



E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**

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Title	Page
Prefece	i
Acknowledgement	ii
Consumer Acceptance of Innovation In Traditional Foods Among Undergraduates' Student	1
The Study on Visitor's Acceptance Of Traditional Malay Food In Malaysia	15
The Study on Tourist Visit Intention Theme Park in Malaysia	29
Factors that influence customer satisfaction in 3star hotels in Kelantan	46
Factors that influence customers satisfaction towards robotic service restaurant in Malaysia	65
The Viral Marketing Role In Directing Customer Purchasing Decision Regarding Food In Tiktok	85
Factors Influencing The Usage Of Online Food Delivery Service Among University Student In Malaysia	104
Measuring Perceived Service Quality Toward Customers Loyalty In Malaysia Fast Food Restaurant	121
The Influencing Factors Of Online Reviews Affecting Customer Visit Intention Towards Food And Beverage Establishment In Malaysia	141
The Influence of Workplace Deviant Behavior Towards Employee Performance in Malaysia Hotel Industry	159
Customer Satisfaction and Willingness to Use Self-Service Kiosk In Genting Highlands Hotel	176
The Influences of Hygiene Attributes Toward Customers' Fear of Covid at Thai Restaurant in Kota Bharu, Kelantan	189
The Antecedent of Brand Love Toward Starbuck in Kuala Lumpur	202
Factors That Influence Customers Satisfaction Toward Fast Food Restaurant In Kota Bharu	214
Intention To Eat Kelantan Traditional Food Among UMK Students At City Campus	222
Customer Satisfaction Towards Service Quality In The Fast-Food Industry At Kota Bharu, Kelantan	243
Student's Behavior Towards Fast Food Restaurant At Universiti Malaysia Kelantan (City Campus)	262
The Acceptance of Street Food Among University Students in Universiti Malaysia Kelantan, City Campus	278
Factors Affecting Consumer Preference To Use Online Food Delivery Services In Malaysia	295
The Influence of Youngster's Satisfaction Towards Hipster Food in Kota Bharu, Kelantan	310
Factors Influencing Visitors Motivations in Attending Food Festival in Malaysia	328
Factors That Influencing Customer's Satisfaction Toward Food Trucks in Kota Bharu, Kelantan	342
Consumer Perception of Food Safety at Restaurant in Kota Bharu, Kelantan	354

Consumer Knowledge, Perception Of Food Image And Acceptance Towards Kelantan Traditional Food	367
Factor Influencing Customer Satisfaction Among Millennials Toward Homegrown Cafe In Kota Bharu	384
Factors Affecting Student Satisfaction to Visit Cafeteria at University Malaysia Kelantan, Bachok	395
Measuring Eco - Tourist Perception, Knowledge, Acceptance And Revisit Intention In Malaysia	408
The Role of Service, Restaurant Environment, Food Quality, Food Hygiene, and Food Pricing Toward Customer Satisfaction On Fast Food Restaurant	428
The Role of Customer Attribute On Customer Satisfaction Toward Restaurant In Kelantan	443
Study of Workplace Environment, Reward and Recognition on Job Satisfaction Among Employees' Malaysian Hotel Industry	455
The Factors That Have Influenced Final Year Students' University Malaysia Kelantan In Pursuing A Career In The Hospitality Industry	470
Customer Satisfaction Of The Airlines In Sultan Ismail Petra Airport, Kota Bharu Kelantan	485
Customer Perception Of Mcdonald's Restaurant Service Quality In Kota Bharu Kelantan	500
The Factors That Affect Customer Satisfaction in Hotels at Kota Bharu, Kelantan	513
University Students Perception Towards Hipster Café In Kota Bharu, Kelantan	525
Factors That Motivate University Malaysia Kelantan's Students To Participate In Cultural Tourism Activities	552
Examining The Perceptions Of Tourism Employees Towards Government Policies For Covid-19 Recovery Process	566
The Factors Determine Food Satisfaction Among Domestic Tourists : The Case Of Gastronomic Tourism In Kelantan	572
The Factors Determine Satisfaction Among Tourist Visiting Sustainable Heritage Tourism Development In Kelantan	592
The Relationship Between Memorable Experience, Travel Satisfaction, and Tourist Expectation on Revisit Intention Among Tourist in Malaysia	611
The Relationship Between Accommodation, Food Quality, and Customer Relations Towards Tourist Satisfaction in Malaysia	627
The Factors Influence Employee Satisfaction Employee Satisfaction In The Hotel Industry	649
The Factors that Influence Tourism Demand in Malaysia	673
Factor Influencing Tourist Satisfaction While Traveling Among Students At Universiti Malaysia Kelantan	692
Factors Determining Young Tourists' Intention To Use	709

Smart Tourism Technology In Kelantan	
Factor That Builds Youth's Intention To Do Adventure Tourism In Kelantan	731
Factors Influencing Intention To Use Smart Mobile Apps Among Local Traveller In East Coast Malaysia	744
The Factors That Influence The Malay Community In The Use Of Accommodation Technology Applications In Kota Bahru, Kelantan	759
Impacts Of Ecotourism Development Toward Quality Of Life Among Local Communities In Dabong, Kelantan	774
Factors That Influence the Increasing Of Stress Among Wellness Student Year 2 In Universiti Malaysia Kelantan, Kampus Kota	791
Perception Of Kuala Terengganu As An Islamic Tourism Destination Among The People That Had Been In Kuala Terengganu	801
The Effect Of Perceived Impact, Social Impact And Environmental Impact On Tourism Development In Sabah, Malaysia Among Indigenous People	822
Analysis Of The Impact On Halal Tourism Towards Tourism Students At Universiti Malaysia Kelantan	835
The Effectiveness of Technology Use Among Tourist Satisfaction in Kelantan	852
Factors Influencing Visitor's Awareness Level And Visitor's Satisfaction Level Towards Safety In Tok Bali, Kelantan	876
The Effect Of Destination Attributes On Tourist Loyalty Aftermath Of The Crisis	900
Exploring Innovation In The Homestay Program	915
Exploring The Potential Of Staycation Making To Travel During And Aftermath Of The Covid-19	930
The Effect Of A Short Vacation On Work Stress Among Tourism Lecturers	944
The Impact Of Memorable Eco-Tourism Experience On Behavioral Intention Among Tourists Who Took Train Trips To Dabong, Kelantan	959
Impact of Event Experience Towards Satisfaction Among E-Sport Events Participant	971
Investigation Of Bundle Event And Visitor Satisfaction A Case Of Bundle Event	985
Factors Influence Kelantan Experience Tourism Among Umk Students	1002
Factors Encouraging Women Participation in Tourism	1018
Intention To Use Metaverse In Teaching Among Universiti Malaysia Kelantan Lecturer	1048
The Relationship Between Adaptive Capacity And Business Performance Among Homestay Operators In Kelantan	1057
Factors That Motivate Student's Willingness To Involve In Volunteer Tourism Programs In Malaysia	1067
The Effect Of Interpersonal Skills Attributes Towards	1087

Motivation To Volunteer Among Youth In Kelantan	
Understanding Success Factor Strengthen Min House Camp As A Community-Based Tourism Product In Kelantan During Post-Covid	1101
Factors Influencing Revisit Intention of Community-Based Tourism in Tok Bali, Kelantan; Tourist Perspective	1122
The Impact Of Service Quality Airqual Model Towards Malaysia Airlines Customers' Satisfaction	1143
A Study on Tourist Satisfaction Towards Ferry Services in Langkawi	1161
Examining Customer Satisfaction Toward Quality Service at Zamburger Hotel: A Quantitative Study	1173
Understanding The Effectiveness of Marketing Communication Towards Tourist Decision-Making to Visit Min House Camp	1188
Factor Affecting Tourist Development In Kelantan After Covid-19	1202
The Factors Influencing The Tourism Development In Genting Highland	1221
The Factors Influencing Tourist Visitation Among Tourists A Case Study In Kelantan, Malaysia	1235
Factor Influencing The Development In Kota Bharu, Kelantan	1254
The Influence Of Smart Tourism Applications On Perceived Destinations Image In Kelantan	1271
Factors Affecting Gen Y Tourists' Purchase Intention Towards Local Food In Kelantan	1284
Factors That Influence Tourists' Intention To Consume Local Food In Kelantan	1296
Push And Pull Factors Of Tourist Participate In Outdoor Adventure Tourism	1310
Factors Influence Tourists' Selecting Melaka As Holiday Destination	1323
Tourist Satisfaction Towards Local Heritage Food In Pulau Pinang	1331
The Factors That Affect Customer Satisfaction On The Quality Of Hotel Service	1339
The Factors Of Selecting Langkawi Island As A Tourist Destinantion: A Conceptual Paper	1347
Factor Affecting Memorable Tourism Experiences Towards Behavioural Intentions of Heritage Tourists	1357
Re-Visiting Community-Based Tourism Intention in Kelantan Malaysia: Insights for Tourists	1367
The Nexus Of Information And Communication Technology (Ict) And Sustainable Tourism Marketing Among Owner's Homestay	1381
Issues Influencing the Use of Smart Tourism Apps Among Malaysia Tourism Stakeholders	1399
A Study of Tourist Satisfaction of Cross-Border Tourism Development in Rantau Panjang, Kelantan	1415

Factors Influencing Destination Loyalty Among Domestic Tourist In Perhentian Island, Terengganu, Malaysia	1434
Factors Influencing the Supply of Pineapples in Johor, Malaysia	1447
Tourist Satisfaction Towards Beach Tourism In Pantai Cahaya Bulan Kota Bharu, Kelantan	1462
Awareness and Knowledge of Social Protection Among Gig Economy Workers in Kota Bharu, Kelantan	1471
Awareness and Knowledge of Right To Disconnect After Work Among Lecturers In University Malaysia Kelantan (KOTA)	1485
Awareness and Knowledge of Academic Burnout Among Students in University Malaysia Kelantan Kampus Kota: A Qualitative Study	1500
Political Awareness And Knowledge Among Student In University Malaysia Kelantan	1539
Factors Influencing Green Restaurant Revisit Intention Among Consumers in Malaysia	1549
Factor Influencing Online Repurchase Intention Among Cosmetic Consumers In Malaysia	1561
Determinants of Consumers Purchase Intention Towards Organic Beauty Products Among Women in Malaysia	1577
Motivational Factors to Consume Organic Food Products Among University Students' in Kelantan	1596
The Exploring Study of Postpartum Depression Prevalence Among Women in Kelantan	1610
The Effect Of Online Gaming On Mental Health, Finance And Academic Performance Among University Student	1624
The Factors Influencing Nurses Mental Health In Hospital Raja Perempuan Zainab II (HRPZ II)	1632
Fast Food Consumption Among Teenagers in Pengkalan Chepa	1653
Customer Satisfaction With Traditional & Complementary Medicine Among Community in Pengkalan Chepa, Kelantan	1665
Unhealthy Lifestyle Among Youth in Kedah And Johor	1682
The Factors That Influence Sleep Quality Among Students Universiti Malaysia Kelantan (UMK), City Campus	1693
Mental Health Among Students of the Universiti Malaysia Kelantan, Kampus Kota	1709
The Factor That Influence the Daily Diet among Wellness Student in Universiti Malaysia Kelantan, Kampus Kota	1716
Weight Management of Obesity Among Student In Universiti Malaysia Kelantan	1732
Factors Affecting Stress Among First-Year Students Fakulti Hospitaliti, Pelancongan & Kesejahteraan (FHPK) At Universiti Malaysia Kelantan	1748
Factors Influencing Fast-Food Consumption Among Students at Universiti Malaysia Kelantan, City Campus	1760
Factors Influencing Eating Habits among Wellness Students at Universiti Malaysia Kelantan	1775

Factor Affecting Mental Health Among 3rd Year Student at University Malaysia Kelantan, City Campus	1788
Identifying The Challenges and The Level of Effectiveness of Campus Wellness Initiatives Among Students and Staff in UMK City Campus	1801
Assessing The Post-Service Experience Towards Emotional Impacts On Spa-Goers in Kota Bharu, Kelantan	1816
Exploring Success Factors Influencing The Effectiveness of Wellness Initiatives Activities in The University	1834
Customer Satisfaction with Traditional and Complementary Medicine (TCM) Services	1850
Adopting A Healthy Lifestyle: It's A Choice	1860
The Involvement in Physical and Fitness Activities Among Community in Malaysia	1872
Preferences of Fast-Food Selection Among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus	1884
Unhealthy Lifestyle Factors Among Wellness Students at UMK City Campus	1896
Student's Motivation After Returning to University Malaysia Kelantan City Campus	1910
The Association Between Family Values and Coping Skills Toward Depression Among 3U11 Students	1923
Relationship Between Traditional Postnatal Care Services Utilization and Emotional Status Among Women	1936
The Association Between Parental Emotional Styles and Emotional Problems Among Preschool Children	1946
Factors Influencing the Demand for Halal Foods Purchase Intention in Kelantan	1959
Determinants of Purchase Intention of Online Shopping Platforms	1980
Factors Influencing the Intention to Use Fitness Apps Among Generation Z	2004
Fast Food Consumption Among University Students: A Comparative Study Between University Malaysia Kelantan (UMK) Pengkalan Chepa and Institut Pendidikan Guru (IPG) Students	2037
The Factors That Influence Physical Activity Involvement Among Universiti Malaysia Kelantan (UMK) Kampus Kota Students	2051

The Relationship Between Accommodation, Food Quality, and Customer Relations Towards Tourist Satisfaction in Malaysia

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ABSTRACT

Tourist satisfaction measurement has become an important issue in the tourism industry because this industry necessitates a high level of interaction between contact personnel (frontline employees) and tourist, and because quality perceptions are primarily based on the performance of subjective (intangible) criteria. Thus, the amount of satisfaction with services provided by tourists may have a direct towards on the level of satisfaction with services provided by tourists. The purpose of this study is to assess the relationship between accommodation, food quality, customer relations and tourist satisfaction. The debate is based on the findings of a study of Malaysian tourists. The purpose of this research is to examine the relationship of accommodation, food quality, and customer relations between tourist satisfaction among local tourist in Malaysia. It is discovered accommodation, food quality, and customer relations were that affected tourist satisfaction among local tourist in Tourism Industry Malaysia. The local tourist around the Peninsular of Malaysia were targeted respondents and a total of 256 respondents were successfully responded through the online survey. Data collected was analysed by using Statistical Package for Social Science (SPSS) version 29.0.

Keywords: Tourist Satisfaction, Tourism Industry, and Local Tourist.

INTRODUCTION

Many countries rely on this thriving industry for money, jobs, private-sector growth, and infrastructure development. Tourism expansion is encouraged in developing countries when manufacturing or natural resource exporting are financially unfeasible.

There are various and diverse reasons why people wish to travel. The rising ease of access to the many components of the travel experience has led to tourism's fast development in a short period of time. Many countries now offer affordable transportation to, from, and within previously inaccessible regions. Major cities, resort areas, near airports and major thoroughfares, and rural areas offer high-quality lodging and food at various prices. The contemporary travel industry owes its ability to provide secure, agreeable, and gratifying travel experiences to

proficient travel enterprises and excursion organisers, promotional efforts by governmental tourism bureaus, and state-of-the-art technological advancements that expeditiously link tourism elements for prospective voyagers.

This study investigates the link between tourist satisfaction and accommodation, food quality, and customer relations. The growing prosperity of nations such as Taiwanese, S. Korea, and Malaysia, as well as the vast populations of China, India, and Indonesia, are driving the rapid growth of tourism in Asia. Verdict provides the top five tourism locations in Asia Pacific in 2022, according to Global Data, based on tourist arrivals, traveler demand, and flow databases.

According to Global Data, in 2022, China will receive 43.4 million international tourists, making it the most popular destination in Asia. According to Global Data's traveler demands and flows database, Hong Kong, Macao, and Taiwan are forecast to be China's most important source markets in 2022. According to Global Data's 2022 travelers demands and flows database, 26.6 million tourists will visit Thailand, the second-most popular Asia Pacific destination. Global Data predicts that China, Malaysia, and India will be the most significant source markets for the destination.

There are three objectives of this research:

1. To investigate the link between accommodation and tourist satisfaction in Malaysia.
2. To examine the connection between food quality and tourist satisfaction in Malaysia.
3. To examine the link between customer relations and tourist satisfaction in Malaysia.

SIGNIFICANCE OF THE STUDY

Researchers

The study's outcome will aid researchers in assessing the correlation between three factors - accommodation, food quality, and customer relations - and the satisfaction of local tourists in Malaysia. The findings of this study will assist researchers in gaining a better understanding of the factors that impact the satisfaction of local tourists with e-hailing services.

Owners

This study aims to gather information on individuals' satisfaction with services. This study aims to evaluate the quality of accommodation, food, and customer relations to understand the types of behaviours that may arise when using these services. It is important to understand the behaviour of customers and their decision-making process when using services, whether as individuals or as a group. Gathering data will help owners understand the factors that influenced their purchase of a service.

Tourism sector

The data will provide valuable insights to the tourism sector regarding how people make decisions when purchasing tourism products and services, as well as the factors that can influence their decision-making process. The outcome will allow the tourism sector to enhance their management and effectively convince people to buy their tourism services. These studies help the tourism sector understand what factors are important in making usage decisions. This study contributes to the development of tourism planning.

LITERATURE REVIEW

Accommodation

Accommodation pertains to the various lodging options that are accessible to tourists, such as hotels, motels, resorts, bed and breakfasts, and vacation rentals. The standard of lodging can greatly influence the overall experience of a tourist. Tourists are more likely to have a positive experience if the accommodations are clean, comfortable, and well-maintained. Conversely, if the lodging is unclean, uncomfortable, or inadequately maintained, it is probable that travellers will have an unfavourable experience (Gerwe et al., 2021).

Accommodation is supplied to meet the needs of tourist who are traveling, such as a place to stay or a temporary dwelling. Tourist accommodation is made up of two distinct components. Supply and demand are the two components. It demonstrates that tourist accommodation relates to who provides services to tourists or tourism customers (Silaban et al., 2019).

Food Quality

It is important to emphasise that food and drinks are essential components that tourists must consume. The quality of food can potentially enhance a tourist's interest in a particular location and prompt them to reevaluate their selection criteria. It has been discovered that the quality of food is a determining factor in the perceived value of tourism. This is because food quality affects not only tourist satisfaction, but also other aspects related to it (Richards et al., 2021).

The important factor in tourist satisfaction is the variety and quality of food provided by fast food businesses. Price and product quality are two criteria recognized as related to tourist satisfaction. Food quality towards tourist impressions of food and their purchasing decisions. The quality of food has been identified as the most important factor in determining the ratings of different types of establishments by tourists. To ensure that the expectations of tourists are met and that they are satisfied, it is essential to use high-quality food (Uslu et al., 2020).

Customer Relations

Customer relations are also a critical aspect of the tourism industry. Effective communication, responsiveness to customer needs, and providing a personalized experience can help create loyal customers who return time and again. Having staff members who are friendly, knowledgeable, and responsive to customers' needs can greatly contribute to establishing a positive reputation for a business. Establishing strong customer relationships can result in favorable reviews and recommendations, ultimately drawing in new customers (Stojiljkovi et al., 2019).

As the growth of tourism and customer relations has become a crucial aspect for all businesses, the marketing approach of customer relationship development has been extensively researched. The absence of hesitancy in delivering positive feedback to a product, the preservation of client connections, the convenience of sale, and the speed with which items are promoted all indicate a tourist loyalty to that product (Pambudi et al., 2021).

Tourist Satisfaction

The concept of tourism is commonly used in tourism marketing literature (Nasir et al., 2021). Definition of Tourist satisfaction Tourist satisfaction pertains to the degree of gratification or satisfaction that a tourist encounters during their travel experience. It is a subjective evaluation of the overall experience, including various factors such as accommodation, transportation, attractions, food, and customer service. The satisfaction of tourists is influenced by their expectations before travelling, the actual experience they have during their trip, and the comparison they make between the two. Tourist satisfaction is an essential measure of the success of the tourism industry, as it can impact tourists' decision to return to a destination or recommend it to others (Pai et al., 2020).

Accommodation is an essential element of a tourist's overall travel experience and can significantly impact their level of satisfaction. Room Quality. The quality of the room is a crucial factor that can significantly impact a tourist's satisfaction level. The level of cleanliness, comfort, size, and available amenities in a room can significantly affect a tourist's overall satisfaction. Staff Service. The staff's quality of service is also a crucial antecedent of tourist satisfaction. Friendly and helpful staff can make a significant difference in a tourist's experience, while rude or unhelpful staff can leave a negative impression (Nisar et al., 2020).

The relationship between accommodation, food quality, and customer relations toward tourist satisfaction in Malaysia

The correlation between accommodation and tourist satisfaction. The location of accommodation can also impact tourist satisfaction. Tourists may be more satisfied if their accommodation is conveniently located near tourist attractions or other amenities. Tourist satisfaction is the level of service provided by accommodation providers. Friendly and helpful staff, personalized attention, and efficient check-in and check-out processes can all contribute to a positive experience for tourists. On the other hand, poor service, rude staff, or long wait times can lead to dissatisfaction. The quality of accommodation can have a significant impact on tourist satisfaction. Tourism businesses should prioritize high-quality accommodation and customer service to ensure that tourists have positive experiences and are more likely to return in the future (Biswas et al., 2020).

The correlation between accommodation and tourist satisfaction. The quality of food is a crucial aspect that can significantly affect the satisfaction of tourists, especially in the tourism industry. Tourists often seek out local cuisine and dining experiences as an important part of their travel experience, and the quality of food and dining options can influence their overall satisfaction with their trip. When tourists have access to high-quality food options that meet their expectations, they are more likely to have positive feelings about their destination and their trip. Good quality food can enhance the overall experience of travel and create lasting memories for tourists (Kala et al., 2020).

The correlation between accommodation and tourist satisfaction. Effective customer relations can also impact tourist satisfaction in other ways. For example, businesses that actively seek feedback from customers and make changes based on that feedback are more likely to meet customers' needs and expectations, leading to increased satisfaction. Likewise, offering personalized experiences and creating a sense of community can help tourists feel valued and appreciated, which can contribute to higher levels of satisfaction (Khan et al., 2022).

Research Hypothesis

For a hypothesis to be considered valid, it must be both testable and realistic, while also considering current knowledge and methodologies. A hypothesis is a prediction or explanation of a relationship between two variables. It suggests that an independent variable and a dependent variable have a systematic connection. As a result, the research suggests:

H1: There is a relationship association between accommodation and tourist satisfaction.

H2: There is a relationship Food quality correlates positively with tourist satisfaction.

H3: There is a relationship Customer relations correlate positively with tourist satisfaction.

Conceptual Framework

The conceptual framework for this research is seen in Figure 2.1. The three factors that make up the independent variable that will be proposed are accommodation, food quality, and customer relations. Local tourist satisfaction in Malaysia is the dependent variable.

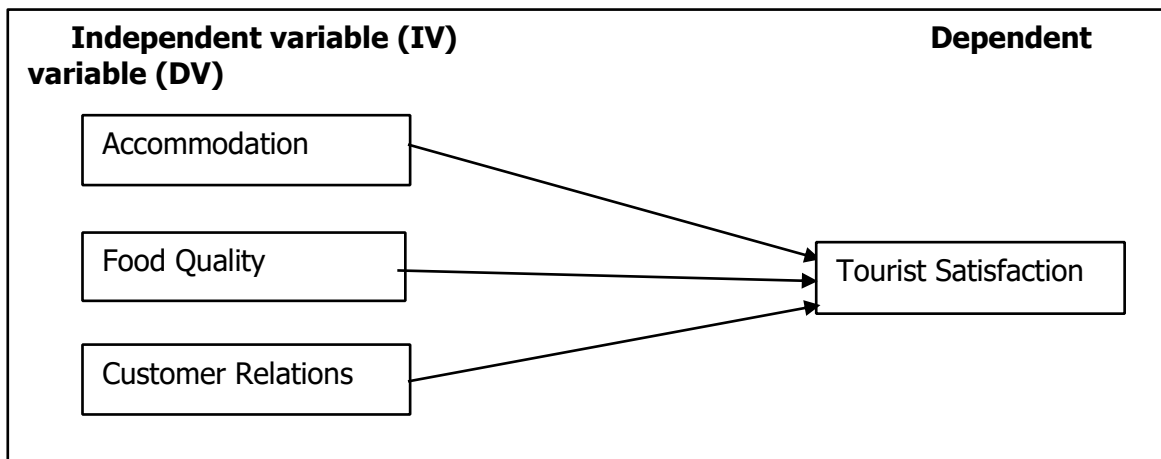


Figure 2.1: Conceptual Framework of accommodation, food quality, and customer relations toward Tourists' Satisfaction.

METHODOLOGY

Research Design

The study's design incorporates the factors that impact tourist satisfaction among local tourist in Malaysia. A quantitative technique will use in this study, and data will collect from individuals using a self-directed questionnaire. The relationship between accommodation, food quality, customer relations, and tourist satisfaction among local tourist in Malaysia is the subject of a descriptive study. The descriptive study design assists in answering the research questions and achieving the research objectives.

Population and sample size

Overall, the population including the international and domestic tourist is 231.3 million. The research population of this study only involves local tourist in Malaysia. The target population for local tourist is 131.66 million. To determine the sample size, Krejcie and Morgan (1970) sample was used in this study. Krejcie & Morgan (1970):

S = sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841) N = the population size of domestic tourist in a year

P = the population proportion (assumed to be 0.5 since this would provide the maximum sample size)

d = the degree of accuracy expressed as a proportion (0.5)

$$S = \frac{x^2NP(1-P)}{d^2(N-1) + (x^2P(1-P))}$$
$$S = \frac{3.841(2054000000)(0.5)(1-0.5)}{(0.05)^2(2054000000-1) + 3.841(0.5)((1-0.5))}$$
$$S = \frac{1972353500}{5135000.958}$$

$$S = 384.099$$

$$S = 384$$

The exact amount of sample size for the population are 384 but the return of the questionnaire answered by respondents collected the data for 256 respondents.

Data Collection

The data collection method utilised in the initial stage of this study involved online surveys administered through Google Forms. The researcher chose to use this platform of technology tools because it is both free and user-friendly. It also makes it easier for the researcher to collect all the data from tourists who are local to the area. The second stage of data collection involved conducting fieldwork. The questionnaire was utilised as the primary instrument for data collection in this study. There are six sections in the questionnaire that require respondents to provide answers. A questionnaire was distributed among the local tourists in Malaysia to collect data.

Sampling

Csikszentmihalyi et al., (2014) Sampling is a technique for obtaining data in academics to learn regarding a particular population by studying the findings of a sample of people rather than focusing on some specific individuals. Probability sampling and non-probability sampling are the two major sample methodologies used in this study. Random samples are used in probability sampling, enabling important inferences more about overall demography to be drawn. Non-probability sampling is frequently related with qualitative research and the construction of research articles. The non-probability approach, for example, a simple sampling method, was chosen as the sample design in this investigation. Facility sampling is a sampling strategy that involves selecting participants from a target group based on specific criteria, such as accessibility, geographic location, capacity at a given time, or willingness to participate. This method is non-probability or non-random in nature.

Research Instrument

The items measuring the chosen research constructs were adopted from prior related research in the field of tourism consumer behaviour.

Table 1: Measurement items

Measurements	Number of items in the questionnaires	Scales used	Author
Section A: Demographic information	6	Adapt	
(Dependent Variables) Section B: Tourist satisfaction	5	Adopt	Khan et al., (2020)
(Independent Variables) Section C: Customer Relations	5	Adopt	Stojiljkovi et al., (2019)
(Independent Variables) Section D: Food Quality	5	Adopt	Jeaheng et al., (2020)
(Independent Variables) Section E: Accommodation	5	Adopt	Gössling et al., (2021)
Total	26		

Data Analysis

The primary data will be examined by researchers using the Statistical Programmers for Social Science (SPSS) version 29.0. SPSS is a program-based data processing and analysis window that allows you to create tables and pie charts. Computers aided researchers in lowering the effort required to determine information and making quantitative analysis easily and quickly. The researcher uses descriptive statistics, reliability statistics, Pearson's correlation, and regression to evaluate quantitative data.

FINDINGS

Demographic Profile of Respondent

Research Instrument

The items measuring the chosen research constructs were adopted from prior related research in the field of tourism consumer behaviour.

Table 1: Measurement items

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(Independent Variables) Section D: Food Quality	5	Adopt	Jeaheng et al., (2020)
(Independent Variables) Section E: Accommodation	5	Adopt	Gössling et al., (2021)
Total	26		

Table 2: Demographic Profile of Sample

Characteristics	Frequency	%	
Gender	Male	91	35.55
	Female	165	64.2
Age	18-20 years old	15	6.4
	21-30 years old	115	45.1
	31-40 years old	95	36.2
	41-50 years old	28	10.9
	51 and above	3	1.4
Race	Malay	157	61.4
	India	68	26.5
	Chinese	31	12.1
Occupation	Student	91	35.7
	Governments	13	5.1
	Private Sector	129	50.3
	Freelancer	8	3.1
Travel Frequencies	Self-employed	15	5.8
	1-2 Times	78	30.4
	3-5 Times	113	44
Travel Period	More than 5 Times	65	25.6
	Public Holiday	108	42.4
	Semester Break Weekends	42	17.9
	Anytime	102	39.7

The respondent profile is summarized in Table 2. The total number of respondents for male was 91 respondents while the number of females was 165 respondents. The highest percentage of respondents was age from 21-30 years old which have (45.1%), second highest is the age range 31-40 which have (36.2%), third is 41-50 years' old which has (10.9%), fourth is 18-20 years old which was (6.4%), and the last is age range below 50 years' old and above which have (1.4%).

There were 256 respondents who consist of Malay (157 respondents), India (68 respondents), and Chinese (31 respondents) had responded to the questionnaire. The highest percentage of respondents was Malay (61.4%) and follow by Indian respondents which have 26.5%, third is Chinese respondents who have 12.1%.

Next, the total number of respondents for student was 91 respondents and 35.7%, the respondent for governments was 13 respondents and 5.1%. The questionnaire was completed by 3.1 % of those is freelancer (8 respondents). 5.8 % (15 respondents) of self-employed have responded. The highest respondents were 50.3 % (129 respondents) is private sector.

Furthermore, there were 30.4 % (78 respondents) who had travel frequencies for 1-2 times who answered the questionnaires. The highest were 44 % (113 respondents) who had travel more, and the lowest were 25.6 % who had travel is (65 respondents). Moreover, public holiday had the greatest percentage of responders (42.4%). (108 respondents). The questionnaire was completed by anytime travel period by 39.7% (102 respondents). Semester break weekends had the lowest participation rate, at 17.9 % (45 respondents).

Reliability Test

A reliability system is used to assess a system's overall stability and performance over a particular period and under various testing situations. The pilot test was conducted with 30 people before being circulated to 256 people via an internet survey.

Table 3: Results of Reliability Test

Variable	Number of items	Cronbach's Alpha coefficient	Strength of Association
Accommodation	5	0.905	Excellent
Food Quality	5	0.917	Excellent
Customer Relations	5	0.904	Excellent
Tourist Satisfaction	5	0.905	Excellent

Cronbach's Alpha Coefficient values for the independent and dependent variables in this study are shown in Table 3. We may deduce from the table above that all the variables were more than 0.9. Consequently, the conclusion presented is reliable and may be accepted in this study. The accommodation variable that impacted tourist satisfaction among local tourists in Malaysia was measured using 5 questions, and the Cronbach's Alpha result for this section's question was 0.905, which was excellent. As a result, the coefficients derived for the accommodation variable questions were reliable.

Following that, there were five questions in assessing the food quality variable that affected tourist satisfaction among local tourist in Malaysia, and the result was 0.917, which is considered excellent. As a result, the coefficients calculated for the food quality variables were reliable.

Five questions were utilised to measure the dependability variable that affected customer relations among local tourist in Malaysia, and the outcome for this section's question was 0.904, which was outstanding. As a result, the coefficients produced for the reliability variable questions were reliable.

Finally, five questions were utilised to assess tourist satisfaction among local tourist in Malaysia, and the Cronbach's Alpha result for this section's question was 0.905, indicating excellent. As a result, the coefficients derived for these questions in assessing tourist satisfaction among local tourist in Malaysia were also reliable. Since the Cronbach's Alpha charge for the variables exceeded 0.7, it may be concluded that surveys are extremely trustworthy and that the study can proceed.

Descriptive Analysis

This study has analysed the mean and standard deviation for section C, D, E and F of the questionnaires.

Table 4: Descriptive Statistics

Variables	N	Mean	Standard Deviation
Accommodation	256	8.9695	1.42030
Food Quality	256	7.8672	1.65859
Customer Relations	256	9.0977	1.15904
Tourist Satisfaction	256	8.2695	1.42030

Table 4 displays on the independent variable and dependent variable, the mean and standard deviation analysis. Accommodation factor, food quality factor, and customer relations factor was independent variable while dependent variable was tourist satisfaction among local tourist in Malaysia. The highest mean value was customer relations, which is 9.0977, where respondents agreed more on this factor. Meanwhile, the lowest mean value was food quality factor, which is only 7.8672, where in this study the respondents agreed lower for that variable. The data set with the standard deviation of more than 1 out of 256 respondents shows the more dispensing values.

Pearson Correlation

One of the most important analyses that examined the linear relationship between the two variables was Pearson's correlation analysis. The goal of this study was to see if there were any relationships between the independent variables (accommodation, food quality, and customer relations) and the dependent variable (tourist satisfaction). If the relationship is substantial, the researchers must determine what degree of association strength is acceptable.

Hypothesis 1

H₁: There is relationship between accommodation factors and tourist satisfaction among local tourist in Malaysia.

Table 5: Correlation coefficient for accommodation factors and tourist satisfaction local tourist in Malaysia.

		Tourist Satisfaction		Accommodation	
Tourist Satisfaction	Pearson correlation	1		0.752**	
	Sig. (2-tailed)			0.000	
	N	256		256	
Accommodation	Pearson correlation	0.752**		1	
	Sig. (2-tailed)	0.001			
	N	256		256	

Table 5 shows the Pearson correlation coefficient, the significant value, and the total number of respondents (256). The p-value was 0.001, which was the same with the 0.01 level of significance. The accommodation and tourist satisfaction exhibited a high positive link with a correlation value of 0.752.

Hypothesis 2

H₂: There is relationship between food quality factors and tourist satisfaction among local tourist in Malaysia.

Table 6: Correlation coefficient for food quality factors and tourist satisfaction among local tourist in Malaysia.

		Tourist Satisfaction		Food Quality	
Tourist Satisfaction	Pearson correlation	1		0.778**	
	Sig. (2-tailed)			0.000	
	N	256		256	
Food Quality	Pearson correlation	0.778**		1	
	Sig. (2-tailed)	0.000			
	N	256		256	

Table 6 shows the Pearson correlation coefficient, the significant value, and the total number of instances (256). The p-value was 0.001, which was same with the 0.01 level of significance. The correlation value of 0.778 revealed a high positive relationship between food quality and tourist satisfaction.

Hypothesis 3

H₃: There is relationship between customer relations and tourist satisfaction among local tourist in Malaysia.

Table 7: Correlation coefficient for customer relations and tourist satisfaction among local tourist in Malaysia.

		Tourist Satisfaction	Customer Relations
Tourist Satisfaction	Pearson correlation	1	0.826**
	Sig. (2-tailed)		0.001
	N	256	256
Customer Relations	Pearson correlation	0.826**	1
	Sig. (2-tailed)	0.001	
	N	256	256

Table 7 shows the Pearson correlation coefficient, significant value, and case count of 256. The p-value was 0.001, which was same with the 0.01 level of significance. With a correlation value of 0.826, there was a high positive link between customer relations and tourist satisfaction.

Table 8: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.001	Accepted	0.752	High Positive
2	0.001	Accepted	0.778	High Positive
3	0.001	Accepted	0.826	High Positive

Researchers used Correlation Analysis to determine the linear relationship between the two variables that were indicated as the study's goals. Table 8 shows the results of the Correlation Analysis, which revealed a strong positive association between accommodation, food quality, and customer relations. In addition, there is a strong link between accommodation, food quality, customer relations among local tourist in Malaysia.

DISCUSSION & RECOMMENDATION

The study analysing the relationship between accommodation, food quality, customer relations, and tourist satisfaction. The purpose of this study is to determine the relationship between accommodation, food quality, customer relations, and tourist satisfaction among local tourists in Malaysia.

This study suggests that more research on local tourist travel in Malaysia conducted, because this research was limited to Malaysian visitors, it was unable to draw any conclusions. The results of this study may differ if it is extended to international visitors in Malaysia. As a result, instead of focusing just on local tourists, other tourists were otherwise expected to answer out surveys.

Additionally, this study solely considers of three characteristics that influence tourist satisfaction with accommodation, food quality, customer relations, among local tourist in Malaysia. Nevertheless, this study may be overlooking other crucial aspects that impact tourist satisfaction among local tourist in Malaysia. Consequently, future researcher's may propose additional variables, such as transparency factors, to test their new discovery.

The study is then reduced to 256 samples, which may be utilised to define the target population. According to Krejcie and Morgan (1970), if the amount is sufficiently reliable, higher sample sizes might be applied to analyse millions of Malaysian tourists. Consequently, to improve the validity and reliability of their investigations, future researchers should raise their sample size.

Furthermore, rather than respondent responding a scale online survey questionnaire, uses an interview method construct open-ended questions to respondents. Researchers may receive a high interview response rate, and uncertainties or partial answers can be pursued on straight away. Consequently, these strategy will eliminate misunderstanding and considerably to improve study findings.

Finally, future researchers should be undertaken to remain up to date on variables that might impact tourist satisfaction with accommodation, food quality, and customer relations. It is feasible to assess the factors that influence tourist satisfaction, which may assist business owners in implementing more successful marketing tactics. Academics in the future might create a unique framework for analysing tourist satisfaction with tourism industry. Because client happiness with e-hailing services is variable, regional surveys must be conducted to measure customer satisfaction.

CONCLUSION

In conclusion, the researcher must clearly state the study's goal in relation to this chapter's problem. This study investigates how accommodation, food quality, and customer relations impact the satisfaction of local tourists in Malaysia. The research framework has been developed based on the literature that has been reviewed. The researcher wanted to see how each element related in the dependent variables and the independent variables.

This research examines the correlation between accommodation, food quality, and customer relations and how they impact the level of satisfaction among local tourists in Malaysia. Research goals have been accepted, it's aimed to examine the relationship between accommodation, food quality, and customer relations that influence tourist satisfaction among local tourists in Malaysia. The joy of local tourists in Malaysia can be affected by factors such as accommodation, food quality, and customer relations. Predictions can be made about the impact of these factors on tourist satisfaction.

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