



E-PROCEEDING HOTWEC 7.0

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





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Factors Influencing Visitors Motivations in Attending Food Festival in Malaysia

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ABSTRACT

This study discusses the factors influencing visitors motivations in attending food festival in Malaysia. Therefore, this study empirically also aims to identify perceived value, service quality, food and can identify visitors motivations in attending food festival. The research objectives is to determine the relationship between perceive value, service quality, food and visitors motivations in attending food festival in Malaysia. In addition, the method used to complete this report is through questionnaires. Google forms were distributed to 384 respondents. Using SPSS, the data from 384 respondents were analysed using descriptive, frequency, and inferential statistics. Results demonstrate a significant correlation between perceived value, service quality and food. The findings demonstrate that foods, with a mean score of 4.08, have a significant association with visitors motivations in attending food festival, but service quality, with a mean score of 4.00, has the least significant relationship with visitors motivations in attending food festival. Finally, implications and recommendations for more research in accordance with the findings were offered.

Keywords: food festival, visitors motivations, perceived value, service quality & food

INTRODUCTION

Typically, these events draw a sizable number of food-related exhibitors who are engaged in the creation and marketing of distinctive, frequently traditional products. Festivals give exhibitors the chance to market their goods, impart knowledge, and trade stories (De & Varley 2018). Some vendors sell their goods exclusively (or even exclusively) at the food festival. It's important to note that vendors at food festivals frequently represent tiny local businesses, such as tiny rural agribusinesses, that support widely acknowledged local development (Folado et.al, 2019)

Prioritise the experiential and environmental aspects of food festivals. However, few studies have examined the correlation between food festival attendance and food-centric tourist behaviour. The majority of research on food festivals has concentrated on event-related factors and outcomes such as service quality, customer's happiness, and loyalty intentions (Lee, Sung, Suh, & Zhao, 2017). Furthermore, recent study focuses on the quality and worth of festivals, which will improve the perception of destinations and strengthen travellers' commitment to certain destinations.

This study consists of three objectives:

1. To determine the relationship between perceived value and visitors motivations in attending food festival in Malaysia

2. To determine the relationship between service quality and visitors motivations in attending food festival in Malaysia
3. To determine the relationship between food and visitors motivations in attending food festival in Malaysia

Significance of the Study

Consumers

Future readers of this research paper will be able to learn more about the aspects of food festivals that draw tourists. In essence, food festivals can expose a lot of people to different countries and their culinary traditions. As a result, this study will demonstrate how well-liked the various delicacies present at the food festival are among the tourists. The qualities and properties of food that have evolved over time and with the rise in living standards in current contemporary era can also be shown to future consumers by this research report.

Industry of Tourism

The tourism industry could benefit from a better understanding of the types of reasons why tourists opt for local fare by learning more about the factors influencing local food consumption. The travel industry should be able to better serve both domestic and international visitors as a result.

Researchers

This study is significant for the tourism sector since local food intake has become one of the reasons why visitors go. This study will aid scholars in understanding what draws people to food festivals, what keeps them coming back, and how the local population generally feels about trying new types of food. Following that, this study will enable researchers to pinpoint significant visitor-influencing factors and previously unresearched reasons why people attend food festivals. The subject of this journal article might be useful to future scholars.

Food vendor

This research paper can provide future sellers with information about the factors that attract buyers to food festivals.. Basically, food festivals can give vendors a chance to showcase the variety of cuisine styles and tastes from different nations. The qualities and properties of food have changed throughout time as a result of the advancement of living standards in the modern era, and this research article can help future vendors understand these changes.

LITERATURE REVIEW

Perceived Value

Perceived value, according to the definition, is the individual's appraisal of the difference between the benefits and the expenses. Four factors may be used to determine value: "Value is (1) cheap price, (2) having what one wants in a product, (3) the quality one obtains for the money one spends, and (4) what one receives in return for what one contributes. According to the equity theory, a consumer considers what is fair, acceptable, or warranted for the perceived cost of the service, which includes monetary payments as well as non monetary sacrifices such as time, energy, and stress borne by consumers (Akhoondnejad, 2016). Perceived value is a

crucial aspect in developing long-term client connections and achieving a competitive advantage. In the case of festivals, participants weigh the advantages they get against the sacrifice they make in terms of time, money, and effort (Akhoondnejad, 2016). However, if you're only interested in the food, these festivals are rarely worth the money or time (Dai serena, 2017).

Service Quality

Service quality is frequently the kind of customer perception throughout the purchasing process when the good or service being delivered is characterised as a gap model, which is a difference between the customer's view of the service and their expectations (Parasurama et.al, 1998). In addition, service quality measures how well the level of service provided fulfils consumers' expectations (Lewis & Boom, 1983). The degree of service quality that goes along with a company's offers may be a key element for differentiating between performing and non- performing business establishments, according to Eresia-Eke et.al, (2018). The contact between a client and components in the service organisations also produces service quality, according to Lethinen & Lethinen's, (1982). It could result in an emotional response that shows up as happiness or discontent with the goods or services bought (Woodruff. et al, 1983). In order to keep their consumers, internet meal delivery businesses need pay attention to the quality of their services. If the value of the services they receive is perceived to be significantly superior than what is anticipated from competitors, customers may continue to be loyal to a service provider (Zeithaml & Bitner, 1996). Customers frequently want deep, individualised ties with service providers and value the advantages of sustaining relationships (Zeithaml et.al, 1996). As a result, service clients are crucial to preserving clients' loyalty (Parasuraman et.al, 1991).

Food

Based Sharina Osman & Norwani Nazari (2020), one of the reasons people now travel is for the food, which has a significant multiplier impact in tourist places. food has always been a major draw to any location and is frequently highlighted in marketing materials by numerous locations. This occurrence is one of the indications that food has to offer as a travel item.

Food consumption becomes a crucial component of tourism as it becomes an essential component of the tourist experience Hall & Mitchell (2000). For some people, food means different things. According to Ab Karim (2010), a destination's food reputation and the nature of its information sources have a significant role in influencing tourists' desire to visit that location. According to this perspective, Malaysia conjures up ideas of Malaysian cuisine and tourism. Although tourists are pleased with the food photos, there is certainly room for improvement. Additionally, they stated that eating contributes to overall pleasure, which will also impact their behavioural intentions.

Dependent Variable

Visitors Motivations in Attending Food Festival

Many authors have characterized motivation in many ways Inkson & Minnaert (2018). As the main cause and driving force underlying all human behavior, for example (IsoAloha, 1982) an awakening, guiding, and integrating physiological and psychological desire that awakens, directs, and integrates a person's conduct and activities (Pearce & Lee, 2005).

Their attitudes, perceptions, and motivations have a big impact on the decisions they make about their journey. In addition to more basic tourism-related motivations, research has been done to identify what motivates people to attend festivals.

The three factors that influence motivation are perceived value, food, and service quality. On the other hand, perceived value is essential for building strong relationships with customers and gaining a competitive advantage. When evaluating the value of a festival, attendees compare the benefits they receive with the time, money, and effort requirements (Akhoondnejad, 2016). Next, service quality, which is polygonally organized and emphasizes tangibles in addition to efficacy, responsiveness, assurance, and empathy. When the product or service being provided is categorised as a gap model, which is a discrepancy between the customer's perception of the service and their expectations (Parasuraman & Berry, 1998), service quality is frequently the type of client impression during the purchasing process. The last is location's food has a big impact on its reputation and desirability. Eating has become a significant part of tourism due to how crucial it is to the overall tourist experience (Mitchell & Hall, 2000).

Research Hypothesis

The hypothesis of this research is to determine if there are any correlations or relationships between dependent variables and independent variable:

H1: There is a strong correlation between perceived value and visitors motivations in attending food festival in Malaysia.

H2: There is a connection between service quality and visitors motivations in attending food festival in Malaysia.

H3: There is significant relationship between food and visitors motivations in attending food festival in Malaysia.

Research Framework

For the purpose of investigating the connection between visitors motivations in attending food festivals in Malaysia, a research framework has been given. Then, the food, the perceived value, and the service quality influence the visitor's motivation in attending food festival in Malaysia, which was used to put the hypothesis to the test.

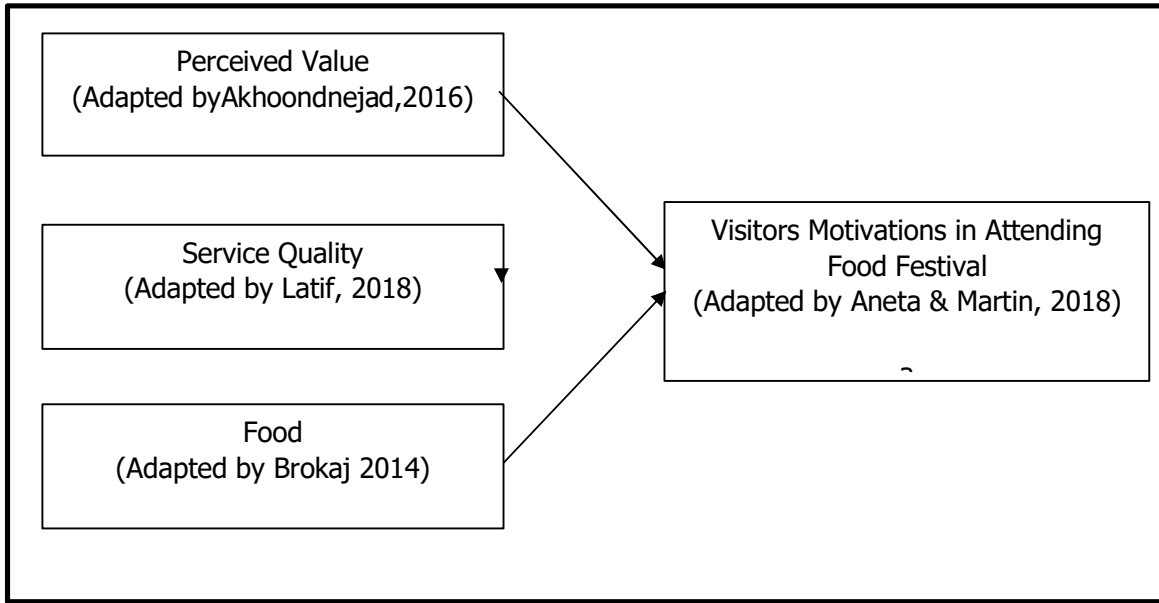


Figure 1: Conceptual Framework

METHODOLOGY

Research Design

In this quantitative study, 384 customers who attended a Malaysian food festival were given questionnaires. The people of Malaysia will serve as the subjects for this study. The questionnaire was split into three parts by the researcher: sections A, B, and C. The demographics of the respondents are presented in Section A. In Sections B and C on independent factors and dependent variables, five items using a five-point Likert scale ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree) were utilised. The purpose of the study design is to identify the variables that affect why people choose to attend the food festival and to ensure that the evidence derived from the data can address the issue under investigation. To understand perceived value, service quality, and food for food festivals in Malaysia, it is crucial to use a quantitative approach.

Data Collection

Primary data is collected using suitable methods for current study challenges, while secondary data is obtained from other researchers. Data can be used for comparative research, replication, data reanalysis, research design, methodological advancement, learning, teaching, and describing current and historical traits. This study employs quantitative data gathering through surveys and questionnaires, utilizing mathematical computations for objective and trustworthy data. The data includes 384 participants, divided into sections A, B, and C, in both English and

Malay. This approach simplifies participant completion and enables researchers to compare and analyze collected data.

Sampling

This research utilised a non-probability sampling method known as convenience sampling. Convenience sampling is the practise of collecting samples based on the availability of elements and their ease of acquisition. This sample was chosen because it occurred at the appropriate location and time. The benefit of convenience sampling is that it is quick and simple. Because the researcher can select respondents at random, he or she has the freedom to determine the sample, select it, and produce accurate data using this method. The survey is created with Google Forms and distributed via social media. Using Google Forms and social media, WhatsApp and Telegram researchers can attract more participants.

Data Analysis

Data analysis involves organizing, describing, representing, evaluating, and interpreting data using statistics. SPSS, version 24, is used in this study to analyze data using descriptive analysis and correlation. It allows researchers to conduct intricate statistical analysis on large datasets, aiding in reliability analysis, descriptive analysis, and Pearson's correlation coefficient.

FINDINGS

Demographic Analysis

Table 1: Demographic Analysis

Characteristics	Frequency	Percentage(%)
Gender:		
Male	96	25.0
Female	288	75.0
Age:		
Below 18	41	10.7
18 - 23	240	62.5
24 - 29	58	15.1
30 above	45	11.7
Marital Status:		
Single	290	75.5
Married	68	17.7
Others	26	6.8
Occupation:		
Student	257	66.9

Employee	74	19.3
Unemployed	79	7.6
Others	29	6.3
Do you familiar with food festival ?:		
Yes	339	88.3
No	45	11.7
Why do you choose to buy food at food festival?:		
Reasonable price	91	23.4
Fast service	81	21.1
Many options	141	36.7
Others	72	18.8
How many times do you visit food festival in a year:		
Once a month	49	12.8
Once every 3 months	71	18.5
Once every 5 months	130	33.9
Others	134	34.9

Table 1 showing the summarize of demographic analysis totalling the male respondent was 96 respondents with the percentage 25.0% while the female respondent is 288 respondents with the percentage 75.0%. Meanwhile the highest range of the age respondent participating was 18 to 23 years old 240(62.5%) follow for the second highest was 24 to 29 years old 58 (15.1%) , third is range for 30 and above 45(11.7%) and the slightest range is below 18 years old 41(10.7%). Other than that, the majority of respondents marital status is single that consist of 290 respondents with the percentage 75.5% and the second highest is married respondent which is 68 respondents equal to 17.7% while the minor respondent who answering is other 26 respondent with 6.8%.

Next, the total number of students was 257 respondents and 66.9% for employed was 74 respondent and 19.3% followed by Unemployed 29 respondent with 7.6% and others 24 respondent and 6.3%. As for the screening question the respondent who is familiar with food festival was 339 respondent and 88.3% while 45 respondents equal to 11.7% were not familiar with food festival. Therefore, respondents who choose to buy food at a food festival found that it had many option was 141 respondent and 36.7% and as for the reasonable price was 90 respondent with 23.4% , fast service fall to third highest why visitor choose to buy at food festival which was 81 respondent and 21.1% and least was others with 72 respondent with the percentage of 18.8%.

Furthermore, the highest respondents visiting food festival was others where 134 respondent and 34.9% and for once for every 5-month respondent that visit food festival was 130 and 33.9% followed by once every 3-month 71 respondent and 28.5% followed by once a month 49 respondent and 12.8%.

Descriptive Analysis

This study has analysed the mean and standard deviation for section B and C of the questionnaires.

Result of Descriptive Analysis

Table 2

Table 2: Descriptive analysis

Variable	Items	Mean Score	Standard Deviation
Perceived Value	The prices at the food festival are reasonable	3.77	1.170
	I believe the food at the food festival is good quality	3.55	0.803
	I acknowledge that various foods that I want to buy are available at food festivals	3.99	0.978
	I believe the vendors at the food fair are keeping clean	3.83	1.002
	Food festival provides a lot of convenience	3.85	1.037
Service Quality	The sellers at the food festival have friendly treatment for visitors	3.94	0.972
	The seller is aware of food hygiene when serving, wearing gloves, mesh, and apron	3.80	1.027
	I think the food at the food festival are served quickly	4.01	0.930
	The seller makes a detailed menu of each dish available or visible to the visitors	4.02	0.927

	I believe the seller at the food fesitval takes the order by following the correct order to the visitors	4.01	0.928
Food	I believe food involment play a crucial part in food festival	4.07	0.950
	foods that serve in food festival come from different culture	4.11	0.928
	Enjoying food in food festival giving a pleasurable experience	4.10	0.917
	visitor satisfaction will be accomplished with the food taste in food festival	4.07	0.948
	Going to food festival allow to have a good meal and beverage	4.16	0.885
Visitors motivations in attending food festival	Going to food festival can satisfy my curiosity about viral food	4.31	0.959
	Going to food festival can support the local community	4.33	0.889
	I go to the food festival to escape daily routine	3.84	1.082
	I think going to food festival can spend time with family or partner	4.00	0.930
	I go to food festival to gain new experiences	3.92	1.031

The mean and standard deviation analyses on the independent variable, perceived value. The maximum mean value was 3.99, where respondents thought that acknowledge that various foods that want to buy are available at food festival.

The mean and standard deviation analyses of respondents on the independent variable, service quality where it had the highest mean score of 4.02, indicating the seller makes a detailed menu of each dish available or visible to the visitors.

The mean and standard deviation analysis of respondents on the independent variable, food, where item 1 had the highest mean value of 4.16, indicating that respondents consented to going to food festival allow to have a good meal and beverage.

The mean and standard deviation analysis of respondents on the dependent variable, is Visitor motivation in attending food festival service where the item 5 shows the highest mean value of 4.33, indicating that respondents Going to food festival can support the local community.

Reliability Analysis

It was decided that reliability analysis would be utilised to assess the questionnaires' dependability. It was also utilised to gauge how steady and reliable the produced assessment tools were. When measuring internal consistency and reliability scales, Cronbach's Alpha analysis was used to determine the instrument's reliability based on the data. The table below displays the size of the Rules of Thumb Cronbach's Alpha coefficient, according to George & Mallery (2016).

Table 3 : Cronbach's Alpha Coefficient Range. Sources: Adopted from George & Mallery (2016).

Cronbach's Alpha Range	Level of Reliability
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha < 0.4$	Unacceptable

The range of Cronbach's Alpha coefficient values was displayed in table 3. Internal consistency is deemed excellent when the value is greater than or equal to 0.90, with a maximum value of 1. Moreover, a Cronbach's Alpha value of less than 0.4 is deemed unacceptable.

Table 4 : Result of Reliability Coefficient Alpha for the Independent Variable and Dependent Variable

Variable	Number of items	Reliability Cronbach's Alpha	Level of reliability
Perceived value	5	0.913	Excellent
Service quality	5	0.940	Excellent
Food	5	0.959	Excellent
Visitors motivation in attending food festival	5	0.906	Excellent

Table 4 displays the results of the reliability analysis using Cronbach's Alpha for each independent and dependent variable. The first item, perceived value, had a Cronbach's Alpha score of 0.913 and an outstanding reliability level (> 0.9) out of a total of five. The following independent variable is service quality, which consists of five elements. Cronbach's Alpha is 0.940 for this variable. This rating corresponds to an extremely high degree of dependability (0.9). The dependent variable, which measured visitors' motivations for attending a food festival, contained five items. This variable's Cronbach's Alpha score is 0.906, which is below the level of excellent reliability. The Cronbach's Alpha for the three-food test utilised in this study is 0.959. This is below what we consider to be an excellent level of dependability (0.9).

Pearson Correlation Analysis

Pearson's correlation analysis was one of the most important analyses that looked at the linear relationship between the two variables. The purpose of this study was to examine if there were any links between the independent factors (perceived value, service quality and food) and the dependent variable (visitors motivations in attending food festival). If the relationship is significant, the researchers must decide the acceptable level of association strength.

Result of Pearson Correlation Analysis

Table 3: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported/Not Supported)
H₁: There is strong correlation between perceived value and visitors motivations in attending food festival in Malaysia	0.583	H ₁ is supported.
H₂: There is a connection between service quality and visitors motivations in attending food festival in Malaysia	0.664	H ₂ is supported.
H₃: There is significant relationship between food and visitors motivations in attending food festival in Malaysia	0.722	H ₃ is supported

Table 3 displays the results of the Pearson Correlation Analysis. For the statistically significant value, the total number of respondents (384), and the perceived value. The p-value was 0.000, which was less than the threshold for statistical significance of 0.01. The correlation between perceived value and visitors motivations to attend a food festival was moderately positive, with a value of 0.583.

In addition, for the service quality level, the significance, and the total (384) respondents. The p-value was 0.000, which was less than the threshold for statistical significance of 0.01. The correlation coefficient of 0.664 indicates a moderately positive relationship between service quality provided and visitors motivations to attend a food festival.

Next, the food's significant value and total of 384 are presented. The p-value was 0.000, which was less than the threshold for statistical significance of 0.01. The correlation between food and visitors motivations to attend a food festival was moderately positive, with a value of 0.722.

DISCUSSION & RECOMMENDATION

The study analysing the relationship between perceived value, service quality, food and visitors motivations in attending food festival. The purpose of this study is to determine the relationship between perceived value, service quality, food and visitors motivations in attending food festival.

Recommendations are ideas for upcoming research projects that address the shortcomings of the current study. The results of this study could therefore be applied to future research to enhance data collection techniques. Formal interviews are highly recommended. In a structured interview, each respondent is asked the same questions in the same order from a well-crafted, pre-planned list of questions. Due to the fact that a primary focus of quantitative research is the statistical analysis of numerical data collected through general survey research techniques such as questionnaires or structured interviews, this is the case. While questionnaires are useful for acquiring data, face-to-face interviews give the researcher clear, accurate information.

To confirm that the data obtained is accurate and legitimate, it is also advised to choose local communities close to the research area. The information provided by the community as a respondent may not be accurate because of limited exposure to the particular research area selected.

CONCLUSION

In conclusion, the researcher clarifies whether all the research findings implemented can address the chapter's research objectives. This study aims to determine the relationship between the independent and dependent variables. The three independent variables are perceived value, service quality, and food, while the dependent variable is visitors motivation in attending food festival Utilising Pearson's Correlation Analysis, the relationship between the independent and dependent variables was determined. This demonstrates the effect of the independent variable on the dependent variable. Three independent variables, namely perceived value, service quality, and food, have a significant relationship with visitors motivations in attending food festivals in Malaysia, according to the findings of researchers. A total of 384 respondents were selected from the country on the east cost Malaysian states for this study. This study concludes that there is a positive correlation between the independent variables perceived value, service quality, and food. The data reveals the three factors influencing visitors motivations in attending food festivals in Malaysia.

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