GASTRONOMY AS A TOURISM RESOURCE:
PROFILE OF THE CHINESE TOURIST IN MALAYSIA

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BY

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DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the end 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 FYP has been submitted in support of any application for any degree or qualification of this study or any other university, or either institutes of learning.

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

(4) The word count of this research report is **14061**

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LIST OF ABREVIATIONS

CFV   Core Food Value

FDA   Food and Dining Atmosphere

FMF   Features of Malaysian Food

KLIA   Kuala Lumpur International Airport

MFS   Malaysian Food Specialty

MFU   Malaysian Food Uniqueness

UTAR   Universiti Tunku Abdul Rahman

UUM   Universiti Utara Malaysia

SPSS   Statistical Package for Social Science

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PREFACE

This research project is conducted as part of the fulfilment of the requirement for the course of Bachelor of International Business offered by Faculty of Accountancy and Management in Universiti Tunku Abdul Rahman.

This research seeks to investigate factors influencing Chinese tourists' overall satisfaction with Malaysia food experience towards behavioral intentions. The factors influence food and dining atmosphere, features of Malaysian food, core food value, Malaysian food specialty and Malaysian food uniqueness.

This research project is conducted based on the research conducted by Ab Karim, Chua and Salleh in 2009 where the research study on Malaysian current food image and food attribute satisfaction from international tourists' points of view and also assess their overall satisfaction with Malaysia food experience and behavioral intentions. The research title is "Malaysia as a culinary tourism destination: International Tourists' perspective". However, there are certain modification has made to the original framework to suit the context of this study as well as the appropriate level of study.

This research project able to reveal the most influencing factors on Chinese tourists' food satisfaction in Malaysia towards their future behavioral intentions. The most influential factor will be determined which it provide a better understanding for destination marketers to improve tourism satisfaction.

ABSTRACT

The main objective of conducting this research project is to study the factors influence Chinese tourists' overall satisfaction with Malaysia food experience towards their future behavioral intentions. The factors to be tested included food and dining atmosphere, features of Malaysian food, core food value, Malaysian food specialty and Malaysian food uniqueness. Regression analysis revealed that "Food and Dining Atmosphere" was significantly predicted Chinese tourists' overall satisfaction with Malaysia food experience, followed by "Malaysian Food Uniqueness", "Features of Malaysian Food", "Core Food Value" and "Malaysian Food Specialty". In addition, Pearson Correlation analysis revealed that Chinese tourists' overall satisfaction with Malaysia food experience was significantly predicted their future behavioral intentions. The findings suggested that destination marketers should utilized local food as tourism resources in order to strengthens the notion of repeat visitation and recommendation to savor Malaysian food as Chinese tourists perceived positively from Malaysian food. Practical contributions are discussed, with future research suggested.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This chapter will briefly introduce about tourism background and food tourism in Malaysia. The research background, statement of problem, objectives of the study, research questions, hypothesis and significance of study will be discussed in this section.

1.1 Research background

In 2017, Malaysia received 25.9 million of international tourists and contributed RM82.1 billion to the country revenue. Besides, the top five international tourist visiting Malaysia in 2017 were from Singapore (12.4 million), Indonesia (2.7 million), China (2.2 million), Thailand (1.8 million) and Brunei (1.6 million) ("25.9 million International tourists visited Malaysia in 2017", 2018).

Table 1.1: Tourist Arrivals and Receipts to Malaysia

Year	Arrivals (million)	Receipts (RM Billion)
2017	25.95	82.1
2016	26.76	82.1
2015	25.72	69.1
2014	27.44	72.0
2013	25.72	65.4
2012	25.03	60.6
2011	24.71	58.3
2010	24.58	56.5
2009	23.65	53.4
2008	22.05	49.6
2007	20.97	53.4

Source: ("Malaysia Tourism Statistics", 2018)

Based on Table 1.1 obtained from Tourism Malaysia, Malaysia has a total of 25.95 million tourist arrivals and receipts of RM 82.1 billion in year 2017. There is a total increase of 23.74% of tourist arrivals since year 2007 to 2017 from 20.97 million to 25.95 million tourist arrivals. In term of tourism receipts, there is a total increase of 53.74% since year 2007 to 2017 from 53.4 billion to 82.1 billion. The increasing number of tourists show that there is a huge potential to strengthen the country economy in the tourism industry. Therefore, it is vital to make Malaysia image stronger as a travel destination as it will become a major economic contributor in the future. Besides, China had been listed the top 10 tourist arrivals to Malaysia with the raise of 7.45% of Chinese tourists from year 2016 to 2017 ("25.9 million International tourists visited Malaysia in 2017", 2018). According to the data given by Tourism Malaysia, Chinese tourists have become one of the major arrivals in Malaysia. Therefore, it is worth to study on the Chinese tourists as well as understand the factors influencing their overall satisfaction with Malaysia food experience towards behavioral intentions.

Malaysia is built up on ethnic diversity and this have affected Malaysia to have distinctive and different types of cuisines in the country. One of the key attractive for Malaysia is diversity. The multiculturalism among different races in Malaysia have produced a distinctive cuisines and Malaysia also known as "Asia's greatest cuisines meet and mingle" (Ling, Ab Karim, Othman, Adzahan & Ramachandran, 2010). The distinctiveness of Malaysian food can influence Malaysia to become one of the food tourism destination choices in Asia (Ab Karim, Chua & Salleh, 2009). Food has been used as a source of attraction in many tourism destinations to strengthen their tourism marketing due to the increasing competition between tourism destinations. In Malaysia, government had developed a campaign to facilitate Malaysian food images towards international tourists. For instance, "Fabulous Food 1Malaysia" campaign organized by Ministry of Tourism Malaysia and Tourism Malaysia purpose to facilitate local cuisine ("1Malaysia Food - A World of Fabulous Culinary

Delights", 2009). This event gives an opportunity for local food operators to exhibit their quality dishes to attract tourists in Malaysia as well as enhancing their future behavioral intention. There are a series of exciting activities in this event, for instance, eat and move on to the next restaurant until all the tasks are completed. Through this event, the identity of Malaysian food is getting clearer. This reflects that Malaysia has the capability to become a tourism destination associated with local food.

Food tourism is defined as "gastronomy tourism", "culinary tourism", "cuisine tourism", "gourmet tourism" and this kind of tourists often seek for delicious food, also known as foodie or culinary tourists (Peštek & Činjarević, 2014). In food tourism perspective, people main motivation to travel is to experience local foods and drinks (Ab Karim et al., 2009). Food tourism plays a crucial role in part of travel and able to brings positive contribution effect toward tourism destination in the country (Hashim, Kamarulzaman, Idris, & Salleh, 2017). The contribution included the enhancement of country economy, positive word of mouth regarding Malaysian food to others and increase reputation of Malaysia as food tourism destination. Malaysian cuisine is diversified giving international tourists the curiosity about the special of Malaysia and potentially attract them to visit Malaysia (Abdullah & Lui, 2018). Hence, diversity of Malaysian food can take advantages in attracting tourists to visit Malaysia and treat Malaysia as a food tourism destination (Nezakati, Aziz, Zawawi & Sohrabinezhadtalemi, 2013).

This research study on the factors influence tourists' overall satisfaction with Malaysia food experience toward behavioral intentions from the perspective of Chinese tourists. Besides, this research also study on how positive or negative overall satisfaction with food experience can impacts on Chinese tourists' future behavioral intentions. The outcome of this research will provide a more understanding towards Chinese tourists on Malaysia food experience, satisfaction level and their behavioral intentions.

1.2 Problem Statement

Past literatures have stated that people might have difficulty to differentiate between food tourism and food consumption during travel. Food tourism is defined as tourists go to a particular tourism destination mainly for local food. They will do some research and gather information regarding the popular foods in the tourism destination before they carry on their travel. Other than that, tourists who had other motivation for them to travel to a certain destination and food is not a major factor for their visitation are known as consumption of food during travel (Gani, Mahdzar, Abdullah & Awang, 2017). Therefore, local marketers find it difficult to facilitate food tourism as they did not clearly define the travelling purpose by the tourists. Tourist who are not purposely seek for local foods will ignore the marketing activities from the destination marketers in Malaysia and carry on their travel routes. This will lead to the destination marketers to spend unnecessary time and resources toward the irrelevant tourists.

It is rarely to be seen that Malaysia as food tourism destination choices by international tourists (Ab Karim et al., 2009). There are very few tourists who travel to Malaysia mainly for its local food (Nezakati et al., 2013). Based on previous research, it seems that Malaysia does not have appropriate food image due to the tourists did not perceived sufficient information about Malaysian food culture (Nezakati et al., 2013). In short, Malaysian food might not considered as an essential role in Malaysia tourism industry.

In addition, there is lack research study on Chinese tourists perceived of Malaysian food. Most of the studies focus on Malaysian food towards international tourists as a whole (Ab Karim et al., 2009; Ling et al.,2010; Chi, Chua, Othman & Ab Karim, 2013). Therefore, Malaysian food images, tourist overall satisfaction and future behavior intent from the perspective of Chinese tourists are not yet been investigated by any researchers. Hence, destination marketers are not familiar with Chinese tourist food experiences in Malaysia and may not meet their needs.

1.3 Research Objectives

1.3.1 General Objective

The general objective is to study the factors influence Chinese tourists' overall satisfaction with Malaysia food experience towards their behavioral intentions. The factors consist of **food and dining atmosphere, features of Malaysian food, core food value, Malaysian food specialty and Malaysian food uniqueness**.

1.3.2 Specific Objectives

1. To determine the main interests of Chinese tourists to visit Malaysia.
2. To assess the importance of food in implementing Chinese tourists to visit Malaysia.
3. To identify the main information sources used by Chinese tourists to know about Malaysia food.
4. To find out what types of Malaysian cuisine Chinese tourists like the most and the items consumed while visiting in Malaysia.
5. To examine the Chinese tourist evaluation of Malaysia food image.
6. To investigate the relationship between Chinese tourists' overall satisfaction with the food experience and behavioral intentions.

1.4 Research Questions

1. What is the main purpose of Chinese tourists for visiting Malaysia?
2. Is food an influential factor for Chinese tourists to visit Malaysia?
3. What are the information sources that they used to learn about Malaysia food?
4. What types of Malaysian cuisine Chinese tourists preferred in general?
5. How do Chinese tourists evaluate Malaysia food image?
6. Is there any significant relationship between Chinese tourists' overall satisfaction with Malaysia food experience and their behavioral intention?

1.5 Hypotheses of the Study

H1: There is a significant relationship between food and dining atmosphere and Chinese tourists' overall satisfaction with the food experience.

H2: There is a significant relationship between features of Malaysia food and Chinese tourists' overall satisfaction with the food experience.

H3: There is a significant relationship between core food value and Chinese tourists' overall satisfaction with the food experience.

H4: There is a significant relationship between Malaysian food specialty and Chinese tourists' overall satisfaction with the food experience.

H5: There is a significant relationship between Malaysian food uniqueness and Chinese tourists' overall satisfaction with the food experience.

H6: There is a significant association between Chinese tourists' overall satisfaction with the food experience and intention to revisit.

H7: There is a significant association between Chinese tourists' overall satisfaction with the food experience and recommendation.

1.6 Significance of the study

The results are benefits to tourism destination marketers in Malaysia. It is useful for destination marketers or related parties in Malaysia by improving the understanding of Chinese tourists needs and wants for further business transactions. The result of this study also will provide guidelines to the relevant parties in Malaysia, for instance, hospitality industry, tourism industry and foodservice industry in utilizing the findings and make strategic plans by using local food as marketing tools for further business improvement. Moreover, Chinese tourists should be view as a distinctive group who can bring large contribution to the growth of Malaysian food tourism as they are one of the major arrivals to Malaysia. Hence, destination marketers can better promote Malaysian food by understanding their perception.

Food is an important resource in tourists' experiences (Chen & Huang, 2015). Through food, tourists able to experience local culture and it also can enhance travel experience in order to attract more tourists to the particular tourism destination (Ekanayake & Gnanapala, 2016; Gani et al., 2017). These findings can help tourism operators in developing strategies to ensure the Chinese tourists are satisfied and maximize profitability.

This study aimed to find which factors can enhance Chinese tourist satisfaction with Malaysia food experience the most and makes contribution to increase tourism satisfaction. In addition, this study also can increase knowledge and understanding of Malaysian food in influencing Chinese tourists' overall satisfaction and behavioral intentions, where destination marketers can successfully implement their strategies which can bring more tourists into Malaysia. Since tourists perceived of food experience vary due to demographic factors, it is worth to study tourists' overall satisfaction from different angle to provide valuable results in order to tailor the needs of specific group of tourists.

1.7 Conclusion

This section provided a brief overview of the research topic. The significance of this study will bring advantages to destination marketers and other relevant parties in Malaysia to enhance Chinese tourists' food experience and generate positive satisfaction as well as their future behavioral intentions.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The review of food tourism literature in Malaysia from journal articles will be emphasized and journals from other field of study which were suit to the context of this study will also be included in this section.

2.1 Review of the Literature

2.1.1 Empirical studies

In the early study of Malaysian food, Jalis, Zahari, Izzat & Othman (2009) had investigated the westerners' perception on Malaysian gastronomy. The results showed that most of the western tourists perceived positively towards Malaysian food. Besides, westerners also perceived that the Malaysian food is rich with unique and fine local culture. In order to enrich previous literature related to Malaysian gastronomy, another study from Jalis, Usman, Zahari, Zulkifly & Othman (2010) studied the consumption level on Malaysian gastronomy and food experiences in Malaysia from western tourists' perspective according to their age and gender. Results revealed that both gender of westerners had consumed many of the Malaysian food during their travel in Malaysia, similarly, the age groups in between 18 to 59 years old. Therefore, Malaysian gastronomy can have enormous latent in boosting Malaysia economy (Jalis et al., 2010).

Moreover, Ab Karim et al. (2009) had determined the relationship between Malaysia food images, food attributes satisfaction, overall satisfaction and tourists' future behavioral intentions. The analysis concluded that both factors have positive relationship with tourists' overall satisfaction. After that, tourists' overall satisfaction and their future behavioral intentions is founded to be positively related. Furthermore, Ling et al. (2010) examined the satisfaction of tourists on Malaysian food and their future behavior like intention to revisit and word of mouth. Results revealed that food image and tourist satisfaction have a direct relationship while tourists' satisfaction can directly impact their future behaviors towards the tourism destination. Therefore, the results further strengthened the model suggested in the past literature. Another study of Chi et al. (2013), the relationship among tourists perceived food image, food satisfaction, culinary quality and behavioral intention was tested in Malaysia from the perspective of international tourists. The study concluded that tourists' perceived food image has a direct impact on food satisfaction and culinary quality, food image influenced tourists' behavioral intentions through culinary quality, tourist satisfaction with food experience directly affected perceived quality of their culinary experience and behavioral intentions. Lastly, tourists' future behavior intent was impacted directly by tourists' evaluation of their culinary quality. Overall, local food plays an imperative role and can be considered as a tourism resource for tourists in Malaysia tourism industry (Chi et al., 2013).

As a conclusion, numerous past literatures have conducted to examined the factors influence tourist satisfaction with Malaysia food experience and their future behaviors towards the tourism destination in local gastronomy field. The success of a specific tourism destination is highly depending on the tourist positive future behavior intent like revisit intention and recommendations.

2.1.2 Behavioral Intentions

Behavioral intention is the likelihood for visitor to engage in future revisit and recommendations on the specific tourism destination to others (Chen and Tsai, 2007). Behavioral intentions included revisit intention and recommendations. There are numbers of existing studies suggested a close relationship between satisfaction and future travel behavior (Ab Karim et al., 2009; Ling et al.,2010; Ab Karim, Chua, Aman, Othman & Salleh, 2011; Chi et al., 2013). Tourists overall satisfaction is the most powerful influences on behavioral intention. In the light of Chen and Tsai (2007), satisfied tourists from previous travel experiences tend to engage in future behavioral intention. They stated that when tourists perceived their trip experiences valuable, the higher overall satisfaction would occur and generate positive tourists' behavior in the future (Chen and Tsai, 2007). In addition, positive word of mouth by past visitors can be considered as the most reliable information sources from the perspective of potential tourists (Julaimi et al., 2016). Besides, tourists who are very unsatisfied and very satisfied will participate in word of mouth as contrast to who are unsatisfied or satisfied. However, tourists with very unsatisfied will participate in word of mouth activity compare to tourists with very satisfied. This indicated that satisfaction and word of mouth endorsement have a clear relationship (Hui, Wan and Ho, 2007).

2.1.3 Food and Dining Atmosphere

Dining atmosphere is the layout of a dining surround that used to enhance emotional effects and individual willingness for purchase a product or service. Dining atmosphere is considered as a crucial factor that will influencing customer satisfaction. It consists of various dimensions such as style, layout,

colors, lighting, furnishings and ambience (Petzer & Mackay, 2014). In short, good dining atmosphere will impact on positive customer satisfaction.

Furthermore, performance of food quality services can influence the general evaluation of the food images while tourist's perception of food images is based on their consumption experiences (Ryu, Lee & Gon Kim, 2012). Quality food services is critical in order to manage a restaurant and it is the foundation of dining experiences where tourist will first emphasis on services quality instead of attractive eating surroundings. Success of a particular restaurant is very depending on their service quality. This is due to service quality is currently one of the crucial aspects from the view of marketing as it can determined loyalty of customer (Ryu et al., 2012).

Food presentation such as temperature of food can affect the outcome of food, taste, smell, and flavor (Delwiche, 2004) which in turn affect customer satisfaction and their future behavior intention. Food presentation is about how a food can be present and decorate attractively as a tangible service for a perception of customer in term of quality. Food presentation is a way to increase the dining experiences for customers (Namkung & Jang, 2007). Moreover, Rozekhi, Hussin, Siddiqe, Rashid & Salmi (2016) stated that finding out the attributes of food quality enable the restaurant to make enhancement that can lead to a positive customer satisfaction which experiences from the restaurants.

2.1.4 Features of Malaysian Food

Malaysian cuisine represents a significant range of culinary diversity that originated from Malaysia multiethnicity. Due to the existence of multi ethnic in Malaysia, a diversity of food related characteristics appeared such as preparation of food, cooking methods, food culture, dining custom and so forth which can build the visitors food experience at tourism destinations. The

preparation styles and cooking methods can give a sense of otherness and exotic towards international tourists. Each of these features able to cause the trip become memorable for tourists. Other than that, vast ethnic diversity in Malaysia have caused the country with diverse local food choices for tourists who seek for food tourism destination (Babolian Hendijani, 2016). The features of Malaysian food can help the country to improve the tourism destination attractiveness and gain competitive advantages. According to Babolian Hendijani (2016), different types of food selection able to aid tourists know more relevant tourism destination and the living lifestyle of a resident.

2.1.5 Core Food Value

Local food is one of the sources to build tourists experiences by adding value for the tourists in visiting a certain destination (Quan & Wang, 2004). Based on the study of Rahman, Zaman, Hassan & Wei (2018), satisfaction gain from tourism's experiences usually based on feeling of tourists after visited to a specific tourism destination. Besides, core values of the goods are used to evaluate price which is crucial for consumer satisfaction. Customer satisfaction is based on prices of foods that consumers pay, which can provide value and quality in accordance to the prices paid (Raji & Zainal, 2016). Price is representative the value and quality of a product and service when it comes to buyer's mind, which influences buyer'a purchase decision. Numerous researchers stated that value has a significant impact on customer satisfaction and behavioral intentions (Ryu, Han & Kim, 2008). In the light of Raji & Zainal (2016), value of customer perceived influences customer satisfaction, and price able to predict buyer's satisfaction and lastly, satisfied customer lead to positive word of mouth as well as repeat purchases.

2.1.6 Malaysian Food Specialty

Malaysia is a country with different culture which resulted in different variety of foods. A research about traditional foods able to contribute a nation's culinary heritage and allow tourists to enjoy the local food (Trichopoulou, Soukara and Vasilopoulou, 2007). Malaysia have different type of traditional cuisines such as Malay cuisine, Chinese cuisine, Indian cuisine and Nyonya cuisine. Food specialty able to show the spirit of specific tourism destination and this will encourage tourist to try certain popular foods in specific tourism destination (Lin & Mao, 2015). In Malaysia, certain places will have certain popular foods such as Penang is known as Kuey Teow island, Ipoh with Hainanese chicken rice, Klang with Bak Kut Teh and so forth. Besides, Melaka, Penang, Perak, Sabah and Sarawak are known as "the states for gastronomy routes" (Zainal, Zali & Kassim, 2010). Therefore, food specialty has its own meanings associated with specific culture and locations (Lin & Mao, 2015). Food specialty is different from commodity foods. Tourists often experience local food once in their travel journey, but tourist may not repurchase it if they experienced dissatisfaction from the local foods (Suhartanto, Chen, Mohi & Sosianika, 2018). According to the study of Suhartanto et al. (2018), the quality of specialty foods that perceived by tourists will significantly influences their satisfaction level.

2.1.7 Malaysian Food Uniqueness

There are vast local cuisines originated from different ethnic in Malaysia. Malaysian food uniqueness included different types of tastes from mild, spicy, sweet to sour (Yusoff, Zahari, Kutut & Sharif, 2013). This reflect that Malaysia is one of the food tourism destination with vast variety of tastes contain in local dishes. For instance, Malay cuisines contain chicken, beef or fish, Chinese cuisines often has pork, Indian cuisines usually has vegetarian dishes with no

beef meat (Rahman, et al., 2018). Thus, Malaysian cuisines has its own originality and exotic.

In the study of Jang, Ha & Silkes (2009), food attributes are grouped into four categories which are appearance, health-related characteristics, uniqueness and other. Food uniqueness attributes in the study included aromatic, unique, spicy and exotic. Besides, the study indicates that Asian cuisines position itself as aromatic foods which are more towards on spicy, colorful and exotic attributes (Jang et al., 2009). The exotic of Malaysian foods provides tourists with an exciting range of flavors, culinary styles and gastronomic adventure. The uniqueness of local foods is regardless to a country's origin, can become better expectation to fascinate positive awareness from intentional tourists (Rahman et al., 2018).

2.1.8 Tourist satisfaction

Customer satisfaction has always been the main goal of all businesses because satisfied customers would react positively towards the company according to their previous experience (Julaimi, Talib, & Suhaimi, 2016). Satisfaction is known as the degree of positive feelings derived from experience. Satisfaction is important as it represents subjective client assessments of the characteristic of consumption experience (Cronin & Taylor, 1992). It is the performance evaluation towards overall services provided by the firm and received by the customer (Yaakop, 2013). In other words, satisfaction is an outcome of customer evaluation about the goods or services (Alizadeh & Saghafi, 2014).

Furthermore, according to Zeithaml, Berry, & Parasuraman, (1996) overall satisfaction is a post purchase attitude determined by the pre-purchase expectation of the consumer and the quality of the product services. As in perspective of businesses, customer repeated purchase and loyal towards the

brand are highly dependent on individual satisfaction (Ling et al., 2010). Besides, producer must make sure the products or services are reach to customers and performed well for consumer in order to achieve a positive level of satisfaction (Gani et al., 2017). In short, product or services performance should exceed expectation in order to meet high degree of satisfaction, but dissatisfaction will occur if product and services doesn't achieve expectation (Yaakop, 2013).

From the tourism point of view, a similar idea implements to tourists due to tourists are supporter of services provided. According to Chen and Tsai (2007), overall satisfaction is defined as the extent of overall pleasure or contentment felt by the visitor from the trip experience to fulfill visitor desires, expectations and needs in relation to the trip. Besides, this term often used is travel satisfaction, which is a result of a tourist satisfaction after their tourism experience in certain destination (Yaakop, 2013). Satisfaction that tourists experience from a specific destination can determine tourist revisit and willingness to promote recommendation (Valle, Silva, Mendes, & Guerreiro, 2006). In other words, tourist decision toward behavioral intention are highly depends on their overall travel satisfaction. Therefore, tourists as a customer who have positive experience in certain destination, they will more likely to engage in behavioral intentions.

Moreover, Roozbeh, Ng and Boo (2013) have studied the influence of food experience on overall satisfaction by comparing tourist of first visitation and non-first visitation to Malaysia. The study indicates that food experiences indeed contributed to overall satisfaction among visitors in Malaysia. According to Roozgeh et al (2003), the results suggested that food become more important and able to provide an effiency way to obtain tourists to tourism destination.

2.2 Review of Relevant Theoretical Models

Figure 2.1: Influence of Institutional DINESERV on Customer Satisfaction, Return Intention, and Word-of-Mouth

Adapted from: Kim, Ng & Kim (2009). Influence of institutional DINESERV on customer satisfaction, return intention, and word-of-mouth. *International Journal Of Hospitality Management*, *28*(1), 10-17. doi: 10.1016/j.ijhm.2008.03.005

Based on Figure 2.1, the theoretical framework shows the DINESERV factors that will influence on customer satisfaction as well as the behavioral intentions towards the university dining facilities. The results indicated that all Institutional DINESERV factors and overall customer satisfaction are positively related. In return, positive customer satisfaction can significantly impact on positive future behavior (Kim, Ng & Kim, 2009).

Furthermore, the instrument in DINESERV can be used in casual dining restaurants to measure the food service quality in Asian operation (Diab, Mohammed, Mansour & Saad, 2016). This research model can assist the food service operators and management team to enhance their operational efficiency. For instance, restaurant operators can identify the most influential attributes of the Institutional DINESERV in order to play

more focus on those attributes that can enhance customer satisfaction. Through positive customer satisfaction, food service firms can generate loyal customers and greater future sales (Kim et al., 2009).

2.3 Conceptual Framework

Figure 2.2: Factors Influence Chinese Tourist Overall Satisfaction with Malaysia Food Experience towards Behavioral Intentions
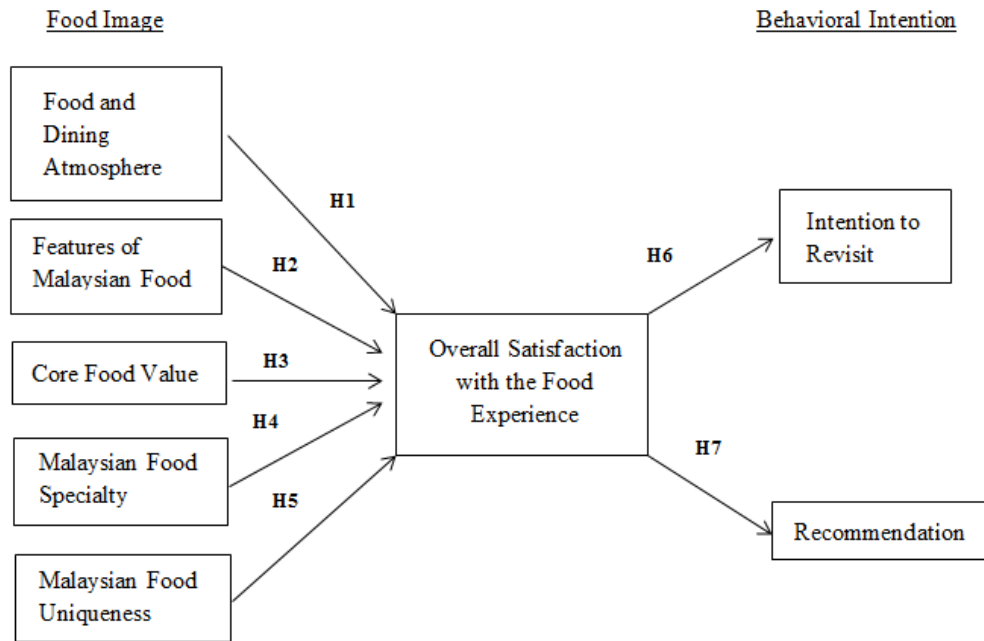
Source: Developed for the research

Figure 2.2 display the proposed framework to show the relationship between Malaysian food image, overall satisfaction and behavioral intentions. In this research, independent variables consist of food and dining atmosphere, features of Malaysian food, core food value, Malaysian food specialty and Malaysian food uniqueness which are group under "Food Image". The independent variables are develop based on previous literature (Ab Karim et al, 2009; Gani et al., 2017). This research is looking for the effect of the

independent variables as an influential factor that influence Chinese tourist overall satisfaction with the food experience in Malaysia towards behavioral intentions.

2.4 Hypotheses Development

Hypothesis 1

H0: There is no significant relationship between food and dining atmosphere and Chinese tourists' overall satisfaction with the food experience

H1: There is a significant relationship between food and dining atmosphere and Chinese tourists' overall satisfaction with the food experience.

Dining atmosphere is to measure the place, environment and experiences during dining (Gani et al., 2017). According to Rozekhi et al. (2016), customer satisfaction is affected significantly by fine dining restaurant with quality food. Besides, in the study of Gani et al. (2017), results indicated that food and dining atmosphere has a positive relationship and contributed to the satisfaction of the tourists. However, another research done by Ab Karim et al. (2009), food and dining atmosphere appeared to be moderately impact on tourists' satisfaction level. Next, Ryu and Han (2009) indicated that customers' satisfaction will increase when customers feel that physical environment have attractive design, nice music and lighting.

Hypothesis 2

H0: There is no significant relationship between features of Malaysian food and Chinese tourists' overall satisfaction with the food experiences

H2: There is a significant relationship between features of Malaysian food and Chinese tourists' overall satisfaction with the food experiences

According to Ab Karim et al. (2009), features of Malaysian food can be considered as the second important factor under Malaysian food images in affecting international tourists' level of satisfaction. Besides, Babolian Hendijani (2016) stated that the ease

reach to eating places will affect tourists to experience them. Ling et al. (2010) indicated that tourists perceived strongly in Malaysian food images on high availability of food. However, tourists rated poorly on attributes such as variety of cooking methods and much information on local food.

Hypothesis 3

H0: There is no significant relationship between core food value and Chinese tourists' overall satisfaction with the food experiences

H3: There is a significant relationship between core food value and Chinese tourists' overall satisfaction with the food experiences

Based on the study of Ab Karim et al. (2009), core food value appeared to be the most influential food images on tourists' overall satisfaction. According to Raji and Zainal (2016), customer satisfaction is based on how much value customer perceived. Besides, Ryu and Han (2009) indicated that customers satisfaction will be satisfied when the price of food is reasonable. In short, the relationship between food price and overall satisfaction is clearly exist. In addition, the experiences of a greater tastes of food can create a positive impression, and this will indirectly increase the level of satisfaction of the tourists (Rahman et al.,2018).

Hypothesis 4

H0: There is no significant relationship between Malaysian food specialty and Chinese tourists' overall satisfaction with the food experience.

H4: There is a significant relationship between Malaysian food specialty and Chinese tourists' overall satisfaction with the food experience.

According to the study of Ab Karim et al. (2009), results suggested that tourists have better images on Malaysian food specialty. Suhartanto et al. (2018) stated that quality of specialty foods is significant in affect customers' satisfaction with the product. They suggested the food retailers can put more focus on local food taste and take it as unique

selling point of a product. Ling et al. (2010) stated that variety of local specialties appeared to be the major strength of Malaysian food image perceived by tourists.

Hypothesis 5

H0: There is no significant relationship between Malaysian food uniqueness and Chinese tourists' overall satisfaction with the food experience.

H5: There is a significant relationship between Malaysian food uniqueness and Chinese tourists' overall satisfaction with the food experience.

According to the study of Ab Karim et al. (2009), there is an insignificant relationship between Malaysian food uniqueness and tourists' food satisfaction. It is found that it did not influence the overall food satisfaction in the international tourists' perspective (Ab Karim et al., 2009). Based on the study of Ling et al. (2010), tourists did not perceive strongly on hot and spicy attributes toward Malaysian food images.

Hypothesis 6

H0: There is no significant relationship between Chinese tourists' overall satisfaction with the food experience and intention to revisit.

H6: There is a significant relationship between Chinese tourists' overall satisfaction with the food experience and intention to revisit.

According to Ab Karim et al. (2009), tourist's overall satisfaction and their revisit intentions are positively correlated. In other words, the influence of overall satisfaction has a significant impact on tourists' behavioral intentions. Besides, building a positive food image in the mind of tourists is crucial in stimulate their behaviors like revisit intention. Moreover, there are many literatures proved that revisit intention to a tourism destination has a significant relationship with tourists' overall satisfaction with the food experience (Ab Karim et al., 2009; Ling et al.,2010; Ab Karim et al., 2011; Chi et al., 2013).

Hypothesis 7

H0: There is no significant relationship between Chinese tourists' overall satisfaction with the food experience and recommendations.

H7: There is significant relationship between Chinese tourists' overall satisfaction with the food experience and recommendations.

Apart from revisit intention, recommendations to others such as word of mouth also one of the parts from tourists' behavioral intentions. In the study of Ab Karim et al. (2009), tourists' overall satisfaction and recommendations were positively correlated. Positive level of satisfaction will increase the favorable intentions of tourists in order for them to spread positive word of mouth (Ab Karim et al.,2009). In the study of Ling et al. (2010), food image can significantly predict tourists' overall satisfaction while this will also significantly predict tourists' word of mouth activities. In concluded, overall satisfaction and recommendation is positively correlated (Hui et al., 2007).

2.5 Conclusion

Concisely, this section included the review of literature about Malaysian gastronomy tourism. It covered the reviews of literature on food and dining atmosphere, features of Malaysian food, core food value, Malaysian food specialty and Malaysian food uniqueness that will impact on tourists' overall satisfaction towards their behavioral intentions. Besides, the conceptual framework is formed to visualize the relationship between variables.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This section explained the methodological aspects of the study and the major parts are research design, data collection methods, sampling design, research instrument, construct measurement, data processing and data analysis.

3.1 Research Design

"A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure" (Selltiz, Jahoda, Deutsch & Cook, 1967). Besides, it is a process plan that is acquire by researcher to solve questions in a way of validly, objectively, accurately and economically (Kumar, 2011). Research design able to aid researcher in minimizing the probability of getting incorrect information from the data collection process.

This study employed quantitative and descriptive research design. A descriptive research able to describes the characteristics of Chinese tourists towards Malaysian food and provide a better interpretation of the essence of the problem exists to researchers. Therefore, questionnaires can support in designing the descriptions.

3.1.1 Quantitative research

According to Aliaga & Gunderson (2002), quantitative research is illustrating a phenomenon by collect and analyze numerical data using mathematically based methods. In this research, quantitative research has applied because it can provide a clearer picture of conclusion and recommendation in the final chapter of this study. Besides, questionnaire was developed for this study which were adapted from the past literature (Ab Karim et al.,2009) and modified to suit the context of this study. Through quantitative research, it can determine the relationship between independent variables and dependent variable.

3.1.2 Descriptive research

According to Sekaran (2003), descriptive research is carried out when the characteristics or phenomena to be tapped in a situation are known to exist and one wants to be able to describe them better by offering a profile of factors. This research has employed descriptive study to describe the demographics and attitudes of Chinese tourists towards Malaysian food who have travelled in Malaysia.

3.2 Data collection methods

Primary source is included to execute this research and gain a clearer picture of results. In this research, questionnaire will be the primary data.

3.2.1 Primary data

Primary data refer to the information obtained firsthand by the researcher on the variables of interest for the specific research purpose of the study (Sekaran,2003). In other words, it involves collecting information specifically for the study in hand from the actual sources such as consumers, users or other entities involved in the research. Therefore, the data are fresh and originally collected (Kumar, Abdul Talib & Ramayah, 2012). The example sources of primary data are survey, questionnaire, interview and observations (Manukumarkm, 2013).

In this research, self-administered questionnaires are distributed to the target respondents. Through questionnaires, researchers able to gain more accurate information as compared to observation. This is because questionnaires are distributed through physical interaction to target respondents and hence, data obtained will be more precious due to physical interaction can increase the understanding level of the questions asked in the survey forms toward the Chinese tourists. The respondents were requested to respond the entire questions in the survey forms and return it back to the researcher immediately to prevent any loss of valuable data. Besides, 200 hard copies of questionnaires are collected from 200 respondents in Kuala Lumpur International Airport (KLIA).

3.3 Sampling Design

3.3.1 Target Population

In this research, Chinese tourists who are departing from Malaysia to China are the target population. The purpose of selecting Chinese tourists who depart to

China is because they able to provide a more precious information about their overall food experience after they have completed their trip in Malaysia. Other than that, their experience will still remain fresh and easier for them to recall the experiences gained when they are answering to the questionnaires.

3.3.2 Sampling Frames and Sampling Location

There is no appropriate sampling frame (a list of every Chinese tourists in the target population) for this research due to the complete list of all of Chinese tourists who has food experience in Malaysia is unable to collect.

The chosen location of the study is at the departure hall of the Kuala Lumpur International Airport (KLIA) located at Sepang because it is easier to approach to those Chinese tourists who have completed their trips. Therefore, they able to provide valuable information to the researchers and the outcome will be more reliable. The survey was administered in the morning, afternoon and evening for four consecutive days from 26 September to 29 September 2018.

3.3.3 Sampling Technique

Purposive sampling techniques was employed as it is the efficient and effective way to reach the respondents. This sampling technique involves in selecting the most suitable respondents for a specific purpose (Etikan, 2016). Respondents with enrich experience will provide advantages in the research because they able to provide relevant information which can assist the researchers for further research (Etikan, 2016). It involves the choice of subjects who are most advantageously placed to provide the information required (Kumar et al., 2012).

In order to strengthen the reliability of the data, 3 screening question will ask against the target respondent: 1) Are you a Chinese tourist in Malaysia? 2) Did you come to Malaysia on your own or in a tour? 3) Did you have the availability of free choice dining activities? If all yes, respondent is required to complete the survey form as they fit to the requirements of the study. However, incomplete questionnaires will be discarded.

3.3.4 Sampling Size

According to Roscoe (1975), the appropriate sample size for a study should be larger than 30 and less than 500 which can give researchers an ideal result. In this research, 200 sets of self-administered questionnaires were ready and distributed through physical interaction to target respondents in Kuala Lumpur International Airport (KLIA) and the respondents were requested to answer all the questions in the questionnaire.

3.4 Research Instrument

3.4.1 Questionnaire Design

Self-administered questionnaires in paper based had been used as research instrument in this research. The overall quality of research conclusions is depending by the quality of the data which obtained from the questionnaire (Makienko & Bernard, 2012). Therefore, questionnaires in this research is adopted from prior research studies in order to ensure the high validity of the questionnaire.

There are three sections in the questionnaire. Section A concerns with respondent demographic and general information such as their purpose of visiting Malaysia, importance of food in influencing their visit to Malaysia, information sources they used to know Malaysia food, their preferences of Malaysia cuisine and items purchased during on-site travel. Section B is designed to measure food images with 19 attributes developed according to the prior research studies (Ab Karim et al., 2009; Gani et al., 2017). Other than that, respondents are also requested to rate on their overall satisfaction with the food experiences in Malaysia, which was measured by a single-item asking: "How satisfied are you with your food experience in Malaysia?". The respondents are asked to rate on a 6-point likert scale, ranging from 1 (Strongly Dissatisfied) to 6 (Strongly Satisfied). Section C is designed to measure the outcome of food experience, whether the Chinese tourists willing to engage in future behavioral intentions and 8 items are adapted from Ab Karim et al. (2009). In this section, the respondents are requested to rate on a 6-point likert scale, ranging from 1 (Strongly Disagree) to 6 (Strongly Agree).

Furthermore, due to the target population of this study is Chinese tourists, the questionnaire was translated into Chinese with a back-translation method to avoid any misunderstanding of the questions by the respondents. Therefore, this research consists of English and Chinese version of questionnaire (Refer Appendix 3.1 and Appendix 3.2). Both versions were reviewed by Dr Loo Yin Teng from Centre of Chinese studies in New Era University College in order to maintain the reliability and validity of the questionnaires.

3.5 Constructs Measurement

3.5.1 Scale Measurement

Interval scale can be considered as rating scale (Kumar et al., 2012). Section B and C of the questionnaire in this research is the example of interval scale where respondents are requested to show their satisfaction level and degree of agreement in a 6-point likert scale. The 6-point likert scale is used as a tool of measurement range from 1(Strongly Dissatisfied) until 6(Strongly Satisfied) and 1(Strongly Disagree) until 6(Strongly Agree). Hence, respondents are given a wider choice of expression rather than just answering yes or no.

3.5.2 Origin of Construct

Table 3.1 show the list of constructs and variables used in the questionnaire. In addition, the adapted items and sources are included in the table below.

Table 3.1: Origin of Constructs

Constructs	Adapted Items	Sources
General Information Main purpose/interest to visit Malaysia	− Visiting for food − Visiting for sightseeing − Visiting for business − opportunity	(Chen & Huang, 2015)
Importance of food in influencing tourists to visit Malaysia	− Not important at all − Not important − Somewhat not important − Somewhat important − Important − Very important	
Information source used to discover Malaysia food	− Internet − Word of mouth − Television − Radio − Newspaper − Magazine	
Items purchased while visiting in Malaysia	− None − Handicraft − Local packaged foods − Branded apparel products − Traditional clothings − Souvenirs	

Constructs	Adapted Items	Sources
Food images Food and Dining Atmosphere	– Malaysian food is well-presented – Malaysian food is nutritious – Quality food service – Attractive eating surroundings – Clean and safe to consume – Quality ingredients	(Ab Karim et al., 2009) (Gani et al., 2017)
Features of Malaysian food	– Variety food choices – Variety of cooking ingredient – Variety of ethnic foods – Much information on local food – Easy to access the eating outlets	
Core Food Value	– Adds to my visiting enjoyment – Value for money – Reasonable price – Malaysian food is delicious	
Malaysian Food Specialty	– A lot of traditional foods – A lot of local food specialties	
Malaysian Food Uniqueness	– Malaysian food is hot and spicy – Malaysian food is original and exotic	
Overall satisfaction	– How satisfied are you with your food experience in Malaysia?	

Constructs	Adapted Items	Sources
Behavioral Intentions Intention to Revisit	– I have the intention of returning to Malaysia to savor the food – I would like to try other types of Malaysian food – I consider Malaysia as the first on my list of culinary destinations – I would still revisit to Malaysia even the food prices are higher – The likelihood of visiting Malaysia in the future on my previous food experiences is high	(Ab Karim et al., 2009)
Recommendation	– I will give a positive culinary experience in Malaysia to my family/friends – I will encourage my family/friends to visit Malaysia (based on my food experiences in the country.) – I will highly recommend Malaysia foods to others	

3.6 Data Processing

3.6.1 Data editing

Data editing consist of examine the questionnaires filled by respondents to identify errors, incompleteness and misclassification of the data obtained (Kumar et al., 2012). Questionnaires are checked carefully to ensure there is no missing data. Through the checking process, 14 incomplete questionnaires were eliminated due to the respondents did not complete the survey form. Therefore, 186 questionnaires are valid in this research and use it for further analysis. Other than that, some respondents cannot understand the definition of "Branded apparel products" at Q18 of the questionnaire. For instance, they filled "Gucci sneakers" and "Adidas hat" under "Others". Thus, these data will be adjusted into "Branded apparel products" as it is under this category of item.

3.6.2 Data Coding

Data coding is a process of gather all collected information from respondents and convert it into numerical values (Kumar et al., 2012). Coding means assigning a code, usually is number for each possible answer to each question (Malhotra, Birks & Wills, 2012). In this research, question in the questionnaires are codes with numerical numbers, for instance, education level was codes as 1- "Primary school or less", 2- "Secondary school", 3- "Bachelor's degree", 4- "Master", 5- "PHD".

3.6.3 Data Transcribing

Data transcribing is keying the coded data from collected questionnaire into computers (Malhotra et al., 2012). The data collected from respondents is key into SPSS software in order to make data analysis.

3.6.4 Data Cleaning

Data cleaning is a process include consistency checks and treatment of missing responses. Although preliminary checks have been done previously, the checks at this stage are more in-depth and wider, because these data are made by computer (Malhotra et al., 2012). Consistency checks is needed identify data that are out of range, logically inconsistent or extreme values. In this research, respondents were asked whether this is the first time for them to visit Malaysia at Q1 of the questionnaire. Besides, at Q4, respondents were asked about their number of visits to Malaysia. Some respondents answered inconsistently between Q1 and Q4, for instance, some of them answered they are first time visit to Malaysia at Q1 but the number of visits to Malaysia is more than one at Q4. Therefore, logically inconsistent occurred during this process.

3.7 Data Analysis

Data analysis is executed after process of collecting data. Process of data analysis is where the raw data collected from questionnaires is convey into meaningful information (Kumar et al., 2012). Data obtained via questionnaires will be analyze by employing SPSS software. It can help researcher to transform raw data into practical information to draw conclusion smoothly and accurately.

3.7.1 Descriptive Analysis

Descriptive analysis was adopted to explain the characteristics of Chinese tourists. Descriptive analysis can provide numerical and graphic procedures to summarize the raw data collected into a clear and understandable information (Jaggi, 2003). Furthermore, it can also assist researcher in simplify large amounts of data in a sensible way (Jaggi, 2003). Frequency and percentage were used to describe the demographic and general information of respondents while mean and standard deviation were used to explain the findings of Malaysian food image, overall satisfaction, and behavioral intentions from Chinese tourists' perspectives. This information able to provide a general perception of Chinese tourists who related to this study.

3.7.2 Scale Measurement

According to Hair, Bush & Ortinau (2003) has stated that internal consistency is the degree to which the different dimensions of a multidimensional construct have mutual relationship with the scale. Cronbach's Alpha is used to evaluate the internal consistency in each item of the scale. It determines how well these items in measuring a construct that are positively related to one another and maintain the stability of the research data. Internal consistency can describe all the items which measure under the same concept or construct (Tavakol & Dennick, 2011). In this research, multiple items will be employed Cronbach's alpha to evaluate the construct. The rules of thumb of Cronbach's Alpha Coefficient are shown in the table 3.2.

Table 3.2: Rules of Thumb of Cronbach's Alpha Coefficient Range

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

Adapted from: Sharma, B. (2016) A focus on reliability in developmental research through Cronbach's Alpha among medical, dental and paramedical professionals.*Asian Pacific Journal Of Health Sciences*, *3*(4), 271-278. doi:10.21276/apjhs.2016.3.4.43

Cronbach alpha provide the measurement of internal consistency and presented the result in a form of number between 0 and 1. A value below 0.6 would show a low internal consistency (Hair et al., 2003). Nunnally and Bernstein (1994) stated that Cronbach Alpha of 0.7 or greater is acceptable. Therefore, the higher value of the Cronbach's alpha, will produce a higher reliability of a construct.

3.7.3 Inferential Analysis

3.7.3.1 Pearson Correlation Analysis

Pearson correlation coefficient is a statistical measure of the strength of association in both metric scales. Through this statistical measure, it can show whether the two metric scale have significant association or no association to one another. The coefficient ranges from -1.0 to +1.0 show the strength of the association between two variables (Hair, Celsi, Money, Samouel & Page, 2011). For instance, outcome displaying +1 indicates a perfect positive association

while outcome showing -1.0 indicates a perfect negative relationship and result showing 0 explained that relationship does not exist (Hair et al., 2011). The general rules of thumb are depicted in table 3.3.

Table 3.3: Rules of Thumb of Correlation Coefficient Range

Correlation Coefficient	Strength of Correlation
± 0.81 to ± 1.00	Very Strong
± 0.61 to ± 0.80	Strong
± 0.41 to ± 0.60	Moderate
± 0.21 to ± 0.40	Weak
± 0.00 to ± 0.20	None

Adapted from: Hair, Bush & Ortinau (2003) *Marketing Research: Within a change information environment* (2nd ed.). Boston: McGraw-Hill.

3.7.3.2 Multiple Regression Analysis

Multiple regression analysis is a statistical technique that can be employed to analyze the relationship between two or more independent variables and single dependent variable (Kumar et al., 2012). In this research, multiple regression analysis was utilized to demonstrated how much variance in Chinese tourist overall satisfaction with Malaysia food experience can be explained by Malaysian food image. Variance could be explained by r square value while beta coefficient will show which independent variable contribute the most on Chinese tourists' satisfaction. The general formula for multiple linear regressions is as followed:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + \dots + b_kX_k$$

The equation in this research study constructed as below:

$$CTOS = a + b1 (FDA) + b2 (FMF) + b3 (CFV) + b4 (MFS) + b5 (MFU)$$

Whereby,

CTOS = Chinese tourists' overall satisfaction

a = constant

FDA = Food and Dining Atmosphere

FMF = Features of Malaysian Food

CFV = Core Food Value

MFS = Malaysian Food Specialty

MFU = Malaysian Food Uniqueness

This equation can aid this research study to find out which independent variables is most influential factors in predicting the dependent variable.

3.8 Conclusion

The major parts of this chapter are described clearly. This section will provide assistance in the next chapter for analysis purpose.

CHAPTER 4: DATA ANALAYSIS

4.0 Introduction

In this section, research questions, objectives and hypotheses will be meet. 186 valid questionnaires were used to conduct data analysis. Respondents' demographic profile and general information of respondents will be presented. Furthermore, Cronbach Alpha reliability test in determining the internal consistency of multi items scale will be presented. Besides, statistical analysis such as Multiple Regression and Pearson correlation coefficient is also presented in order to determine the relationship between variables.

4.1 Descriptive Analysis

4.11 Respondent Demographic Profile

4.1.1.1 Age

Table 4.1: Age

	N	Minimum	Maximum	Mean
Age	186	21.00	56.00	34.7849
Valid N (listwise)	186			

Source: Developed for the research

The age of respondents is depicted in Table 4.1. According to the Table above, the average age of the respondents is 34 years old. Besides, the minimum age is 21 years old whereas maximum age is 56 years old.

4.1.1.2 Gender

Table 4.2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	107	57.5	57.5	57.5
	Female	79	42.5	42.5	100.0
	Total	186	100.0	100.0	

Source: Developed for the research

Figure 4.1: Gender
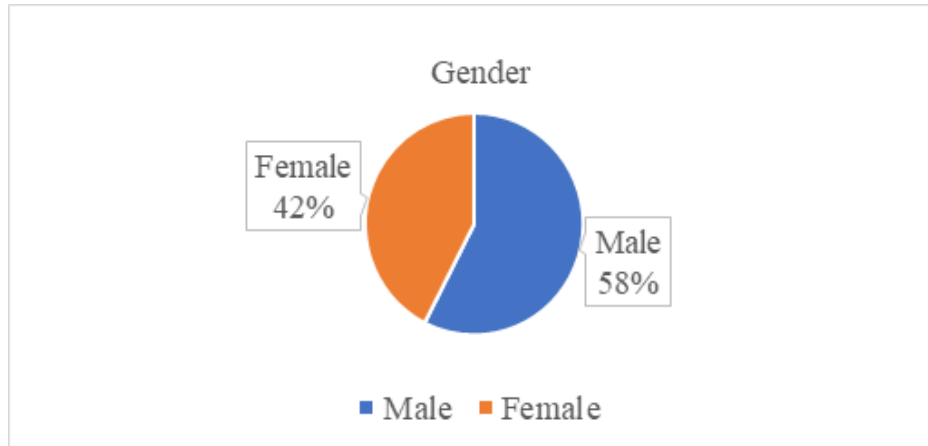
Source: Developed for the research

Table 4.2 and Figure 4.1 are described gender of the respondents. Total amount of respondents is 186 with 107 "Males" and 79 "Females". Furthermore, "Males" form the majority of 58% while "Female" with 42%.

4.1.1.3 Income level

Table 4.3: Income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 300 yuan	13	7.0	7.0	7.0
	3001-5000 yuan	13	7.0	7.0	14.0
	5001-7000 yuan	37	19.9	19.9	33.9
	7001-9000 yuan	47	25.3	25.3	59.1
	9001-11000 yuan	45	24.2	24.2	83.3
	More than 11000 yuan	31	16.7	16.7	100.0
	Total	186	100.0	100.0	

Source: Developed for the research

Figure 4.2: Income level
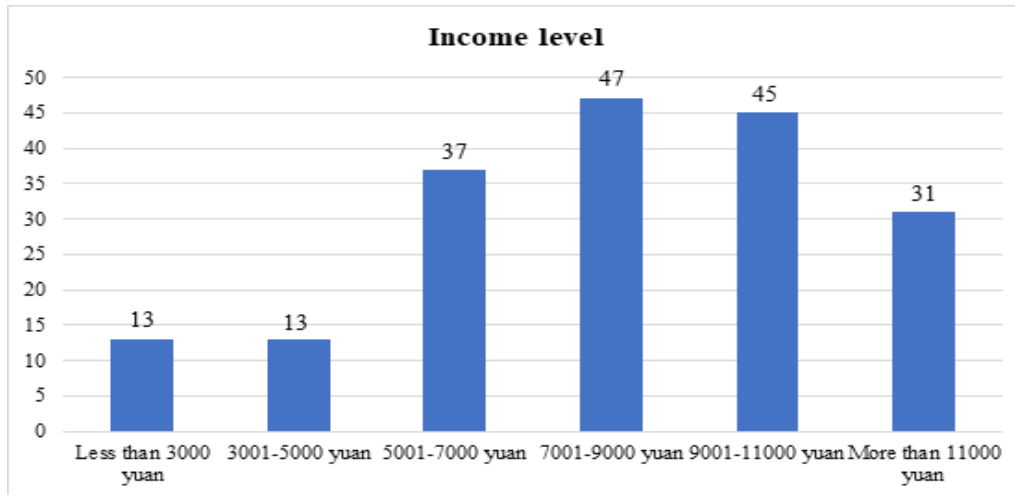
Source: Developed for the research

Referring to the Table 4.3 and Figure 4.2, the data show that respondent's income level with "7001-9000 yuan" forms 47 (25.3%) which is the highest, followed by "9001-11000 yuan", "5001-7000 yuan" and "more than 11000 yuan" which is 45 (24.2%), 37 (19.9%) and 31 (16.7%) in descending order respectively. Besides, both income level of "less than 3000 yuan" and "3001-5000 yuan" are the lowest which comprises 13 (7%). Currently, the exchange rate for Chinese yuan to Ringgit Malaysia is 1 yuan equal to RM0.60. Hence, majority of respondents has the income level in between RM4230 to RM5440.

4.1.1.4 Education level

Table 4.4: Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary school or less	11	5.9	5.9	5.9
	Secondary school	69	37.1	37.1	43.0
	Bachelor's degree	73	39.2	39.2	82.3
	Master	19	10.2	10.2	92.5
	PHD	14	7.5	7.5	100.0
	Total	186	100.0	100.0	

Source: Developed for the research

Figure 4.3: Education level
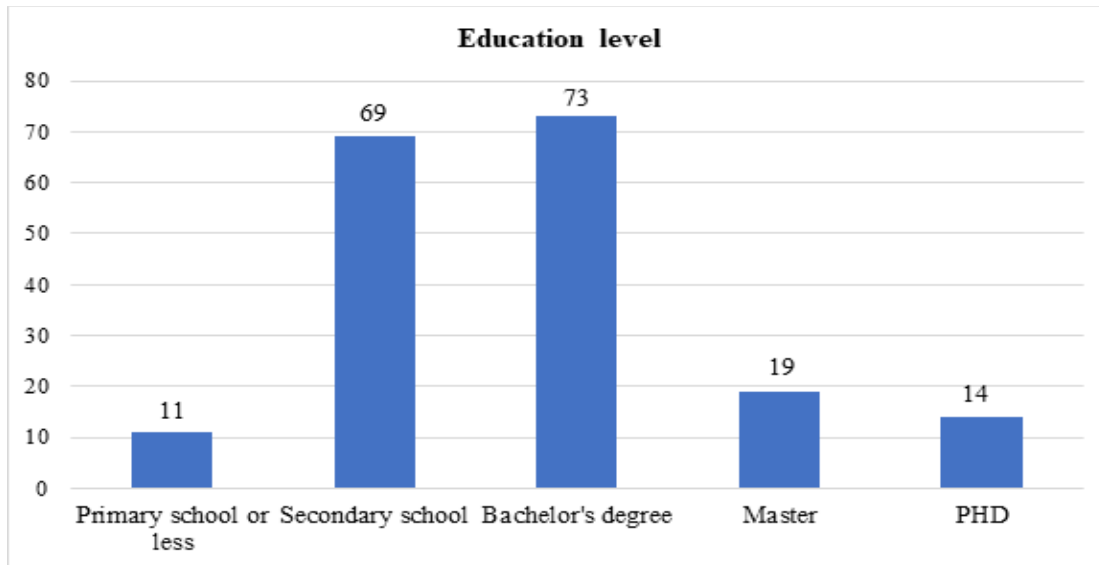
Source: Developed for the research

Based on Table 4.4 and Figure 4.3, the results revealed that 73 (39.2%) out of 186 respondents pursued of "Bachelor's Degree". This followed by the respondents with education level of "Secondary school", "Master", "PHD" and "Primary school or less" which account for 69 (37.1%), 19 (10.2%), 14 (7.5%) and 11 (5.9%).

4.1.2 General information

4.1.2.1 How many times have you visited Malaysia?

Table 4.5: Number of visits

	N	Minimum	Maximum	Mean
Number of visits	186	1.00	8.00	2.0645
Valid N (listwise)	186			

Source: Developed for the research

Table 4.5 displayed the elements of how many times have Chinese tourist visited Malaysia, results reviewed that the minimum, maximum and average number of visits, respondents have visited 1 time, 8 times and 2 times to Malaysia.

4.1.2.2 How long is your travel period in Malaysia?

Table 4.6: Travel period

	N	Minimum	Maximum	Mean
Travel period	186	5.00	30.00	7.9247
Valid N (listwise)	186			

Source: Developed for the research

Referring to Table 4.6, the minimum travel duration of the respondents is 5 days and the maximum travel period of the respondents is 30 days. On average, the length of stay in Malaysia for the respondents is 7 days or a week.

4.1.2.3 Which of the following states in Malaysia have you visited?

Table 4.7: State visited

		Responses		Percent of Cases
		N	Percent	
State	Johor	41	6.6%	22.2%
	Kelantan	14	2.3%	7.6%
	Kedah	28	4.5%	15.1%
	Melaka	110	17.8%	59.5%
	Negeri Sembilan	14	2.3%	7.6%
	Pahang	38	6.1%	20.5%
	Perak	49	7.9%	26.5%
	Perlis	10	1.6%	5.4%
	Pulau Pinang	102	16.5%	55.1%
	Selangor	119	19.3%	64.3%
	Terengganu	16	2.6%	8.6%
	Sabah	45	7.3%	24.3%
	Sarawak	32	5.2%	17.3%
Total		618	100.0%	334.1%

Source: Developed for the research

Table 4.7 reveals the most visited states by the respondents are "Selangor" with 119 (19.3%), "Melaka" 110 (17.8%) and "Pulau Pinang" 102 (16.5%). This followed by "Perak" with 49 (7.9%), "Sabah" 45 (7.3%), "Johor" 41 (6.6%), "Pahang" 38 (6.1%), "Sarawak" 32 (5.2%), "Kedah" 28 (4.5%), "Terengganu" 16 (2.6%), "Kelantan" 14 (2.3%) and "Negeri Sembilan" 14 (2.3%) in descending order respectively. However, there are small proportion of respondents with 10 (1.6%) out of 186 respondents have visited to "Perlis".

4.1.2.4 Which part of the China do you come from?

Table 4.8: Region of residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beijing	20	10.8	10.8	10.8
	Chengdu	19	10.2	10.2	21.0
	Guangzhou	19	10.2	10.2	31.2
	Shandong	23	12.4	12.4	43.5
	Shenzhen	22	11.8	11.8	55.4
	Sichuan	47	25.3	25.3	80.6
	Xi an	36	19.4	19.4	100.0
	Total	186	100.0	100.0	

Source**:** Developed for the research

The data above analyzed that 47 (25.3%) out of 186 of the respondents come from "Sichuan". This followed by "Xi an" with 36 (19.4%), "Shandong" 23 (12.4%), "Shenzhen" 22 (11.8%), "Beijing" 20 (10.8%), "Chengdu" 19 (10.2%) and "Guangzhou" 19 (10.2) in descending order.

4.1.2.5 What is your main purpose or interest of visiting Malaysia?

Table 4.9: Main purpose/ interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Visiting for food	82	44.1	44.1	44.1
	Visiting for business opportunity	13	7.0	7.0	51.1
	Visiting for sightseeing	62	33.3	33.3	84.4
	Others	29	15.6	15.6	100.0
	Total	186	100.0	100.0	

Source: Developed for the research

Figure 4.4: Main purpose/ interest
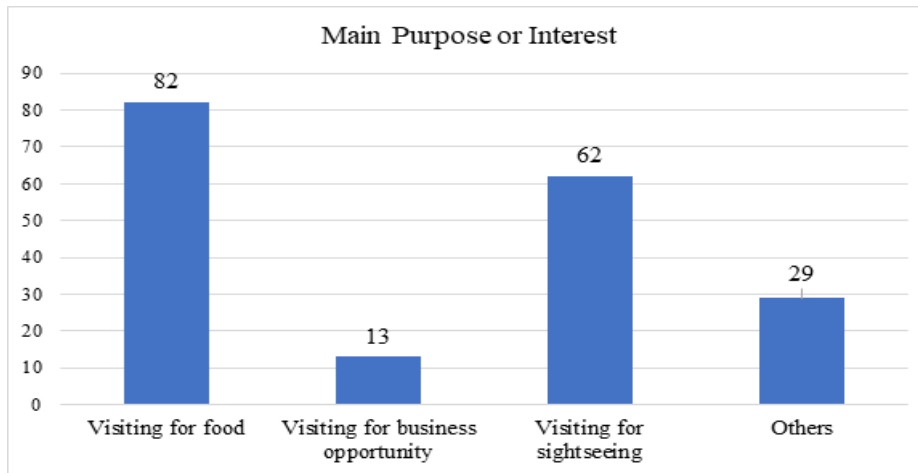
Source: Developed for the research

Referring to Table 4.9 and Figure 4.4, the main purpose or interest that most respondents visiting Malaysia was for "Visiting for food" which consists of 82 (44.1%) in total. This followed by "Visiting for sightseeing" which is 62 (33.3%), "Others" 29 (15.6%) and "Visiting for business opportunity" which is 13 (7%) respectively. The component "Others" consists of 29 (15.6%) respondents where 11 respondents visiting Malaysia with the purpose of experiencing local culture and 18 respondents visiting Malaysia was for Holiday and pleasure.

4.1.2.6 Please indicate the importance of food in influencing your visit to Malaysia.

Table 4.10: Level of importance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	3	1.6	1.6	1.6
	Not important	7	3.8	3.8	5.4
	Somewhat not important	9	4.8	4.8	10.2
	Somewhat important	63	33.9	33.9	44.1
	Important	79	42.5	42.5	86.6
	Very important	25	13.4	13.4	100.0
	Total	186	100.0	100.0	

Source: Developed for the research

The importance level of food in influencing tourist to visit to Malaysia from the perspective of Chinese tourist is disclosed in Table 4.10. Based on the table above, 79 (42.5%) out of 186 respondents agreed that local food is the "Important" factor in influencing their visit to Malaysia, followed by "Somewhat Important" 63 (33.9%) and "Very Important" 25 (13.4%). On the other hand, 19 respondents out of 186 stated that Malaysia local food is not an important resource in influencing their visit to Malaysia. According to the table above, "Somewhat not Important" 9 (4.8%), "Not Important" 7 (3.8%) and lastly, "Not Important at all" 3 (1.6%) in descending order respectively.

4.1.2.7 Which of the following information source did you use to discover Malaysia food?

Table 4.11: Information source

		Responses		Percent of Cases
		N	Percent	
Information source	Internet	165	43.3%	88.7%
	Word of mouth	86	22.6%	46.2%
	Travel agency	37	9.7%	19.9%
	Radio	19	5.0%	10.2%
	Newspaper	21	5.5%	11.3%
	Magazine	27	7.1%	14.5%
	Television	26	6.8%	14.0%
Total		381	100.0%	204.8%

Source: Developed for the research

Figure 4.5: Information source
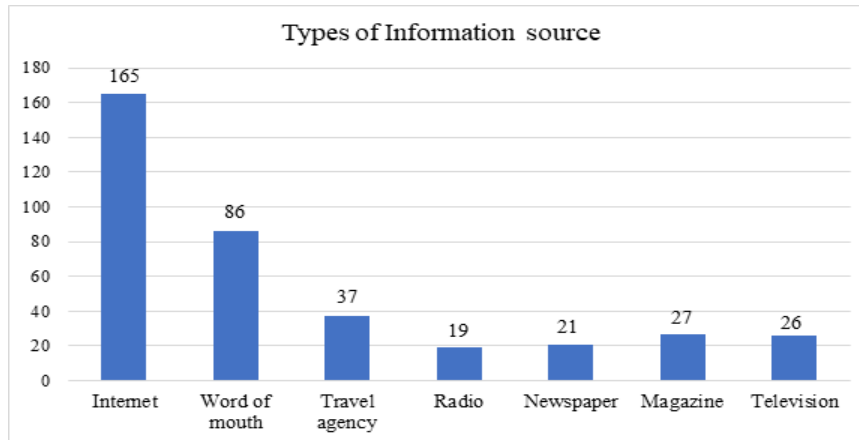
Source: Developed for the research

Table 4.11 and Figure 4.5 reported the information sources that Chinese tourists used to discover about Malaysia food. The majority, 165 (43.3%) out of 186 respondents claimed that they used "Internet" to obtain information regarding Malaysia food. Besides, 86 (22.6%) respondents said they got the information through "Word of mouth" endorsement whilst 37 (9.7%) of them said they obtain the information through "Travel agency". This followed by "Magazine" which is 27 (7.1%), "Television" which is 26 (6.8%), "Newspaper" which is 21 (5.5%) and "Radio" which is 19 (5%).

4.1.2.8 Which of the following Malaysian cuisines have you tried before?

Table 4.12: Malay cuisine

		Responses		Percent of Cases
		N	Percent	
Malay cuisine	Nasi lemak	115	21.3%	61.8%
	Sayur Lodeh and Lontong	46	8.5%	24.7%
	Satay	118	21.8%	63.4%
	Rendang (Beef, chicken)	66	12.2%	35.5%
	Roti Jala	31	5.7%	16.7%
	Dodol	32	5.9%	17.2%
	Ikan Bakar	57	10.5%	30.6%
	Mee Bandung	32	5.9%	17.2%
	Mee Soto	44	8.1%	23.7%
Total		541	100.0%	290.9%

Source: Developed for the research

Table 4.12 shown that 118 (21.8%) out of 186 respondents have tried "Satay" during their travel in Malaysia. The second highest of Malay cuisine that respondents have tried is "Nasi lemak" which consists of 115 (21.3%) respondents. This followed by "Rendang (beef, chicken)" which is 66 (12.2%), "Ikan Bakar" 57 (10.5%) and "Mee Soto" 44 (8.1%). Besides, results revealed that "Dodol" and "Mee bandung" appeared to have similar figures which consists of 32 (5.9%) respondents and lastly, "Roti Jala" 31 (5.7%) in descending order respectively.

Table 4.13: Chinese cuisine

		Responses		Percent of Cases
		N	Percent	
Chinese Cuisine	Lei Cha	43	6.0%	23.1%
	Char Kuey Teow	102	14.3%	54.8%
	Bak Kut Teh	125	17.5%	67.2%
	Hokkien Mee	103	14.4%	55.4%
	Hainanese Chicken Rice	127	17.8%	68.3%
	Claypot Chicken Rice	44	6.2%	23.7%
	Har Mee	72	10.1%	38.7%
	Yong Tau Foo	65	9.1%	34.9%
	Sarawak Mee	33	4.6%	17.7%
Total		714	100.0%	383.9%

Source: Developed for the research

Table 4.13 illustrate that 127 (17.8%) out of 186 respondents have tried "Hainanese Chicken Rice" during their travel in Malaysia. This followed by "Bak Kut Teh" with 125 (17.5%) respondents, "Hokkien Mee" (14.3%), "Char Kuey Teow" 103 (14.4%). "Har Mee" 72 (10.1%), "Yong Tau Foo" 65 (9.1%), "Claypot Chicken Rice" 43 (6.0%) and "Lei Cha" 44 (6.2%) in descending order respectively. At last, there are only 33 (4.6%) respondents have tried "Sarawak Mee" during travel in Malaysia.

Table 4.14: Indian cuisine

		Responses		Percent of Cases
		N	Percent	
Indian Cuisine	Nasi Kandar	25	6.5%	17.5%
	Roti Canai	108	28.2%	75.5%
	Murtabak Ayam	28	7.3%	19.6%
	Tosei	32	8.4%	22.4%
	Tandoori Chicken	36	9.4%	25.2%
	Mee Goreng Mamak	39	10.2%	27.3%
	Chapati	43	11.2%	30.1%
	Naan	31	8.1%	21.7%
	Nasi Biryani	41	10.7%	28.7%
Total		383	100.0%	267.8%

Source: Developed for the research

Table 4.14 illustrates that 108 (28.2%) respondents have tried "Roti Canai" during their visitation in Malaysia. This followed by "Chapati" with 43 (11.2%) respondents, "Nasi Biryani" 41 (10.7%) respondents, "Mee Goreng Mamak" 39 (10.2%), "Tandoori Chicken" 36 (9.4%), "Tosei 32" (8.4%), "Naan" 31 (8.1%) and "Murtabak Ayam" 28 (7.3%) in descending order respectively. Whereas, there are only 25 (6.5%) respondents have tried "Nasi Kandar" in total.

Table 4.15: Nyonya cuisine

		Responses		Percent of Cases
		N	Percent	
Nyonya Cuisine	Laksa	87	24.7%	69.6%
	Nasi Kerabu	35	9.9%	28.0%
	Otak-Otak	57	16.2%	45.6%
	Mee Siam	33	9.4%	26.4%
	Rempah Udang	20	5.7%	16.0%
	Ondeh	37	10.5%	29.6%
	Pulut Inti	27	7.7%	21.6%
	Nyonya Chang	26	7.4%	20.8%
	Kuih Lapis	30	8.5%	24.0%
Total		352	100.0%	281.6%

Source: Developed for the research

Table 4.4 mentioned that most of the respondents which are 87 (24.7%) respondents have tried "Laksa" during their travel. This followed by "Otak-otak" with 57 (16.2%), "Ondeh" 37 (10.5%), "Nasi Kerabu" 35 (9.9%), "Mee Siam" 33 (9.4%), "Kuih Lapis" 30 (8.5%), "Pulut Inti" 27 (7.7%) and "Nyonya Chang" 26 (7.4%). Whereas, there are only 20 (5.7%) respondents have tried "Rempah Udang" in total.

4.1.2.9 Which of the following types of Malaysian cuisine do you like the most in general?

Table 4.16: Types of Malaysian cuisine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay Cuisine	60	32.3	32.3	32.3
	Chinese Cuisine	86	46.2	46.2	78.5
	Indian Cuisine	15	8.1	8.1	86.6
	Nyonya Cuisine	25	13.4	13.4	100.0
	Total	186	100.0	100.0	

Source: Developed for the research

Figure 4.6: Types of Malaysian cuisine
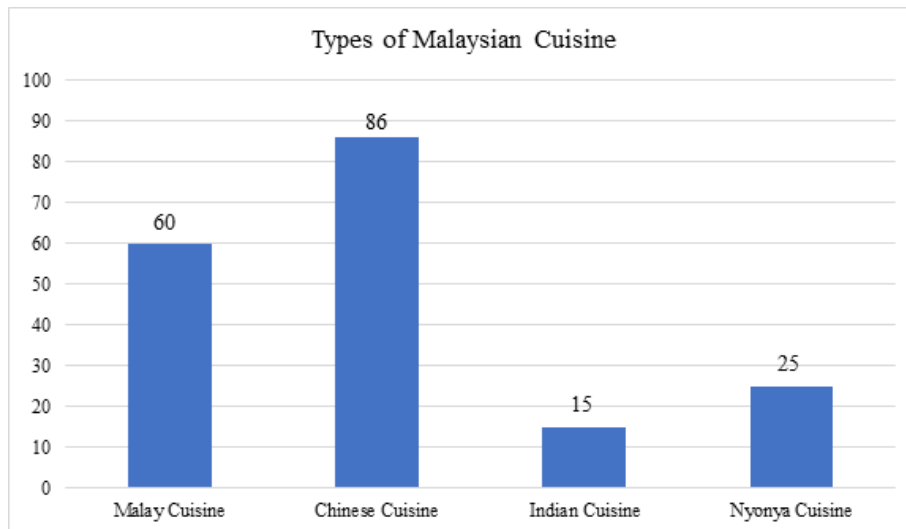
Source: Developed for the research

Table 4.16 and Figure 4.6 portray that maximum number of the respondents which are 86 (46.2%) of them like "Chinese Cuisine" the most in general. This followed by "Malay Cuisine" which consists of 60 (32.3%) respondents, "Nyonya Cuisine" 25 (13.4%) and lastly, "Indian Cuisine" 15 (8.1%) in descending order respectively.

4.1.2.10 Which of the following Malaysian fruits do you like to eat?

Table 4.17: Malaysian fruits

		Responses		Percent of Cases
		N	Percent	
Local fruit[a]	Durian	95	13.2%	51.1%
	Rambutan	47	6.5%	25.3%
	Watermelon	49	6.8%	26.3%
	Papaya	28	3.9%	15.1%
	Mangosteen	82	11.4%	44.1%
	Dragon Fruit	57	7.9%	30.6%
	Nangka	41	5.7%	22.0%
	Duku Langsat	59	8.2%	31.7%
	Mango	55	7.6%	29.6%
	Pineapple	33	4.6%	17.7%
	Banana	34	4.7%	18.3%
	Guava	31	4.3%	16.7%
	Starfruit	41	5.7%	22.0%
	Jambu	36	5.0%	19.4%
	Pulasan	28	3.9%	15.1%
	Others	5	0.7%	2.7%
Total		721	100.0%	387.6%

Source: Developed for the research

Table 4.17 portrays that 95 respondents like to eat "Durian" and representing 13.2% of the total respondent. This followed by "Mangosteen" with 82 (11.4%), "Duku Langsat" 59 (8.2%), "Dragon Fruit" 57 (7.9%), "Mango" 55 (7.6%). "Watermelon" 49 (6.8%), "Rambutan" 47 (6.5%), "Nangka" 41 (5.7%), "Starfruit" 41 (5.7%), "Jambu" 36 (5.0%), "Banana" 34 (4.7%), "Pineapple" 33 (4.6%), "Guava" 31(4.3%), "Pulasan" 28 (3.9%) and "Papaya" 28 (3.9%). At last, there are small proportion of respondents consumed "Others" 5 (0.7%) which consist of 3 "Soursop" and 2 "Honeydew".

4.1.2.11 Please indicate which of the following items you have purchased while visiting in Malaysia.

Table 4.18: Items purchased in Malaysia

		Responses		Percent of Cases
		N	Percent	
Items	None	52	18.6%	28.0%
	Handicrafts	32	11.5%	17.2%
	Local packed foods	71	25.4%	38.2%
	Branded apparel products	27	9.7%	14.5%
	Traditional clothings	32	11.5%	17.2%
	Souvenirs	62	22.2%	33.3%
	Others	3	1.1%	1.6%
Total		279	100.0%	150.0%

Source: Developed for the research

Most of the respondents include 71 (25.4%) respondents purchased "Local packed foods" in Malaysia which analyzed in Table 4.18. This followed by "Souvenir" with 62 (22.2%) respondents, "None" 52 (18.6%), "Handicraft" 32 (11.5%), "Traditional clothings" 32 (11.5%) and "Brand apparel product" 27 (9.7%). At last, small proportion of respondents consumed "Others" 3 (1.1%) which consists of 2 cosmetic product and 1 coffee.

4.1.3 Central Tendencies Measurement of Constructs

Table 4.19: Central Tendencies Measurement of Constructs

Variables	N	Mean	Standard Deviation
Food and Dining Atmosphere	186	4.8504	0.74707
Features of Malaysia Food	186	4.6548	1.04814
Core Food Value	186	4.5780	0.96211
Malaysian Food Specialty	186	4.5000	1.07553
Malaysian Food Uniqueness	186	3.7446	1.35790
Overall Satisfaction	186	4.8226	0.82247
Intention to Revisit	186	4.7591	0.73672
Recommendation	186	4.9140	0.75838

Source: Developed for the research

Table 4.19 reveals that the mean value for "Food and Dining Atmosphere", "Features of Malaysia Food", "Core Food Value", "Malaysian Food Specialty" and "Malaysian Food Uniqueness" which were around 3.7 to 4.8, representing somewhat satisfied and satisfied in the 6-point likert scale. This represented that majority of the respondents satisfied with the "Food and Dining Atmosphere", which scored the highest mean of ($\chi = 4.8504$) among the independent variables, continued with "Features of Malaysia Food" which score the mean score of ($\chi = 4.6548$), "Core Food Value" with a mean score of ($\chi = 4.578$) and "Malaysian Food Specialty" ($\chi = 4.5$). This indicated that most of the respondent were satisfied with the "Food and Dining Atmosphere" and has the most impact on overall satisfaction with the food experience toward behavioral intention. However, "Malaysian Food Uniqueness" were relatively low as compared to other variables, with mean scores of ($\chi = 3.7446$) respectively. In addition, the mean score between 3.7 to 4.8 were acceptable in the Chinese Tourist's point of views but yet not fully satisfied them.

Furthermore, the mean value for "Overall Satisfaction", "Intention to Revisit" and "Recommendation" were around 4.7 to 4.9 which displaying satisfied and moderately agree in the 6-point likert scale. The "Overall Satisfaction" with the food experience in Malaysia from the perspective of Chinese tourists have a mean score of ($\chi = 4.8226$) whilst "Intention to Revisit" and "Recommendation" have a mean score of ($\chi = 4.7591$) and ($\chi = 4.9140$). This demonstrated that positive overall satisfaction with food experience will influence Chinese tourists' behavioral intention towards a specific tourism destination.

4.2 Scale Measurement

4.2.1 Reliability Analysis

Table 4.20: Reliability Analysis

Construct	Cronbach's Alpha	Number of items
Food and Dining Atmosphere	0.775	6
Features of Malaysia Food	0.882	5
Core Food Value	0.821	4
Malaysian Food Specialty	0.728	2
Malaysian Food Uniqueness	0.715	2
Intention to Revisit	0.825	5
Recommendation	0.789	3

Source: Developed for the research

The internal consistency of the 27 items was analyzed by Cronbach's Alpha analysis. In order to measure the same underlying construct, the cronbach alpha coefficient of the scale should be above 0.7 which is the minimum standard based on the rules of thumb suggested by Sharma (2016). In this study, 6 items related to "Food and Dining Atmosphere" ($\alpha = 0.775$), "Features of Malaysia Food" consisting of 5 items ($\alpha = 0.882$), "Core Food Value" included 4 items (α

=0.821), "Malaysian Food Specialty comprised 2 items (α =0.728), "Malaysian Food Uniqueness" was made up 2 items (α =0.715), "Intention to Revisit" consisting of 5 items (α =0.825) and "Recommendation" comprises 3 items (α =0.789). In short, the reliability analysis for the 7 constructs shown a high internal reliability within each item and it is reliable for analysis.

4.3 Inferential Analyses

4.3.1 Pearson Correlation Analysis

Table 4.21: Pearson Correlation Analysis

		1	2	3	4	5	6	7	8
1	Food and Dining Atmosphere								
2	Features of Malaysia Food	.22**							
3	Core Food Value	0.121	.50**						
4	Malaysian Food Specialty	-0.06	.19*	.26**					
5	Malaysian Food Uniqueness	0.035	.43**	.27**	.49**				
6	Overall Satisfaction	.43**	.56**	.45**	.36**	.53**			
7	Intention to Revisit	.19**	.27**	0.13302	.18*	.36**	.52**		
8	Recommendation	.17*	.18*	0.09937	0.0917	.25**	.37**	.64**	

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).
Source: Developed for the research

Referring to Table 4.21, the association of each independent variable is significant at 0.01 levels, two-tailed toward overall satisfaction Malaysia food experience. The outcome indicated that there is significant positive association between all independent variables and overall satisfaction with Malaysia local food experience. According to the rule of thumb suggested by Hair et al. (2003), "Feature of Malaysia Food" show a moderate level of association with "Overall Satisfaction" (r= 0.56), followed by the "Malaysian Food Uniqueness" (r= 0.53),

"Core Food Value" (r= 0.45), "Food and Dining Atmosphere" (r= 0.43) and "Malaysian Food Specialty" (r= 0.36). Moreover, the association between "Overall Satisfaction" and "Intention to Revisit" is positive moderate associated with (r= 0.52) at 0.01 levels. In addition, there is also a positive weak association among "Overall Satisfaction" and "Recommendation" with (r= 0.37) at 0.01 levels.

4.3.2 Multiple Regression Analysis

Table 4.22: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759[a]	.576	.564	.54321

a. Predictors: (Constant), Food and Dining Atmosphere, Features of Malaysia Food, Core Food Value, Malaysian Food Specialty, Malaysian Food Uniqueness

Source: Developed for the research

The results of the multiple regression produced R^2= 0.576 which described in Table 4.22. This mean that taken as a set, the predictors account for 57.6% of the variance in Chinese tourist overall satisfaction with the food experiences. Hence, this is a good model because 57.6% of the variance of overall satisfaction can be explained by the variance of the independent variables.

Table 4.23: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.030	5	14.406	48.820	.000[b]
	Residual	53.115	180	.295		
	Total	125.145	185			

a. Dependent Variable: Overall satisfaction
b. Predictors: (Constant), Predictors: (Constant), Food and Dining Atmosphere, Features of Malaysia Food. Core Food Value, Malaysian Food Specialty, Malaysian Food Uniqueness

Source: Developed for the research

ANOVA table portray that the overall regression model was significant, *F* (5,180) = 48.82, *p* < .001. In brief, the regression analysis was statistically significant when the 5 predictors are taken as a group to predict overall satisfaction of the Chinese tourists.

Table 4.24: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.203	.342		.593	.554
	Food and Dining Atmosphere	.389	.055	.353	7.048	.000
	Features of Malaysia Food	.190	.048	.242	3.943	.000
	Core Food Value	.148	.049	.173	3.035	.003
	Malaysian Food Specialty	.112	.043	.146	2.570	.011
	Malaysian Food Uniqueness	.178	.037	.294	4.845	.000

Source: Developed for the research

Referring to Table 4.24, "Food and Dining Atmosphere" is significant (p<0.001), "Features of Malaysia Food" is significant (p<0.001), "Core Food Value" is significant (p=0.003), "Malaysian Food Specialty" is significant (p=0.11) and "Malaysian Food Uniqueness" is significant (p<0.001). The outcomes indicated that all of the independent variables are having a significant and positive relationship towards overall satisfaction with the food experiences from the perspectives of Chinese tourists.

Moreover, the standardized beta coefficients in the table above had shown that the vital of each independent variable on the dependent variable. The outcome performed in Table 4.24 shows that the majority contribute predictor on the Chinese tourists' overall satisfaction with the Malaysia food experience was "Food and Dining Atmosphere" ($\beta = 0.353$), continued with "Malaysian Food Uniqueness" ($\beta = 0.294$), "Features of Malaysia Food" ($\beta = 0.242$), "Core Food Value" ($\beta = 0.173$) and "Malaysian Food Specialty" ($\beta = 0.146$). In concluded, "Food and Dining Atmosphere", "Features of Malaysia Food", "Core Food Value", "Malaysian Food Specialty" and "Malaysian Food Uniqueness" have significant and positive regression weights on overall satisfaction of Chinese tourist with the Malaysia food experience and following equation was created.

$$CTOS= 0.203 + 0.389\ FDA + 0.190\ FMF + 0.148\ CFV + 0.112\ MFS +$$
$$0.178\ MFU$$

4.4 Conclusion

This section concluded respondents' demographic profile and general information by using descriptive analysis. Furthermore, Cronbach's Alpha analysis was conducted to figure out the reliability of the 7 constructs. Lastly, inferential analysis has been interpreted by using Multiple Regression Analysis to evaluate whether the independent variables has significant influence towards the dependent variable. As a nutshell, Pearson Correlation Analysis has employed to find out the association among the variables.

CHAPTER 5: DISCUSSION, CONCLUSIONS AND IMPLICATION

5.0 Introduction

In this chapter, the statistical analysis from previous chapter will be summarized in details. Moreover, the major findings and implication of the study will be discussed. Lastly, limitation of this study and recommendation for future research will also be included.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analysis

In summary, there are 58% male and 42% female. Besides, the average age of the respondents is around 34 years old. In terms of income, majority of the respondents (25.3%) were in the monthly income group of "7001-9000 yuan" (RM4230-RM5440). Approximately 39.2% of the respondents having Bachelor's degree.

The average number of visits to Malaysia is 2. In addition, the average length of stayed in Malaysia is 8 days. Besides that, almost 19.3% of the respondents have visited Selangor during their travel in Malaysia. Lastly, a large proportion of respondents originated from Sichuan (25.3%).

5.1.2 Inferential Analysis

Pearson Correlation Analysis show a significant association between all the independent variables which are food and dining atmosphere, features of Malaysia food, core food value, Malaysian food specialty and Malaysian food uniqueness with Chinese tourist overall satisfaction with the food experience in Malaysia at significant level of 0.01. On the other hand, the result also shows that Chinese tourist overall satisfaction with the food experience has a significant association with their behavioral intention, which are intention to revisit and recommendation at significant level of 0.01. Therefore, it can be proved that there is a significant and positive association among all the constructs. Two hypotheses have tested in this study which supported and accepted with significant level less than 0.01. In short, H6 and H7 were supported.

From the result of regression shown in Table 4.23, it reviewed that a significant model had existed, $F(5,180) = 48.82$, $p < .001$. This show that there is a significant and positive relationship between the predictors as a set and Chinese tourist overall satisfaction with the food experience in Malaysia.

In addition, significant level of food and dining atmosphere is (p<0.001), features of Malaysia food are (p<0.001), core food value is (p=0.003), Malaysian food specialty is (p=0.11) and Malaysian food uniqueness is (p<0.001). Hence, all these variables have significant influence on Chinese tourist overall satisfaction with the food experience in Malaysia. Therefore, five hypotheses have tested in this study which supported and accepted with significant level less than 0.05. In short, H1, H2, H3, H4 and H5 were supported.

5.2 Discussion of Major Findings

1.Research Question= What is the main purpose of Chinese tourist for visiting Malaysia?

1.Research Objective= To determine the main interests of Chinese tourist to visit Malaysia.

According to the results obtained, "Visiting for food" was chosen as the main purpose or interest for Chinse tourist to visit Malaysia with 82 (44.1%) out of 186 respondents. Thus, destination marketers should utilize local food in order to enhance Chinese tourists' visitation to Malaysia. In conjunction with the government effort of "Fabulous Food 1Malaysia" campaign organized by Ministry of Tourism Malaysia and Tourism Malaysia, this is a very good opportunity for food operator to promote and exhibit the uniqueness of local foods to Chinese tourists through this campaign as majority of the them mainly visit Malaysia for food. In short, the results answered the first research question and achieved its first research objective.

2.Research Question= Is food an influential factor for Chinese tourists to visit Malaysia?

2.Research Objective= To assess the importance of food in implementing Chinese tourists to visit Malaysia.

Most of the respondents stated that Malaysia food is an important resource in influencing their visit to Malaysia. Therefore, food providers should put more efforts in improving Malaysian food by assimilate it into local culture. Hence, Chinese tourists can experience rich cultural heritage and increase reputation of Malaysia in terms of diversity and original local cuisine. The result had answered the second research question and objective of this study.

3.Research Question= What are the information sources that they used to learn about Malaysia food?

3.Research Objectives= To identify the main information sources used by Chinese tourists to know about Malaysia food.

According to Table 4.11, 165 (43.3%) out of 186 respondents discover Malaysian food through "Internet". Today, internet is considered as the most popular information source. Nowadays, gastronomy blog is a popular trend where it is a reading material for gastronomic fanatics and bloggers (Wang, 2011). In short, destination marketers can put more effort in utilizing Internet as marketing tool to distribute information regarding Malaysia food due to the developed technology in China. Thus, the result had solved the third research question and research objective of this study.

4.Research Question = What types of Malaysian cuisine Chinese tourists preferred in general?

4.Research Objective = To find out what types of Malaysian cuisine Chinese tourists like the most and the items consumed while visiting in Malaysia.

Majority of Chinese tourists choose "Chinese cuisine" as their general preference on Malaysian cuisine. Therefore, in order to enhance Chinese tourist satisfaction level, it is recommended that Malaysia food providers should emphasis on Chinese cuisine when servicing Chinese tourists. Moreover, Table 4.18 illustrated the items consumed by Chinese tourists while travelling in Malaysia. Majority of Chinese tourists have consumed "Local packed foods" while visiting Malaysia. Therefore, the results answered the fourth research question and fourth research objective of the study.

5.Research Question = How do Chinese tourists evaluate Malaysia food?

5.Research Objective = To examine the Chinese tourist's evaluation Malaysia food images.

The findings on Chinese tourists perceived image of Malaysian food were tabulated in Table 4.19. There are 19 items adapted from past studies (Ab Karim et al., 2009) to measure Chinese tourists perceived image of Malaysian food. Based on the findings, "Food and Dining Atmosphere" which has a mean score of ($\chi = 4.8504$) was found to be the major strength of Malaysia food image perceived by Chinese tourists. This followed by "Features of Malaysia Food" ($\chi = 4.6548$), "Core Food Value" ($\chi = 4.5780$) and "Malaysian Food Uniqueness" ($\chi = 4.5$). These items should be taken into consideration by destination marketers as it will generate positive behavior by the Chinese tourists. On the other hand, the item "Malaysian Food Uniqueness" which has a mean score of ($\chi = 3.7446$) were the lowest as compared to other variables. This show an average value, indicating acceptable level from the perspective of Chinese tourists. In summary, the summated mean for the overall satisfaction with Malaysia food experience from Chinese tourists' perspective is ($\chi = 4.8226$) indicated that most Chinese tourists are satisfied with the food experience in Malaysia. Therefore, it answered the fifth research question and research objective of this study.

6.Research Question= Is there any significant relationship between the overall satisfaction with Malaysia food experience and behavioral intention?

6.Research Objective= To investigate the relationship between Chinese tourists' overall satisfaction with the food experience and behavioral intention.

According to Table 4.21, there is a significant relationship between Chinese tourist overall satisfaction with Malaysia food experience and intention to revisit with (r= 0.52) as well as recommendation with (r= 0.37) at 0.01 levels. Through the result, it can be concluded that the increase of Chinese tourists' overall satisfaction will directly increase their behavioral intention. Hence, it answered the sixth research question and research objective of this study.

Table 5.1: Major Findings for Hypothesis Testing

No.	Hypotheses	Significant level	Supported/ Rejected
H1	There is a significant relationship between food and dining atmosphere and Chinese tourists' overall satisfaction with the food experience.	Sig= 0.000 P< 0.05	Supported
H2	There is a significant relationship between features of Malaysia food and Chinese tourists' overall satisfaction with the food experience.	Sig= 0.000 P< 0.05	Supported
H3	There is a significant relationship between core food value and Chinese tourists' overall satisfaction with the food experience.	Sig= 0.003 P< 0.05	Supported
H4	There is a significant relationship between Malaysian food specialty and Chinese tourists' overall satisfaction with the food experience.	Sig= 0.011 P< 0.05	Supported
H5	There is a significant relationship between Malaysian food uniqueness and Chinese tourists' overall satisfaction with the food experience.	Sig= 0.000 P< 0.05	Supported
H6	There is a significant association between Chinese tourists' overall satisfaction with the food experience and intention to revisit.	Sig= 0.000 P< 0.01	Supported
H7	There is a significant association between Chinese tourists' overall satisfaction with the food experience and recommendation.	Sig= 0.000 P< 0.01	Supported

Source: Developed for the research

According to Table 5.1, the first hypothesis is supported. Previous literature had proved that the dining atmosphere can predict customer satisfaction level. For instance, Liu & Jang (2009) tested the relationship between dining atmosphere, perceived value by customer and their future behavior intent. Results showed that customer perceived value can be affected by the restaurant dining atmosphere and it also influenced their behavioral intentions (Liu & Jang, 2009). Ryu et al. (2012) stated that good food combining with great dining atmosphere could achieve customer satisfaction as well as positive behavioral intention in the future. Besides, in Gani et al. (2017) study, dining atmosphere is the contributing factors to the overall satisfaction of the tourists in Penang.

Furthermore, second hypothesis is supported. There is also previous literature had proved that there is an existing relationship between features of Malaysia food and satisfaction level. For example, the findings of Gani et al. (2017) show that food features appeared to be second highest variable in influencing tourists' overall satisfaction. In their study, for food features, the highest mean score was "high availability", which refers to easy to access the eating outlets. This show that tourists are concern with the ease accessible of food in Malaysia. In addition, Ab Karim et al. (2009) claimed that features of Malaysian food play an important role in influencing tourist's overall satisfaction.

Besides, third hypothesis is supported and this is consistent with the study of Ab Karim et al. (2009), where researchers have found that the core food value that will positively influence on tourist overall satisfaction. In the study, items used to measure core food value included "Adds to my visiting enjoyment", "Value for money", "Reasonable price" and "Malaysian food is delicious" which is consistent to this study. Tourists appeared to agree with the images of core food value (Ab Karim et al., 2009). Moreover, Ab Karim et al. (2011) also show that core value appeared to be the most crucial variable in affecting tourists' overall food satisfaction. In short, satisfaction is based on how much value customer perceived from the goods and services.

The fourth hypothesis is supported. According to the study of Ling et al. (2010), local food specialties is considered as one of the major strengths of Malaysian food image perceived by international tourists. Furthermore, Ab Karim et al. (2009) indicated that Malaysian food specialty appeared to be one of the most influential food images on the tourist overall satisfaction from the perspective of international tourists. In the study, items employed to measure the food specialty included "A lot of traditional foods" and "A lot of local food specialties" where traditional foods scored a high mean value indicating tourists are satisfied with local traditional foods in Malaysia. Hence, the fourth hypothesis of this study is consistent with Ab Karim et al. (2009) where the researchers concluded that Malaysian food specialty tend to positively effect on tourist overall satisfaction.

The fifth hypothesis is supported. The items used to measure Malaysian food uniqueness in this study are "hot and spicy" and "original and exotic". However, Ab Karim et al. (2009) founds that there is no relationship between Malaysian food uniqueness and overall satisfaction from international tourist perspective. In this study, the uniqueness of Malaysian food has a significant and positive relationship with Chinese tourists' overall food satisfaction.

Moreover, the sixth and seventh hypothesis is supported based on the Pearson correlation analysis result. There are past literatures had proven the connection between tourist food satisfaction and their future behavior intents towards the tourism destination (Ab Karim et al., 2009; Ab Karim et al., 2011; Ling et al., 2010). In concluded, the finding of this study is consistent and supported by previous study that suggested that tourist who are satisfied with their food experiences in the tourism destination will highly engage in behavioral intentions such as intention to revisit and recommendation.

5.3 Implication of the Study

5.3.1 Managerial Implications

Food and dining atmosphere (H1) play an important role to satisfied the Chinese tourists food experience in Malaysia. Therefore, it is suggested that the foodservice industry in Malaysia should maintain its dining atmosphere and restaurants surroundings because currently, it is the most influential factors that can lead to positive satisfaction from Chinese tourist perspectives. Besides, food operators are suggested to wear proper attire such as glove, apron and mask to show their professional and hygiene image to their customers as cleanliness and food safety also can affect Chinese tourists' satisfaction during their trips. In short, the items in "Food and Dining Atmosphere" should be taken into consideration by destination marketers as it can generate positive satisfaction and good food experiences as well as positive future behavior.

Furthermore, features of Malaysian food (H2) is supported. Thus, it is recommended that food providers should offer more food choices in their menu especially for ethnic foods as Malaysia is a country living with multiethnic. Malaysia must maintain its strong image which is multiethnic in the eye of tourists and therefore, local ethnic foods should be made available. According to Table 4.11, most of the Chinese tourists discovered Malaysian food through internet. Hence, destination marketers should take this opportunity to utilize social media platform to distribute information about Malaysian food in order to facilitate tourists' behavioral intentions. Besides, destination marketers also should ensure the easy accessibility to get to the eating outlets.

Moreover, core food value (H3) also play a crucial role in satisfied the Chinese tourists' food experience in Malaysia. Price is defined as the how much of money have to sacrifice in order to obtain some things and through price, customers can perceive value and influence their decision making (Raji & Zainal, 2016). Hence, it is recommended that the food providers should set an appropriate pricing strategy in targeting the Chinese tourists as majority of them in this study were satisfied with the current food prices in Malaysia. In short, price of foods must suit to the value provided in accordance to the needs of Chinese tourists.

In addition, Malaysian food specialty (H4) is supported. The items under "Malaysian Food Specialty" included numerous traditional foods and local food specialties were acceptable in the Chinese tourists point of views but yet fully satisfied them. Malaysia is well known due to the richness of multi culture in the country. Therefore, it is suggested that destination marketers should offers more traditional and specialty foods in the tourism destination where Chinese tourists can easily reach so that they can experiences local cultural heritage. In short, rich cultural experiences able to generate positive relationship with the tourists' overall travel satisfaction in Malaysia.

Besides, Malaysian food uniqueness (H5) is supported. Majority of Chinese tourists were moderate dissatisfied with hot and spicy of Malaysian food. However, they were satisfied with the originality and exoticness of Malaysian food. Therefore, food operators should retain the originality of Malaysian cuisine instead of fusion cuisine. Fusion cuisine is the mixture of multiple cultures cuisines into one dish (Sarioglan, 2014). It is vital for food operators to provide the most original Malaysian food for Chinese tourists to experiences the local taste as it will affect their travel satisfaction in Malaysia.

Lastly, from the results of Pearson correlation analysis, overall food satisfaction from Chinese tourists' can significantly affect their behavioral intentions like revisit intention (H6) and recommendation (H7). Once again, tourist who are satisfied with their food experiences in Malaysia, the tourist will more likely to engage in behavioral intentions (Ab Karim et al., 2009; Ling et al.,2010; Ab Karim et al., 2011; Chi et al., 2013). Hence, destination marketers should fulfill all independent variables in this research study as it contributes to Chinese tourists' overall satisfaction with Malaysia food experiences. Food operators should make an effort to maintain or improve their strengths (Food and Dining Atmosphere, Malaysian Food Uniqueness and Features of Malaysian Food) and improve their weaknesses (Core Food Value and Malaysian Food Specialty) with the purpose of provide satisfaction to the tourists.

Overall, this research had showed the importance of Chinese tourists' overall satisfaction that affected by several factors towards their future behavioral intentions. In order to increase the Chinese tourists' engagement in future behavior, destination marketers should improve their tourism satisfaction in Malaysia.

5.4 Limitations of the Study

Purposive sampling approach had employed to collect data from Chinese tourists and the chosen sampling location is at Kuala Lumpur International Airport (KLIA). Therefore, the result cannot be generalized to whole population of Chinese tourists in Malaysia. Thus, due to the limited resources and places to collect data, it is incapable to signify an accurate view of the Chinese tourist overall satisfaction and their future behavioral intention. Other than that, the respondents were only Chinese tourists and hence, the results only resemble to this specific group and not able to generalize to other nationality.

There is limited time to collect data that led to limited location to collect data in this research, majority of the data is gathered form KLIA where there is a high probability to meet the international tourist compare to KLIA 2. In order to carry on this research, data is only collected at KLIA because KLIA 2 is more emphasis on the domestic country flight where only travel in the between the East Malaysia and West Malaysia. Therefore, some of the data is unable to collect if there are Chinese tourist who are travelling around in Malaysia by taking flight in KLIA 2 where some of the information such as intention to revisit might not to be achieved from the Chinese tourist in KLIA2.

5.5 Recommendations for Future Research

In order to obtain a more comprehensive view about Malaysian food image perceived by tourists, overall satisfaction and behavioral intention, future researcher is suggested to gather data from extensive sample and distribute the questionnaires to different group of tourists from different countries to make a comparable result. Hence, this can help future researchers to determine the identity of Malaysian food from different nation of tourists because different cultures tend to have different point of view.

According to Table 4.5, the mean value for number of visits is 2.06. Most of the respondents in this study were repeaters who already visited Malaysia the second times. Therefore, future researchers may consider to emphasize more on first timer tourists in order to test their future behavioral intention rather than the repeaters as they had already revisited to Malaysia.

Lastly, it is recommended that future researcher should apply the longitudinal study for this research topic. This is because the factors influence Chinese tourists' overall satisfaction with Malaysia food experience should be monitored and examined from time to time to keep track on the current trend and demand among tourists and their dining predilections in Malaysia. This will help destination marketers to be aware of areas that need to be improve and also aid in the development of Malaysia tourism industry.

5.6 Conclusion

As a conclusion, the general objective of this study is achieved and all hypotheses are supported. Besides, this research study also had achieved specific research objectives which included Chinese tourist purpose of visiting Malaysia, importance of food in influencing their visit to Malaysia, information sources they used to know Malaysia food, their preferences of Malaysia cuisine and items purchased during on-site travel.

The findings have contributed to the literature and provide a better understanding of the image associated with Malaysian food from Chinese tourist perspectives. Furthermore, travel agencies can utilize these findings to develop travel packages that incorporate with food tourism activities that tailor to the needs of Chinese tourists who seek for local food in Malaysia. Other than that, foodservice industry in Malaysia could also benefit from this study by enhance their services to meet the needs and wants of Chinese tourists' and increase their future behavior towards Malaysia. Lastly, the findings also provide the profile of Chinese tourists as well as understanding of their characteristic towards Malaysian gastronomy and therefore, through this information, destination marketers can better meet their demand.

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Appendix 3.1: Questionnaire (English)

Universiti Tunku Abdul Rahman

Gastronomy as a Tourism Resource: Profiling of the Chinese Tourists in Malaysia

Survey Questionnaire

Dear Respondent,

We are undergraduate students pursuing a Bachelor degree in International Business (Hons) at University Tunku Abdul Rahman (UTAR). We are conducting a survey study to investigate food preferences of the Chinese tourists in Malaysia and their satisfaction with the food experience.

This questionnaire consists of THREE parts. Please answer ALL questions in ALL sections. Completion of this form will take you approximately 10 minutes. **We will assure that all information you provide to us will be kept private and confidential and used solely for academic study purpose**.

We highly appreciate your participation and cooperation in helping us to complete this survey.

Sincerely**,**

Tan Tee Wui

William Chong Yee Siang

Section A: Demographics

Please fill in the blank or tick the most relevant answer for each of the question below.

Q1. Is this your first time visit to Malaysia?　☐Yes　　　☐ No

Q2. Did you come to Malaysia on your own or in a tour?

　　☐ In a tour (Please proceed to Q3)

　　☐ On my own (Please skip Q3 and proceed to Q4)

Q3. Did you have the availability of free choice dining activities?

　　☐ Yes (Please complete this survey form)　　　☐ No (Please stop here)

Q4. How many times have you visited Malaysia?

　　☐ 1　　　☐ 2　　　☐ 3　　　☐ 4　　　☐ 5

　　☐ Others: _____ times

Q5. What is your age? _____ years old

Q6. Please specify your gender.　　　☐ Male　　☐ Female

Q7. What is your monthly income level?

　　☐ Less than 3000 yuan　☐ 3001-5000 yuan　☐ 5001-7000 yuan

　　☐ 7001-9000 yuan　　☐ 9001-11000 yuan　☐ More than 11000 yuan

Q8. Please indicate your education level.

　　☐　Primary school or less ☐ Secondary school ☐ Bachelor's degree

　　☐　Master　　　　☐PHD

Q9. How long is your travel period in Malaysia? _____ days

Q10. Which of the following states in Malaysia have you visited? (You may tick more than one answer.)

West Malaysia				**East Malaysia**
☐　Johor	☐ Melaka	☐ Perak	☐ Selangor	☐ Sabah
☐　Kelantan	☐ Negeri Sembilan	☐ Perlis	☐ Terengganu	☐ Sarawak
☐　Kedah	☐ Pahang	☐ Pulau Pinang		

Q11. Which part of the China do you come from? _____ (Please specify the name of the city.)

Q12. What is your main purpose or interest of visiting Malaysia? (Please tick one answer only.)

    ☐ Visiting for food   ☐ Visiting for sightseeing

    ☐ Visiting for business opportunity   ☐ Others: _____ (Please specify)

Q13.Please indicate the importance of food in influencing your visit to Malaysia.

    ☐ Not important at all   ☐ Somewhat not important   ☐ Important

    ☐ Not important   ☐ Somewhat important   ☐ Very Important

Q14. Which of the following information source did you use to discover Malaysia food? (You may tick more than one answer.)

    ☐ Internet   ☐ Radio   ☐ Television

    ☐ Word of mouth   ☐ Newspaper   ☐ Others: _____ (Please specify)

    ☐ Travel agency   ☐ Magazine

Q15.Which of the following Malaysian cuisines have you tried before? (You may tick more than one answer.)

Malay Cuisine

☐ Nasi Lemak

☐ Sayur Lodeh and Lontong

☐ Satay

☐ Rendang (Beef, Chicken)

☐ Roti Jala

☐ Dodol

☐ Ikan Bakar

☐ Mee Bandung

☐ Mee Soto

☐ Others: _____ (Please specify)

Chinese Cuisine

☐ Lei Cha

☐ Char Kuey Teow

☐ Bak Kut Teh

☐Hokkien Mee

☐Hainanese Chicken Rice

☐ Claypot Chicken Rice

☐ Har Mee

☐ Yong Tau Foo

☐ Sarawak Mee

☐ Others: _____ (Please specify)

Indian Cuisine

☐ Nasi Kandar

☐ Roti Canai

☐ Murtabak Ayam

☐ Tosei

☐ Tandoori Chicken

☐ Mee Goreng Mamak

☐ Chapati

☐ Naan

☐ Nasi Biryani

☐ Others: _____ (Please specify)

Nyonya Cuisine

☐ Laksa

☐ Nasi Kerabu

☐ Otak-otak

☐ Mee Siam

☐ Rempah Udang

☐ Ondeh

☐ Pulut Inti

☐ Nyonya Chang

☐ Kuih Lapis

☐Others: _____ (Please specify)

Q16.Which of the following types of Malaysian cuisine do you like the most in general? (Please tick one answer only.)

☐ Malay Cuisine ☐ Chinese Cuisine ☐ Indian Cuisine ☐ Nyonya Cuisine

Q17.Which of the following Malaysian fruits do you like to eat? (You may tick more than one answer.)

☐ Durian   ☐ Dragon Fruit   ☐ Banana   ☐ Others: ___ (Please specify)

☐ Rambutan   ☐ Nangka   ☐ Guava

☐ Watermelon   ☐ Duku Langsat   ☐ Starfruit

☐ Papaya   ☐ Mango   ☐ Jambu

☐ Mangosteen   ☐ Pineapple   ☐ Pulasan

Q18.Please indicate which of the following items you have purchased while visiting in Malaysia. (You may tick more than one answer.)

☐ None   ☐ Traditional clothings

☐ Handicrafts   ☐ Souvenirs

☐ Local packed foods   ☐ Others: _____ (Please specify)

☐ Branded apparel products

Section B: Food Images

Please indicate your level of satisfaction regarding each of the areas listed below based on your food consumption experience in Malaysia.

1=Strongly Dissatisfied   *4=Somewhat Satisfied*

2=Dissatisfied   *5=Satisfied*

3=Somewhat Dissatisfied   *6=Strongly Satisfied*

Food and Dining Atmosphere

1.Malaysian food is well-presented	1	2	3	4	5	6
2.Malaysian food is nutritious	1	2	3	4	5	6
3.Quality food service	1	2	3	4	5	6
4.Attractive eating surroundings	1	2	3	4	5	6
5.Clean and safe to consume	1	2	3	4	5	6
6.Quality ingredients	1	2	3	4	5	6

Features of Malaysia Food

1.Variety food choices	1	2	3	4	5	6
2.Variety of cooking methods	1	2	3	4	5	6
3.Variety of ethnic foods	1	2	3	4	5	6
4.Much information on local food	1	2	3	4	5	6
5.Easy to access the eating outlets	1	2	3	4	5	6

Core Food Value

1.Adds to my visiting enjoyment	1	2	3	4	5	6
2.Value for money	1	2	3	4	5	6
3.Reasonable price	1	2	3	4	5	6
4.Malaysia food is delicious	1	2	3	4	5	6

Malaysian Food Specialty

1.A lot traditional foods	1	2	3	4	5	6
2.A lot of local food specialties	1	2	3	4	5	6

<u>Malaysian Food Uniqueness</u>

1.Malaysian food is hot and spicy	1	2	3	4	5	6
2.Malaysian food is original and exotic	1	2	3	4	5	6

<u>Overall satisfaction</u>

1.How satisfied are you with your food

   experience in Malaysia?   1   2   3   4   5   6

Section C: Behavioral intention

Please circle the answer that represents your opinion the most for each of the items given below.

1=Strongly Disagree   *4=Slightly Agree*

2=Moderately Disagree   *5=Moderately Agree*

3=Slightly Disagree   *6=Strongly Agree*

Intention to Revisit

1. I have the intention of returning to Malaysia to savor the food.	1	2	3	4	5	6
2. I would like to try other types of Malaysian food.	1	2	3	4	5	6
3. I consider Malaysia as the first on my list of culinary destinations.	1	2	3	4	5	6
4. I would still revisit to Malaysia even the food prices are higher.	1	2	3	4	5	6
5. The likelihood of visiting Malaysia in the future on my previous food experiences is high	1	2	3	4	5	6

Recommendation

1. I will give a positive culinary experience in Malaysia to my family/friends.	1	2	3	4	5	6
2. I will encourage my family/friends to visit Malaysia (based on my food experiences in the country.)	1	2	3	4	5	6
3. I will highly recommend Malaysian foods to others.	1	2	3	4	5	6

THE END

Thank You for your participation.

All responses will be kept private and confidential.

Appendix 3.2: Questionnaire (Chinese)

<u>第一部分：人口统计资料</u>

请在以下每一个问题填写或勾选最相关的答案。

1. 请问您是否第一次来馬来西亚？ □是　　□不是
2. 请问您的旅程是自由行的还是跟随旅游团？
    □跟随旅游团（请继续回答第三题）
    □自由行（请跳过第三题，然后回答第四题）
3. 请问旅游团是否给您机会去选择自己想要的餐饮？
    □是（若您选择[是]，请继续回答下列问题）
    □不是（若您选择[不是]，问卷就此结束，谢谢）
4. 请问您来过马来西亚几次？
    □ 1　□ 2　□ 3　□ 4　□ 5　□其他：_____（请明确说明）
5. 您的年龄是_____岁
6. 请问您的性别？□男性　　□女性
7. 请问您的月入是多少？
    □ 少过 3000 元　　　□ 3001-5000 元　□ 5001-7000 元　　□ 7001-9000 元
    □ 9001-11000 元　　□ 多过 11000 元
8. 请问您的教育程度？
    □ 小学　　　　　　　□ 学士学位　　　　　　□博士学位
    □ 中学　　　　　　　□ 硕士学位
9. 请问您在马来西亚的旅程有多久呢？_____天
10. 请问您拜访过马来西亚的哪个洲呢？
    <u>西马</u>　　　　　　　　　　　　　　<u>东马</u>
    □柔佛　　　□ 森美兰　　□ 槟城　　□ 沙巴
    □吉兰丹　　□ 彭亨　　　□ 雪兰莪　□ 砂拉越
    □吉打　　　□ 霹雳　　　□ 丁加奴
    □马六甲　　□ 玻璃市
11. 请问您来自中国的哪一个地区呢？_____（请明确说明您来自的地区）
12. 请问您来马来西亚主要的目/兴趣是什么？（您**只能勾选一个**答案）
    □欣赏马来西亚美食　　　　　　□ 欣赏马来西亚风景
    □ 寻找商业机会　　　　　　　　□ 其他：_____（请明确说明）
13. 请说明马来西亚美食对您有多重要以致影响您来马来西亚游玩？
    □**非常不重要**　　　　　□有点重要
    □不重要　　　　　　　　□重要
    □**有点不重要**　　　　　□非常重要
14. 您通过以下哪些來源得知马来西亚的美食？（您可勾选**多过一個个**答案）
    □互联网　　　□收音机
    □口头传达　　□报纸
    □旅游团　　　□杂志
    □电视机　　　□其他：_____（请明确说明）

15. 以下哪种马来西亚美食您曾品尝过？ （您可勾选**多过一个答案。**）

<u>马来美食</u>

☐椰浆饭 (Nasi Lemak)

☐蔬菜咖哩和米糕 (Sayur Lodeh & Lontong)

☐沙爹 (Satay)

☐仁当(Rendang) > (牛 Beef, 鸡 Chicken)

☐网饼 (Roti Jala)

☐糯米糕/多多粿 (Dodol)

☐烧鱼 (Ikan Bakar)

☐万隆面 (Mee Bandung)

☐马来鸡汤面 (Mee Soto)

☐其他：_____ （请明确说明）

<u>华人美食</u>

☐擂茶 (Lei Cha)

☐炒果條 (Char Kuey Teow)

☐肉骨茶 (Bak Kut Teh)

☐福建面 (Hokkien Mee)

☐虾面 (Har Mee)

☐酿豆腐 (Yong Tau Foo)

☐砂拉越面 (Sarawak Mee)

☐海南鸡贩(HainaneseChickenRice)

☐瓦煲鸡贩 (Claypot Chicken Rice)

☐其他：_____ （请明确说明）

<u>印度美食</u>

☐扁担饭 (Nasi Kandar)

☐印度煎饼 (Roti Canai)

☐印度鸡肉煎饼 (Murtabak Ayam)

☐渡世 (Tosei)

☐唐杜里鸡 (Tandoori Chicken)

☐印度炒面 (Mee Goreng Mamak)

☐印度薄饼 (Chapati)

☐印度烤饼 (Naan)

☐印度香饭 (Nasi Biryani)

☐其他：_____(请明确说明)

<u>娘惹美食</u>

☐娘惹叻沙 (Nyonya Laksa)

☐娘惹蓝色椰浆饭 (Nasi Kerabu)

☐乌达 (Otak-otak)

☐星洲米粉 (Mee Siam)

☐香辣虾米糯米饭 (Rempah Udang)

☐香兰 (Ondeh)

☐椰丝糯米糕 (Pulut Inti)

☐娘惹粽子 (Nyonya Chang)

☐千层糕 (Kuih Lapis)

☐其他：_____(请明确说明)

16. 以下哪种马来西亚美食是您最喜欢的呢？ （请**勾选一个答案**）

☐马来美食   ☐娘惹美食

☐华人美食   ☐印度美食

17. 以下哪种马来西亚水果是您最喜欢的呢？ （您可以勾选**多过一个答案**）

☐榴莲   ☐山竹   ☐芒果   ☐**杨桃**

☐红毛丹   ☐火龙果   ☐凤梨   ☐水翁

☐西瓜   ☐**波萝蜜**   ☐香蕉   ☐ 葡萄桑

☐木瓜   ☐卢菇兰撒   ☐**番石榴**   ☐其他：_____ （请明确说明）

18. 请说明您在马来西亚旅游時，会购买以下哪些商品？ (您可勾选**多过一个答案**）

☐无   ☐马来西亚的传统服装

☐手工艺品   ☐纪念品

☐当地土产   ☐其他:_____ （请明确说明）

☐品牌服装

第二部分：食物印象

根据您在马来西亚的食物消费经验，请您对以下每个选项的满意度进行打分：

1=非常不满意	3=有不点满意	5=满意
2=不满意	4=有点满意	6=非常满意

食物和用餐氣氛

1. 马来西亚的食物外观诱人	1	2	3	4	5	6
2. 马来西亚的食物有营养	1	2	3	4	5	6
3. 餐饮服务质量	1	2	3	4	5	6
4. 诱人的饮食环境	1	2	3	4	5	6
5. 清洁与安全食用	1	2	3	4	5	6
6. 有品质的食物配料/材料	1	2	3	4	5	6

马来西亚美食的特点

1. 各种选择	1	2	3	4	5	6
2. 各种烹饪方式	1	2	3	4	5	6
3. 各种民族食品	1	2	3	4	5	6
4. 丰富的当地美食信息	1	2	3	4	5	6
5. 饮食店容易寻找	1	2	3	4	5	6

食物的价值观

1. 加深我的参观印象	1	2	3	4	5	6
2. 物有所值	1	2	3	4	5	6
3. 价格合理	1	2	3	4	5	6
4. 马来西亚的食物很美味	1	2	3	4	5	6

马来西亚美食的特色

1. 丰富的传统美食	1	2	3	4	5	6
2. 各种特色的美食	1	2	3	4	5	6

独特的马来西亚美食

1. 马来西亚的美食偏辣	1	2	3	4	5	6
2. 马来西亚的美食有它的原味性 和独特	1	2	3	4	5	6

整体的满意度

1. 根据您的食物消费经验，您对马来西亚的美食满意度是多少？	1	2	3	4	5	6

第三部分：重游意愿

请您为下列的选项进行打分：

1=非常不同意	3= 有点不同意	5= 同意
2=不同意	4= 有点同意	6= 非常同意

重游意愿

1.我有意愿想返回马来西亚品尝美食。	1	2	3	4	5	6
2.我想尝试其他种类的马来西亚美食。	1	2	3	4	5	6
3.马来西亚是我首选的美食景点。	1	2	3	4	5	6
4.虽然马来西亚的美食价格偏高，但我仍然 会来馬来西亞旅游。	1	2	3	4	5	6
5.在未来的日子，我返回马来西亚的可能性 很高，因为马来西亚的美食给我留下深刻的 印象。	1	2	3	4	5	6

建议

1.我将会把我在马来西亚所得到的饮食经验 分享给我的家人/朋友。	1	2	3	4	5	6
2.我会鼓励我的家人/朋友來馬來西亞旅游。 （依据我在马来西亚所得到的饮食经验。）	1	2	3	4	5	6
3. 针对马来西亚美食，我会给予很 高的评价。	1	2	3	4	5	6

本问卷到此结束。

感谢您的支持与配合。

所有的个人信息将严格保密与保存。

Appendix 4.1: SPSS output: Respondent Demographic Profile

Age

	N	Minimum	Maximum	Mean
Age	186	21.00	56.00	34.7849
Valid N (listwise)	186			

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	107	57.5	57.5	57.5
	Female	79	42.5	42.5	100.0
	Total	186	100.0	100.0	

Income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 300 yuan	13	7.0	7.0	7.0
	3001-5000 yuan	13	7.0	7.0	14.0
	5001-7000 yuan	37	19.9	19.9	33.9
	7001-9000 yuan	47	25.3	25.3	59.1
	9001-11000 yuan	45	24.2	24.2	83.3
	More than 11000 yuan	31	16.7	16.7	100.0
	Total	186	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary school or less	11	5.9	5.9	5.9
	Secondary school	69	37.1	37.1	43.0
	Bachelor's degree	73	39.2	39.2	82.3
	Master	19	10.2	10.2	92.5
	PHD	14	7.5	7.5	100.0
	Total	186	100.0	100.0	

Appendix 4.2: SPSS output: Respondent General Information

Number of visits

	N	Minimum	Maximum	Mean
Number of visits	186	1.00	8.00	2.0645
Valid N (listwise)	186			

Travel period

	N	Minimum	Maximum	Mean
Travel period	186	5.00	30.00	7.9247
Valid N (listwise)	186			

States in Malaysia visited by Chinese tourists

		Responses		Percent of Cases
		N	Percent	
State	Johor	41	6.6%	22.2%
	Kelantan	14	2.3%	7.6%
	Kedah	28	4.5%	15.1%
	Melaka	110	17.8%	59.5%
	Negeri Sembilan	14	2.3%	7.6%
	Pahang	38	6.1%	20.5%
	Perak	49	7.9%	26.5%
	Perlis	10	1.6%	5.4%
	Pulau Pinang	102	16.5%	55.1%
	Selangor	119	19.3%	64.3%
	Terengganu	16	2.6%	8.6%
	Sabah	45	7.3%	24.3%
	Sarawak	32	5.2%	17.3%
Total		618	100.0%	334.1%

Region of Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beijing	20	10.8	10.8	10.8
	Chengdu	19	10.2	10.2	21.0
	Guangzhou	19	10.2	10.2	31.2
	Shandong	23	12.4	12.4	43.5
	Shenzhen	22	11.8	11.8	55.4
	Sichuan	47	25.3	25.3	80.6
	Xi an	36	19.4	19.4	100.0
	Total	186	100.0	100.0	

Main purpose or interest of visiting Malaysia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Visiting for food	82	44.1	44.1	44.1
	Visiting for business opportunity	13	7.0	7.0	51.1
	Visiting for sightseeing	62	33.3	33.3	84.4
	Others	29	15.6	15.6	100.0
	Total	186	100.0	100.0	

Importance of food in influencing Chinese Tourist to visit Malaysia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	3	1.6	1.6	1.6
	Not important	7	3.8	3.8	5.4
	Somewhat not important	9	4.8	4.8	10.2
	Somewhat important	63	33.9	33.9	44.1
	Important	79	42.5	42.5	86.6
	Very important	25	13.4	13.4	100.0
	Total	186	100.0	100.0	

Information source Chinese tourist used to discover Malaysia food

		Responses		Percent of Cases
		N	Percent	
Information source	Internet	165	43.3%	88.7%
	Word of mouth	86	22.6%	46.2%
	Travel agency	37	9.7%	19.9%
	Radio	19	5.0%	10.2%
	Newspaper	21	5.5%	11.3%
	Magazine	27	7.1%	14.5%
	Television	26	6.8%	14.0%
Total		381	100.0%	204.8%

Malaysian cuisines tried by Chinese Tourist in Malaysia
Malay cuisine

		Responses		Percent of Cases
		N	Percent	
Malay cuisine	Nasi lemak	115	21.3%	61.8%
	Sayur Lodeh and Lontong	46	8.5%	24.7%
	Satay	118	21.8%	63.4%
	Rendang (Beef, chicken)	66	12.2%	35.5%
	Roti Jala	31	5.7%	16.7%
	Dodol	32	5.9%	17.2%
	Ikan Bakar	57	10.5%	30.6%
	Mee Bandung	32	5.9%	17.2%
	Mee Soto	44	8.1%	23.7%
Total		541	100.0%	290.9%

Chinese cuisine

		Responses		Percent of Cases
		N	Percent	
Chinese Cuisine	Lei Cha	43	6.0%	23.1%
	Char Kuey Teow	102	14.3%	54.8%
	Bak Kut Teh	125	17.5%	67.2%
	Hokkien Mee	103	14.4%	55.4%
	Hainanese Chicken Rice	127	17.8%	68.3%
	Claypot Chicken Rice	44	6.2%	23.7%
	Har Mee	72	10.1%	38.7%
	Yong Tau Foo	65	9.1%	34.9%
	Sarawak Mee	33	4.6%	17.7%
Total		714	100.0%	383.9%

Indian cuisine

		Responses		Percent of Cases
		N	Percent	
Indian Cuisine	Nasi Kandar	25	6.5%	17.5%
	Roti Canai	108	28.2%	75.5%
	Murtabak Ayam	28	7.3%	19.6%
	Tosei	32	8.4%	22.4%
	Tandoori Chicken	36	9.4%	25.2%
	Mee Goreng Mamak	39	10.2%	27.3%
	Chapati	43	11.2%	30.1%
	Naan	31	8.1%	21.7%
	Nasi Biryani	41	10.7%	28.7%
Total		383	100.0%	267.8%

Nyonya cuisine

		Responses		Percent of Cases
		N	Percent	
Nyonya Cuisine	Laksa	87	24.7%	69.6%
	Nasi Kerabu	35	9.9%	28.0%
	Otak-Otak	57	16.2%	45.6%
	Mee Siam	33	9.4%	26.4%
	Rempah Udang	20	5.7%	16.0%
	Ondeh	37	10.5%	29.6%
	Pulut Inti	27	7.7%	21.6%
	Nyonya Chang	26	7.4%	20.8%
	Kuih Lapis	30	8.5%	24.0%
Total		352	100.0%	281.6%

Types of Malaysian cuisine Chinese Tourist like the most in general

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay Cuisine	60	32.3	32.3	32.3
Chinese Cuisine	86	46.2	46.2	78.5
Indian Cuisine	15	8.1	8.1	86.6
Nyonya Cuisine	25	13.4	13.4	100.0
Total	186	100.0	100.0	

Malaysian fruits Chinese Tourist like to eat

		Responses		Percent of Cases
		N	Percent	
Local fruit[a]	Durian	95	13.2%	51.1%
	Rambutan	47	6.5%	25.3%
	Watermelon	49	6.8%	26.3%
	Papaya	28	3.9%	15.1%
	Mangosteen	82	11.4%	44.1%
	Dragon Fruit	57	7.9%	30.6%
	Nangka	41	5.7%	22.0%
	Duku Langsat	59	8.2%	31.7%
	Mango	55	7.6%	29.6%
	Pineapple	33	4.6%	17.7%
	Banana	34	4.7%	18.3%
	Guava	31	4.3%	16.7%
	Starfruit	41	5.7%	22.0%
	Jambu	36	5.0%	19.4%
	Pulasan	28	3.9%	15.1%
	Others	5	0.7%	2.7%
Total		721	100.0%	387.6%

Items purchased by Chinese Tourist while visiting in Malaysia

		Responses		Percent of Cases
		N	Percent	
Items	None	52	18.6%	28.0%
	Handicrafts	32	11.5%	17.2%
	Local packed foods	71	25.4%	38.2%
	Branded apparel products	27	9.7%	14.5%
	Traditional clothings	32	11.5%	17.2%
	Souvenirs	62	22.2%	33.3%
	Others	3	1.1%	1.6%
Total		279	100.0%	150.0%

Appendix 4.3: SPSS output: Descriptive Statistics

	N	Mean	Std. Deviation
Food and Dining Atmosphere	186	4.8504	.74707
Features of Malaysia Food	186	4.6548	1.04814
Core Food Value	186	4.5780	.96211
Malaysian Food Specialty	186	4.5000	1.07553
Malaysian Food Uniqueness	186	3.7446	1.35790
Overall satisfaction	186	4.8226	.82247
Intention to Revisit	186	4.7591	.73672
Recommendation	186	4.9140	.75838
Valid N (listwise)	186		

Appendix 4.4: SPSS output: Reliability Test

Food and Dining Atmosphere

Case Processing Summary

		N	%
Cases	Valid	186	100.0
	Excluded[a]	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.775	.774	6

Features of Malaysia Food

Case Processing Summary

		N	%
Cases	Valid	186	100.0
	Excluded[a]	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.882	.884	5

Core Food Value

Case Processing Summary

		N	%
Cases	Valid	186	100.0
	Excluded[a]	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.821	4

Malaysian Food Specialty

Case Processing Summary

		N	%
Cases	Valid	186	100.0
	Excluded[a]	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.728	.728	2

Malaysian Food Uniqueness

Case Processing Summary

		N	%
Cases	Valid	186	100.0
	Excluded[a]	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.715	.718	2

Intention to Revisit

Case Processing Summary

		N	%
Cases	Valid	186	100.0
	Excluded[a]	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.825	.824	5

Recommendation

Case Processing Summary

		N	%
Cases	Valid	186	100.0
	Excluded[a]	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.789	.791	3

Appendix 4.5: SPSS output: Pearson Correlation Analysis

Correlations

		Food and Dining Atmosphere	Features of Malaysia Food	Core Food Value	Malaysian Food Specialty	Malaysian Food Uniqueness	Overall Satisfaction	Intention to Revisit	Recommendation
Food and Dining Atmosphere	Pearson Correlation	1	.223**	.121	-.057	.035	.430**	.189**	.165*
	Sig. (2-tailed)		.002	.099	.438	.640	.000	.010	.024
	N	186	186	186	186	186	186	186	186
Features of Malaysia Food	Pearson Correlation	.223**	1	.496**	.187*	.434**	.562**	.266**	.182*
	Sig. (2-tailed)	.002		.000	.011	.000	.000	.000	.013
	N	186	186	186	186	186	186	186	186
Core Food Value	Pearson Correlation	.121	.496**	1	.262**	.273**	.455**	.133	.099
	Sig. (2-tailed)	.099	.000		.000	.000	.000	.070	.177
	N	186	186	186	186	186	186	186	186
Malaysian Food Specialty	Pearson Correlation	-.057	.187*	.262**	1	.489**	.361**	.180*	.092
	Sig. (2-tailed)	.438	.011	.000		.000	.000	.014	.213
	N	186	186	186	186	186	186	186	186
Malaysian Food Uniqueness	Pearson Correlation	.035	.434**	.273**	.489**	1	.530**	.364**	.248**
	Sig. (2-tailed)	.640	.000	.000	.000		.000	.000	.001
	N	186	186	186	186	186	186	186	186
Overall Satisfaction	Pearson Correlation	.430**	.562**	.455**	.361**	.530**	1	.518**	.374**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	186	186	186	186	186	186	186	186
Intention to Revisit	Pearson Correlation	.189**	.266**	.133	.180*	.364**	.518**	1	.637**
	Sig. (2-tailed)	.010	.000	.070	.014	.000	.000		.000
	N	186	186	186	186	186	186	186	186
Recommendation	Pearson Correlation	.165*	.182*	.099	.092	.248**	.374**	.637**	1
	Sig. (2-tailed)	.024	.013	.177	.213	.001	.000	.000	
	N	186	186	186	186	186	186	186	186

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

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix 4.6: SPSS output: Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759ª	.576	.564	.54321

a. Predictors: (Constant), Food and Dining Atmosphere, Features of Malaysia Food, Core Food Value, Malaysian Food Specialty, Malaysian Food Uniqueness

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.030	5	14.406	48.820	.000ᵇ
	Residual	53.115	180	.295		
	Total	125.145	185			

a. Dependent Variable: Overall Satisfaction

b. Predictors: (Constant), Food and Dining Atmosphere, Features of Malaysia Food, Core Food Value, Malaysian Food Specialty, Malaysian Food Uniqueness

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.203	.342		.593	.554
	Food and Dining Atmosphere	.389	.055	.353	7.048	.000
	Features of Malaysia Food	.190	.048	.242	3.943	.000
	Core Food Value	.148	.049	.173	3.035	.003
	Malaysian Food Specialty	.112	.043	.146	2.570	.011
	Malaysian Food Uniqueness	.178	.037	.294	4.845	.000

a. Dependent Variable: Overall Satisfaction