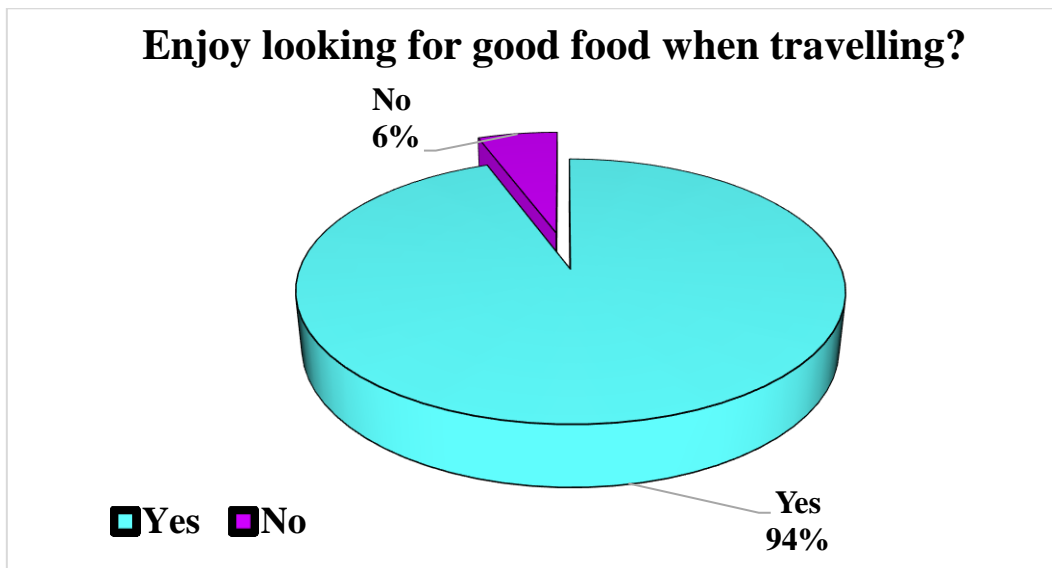
Source: Developed for the research

Table 4.13 and Figure 4.13 represent the statistic that whether the respondents are enjoy in looking for good food when they travelling. Through the survey, we found that 412 respondents (94.28%) enjoy looking for good food when traveling whereas only 25 respondents (5.72%) are not enjoy looking for food when they travelling.

4.1.2 Central Tendencies Measurement of Construct

In this part, the value of mean and standard deviation of all independent variables and dependent variable will be shown in the tables.

4.1.2.1 Cultural Exploration

Table 4.14: Central Tendency Measurement for Cultural Exploration

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1	Having food tourism can increase my knowledge on food culture.	437	3.89703	5	0.69791	6
2	Having food tourism can provide opportunity for me in experiencing different food culture.	437	4.06636	4	0.67572	7
3	Having food tourism can enrich my taste on traditional/local food.	437	4.06636	4	0.76187	3
4	Having food tourism will enrich my knowledge on traditional preparations in local food.	437	3.81922	6	0.84419	1
5	I like to know more about different food from different culture.	437	4.07323	3	0.72260	4

Table 4.14: Central Tendency Measurement for Cultural Exploration (Continued)

| 6 | I would like to experience different delicacies of local food. | 437 | 4.23112 | 1 | 0.71622 | 5 |
| 7 | It is important for me to taste local food in its original state. | 437 | 4.09611 | 2 | 0.76919 | 2 |

Source: Developed from SAS Enterprise Guide 7.1

As we can see the Table 4.14, the statement of "I would like to experience different delicacies of local food." Has the highest mean value 4.23112 with the standard deviation of 0.71622 which is ranked 5 in the list. Besides, the statement of "Having food tourism can provide opportunity for me in experiencing different food culture." and "Having food tourism can enrich my taste on traditional/local food." have the same value of mean (4.06636) ranked 4 with standard deviation of 0.67572 and 0.76187 respectively. The statement of "Having food tourism will enrich my knowledge on traditional preparations in local food." has a lowest mean value (3.81922) with the highest standard deviation of 0.84419.

4.1.2.2 Perceived Value

Table 4.15: Central Tendency Measurement for Perceived Value

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1	The food offered here is delicious.	437	4.04348	1	0.68432	8
2	The quality of the food here is outstanding.	437	3.87185	5	0.72128	6
3	The food tourism provides much more benefits than costs.	437	3.66819	7	0.81117	2
4	Food here is fairly priced.	437	3.56522	8	0.90284	1
5	Food here have a good reputation.	437	3.92449	4	0.75800	4
6	Considering what I spent, I had reasonably good quality experience from visiting here.	437	3.85812	6	0.72188	5
7	The food tourism gives me positive feeling.	437	3.98398	3	0.75857	3
8	Overall, visiting here is valuable and worthy.	437	4.03890	2	0.72050	7

Source: Developed from SAS Enterprise Guide 7.1

Based on the Table 4.15, the statement of "The food offered here is delicious." has the highest mean value 4.04348 with a lowest standard deviation of 0.68432. Besides, the statement of "Food here is fairly priced." has a lowest value of mean 3.92449 with the highest standard deviation of 0.90284.

4.1.2.3 Place attachment

Table 4.16: Central Tendency Measurement for Place Attachment

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1	The food at this place is very special to me.	437	3.81922	1	0.78214	6
2	This area is the best place for me to experience food tourism.	437	3.75744	3	0.83541	4
3	Having food tourism here means a lot to me.	437	3.80549	2	0.79052	5
4	For me, it is more important to experience food tourism over here rather than in any other place.	437	3.62243	4	0.91709	3
5	There is no substitute place for me to have food tourism other than this place.	437	3.38444	6	1.05732	1
6	No other place can provide the same food tourism experience as compare to here.	437	3.45995	5	1.03887	2

Source: Developed from SAS Enterprise Guide 7.1

Based on the Table 4.16, we found that the statement of "The food at this place is very special to me." has agreed by most of the respondents as it has the highest value of mean 3.81922 with the lowest standard deviation of 0.78214. There are many respondents disagreed with the statement of "There is no substitute place for me to have food tourism other than this

place." as it has the lowest mean value 3.38444 with the highest standard deviation of 1.05732.

4.1.2.4 Satisfaction

Table 4.17: Central Tendency Measurement for Satisfaction

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1	I feel enjoyable with my involvement in this food tourism.	437	4.00458	3	0.67727	7
2	Having this food tourism is much better than what I expected.	437	3.95881	4	0.72197	6
3	Having this food tourism is a best experience for me.	437	3.91991	6	0.79013	1
4	I am pleased with this food tourism activities.	437	3.94279	5	0.74126	4
5	My choice to attend this food tourism is a wise one.	437	3.89931	7	0.75049	2
6	Overall, this food tourism put me in a good mood.	437	4.05492	1	0.73053	5
7	Overall, I feel satisfied with my decision to experience food tourism.	437	4.04348	2	0.74835	3

Source: Developed from SAS Enterprise Guide 7.1

According to Table 4.17, the statement of "Overall, this food tourism put me in a good mood." shown a highest value of mean 4.05492 with the

standard deviation of 0.73053 which is ranked 5 in the list. The statement of "Having this food tourism is a best experience for me." has a lowest mean value and a highest standard deviation, which is 3.91991 and 0.79013 respectively.

4.1.2.5 Loyalty

Table 4.18: Central Tendency Measurement for Loyalty

No.	Statement	N	Mean	Ranking (Mean)	Standard Deviation	Ranking (Standard Deviation)
1	I will definitely revisit here in the future.	437	3.97025	4	0.81923	2
2	I would choose food tourism again for my future travel.	437	3.94737	5	0.71963	5
3	I will recommend others to experience food tourism here.	437	4.05034	1	0.70855	6
4	I will encourage friends and relatives to participate in food tourism.	437	4.03661	2	0.75634	3
5	I will say positive thing about food tourism.	437	4.01602	3	0.72771	4
6	I will consider food tourism as my first travelling choice.	437	3.83295	6	0.88152	1

Source: Developed from SAS Enterprise Guide 7.1

The central tendencies measurement for loyalty is shown in the Table 4.18. We found that, the statement of "I will recommend others to experience food

tourism here." is agreed by most of the respondents as it has a highest value of mean 4.05034 and lowest standard deviation of 0.70855. Besides, the statement which has the lowest value of mean 3.83295 and highest standard deviation 0.88152 is "I will consider food tourism as my first travelling choice.".

4.2 Scale Measurement

In this section, researchers provide the result of a reliability test for full study with a total sample size of 437 respondents. Reliability of the independent variables and the dependent variable were evaluated by using SAS software in order to ensure that all the data collected are accurate for hypothesis testing.

4.2.1 Reliability Analysis

Table 4.19 Reliability Statistic

No	Variable	Cronbach's Alpha	Number of Item
1	Cultural Exploration	0.814709	7
2	Perceived Value	0.856479	8
3	Place Attachment	0.870506	6
4	Satisfaction	0.867050	7
5	Loyalty	0.844699	6

Source: Developed from SAS Enterprise Guide 7.1

Based on the Table 4.19, all the independent variables and dependent variable used are reliable. In addition, all the variables fall under Cronbach's Alpha range $0.7 \leq \alpha < 0.9$ as good reliability. Place attachment variables

have the highest Cronbach's Alpha value which is 0.877050. The second highest was satisfaction variable (0.867050) followed by perceived value variable (0.856479) and loyalty variable (0.844699). The cultural exploration variable has a lowest Cronbach' Alpha value among the variables which is 0.814709.

4.3 Inferential Analyses

4.3.1 Pearson Correlation Coefficient Analysis

As mentioned in previous chapter, Pearson Correlation Coefficient is an analysis that shows the direction, strength and significance of the relationship between dependent variable and independent variable. It was used to test the hypothesis of the four independent variables which are cultural exploration, perceived value, place attachment and loyalty.

Table 4.20 Pearson Correlation Coefficient Analysis

Pearson Correlation Coefficients, N=437

Prob > |r| under H_0: Rh_0=0

	Cultural Exploration	Perceived Value	Place attachment	Satisfaction
Loyalty	0.50039	0.62648	0.51996	0.68021
	<.0001	<.0001	<.0001	<.0001

Source: Developed from SAS Enterprise Guide 7.1

4.3.1.1 Cultural Exploration and Loyalty

H_1: There is a significant relationship between cultural exploration and

tourists' loyalty towards food tourism in Malaysia.

Based on the result, there is a positive relationship between cultural exploration and tourists' loyalty. The cultural exploration variable has a 0.50039 correlation with the tourists' loyalty variable. Thus, when tourists' intent to explore more about food culture, their intention to revisit and recommend food tourism to others is high. Besides, the value of correlation coefficient is 0.50039 which falls under the range $\pm$ 0.41 to $\pm$ 0.70. This indicates that the relationship between cultural exploration and tourists' loyalty is moderate. There is a significant relationship between these two variables as the p-value 0.0001 is less than alpha value 0.05. As a result, the alternate hypothesis (H_1) is accepted.

4.3.1.2 Perceived Value and Loyalty

H_2: There is a significant relationship between perceived value and tourists' loyalty towards food tourism in Malaysia.

According to Table 4.20, there is a positive relationship between perceived value and tourists' loyalty because of the positive value of correlation coefficient (0.62648). Therefore, when tourists perceived high value in food tourism, their intention to revisit and recommend food tourism to others will increase. The relationship between perceived value and tourists' loyalty is moderate as the value of correlation coefficient (0.62648) falls under the coefficient range $\pm$ 0.41 to $\pm$ 0.70. Next, the relationship between perceived value and tourists' loyalty is significant, due to the p-value 0.0001 is less than alpha value 0.05. Thus, the alternate hypothesis (H_2) is accepted.

4.3.1.3 Place Attachment and Loyalty

H_3: There is a significant relationship between place attachment and tourists' loyalty towards food tourism in Malaysia.

Based on the result, place attachment and tourists' loyalty have a positive relationship due to the positive value of correlation coefficient. The perceived value variable has a 0.51996 correlation with the tourists' loyalty variable. Therefore, when tourists feel they are highly attached to a place, they will have high intention to revisit and recommend food tourism at that place to others. The value of correlation coefficient 0.51996 is falling under the coefficient range 0.41 to ± 0.7. This shows the relationship between place attachment and tourists' loyalty is moderate. In addition, the relationship between place attachment and loyalty is significant, as the p-value 0.0001 is less than alpha value 0.05. As a result, the alternate hypothesis (H_3) is accepted.

4.3.1.4 Satisfaction and Loyalty

H_4: There is a significant relationship between satisfaction and tourists' loyalty towards food tourism in Malaysia.

The positive value of correlation coefficient (0.68021) shows a positive relationship between satisfaction and tourists' loyalty. Therefore, when the level of satisfaction of tourists towards food tourism is high, their intention to revisit and recommend food tourism to others is also high. The relationship between satisfaction and tourists' loyalty is moderate, as the value of correlation coefficient is falling under the range 0.41 to ± 0.7. Furthermore, the p-value 0.0001 is less than alpha value 0.05. Hence, the relationship between satisfaction and tourists' loyalty is significant. Therefore, the alternate hypothesis (H_4) is accepted.

4.3.2 Multiple Linear Regression (MLR) Analysis

MLR Analysis is used to measures the relationship between one or more independent variables to the dependent variable. In our study, we will

measure the strength of linear relationship between the four independent variables by using MLR Analysis.

H_5: All independent variables (cultural exploration, perceived value, place attachment and satisfaction) are significantly explain the variance of tourists' loyalty towards food tourism in Malaysia.

Table 4.21: Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	79.50077	19.87519	129.08	<.0001
Error	432	66.51664	0.15397		
Corrected Total	436	146.01742			
Root MSE		0.39239	**R-Square**	0.5445	
Dependent Mean		3.97559	**Adj R-Sq**	0.5402	
Coeff Var		9.87010			

Source: Developed for the research

Based on the Table 4.21, the p-value is <.0001 which is less than the alpha value 0.05, thus the relationship is significant. The F-statistic is significant which has the value of 129.08. Hence, the model for this study is a good descriptor of the relationship between independent variables and dependent variable. All the independent variables significantly explain the variance of tourists' loyalty towards food tourism in Malaysia. As a result, the alternate hypothesis (H_5) is accepted. Besides that, R-square indicates the percentage of the independent variables can interpret the variations of the dependent variable. From the results, the independent variables can explain 54.45% of the variations in dependent variable.

Table 4.22 Parameter Estimates

Variable	DF	Parameter Estimates	Standard Error	t Value	Pr > |t|
Intercept	1	0.37516	0.16936	2.22	0.0273
Cultural Exploration	1	0.15017	0.04509	3.33	0.0009
Perceived Value	1	0.26169	0.05113	5.12	<.0001
Place Attachment	1	0.07077	0.03496	2.02	0.0436
Satisfaction	1	0.43370	0.04751	9.13	<.0001

Source: Developed for the research

From the table above, cultural exploration is significant to predict the tourists' loyalty towards food tourism in Malaysia since the p-value for cultural exploration is 0.0009 which is less than the alpha value (0.05). Furthermore, perceived value and satisfaction have p-value of <0.001, which indicate that both of the variables are significant to predict the tourists' loyalty, as the p-value is less than the alpha value of 0.05. Place attachment is also significant to predict the tourists' loyalty since the p-value of place attachment is 0.0436 which is less than the alpha value (0.05). Thus, four alternate hypotheses ($H_1 - H_4$) were accepted in the study.

Regression Equation:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$

By substituting the results collected,

Y = Loyalty

a = constant

X_1 = Cultural Exploration

X_2 = Perceived Value

X_3 = Place Attachment

X_4 = Satisfaction

b = regression of coefficient of xi

i = 1,2,3…

e = an error term, normally distributed of mean 0 (assumes e=0)

Loyalty= 0.37516+ 0.15017 (cultural exploration) + 0.26169 (perceived value) + 0.07077 (place attachment) + 0.43370 (satisfaction)

Based on the equation above, satisfaction is the predictor variable that contributes the highest to the variation of loyalty, due to the value of parameter estimate for this predictor variable is the highest (0.43370) as compared to other predictor variables. This means that satisfaction makes the strongest unique contribution to explain the variation in dependent variable (tourists' loyalty), when the variance explained by all other predictor variables in the model is controlled for. Next, perceived value contributes the second strongest unique to explain the variation in tourist's loyalty with the value of 0.26169. The third strongest unique contribution to explain the variation in tourist's loyalty is cultural exploration with the value of 0.15017. Last but not least, place attachment makes the least contribution to explain the variation in tourists' loyalty as the value is the lowest among all the variables which is only 0.07077.

4.4 Conclusion

In summary, there are total 437 sets of data were collected and summarised by using SAS software. Based on the result generated from SAS software, all the independent variables (cultural exploration, perceived value, place attachment and

satisfaction) have the significant relationship with dependent variable (loyalty). Besides, satisfaction is determined as the highest contributor to the variation of loyalty. We will provide some discussions in the following chapter in order to better understanding about the result of the study.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction

In this Chapter, we will summarise the statistical analysis which includes both the descriptive and inferential analysis interpretation along with the theoretical and managerial implication of the results from our study. Furthermore, this chapter also contains major findings, limitation of study, recommendations for future research as well as the conclusion.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analysis

Table 5.1 Summary of Descriptive Analysis

Variables	Frequency	Percentage (%)
Place of Origin		
Johor	90	20.59
Perlis	8	1.83
Kelantan	14	3.20
Terengganu	9	2.06
Kedah	10	2.29
Penang	45	10.30
Pahang	19	4.35

Table 5.1 Summary of Descriptive Analysis (Continued)

Variables	Frequency	Percentage (%)
Selangor	78	17.85
Perak	87	19.91
Melaka	26	5.95
Negeri Sembilan	11	2.52
Sabah	9	2.06
Sarawak	12	2.75
Kuala Lumpur	19	4.35
Gender		
Male	196	44.85
Female	241	55.15
Age Group		
17 years old and below	20	4.58
18-30 years old	270	61.78
31-40 years old	68	15.56
41-50 years old	33	7.55
51-60 years old	39	8.92
61 years old and above	7	1.60
Marital Status		
Single	279	63.84
Married	145	33.18

Table 5.1 Summary of Descriptive Analysis (Continued)

Variables	Frequency	Percentage (%)
Others	13	2.97
Race		
Malay	44	10.07
Chinese	325	74.37
Indian	67	15.33
Others	1	0.23
Religion		
Muslim	44	10.07
Christian	92	21.05
Buddhist	233	53.32
Hindu	64	14.65
Others	4	0.91
Occupation		
Students	129	29.52
Self-employed	66	15.10
Working adult	194	44.39
Retiree	22	5.03
Unemployed	26	5.95
Monthly Income		
RM 1,000 and below	167	38.22

Table 5.1 Summary of Descriptive Analysis (Continued)

Variables	Frequency	Percentage (%)
RM 1,000 – RM 2,000	49	11.21
RM 2,001 – RM 4,000	122	27.92
RM 4,001 – RM 6,000	59	13.50
RM 6,001 – RM 8,000	18	4.12
RM 8,001 – RM 10,000	14	3.20
RM 10,001 – RM 12,000	2	0.46
RM 12,001 and above	6	1.37
Travel Period		
1 day trip	97	22.20
2-6 days	250	57.21
1 week	58	13.27
More than 1 week	32	7.32
Travelling Companions		
Alone	53	12.13
Spouse/Family	172	39.36
Friend(s)/ Relatives	172	39.36
Business associates	31	7.09
Tour group	9	2.06

Table 5.1 Summary of Descriptive Analysis (Continued)

Variables	Frequency	Percentage (%)
Revisit Behaviour to the Eating Place		
Yes	285	65.22
No	152	34.78
Primary Purpose		
Food		
Exhibition/convention	24	5.49
Work	49	11.21
Vacation	146	33.41
Other	13	2.97
Enjoy in Looking for Good Food When Travelling		
Yes	412	94.28
No	25	5.72

Source: Developed for the research

Table 5.1 displayed the demographic information of the respondents in the present research. Based on the data collected, the majority of our respondents' (20.59%) place of origin are from Johor. The number of female respondents is greater than male respondents with reported percentage of 55.15% and 44.85% respectively. Most of the respondents' age is between 18 to 30 years' old which accounted for 61.78% of our data and 63.84% of respondents are single. There are 85.13% of our respondents are Chinese,

Malay represents 10.07% and Indian represents 4.81%, whereas respondents' religion majority are Buddhist with reported figure of 64.30%. In terms of respondents' occupation, a majority of them (44.39%) are working adults.

In addition, 38.22% of our respondents receive RM 1,000 and below monthly personal income. Over 50% of our respondents' travel period majority of around 2 to 6 days. In term of our respondents' travelling with spouse/family which accounted for 39.36% is identical with friend(s)/relatives. Finally, over 50% of respondents have been to the eating place before.

The majority of respondents' primary purpose was food which accounted for 46.91% of our data and 94.28% of the respondents were enjoyed looking for good food.

5.1.2 Central Tendency

Table 5.2: Summary of Central Tendency Measurement

Variable	N	Mean	Standard Deviation
Cultural Exploration	437	4.03563	0.51124
Perceived Value	437	3.87014	0.53832
Place Attachment	437	3.64226	0.70858
Satisfaction	437	3.97483	0.55029
Loyalty	437	3.97559	0.57871

Source: Developed for the research

Based on the result displayed above, cultural exploration has the highest average score (mean) which is 4.03563 with the standard deviation of 0.51124. The variable that has second highest of mean is loyalty (3.97559) with the standard deviation of 0.57871 followed by satisfaction (3.97483) with the standard deviation of 0.55029. Perceived value has the fourth highest mean of 3.87014 with the standard deviation of 0.53832 and the variable that has the lowest mean among these variables is place attachment which is 3.64226 with the standard deviation of 0.70858.

5.1.3 Reliability Test

Table 5.3: Summary Result of Reliability Test

No	Variable	Cronbach's Alpha	Reliability
1	Cultural Exploration	0.814709	Good
2	Perceived Value	0.856479	Good
3	Place Attachment	0.870506	Good
4	Satisfaction	0.867050	Good
5	Loyalty	0.844699	Good

Source: Developed for the research

In the present study, there are total of 437 sets of questionnaires were being run for the reliability test. Based on the result, all the independent variables and dependent variable show a good strength of reliability with the Cronbach's Alpha range of 0.81 to 0.88 respectively. For the independent variables, place attachment has the highest Cronbach's Alpha value (0.870560) among four variables, followed by satisfaction (0.867050), perceived value (0.856479) and cultural exploration (0.814709). The

dependent variable, loyalty has a Cronbach's Alpha value of 0.844699 in the reliability test.

5.1.4 Inferential Analysis

5.1.4.1 Pearson Correlation Coefficient

Table 5.4: Summary Result of Pearson Correlation Coefficient

		Cultural Exploration	Perceived Value	Place Attachment	Satisfaction
Loyalty	**Pearson Correlation**	0.50039	0.62648	0.51996	0.68021
	Sig. (2-tailed)	<.0001	<.0001	<.0001	<.0001
	N	437	437	437	437

Source: Developed for the research

The result of Pearson Correlation Coefficient indicated that tourists' loyalty is significantly related to cultural exploration, perceived value, place attachment and satisfaction. The significant value for all independent variables was indicated <.0001 respectively. The result shown all the independent variables were significant and positively related with tourists' loyalty, which the value of correlation is positive and the significant value are less than alpha value 0.05. All the hypotheses are supported in Pearson Correlation Coefficient Analysis.

5.1.4.2 Multiple Linear Regression Analysis

Table 5.5: Summary Result of Multiple Linear Regression

Variable	Parameter Estimates	Pr > |t|	R-Square	F-Value
Intercept	0.37516	0.0273		
Cultural Exploration	0.15017	0.0009		
Perceived Value	0.26169	<.0001	0.5445	129.08
Place Attachment	0.07077	0.0436		
Satisfaction	0.43370	<.0001		

Source: Developed for the research

The result of Multiple Regression indicated that all the independent variables are significant explained the variance in dependent variable. This is because the p-value 0.0009, 0.0436 and <.0001 is less than alpha value 0.05 and F-statistic is significant with value 129.08. The R-Square value 0.5445 indicated that the independent variables can explain 54.45% of the variance in dependent variable.

Among all the independent variables, satisfaction is the most influential predictor of tourists' loyalty (parameter estimates=0.43370), followed by perceived value (0.26169), cultural exploration (0.15017) and place attachment (0.07077). Hypothesis 5 is supported in the Multiple Linear Regression Analysis.

5.2 Discussion on Major Findings

Major finding 1: Based on Pearson Correlation Coefficient Analysis, all the independent variables were found have significant and positive relationship with tourists' loyalty at different strengths.

Table 5.6: Summary Finding of Pearson Correlation Coefficient

Hypotheses	Result	Supported
H_1: There is a significant relationship between cultural exploration and tourists' loyalty towards food tourism in Malaysia.	$r = 0.50039$ $p = <0.0001$ $(p < 0.05)$	Supported
H_2: There is a significant relationship between perceived value and tourists' loyalty towards food tourism in Malaysia.	$r = 0.62648$ $p = <0.0001$ $(p < 0.05)$	Supported
H_3: There is a significant relationship between place attachment and tourists' loyalty towards food tourism in Malaysia.	$r = 0.51996$ $p = <0.0001$ $(p < 0.05)$	Supported
H_4: There is a significant relationship between satisfaction and tourists' loyalty towards food tourism in Malaysia.	$r = 0.68021$ $p = <0.0001$ $(p < 0.05)$	Supported

Source: Developed for the research

5.2.1 Satisfaction and Loyalty

According to the result, satisfaction has a moderate positive relationship with tourists' loyalty toward food tourism in Malaysia. It illustrates that tourists' intention to revisit and recommend food tourism to other is high when their level of satisfaction towards the food tourism is high. The result is same with the study of Yoon and Uysal (2005) that showed there is a positive relationship between satisfaction and loyalty, which the destination loyalty will affect by tourists' satisfaction. Therefore, Hypothesis 4 is supported.

5.2.2 Perceived Value and Loyalty

Based on the finding, perceived value was found to have a moderate positive relationship with tourists' loyalty towards food tourism in Malaysia. When tourists perceive high value in tourism, they are more likely to revisit and express positive word-of-mouth. High perceived value happened when tourists get more benefits than costs when they having a food tourism. The result is consistent with Chen and Chen (2010) which mentioned that the perceived value has a positive relationship with tourists' loyalty in the heritage destination. Thus, Hypothesis 2 is supported.

5.2.3 Place Attachment and Loyalty

Place attachment also showed a moderate positive relationship with tourists' loyalty towards food tourism in Malaysia. When tourists have stronger place attachment to the destination, they are more likely to revisit and recommend the food tourism to others. The result is supported by the research of Prayag and Ryan (2012) that the place attachment has a direct and indirect effect on revisit intentions and recommend intention. Hence, Hypothesis 3 is supported.

5.2.4 Cultural Exploration and Loyalty

Table 5.5 shows that the relationship between cultural exploration and tourists' loyalty is a moderate positive relationship. When tourists' intention to explore new knowledge, expand intellectual horizons and experience different food culture other than their own, the possibility for them to revisit and recommend food tourism to others will increase. This further support the research of Poria et al. (2003), when tourists experience the tourism can enhance their cultural horizons, it will affect their intentions to revisit and recommend the tour to others. Hence, Hypothesis 1 is supported.

Major finding 2: Based on the Multiple Linear Regression Analysis, all the independent variables were found to be significant predictor of tourists' loyalty.

Table 5.7: Summary Findings of Multiple Linear Regression Analysis

Variable	Parameter Estimates	Pr > |t|	R-Square	Result
Intercept	0.37516	0.0273		Significant
Cultural Exploration	0.15017	0.0009		Significant
Perceived Value	0.26169	<.0001	0.5445	Significant
Place Attachment	0.07077	0.0436		Significant
Satisfaction	0.43370	<.0001		Significant

Source: Developed for the research

In this study, the model is good to explain the relation between predictor variables and tourists' loyalty when p-value is less than alpha value 0.05. Therefore, Hypothesis 5 is supported.

Based on Table 5.7, satisfaction (parameter estimates=0.43370) is the best single predictor of tourists' loyalty towards food tourism in Malaysia. This result is proven by Chen and Chen (2010) and Kim et al. (2011) as satisfaction is the strongest predictor among other variables when explaining the variance in tourists' loyalty towards food tourism in Malaysia followed by perceived value.

5.3 Implications of the Study

5.3.1 Theoretical Implication

Social Cognitive Theory identified personal factors, behaviour and environmental influences as a fundamental part of their process. Hence, the rationale for adopting Social Cognitive Theory is to identify how tourists' personal factors (satisfaction and perceived value), environment influences (cultural exploration and place attachment) and behaviour (loyalty) are interrelated. Therefore, this study implied theoretical contribution to support the application of behavioural studies and bring into a new perspective. Besides, we found that personal factors were the best predictors of loyal behaviour.

In our study, when the tourists' personal factors like satisfaction and perceived value are fully satisfied, the intention of tourists to revisit will increase. While the tourists feel enjoyable in the environment like cultural exploration and place attachment, the behaviour of tourists to revisit will also increase. Hence, the behaviour to revisit or recommending to others can be altered by the level of satisfaction, perceived value, cultural exploration and place attachment as the variables have the interaction of reciprocal causation. Hence, SCT indicates an individual's ability to control over their thoughts, feelings and even actions and these factors also stressed by the

four hypotheses in this study to be relatively important. In other words, how an individual behave is influenced by what they believe, think and feel.

5.3.2 Managerial Implications

Conversely with past research, this study is more emphasised on loyalty towards local food consumption rather than destination. This study can provide useful recommendations for stakeholders such as food operators or government to improve or promote their local food cuisine or food tourism. The findings of this study show that as tourist have a positive feeling about the food experienced, they will more likely to revisit the eating place. Therefore, the finding is consistent with the result of past studies on food tourist behaviour (Kim et al., 2011; Sánchez et al., 2006).

Since food appear to be the main purpose when tourists travel out of their residential areas, it is recommended that the government and local food operators should put efforts to improve the food attributes such as the quality of the food and festival, ambience of the eating place, pricing of the food, menu variety, waiting time for a meal, professional appearance of staff, cleanliness and etc. With the competitive environment in the food sector, local food operators must ensure that their food offered are generally comparable in high standard of quality to attract and retain their customers (Ryu et al., 2008).

Besides, food operators are suggested to set the food prices reasonably and offer diversifies range of food for customers to increase their satisfaction towards the food prices and enjoy various taste of food. A good environment such as chairs prepared for the waiting customers should also be provided by food operators and train their staffs to be polite and helpful. Customers will be pleased and have a good mood when having food in a clean and comfortable environment. The government should also maintain regular

food safety audit and imposes heavy punishment to operators who do not follow the food safety rules.

Moreover, the results also show that cultural exploration is a significant factor in influencing the tourists' loyalty towards food tourism. According to Hong (2016), knowing Malaysia food is knowing about the peoples, cultures and traditions. Thus, it is suggested that Malaysian government should regulates sufficient rules with regard to cultural and heritage practices among food service providers in conserving the unique and valuable food cultural practices, as well as embarking Malaysian local food's role as a main tourism destination attraction (Omar et al., 2015). In addition, it is important to preserve the traditional preparation of local food so that the tourists can experience different food culture and taste the local food in its original state. In order to promote local food, we suggest that the government and media should increase their marketing efforts. This effort can be done by conducting more TV programs featuring local food in Malaysia and using radio, newspaper and social media as a platform so that people will generate more awareness on which particular local food is famous and served at which particular tourists' destination in Malaysia.

Furthermore, in terms of place attachment, we suggest that related organisations or travel agencies should provide package tours featuring local places so that tourists can experience local food cultures by trying local foods. By doing so, the tourists will feel more familiar with the place and this would reinforce their identifications as well as their emotional attachment to the place (Brown, 2006). Besides that, it is suggested that local food operators should able to induce positive affection through their food by generating a memorable experience to the tourists. Hence, food tourism will become the first choice for the tourists (Yuksel, Yuksel & Bilim, 2010).

5.4 Limitations of the Study

5.4.1 Intention Not Necessary Represent Actual Behaviour

The intention of tourists to revisit and recommend the eating place does not mean the actual behaviour of tourists to revisit the eating place. When the tourists have high intention to revisit the eating place, it does not actually represent that the tourists will really have the behaviour of revisit it. This may due to the unexpected event take place and cause he or she unable to pay what his or her intended. Hence, intention can be the motivation for the actual behaviour and actions while tourist's behaviour is actually indicating their intentions.

5.4.2 Conceptual Problem in Place Attachment

Since place attachment has a p-value of 0.0436 which is close to the alpha value of 0.05, thus this variable might not really significant in explaining the variance in tourists' loyalty. Tourists will not only interest to a particular place for having food tourism. There are many other places which able to provide tourists a nice experience of food tourism. Thus, it is possible to have other substitute places for tourists to experience food tourism.

5.5 Recommendations

The limitations coupled with the findings of research would affect the reliability of this study. Therefore, numerous recommendations are suggested for the future research.

Future researchers who wish to conduct research on tourism in Malaysia should widen their geographical areas in order to extend the research representation on the whole Malaysia tourism. Researchers should expand more surveys at different states of Malaysia in order to increase the sample size and improve the reliability

of the research. Besides, researchers are also encouraged to expand their target geographical areas which are not only focused on urban site.

Since our research's target respondent only focuses on the domestic tourists, future researchers are recommended to target the international tourists or both domestic and international tourists as their main respondents. Since the international tourists have also significantly contributed to the national economy in Malaysia, the finding of the factors influencing international tourists' loyalty toward food tourism in Malaysia is also an interesting topic.

In addition, with the rapid growth of the information technology, future researchers are recommended to consider "electronic word-of-mouth" as an additional variable in the research framework. Electronic word-of-mouth is believed that have influence on tourists' decision making. Hence, it might be a useful variable for investigation. Besides, "past experience" also suggested being used in a future study which may provide a more comprehensive outcome. Future researchers are encouraged to investigate the actual behavior of tourists' loyalty towards food tourism as action speaks louder than words.

In our research, 270 out of 437 respondents or 61.78% of the respondents are fall under the age group of 18 – 30 years old. It shows a proportional inequality between age groups. Hence, we recommend the future researchers to employ quota sampling in distributing questionnaire to the respondents in order to ensure there is an equal portion for each age group of respondents when conducting the research. This able to reduce the sampling bias which would lead to errors incurred in data analysis and increase the accuracy of the research.

5.6 Conclusion

Food has been considered as a key of attraction for tourists and the combination of food and tourism is a strong appeal in recent years. Besides, an important portion of tourism income comes from the amount of expenditure spend by the loyal tourists.

Malaysia is known as a food paradise and gained advantages in promoting food tourism through unique and distinctive foods. However, it is difficult to maintain customer loyalty and offer an overall quality experience that satisfies tourists at the eating place. In addition, the Malaysian Heritage Food on cultural value is still under imperfect condition. Furthermore, tourists either will or will not having food at the same place in the future when they gain a satisfactory food experience regardless of whether they develop a memorable food experience. Lastly, a satisfied tourist does not necessary will revisit the place due to the time of travel, cost constraint and variety of choices available to them.

Based on the problem statement, we proposed a framework and developed hypotheses in order to investigate whether the cultural exploration, perceived value, place attachment and satisfaction are significant related to tourists' loyalty towards food tourism in Malaysia. Besides that, we used Social Cognitive Theory in explaining the relationship between the independent and dependents variables.

In our study, the targeted population are those domestic tourists who travel to different states in Malaysia. Self-administered questionnaire was used to collect the data from the respondents through convenient and judgemental sampling techniques. Moreover, the distribution of questionnaires were conducted in 6 states and 1 Federal Territory in Malaysia. There are total 437 sets of questionnaires were used in this study.

In addition, Pearson Correlation Coefficient Analysis and Multiple Linear Regression Analysis were used in testing the relationship between independent and dependent variables. Based on the result of Pearson Correlation Coefficient, all independent variables have positive, moderate and significant relationship with dependent variable. While, based on the result of Multiple Linear Regression, all independent variables are significantly explain the variance of tourists' loyalty and satisfaction is the strongest predictor variable to the loyalty.

Furthermore, this study implied the theoretical contribution to support the application of behaviour study and bring into new perspective. Besides, the result of this study also contributed to food operators, government and travel agencies and organization in promoting food tourism and act as a guideline for future researchers.

Lastly, this study provided some recommendations for future researchers such as widen the geographical areas, employ quota sampling in distributing questionnaire to respondents, use electronic word-of-mouth and past experience as additional variables and target international or both international and domestic tourists.

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Appendix 3.1: Questionnaire (English Version)

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF BUSINESS AND FINANCE
BACHELOR OF BUSINESS ADMINISTRATION
FINAL YEAR PROJECT

Factors Influencing Tourists' Loyalty towards Food Tourism in Malaysia

Dear Respondents,

We are students of Bachelor of Business Administration (Hons) from Universiti Tunku Abdul Rahman (UTAR), Kampar and are currently conducting a survey on food tourism in Malaysia.

Kindly read the instruction carefully before answering the question. Completion of this survey will take you approximately **10 to 15 minutes.** There are no right or wrong responses to any of the statements. Your cooperation and precious time spent on filling this questionnaire are much appreciated. Any information obtained regarding this study will be kept confidential and used solely for academic purposes.

Please be informed that accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, University Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Acknowledgement of Notice

[   ]   I have been notified by you and I hereby understood, consented and agreed per UTAR notice.

[   ]   I disagree, my personal data will not be processed.

If you have any enquiries, please do not hesitate to contact us.

Thank you.

Student Name	Student ID	Email Address
Joyce Teh Li Chi	15ABB07295	joycetlc118@gmail.com
Wong Wen Wei	15ABB07143	anniewong1995@gmail.com
Cheng Si Yi	15ABB07804	iamagirl216@gmail.com
Ong Hui Ying	15ABB08008	ohying1005@gmail.com

There are two (2) sections in this questionnaire. Please answer **ALL** the questions in Section A and Section B.

<u>**Section A: Demographic Profile**</u>
Please tick (√) the most appropriate answer.

1. Where is your place of origin?

❑ Johor   ❑ Selangor

❑ Perlis   ❑ Perak

❑ Kelantan   ❑ Melaka

❑ Terengganu   ❑ Negeri Sembilan

❑ Kedah   ❑ Sabah

❑ Penang   ❑ Sarawak

❑ Pahang   ❑ Kuala Lumpur

2. Gender:

❑ Male

❑ Female

3. Age:

❑ 17 years old and below   ❑ 41-50 years old

❑ 18-30 years old   ❑ 51-60 years old

❑ 31-40 years old   ❑ 61 years old and above

4. Marital Status:

❑ Single   ❑ Others

❑ Married

5. Race:

❑ Malay   ❑ Indian

❑ Chinese   ❑ Other: _____

6. Religion:

❏ Muslim   ❏ Hindu

❏ Christian   ❏ Other: _____

❏ Buddhist

7. Occupation:

❏ Student   ❏ Retiree

❏ Self-employed   ❏ Unemployed

❏ Working adult

8. Monthly Income:

❏ RM1,000 and below   ❏ RM6,001 – RM8,000

❏ RM1,001 – RM2,000   ❏ RM8,001 – RM10,000

❏ RM2,001 – RM4,000   ❏ RM10,001 – RM12,000

❏ RM4,001 – RM6,000   ❏ RM12,001 and above

9. How long is your current travel period?

❏ 1 day trip   ❏ 1 week

❏ 2-6 days   ❏ More than 1 week

10. Whom you are travelling with?

❏ Alone   ❏ Business associates

❏ Spouse/Family   ❏ Tour group

❏ Friend(s)/Relatives   ❏ Other: _____

11. Have you been to this eating place before?

❏ Yes, _____ times

❏ No

12. What is the primary purpose of your visit to this place? (select only one)

❏ Food   ❏ Vacation

❏ Exhibition/ Convention   ❏ Other: _____

❏ Work

13. Are you enjoy looking for good food when travelling?

❏ Yes

❏ No

Section B

This section consists of 5 variables for our study: Cultural Exploration, Perceived Value, Place Attachment, Satisfaction and Loyalty towards Food Tourism.

Food tourism is defined as a visitation to specific locations for which food tasting and/or experiencing the food is the primary motivating factor for travel.

Please indicate the extent to which you agree or disagree with each statement by circling the most appropriate number.

[(1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree and (5) = Strongly Agree]

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Cultural Exploration						
1.	Having food tourism can increase my knowledge on food culture.	1	2	3	4	5
2.	Having food tourism can provide opportunity for me in experiencing different food culture.	1	2	3	4	5
3.	Having food tourism can enrich my taste on traditional/local food.	1	2	3	4	5

4.	Having food tourism will enrich my knowledge on traditional preparations in local food.	1	2	3	4	5
5.	I like to know more about different food from different culture.	1	2	3	4	5
6.	I would like to experience different delicacies of local food.	1	2	3	4	5
7.	It is important for me to taste local food in its original state.	1	2	3	4	5

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Perceived Value						
1.	The food offered here is delicious.	1	2	3	4	5
2.	The quality of the food here is outstanding.	1	2	3	4	5
3.	The food tourism provides much more benefits than costs.	1	2	3	4	5
4.	Food here is fairly priced.	1	2	3	4	5
5.	Food here have a good reputation.	1	2	3	4	5
6.	Considering what I spent, I had reasonably good quality experience from visiting here.	1	2	3	4	5
7.	The food tourism gives me positive feeling.	1	2	3	4	5
8.	Overall, visiting here is valuable and worthy.	1	2	3	4	5

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Place Attachment						
1.	The food at this place is very special to me.	1	2	3	4	5

No.	Items					
2.	This area is the best place for me to experience food tourism.	1	2	3	4	5
3.	Having food tourism here means a lot to me.	1	2	3	4	5
4.	For me, it is more important to experience food tourism over here rather than in any other place.	1	2	3	4	5
5.	There is no substitute place for me to have food tourism other than this place.	1	2	3	4	5
6.	No other place can provide the same food tourism experience as compare to here.	1	2	3	4	5

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Satisfaction						
1.	I feel enjoyable with my involvement in this food tourism.	1	2	3	4	5
2.	Having this food tourism is much better than what I expected.	1	2	3	4	5
3.	Having this food tourism is a best experience for me.	1	2	3	4	5
4.	I am pleased with this food tourism activities.	1	2	3	4	5
5.	My choice to attend this food tourism is a wise one.	1	2	3	4	5
6.	Overall, this food tourism put me in a good mood.	1	2	3	4	5
7.	Overall, I feel satisfied with my decision to experience food tourism.	1	2	3	4	5

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Loyalty						
1.	I will definitely revisit here in the future.	1	2	3	4	5

2.	I would choose food tourism again for my future travel.	1	2	3	4	5
3.	I will recommend others to experience food tourism here.	1	2	3	4	5
4.	I will encourage friends and relatives to participate in food tourism.	1	2	3	4	5
5.	I will say positive thing about food tourism.	1	2	3	4	5
6..	I will consider food tourism as my first travelling choice.	1	2	3	4	5

Thank you for participating in this survey.

Personal Data Protection Statement

Please be informed that in accordance with **Personal Data Protection Act 2010 (PDPA)** which came into force on 15 November 2013, **Universiti Tunku Abdul Rahman (UTAR)** is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:

1.   The purposes for which your personal data may be used are inclusive but not limited to:-

>   o For assessment of any application to UTAR
>   o For processing any benefits and services
>   o For communication purposes o For advertorial and news
>   o For general administration and record purposes
>   o For enhancing the value of education
>   o For educational and related purposes consequential to UTAR
>   o For the purpose of our corporate governance
>   o For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2.   Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3.   Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4.   UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete,

not misleading, and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1.   By submitting this form, you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2.   If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfil our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3.   You may access and update your personal data by writing to us at dhr@utar.edu.my.

Appendix 3.2: Questionnaire (Chinese Version)

拉曼大学

问卷调查
游客对马来西亚美食旅游忠诚度

亲爱的回答者，

您好，我们是来自拉曼大学的研究员。为了研究游客对马来西亚美食旅游的忠诚度，我们设立了几项问卷题目进行调查，以实现可持续美食旅游发展的目的。

为此，我们非常重视您在回答这份问卷时的用心与配合，因为这将有助于我们完成这项研究。同时，我们也很感激您愿意花费宝贵的时间来完成这些问卷题目。此外，所有与这项研究有关的信息都将保密，而这些信息仅用于学术研究目的。

非常感谢您的时间与参与，若您有任何疑问，请与我们的组员联系以获得咨询。

真挚的。

学生姓名	学生学号	电子邮件
郑俐琦	15ABB07295	joycetlc118@gmail.com
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王慧莹	15ABB08008	ohying1005@gmail.com

请注意，根据生效于 2013 年 11 月 15 日的 2012 年个人资料保护法 ("PDPA")，拉曼大学 ("UTAR") 有义务在收集，记录，储存，使用和保留个人信息方面发出通知并要求同意。

确认通告：

[ ] 我已经收到您的通知，并且已经理解，同意并与 UTAR 的通知达成一致。

[　] 我不同意，我的个人资料将不会被处理。

_____

完成这项问卷的指示

1. 这份问卷分成两个项目。请回答所有 A 和 B 项的题目。

2. 这份问卷将消耗您约 10 至 15 分钟的时间来完成。

3. 请随时在所提供的空间分享您的意见或评论。本调查问卷的内容将保密。

A 项：人口统计

请在下列题目的空格处画 "√"做出选择

1. 请问您来自哪里？

❏ 柔佛	❏ 雪兰莪
❏ 玻璃市	❏ 霹雳
❏ 关丹	❏ 马六甲
❏ 登嘉楼	❏ 森美拉
❏ 吉打	❏ 沙巴
❏ 槟城	❏ 砂拉越
❏ 彭亨	❏ 吉隆坡

2. 请问您的性别是:

❏ 男性

❏ 女性

3. 年龄:

    ❏ 介于 17 岁或以下   ❏ 介于 41 - 50 岁

    ❏ 介于 18 - 30 岁   ❏ 介于 51 - 60 岁

    ❏ 介于 31 - 40 岁   ❏ 介于 61 岁或以上

4. 婚姻状态:

    ❏ 单身   ❏ 其他

    ❏ 已婚

5. 种族:

    ❏ 巫裔   ❏ 印裔

    ❏ 华裔   ❏ 其他: _____

6. 宗教:

    ❏ 伊斯兰教   ❏ 印度教

    ❏ 基督教   ❏ 其他: _____

    ❏ 佛教

7. 职业:

    ❏ 学生   ❏ 退休人士

    ❏ 自雇者   ❏ 失业者

    ❏ 工作者

8. 每月收入:

❑ 介于马币 1,000 或以下   ❑ 介于马币 6,001 – 马币 8,000

❑ 介于马币 1,001 – 马币 2,000   ❑ 介于马币 8,001 – 马币 10,000

❑ 介于马币 2,001 – 马币 4,000   ❑ 介于马币 10,001 – 马币 12,000

❑ 介于马币 4,001 – 马币 6,000   ❑ 介于马币 12,001 或以上

9. 请问您将在这里逗留多久？

❑ 一日游   ❑ 一星期

❑ 2-6 日   ❑ 一星期以上

10. 请问您与谁结伴旅游？

❑ 独自一人   ❑ 工作伙伴

❑ 伴侣或家人   ❑ 旅游团

❑ 朋友   ❑ 其他: _____

11. 请问您之前曾到访过这里吗？

❑ 曾经

❑ 不曾

12. 请问您到访这里的主要目的是什么？（请选择一个）

❑ 美食   ❑ 度假

❑ 展览会   ❑ 其他: _____

❑ 工作

13. 请问您是不是在旅游时会注重寻找当地美食？

❑ 是

❑ 不是

B 项

这一项问卷题目包含了对美食旅游的影响因数：文化探索，感知价值，地方依附，满意度和忠诚度。

美食旅游被定义为到特定的地点，以享受美食和/或体验美食为主要目的旅游。

请您根据您的实际情况，圈出编号中的一个数字来表示您对每个语句的同意程度。

[(1) = 强烈不同意; (2) = 不同意; (3) = 中立; (4) = 同意; (5) = 强烈同意]

序号	题目	强烈不同意	不同意	中立	同意	强烈同意
因数 1: 文化探索						
1.	美食旅游可以使我提升对于美食文化的知识。	1	2	3	4	5
2.	美食旅游可以使我有机会尝试不同的美食文化。	1	2	3	4	5
3.	美食旅游可以使我增加对于传统或本地美食的品味。	1	2	3	4	5
4.	通过美食旅游可以使我丰富对于制作传统美食的知识。	1	2	3	4	5
5.	美食旅游可以使我了解更多关于不同文化的美食。	1	2	3	4	5
6.	美食旅游可以使我尝试不同风味的当地美食。	1	2	3	4	5
7.	对我来说，在这里品尝当地美食是很重要的。	1	2	3	4	5

序号	题目	强烈不同意	不同意	中立	同意	强烈同意
因数 2: 感知价值						
1.	这里的食物很美味。	1	2	3	4	5

		强烈不同意	不同意	中立	同意	强烈同意
2.	这里的食物品质很好。	1	2	3	4	5
3.	美食旅游可以给我带来大于成本的好处。	1	2	3	4	5
4.	这里的食物价钱很公道。	1	2	3	4	5
5.	这里的食物有良好的口碑。	1	2	3	4	5
6.	到访这里让我觉得物超所值。	1	2	3	4	5
7.	美食旅游给我带来了良好的感受。	1	2	3	4	5
8.	大致上，到访这里对我来说是值得的。	1	2	3	4	5

序号	题目	强烈不同意	不同意	中立	同意	强烈同意
因数 3: 地方依附						
1.	这里的食物对我来说很特别。	1	2	3	4	5
2.	这个地区是我体验美食旅游的最佳地点。	1	2	3	4	5
3.	在这里体验美食旅游对我来说有不同的意义。	1	2	3	4	5
4.	在这里体验美食旅游比起在其他地方体验美食旅游更重要。	1	2	3	4	5
5.	没有其他地方可以取代这里的美食旅游。	1	2	3	4	5
6.	没有其他地方可以提供和这里一样的美食旅游体验。	1	2	3	4	5

序号	题目	强烈不同意	不同意	中立	同意	强烈同意
因数 4: 满意度						
1.	这个美食旅游让我觉得很愉快。	1	2	3	4	5

2.	这个美食旅游比我想象的要好很多。	1	2	3	4	5
3.	这个美食旅游是一个很棒的体验。	1	2	3	4	5
4.	我对这个美食旅游的活动很满意。	1	2	3	4	5
5.	这个美食旅游是我明智的选择。	1	2	3	4	5
6.	这个美食旅游让我心情很好。	1	2	3	4	5
7.	大致上，我对自己体验美食旅游的决定感到满意。	1	2	3	4	5

序号	题目	强烈不同意	不同意	中立	同意	强烈同意
因变数: 游客对美食旅游的忠诚度						
1.	我肯定会在未来重新到访这里。	1	2	3	4	5
2.	我将再次选择美食旅游作为我将来的旅行。	1	2	3	4	5
3.	我会建议其他人来这里体验美食旅游。	1	2	3	4	5
4.	我会鼓励朋友和亲戚参与美食旅游。	1	2	3	4	5
5.	我将会传达对于美食旅游讯息。	1	2	3	4	5
6..	我将把美食旅游作为我的第一个旅行选择。	1	2	3	4	5

谢谢您参与这项问卷调查。

UNIVERSITI TUNKU ABDUL RAHMAN

FAKULTI PERNIAGAAN DAN KEWANGAN

IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN

PROJEK AKHIR TAHUN

Faktor-faktor yang Mempengaruhi Kesetiaan Pelancong Terhadap Pelancongan Makanan di Malaysia

Tuan-tuan dan Puan-puan,

Kami adalah pelajar-pelajar yang mengambil kursus Ijazah Sarjana Muda Pentadbiran Perniagaan dari Universiti Tunku Abdul Rahman (UTAR), Kampar dan kami tengah menjalankan satu kajian tentang perlancongan makanan di Malaysia.

Sila baca arahan dengan teliti sebelum menjawab soalan. Penyiapan kajian soal selidik ini akan mengambil masa anda lebih kurang **10 hingga 15 minit.** Tiada jawapan yang betul atau salah kepada mana-mana kenyataan. Kerjasama anda dan masa yang diluangkan untuk menjawab soal selidik ini amat dihargai. Sebarang informasi yang didapati daripada kajian soal selidik ini akan disimpan sulit dan digunakan semata-mata untuk tujuan akademik.

Jika anda ada sebarang pertanyaan, sila menghubungi kami.

Terima Kasih.

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Dengan dimaklumkan bahawa menurut Akta Perlindungan Data Peribadi 2010 yang dikuatkuasa pada 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") membuat notis dan meminta kesetujuan anda untuk mengumpul, mencatat, menyimpan, mengguna dan memegang data peribadi.

Pengakuan dan Persetujuan

[   ]   Saya telah dimaklumkan oleh anda dan saya sekarang memahami, memberi kebenaran dan kesetujuan atas notis daripada UTAR.

[   ]   Saya tidak bersetuju, data peribadi saya tidak akan diproses.

Terdapat dua (2) bahagian dalam borang soal selidik ini. Sila jawab **SEMUA** soalan dalam Bahagian A dan Bahagian B.

<u>**Bahagian A: Profil Demografi**</u>

Sila tandakan (√) pada jawapan yang paling sesuai.

1. Sila nyatakan tempat asal anda jika anda adalah pelancong tempatan.

❏ Johor   ❏ Selangor

❏ Perlis   ❏ Perak

❏ Kelantan   ❏ Melaka

❏ Terengganu   ❏ Negeri Sembilan

❏ Kedah   ❏ Sabah

❏ Pulau Pinang   ❏ Sarawak

❏ Pahang   ❏ Kuala Lumpur

2. Jantina:

❏ Lelaki

❏ Perempuan

3. Umur:

❏ 17 tahun dan ke bawah   ❏ 41-50 tahun

❏ 18-30 tahun   ❏ 51-60 tahun

❏ 31-40 tahun   ❏ 61 tahun dan ke atas

4. Taraf perkahwinan:

❏ Tunggal ❏ Lain-lain

❏ Berkahwin

5. Bangsa:

❏ Melayu ❏ India

❏ Cina ❏ Lain-lain: _____

6. Agama:

❏ Islam ❏ Hindu

❏ Kristian ❏ Lain-lain: _____

❏ Buddha

7. Perkerjaan:

❏ Pelajar ❏ Pesara

❏ Bekerja sendiri ❏ Tidak bekerja

❏ Dewasa yang bekerja

8. Pendapatan bulanan:

❏ RM1,000 dan ke bawah ❏ RM6,001 – RM8,000

❏ RM1,001 – RM2,000 ❏ RM8,001 – RM10,000

❏ RM2,001 – RM4,000 ❏ RM10,001 – RM12,000

❏ RM4,001 – RM6,000 ❏ RM12,001 dan ke atas

9. Berapa lamakah tempoh pelancongan anda?

❏ Lawatan sehari   ❏ Seminggu

❏ 2-6 hari   ❏ Lebih daripada seminggu

10. Siapakah yang anda melancong dengan?

❏ Sendirian   ❏ Rakan-rakan perniagaan

❏ Suami/isteri/keluarga   ❏ Rombongan lawatan

❏ Rakan-rakan/saudara-mara ❏ Lain-lain: _____

11. Adakah anda pernah datang ke tempat makanan ini sebelum ini?

❏ Ya, _____ kali

❏ Tidak

12. Apakah tujuan utama lawatan anda ke tempat ini? (Pilih hanya satu)

❏ Makanan   ❏ Percutian

❏ Pameran/Konvensyen   ❏ Lain-lain: _____

❏ Hal Kerja

13. Adakah anda menikmati proses mencari makanan yang enak semasa melancong

❏ Ya

❏ Tidak

Bahagian B

Bahagian ini terdapat 5 pembolehubah dalam kajian kami: Penerokaan Kebudayaan, Nilai Tanggapan, Pengikatan Tempat , Kepuasan dan Kesetiaan terhadap Pelancongan Makanan.

Pelancongan makanan ditakrifkan sebagai lawatan ke lokasi-lokasi tertentu di mana perasaan makanan dan/atau penikmatan makanan adalah faktor motivasi utama untuk pelancongan.

Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan dengan membulatkan jawapan yang paling sesuai.

[(1) = Sangat tidak bersetuju; (2) = Tidak bersetuju; (3) = Neutral; (4) = Setuju and (5) = Sangat Setuju]

No.	Item-item	Sangat Tidak Bersetuju	Tidak Bersetuju	Neutral	Setuju	Sangat Setuju
Penerokaan Kebudayaan						
1.	Saya dapat menambahkan pengetahuan saya tentang budaya makanan melalui pelancongan makanan.	1	2	3	4	5
2.	Saya berpeluang untuk menikmati budaya makanan yang berbeza melalui pelancongan makanan.	1	2	3	4	5
3.	Saya dapat memperkayakan selera saya terhadap makanan tradisional/tempatan melalui pelancongan makanan.	1	2	3	4	5
4.	Saya dapat menambahkan pengetahuan saya tentang persiapan tradisional makanan tempatan melalui pelancongan makanan.	1	2	3	4	5
5.	Saya boleh mengetahui lebih banyak tentang makanan yang berbeza dari budaya lain.	1	2	3	4	5
6.	Saya boleh menikmati pelbagai jenis makanan tempatan yang berbeza.	1	2	3	4	5
7.	Bagi saya, ia amatlah penting untuk menikmati makanan tempatan dari tempat asalnya.	1	2	3	4	5

No.	Item-item	Sangat Tidak Bersetuju	Tidak Bersetuju	Neutral	Setuju	Sangat Setuju
Nilai Tanggapan						
1.	Makanan yang ditawarkan di sini sangat lazat.	1	2	3	4	5
2.	Kualiti makanan di sini adalah luar biasa.	1	2	3	4	5
3.	Pelancongan makanan dapat memberi lebih banyak manfaat berbanding dengan kos.	1	2	3	4	5
4.	Harga makanan di sini amat berpatutan.	1	2	3	4	5
5.	Makanan di sini mempunyai reputasi yang baik.	1	2	3	4	5
6.	Memandangkan apa yang saya belanjakan, saya mempunyai pengalaman yang baik dengan melawat ke sini.	1	2	3	4	5
7.	Saya mempunyai perasaan yang positif melalui pelancongan makanan.	1	2	3	4	5
8.	Secara keseluruhan, lawatan saya ke sini amat berharga dan bernilai.	1	2	3	4	5

No.	Item-item	Sangat Tidak Bersetuju	Tidak Bersetuju	Neutral	Setuju	Sangat Setuju
Pengikatan Tempat						
1.	Makanan yang ditawarkan di tempat ini sangat istimewa.	1	2	3	4	5
2.	Tempat ini adalah tempat yang terbaik untuk menjalankan pelancongan makanan.	1	2	3	4	5
3.	Saya berasa amat bermakna untuk menjalankan pelancongan makanan di sini.	1	2	3	4	5

No.	Item-item	Sangat Tidak Bersetuju	Tidak Bersetuju	Neutral	Setuju	Sangat Setuju
4.	Saya berasa lebih penting untuk menjalankan pelancongan makanan di sini daripada tempat lain.	1	2	3	4	5
5.	Tempat lain tidak dapat menggantikan tempat ini untuk menjalankan pelancongan makanan.	1	2	3	4	5
6.	Tiada tempat lain dapat memberikan pengalaman yang sama seperti di sini semasa menjalankan pelancongan makanan.	1	2	3	4	5

No.	Item-item	Sangat Tidak Bersetuju	Tidak Bersetuju	Neutral	Setuju	Sangat Setuju
Kepuasan						
1.	Saya berasa gembira dengan melibatkan diri dalam pelancongan makanan ini.	1	2	3	4	5
2.	Pelancongan makanan ini jauh lebih baik daripada apa yang saya jangkakan.	1	2	3	4	5
3.	Saya mempunyai pengalaman yang terbaik dalam pelancongan makanan ini.	1	2	3	4	5
4.	Saya berasa gembira dengan aktiviti-aktiviti dalam pelancongan makanan ini.	1	2	3	4	5
5.	Saya telah membuat pilihan yang bijak dengan menyertai pelancongan makanan ini.	1	2	3	4	5
6.	Secara keseluruhan, saya berada dalam mood yang baik dalam pelancongan makanan ini.	1	2	3	4	5
7.	Secara keseluruhan, saya berasa puas hati atas keputusan menyertai pelancongan makanan ini.	1	2	3	4	5

No.	Item-item	Sangat Tidak Bersetuju	Tidak Bersetuju	Neutral	Setuju	Sangat Setuju

Kesetiaan						
1.	Saya pasti akan melawat ke tempat ini lagi pada masa depan.	1	2	3	4	5
2.	Saya akan memilih pelancongan makanan sebagai pelancongan saya lagi.	1	2	3	4	5
3.	Saya akan mencadangkan orang lain untuk menjalankan pelancongan makanan di sini.	1	2	3	4	5
4.	Saya akan menggalakkan rakan-rakan dan saudara-mara saya untuk menyertai pelancongan makanan.	1	2	3	4	5
5.	Saya akan memberikan komen yang positif tentang pelancongan makanan.	1	2	3	4	5
6.	Saya akan mempertimbangkan pelancongan makanan sebagai pilihan utama saya semasa melancong.	1	2	3	4	5

Terima Kasih kerana mengambil bahagian dalam kajian soal selidik ini.

Penyata Perlindungan Data Peribadi

Sila dimaklumkan bahawa selaras dengan **Akta Perlindungan Data Peribadi 2010 (PDPA)** yang berkuatkuasa pada 15 November 2013, **Universiti Tunku Abdul Rahman (UTAR)** dengan ini terikat untuk membuat notis dan memerlukan persetujuan berhubung dengan pengumpulan, rakaman, penyimpanan, penggunaan dan pengekalan maklumat peribadi.

Notis:

1.   Tujuan yang digunakan oleh data peribadi anda adalah termasuk tetapi tidak terhad kepada:-

- o Untuk pernilaian mana-mana permohonan ke UTAR
- o Untuk memproses sebarang faedah and perkhidmatan
- o Untuk tujuan komunikasi
- o Untuk advertorial and berita
- o Untuk pentadbiran am dan tujuan rekod
- o Untuk meningkatkan nilai pendidikan
- o Untuk tujuan pendidikan dan tujuan berkaitan dengan UTAR
- o Untuk tujuan tadbir urus korporat
- oUntuk pertimbangan sebagai penjamin kepada kakitangan UTAR/pelajar yang memohon biasiswa/pinjaman

2.   Data peribadi anda boleh dipindahkan dan / atau didedahkan kepada rakan usaha sama pihak ketiga dan / atau UTAR termasuk tetapi tidak terhad kepada ejen penyumberan luar masing-masing dan yang dilantik bagi tujuan memenuhi kewajipan kami kepada anda berkenaan dengan tujuan dan semua tujuan lain yang yang berkaitan dengan tujuan dan juga dalam menyediakan perkhidmatan bersepadu, mengekalkan dan menyimpan rekod. Data anda boleh dikongsi apabila diperlukan oleh undang-undang dan apabila pendedahan diperlukan untuk mematuhi undang-undang yang berkenaan.

3.   Sebarang maklumat peribadi yang disimpan oleh UTAR akan dimusnahkan dan / atau dipadamkan mengikut dasar pengekalan kami yang terpakai bagi kami sekiranya maklumat tersebut tidak diperlukan lagi.

4.   UTAR komited untuk memastikan kerahsiaan, perlindungan, keselamatan dan ketepatan maklumat peribadi anda disediakan kepada kami dan telah menjadi polisi yang berterusan kami untuk memastikan maklumat peribadi anda tepat, lengkap, tidak mengelirukan dan dikemas kini. UTAR juga akan memastikan bahawa data peribadi anda tidak boleh digunakan untuk tujuan politik dan komersial.

Persetujuan:

1.   Dengan menghantarkan form ini anda dengan ini telah mengizinkan dan bersetuju kepada kami untuk memproseskan (termasuk mendedahkan) data peribadi anda dan sebarang maklumat yang anda kemas kini bagi tujuan dan/atau tujuan yang berkaitan dengan tujuan.

2.   Jika anda tidak bersetuju atau kemudiannya menarik persetujuan anda atas proses dan pendedahan data peribadi anda, UTAR tidak akan dapat menjalankan tanggungjawab kami atau menghubungi anda atau membantu anda berkenaan dengan tujuan dan/atau sebarang tujuan yang berkaitan dengan tujuan.

3.   Anda boleh mengakses dan mengemas kini data peribadi anda dengan menghantar email kepada kami di dhr@utar.edu.my.

Appendix 3.4: Reliability Test Result – Cultural Exploration (Pilot Test)
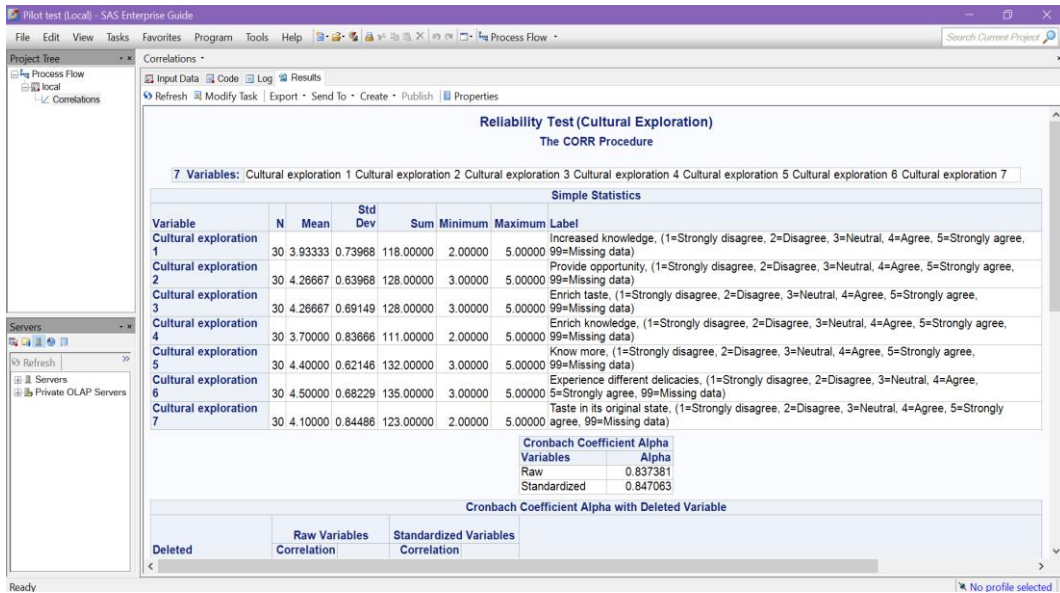
Appendix 3.5: Reliability Test Result – Perceived Value (Pilot Test)
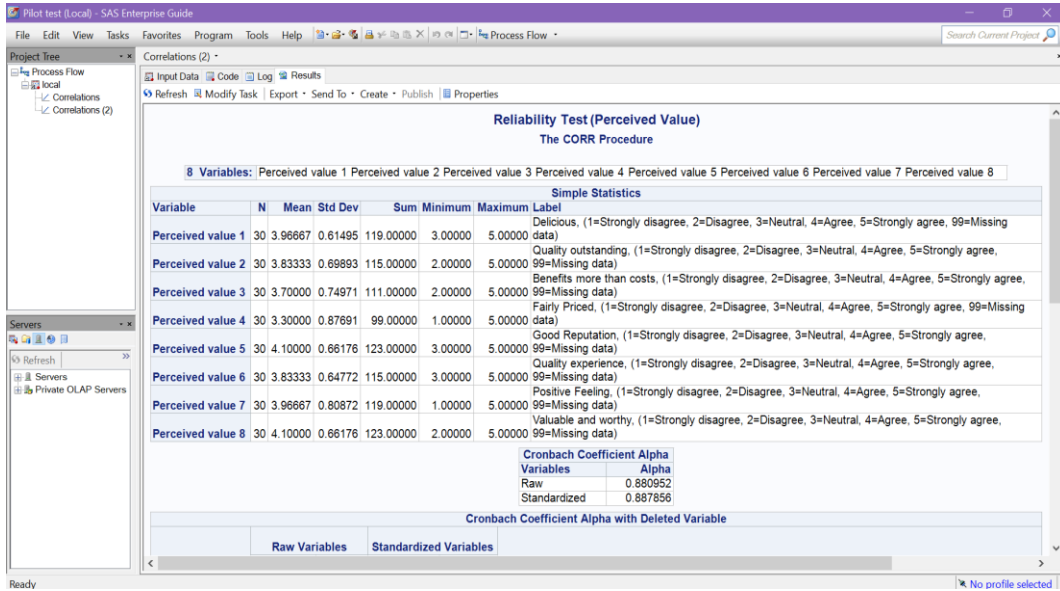
Appendix 3.6: Reliability Test Result – Place Attachment (Pilot Test)
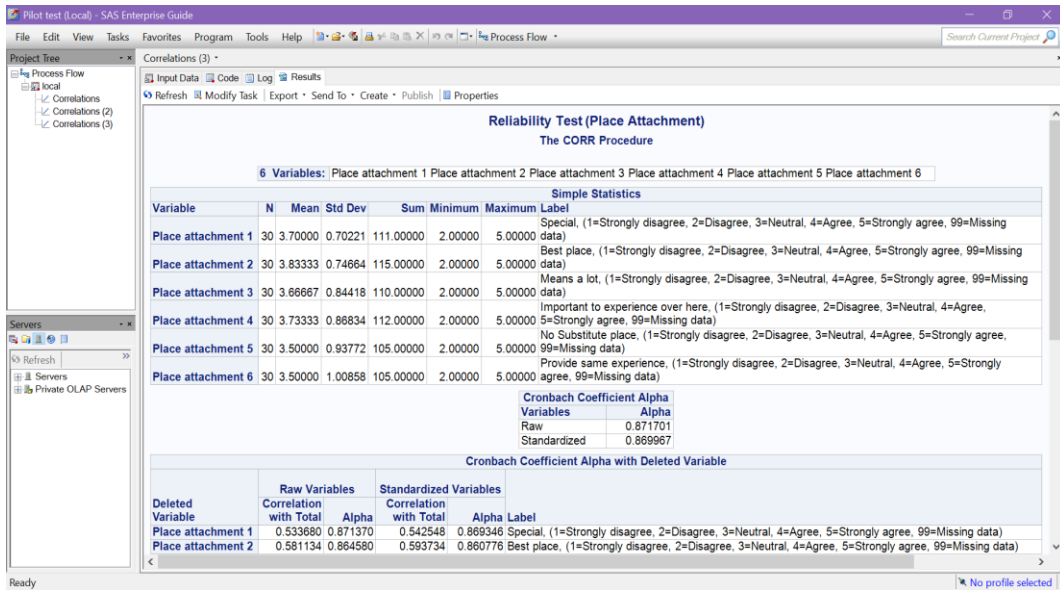
Appendix 3.7: Reliability Test Result – Satisfaction (Pilot Test)
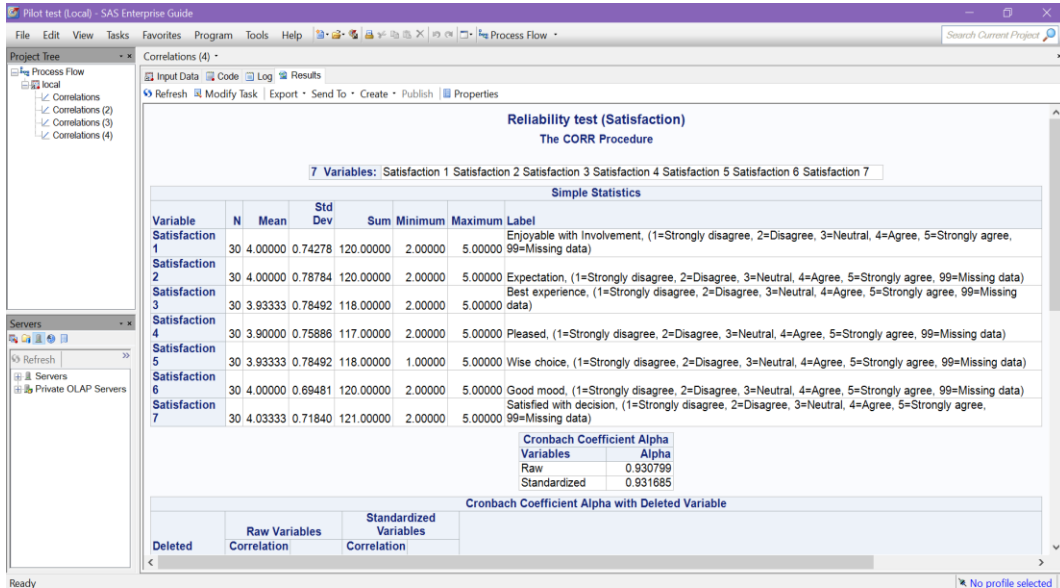
Appendix 3.8: Reliability Test Result – Loyalty (Pilot Test)

Appendix 4.1: Reliability Test Result – Cultural Exploration (437 respondents)

Appendix 4.2: Reliability Test Result – Perceived Value (437 respondents)
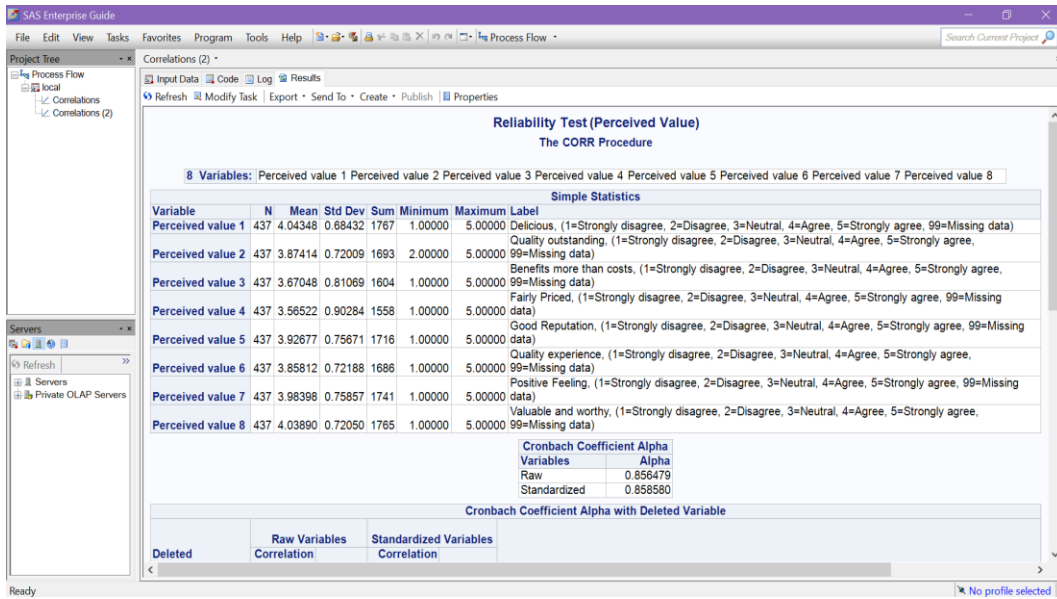
Appendix 4.3: Reliability Test Result – Place Attachment (437 respondents)
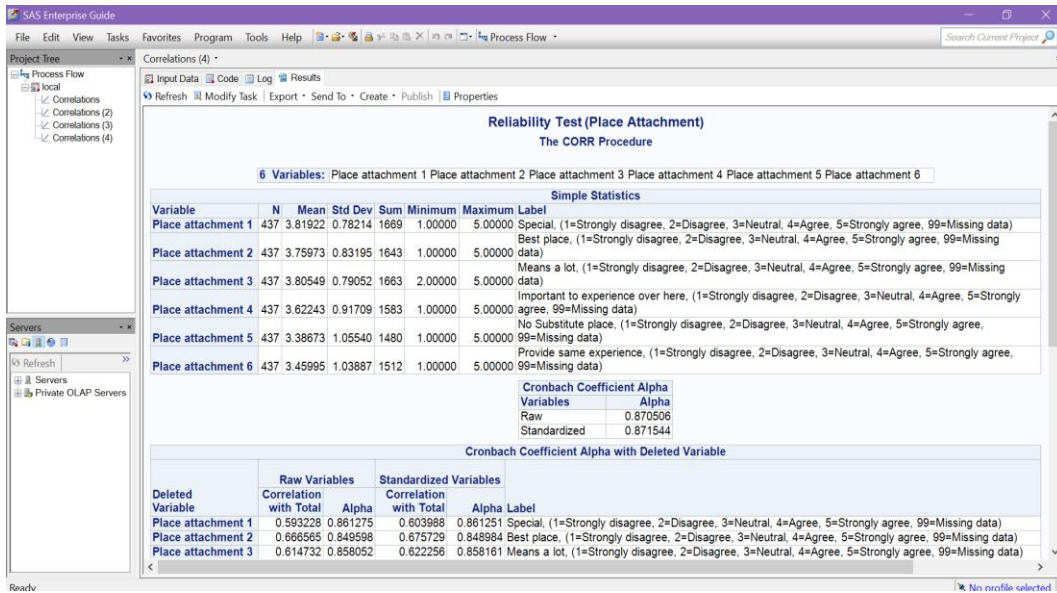
Appendix 4.4: Reliability Test Result – Satisfaction (437 respondents)

Appendix 4.5: Reliability Test Result – Loyalty (437 respondents)

Appendix 4.6: Central Tendency Measurement – Cultural Exploration (437 respondents)

Summary Statistics

Results

The MEANS Procedure

Variable	Label	Mean	Std Dev	N
Cultural exploration 1	Increased knowledge, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	3.8970252	0.6979099	437
Cultural exploration 2	Provide opportunity, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	4.0663616	0.6757183	437
Cultural exploration 3	Enrich taste, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	4.0663616	0.7618717	437
Cultural exploration 4	Enrich knowledge, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	3.8192220	0.8441903	437
Cultural exploration 5	Know more, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	4.0732265	0.7225984	437
Cultural exploration 6	Experience different delicacies, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	4.2311213	0.7162222	437
Cultural exploration 7	Taste in its original state, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	4.0961098	0.7691938	437

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Appendix 4.7: Central Tendency Measurement – Perceived Value (437 respondents)

Summary Statistics

Results

The MEANS Procedure

Variable	Label	Mean	Std Dev	N
Perceived value 1	Delicious, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	4.0434783	0.6843163	437
Perceived value 2	Quality outstanding, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	3.8718535	0.7212753	437
Perceived value 3	Benefits more than costs, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	3.6681922	0.8111718	437
Perceived value 4	Fairly Priced, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	3.5652174	0.9028387	437
Perceived value 5	Good Reputation, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	3.9244851	0.7579971	437
Perceived value 6	Quality experience, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	3.8581236	0.7218790	437
Perceived value 7	Positive Feeling, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	3.9839817	0.7585716	437
Perceived value 8	Valuable and worthy, (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree, 99=Missing data)	4.0389016	0.7205036	437

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Appendix 4.8: Central Tendency Measurement – Place Attachment (437 respondents)

Appendix 4.9: Central Tendency Measurement – Satisfaction (437 respondents)

Appendix 4.10: Central Tendency Measurement – Loyalty (437 respondents)

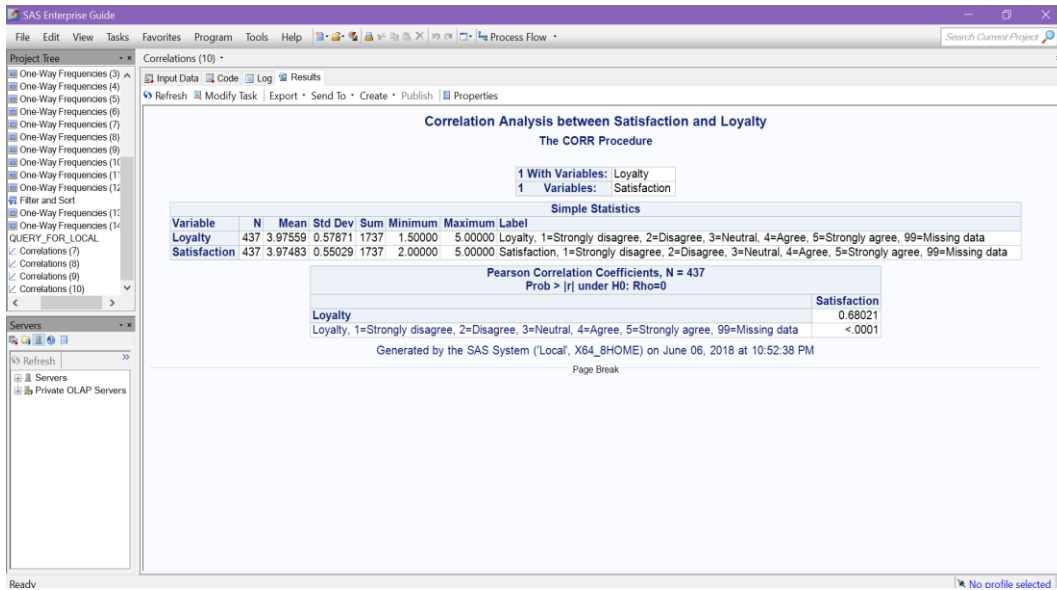## Appendix 4.11: Pearson Correlation Coefficient – Cultural Exploration

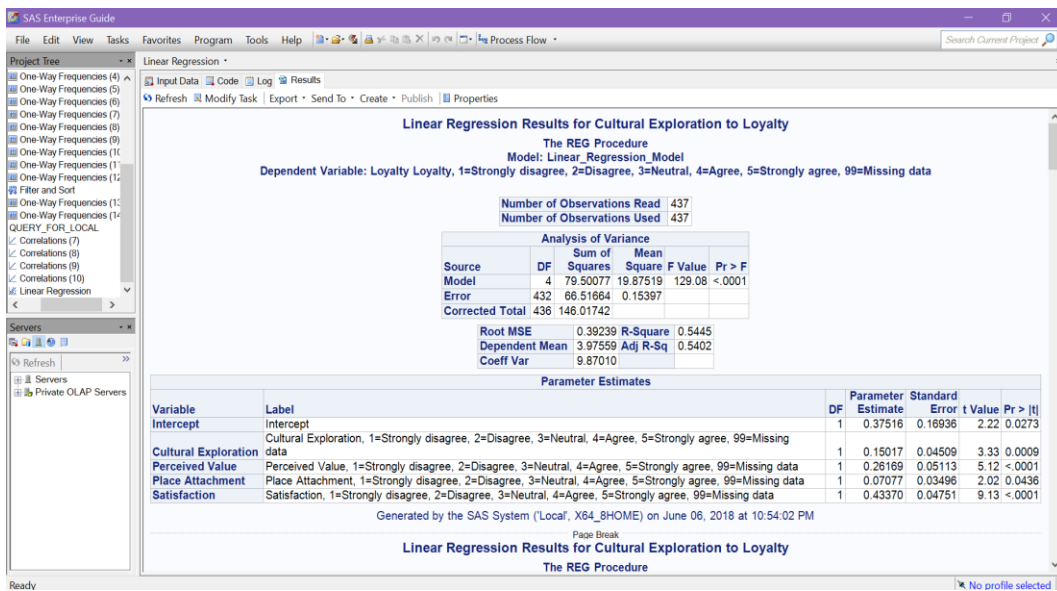## Appendix 4.12: Pearson Correlation Coefficient – Perceived Value
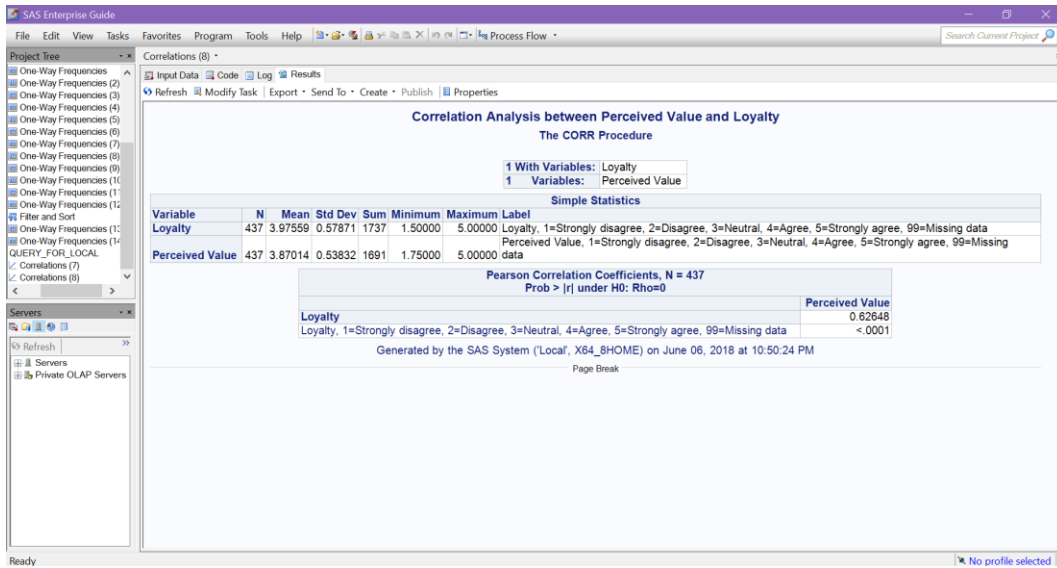
Appendix 4.13: Pearson Correlation Coefficient – Place Attachment
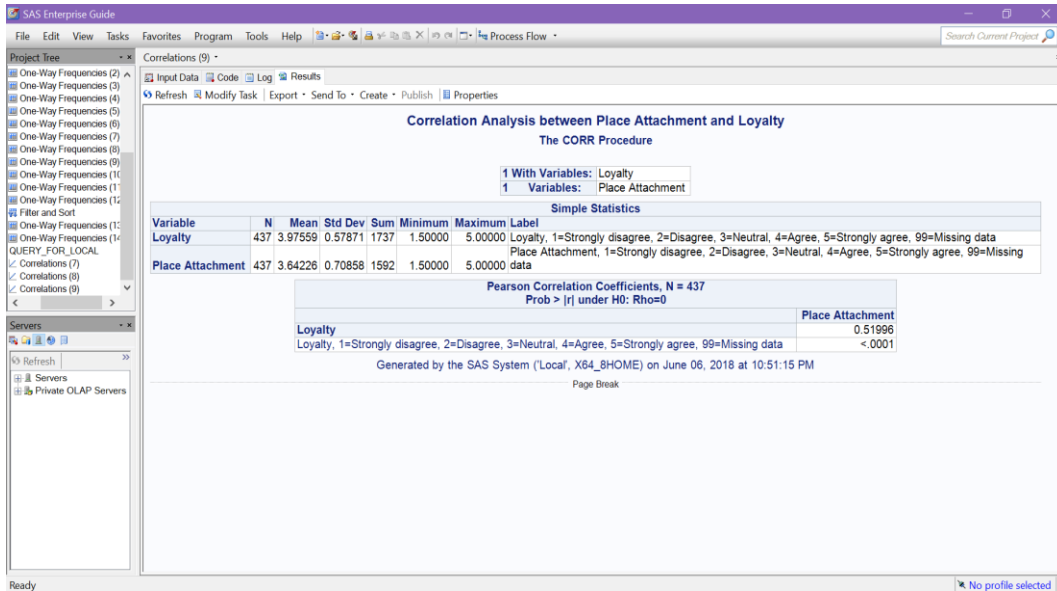
Appendix 4.14: Pearson Correlation Coefficient – Satisfaction

Appendix 4.15 Multiple Linear Regression

Appendix 4.16: Data Collection Photos

Appendix 4.16: Data Collection Photos (Continued)

Appendix 4.16: Data Collection Photos (Continued)

Appendix 4.16: Data Collection Photos (Continued)

Appendix 4.16: Data Collection Photos (Continued)

Appendix 4.16: Data Collection Photos (Continued)