

**THE FACTORS DETERMINE FOOD SATISFACTION AMONG  
DOMESTIC TOURISTS:  
THE CASE OF GASTRONOMIC TOURISM  
IN KELANTAN**

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**ABSTRACT**

Measuring food satisfaction among tourists has become more crucial since the gastronomic tourism sector involves travellers' desire to have authentic and unique eating experiences, which is presently a growing trend in the tourism business. As one of Malaysia's most well-known destinations for food tourism, Kelantan was chosen for the study. The purpose of this study is to identify the variables: food related motivation, involvement, perceived value, influencing satisfaction among domestic visitors visiting the state of Kelantan for culinary tourism. This study used a quantitative survey using questionnaires which were distributed among domestic tourists who have experienced tasting local foods in Kelantan. A total of 200 respondents participated to answer all questions in this survey and it was found that food related motivation, involvement, perceived value has effects on food satisfaction. Stakeholders such as the state government and businesses must continue to make efforts to create more appealing local food in order to make tourist destinations more attractive.

**Keywords: Food-related Motivation, Local Food Involvement, Food Satisfaction, Perceived Value, Gastronomic Tourism**

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