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Investigating Determinants of Street Food Attributes and Tourist Satisfaction: An Empirical study of Food Tourism Perspective

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Abstract

The purpose of this paper is to assess and examine the street food preferences of tourists in Malaysia. It will also aim to figure out the reasons why tourists chose these foods, which will lead them to revisit their destinations. Tourism Malaysia portrays street food as a significant antecedent in drawing foreign visitors to this country for their travel purposes. The aim of this study is to inspect how the characteristics of street food impact the growth of food tourism in Malaysia. A sample of 331 tourists enjoying street food in Kuala Lumpur was conducted in this study. The results suggest that a positive and significant relationship is found between service quality and tourist satisfaction. Furthermore, a positive and significant relationship is not found between product quality and physical environment with tourist satisfaction. In addition, this study also argues that tourism perception mediates the relationship between products quality, physical environment, and service quality with tourist satisfaction. Smart PLS 3.0 was used to evaluate the data using the quantitative approach. The findings indicated marketing techniques that were significantly explored in the study. This study shows that Malaysian street food is a major demand for international visitors that needs to be nurtured. It will enable street food business stakeholders in Malaysia to build strategies to encourage food tourism, change and coordinate tourism products, enhance farming techniques and eventually improve the reputation of destination and location branding.

Keywords: Street Food Attributes Food Tourism, Attitude, Satisfaction, SEM, Malaysia

Introduction

Street food plays an essential role in strengthening every country's tourism industry. The history and identity of every country is fulfilled by street food. Any country's tourism sector depends on its food habits and availability (Imathlu, 2017; Bassano et al., 2019; Chong & Stephenson, 2020). Malaysia is one of ASEAN's most famous places to tourism in this respect. Malaysia is recognized as 'Malaysia: Truly Asia' branding worldwide. Malaysia is declared one of the top ten tourist destinations by the United Nations World Tourism Organization (UNWTO). The tourism industry is becoming a key

segment of the economic growth agenda on a global level, with a continuously positive impact on the overall economy (Oviedo-García et al., 2016; Kim et al., 2019; Bhattacharjee et al., 2020). The tourism industry requires exercises for and from persons who do not need more than a year in a room outside their normal setting (Robinson et al., 2018).

Malaysia has been the source of the growth of tourist arrivals in Malaysia among the world visitors. Malaysia's street food is perceived by Time magazine to have Best Street Food in Asia in 2004. Given that Malaysian food is not a single type of food, but a certain gastronomic variety from the multi-ethnic populations of Malaysia that combines different tastes, fasteners and cooking techniques, the gastronomic routes in the country should be vigorously promoted. The validity of each State's treatments can be defined as the "state of gastronomy" (Wu et al., 2016; Wu et al., 2016; Atikahambar et al., 2018; Bhattacharjee et al., 2018). In this study, we found that there is a positive and significant relationship between service quality and tourist satisfaction. Besides, this study also claims that tourist attitude mediates the relationship between product quality, physical environment and service quality with tourist satisfaction.

Literature Review and Hypothesis Development

Product Quality and Tourist Satisfaction

As we know, any business has unique goods or services which it produces itself or sells to its consumers and profits in return. Food is the major feature of every street food restaurant for restaurants (Rozekhi et al., 2016; Polas et al., 2017; Konuk, 2019). Both food characteristics are lumped into the cost of food. The quality of food is a fundamental requirement in order to satisfy customers' needs and wishes. Knowing the importance of the quality of food in street restaurants, previous research examined various things that draw tourists from both domestic and foreign countries. Any of the literature review reveals that the researchers' overview of food quality highlights presentation, menu range, strong options, flavor, refreshments and temperature (Hau & Omar, 2014; San et al., 2020; Azhar et al., 2018).

Temperature is also a tactile food quality part (Muskat et al., 2019, Liu et al., 2020). Temperature affects the way food flavours are obtained; this collaborates, for example, in the taste, scent and vision of other visible products. The temperature may at that stage be considered a defining enjoyment in the tourists' food experience (Suki, 2014; Polas et al., 2018a). Good food in street restaurants is considered as a primary consistency in food (Della Corte et al., 2015). Many visitors have become experts in cuisine, so the flavour of food is increasingly relevant in the restaurant (Eid & El-Gohary, 2015; Guo et al., 2017). Consequently, it is not unbelievable that a lamentable street restaurant serves gourmet cuisine. The taste of street restaurants which are placed as visitors is generally agreed to affect customers as well. Visitors must be satisfied since they are coming from the tourist destination to obtain the finest food experience. You will visit those areas again if you are pleased. They would subsequently notify others of the food safety in these locations. In this way, Malaysia's tourism industries will flourish as more visitors visit these areas again and again because of the good quality of food (Rajaratnam et al., 2014; Yap et al., 2018). Thus, we hypothesize that,
H1: There is a positive and significant relationship between product quality and tourist satisfaction.

Physical Environment and Tourist Satisfaction

Increased focus has been given to the importance of building and sustaining a distinctive environment for hospitality scholars and management, as the emphasis is given to attract, fulfilling and rising

financial success by optimizing revenues and market share in the hospitality sector (Ali & Amin, 2014; Han & Hyun, 2017; Polas et al., 2018b). The physical environment is a significant determinant of market psychology (e.g., disconfirmation and satisfaction) and behaviour (e.g. skipping and word of mouth) in cases where a service is mostly consumed for hedonistic reasons and consumers expend moderate to long periods absorbed in a specific environment (Ali et al., 2016; Lee et al., 2017; Polas & Afshar Jahanshahi, 2020). In the case of high-quality restaurants, for example, consumers will stay for 2 hours or more in the eatery confines and deliberately take before, after and after their meal in their physical environment. Besides food and service, the overall satisfaction and loyalty resulting from the restaurant's visitation can be mostly determined by an attractive physical environment (e. g. innovative interior design and décor, pleasing music, subdued light, a unique colour, pleasant ambience odour, a spacious layout, appealing table arrangements, and appealing service personnel) (De Nisco et al., 2015; Hanaysha, 2016).

Dining is more than just food with a growing number of customers. Customers should not feel at ease. You should look away from home for an enjoyable experience, and the atmosphere will play an important role in creating that experience. The DINESCAPE scale was used in this study to determine how customers perceived the real environment in the dining room (Vega-Vázquez et al., 2017; Han & Hwang, 2017). DINESCAPE is characterized as the natural and human environment for high-end restaurants in the dining area. DINESCAPE has six dimensions: aesthetics of the facilities, illumination, atmosphere, design, table configuration and service personnel (Suhartanto, 2018; Polas et al., 2020). In the service sector such as the food industry, the importance of the physical atmosphere in shaping customer conduct and in developing a service provider is particularly important (Mutanga et al., 2017; Polas & Raju, 2021). Indeed, before, after and after a meal in the restaurant customers knowingly (or unaware), feel the physical surroundings. Although food and the service must be of sufficient quality, the degree of overall customer loyalty and resulting consumer behaviour can be largely determined by a pleasant physical environment such as decoration, objects, layouts and music (Khaled et al., 2019). In other words, consumers should refer to their experience and behaviour towards the vendor, rather than just the quality of food and service (Chang, 2014; Theodorakis et al., 2015). The local environment can be as relevant in the procurement of decision making as the commodity itself (e.g., food and services). In order to enhance such marketing goals, such as favourable consumer quality understanding, positive experiences and positive approaches, the creative use of physical architecture in the restaurant operation should be crucial (Moon & Han, 2019). Thus, we hypothesize that,

H2: There is a positive and significant relationship between food physical environment and tourist satisfaction.

Service Quality and Tourist Satisfaction

Quality service provides a meaningful consumer relationship. The mind of customers can only look when they eat superbly and want to return (Bashir et al., 2020; Rajaratnam et al., 2014; Shamsudin et al., 2020). As researchers have shown, consumer loyalty is affected by service quality that makes street food ever stronger and more reliable (Tîtu et al., 2016). Agyeiwaah et al. (2016) has said that the level of service affects customer loyalty, which eventually means increasing visitor satisfaction. When visitors receive good services from a street food store, they are met irrespective of their long-term stay. A customer's ultimate objective is to eat healthy food. They become trustworthy in the company as they get legitimate service. Polas et al. (2017) found in their study a strong picture of

visitor satisfaction with quality service with fantastic food. Great standard of service now leads the visitors back to the street food stand, which eventually has an impact on the development of tourism. Quality is the entirety of an item or an organization's elements and assets that can satisfy the needs expressed or caused (Torres, 2014; Zhang et al., 2019). Quality stresses a link between, on the one hand, visitors and their inspiration and, on the other, something or organisation. Quality is believed to be probably the best levers for displaying of organizations (Ismail et al., 2016).

Service quality is trivial, relativistic and frightening and self-destructing in general. Quality of service is not creativity but rather a mien aspect. It requires special quality and useful quality (essential advancement) (fragile part) (Zhang et al., 2019; Polas et al., 2020). Any of the problems in selecting the standard of service would help consumers earnestly assess the concept of companies. There are many aspects to guide any restaurant by, such as service level, quality of service, interior design and decoration, restaurant location and time to wait. If these driving forces are of little benefit to restaurant clients, the restaurant will fall at that point (Omar et al., 2016; Ahrholdt et al., 2017; Polas et al., 2018a; Suhartanto et al., 2020). That is because visitors are confused about the restaurant. Therefore, the maintenance of decent and standard service quality is a major precursor to the prestige of restaurants. Thus, we hypothesize that,

H3: There is a positive and significant relationship between service quality and tourist satisfaction.

The role of Tourist Attitude

A behavioural attitude can be described as "the extent to which an individual has a favourable or unfavourable assessment or assessment of his behaviour" (Chang, 2014; Polas et al., 2021). Tourist behaviours generally include emotional, affective and compartmental elements (Hultman et al., 2015). Tourism explains the psychological trends reflected in tourists' optimistic or negative assessments of their actions (Çetinkaya & Öter, 2016; Polas et al., 2018b). Our aim is the expectation of the traveller and the attitude of the tourist towards Taiwan is a Friendly Muslim destination. In our case, tourists are well advised to observe lessons that affect their decisions surrounding leisure and travel plans explicitly and indirectly (Lin et al., 2017). Leonidou et al (2015) proposed that attitudes are the first subject for debate in developing a model for tourism motivation, and that the connection between motivation and attitude is also defined. The current literature says that attitude to visits to a destination is specifically influenced by motivation (Tussyadiah et al., 2018; Polas and Jahanshahi, 2020). Kim et al (2019) investigated the dimensions of motivation and happiness of visitors and showed that attitude and satisfaction were significantly similar. Factors of mood are also taken into account in this analysis.

The psychological trends reflected by positive or negative assessments of the tourists in relation to certain activities are defined by the tourist attitude (Ouyang et al., 2017). Cognitive, affective and behavioural elements include tourist attitudes (Muresan et al., 2016). The cognitive reaction is the assessment of the mood. The affective response is a psychological response reflecting a tourist's desire for an object and the conduct is a verbal indicator of a tourist's intention of visiting or using this entity. Attitudes are predisposed to be acted by an individual in the manner demonstrated by household recycling studies (Hossain et al., 2020; Rohman, 2020), pro-environmental behaviour and tourist behaviour (Gursoy et al., 2019; Polas et al., 2020). A good indicator of tourism attendance and happiness is the tourist attitude. Behaviours, subjective standards and behavioural controls are affecting behavioural intentions (Liang & Hui, 2016). An approach can influence the actions of external parties (Tussyadiah et al., 2017). A strong visitation indicator (Reitsamer et al., 2016) was

found to be a tourist attitude. The attitude has largely been confirmed as an indicator of behavioural intent in several experiments. Eusébio et al. (2018) showed that the mood of all the experiments together accounts for about half the variances of behavioural motive based on a meta-analysis of 185 TPB trials in different contexts. With regard to travel, several observational researches demonstrated the predictive influence of tourists' attitudes towards visitors (Walker & Moscardo, 2014; Wang & Xu, 2015; Chung et al., 2018).

Thus, we hypothesize that,

H4: Tourist attitude mediates the relationship between product quality and tourist satisfaction.

H5: Tourist attitude mediates the relationship between physical environment and tourist satisfaction.

H6: Tourist attitude mediates the relationship between service quality and tourist satisfaction.

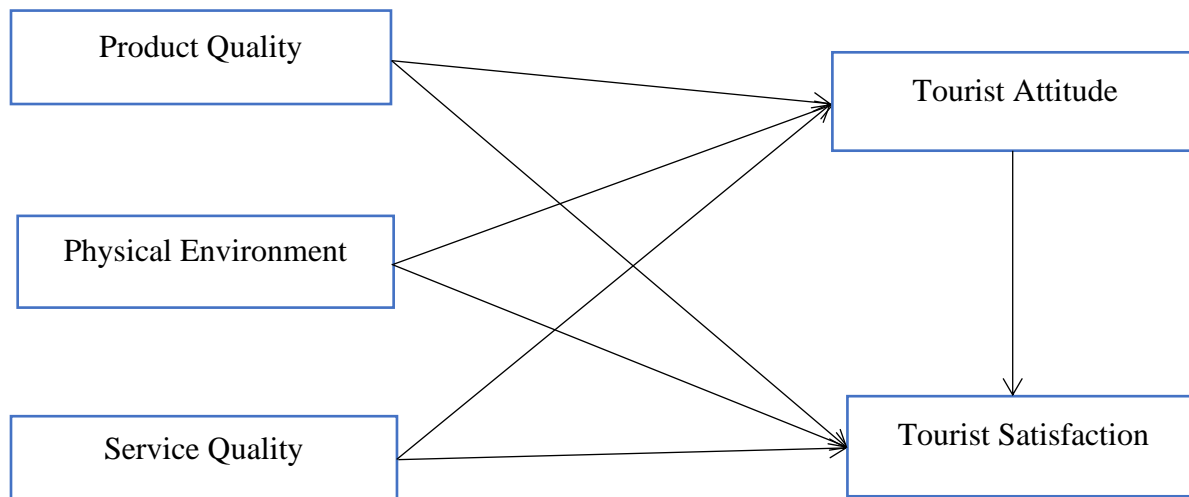


Figure 1: The Framework of the study

Methodology of the Study

The researchers gathered data in this study using the survey approach. The survey was performed in Kuala Lumpur, Malaysia among tourists enjoying street food. Stratified random sampling technique was adopted following positivist research approach where cross sectional approach was used in this study. The questionnaire was the principal tool in this study, consisting of twenty-seven. Twenty-two questions are used to evaluate independent, mediator and dependent variable: product quality, physical environment, service quality as an independent variable, tourist attitude as mediator and tourist satisfaction as dependent; The first five questions were related to the measuring of the significant control variables, namely gender, age, marital status, education qualification and monthly revenue. As a measurement range, the Five-point Likert scale is used for seventeen questions (1-22, Section B). The first five questions (demographic related) have been used as close ended questions. In this study, to analysis the primary data Smart PLS 3.0 software has been used following the quantitative method.

Measurement

In this study, the response option for all items range from 1= highly disagreed to 5 = highly agreed. As a measurement range, Five-point Likert scale (with 1 = highly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, 5 = highly agreed) was applied. Moreover, four items were used to measure the product

quality (The smell of street food of Malaysia is charming, Fresh ingredients are only used for cooking in the street food stalls, the food are looking attractive and delicious and The food supplied by hawker's are nutritious and healthy). The cronbach's alpha coefficient was 0.842. After that, four items were used to measure physical environment (Hawkers are neat and well dressed in appearance, Food served are in hygienic manner, Background music was fantastic, and Colours and Lighting of the wall creates a pleasant atmosphere). Here, the cronbach's alpha coefficient was 0.822.

Then, four items were used to measure service quality (The street food stall vendors are friendly, Hawkets provide neat and fast services, When I ask for anything else, they provide me in time, and The hawkets behaviour creates confidence in me). Here, the cronbach's alpha coefficient was 0.827. Furthermore, four items were used to measure tourist attitude (Malaysian Street food represents local culture, Malaysian Street food has good value for money, The Street Food of Malaysia served to me is halal and Hawkets service makes me honoured). The cronbach's alpha coefficient was 0.865. Finally, six items were used to measure tourist satisfaction (I am overall satisfied with the product quality of street food of Malaysia, I am overall satisfied with the hygiene & ambiance issues of street food of Malaysia, I am overall satisfied by the service quality of street food of Malaysia, a I feel convenient to consume food on the street; I am satisfied with the price they offered, and I always feel comfortable to visit here with my beloved one). The cronbach's alpha coefficient was 0.865.

Findings

Respondent's Demographic Profile

The demographic profile of respondents is shown in Table 1. A collection of 331 tourists who enjoyed street food in Kuala Lumpur obtained the results of the study. Table 1 states that 63.75% of respondents were male and 36.25% female. From that date 24.77% of respondents were 18 to 22, 25.08% were 23 to 27 years old, 28.10% were 28 and 32, 14.80% were 33 to 37 years old and 7.25% were 38 years of age or older. Instead, the number of people responding to this study was between 18 and 22 years. In addition, 70,69% of respondents were singles, while 24,47% were married. In addition, 9.97% of respondents have elementary schooling, 31.72% have a junior high school degree, 34.74% have high-school or technical school, and 23.56% are university graduates. Following that, 56.8 per cent of respondents' monthly income was between \$500 and \$1,000 USD, 13.6 per cent of respondents' monthly income was between \$1001 and 1500 USD, 10.27 per cent of respondents' monthly income was between 1501-2000 USD, 15.12 per cent of respondents' monthly income was between 2001 and 2500 USD, and 4.23 per cent of respondents' monthly income was between 2501 and above USD.

Table 1: Respondent's Demographic Profile

Characteristics	Frequency	Percentage	Characteristics	Frequency	Percentage
Gender			Education Level		
Male	211	63.75	Elementary school	33	9.97
Female	120	36.25	Junior high school	105	31.72
Age			High school or vocational school	115	34.74
18-22 Years	82	24.77	College or university education	78	23.56
23-27 Years	83	25.08	Monthly Income (US Dollar)		
28-32 Years	93	28.10	500-1000	188	56.8
33-37 Years	49	14.80	1001-1500	45	13.6
38 or Above	24	7.25	1501-2000	34	10.27
Marital Status			2001-2500	50	15.12
Single	234	70.69	2501 or above	14	4.23
Married	81	24.47			
Divorced	16	4.83			
<i>Total-331</i>					

Measurement of Model Assessment

Table 2: Measurement of Model Assessment

Constructs	Items	Loading	AVE	CR	Alpha	R-Square
Product Quality (PQ)	PQ1	0.759	0.681	0.895	0.842	
	PQ2	0.871				
	PQ3	0.805				
	PQ4	0.860				
Physical Environment (PE)	PE1	0.859	0.651	0.881	0.822	
	PE2	0.845				
	PE3	0.740				
	PE4	0.777				
Service Quality (SQ)	SQ1	0.848	0.66	0.886	0.827	
	SQ2	0.823				
	SQ3	0.833				
	SQ4	0.740				
Tourist Attitude (TA)	TA1	0.861	0.711	0.908	0.865	0.814
	TA2	0.846				
	TA3	0.838				
	TA4	0.828				
Tourist Satisfaction (TS)	TS1	0.790	0.603	0.901	0.865	0.865
	TS2	0.873				
	TS3	0.810				
	TS4	0.835				
	TS5	0.703				
	TS6	0.620				

The measurements of model evaluation are seen in Table 2 where each variable's AVE value exceeds 0.50 and the CR and Cronbach's Alpha value exceeds 0.70 and where factor loads exceed 0.60. However, R2 shows the endogenous variable variance values (s). The large effect (0.865 or 86.5%) with independent variables shows tourist satisfaction. Then a large effect of independent variables is also indicated in tourist attitude (0.814 or 81.4 per cent).

Table 3: Predictive Relevance

Constructs	Attitude	Satisfaction (f ²)	Q
Physical Environment	0.044	0.027	0.406
Product Quality	0.237	0.035	0.449
Service Quality	0.091	0.129	0.42
Tourist Attitude		0.226	0.488
Tourist Satisfaction			0.434

Large effect > 0.34; Medium effect > 0.14; Small effect > 0.01
(Cohen, 1988)

Table 3 shows that physical environment has a small effect on tourist satisfaction. Then, product quality has a medium effect on attitude and small effect on tourist satisfaction. Moreover, service quality has a small effect on attitude and tourist satisfaction. Tourist attitude has a medium effect on tourist satisfaction. Value of each latent variable is greater than zero which indicates predictive relevance of the constructs. Overall, the proposed study model is best fit with study objectives and hypotheses.

Discriminant validity: Fornell-Larcker criterion

Table 4: Discriminant Validity- Fornell-Larcker Criterion

SL. No.	Constructs	1	2	3	4	5
1	Physical Environment	0.807				
2	Product Quality	0.771	0.825			
3	Service Quality	0.663	0.792	0.812		
4	Tourist Attitude	0.662	0.732	0.772	0.843	
5	Tourist Satisfaction	0.663	0.635	0.656	0.721	0.777

*The diagonal are the square root of the AVE (in bold) of the latent variables and indicates the highest in any column or row

The discriminate validity of the study is shown in Table 4. Fornell-Larcker criteria were used to determine the validity of the model. Furthermore, all variables are defined by the square AVE-root (in bold) as highest in 0.777-0.843. It is also well understood that the discrimination between variables is maintained and is accredited for this estimated research model.

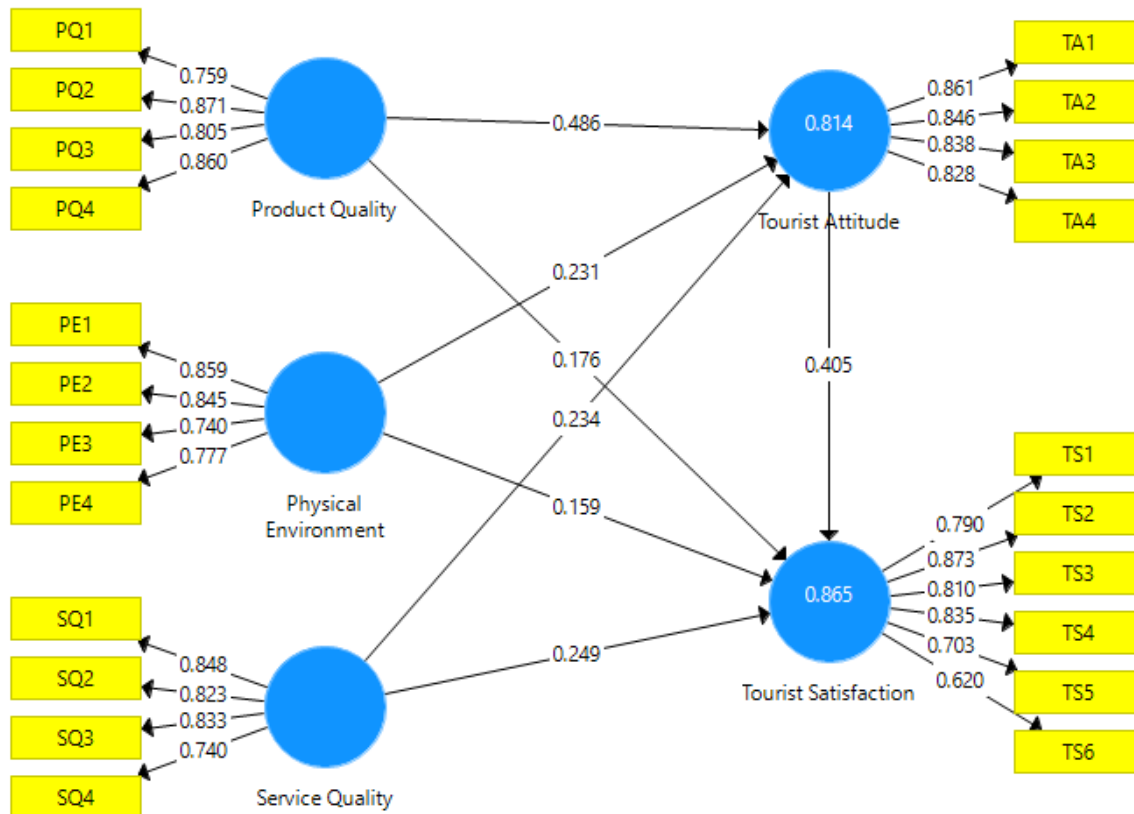


Figure 2: Standardized results of SEM calculations

A structural model evaluation of the study is seen in Figure 2. The t-values and R square were also measured using the bootstrapping method with a sample 500.

Hypotheses Testing

Table: Result of Direct and Indirect Effect Hypotheses

Hypotheses	Relationship	Std Beta	Std Error	t-value	p-value	Decision
H1	Product Quality → Tourist Satisfaction	0.183	0.132	1.337	0.182	Rejected
H2	Physical Environment → Tourist Satisfaction	0.153	0.140	1.134	0.257	Rejected
H3	Service Quality → Tourist Satisfaction	0.258	0.087	2.869	0.004	Supported
H4	Product Quality → Attitude → Tourist Satisfaction	0.091	0.046	2.050	0.041	Supported
H5	Physical Environment → Attitude → Tourist Satisfaction	0.192	0.084	2.342	0.020	Supported
H6	Service Quality → Attitude → Tourist Satisfaction	0.093	0.038	2.474	0.014	Supported

Table 5 shows the outcome of hypotheses of effects direct and indirect. First, we assume that the relationship between product quality and tourist satisfaction is positive and significant. There is a positive and significant connection between product quality and tourist satisfaction, as seen in Table 4 ($\beta=0.183$, $t=1.337$, $p>0.05$). Hypothesis 1 is also refused. Secondly, we assume that the physical environment and tourist satisfaction are related positively and significantly. Table 4 states that the physical environment and the tourist satisfaction are not positively connected with one another ($\beta=0.153$, $t=1.134$, $p>0.05$). Hypothesis 2 is also refused. Third, we assume that the relationship between service quality and satisfaction for tourists is a positive and significant one. Table 4 shows that the relation between service quality and tourist satisfaction is positive and significant ($\beta=0.258$, $t=2.869$, $p<0.01$). Hypothesis 3 is also recognized.

Fourthly, we assume that the relationship between product quality and tourist satisfaction is mediated by tourism attitude. We have found in table 5 that the connection between product quality and tourist satisfaction is mediated by tourist attitudes ($\beta=0,091$, $t=2,050$, $p<0,05$). Hypothesis 4 is recognized in this way. Fifthly, we assume that the relationship between the physical environment and tourist satisfaction is mediated by a tourist attitude. Table 5 shows that the relationship between physical environment and tourist satisfaction is mediated by tourist attitude ($\beta = 0.192$, $t = 2.342$, $p<0.05$). Hypothesis 5 is also approved. Sixthly, we assume that the relationship between service quality and tourist satisfaction is mediated by tourist attitude. As seen in Table 5, we find that the relationship between service quality and satisfaction of tourists mediated by tourist attitude ($\beta=0.093$, $t=2.474$, $p<0.05$). Hypothesis 6 is recognized in this way.

Conclusion

There is no denial of the value of street food to visit every country's tourism market. It makes a country draw more visitors internationally. Tourists typically visit areas where the food and availability habits are versatile. Market food usually offers ready-to-eat food and drinks offered by

street vendors. Tourists usually eat street food because of its cheapness and the diversity of tastes in tourist areas. It also helps to connect food, places and tourism to visitors. After the development of street food industries, it would eventually draw more visitors who subsequently affect tourism development.

By surveying 331 samples, this study investigated the impact of product quality, physical environment and service quality on tourist satisfaction in Malaysia. This study claimed that no relationship is found between product quality and physical environment with tourist satisfaction. A positive and significant relationship is found between service quality and tourist satisfaction. This study also figured that tourist attitude mediates the relationship between product quality, physical environment and service quality with tourist satisfaction. This study claimed that tourist attitude mediates the relationship between product quality, physical environment and service quality with tourist satisfaction. Growing information on tourism in the developed world has been applied to the report. The results of the thesis deal with some important effects for clinicians and more studies. It offers succinct explanations on tourism growth to service providers and policymakers. It also shows how to persuade visitors to revisit the marketing techniques and which can be adapted for the tourism industry. More emphasis should be put on advertising strategy.

Limitations and Future Studies

The same limitations apply to this research as to other studies. This study used cross-sectional data to obtain the results of the study. The only local tourists were targeted in this study. In order to obtain the research results, a quantitative approach was used. To obtain the results, we only used a survey questionnaire. Malaysia is the main subject of this research. More descriptive should be the upcoming research. Two countries should carry out a comparative analysis. A research that focuses on the demographic factors linked to tourism may be carried out. In future experiments, longitude data may be used. Future studies should include GEN Z as sample for the studies.

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