



Street Food Culinary and Dining Experience on Tourist Gratification in Kuala Lumpur Malaysia

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ARTICLE DETAILS

History

Revised format: Nov 2022

Available Online: Dec 2022

Keywords

Culinary experience, Dining experience, Tourist gratification, Street food, Revisit intention.

JEL Classification

Z30, Z32

ABSTRACT

Objective: Culinary as well as dining experience and tourist gratification are debatably the two basic subject areas that organizational researchers and tourism industry looks into in order to appreciate tourist decision towards revisit intention. This study focused on tourists' gratification with their street food culinary as well as dining experience in Malaysia. Using a relationship process, this study also explores satisfied tourists' willingness and for each of the two key attributes of experiences: culinary experience and dining experience. Understanding this important relationship is vital for foodservice operators in reaching the desired level of tourist gratification.

Methodology: Regression analysis indicated that culinary experience is more important than dining experience which significantly determined tourists' overall gratification. Findings: Overall, the finding of the hypotheses in this research showed that culinary experience does have the highest standardized beta coefficient value ($\beta=.292$, $p<.05$) and had been determined as the most positive effect to tourists' gratification as compared to dining experience ($\beta=.158$, $p<.05$). Meanwhile, dining experience has the most positive effect to revisit intention with highest standardized beta coefficient value ($\beta=.628$, $p<.05$) and culinary experience have a slightly lower standardized beta coefficient value ($\beta=.181$, $p<.05$) Based on the results, all hypotheses were accepted and supported by the

Findings. Implications: This research therefore adds a new dimension to tourist gratification and revisit intention, especially in the area of tourism industry.



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Recommended citation: Omar, M. B., Shariff, S. N. F. B. A., Sulong, S. N. B. and Jaafar, Z. B. (2022). Street Food Culinary and Dining Experience on Tourist Gratification in Kuala Lumpur Malaysia. *Journal of Business and Social Review in Emerging Economies*, 8(4), 683-690.

Introduction

International tourist arrival has increased from 13.2 million in 2002 to 23.6 million in 2017, with an annual growth rate of 7.4%. Malaysia export sector is the second largest foreign exchange earner, the total of 6.8% export income in 2008. (Chong & Kumar and Jayaraman, , 2011). Tourist receipts have increased by 9.5% annually. Furthermore, the tourist industry employs around 11.5% of Malaysians and provides a significant flow of cash through other sectors like as transportation, retail, restaurant, construction, and property. (Hui, Wan & Ho, 2007). Over time, ethnic amalgamation resulted in the formation of a distinct Malaysian culture. This diversity among different ethnicities resulted in Malaysia's distinct cuisine, which is accepted by Malaysians from all kinds of backgrounds as well as international tourists. Therefore, Malaysia is rich in variety of the ethnicity, preserving ancestral culture, language norms, and different kind of cooking. (Hui et al., 2007). Culinary and eating customs had gradually changed as a result of mutual respect for religious and social awareness. With the diversity of cooking techniques include the use of different spices in cooking of Indian, Chinese and Malay food and cooking, it created a halal variety to the diversity of races for Malaysia country. With this diversity of races in Malaysia, all types of food operator from 5-star restaurant until small hawkers 'warung' has a some operating 24 hours a day. This had made a huge contribution to Malaysia's unique cuisine. Dining in Malaysia is one of the most major influences for international visitors.

According to Parker & Mathews (2001), pre- and post-consumption expectancy was stated to result in satisfaction. Previous research has examined and established the tourist gratification and inclination return between these two relationships said by the Steven. (1992). Other than that, customer perception and experience are crucial for the gratifications (Cronin and Taylor, 1992) and (Hartman & Schmidt and Halstead, 1994). However, research on visitor culinary and eating experiences, pleasure, and intention to return are still unclear. According to Chen & Tsai (2007), Perceptions of a product or service have a positive impact on both gratifications and consumer behavior. According to Kozak and Rimmington (2000), tourists' gratification can influence their intention to return to a country. Customers' recurring purchases and brand loyalty have been linked to an individual's satisfaction with an initial purchase. (Hui et al., 2007). Therefore, this study aims to improve Malaysian tourism and food service operators' to digging more on culinary and dining experience in tourist past adventure in gratification and intention.

Purpose / Problem of the Study

Food taste preferences have been directly tied to cultural evolution from ancient times to the present. Fashioning tastes in the modern world may take various shapes, including how we display, prepare, and cook our foods. (Namkung and Jang, 2007), because the preference of the food especially on taste are impacted with the society, as our home where we reside in. The foodservice business bears the obligation and task of attracting new clients or tourists to its services and goods. Food is significant not just as a source of sustenance, but also as a means of establishing trade and cultural ties between nations.

Malaysia had a variety of cultural and races and needs elevate and market itself as a premier gastronomy and gourmet tourism destination. With a good marketing and promotion, a lot of things can do such as food festival, food truck, the Chef Series, Malaysia International Gourmet Festival, Local Fruits by MARDI and Traditional Food Festival and others. The issue of whether tourist pleasure will govern key attributes such as culinary experience, eating experience, and return intention might well be addressed in the context of tourist gratification. Foodservice operation in Malaysia need to emphasize and focusing more on quality of the product and services and not to forget also the services that are customer paying for dining experience. With all this major factor not only can maintain the customer to come back but also increase the profit of the establishment for a greater investment. (Hui, 2007). Malaysia is one of the well-known countries in Southeast Asia of having vast gastronomy products that can be offered to international tourist demands. In the context of tourists' eating experiences, the issue

of whether visitors will refuse different cuisine and service at restaurants that serve food while on vacation might be posed. The question is that tourists may be attracted to only with the food that they are similar with or may choose the food that quite comfortable to them.

Methods and Material

The following hypotheses were generated according to goal of identifying the nature of the link and determining whether there are positive relationships between cuisine, eating experience, and tourist fulfilment towards revisit intention.

H1: There is positive relationship between culinary experiences towards tourist gratification.

H2: There is positive relationship between dining experience towards tourist gratification.

The calculation proposed a minimal sample size of 250 based on the population's projected 5% precision from the population and with the 95% confidence level, resulted in a 50% variability. Consequently, 250 tourists willingly answered and accomplished the questionnaire. Out of a total of 250 questionnaires, 15 were deleted owing to more than 50% missing data in the questionnaire paper. To assess the relationship of the tourist dining and culinary past adventure, tourist gratification, and tourist revisit intention, a structured group-administered questionnaire with 5 and 7 point of Likert scales ranging from strongly disagree to strongly agree, most dissatisfied and using the most satisfied, and very unimportant to very important was developed. Data collection was conducted using a systematic sampling approach at 2 different times in a day to minimize biases. The airport's management suggested this time frame.

Analysis and Results

Each construct's alpha resulted the value of varied from 0.84 to 0.92, exceeding the minimum from the criterion of 0.7 and maintaining enough core of the consistency. According to the Nunnally (1978) and Pallant (2005). Cronbach's alpha coefficient values for all variables in the study indicated an each of the explanatory constructs in the study had a range of internal consistency that was extremely high and assessed to be very outstanding.

Multiple regressions among study variables

The multiple regressions were employed in hypotheses testing.

Table 1: Multiple regression result for hypothesis testing

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Sntd Error	beta		
Culinary Experience	.128	.029	.292	4.450	.000
Dining Experience	.074	.031	.158	2.411	.017
R=.382 R²= .146 Adj.R²= .139					

Descriptive Statistics and Analysis

The results indicated that the demographic profiles of the respondents were accurate. The questionnaire had been collected and out of the 235 valid respondents, the total of females is 53.6 percent of tourists and male respondent 46.4 percent. The average respondent was between 20 until 29 years old. Postgraduates from college or university with higher incomes are the most likely to visit Malaysia due to their higher education and lifestyle. The respondents who were most likely to visit Malaysia were single (71.9%), married (26.4%), and divorced (1.7%).

Multiple Regression Results of Culinary and Dining Experience on Tourist Gratification

The dependent variable, Y, and the independent variables were analyzed using multiple regression to see if there were any other relationships or models. Using multiple regression analysis, the researcher was also able to determine which of these independent variables were significant in the various models. The typical multiple regressions were performed to determine how much of the variation in visitor pleasure (dependent variables) could be explained by culinary and eating experience (independent variables). Numerous regression analysis was performed in this study to look for multiple correlations between the variables found in hypothesis 1 and 2. Multiple regressions are statistical methods for examining the connection between a single continuous dependent variable and a number of unrelated independent predictors (Pallant, 20025)

According to table 1, the R-Square value was .146, indicating that culinary and eating experience factors explain 14.6% of the difference in pleasure. Culinary experience had the greatest standardised beta coefficient ($\beta=.292$, $p<.05$) and was judged to be the largest on gratification score. When comparing the contributions of the independent variables, the beta value under standardised coefficients was obtained. The Beta value for dining experience ($\beta=.158$, $p<.05$) was slightly lower which indicated that it made less contribution on gratification. As a result, this might be understood to mean that all assumptions are supported.

Discussion

The results from both variables the Independent Variables and Culinary and Dining Experience, also the Dependent Variable which is the Revisit Intention were used to distinguish and conclude the relationship between variable leads to relate it to the studies research composition. This debate is based on the research question and research proposal list.

Which is the most important source between sources of information for culinary and dining experience?

From the result, we can conclude that most of the tourists agree that word of mouth (WOM) is an important tool (Kozak and Rimmington, 2000) in order to promote Malaysia and followed by the Internet website. From the result, we also can see that direct mail from destination does not have a great influence to promote Malaysia as compared to the word of mouth (WOM). In this study resulted significant the word of mouth can cause positive outcome such as repeating patronage or revisit intention. Meanwhile negative word of mouth can bring to no repeat customer to the product or service offered.

Nowadays, word of mouth has become popular in the online based social network which is also known as electronic word of mouth (eWOM). Facebook and twitter are examples of popular electronic word of mouth (eWOM). The social media of facebook has indicated that the social life of the people and activity shows of people in various ways (Kazeniak, 2009). According to Anupriya, 2010, internet has been the most important influencing on the way we work, travel, make payments, shop, socialize and IT has digitalized our terrifically. Many the also stated that the spent at least more than 5 hours on the internet every time they accessed it.

As per result, we can say that, with the influences of modern electronic devices, it can help tourist to search the information such as place, culture and food. eWOM and internet tool are well suited with the modern lifestyle today compared with the other traditional tools such as television, travel magazine, travel books, brochure and newspaper.

What is the relationship between culinary experiences towards tourist gratification?

According to the research, a diversity of meals can have a stronger impact on influencing visitors to visit Malaysia. Aside from that, the distinctive gastronomic culture experience is one of the tourist attractions. Culinary experiences are linked to tourist gratification, effected with the variation of unques culture around the world and diversity of the food. After a person has made the decision to travel, pull factors are what keep them there (example, tourist items).

According to Uysal and Hagan (1993), they contain both tangible and intangible markers of a particular area that encourage people to value the value of travel experiences. This have been agree by Weaver and Oppermann (2000), saying that The term "tourism product" refers to the end result of combining tourist attractions with the tourism industry, which consists of businesses and industries that provide products and services for travelers.

A destination's fascinating experience demonstrates that it provides visitors with some of the best memories possible, Haemoon and others (2007). The ability of visitors to travel and acquire experience or a degree of real authenticity is not there in their day-to-day lives. According to Clawson and Knetsch (1971) highlighted that, the possibility for experience during a lengthy voyage to provide travellers satisfaction. The influence of the vacationer's experiences will include freedom from responsibility, freedom from desire, commitment, work, spontaneity and knowledge. The experience included not only sharing similar beliefs, but also learning, resting away from physical stress, being creative and enjoying eating,

What is the relationship between dining experience towards tourist gratification?

There is a positive relationship and shows on most tourists agree that delicious food is an important factor when dining out, indicating a relationship between dining experience and tourist gratification. The questionnaire was used to collect data on the demographic profile, culinary and eating experience, tourist pleasure, and inclination to return. Followed by dining out offers a reasonable price and attractive food presentation.

The first hypothesis' results revealed, through the relationship study, it shows that, significant association between eating culinary adventure and visitor gratification. Descriptive analysis, straightforward correlation, and linear regression analysis were all used to analyse the data. The second hypothesis demonstrated a favourable association between eating experience and visitor pleasure using correlation analysis results. According to correlation study, there is a significant link between the desire to return as a tourist and high visitor satisfaction.

Other than that, not to forget, price fairness also contributes as one of the major roles of excitement factors or a satisfier for dining out experience. Reasonable price for dining is a one of the precious memorable experiences for the tourist. Similarly, Monroe (1989) defines value as the trade-off between the quality and advantages that customers experience in a product and the sacrifice that they sense by paying the price for the product. Bolton et al. (2003) define active customer value as a trade-off between quality (benefit) and cost (price). According to Bolton and Lemon (1999), pricing is a significant aspect that might impact customers' evaluations of services. As for the conclusion, the most important idea is that if food operators can maintain the quality of food, service quality and ambience, tourists will return for a dine.

Conclusions and Recommendations

In conclusion, we can say that most tourists that had dining experience in Malaysia preferred delicious food. Delicious food plus other factors such as, nice ambience, price fairness and good service quality will cause the tourists to be satisfied and leads to intention to revisit. This is supported by, it should be emphasised that the findings of the hypotheses in this study had been support the conclusion of these study and it demonstrates that tourist pleasure on culinary and eating experiences influences tourist return intention. According to Namkung and Jang (2007), there are correlations between individual in quality of the food aspects (e.g., meal presentation, temperature, menu diversity, food freshness, healthy alternatives, and flavour) and consumer enjoyment and behavioural intentions. It has an obvious consequence for Tourism related organizations should understand tourist needs and wants in Malaysia to ensure a good return on investment. Consequently, this study gives culinary and dining experiences, tourist satisfaction, and return intention a fresh perspective, which might help to avoid any potential problems in the future.

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