

Factors Affecting the Satisfaction Level of Gastronomy Tourist Among Inbound ASEAN: Post Covid-19 Analysis

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DOI: <https://doi.org/10.30880/rmtb.2023.04.01.002>

Received 31 March 2023; Accepted 30 April 2023; Available online 01 June 2023

Abstract: Gastronomy tourism experiences are growing in the tourism industry and there has been an increase in the number of tourists that travel primarily to experience food and related culture. Gastronomy tourists mostly focus on their satisfaction level as their expectations will lead them to travel for the food. However, there is a limited amount of information available about what is affecting the fast-growing Malaysian gastronomic tourism, especially in the post covid-19 recovery environment. Therefore, this study will be conducted as a reference to know more details about factors related to the growth of inbound ASEAN tourists in Malaysia. The objective of conducting this study is to identify the factors affecting the satisfaction level of gastronomy tourists and to identify the satisfaction level of gastronomy tourists. This study also aims to identify the relationship between the factors and satisfaction level of gastronomy tourists. The researcher has decided to conduct the survey at Kuala Lumpur. The target population of respondents for this study is inbound ASEAN tourists. The study employed a quantitative research approach to conduct the survey. A questionnaire was established and distributed to targeted tourists. There were five factors analyzed in this research and the results indicate that all factors in this research are significant and have a relationship with tourist satisfaction except for food-related personality traits which are significant but have no relationship with tourist satisfaction. Based on the results, the major factor that affects the satisfaction level of gastronomy tourists is the motivational factor.

Keywords: Gastronomic tourist, Factors, Satisfaction level, Post Covid-19

1. Introduction

This chapter will generally explain about the gastronomy tourists and the current issues faced in this gastronomic industry. This chapter provides a detailed scope and outline of this study.

Food has played an important role in the tourist industry. For some tourist, cuisine may even become the primary reason for travelling to a certain location (Gaffar *et al.*, 2022). Thus, this habit has led to the gastronomy tourism. Gastronomy tourism as defined by The Committee on Tourism and Competitiveness of World Tourism Organization (UNWTO) is a 'type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling. Gastronomy tourism experiences are growing in the tourism industry and there has been an increase in the number of tourists that travel primarily to experience food and related culture. Gastronomy tourist attraction is examined as a vital ingredient in urban environments and also as a source of rural development (Sormaz *et al.*, 2016).

Tourism is the third most significant contributor to Malaysia's Gross Domestic Product (GDP) after manufacturing and commodities. In the end of 2019, the number of tourist arrivals from ASEAN countries in that year decreased due to the entry restrictions and border closures during the COVID-19 pandemic. Gastronomical tourism sector in Malaysia is one of the big tourism markets amongst all Association of Southeast Asian Nations (ASEAN) countries (Tourism Malaysia, 2022). By looking at the rapid growth of gastronomic tourism in Malaysia, it is important to promote and expand the horizons of tourists on the local culture and food (Nor Ahmar Mohd Sanip & Mustapha, 2020). However, there are limited amount of information available about what is behind the fast-growing Malaysian gastronomical tourism, especially in the post covid-19 recovery environment. In other words, gastronomical tourism research has received little attention from the tourism industry which caused the lack of study and information in this area. Therefore, this study will be conducted as a reference to know more details about factors (push and pull factors) related to the growth of inbound ASEAN tourists in Malaysia. This study also aimed to assess the satisfaction level of inbound ASEAN tourist during their visit to Malaysia. Both these findings will lead the study to give reasonable suggestion for the development of gastronomical tourism. This will fill the research gap in the literature related to Malaysian gastronomical tourism.

Therefore, to achieve the research objectives the factors affecting the satisfaction level of gastronomy tourist are determined. Moreover, the satisfaction level of gastronomy tourist also determined. Consequently, the relationship between the factors and satisfaction level of gastronomy tourist is identified. This research is conducted to understand the factors affecting the satisfaction level of gastronomy tourist. Researcher have decided to conduct the survey at Kuala Lumpur. The reason for choosing Kuala Lumpur because it is the capital city in Malaysia and have many gastronomy tourist attractions. The target population of respondent for this study is inbound ASEAN tourist. As this study will also provide the information regarding the relationship between the factors and satisfaction level of gastronomy tourist especially among inbound ASEAN tourist at Kuala Lumpur.

This research would give benefits to three different perspectives. It will benefit the food industry, tourism industry and the government. The factors in this research will ease the food industries in understanding and also in evaluating the right method to overcome the factors from affecting the gastronomic tourism. The findings in this research can also help in providing some references about the relationship between variables for tourism industry in terms of making decisions of regarding the tourism sector in the future. Ministry of Tourism Malaysia can benefit from this research by taking into consideration on factors that affect the gastronomical tourism in Malaysia and make improvement regarding on the related sector.

This study could be useful for government because the findings and records collection from this study can benefit the government to obtain information of the factors affecting the gastronomic tourist in Malaysia. Along these lines, Malaysian government might see the opportunities that can be gain by avoiding the factors from affecting the gastronomic tourist in Malaysia. Malaysian government also can allocate better broadcasting and promoting by organize the new strategies and packages to attract the gastronomic tourism with the findings from this research.

2. Literature Review

The literature review section describes all relevant literature related to the research and critically discussed. This section has been structured based on the stated objectives.

2.1 Introduction

In this chapter, researcher would be focusing on the past reviews and studies or also known as literature review related to the research. The purpose of this chapter is to introduce the relevant information and knowledge about gastronomic tourism from past studies.

2.2 Tourism Industry in Malaysia

In a developing country, tourism is the most important industry. The tourism sector, according to Yunus Mohd Noor *et al.* (2019), is a global awakening of growth and development. The tourist sector in Malaysia is one of the key sources of such demand. Even though Malaysia is a small country, its distinctiveness, distinction, and advantages are undeniable. Tourism has been used to present a nation to outsiders, for example, the uniqueness of a local community's ritual, the uniqueness of a community living in a specific section of the country, introducing traditional food, and so on. From an economic, socio-cultural and pro-environmental standpoint, tourism's expanding relevance and severity have revolutionized. The tourist business is one of the most susceptible industries in the world during the pandemic. The tourist business has been severely impacted by the Covid-19 Pandemic, according to Hamid *et al.*, (2021).

2.3 Importance of Tourism in Malaysia Economy

According to Mokhtar *et al.* (2020), tourism is one of Malaysia's main businesses, contributing significantly to the country's economy. Tourism is one of the most major economic employers globally, according to the UNWTO (2020), and one of the main contributors to GDP in industrialized nations like Malaysia. The tourist industry was Malaysia's third greatest contribution to the economy in 2016 (The Star Online, 2017). This country's tourism industry has demonstrated its potential to stimulate economic growth. It has provided opportunities for growth and employment for residents in the tourist sector. Tourism is one of Malaysia's largest and fastest growing businesses, the government has invested heavily in its promotion, in line with the Economic Transformation Program's (ETP) goal of transitioning from a resource-based economy to a service-based economy. The government prioritizes this industry as part of the Economic Transformation Program (ETP) to improve and diversify economic risk (Puah *et al.*, 2018).

2.4 Gastronomic tourism

The word gastronomy comes from the Greek words 'gastros', which means stomach, and 'nomos' which indicates knowledge or control (Pavlidis & Markantonatou, 2020). Gastronomy tourism refers to journeys to areas where the local cuisine and drinks are the primary motivators for travel. Consumers travel to certain regions to eat and drink specific foods, which are generally produced locally (Ghazali, 2020). According to López *et al.* (2019), after the World Gastronomic Tourism Congress, held by the World Tourism Organization (UNWTO) in Cyprus in 2000, there has been a structural change in the way food consumers consider and gastronomic tourism stimulates the attention of intellectuals from all over the world. Gastronomic tourism is centered on the transformation of terroir into a food-based tourist attraction in both circumstances. The examination of visitors' expectations, perceptions and satisfaction leads to more successful culinary tourism segmentation (Fusté-Forné, 2019).

2.5 Gastronomic Tourism in Malaysia

Malaysia is a gastronomical wonderland with hundreds of colourful festivals because to its multiculturalism (Tourism Malaysia 2019). According to López *et al.* (2019), there are multiple and

varied effects for the local community that lives in a gastronomic tourist destination in Malaysia, such as improved quality of life, employment opportunities, conservation of cultural traditions, natural resources, and the environment, as well as the diffusion and consumption of regional gastronomy foods. Malaysia's government also claims and advertises itself as a "food paradise" (Tourism Malaysia, 2019).

2.6 Importance of Gastronomic Tourism Towards Malaysia Economy

For governments, it is a critical instrument for rural development, job creation, and assuring the industry's existence, as well as necessary for urban growth. Malaysia has attracted a large number of foreign tourists from many continents, resulting in the growth of the tourism sector. In comparison to other industries, the food and beverage industry was the third largest contribution with 13.3 percent total revenue (Tourism Malaysia, 2019). This finding indicates that gastronomic tourism in Malaysia, which was previously seen to be only a means of promoting products, is now recognized as a critical component in attracting more foreign visitors (Nor Ahmar Mohd Sanip & Mustapha, 2020). Gastronomy tourism in Malaysia promotes agricultural development by promoting specialty and regional goods, resulting in beneficial income and employment consequences.

2.7 Categories of Gastronomic Tourism

According to Dixit (2019), gastronomic tourism can be divided into three major categories according to the level of interest and the number of tourists.

(a) *Gourmet Tourism*

The first category, gourmet tourism or cuisine tourism, has the most highly interested and committed gastronomic tourists. Gourmet tourism can be considered a niche product because only a low number of tourists travel to a tourism destination with the major aim to dine at a specific restaurant or visit a food market or winery.

(b) *Culinary Tourism*

The second category, culinary tourism, has a moderate number of interested tourists. Culinary tourists appreciate food as a part of the essential experience, but the emphasis is not on food. Culinary tourists are those who eat out in local, rustic, traditional, but also reasonably priced restaurants and place value on good quality and quantity.

(c) *Rural or Urban Tourism*

The third category of gastronomic tourism, is rural or urban tourism, which characterizes a clear majority of the tourists. These gastronomic tourists have low or no interest in any kind of food activities and consider eating as trying something different or as a plain necessity.

2.8 Factors affecting the satisfaction level of gastronomic tourist

(a) *Cultural and religious influences*

Cultural beliefs and traditions influence the consumption and the preparation of certain foods especially in special times in different cultures. Religion and traditions in different cultures lead to restrictions of some food from the diet. Culture and religion influence food consumption patterns (Shipman & Durmus, 2017). The role of food in religious culture is an important part of showing respect among their communities and many of these religions obey the religious commandments.

(b) *Socio-demographic Factors*

Socio-demographic factors include indicators such as age, gender, marital status, educational background, occupation, and income level, which are significant in explaining variations in food consumption. Older age was associated with a shift in attitudes from valuing eating pleasure towards

health. Women, compared to men, have been shown to respond differently to foods. In fact, it has been reported that women tend to be more invested in food-related issues, have better knowledge of food and nutrition, are more prone to go on a diet, and are more likely to perceive themselves as needing to lose weight. For example, it is showed that women, more than men, tend to overestimate their weight and thus to decrease their meal.

(c) Food-related Personality Traits

Food-related personality traits, pertaining to psychological variables, refer to “individual characteristics that exert a pervasive influence on a broad range of food related behaviors”. In particular, food neophobia and variety-seeking can be recognized as essential types of traits. There is a term called food neophobia which has been defined as the reluctance to eat or avoidance of new food by certain people (Shipman & Durmus, 2017). Variety-seeking behavior in consumption refers to individuals switching among products, categories, or brands to avoid the decreasing utility due to repeat purchases or consumption of the same products.

(d) Exposure Effect or Past Experience

The mere exposure effect refers to a “positive repetition-effect relationship that results from exposure alone”. It means that preference for foods increases with higher familiarity, which increases with repeated exposure. Past experience with foods significantly contributes to the development of ‘food memories’ which are associated with the sensory attributes of the food. Through past experience, people are more likely to become familiar with a food, which in turn, increases acceptance of the food by causing them to form a preference for it. Repeated exposures to a food increase their familiarity, and it is one of the primary determinants of its acceptance (De Cosmi *et al.*, 2017).

(e) Motivational Factors

Emerging adults indicated that price, sensory appeal, convenience and health were strong motives contributing to their food choices. It can be categorized into five key dimensions such as symbolic, obligatory, contrast, extension and pleasure. The symbolic dimension refers to the motivators that signify the symbolic meanings of food consumption to the tourists. The obligatory dimension presents the motivators that concern physiological needs of food consumption. The contrast dimension reflects the motivators to escape from the daily mundane life and seek contrastive experience, such as exploring new foods which have never been seen and tasted before. The extension dimension indicates the motivators to seek food experiences that extend the tourists’ daily routine. The pleasure dimension denotes the motivators to seek pleasure from the food experience.

2.9 Relationship Between the Factors and Satisfaction Level of Gastronomic Tourist

The likelihood that a visitor would return is determined by how satisfied they were with their stay. The most well-known framework to determine a tourist's intention to return is the satisfaction model. When the real situation exceeds the initial expectations, satisfaction occurs. The degree to which a tourist is satisfied with their travel experiences depends on a variety of factors. It is foreseeable that visitors won't pay a second visit if the performance falls below their expectations. One of the key factors influencing a customer's choice to return or not is their level of satisfaction. In tourism field it is often said as travel satisfaction, which is the level of satisfaction of a tourist gained throughout services that they experienced during the time of visit (Konar & Mothiravally, 2016).

3. Research Methodology

Research design and data collection method used for this research would be outlined specifically in this chapter.

3.1 Research Design

The researchers have used quantitative approach (survey) and qualitative approach (find past studied journal) to gather the information and data of the research. The survey was in form of Google Form and the question has been given in the scale 1-5 to rate the agreeableness of respondents to the questionnaires and this survey was spread through internet and WhatsApp. At the end of the researches, report had able to answer the research questions of the researches with prove of data. Besides, the correlation of the research's dependent variable and independent variable had been carried out.

3.2 Research Population and Sample

Population can be defined as all people or items that one wishes to understand while sampling is the process of selecting segment of the population for investigation (Rahi, 2017). In this research, the gastronomic tourist will be the target population of the research. The researchers are specific the inbound ASEAN tourist at Kuala Lumpur as research target respondent. The size of the sample in this research will be determined by referring the Krejcie and Morgan table. According to Krejcie & Morgan (1970), the sample size of this study is 384 inbound ASEAN tourist.

3.3 Data Collection

Data collection is the process of collecting and measuring information about variables, in establish a systematic way to enable people to answer established research questions, test hypotheses and evaluate results (Kabir, 2016). The purpose of collecting data when conducting scientific research is to obtain materials research needs. There are two type of sources of data which is primary data and secondary data. In this research, the researchers have been using both of the sources of data.

(a) Primary Data

According to Kabir (2016), the data collected from first-hand experience is called primary data. The original data has not yet published, more reliable, true and objective. The researcher has using primary sources of individuals such as provide questionnaires to inbound ASEAN gastronomic tourist in Kuala Lumpur for getting more information.

(b) Secondary Data

Data collected from sources that have been published in any form is called secondary data (Kabir, 2016). The researcher has using secondary data such as online article to find some information and determine some questions can be ask in questionnaire. The researcher also used secondary data such as past journal papers to gain details regarding the research study.

3.4 Pilot Study

According to In (2017) pilot study asks whether something can be done, should the researchers proceed with it and how. The pilot study is important for improvement of the quality and efficiency of the main study. Hence, a pilot test will be carried out before the distribution of questionnaire in order to measure the validity and the reliability of the questionnaires. Pilot testing is done by researcher to ensure the quality of questionnaire, secure the validity and reliability. Hence could avoid problems in the final data collections. Researcher have distributed 35 sets of questionnaires to be answered by 35 respondents from different backgrounds as the process of conducting pilot test to gather responses and comments on the questionnaire from respondents.

3.5 Research Instrument

The instrument of this research were questionnaires. According Sathiyaseelan (2015) research instrument are tools that researchers use to collect data. There have different types of instrument based on structure or format, purpose, nature and availability. The credibility of an instrument depends on

effectiveness and reliability. According to Roopa & Rani (2016) a questionnaire is just a list mimeograph or printing problem done by or for the respondent to express his opinion.

(a) Questionnaire

The questionnaire is the instrument that includes a series of questions with the purpose of collect information from respondents. The data collected from the questionnaire were used to determine the factors that affect the satisfaction level of gastronomic tourist. The questionnaire is divided into three parts which is Part A, Part B and Part C. Part A will be the demography of the respondent and Part B will deal with gastronomic factor and the satisfaction level to achieve research objective. Part C will be used to examine the relationship between the factors and the satisfaction level of gastronomic tourist.

3.6 Data Analysis

The data will be analysed by using Statistical Package for the Social Sciences (SPSS) based on the frequency and percentage distribution. After respondents have completed the questionnaire survey, the data collected from the questionnaire is evaluated by the researcher using SPSS. SPSS is a software that assists researchers in analysing data and transforming it into tables and graphs.

(a) Descriptive Analysis

In this research, the data collected from questionnaire were analysed by using descriptive statistics. Descriptive statistics are used to summarize and categorize a collection of data's characteristics (Pritha Bhandari, 2020). Data's basic features in a research are described using descriptive statistics. The researcher used descriptive analysis to analyse the respondents' demographic information in this research study.

Besides that, researcher have also examined the factors affecting the satisfaction level of gastronomic tourist among targeted respondents. Descriptive data analysis in this research study were better understood and interpreted of the finding that been collected.

(b) Reliability Analysis

Reliability analysis refers to a scale's ability to perform consistently represent the construct that is being measured (Statistics Solutions, 2022). Cronbach's alpha is an internal consistency measurement that is also used to assess scale reliability. In this Cronbach's Coefficient Alpha approach, the higher value of coefficient been defined as the higher reliability of the result. For instance, if the value in this research been recorded at 0.60 and above, it is defined as reliable and internal consistency. On the other hand, if the value falls below 0.60, it shows that the result is opposite.

(c) Pearson's Correlation Analysis

The Pearson correlation coefficient is commonly utilized for data that is normally distributed. The researcher had used this method to determine whether the independent variables have a positive or negative correlation with the dependent variable in this research. A positive value shows that the linear relationship is perfect (as one variable increases, the other increases). If the value is negative, it means that the linear relationship is negative, where the value of one variable rises while the other falls. The Pearson's correlation coefficient ranges from -1 to 1.

(d) Simple Linear Regression Analysis

Simple linear regression analysis is a statistical method for determining the relationship between a dependent variable and one or more independent variables. The goal of this analysis is to find the "best-fitting" straight line through a set of data points, which can be used to make predictions about the dependent variable based on the independent variables.

4. Analysis and Presentation of Data

4.1 Chapter Introduction

In this chapter, the analysis of data and discussions regarding the results obtained is presented. The data obtained from the online questionnaire is being inserted into Statistical Package for the Social Sciences (SPSS). All the data is being analyzed by SPSS. The purpose of the data analysis is to answer the research questions and objectives thus to prove that the framework is factual and supported by the solid evidence and result of research.

4.2 Survey Return Rate

The population of ASEAN tourist arrived at Malaysia consist of 17.71 million in year 2019. According to Krejcie and Morgan (1970), 384 Inbound ASEAN tourist are needed. There are total 384 sets of questionnaires have been distributed to targeted respondents. A total of 312 sets of questionnaires from the issued 384 have been collected with the assistance of the respondents. Therefore, the questionnaire survey return rate was 81.25% who were willing to participate in this research study.

4.3 Reliability Test for Pilot Study

Table 1: Reliability analysis for pilot study

Variables	Number of Respondents	Number of Items	Cronbach's Alpha Value
Exposure Effect and Past Experience	35	7	0.914
Cultural and Religious Influences	35	7	0.874
Socio-demographic Factors	35	7	0.920
Food-related Personality Traits	35	7	0.835
Motivational Factors	35	7	0.948
Tourist Satisfaction	35	5	0.934
Total		40	0.967

Table 1, all the result was accepted with all the variables is resulting 0.60 above and this indicates researcher can use the questions in the actual research study to collect data.

4.4 Descriptive Analysis

(a) Part A: Analysis of Demographic Profile

According to Appendix B, the demographic profile of total 312 respondent analyzed and illustrated in the report. The online questionnaire in Appendix A that been distributed have mostly gathered male respondent which is about 176 consist of 56.4% meanwhile about 136 with 43.6% of female respondents have responded in this research. Majorly about 31.4 % which is about 98 respondents have stated that their age which is between 31 – 40 years old while minimum number of respondents which is 17 respondents which is about 5.4% was 51 years old and above. The majority of the respondents are from Thailand which is about 63 respondents with 20.2%.

The minimum respondents are the tourist from Cambodia which is about 19 respondents that is equivalent to 6.1%. Majorly about 16.3% which is about 51 respondents have stated that their occupation as professional and minimum number of respondents stated that their occupation as clerical with 20 respondents which is about 6.4%. The majority of the respondents travelled in the duration of

1-5 days which is about 73 respondents with 23.4%. There are minimum of 44 out of 312 respondents with 14.1% had travelled in the duration of more than a week. More than half of the respondents had travelled by friend(s) or relatives where the number of respondents is 158 out of 312 (50.6%). Meanwhile, the respondents that travelled with spouse or family are 154 respondents (49.4%). Lastly, all of the respondents that travelled had stated yes towards the likeability of Malaysian foods with 312 respondents which is about 100% from the total respondents.

(b) Part B: Analysis of the factor that Affects the Gastronomic Tourist

Table 2: Summary of analysis of average mean of each dimension

Factors	N	Sum	Mean	Std. Deviation
Exposure Effect and Past Experience	312	1374.43	4.4052	0.42191
Cultural and Religious Influences	312	1315.43	4.2161	0.52660
Socio-demographic Factors	312	1357.71	4.3516	0.48749
Food-related Personality Traits	312	1198.14	3.8402	0.85954
Motivational Factors	312	1373.43	4.4020	0.52079
Tourist Satisfaction	312	1355.40	4.3442	0.52399

In Part B, there are total five dimensions with 35 questions which are exposure effect and past experience, cultural and religious influences, socio-demographic factors, food-related personality traits and lastly motivational factors. The score rated by respondents are converted into mean thus the values are used to determine the dominant factors that affects the gastronomic tourist.

Table 2 shows the results that the exposure effect and past experience obtained the highest mean which is 4.4052 with standard deviation of 0.42191. However, the lowest mean value of 3.8402 with standard deviation of 0.85954 is scored by the food-related personality traits. From this result, we can know that the main factor that affect the satisfaction level of gastronomic tourist is the exposure effect and past experience. Hence, the second highest mean value is scored by motivational factors where the value is 4.4020 with the standard deviation of 0.52079. The cultural and religious influences scored the mean of 4.2161 with standard deviation of 0.52660 while socio-demographic factors scored the mean of 4.3516 with standard deviation of 0.48749 respectively.

4.5 Reliability Test

Table 3: Reliability analysis

Variables	Number of Items	Cronbach's Alpha Value
Exposure Effect and Past Experience	7	0.733
Cultural and Religious Influences	7	0.728
Socio-demographic Factors	7	0.796
Food-related Personality Traits	7	0.855
Motivational Factors	7	0.854
Tourist Satisfaction	5	0.786
Total	40	0.910

Therefore, Cronbach's Alpha of all the variable of this research study is provenly accepted with the value of 0.6 and above. According to the table above, the research found the highest level of Cronbach's Alpha was resulted in independent variable (food-related personality traits) with 0.855 while the lowest level of Cronbach's Alpha was also reflected in one of the researcher independent variable which is cultural and religious influences with the value of 0.728 but it is still an accepted result according to the theory. According to the table shown above, it had indicated an overview of all the variables in Cronbach's Alpha value at 0.910 with a total of 40 number of items together and resulted a good level of reliability.

4.6 Pearson Correlation

Table 4: Pearson correlation between independent variables and tourist satisfaction

Independent Variables	Tourist Satisfaction
Exposure Effect and Past Experience	0.501**
Cultural and Religious Influences	0.393**
Socio-demographic Factors	0.583**
Food-related Personality Traits	0.196**
Motivational Factors	0.624**

Pearson Correlation was used by researcher to study the relationship between the variables which is between independent variables and dependent variable. The significant is at the value of 0.01 (2-tailed). The Pearson Correlation value is from 0.196 to 0.624 which reflects that there are none, weak and moderate positive relationship with the variables. The highest value is the relationship between motivational factors and tourist satisfaction ($r = 0.624$, $p < 0.01$) while the lowest point is the relationship between food-related personality traits and tourist satisfaction ($r = 0.196$, $p < 0.01$).

4.7 Simple Linear Regression Analysis

Table 5: Simple linear regression analysis

Predictors	R	R Square	Constant Variable (a)	Coefficients Beta (b)
Exposure Effect and Past Experience	0.501	0.251	1.601	0.623
Cultural and Religious Influences	0.393	0.155	2.695	0.391
Socio-demographic Factors	0.583	0.340	1.617	0.627
Food-related Personality Traits	0.196	0.038	3.885	0.119
Motivational Factors	0.624	0.389	1.580	0.628

The results above indicate that there was significant positive relationship between each of the independent variables and dependent variable. Based on the result, the linear equations of the independents variable are as below.

Exposure Effect and Past Experience	: $y=1.6+0.62(x)$
Cultural and Religious Influences	: $y=2.7+0.39(x)$
Socio-demographic Factors	: $y=1.62+0.63(x)$
Food-related Personality Traits	: $y=3.89+0.12(x)$
Motivational Factors	: $y=1.58+0.63(x)$

4.8 The Relationship Between the Factors and The Satisfaction Level of Gastronomy Tourist (In Graphical Method)

(a) Exposure Effect and Past Experience

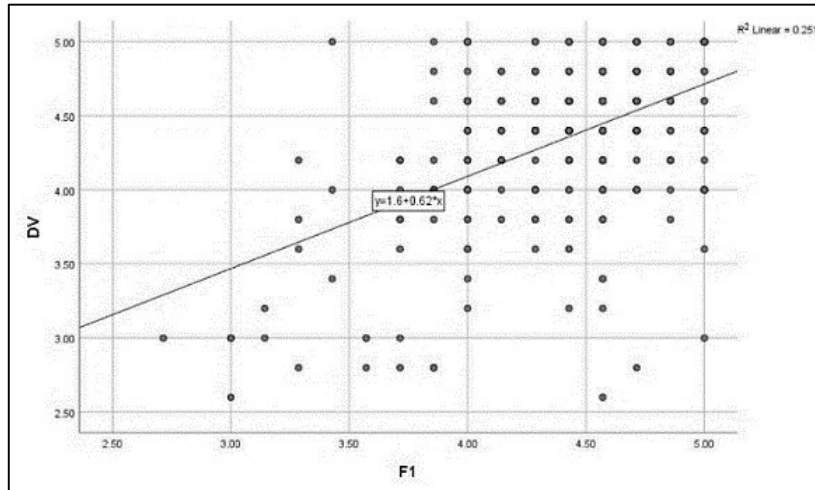


Figure 1: The relationship between exposure effect and past experience with the satisfaction level of gastronomy tourist

The figure 1 shows the relationship between exposure effect and past experience with the satisfaction level of gastronomy tourist. The linear equation that been obtained for this relationship is $y=1.6+0.62(x)$.

(b) Cultural and Religious Influences

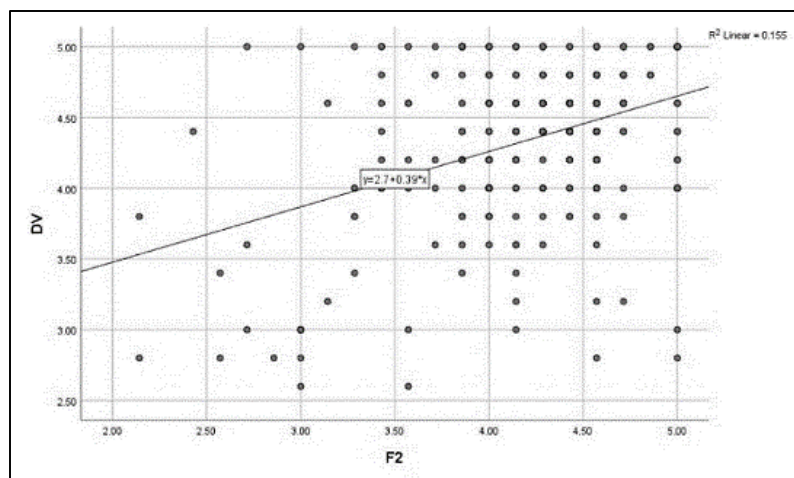


Figure 2: The relationship between cultural and religious influences with the satisfaction level of gastronomy tourist

The figure 2 shows the relationship between cultural and religious influences with the satisfaction level of gastronomy tourist. The linear equation that been obtained for this relationship is $y=2.7+0.39(x)$.

(c) Socio-demographic Factors

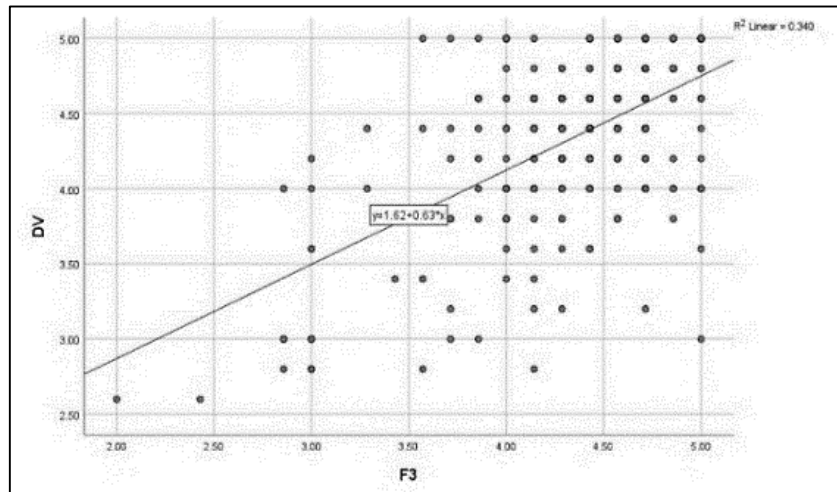


Figure 3: The relationship between socio-demographic factors with the satisfaction level of gastronomy tourist

The figure 3 shows the relationship between socio-demographic factors with the satisfaction level of gastronomy tourist. The linear equation that been obtained for this relationship is $y=1.62+0.63(x)$.

(d) Food-related Personality Traits

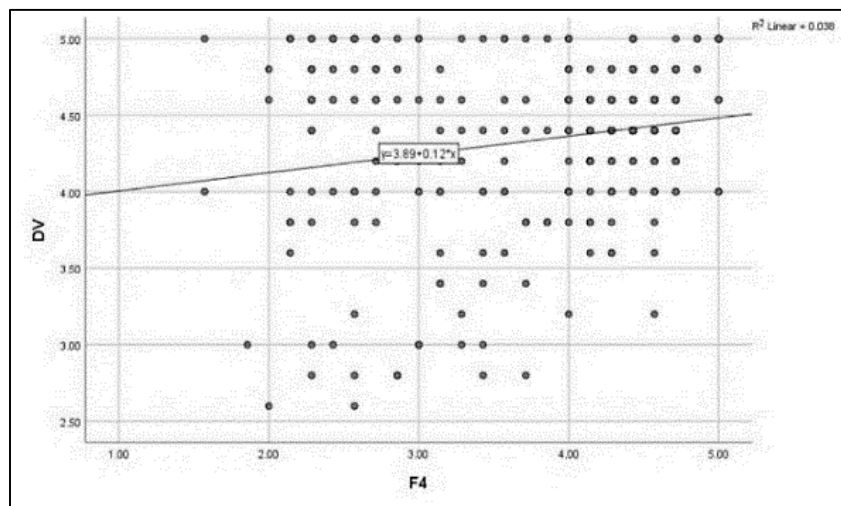


Figure 4: The relationship between food-related personality traits with the satisfaction level of gastronomy tourist

The figure 5 shows the relationship between food-related personality traits with the satisfaction level of gastronomy tourist. The linear equation that been obtained for this relationship is $y=3.89+0.12(x)$.

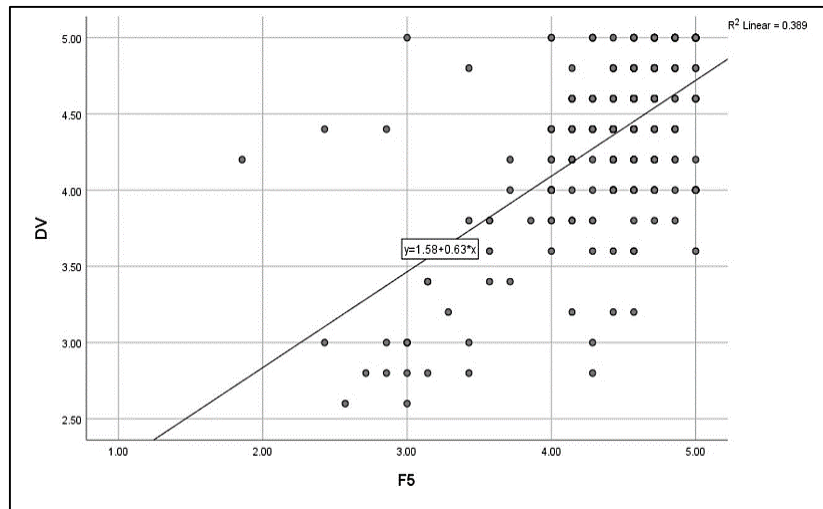
(e) Motivational Factors

Figure 5: The relationship between motivational factors with the satisfaction level of gastronomy tourist

The figure above shows the relationship between motivational factors with the satisfaction level of gastronomy tourist. The linear equation that been obtained for this relationship is $y=1.58+0.63(x)$.

5. Discussion and Findings

5.1 Introduction

In this section, the discussion and findings of this research study will be presented and all the collected data in the previous chapter will be summarized. This section will be discussing the major findings of this research study and the findings of past research as supporting the variables presented. This section will also be included with the limitation of this research study and the recommendation to improve future research study from researcher's perspective. Last but not least, this section will end with a conclusion.

5.2 Overall Summary

In this research, the target respondents are the inbound ASEAN tourist at Kuala Lumpur, Malaysia. There are around 17.71 million of tourist arrived at Malaysia in the year 2019. Thus, according to Krejcie & Morgan (1970), the sample size of this study is 384 inbound ASEAN tourist. The questionnaire was distributed by the researcher through social media such as Instagram, WhatsApp and Telegram. The actual sample size were 384 respondents however there are only 312 respondents were willing to participate in the research and answer the questionnaire to determine the factor affecting the satisfaction level of gastronomic tourist.

The questionnaire was distributed to identify the factor that affects the satisfaction level of gastronomic tourist. Questionnaire was designed based on five dimensions which are exposure effect and past experience, cultural and religious influences, socio-demographic factors, food-related personality traits and lastly motivational factors. The mean and significant of the all factors have been obtained which helps to demonstrate the relationship between all these factors with the dependent variable which is tourist satisfaction. Based on the analysis, most of the respondents in this study are male respondent which is about 176 respondent and the rest of the respondents are female with 136 respondents. Majorly about 98 respondents have stated that their age is between 31 – 40 years old. The majority of the respondents are from Thailand which is about 63 respondents. Majorly about 51

respondents have stated that their occupation is as professional in this research. Moreover, the majority of 73 respondents travelled in the duration of 1-5 days and the majority of 50.6% of respondents had travelled by their friend(s) or relatives. Lastly, all of the respondents that travelled had stated yes towards the likeability of Malaysian foods with 312 respondents.

5.3 Summary Based on Research Objectives

(a) Research Objective 1

In this research, the questionnaires are used to identify the factors affecting the satisfaction level of gastronomy tourist. There are five factors with 35 items included in Part B for questionnaire which are exposure effect and past experience, cultural and religious influences, socio-demographic factors, food-related personality traits and lastly motivational factors. These questions were answered using Linkert scale method where respondents ranked the score with their perception whether they strongly disagree, disagree, neutral, agree or strongly agree. Based on the Cronbach's Alpha value which were used to measure and analyze the reliability of each variable of a study, all the independent variables of this research study is proved as accepted with the value of 0.6 and above. The results also show that the exposure effect and past experience obtained the highest mean value. However, the lowest mean value is scored by the food-related personality traits. The second highest mean value is scored by motivational factors with the value of 4.4020. The cultural and religious influences scored the mean of 4.2161 while socio-demographic factors scored the mean of 4.3516 respectively. The main focus is the highest mean value that was scored by exposure effect and past experience. The exposure effect and past experience are found to be important factors affecting tourist food consumption. Tourists' exposure to the local cuisine of a destination, acquired through previous visitation, can increase the familiarity of that cuisine and thus potentially enhance their preference towards it. Past experience is one of the significant predictors of tourists' intention to consume local cuisine in destinations (Mak *et al.*, 2017). It is also proven that, past experience consuming a certain food item has been reported as an important factor affecting food selection by tourist. Through past experience, people are more likely to become familiar with a food which in turn, increases acceptance of the food by causing them to form a preference for it (Jun *et al.*, 2016). In general, past experience and previous visitation can increase the familiarity, thus potentially enhancing tourists' preference towards their satisfaction level (Dixit, 2019).

(b) Research Objective 2

The mean value for tourist satisfaction level is 4.3442 with standard deviation of 0.52399. There were 5 items that been researched in tourist satisfaction. The highest mean was scored by the statement that I will visit the destination again with the value of 4.46 and standard deviation of 0.703. The statement of I am satisfied with the hygiene and health concerns of the locals had the lowest mean value which is 4.28 with standard deviation 0.742 which shows that inbound ASEAN tourist are less satisfied with the hygiene and health concerns of the locals. The tourist satisfaction in Cronbach's Alpha analysis has resulted with the score of 0.786. This shows that the dependent variable of this research study is proved as accepted with the value of 0.6 and above. Tourist satisfaction can have a positive result on the tourism industry itself. The satisfaction of tourists on their trips contributes to the profitability of a firm because it can help to create loyalty.

Tourist satisfaction should be understood by those involved in tourist activities and should serve as a basis for assessing the performance of products and service destination (Salleh *et al.*, 2018). Satisfaction is one of the most important things for customer's mental state, whether they will decide to visit again or not. The revisit activity of a tourist is the outcome of the satisfaction level experienced during the visit.

(c) Research Objective 3

There were significant relationship between all the independent variables and dependent variable in which there were positive relationship between exposure effect and past experience ($\beta=0.128$, $p < 0.05$), cultural and religious influences ($\beta= 0.046$, $p < 0.05$), socio-demographic factors ($\beta= 0.206$, $p < 0.05$), food-related personality traits ($\beta= 0.074$, $p < 0.05$) and lastly motivational factors ($\beta= 0.383$, $p < 0.05$) with tourist satisfaction. The Pearson analysis shows that the relationship between the variables which is between independent variables and dependent variable. The overall result shows in between the value is from 0.196 to 0.624 which reflects that there are none, weak and moderate positive relationship with the variables. The highest value is the relationship between motivational factors and tourist satisfaction ($r = 0.624$, $p < 0.01$) while the lowest value is the relationship between food-related personality traits and tourist satisfaction ($r = 0.196$, $p < 0.01$). According to analysis, independent variables namely exposure effect and past experience, socio-demographic factors, motivational factors have resulted a moderate positive relationship with tourist satisfaction. The cultural and religious influences have resulted a weak positive relationship with tourist satisfaction. The food-related personality traits have resulted in none relationship with tourist satisfaction. Therefore, the result indicates that all factors in this research is significant and have a relationship with tourist satisfaction except for food-related personality traits which is significant but have none relationship with tourist satisfaction.

5.4 Implication of Research

The food industries should also focus on the exposure effect and past experience, cultural and religious influences, socio-demographic factors and motivational factors because these factors affect the satisfaction level of gastronomic tourist. This is also supported by finding of this research study in which all the variable has positive and significant value between the factors and tourist satisfaction level. The findings in this research also beneficial in providing references about the relationship between affecting variables for tourism industry in terms of decision making regarding the tourism sector in Malaysia. This study has also provided with the major factor that affects the satisfaction level of gastronomic tourist which is the motivational factor. Malaysian government also should play their role to enhance the tourism industry by focusing on the affecting factors of gastronomic tourist. Malaysian government also can allocate better publicizing and promoting by organize the new plans and packages to attract the gastronomic tourist to Malaysia.

5.5 Limitation of the Research

The limitation of this research study is the number of target respondent that researcher has focused in order to conduct this research. The targeted respondent for this research study is only focused gastronomic tourist at Kuala Lumpur. Moreover, studying the factors affecting the satisfaction level of gastronomic tourist at Kuala Lumpur is not sufficient to understand the most related and specific factors that affects the tourist satisfaction level. This research study needs to be more depth and its results should compile the whole Malaysia. In this research study, the limitation faced by the researcher is on the selected factors that affects the satisfaction level of gastronomic tourist. Researcher have only focused on five factors but there are various factors could be affecting the satisfaction level of gastronomic tourist which is not covered in this research study by researcher due to the limited of time and expenses.

5.6 Recommendations for Future Research

The recommendation to improve the limitation of this research study is to have a wider sample size selection to achieve a significant level of data findings which could have better impacts towards the research study in future. The targeted respondent should not only comply gastronomic tourist at Kuala Lumpur but instead it should be obtained from various city in Malaysia. Future researcher is also encouraged to focus the more in depth on other factors affecting the satisfaction level of gastronomic

tourist besides the five factors that been analyzed by the researcher in this research study. Future researcher also can be conducted in the form of qualitative method because the right platform of approach does give an impactful result towards the research study.

5.7 Conclusion

As this research study have been focusing on the factors affecting the satisfaction level of gastronomic tourist, researcher believe the importance of understanding the current tourist demand in the market is always a priority to make sure the current research study is up to date. Besides that, researcher believe that examining those factors affecting the satisfaction level of gastronomic tourist is reliable and effective. The researcher has successfully achieved the research objectives which is to identify the factors affecting the satisfaction level of gastronomy tourist, to identify the satisfaction level of gastronomy tourist and to identify the relationship between the factors and satisfaction level of gastronomy tourist after all the research process went through. Based on the findings, the result of the variables was proven to have significant affects towards the satisfaction level of gastronomic tourist. The major factor that affects the satisfaction level of gastronomic tourist is the motivational factor. All of these results should able to provide some important sources to the concerned party such as Food Industry and Tourism Industry in order to sustain and improve the gastronomic tourism in Malaysia.

Acknowledgement

The authors would also like to thank the Technology Management Focus Group and Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia for its support.

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