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THE GAME ON 2022:

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Understanding the Factors Influencing Local Food Consumption Among Domestic Tourists In Kota Bharu, Kelantan

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ABSTRACT

Local food in Malaysia is truly unique with all its originality and specialities. The specialities of local food, especially in Kota Bharu Kelantan, researchers are interested in studying the factor influencing Kelantan local food consumption among domestic tourists in Kota Bharu, Kelantan. This research is conducted among people who have experience visiting Kelantan and have eaten local food in Kelantan. This research is studied based on the factors that influence domestic tourists to local food consumption in terms of emotional value, epistemic value and quality value of local tourists. In addition, this study also aims to find out the main reasons why local tourists are attracted to local food in Kelantan. From the study results at the end of the research, the researcher will be able to find out the main factor of local food consumption toward domestic tourists in Kota Bharu, Kelantan. Suggestions will be provided for future research.

Keywords: Domestic tourist, Local food consumption

INTRODUCTION

Tourism is one of Malaysia's largest and most important industries, contributing significantly to the country's economy (Nilashi et al., 2019). Domestic tourism has grown steadily in Malaysia over the last few decades, and it is no surprise that this expanding industry is now one of the country's largest revenue generators. In Malaysia, about 18.6% of expenditure components of domestic tourists came from food & beverage (Domestic Tourist Survey, 2020). Local food in Kelantan is a food that is accepted by the local community with its uniqueness that is interesting and able to influence the development of Kelantan tourism (Syahida & Zainal, 2014). The aroma of the dish in Kelantan is also influenced by the unique combination of many races and civilizations (Hanan & Abd Hamid, 2017). Local food has become a pull factor for tourists to visit a particular destination and is a major contributor to the overall travel experience (Kline et al., 2018).

Emotional value usually affects domestic tourists' evaluations of hospitality products, affecting local food consumption. For instance, according to Ha and Jang (2010), after eating ethnic food, diners who view themselves as gaining emotional value, such as pleasure, enjoyment, excitement and relaxation, are satisfied and willing to return to an ethnic restaurant. Customers' confidence in the greater quality of local foods has an important role in determining their interest in buying local food (Jekanowski et al., 2000). Sweeney & Soutar (2001) mentioned that in today's business environment, quality value is a central component to long-term success and the only factor that expresses customers' actions. Thus, for maintaining tourists' interest, strategies should focus on evaluating the quality of foods and services offered and establishing unique and different food-related-activities (Huang, 2009).

This study aimed to investigate the factors influencing local food consumption among domestic tourists in Kota Bharu, Kelantan. There were three objectives of this research:

1. To determine the relationship between emotional value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.
2. To examine the relationship between epistemic value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

3. To determine the relationship between quality value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

Significant of Study

Tourism Industry

This research is important to the tourism industry because local food consumption has become one of the choices for tourists to travel. The factors influencing local food consumption should make the tourism industry more understand what reasons tourists consume local food in a destination. Hence, the tourism industry should be able to improve the travel plan provided to domestic or foreign tourists.

To Domestic Tourist

Domestic tourism encourages people to travel within their own countries. This is important at major tourist attractions so that visitors feel safe and satisfied, and tourists may stay longer and visit more places. Tourists can also sample the uniqueness of local cuisine in a variety of various settings.

To Researcher

The highlights point here is the benefit of this research paper to all future researchers. This is because future researchers can use this article to learn about domestic tourist behaviour toward local food consumption. Researchers are also allowed to take an important part of some greatest point on this report to improve their ideas and writing skills.

Local Food Restaurant

The local food restaurant owner in Kota Bharu also will benefit from this research. This is because can find the strategy on how to attract the domestic tourists around Malaysia to come to restaurant and identify what type of local food can give domestic tourists more satisfaction. Thus restaurants generate revenue from selling the local food and do some good marketing to promote the local food in Kelantan.

LITERATURE REVIEW

Eating Local Food

According to Mkono et al. (2013), the typology of the visitor experience in terms of food consumption has been examined. Due to the employment of food tourism as a destination marketing technique, the effects of food on the culinary travel experience, tourist satisfaction, and choice of local food have been actively explored (Kim et al., 2013).

Local food acts as a primary channel for tourists to enjoy a destination's culture and evaluate their cultural capital, known as epistemic value (Alom et al., 2019). People that relocate to other regions or countries will maintain their traditional eating habits, tastes of their local food, and local food cooking methods. In Malaysia, Nasi Lemak, Rendang, Nasi Ayam, Laksa, and various other dishes are among the most well-known (Raji et al., 2017). In Malaysia, rice is a staple food and, more specifically, among the Malays. Kamaruzaman et al. (2020) mentioned that rice and its products are widely employed in numerous local meals.

Emotional Value

There one of the factors influencing Kelantan's local food consumption among domestic tourists in Kota Bharu Kelantan is emotional value. Thomson et al. (2005) state that attachment emotions must be distinguished from other constructs associated with it, such as attitude, satisfaction, and brand engagement attitudes and experience is different from the concept of motivation, brand attachment, or customer pleasure. If the experience exceeds expectations, positive emotions will arise and vice versa if the experience does not match the expected level of service. More communication and interaction can strengthen the community.

Emotional value is the affective or emotional benefit that products can provide customers, such as enjoyment, satisfaction, and so on. According to Nambisan & Baron (2010), customer emotional value experience is interactive and relative, and customer emotional experience value is a significant result obtained by customers participating in online community activities. Neural emotional bonding occurs after emotional awakening, in which our brain and nervous system become more active when we are motivated by the experience. As a result, emotionally charged events will last longer in our memory. The brain will remember the emotional component of an experience better than other aspects.

Epistemic Value

One factor that influences Kelantan's local food consumption among domestic tourist in Kota Bharu Kelantan which is epistemic value. Epistemic means the extent that a cognitive process can provide accurate knowledge. Thus, epistemic value is the specific attribute of a theory or cognitive process to provide knowledge. This is because epistemic value has had a positive effect on tourists' healthier eating choices and also gave a positive impact on positively impacted tourist's attitude towards Kelantan local food too (Raza et al., 2021).

Tourists receive epistemic value when tasting Kelantan local food, so they can search for the recommended street food in multiple areas, fulfilling their curiosity to experience the taste and get a closer look at the famous street food at its place of origin and tourist also can know that real Kelantan's cuisine is not same in other's place, especially the place which is not in Kelantan. Thus, by that experience the tourist will know that Kelantan's cuisine in other places is not original, and there are a lot of differences from the real recipe.

Quality Value

The quality value factor also influences Kelantan local food consumption among domestic tourists in Kota Bharu Kelantan. The relationship between expectations and quality could indicate that a consumer's perception of quality is influenced by familiarity and knowledge with the suggestion that if domestic tourists are given more information about local food, they will have more reasonable expectations, resulting in a higher perception of quality. Tourists see restaurants as an important feature of a tourist destination, as places where the food quality, service and physical atmosphere may display local customs and culture, shaping the domestic tourist local food experience (Klag et al., 2003).

Meanwhile, according to Yan et al. (2015), meal quality and service quality were antecedents of a customer's inclination to return to a restaurant serving local food. Nevertheless, Wu et al. (2018) found that the overall quality of the experience impacted domestic tourists' desire to eat local food, especially the desire to revise. As the primary product of commercial food service, food quality plays a significant role in the dining experience and the success of restaurants in tourist areas. According to Uehara & Assarut (2020), in Japan, the perceived quality of the restaurant in Japan on serving local Japanese food is influenced by the authenticity of dishes and ingredients. This shows the food quality on authenticity, price, nutritious and fresher and the aspects that researchers can take to be measured to domestic tourists who eat local Kelantan food.

Research Hypothesis

According to the literature review, independent variables such as emotional, epistemic, and quality value influence Kelantan local cuisine consumption among domestic tourists in Kota Bharu, Kelantan. As a result, the study intended to examine the effect level between these variables. The hypotheses of this study were summarised in the following manner based on the literature discussed:

- H₁** There is the relationship between emotional value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.
- H₂** There is the relationship between epistemic value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

H₃ There is the relationship between quality value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.

Research Framework

Figure 1 below shows the research framework used for this study.

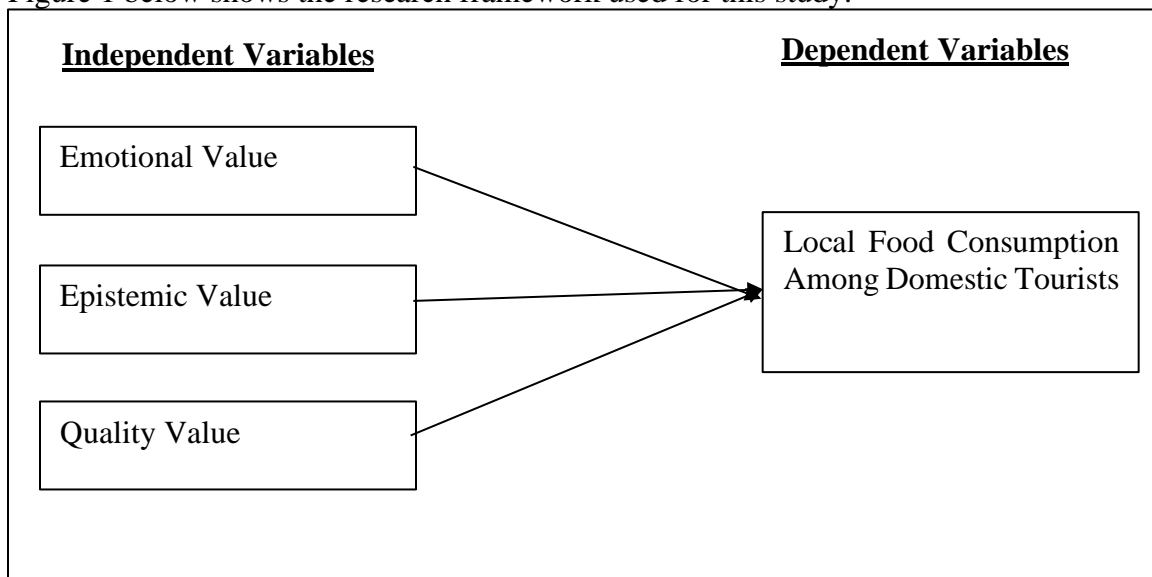


Figure 1: Research Framework

METHODOLOGY

Research Design

This research was conducted quantitatively, which is a structured way of collecting and analyzing data obtained from different sources (SIS International, 2018). The target population in this research was people who had visited Kelantan. There were 385 respondents contributed to the questionnaire, but the data was collected from only 362 respondents who had visited Kelantan.

This questionnaire used the format of multiple choices and 5-point Likert Scales of Agreement. Moreover, the questionnaire was divided into 4 sections which are: screening questions, demographic section, independent variables section and dependent variable section. For screening section the questionnaire requested for filtering the respondents who had been the screening section, the questionnaire requested to filter the respondents who had visited Kelantan. For the demographic section, the questionnaire was requested general information such as gender, age group, races, education level, occupation and marital status. While the independent and dependent variable section, the questionnaire was elaborated such as emotional value, epistemic value and quality value which were examined in this research.

Data Collection

The data collection was conducted using a questionnaire using the Google Form application. The questionnaire link was posted on social media such as WhatsApp, Facebook and Instagram. It was easy and minimized cost way to collect the data.

Sampling

In this study, the convenience sampling was used, one of non-probability sampling due to this sampling technique being quick and simple and there are plenty of things to choose from (Etikan, 2016). This sampling method helped researchers to focus on domestic tourists that have experience eating local food in Kota Bharu, Kelantan. By using convenience sampling, the respondents that the researcher selects will be selected randomly from any Malaysian domestic tourist who has experience visiting Kota Bharu, Kelantan and could answer the questionnaire given.

Data Analysis

In this research, the data analysis used descriptive analysis for screening questions and demographic, a reliability test for independent and dependent variables and Pearson Correlation analysis for the relationship between independent and dependent variables. The data were analyzed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Reason		
Travel	90	24.9
Study	220	60.8
Work	19	5.2
Others	33	9.1
Frequency Visited Kelantan		
Every day	106	44.2
Twice Per Month	8	2.2
Once In Several Month	38	10.5
Once Per Year	48	13.3
Uncertainty	98	27.1
Others	10	2.8
State		
Perlis	14	3.9
Pulau Pinang	23	6.4
Kedah	38	10.5
Kelantan	64	17.7
Terengganu	26	7.2
Pahang	17	4.7
Perak	35	9.7
Negeri Sembilan	12	3.3
Selangor	38	10.5
Melaka	7	1.9
Johor	32	8.8
Wilayah Persekutuan	11	3.0
Sabah	25	6.9
Sarawak	20	5.5
Gender		
Male	168	46.4
Female	194	53.6
Age Group		
18-20	48	13.3
21-25	266	73.5
26-30	25	6.9
31-40	20	5.5
41 and above	3	0.8
Income Level		
Less Than RM 1,000	84	23.2
RM 1,001 To RM 3,000	53	14.6
RM 3,001 To RM 5,000	26	7.2

RM 5,001 To RM 8,000	3	0.8
RM 8,001 And Above	3	0.8
No Income	193	53.3
Race		
Malay	271	74.9
Chinese	51	14.1
Indian	9	2.5
Bumiputera Sarawak	14	3.9
Bumiputera Sabah	16	4.4
Others	1	0.3
Occupation		
Student	283	78.2
Private Sector	29	8.0
Government Sector	39	10.8
Others	11	3.0
Status		
Single	323	89.2
Married	39	10.8

The table showed a high frequency with 220 (60.8%) respondents visiting Kelantan because of study due to there being two public universities in Kelantan. There are 90 (24.9%) respondents who have visited Kelantan because of travel, while there is the lowest frequency with 19 (9.1%) respondents visiting Kelantan because of work. The highest frequency and percentage of respondents who visited Kelantan was 160 (44.2%) respondents who visit Kelantan every day, while the lowest frequency was 8 (2.2%) respondents who visited Kelantan twice per month.

Next, the highest frequency state respondents were Kelantan with 64 (17.7%) respondents, while the lowest frequency state respondents were Melaka with 7 (1.9%) respondents. The frequency and percentage of women is 194 respondents, and the overall percentage is 53.6%. While the frequency of men is 168 respondents, and the overall percentage is 46.4%. In addition, the frequency and percentage of the age group of respondents showed the highest frequency of the respondents is 21-25 years with 266 (73.5%) respondents. Then, the lowest frequency was aged 41 years and above, with 3 (0.8%) respondents. The highest income level was no income with 193 (53.3%) respondents, and the lowest frequency was RM 5,001 to RM 8,000 and RM 8,000 and above with 3 (0.8%) respondents. While the highest frequency of respondents' race was Malays with 271 (74.9%) respondents, there were one respondent from others.

For the frequency and percentage of respondents' occupations, the highest frequency respondent's occupation was a student with 283 (78.2%) respondents. The lowest frequency was others with 11 (3.0%) respondents, including housewives or self-employed. Lastly, it showed the frequency and percentage of respondents' marital status. The highest frequency of respondents' marital status was single, with 323 (89.2%) respondents, while the lowest frequency was married to 39 (10.8%) respondents.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Emotional Value	I think that eating Kelantan food make me feel happy.	4.43	0.73
	I think that eating Kelantan food gives me pleasure.	4.40	0.75
	I think that eating Kelantan food changes my mood positively.	4.29	0.83
	I think that I am fascinated by Kelantan food.	4.41	0.77
	I think that Kelantan food makes me crave it.	4.39	0.78
	I think that eating Kelantan food make me feel excited.	4.38	0.77
Epistemic Value	I think that I want to seek out more information about Kelantan food.	4.23	0.82
	I think that I am more curious about Kelantan food.	4.26	0.82
	I think that eating Kelantan food is a good opportunity for me to learn new.	4.33	0.75
	I think that I want to try more diverse Kelantan food.	4.34	0.74
	I think that my knowledge of Kelantan culture has increased.	4.30	0.75
	I think that I learned 4 dining habits through my Kelantan food experiences (Example: How to eat the food, and how to use utensils).	4.27	0.83
Quality Value	I think that Kelantan food provides a variety of ingredients.	4.45	0.67
	I think that Kelantan food provides appealing flavours.	4.45	0.73
	I think that Kelantan food provides good quality ingredients.	4.36	0.74
	I think that Kelantan food is tasty.	4.48	0.68
	I think that Kelantan food provides a high standard of quality	4.36	0.78
Local Food Consumption Among Domestic Tourists	I love Kelantan food based on the quality.	4.37	0.70
	I love Kelantan food based on my good knowledge about Kelantan food.	4.24	0.77
	I love Kelantan food based on my emotions to eat.	4.27	0.85
	I have eaten Kelantan food before.	4.59	0.68
	Local food in Kelantan is delicious.	4.52	0.73
	I think Kelantan food is good.	4.48	0.72

The mean values for the independent variable, emotional value, were displayed in the table. The item with the highest mean value of 4.43 and the most substantial level of agreement is “I think that eating Kelantan food makes me feel happy.” It reveals that the majority of

respondents agree that emotional value has a significant impact on domestic tourist food consumption. Consuming Kelantan cuisine makes you joyful, excited, and in a good mood.

The mean value of independent value and epistemic value were also shown. The item “I think that I want to try more diverse Kelantan food” had the highest mean value of 4.34, indicating a strong level of agreement. It demonstrates that respondents were fascinated by the history of Kelantan food and also wanted to understand the culture when they ate Kelantan food.

The independent variable's mean value, quality, was shown the lowest mean value of 4.36 for two items, “I think that Kelantan food provides good quality ingredients” and “I think that Kelantan food provides a high standard of quality” strongly agrees. Respondents valued taste, quality ingredients, and cleanliness in Kelantan meals.

The mean value of the dependent variable, local food consumption among domestic tourists, is likewise shown the item “I had eaten Kelantan food before” received the highest mean value of 4.59, for “Local food in Kelantan is delicious” It demonstrates how domestic tourists consume native Kelantan food based on quality, sentiment, and epistemic considerations.

Result of Reliability Test

Table 3: Reliability Test

Variable	Number of Items	Cronbach Alpha
Emotional Value	6	0.937
Epistemic Value	6	0.921
Quality Value	5	0.925
Local Food Consumption Among Domentic Tourists	6	0.868

Table 4.18 showed the reliability analysis results by Cronbach’s Alpha for each independent and dependent variable. The first one, emotional value, had a total of 6 items under it with a Cronbach’s Alpha value of 0.937 with the reliability level of excellent (≥ 0.90). The next independent variable is the epistemic value with 6 items. The Cronbach’s Alpha value for this variable is 0.921. This value falls under the reliability level of excellent (≥ 0.90).

The third independent variable used in this study is quality value, which had 5 items to test, and Cronbach’s Alpha value is 0.925. This value is under the reliability level of excellent (≥ 0.90).

The dependent variable, the local food consumption among domestic tourists, had 6 items, the Cronbach’s Alpha result for this variable is 0.868, which is under the reliability level of good (0.80-0.89).

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H ₁ : There is a significant relationship between emotional value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.	0.825	H ₁ is supported/
H ₂ : There is a significant relationship between epistemic value toward local food consumption among domestic tourists in Kota Bharu, Kelantan.	0.706	H ₂ is supported
H ₃ : There is a significant relationship between quality value toward local food	0.826	H ₃ is supported.

consumption among domestic tourists in Kota Bharu, Kelantan.		
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Table 4 above shows the Pearson Correlation Analysis. Hypothesis one showing a correlation of 0.825, a strong positive correlation between emotional value and local food consumption among domestic tourists. Besides that, hypothesis two showed a correlation of 0.706, a strong positive correlation between epistemic value and local food consumption among domestic tourists. Then, hypothesis three showed 0.826, a strong positive correlation between quality value and local food consumption among domestic tourists.

DISCUSSION AND RECOMMENDATION

Discussions are aimed at solving questions and addressing hypotheses, as mentioned in the first chapter of this study. Based on the study, several recommendations are provided for future researchers: change the methodology sampling from convenient to purposive sampling. Due to purposive sampling, also known as judgement sampling, a participant's purposeful selection based on their characteristics (Ilker Etikan, 2016). It is commonly used in qualitative research to find and pick the most information-rich examples to make the best use of available resources (Patton et al., 2002).

Besides that, future researchers should be concerned with more independent variables other than this study, such as health value, prestige value, price value, and interaction value. This would help gather more information and complete research on factors influencing local food consumption among domestic tourists in Kota Bharu, Kelantan.

CONCLUSION

In conclusion, this research aimed to determine the factor influencing local food consumption among domestic tourists in Kota Bharu, Kelantan. Emotional value, epistemic value and quality were chosen as independent factors to investigate their correlations with the dependent variable, which is the factor influencing local food consumption among domestic tourists in Kota Bharu, Kelantan. 362 respondents aged 18 and up were chosen from all Malaysian states to assess their local food knowledge. Overall, according to Pearson's correlation analysis, the emotional value element received a score of *0.825, followed by epistemic value with *0.706 and quality value with *0.826.

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