

Impact of Street Food Experiences on Domestic Tourists' Behavioral Intentions to Revisit Malacca

Mohd Noor Azmin Akbarruddin¹, Noradzhar Baba^{*2}, Abdul Rais Abdul Rahman³, Heri Setiyorni⁴

^{1,2}Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Malaysia,

³Faculty of Fisheries and Food Science, Universiti Malaysia Terengganu, Malaysia

⁴Faculty of Social Studies Education, Universiti Pendidikan Indonesia, Indonesia

*Corresponding Author

DOI: <https://dx.doi.org/10.47772/IJRISS.2024.8120256>

Received: 10 December 2024; Revised: 17 December 2024; Accepted: 19 December 2024; Published: 17 January 2025

ABSTRACT

Street food is defined as food that is prepared or cooked and subsequently sold by food vendors on streets or other public areas for immediate consumption. Numerous residents and domestic travelers prefer street food to restaurant cuisine. Street food offers high-quality cuisine at an affordable price. The objective of this investigation is to identify and evaluate the factors that influence the perceptions of street cuisine among domestic visitors in Malacca. Ajzen's Theory of Planned Behavior (TPB) is a conceptual framework that includes three variables: hygiene, food quality, and service quality. The questionnaire was administered to 386 domestic tourists in the city of Malacca to capture the data. In addition, the 5-point Likert Scale was implemented in this investigation. The results were analyzed using descriptive analysis, a reliability assessment, and a correlation coefficient test. The results of this study clarified the factors that influence the attitudes of domestic travelers toward street food in Malacca and their likelihood of returning to the city.

Keywords: Street Food Experience, Domestic Tourist, and Behavioral Intention

INTRODUCTION

The tourism sector is one of the most significant industries on a global scale (Kumar 2023; Nathkovind, 2017). It is among the industries that generate the highest profits in a few countries, including Malaysia. This sector is recognized as the primary contributor to the nation's gross domestic product (GDP). The positive perception of Malaysia among tourists is substantially improved by the local Malay cuisine (Hashemi 2023). Malaysia has the potential to attract tourists by promoting a variety of culinary festivals, including the "Malaysia Food Festival in 2017" and the "Malacca Food Festival in 2018." These events not only increase the local culinary reputation but also demonstrate the uniqueness of local food products to a broader audience. In recent decades, domestic tourism in Malaysia has experienced consistent growth, becoming one of the primary sources of income in the country. Research suggests that cuisine is a critical determinant for tourists when choosing to visit or return to a specific location (Ali et al., 2020; Roustana et al., 2020; Soltani et al., 2021). The increasing number of tourists visiting numerous renowned locations in Malaysia suggests a developing trend in domestic tourism within the sector (Nasir et al., 2020).

Malacca is a highly regarded tourist destination in Malaysia. Malacca and Penang are the two most popular tourist destinations in the state. According to Datuk Ghazalee Muhammad, the number of tourists visiting Melaka increased from 4.77 million in 2016 to 5.38 million in 2017 (The SunDaily, 2017). He also stated that the 12.7% growth was a significant benefit to Malacca, which intended to attract 16.75 million tourists in 2017. Domestic tourists were the primary contributors, with 3.69 million visitors from January to April 2017. Malacca's well-preserved culture and legacy have the potential to significantly benefit the state's tourism sector. On July 7, 2008, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) designated Malacca as a World Heritage Site (WHS) (Teo et al., 2014).

LITERATURE REVIEW

Attitude Towards Street Food in Malacca

Hygiene

The World Health Organization maintains that the food and beverage industry must prioritize hygiene to ensure the safety of food from the point of production to consumption. Street cuisine poses substantial health risks. This is primarily due to the rise in foodborne ailments, which is a result of the inadequate understanding of fundamental food safety issues and practices by food vendors. As a result, it is imperative that all food purveyors implement sufficient cleaning protocols and food preparation methods in their establishments (Rosales et al., 2023). Street vendors must prioritize hygiene as a critical factor (Azanaw et al., 2022).

Food Quality

Consumers, notably tourists from abroad, will be the primary judges of the quality of the food. Consumer satisfaction with food will be influenced by this attribute (Seongseop 2021). Additionally, food is an essential component of our existence, as it has a significant impact on an individual's mental resilience, nutritional status, and overall health. As a result, the flavor, color, texture, appearance, nutritional content, and safety for consumption of the food may be influenced by its quality (Petrescu et al., 2020).

Service Quality

The profitability and productivity of businesses, as well as the current global economic decline, are significantly influenced by customer satisfaction, service quality, and loyalty (Restrepo et al., 2024). According to Nath and Zheng (2004), the criterion by which companies assess customer satisfaction levels is service quality. Customer satisfaction is frequently associated with service efficacy. The consumer is more likely to return to the establishment if they are satisfied. (Aburayya et al. 2020) assert that content customers are attracted to the dissemination of favorable remarks and are inclined to cultivate loyalty. Customers are prepared to incur additional expenses for products and services that induce feelings of contentment and gratification (Ahmed et al., 2023).

Post Domestic Tourist Behavioral Intention

An individual's commitment, strategy, or determination to execute an activity in pursuit of an objective is characterized as consumer behavior intention (Han et al., 2021). This situation is frequently referred to as pre, during, and post, and it typically occurs before, during, and after the event. The objective of domestic tourists to revisit is to return to the same destination and savor the same cuisine that they previously relished (Chen et al., 2020). Malacca is a destination that is frequently visited by domestic visitors during their holidays (Asmuni et al., 2022). As a result, it is essential for street food vendors in Malacca to provide and maintain high-quality food and services in order to encourage customers to return on a regular basis (Kunasegaran et al., 2020).

Conceptual Framework

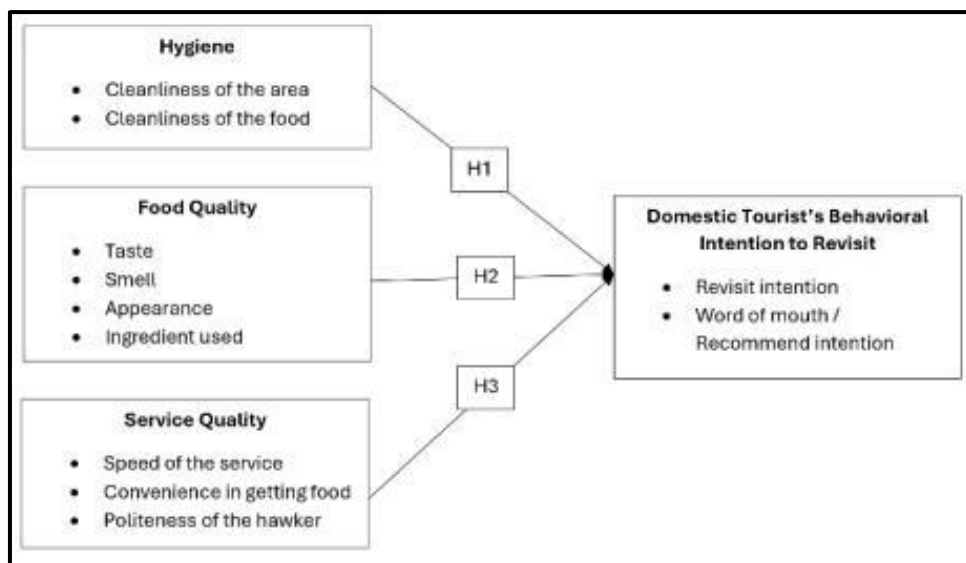


Figure 1 Conceptual framework of this research adapted from the Theory of Planned Behavior (Ajzen, 1991)

METHODOLOGY

It is the objective of this investigation to identify numerous factors that would influence the desire of domestic travelers to return to Malacca. In order to accumulate data from domestic visitors, this investigation implemented quantitative survey methodologies. Malacca was chosen due to its status as a prominent tourist destination in Malaysia. The researcher proactively distributed additional surveys in numerous adjacent areas and disseminated the questionnaire along Jonker Walk. Domestic visitors who visited Malacca comprised the sample population for this investigation. Around 5.68 million domestic visitors visit Malacca annually, as indicated by data from the Malacca Domestic Trade Centre (MITC). Questionnaires were developed to collect data from respondents in order to achieve the study's objectives. As a result, 386 domestic tourists were surveyed, which was deemed to be sufficient and reliable quantity to generate pertinent results through a comprehensive analysis. The anticipated number of domestic visitors to be surveyed will be determined through the use of a convenience sampling method. Consequently, the Statistical Package for Social Science 27 (SPSS) software was employed to analyze all data in order to generate reliable statistics.

Pilot Study

After the questionnaire sections were completed, it was imperative to assess the appropriateness of the proposed methods or instruments, as excessive complexity could potentially compromise the primary research project or require strict adherence to the research protocol (Teijlingen & Hundley, 2001). Vaus (2013) suggested that researchers conduct a pilot study to mitigate any potential hazards that could endanger the project. A pilot study was a preliminary evaluation of the instrument to verify its suitability for the primary study (Polit et al., 2010).

Table 3.1 Cronbach Alpha Co-efficient of Internal Reliability

Overall Alpha Coefficient	0.950
Number of items	31
Section A	
Hygiene	
Alpha Coefficient	0.944
Number of items	5

Food Quality	
Alpha Coefficient	0.894
Number of items	8
Service Quality	
Alpha Coefficient	0.818
Number of items	7
Section B	
Revisit Intention	
Alpha Coefficient	0.706
Number of items	3
Word-of-Mouth / Recommended Intention	
Alpha Coefficient	0.787
Number of items	3

This study involved the distribution of 30 survey questionnaires for pilot study purposes. According to Table 3.1, the results were categorized by section: Section A, Hygiene attained a Cronbach's alpha of 0.944; Food Quality recorded a Cronbach's alpha of 0.894; and Service Quality had a Cronbach's alpha of 0.818. Additionally, Section B, Revisit intention achieved a Cronbach alpha of 0.706, while Word-of-Mouth intention attained a Cronbach alpha of 0.787. In conclusion, all Cronbach alpha values for the variables above 0.950, so they were all deemed acceptable for future study.

FINDINGS

Demographic Profiles

Chapter four suggests that the demographic profile of the respondents is placed at the end of the questionnaire to increase their motivation to finish the survey. Dillman et al. (1998) contend that introducing personal inquiries in the preliminary section of the survey disconcerts and estranges respondents, even with the researcher's guarantees of confidentiality and anonymity. This chapter employs the demographic profiles of the respondents to contribute to the discussion, utilizing a moderate frequency analysis of all variables included in the survey questionnaire.

Table 4.1 Demographic Profile of the Respondents

Demographic	Category	Frequency	Percentage
Gender	Female	200	51.8
	Male	186	48.2
Age	< 30 years old	150	38.9
	30 - 49 years old	180	46.6
	50 and above	56	14.5
State of Residence	Selangor	70	18.1
	Johor	76	19.7
	Kedah	20	5.2
	Kelantan	13	3.4
	Negeri Sembilan	18	4.7
	Pahang	15	3.9
	Pulau Pinang	23	6.0
	Perak	28	7.3
Perlis	8	2.0	

	Sabah	10	2.6
	Sarawak	12	3.0
	Terengganu	20	5.2
	Wilayah Persekutuan	73	18.9
Marital Status	Single	150	38.9
	Married	236	61.1
Education Level	Secondary School	90	23.3
	Diploma	75	19.4
	Bachelor	160	41.5
	Master	55	14.2
	PhD	6	1.6
Occupation	Government employees	186	48.2
	Private company employees	165	42.7
	Retired	5	1.3
	Self-employed	10	2.6
	Students	15	3.9
	Unemployed	5	1.3
Income	RM 1000 to RM 3000	100	25.9
	RM 3001 to RM 5000	140	36.3
	RM 5001 to RM 7000	78	20.2
	More than RM 7001	68	17.6

Among the 386 total respondents, 48.2% (n=186) were male, but female respondents constituted 51.8% (n=200), exceeding male respondents by a marginal amount. Meanwhile, 38.9% (n= 150) of the respondents were less than 30 years old, 46.6% (n= 180) respondents were 30–49 years old and 14.5% (n= 56) respondents were 50 years old and above. On the other hand, 38.9% (n= 150) of the respondents were single, while 61.1% (n= 236) were married. Most of them have a bachelor’s degree 41.5% (n= 160), while 23.3% (n= 90) of the respondents are with a secondary school. Respondents with diploma certificates were the third-largest group, reflecting 19.4% (n= 75). Next, the data set comprises responses from 386 individuals, delineating various occupational categories as follows: 48.2% (n=186) identified as government employees, while 42.7% (n=165) identified as private company employees. Further, 2.6% (n=10) reported categories as self-employed. The sample size breakdown by monthly income in Table 4.1 indicates that 25.9% (n=100) respondents earned between RM 0 to RM 3000 per month. In addition, 36.3% (n=140) respondents earned between RM 3001 to RM 5000 per month. Next, 20.2% (n=78) respondents earned RM 5001 to RM 7,000 and 17.6% (n=68) respondents earned RM 7001 and above.

Table 4.2 Results of Descriptive Analysis

Variable	N	Mean	Standard Deviation
Hygiene	386	3.99	0.733
Food Quality	386	4.04	0.777
Service Quality	386	3.90	1.062
Behavioral Intention to Revisit	386	4.12	0.735

Table 4.2 presents the mean score and standard deviation for both the independent and dependent variables. The independent variable has the greatest score in food quality (M=4.04; S.D=0.777). Hygiene received the second highest rating (M=3.99; S.D=0.733). The service quality score is M=3.90 with a standard deviation of S.D=1.062. The dependent variable score was (M=4.12; S.D=0.735).

Hypotheses Testing

The evaluation of each hypothesis is conducted by examining the sign, magnitude, and statistical significance of the path coefficient (b) between the latent variable and its dependent variable. The comprehensive analysis in a hypothesis test accomplished via Pearson Correlation Analysis. This investigation aimed to examine the relationships between several characteristics and domestic visitors' intention to revisit. Table 4.3 presents the summarized results of the hypotheses examined in this study.

Table 4.3 Pearson Correlation Analysis

Hypothesis	Pearson Correlation (r)	p- value (p<0.05)
H10: There is no significant relationship between hygiene and domestic tourists' behavioral intention to revisit. H1a- There is a significant relationship between hygiene and domestic tourists' behavioral intention to revisit.	0.127	.001
H20- There is no significant relationship between food quality and domestic tourists' behavioral intention to revisit. H2a- There is a significant relationship between food quality and domestic tourists' behavioral intention to revisit.	0.340	.000
H30- There is no significant relationship between service quality and domestic tourists' behavioral intention to revisit. H3a- There is a significant relationship between service quality and domestic tourists' behavioral intention to revisit.	0.965	.000

Hypothesis 1: There is a significant relationship between hygiene and domestic tourists' behavioral intention to revisit.

The findings indicate a statistically significant and positive association between hygiene and domestic tourists' behavioral intention to revisit ($r = 0.340$). Nevertheless, the correlation coefficient of 0.340 suggests a limited association between hygiene and domestic tourists' behavioral intention to revisit. The obtained p-value of 0.01, which is less than the predetermined significance level of 0.05, provides evidence to support the conclusion that there is a statistically significant relationship between hygiene and domestic tourists' behavioral intention to revisit.

Hypothesis 2: There is a significant relationship between food quality and domestic tourists' behavioral intention to revisit.

The findings of the analysis indicate a statistically significant correlation between food quality and domestic tourists' behavioral intention to revisit ($r = 0.174$). Nevertheless, the correlation coefficient of 0.174 suggests a significantly low association between food quality and domestic tourists' behavioral intention to revisit. The obtained p-value of 0.00, which is less than the predetermined significance level of 0.05, suggests that there is a statistically significant relationship between food quality and domestic tourists' behavioral intention to revisit. Consequently, the hypothesis H2 lacks support, suggesting a tenuous positive correlation between food quality and domestic tourists' behavioral intention to revisit.

Hypothesis 3: There is a significant relationship between service quality and domestic tourists' behavioral intention to revisit.

The findings indicate a statistically significant relationship between the service quality and domestic tourists' behavioral intention to revisit, as evidenced by a correlation coefficient of 0.965. The correlation coefficient of 0.965 suggests a robust association between the variables of service quality and domestic tourists' behavioral intention to revisit. Moreover, the observed p-value ($p=0.00<0.05$) being smaller than the

predetermined significance level ($\alpha = 0.05$) suggests that there is a statistically significant association between the variables of service quality and domestic tourists' behavioral intention to revisit. Thus, the findings provide support for Hypothesis 3 (H3), suggesting a significant and robust positive correlation between the service quality and domestic tourists' behavioral intention to revisit.

DISCUSSION AND RECOMMENDATION

The findings of this study provide important insights into the behavioral intentions of domestic tourists in Malacca, in relation to street food experiences, and have important implications for a wide range of stakeholders in the city's street food tourism ecosystem.

We find several key areas for improvement of street food vendors in our statistical analysis. Hygiene perceptions scored a satisfactory mean of 3.99 but can be improved. Vendors should adopt consistent handwashing practices, proper storage and handling of food, and keep a spotless area for preparing food items. Our results suggested a positive correlation between hygiene and revisit intention ($r = 0.340$) that could significantly enhance tourist retention rates.

A mean score of 4.04 was obtained for food quality as the most influential factor in determining tourist experiences. There are high standards to maintain, vendors need to make use of fresh, high-quality ingredients and follow standardized recipe preparation methods. This will not only satisfy customers but also vendors. On top of all of this, providing the correct temperature controls while cooking and comprehensive quality checks for flavor and appearance will also help provide a better dining experience.

Revisit intention exhibited the highest correlation with service quality ($r = 0.965$) emphasizing its importance the most. Investment in comprehensive staff training on customer service fundamentals allows vendors to improve service quality. The ways to ensure that is by having transparent pricing structures, clear menu display, efficient order taking systems. Also, where feasible, it will create comfortable dining environments that will further improve the overall customer experience.

Strategic initiatives by the Malaysian government and local tourism authorities support street food tourism in Malacca. There should be an effort to create designated street food areas with improved sanitation and adequate seating. Moreover, a strong regulatory framework should be implemented. This includes introducing a large scale, unified street food vendor certification program, regular food safety inspections, and hygiene training as mandatory.

The push for marketing should be comprehensive street food tourism campaigns that promote Malacca's culinary heritage in a unique way. Detailed food trail maps promoting local specialties will be drawn up, street food festivals will be organized, and cultural events held in order to enhance the food tourism experience and highlight the city's beautiful culinary cultural heritage.

We find that tourists highly value a number of street food offerings and that these offerings significantly impact the overall satisfaction of tourists. Malaccan cuisine on the other hand represents Peranakan specialties showcasing Nyonya Laksa, Ayam Pongteh and Nyonya Kuih-muih snacks to demonstrate the resulting unique cultural fusion. Visitors to Malacca should also not forget to try the dishes like Satay Celup, Chicken Rice Balls, Asam Pedas and Durian Cendol.

Future research is suggested to include international tourists and to make comparative analyses between different tourist segments. More depth will be investigated in seasonal variations in street food tourism and their economic contributions to local communities. Quantitative and qualitative research methodologies need to be integrated in order to gain an accurate understanding of tourists' behavior and preferences.

The practical implications of this study are important for the sustainable development of street food tourism in Malacca. Service quality shows a strong relationship with revisit intention, so investing in service quality

can have a high return in the tourist retention stage. In addition, the moderate relationship between hygiene and revisit intention implies that high hygiene standards are important for the long-term success of street food tourism practitioners.

Eventually, this research provides a meaningful contribution to the growing literature on culinary tourism and provides practical insights for industry stakeholders. These evidence-based recommendations will help Malacca be a premier street food destination and positive sustainable tourism growth. The findings indicate that vendors, government authorities and tourism organizations should work together to improve Malacca's reputation as a culinary hotspot.

CONCLUSION

The principal objective of this research was to investigate the correlation among attachment, hygiene, food quality, and service quality concerning domestic tourists' intention to revisit. Questionnaires were administered to 386 domestic visitors visiting Malacca to ascertain their intentions regarding a return visit. The survey analysis indicated a favorable correlation between hygiene, food quality, and service quality regarding the inclination to return. The following studies indicated that among domestic visitors varied. This is due to the fact that each domestic tourist may possess a distinct perspective on the experience of sampling and relishing street food in Malacca. Domestic tourism is crucial for Malaysia's economic advancement. Despite the current prominence of domestic tourism, the government must make ongoing efforts to enhance domestic tourism for future sustainability. The government ought to initiate a vigorous campaign to promote domestic tourism among Malaysians. The Malaysian Government must proactively promote domestic tourism by enhancing efforts that encourage Malaysians to travel within the country to strengthen the national economy.

ACKNOWLEDGMENT

This study was funded by the Visibility Research Grant Scheme (VRGS) 600-TNCPI 5/3/DDF (FPHP) (018/2022), Universiti Teknologi MARA Malaysia.

REFERENCES

1. Aburayya, A., Marzouqi, A., Alawadhi, D., Abdouli, F., & Taryam, M. (2020). An empirical investigation of the effect of employees' customer orientation on customer loyalty through the mediating role of customer satisfaction and service quality. *Management Science Letters*, 10(10), 2147-2158. <https://doi.org/10.5267/j.msl.2020.3.022>
2. Ahmed, S., Al Asheq, A., Ahmed, E., Chowdhury, U. Y., Sufi, T., & Mostofa, M. G. (2023). The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service. *The TQM Journal*, 35(2), 519-539. <https://doi.org/10.1108/TQM-06-2021-0158>
3. Ali, M., Puah, C. H., Ayob, N., & Raza, S. A. (2020). Factors influencing tourist's satisfaction, loyalty and word of mouth in selection of local foods in Pakistan. *British Food Journal*, 122(6), 2021-2043. <https://doi.org/10.1108/BFJ-11-2018-0728>
4. Asmuni, N., Mansor, N. N. P. N., Rosli, N. S. S. M., & Remeli, M. R. (2022). Measuring the satisfaction of tourists visiting Malacca during holiday.
5. Azanaw, J., Engdaw, G. T., Dejene, H., Bogale, S., & Degu, S. (2022). Food hygiene knowledge, and practices and their associated factors of street food vendors in Gondar city, Northwest Ethiopia, 2021: A cross-sectional study. *Heliyon*, 8(11). <https://doi.org/10.1016/j.heliyon.2022.e11707>
6. Balıkcıoğlu Dedeoğlu, S., Eren, D., Sahin Percin, N., & Aydın, Ş. (2022). Do tourists' responsible behaviors shape their local food consumption intentions? An examination via the theory of planned behavior. *International Journal of Contemporary Hospitality Management*, 34(12), 4539-4561. <https://doi.org/10.1108/IJCHM-05-2021-0579>

7. Chen, X., Cheng, Z. F., & Kim, G. B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability*, 12(5), 1904. <https://doi.org/10.3390/su12051904>
8. Dillman, D., Tortora, R., Conradt, J., & Bowker, D. (1998). Influence of plain vs. fancy design on response rates for web surveys. *American Statistical Association*.
9. Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Sustainable Consumer Behaviour and the Environment*, 1-22. <https://doi.org/10.1080/09669582.2021.1903019>
10. Hashemi, S., Mohammed, H. J., Kiumarsi, S., Kee, D. M. H., & Anarestani, B. B. (2023). Destinations food image and food neophobia on behavioral intentions: Culinary tourist behavior in Malaysia. *Journal of International Food & Agribusiness Marketing*, 35(1), 66-87. <https://doi.org/10.1080/08974438.2021.1943101>
11. Kumar, P. (2023). Tourism and Hospitality: Pre-and Post-COVID-19 Pandemic. In *Gender Equity in Hospitality: The Case of India* (pp. 1-11). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-80382-665-320231001>
12. Kunasegaran, M., Rasoolimanesh, S. M., & Kadar Khan, S. (2020). Experiences of international tourists with healthy signature foods: A case study in Malacca. *British Food Journal*, 122(6), 1869-1882. <https://doi.org/10.1108/BFJ-08-2018-0567>
13. Nath & Zheng (2004). Service Quality and its importance Marketing Essay. Retrieved from <https://www.uniassignment.com>
14. Nathkovind, (2017). Tourism is one of the largest industries in the world. *Financial Express*. Retrieved 27.09.2017 from <https://www.financialexpress.com/india-news/tourism-is-one-of-the-largest-industries-in-the-world/872903/>
15. Nasir, N. F., Nasir, M. A., Nasir, M. N. F., & Nasir, M. F. (2020). Understanding of domestic tourism in Malaysia: A qualitative study. *International Research Journal of Modernization in Engineering Technology and Science*, 2(9), 624-632.
16. Petrescu, D. C., Vermeir, I., & Petrescu-Mag, R. M. (2020). Consumer understanding of food quality, healthiness, and environmental impact: A cross-national perspective. *International Journal of Environmental Research and Public Health*, 17(1), 169. <https://doi.org/10.3390/ijerph17010169>
17. Polit, D. F., & Beck, C. T. (2010). Generalization in quantitative and qualitative research: Myths and strategies. *International Journal of Nursing Studies*, 47(11), 1451-1458.
18. Restrepo-Morales, J. A., Valencia-Cárdenas, M., & López-Cadavid, D. A. (2024). Interplay of customer satisfaction, innovation, and product quality: Key determinants of company performance. *Journal of Technology Management & Innovation*, 19(2), 28-42. <http://dx.doi.org/10.4067/S0718-27242024000200028>
19. Rosales, A. P., Linnemann, A. R., & Luning, P. A. (2023). Food safety knowledge, self-reported hygiene practices, and street food vendors' perceptions of current hygiene facilities and services: An Ecuadorian case. *Food Control*, 144, 109377. <https://doi.org/10.1016/j.foodcont.2022.109377>
20. Roust, A., & Jamshidi, D. (2020). Food tourism value: Investigating the factors that influence tourists to revisit. *Journal of Vacation Marketing*, 26(1), 73-95. <https://doi.org/10.1177/1356766719858649>
21. Seongseop, K., Munhyang, O., Young, C. J., & Youngjoon, C. (2021). Influence of local food attributes and perceived benefits on post-tasting responses through tourists' local food consumption. *International Journal of Tourism Research*, 23(2), 164-177. <https://doi.org/10.1080/19388160.2020.1805667>
22. Soltani, M., Soltani Nejad, N., Taheri Azad, F., Taheri, B., & Gannon, M. J. (2021). Food consumption experiences: A framework for understanding food tourists' behavioral intentions. *International Journal of Contemporary Hospitality Management*, 33(1), 75-100. <https://doi.org/10.1108/IJCHM-03-2020-0206>
23. Stone, M. J., Migacz, S., & Sthapit, E. (2022). Connections between culinary tourism experiences and memory. *Journal of Hospitality & Tourism Research*, 46(4), 797-807. <https://doi.org/10.1177/1096348021994171>
24. Teijlingen, E., & Hundley, V. (2001). The importance of pilot studies. *Social Research Update*, 35, 1-4.

25. The Sun Daily. (2017). Malacca tourist arrivals jump 12.7% for Jan-April. June 2017. Retrieved 07.06.2017 from <https://www.thesundaily.my/archieve/malacca-turist-arrivals-jump-12.7-jan-april-ETARCH451389>
26. Teo, C. C. B., Khan, M. N. R., & Abd Rahim, F. (2014). Understanding cultural heritage visitor behavior: The case of Melaka as World Heritage City. *Procedia – Social and Behavioral Sciences*, 130, 1-10.
27. Vaus, D., & de Vaus, D. (2013). *Surveys in Social Research*. Routledge. <https://doi.org/10.4324/978020>

APPENDIX

Items used in the questionnaire:

Affection
Street food in Malacca makes me feel good
Thinking about street food in Malacca makes me happy
I feel trying street food in Malacca is a fun experience
Hygiene
Street food in Malacca is hygienic
I am not afraid of getting sick from street food in Malacca
Street vendors in Malacca are well groomed and clean
Food stands and carts in Malacca are clean and well-organized
Food Quality
Street vendors in Malacca use fresh ingredients
Street food in Malacca is natural and free of additives
Street food in Malacca has a good taste
The smell of street food in Malacca is appealing
It is easy for me to eat street food in Malacca
Street food in Malacca is healthy and nutritious
Street food in Malacca is visually attractive
Street food in Malacca is served at the right temperature
Service Quality
Street food in Malacca is unique and exotic
Street food in Malacca represents an authentic local culture
There is a big variety of street food options in Malacca
Food venues are conveniently located around Malacca
Street food venues in Malacca provide a fast service
It is easy to order my meal at street food venues in Malacca
Street food vendors in Malacca are friendly
Tourists' Behavioral Intention To Revisit
I intended to continue revisit Malacca in the future.
I will always try to eat street food in Malacca in the future.
I am willing to recommend Malacca to family and friends as a holiday destination.
Compared to my last visit, I spend more money in this current visit in Malacca.