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Factors Affecting Gen Y Tourists' Purchase Intention Towards Local Food In Kelantan

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ABSTRACT

Malaysia's mixed race has created a variety of local food according to race and culture with reasonable prices, and make these places a suitable place for tourists especially in Kelantan. Kelantan is famous for its culture, heritage and nature. Gen Y is the first generation that does not require an authority figure to gain access to information, resulting in a distinct and advanced workforce The research aim to analyses the relationship between food quality and purchase intention of Gen Y tourists' towards local food in Kelantan. A set of questions was employed to collect information in order to obtain all of the essential inputs to carry out this study and analysed with SPSS data analysis software. The four independent variables were found to be statistically significant and to have a positive linear relationship. Food quality, service quality, price, and restaurant environment all had a substantial impact on Gen Y tourists' purchase intentions.

Keywords: Gen Y Tourists', Local Food, Purchase Intention

INTRODUCTION

Food and tourism have an inseparable relationship and the food is a significant source of tourism. (Henderson, 2004; Quan and Wang, 2004). It is important to supply energy to the body and when all travellers should eat when travelling, food may be the major draw and number one motivator for some people, which fulfils a variety of physiology and different desires (Tikkanen, 2007). Furthermore, food provides pleasure and entertainment for social purposes. This topic has attracted the attention of researchers who also consider one of the links between food manufacturing and marketing plans. Every traveller definitely needs a more relaxed and calmer attitude, but they have to decide what and where to eat outside of their home area. So, feeding and tasting national and authentic food is a great choice for a vacation.

Sometimes the experience of tourists hearing expressions in the community about products from various sources such as social media or websites also influence their purchase of the food. With that, the effect of local food knowledge needs to be studied so that its influence on customer purchase preferences can be seen. Buying the same product every day sometimes also makes users bored. According to Choe and Kim (2018), local food effortlessly draws the interests of tourists if it is prepared with widely recognised ingredients and methods and accompanied by explanations that are appropriate to their level of knowledge. Therefore, feedback and unique experiences need to be known to develop the intention to purchase local food.

Local food is recognized as an important factor in the selection of tourist destinations as well as a key component in tourist satisfaction and experience (Warshawsky and Vos, 2019). In this case, it should be known that the food industry in Malaysia has been faced with an increasing number of competitions. Although it is well-known among the local community itself, the variables that influence the intention to buy local food are still underexplored, especially in developing countries. A considerable amount of research refers to the conditions that contribute to the intention to buy local food, but consistent and interesting results have yet to be presented.

According to the Ministry of Tourism Malaysia (2013), Malaysia is home to various ethnic groups such as Malays, Chinese, Indians who each have their own unique and distinctive foods that

are marketed to tourists making Malaysia a unique destination. In Malaysia, food is an activity that contributes a lot in the tourism industry, especially local food. The number of tourists has increased significantly in spots where local and traditional meals have been pointed out through different food-related methods (Lai, Khoo-Lattimore and Wang, 2018). This is because the result of Malaysia's mixed race has created a variety of local food according to race and culture with reasonable prices, quality food and make these places a suitable place for tourists especially in Kelantan.

In fact, Kelantan is famous for its culture, heritage and nature. Although there is an increase in the number of tourist arrivals every year. However, there is very little data on the consumption of local Kelantan cuisine by tourists. So, this paper aims to examine the gap related to the intention to purchase local food in Kelantan. In other words, it will help explain some of the factors that influence the choice of that food.

The objectives of the specific study are formulated as below:

1. To analyses the relationship between food quality and purchase intention of Gen Y tourists' towards local food in Kelantan.

2. To examine the relationship between service quality and purchase intention of Gen Y tourists' towards local food in Kelantan.

3. To determine the relationship between price and purchase intention of Gen Y tourists' towards local food in Kelantan.

4. To investigate the relationship between restaurant environment and purchase intention of Gen Y tourists' towards local food in Kelantan.

Significance of the Study

Tourists
The research on the purchase intention towards local food in Kelantan is still limited. There is still minimal research and data on the cultural representation of Kelantan that is inclusive of both destination and food image.

Academic Researcher
Academicians may use this study to explain the reliable factors for a better understanding of this subject.

Practical Researcher
Researcher can be such a guidance for the awareness of the seller that might not realize that this topic kind of affects the performance of their sales. They might need this research to gain more knowledge on how to promote the local food of Kelantan to those who might want to try for the first time.

LITERATURE REVIEW

Definition of Service Quality

The term "actual result of the service" refers to the quantitative evaluation of the quality of the meals and beverages provided, including its quantity, presentation, freshness, flavour, and diversity. In this instance, it is only possible to assess the elements of the services after the product has been used. The measuring of tangible factors must also take into account the environment's physical cleanliness, safety and placement. Furthermore, the operation's working hours, environment, and physical location are all important. The lighting, temperature, music, and colours utilized in a restaurant can all have an impact on the overall atmosphere. As a consequence, it is important to consider the company's reputation in light of the fact that other visitors may form similar opinions about it and use it to decide whether to remain or go.

Food Quality

According to Sulek and Hensley (2014), one of the most crucial elements of a dining experience is the cuisine's quality. The buyer's culinary quality objectives have a significant impact on the restaurants they select. Similarly, Susskind and Chan (2000) discovered that the quality of the meals is the primary driver of patronage in fast food outlets. Fast food restaurants believe that meal quality is an important aspect in determining client retention. Sulek and Hensley (2014) discovered that meal quality is the most important factor determining purchase intent when environmental aspects and service quality are compared to other restaurant-related parameters. Furthermore, the positive association between food quality and customer happiness will impact customers' purchasing intentions. Rajput (2002) further emphasized that important factors influencing meal quality in the food service industry include portion size, menu design and food presentation. Given that Muslims make up the majority of Malaysia's population, it is essential to think carefully about halal food consumption and hygiene.

Price

Price is the most important component of purchase intention in the fast-food industry because most Malaysian customers pay great attention to a brand's pricing, which further stimulates them to purchase a meal. The cost of a comparable good is determined by a product's brand, raising the bar for brand manufacturing. Price has a strong influence on purchase intentions because production changes have a significant impact on customers. Furthermore, buyers are pleased with it and can afford it, which encourages them to purchase the brand's products again in the future (Gustafsson et al., 2005). As a result, the service provider should focus on brand costs that influence clients' purchasing intentions.

Restaurant Environment

Customers are increasingly prepared to shell out more money for convenience services that enhance their eating experience. These elements motivate restaurateurs to concentrate their efforts on providing a more pleasant atmosphere for patrons. Numerous studies have shown the importance of enhancing the environment and introducing new concepts to guarantee a company's success.

It was also shown that customers regard a fast-food restaurant's environment more highly more than the instant foods itself. As a result of continuously regarded as higher than the food provided, the present study hypotheses that developing the environment of fast-food enterprises is their most crucial attribute. Prior to offering fast food, a restaurant's ambiance establishes what patrons anticipate from their eating experience. The quality of the food and services offered, especially in connection to the setting of a restaurant, strengthens the current study's intangible components even more.

Social signals, environmental cues and design cues are the three categories into which environmental cues are divided. More specifically, social signals are nearby individuals who are Ambient cues are the actual aspects of a room, while design cues are the aspects of a space that capture consumers' attention such as aroma and cleanliness. As two components of environmental signals, cleanliness and ambiance were the focus of the present investigation. This could be explained by the more frequent prioritization of environmental aspects by experienced consumers.

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Customers' assessments of production based on comparisons with goods from other companies in the same industry as well as their estimates of production services are both seen as indicators of customer satisfaction. In order to further investigating how consumers, feel about goods and services, purchase intention is in charge of determining if a product fits the demands and expectations of customers. According to this notion, customers would be pleased if the standards of the goods and services fulfilled their needs. Customers, on the other hand, won't be as happy if the manufacturing quality doesn't meet their standards. More crucially, since it keeps consumers and raises CLV (customer lifetime value), purchase intent is crucial for long-term company achievement.

It may be challenging to measure customer expectations and because businesses often learn about it is vital to maintain them once the product has been shifted in identifying purchase intention. Purchase intent is vital to businesses because it is a critical tool for maintaining a competitive advantage, despite the complexity and price involved. A high degree of purchase intent may also help you build fruitful connections with your customers.

Research Hypothesis

Four hypothesis have been evaluated in this study, namely;

H1: Food quality has a positive influence toward purchase intention.

H2: Service quality has a positive influence toward purchase intention.

H3: Price has a positive influence on purchase intention.

H4: Restaurant environment has a positive influence on purchase intention.

Research Framework

The study methodology outlined below was developed to investigate the link between independent factors (service quality, food quality, pricing, and restaurant environment) and dependent variables (buy intention). Furthermore, this approach may assess which aspects appear to be the most influential on visitors' gen Y attitudes about local food.
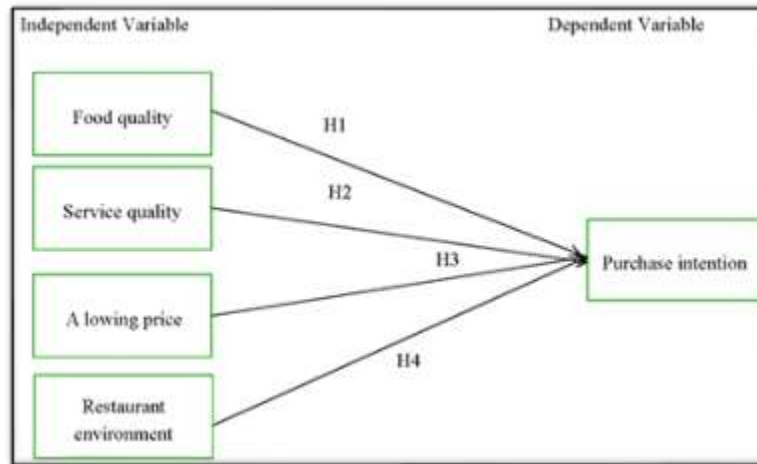

Figure 1: Factors Affecting Tourists' Gen Y Towards Local Food

Source: Adapted from: 'Factors Affecting Purchase Intention in Generation Y: An Empirical Evidence from Fast Food Industry in Malaysia'

(Shaohua Yang and Qaisar Iqbal, 2018)

METHODOLOGY

Research Design

This study employs a quantitative approach. Data for this study was gathered through exploratory research. The purpose of an exploratory research design is to conduct research on issues for which there is little or no prior research to consult (Shields & Rangarajan, 2013). The questionnaire was used as a data collection method in this study to capture responses about the purchase intentions of tourists of generation Y towards local food in Kelantan.

Data Collection

The main data obtained is from the questionnaire. The questionnaire conducted consists of 255 respondents among young tourists who have travelled to Kelantan, where some of them are experienced about local food in the population areas visited. The researchers took about two weeks to gather data from the responses of those involved. The questionnaire answering session will be conducted through an online survey so that respondents can answer the questionnaire without taking a long time. In addition, the researcher also included some pictures of local foods to help respondents better understand the questions asked.

Meanwhile, the secondary sources were obtained from some of the articles. The purpose used to gather additional information in order to the decision-making process. The analysis also refers to related sources online which is newspaper online. This study was conducted by 25 questionnaires to

the respondents among the tourist's generation Y between 25-40 years old throughout an online survey to Kelantan.

Sampling

The researchers utilized convenience sampling, a probability sampling technique, in this study. In order to gather research data for this study, quantitative sampling is used. In Kelantan, samples were gathered from a sizable generation Y of tourists who were interested in the local cuisine. Based on the Domestic Tourism Survey (2021), the data was collected of 97,900 tourists of generation Y who arrived in Kelantan. The information obtained serves to assist the researcher. So, the researcher's target is tourists among generation Y who have traveled to Kelantan to make this study a success. Furthermore, the local food of the Kelantanese community is also considered a tourism product in Malaysia. However, the amount of demand for purchasing local food among generation Y tourists has yet to be identified. There are even a few people who don't like or don't care about the existence of this local food. Therefore, the researcher lacks knowledge about the purchase of local food among generation Y tourists.

Data Analysis

There were four data types of data analysis in this study, the researcher used the Statistical Package for the Social Sciences (SPSS). SPSS is a collection of software programmes packaged together in an individual package. The primary application of this programme is the study of empirical evidence in the social sciences. This data may be used for market research, surveys, and data processing. The researcher may rapidly comprehend the market demand for a product using the statistical information gathered, and the researcher can alter the plan accordingly.

Frequency analysis was used to forecast and quantify the predictability of particular values of some variable phenomena. Researchers systematically measure their observations by using frequency distributions or graphs. Before performing statistical analysis, researchers always organize data into organized categories. They actually do this through frequency distributions or charts to make it easy to read. A frequency distribution is a graphical or tabular graphic that shows the number of observations within a particular range of values. (Sundar Rao PS, Richard J., 2006). Measures of central tendency and location (mean, median, mode), measurements of dispersion, and measures of variance are four fundamental features of frequency distribution (range, variance, standard deviation), The degree of symmetry/asymmetry (skewness) as well as the flatness or peakiness (kurtosis). We might highlight this frequency distribution with the measures of central tendency and measures of dispersion.

In order to characterise and summarise data, descriptive statistics were utilised. This branch of statistics was enhanced by the availability of a vast quantity of data and extremely efficient computing tools. (Sarmento, Rui & Costa, Vera, 2017). This analysis method will facilitate investigators to explain and formulate an observation supported based on what they need. In addition, this applied math technique is chosen by the researcher. As a result, it can help the researcher in establishing the principle related to the quantification. Applied math measure is the initial part of quantitative research, because it converts observations into numerical figures.

Reliability refers to the stability and internal consistency of a test or measurement tool in measuring a concept or aspect. It is related to the instrument's level of dependability, which is how dependable and consistent the instrument is.

If a researcher does the same test, the results will be the same. Or give the same answer at different times, the answer will be the same. Researchers must show instrument dependability because without it, research results obtained with the instrument are not repeatable, and replicability is

essential to the scientific method. The association of an item, scale, or instrument with a hypothetical one that genuinely measures what it is meant to is referred to as reliability.

Pearson's correlation is one of the correlation measures used to determine the energy and path of the linear dating among variables. Two variables are stated to be correlated while an alternate in a single variable is followed with the aid of using an alternate with inside the different variable, both with inside the equal path or with inside the contrary path. It has to be remembered that a small correlation coefficient cost (now no longer significant) does now no longer imply that the 2 variables aren't associated with every difference. It is feasible that variables have robust dating, however the cost of the correlation coefficient is near zero, as an example within the case of a non-linear dating.

FINDINGS

Table 1: Descriptive Analysis Result

Variables	N	Mean	Standard Deviation
Food Quality	255	4.3098	0.80916
Service Quality	255	4.2225	0.74217
Price	255	4.2980	0.73669
Restaurant Environment	255	4.1647	0.72791
Purchase Intention	255	4.2327	0.78083

The number of respondents, mean ranking, and standard deviation of independent and dependent variables are shown in Table 1. For the independent variables, the highest mean is recorded for food quality at 4.3098 followed by price at 4.2980 also service quality at 4.2225 and restaurant environment at 4.1647. The mean for dependent variable is 4.2327.

Table 2: Reliability analysis result

Reliability Test	N	Cronbach's coefficient	Alpha	Strength of Association
Total	255	.952		Excellent

There were four independent variables and one dependent variable for this survey. This survey consists 15 questions for independent variables and 3 questions for dependent variables. The value of Cronbach's Alpha showed of all the independent variable and dependent variable of the reliability which was 0.952. It was shown that coefficient value of the variables ranges as excellent in term of reliability level.

Table 3: Pearson Correlation.

Variables		R- Value		Level
Food Quality	Pearson Correlation	0.675	1	Moderate
Service Quality	Pearson Correlation	0.685	1	Moderate
Price	Pearson Correlation	0.700	1	Moderate
Restaurant Environment	Pearson Correlation	0.691	1	Moderate

The intent of this study was to see if there were any relationships between the independent factors (food quality, service quality, price, and restaurant environment) and the dependent variable (purchase intention). As shown in Table 3, the Pearson correlation coefficient, significant value, and number of cases employed in this study were all 255. The R- value of food quality is 0.675 while service quality is 0.685. Also, price's R-value is 0.700 and restaurant environment is 0.691. The level of all variables is moderate.

DISCUSSION AND RECOMMENDATION

This study's findings indicate that there is a significant association between food quality and purchase intention Gen Y tourists' toward local food in Kelantan. From the findings, correlation coefficient as much as 0.675 it shows that food quality is positive and moderate related to purchase intention Gen Y tourists' toward local food in Kelantan. The p value of food quality is 0.000 which is less than the highly significant level 0.0001. According to Sulek and Hensley (2014), discovered that meal quality is the most important factor determining purchase intention when environmental aspects and service quality are compared to other restaurant-related parameters.

Secondly, there is a positive association between service quality and purchase intention Gen Y tourists' toward local food in Kelantan. From the findings, correlation coefficient as much as 0.685 it shows that service quality is positive and moderate related to purchase intention Gen Y tourists' toward local food in Kelantan. The p value of service quality is 0.000 which is less than the highly significant level 0.0001. This finding was validated by (Zeithaml, 1998), service quality is commonly described as the overall superiority of the quality service on the impressions of tourists because the communication between service providers and clients directly affects the quality of the service.

This study also wants to determine the relationship between price and purchase intentions of Gen Y tourists' towards local food in Kelantan and it shown that there is a positive relationship between price and purchase intention Gen Y tourists' toward local food in Kelantan. From the findings, correlation coefficient as much as 0.700 it shows that price is positive and moderate related to purchase intention Gen Y tourist' toward local food in Kelantan. The p value of price is 0.000 which is less than the highly significant level 0.0001. According to Kotler and Armstrong (2009), claim that a tourist's impression of the price of any good or service can affect their decision to buy it because the value that tourists believe they will receive from a good or service is significantly influenced by the cost.

This finding also indicates there is a positive relationship between restaurant environment and purchase intention Gen Y tourists' toward local food in Kelantan. The correlation coefficient as much as 0.691 it shows that price is positive and moderate related to purchase intention Gen Y tourists' toward local food in Kelantan. The p value of price is 0.000 which is less than the highly significant level 0.0001. This finding was validate by (Ryu and Jang 2008), the setting of a high-end restaurant, restaurant environments are a substantial antecedent of tourists' pleasure, arousal, and desire to make a purchase because the environment of high-end restaurants frequently produces an opulent and refined ambience.

As in every research, this study also has its own limitations. The first limitation of the study is the small sample size used for surveying respondents' visitation to food images. Due to constraints in time and resources, only 255 questionnaires were distributed, which is considered insufficient for a comprehensive study.

Future researchers are recommended to expanding the sample size to include the entire Generation Y population in Kelantan in order to provide a more representative dataset. The terms of the questionnaire also can be improved by doing the screening question to make sure the data collected are more accurate and can be used.

CONCLUSION

According to the research's findings, food quality, service quality, price, and restaurant environment all had a substantial impact on Gen Y tourists' purchase intentions. A favourable opinion of food and service quality enhanced the likelihood of purchasing food that was produced locally. Furthermore, the price and perceived value for money were important factors in defining their purchase intention. Furthermore, an attractive and appealing restaurant setting influenced their willingness to purchase local food.

These findings provide useful insights for Kelantan's local food businesses as well as marketers in understanding the aspects that influence Gen Y tourists' purchasing intentions. Improving food quality, raising service standards, maintaining competitive pricing, and providing a pleasant dining atmosphere are all practical consequences for attracting and retaining Gen Y customers.

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