

## FACTORS INFLUENCING CONSUMERS' SATISFACTION TOWARDS MALAYSIAN STREET FOOD: SPECIAL EMPHASIS ON INTERNATIONAL TOURISTS' EMOTION

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### ABSTRACT

*Tourist's emotion has been considered to be a significant determinant of food tourism sector. Nonetheless, till today existing literatures lack adequate theories of how tourists' positive emotions are developed during street food serving encounters. Therefore, this study is to plug the features affecting to international tourists' emotion in street food industry in Malaysia. This study expected to investigate the factors creates positive emotions in tourists' satisfaction. An instrument was framed by incorporating fifteen critical emotional dimensions of international tourists' satisfaction. All dimensions in this study were measured using a 5-point Likert scale, where '5' indicates to strongly agree and '1' to strongly disagree. The researcher has selected 275 international tourists who visited Jalan Alor-Bukit Bintang and Jonker Street-Malacca and enjoyed different Malaysian Street Foods by the convenience sampling method and the factor analysis technique was utilized to identify the factors. The outcome of the analysis depicted that, respectful and charming, taste and consumption, food varieties and halal Foods, availability of food stall and fast services are the broad factors in developing positive emotions in the mind of international tourists about Malaysian Street Food. These factors will assist street food vendors to attract more international tourists to their stalls.*

Key words: Consumers' Satisfaction, Malaysian Street Food, International Tourists' Emotion

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### INTRODUCTION

Tourists' satisfaction has been considered to be a significant factor in understanding consumer behavior, post-purchase decision and attitudes towards the facility supplier (Helena, 2010; M Zubayer, 2018). Despite immense analysis, the dimensions of international tourist's satisfaction are still some distance from being consensual. This lack of consensus also occurs at the same time as discussing the emotional nature of satisfaction. Edvardsson (2005) noted that, till today most of the studies have revealed customer satisfaction to be a cognitive process, whereas, Oliver (1977) and Parasuraman (1985) revealed that consumers evaluate their satisfaction of services based on the actual service outcome. Lately, the cognitive aspects of tourists' satisfaction have been criticized by many researchers (Promsivapallop, P. and Kannaovakun, P. 2019; Suphaphon, W. and Agmapisarn, C. 2019; Rishad, R.H., 2018; Kim, J.H., Youn, H. and Rao, Y. 2017). These researchers revealed that, emotions also impact consumers' assessment of services (Erevelles, 1998; Wong, 2004; Zubayer, 2018). The researchers also revealed that, there are significant differences between the roles of cognitive functions and emotional functions in consumer satisfaction (Strauss, 2002; Yu et al., 2001).

Food is the superlative elements in the tourism subdivision that acts as a sense of destination attraction for travelers (Bessiere, 1998; Cohen, E. and Avieli, N, 2004; Ryu, K. and Jang, S., 2006; Seo, S., Kim, O.Y., Oh, S. and Yun, N, 2013; Chavarria, L.C.T. and Phakdee-auksorn, P., 2017; Tsai, C.T.S. and Wang, Y.C., 2017; Chen, Q., and Huang, R., 2018; Rishad, R.H., 2018) who pursue for extraordinary food experience and changed food culture that might not acquire at their kingdoms. The tourism industry of many developing countries endures to record a solid progress and contribute to nation's economy (Yap, C.S., Ahmad, R. and Zhu, P., 2018). A tourism target may be admired because of the sole cuisines it functions for tourists. It is far essential for the managers of out-of-pocket food sector to provide quality services to their quality conscious customers (Biermann, 2006).

Malaysia is on target to achieve its foreign tourist arrival goal of 33.1 million in 2018. There were 8.47 million international arrivals in the first quarter of the year, with a marked increase in visitors from China (37.2 %), India (21.2 %), South Korea (26.5 %), Canada (28 %) and the United States (23 %) (Tourism, Arts and Culture Minister Datuk Mohammadin Ketapi, August 2018). Mohammadin said that in 2017, the country received 25.9 million international visitors and RM82.2 billion in tourism receipts.

Hawker center or cooked food center sprang up in urban areas following the rapid urbanization in the 1950s and 1960s. A hawker street food stall is an open-air complex in Singapore, Malaysia, Thailand, Indonesia, Hong Kong and the Riau Islands in Indonesia housing many stalls that sell a variety of inexpensive food. They are typically found in city centers, near public housing estates or transport hubs (such as bus interchanges or train stations). Street food stalls are a major attraction for international tourists who visit Malaysia (Rishad, R.H., 2018). Therefore, to create an unforgettable experience, managers or street hawkers must focus on tourists' unique needs and engage with them with respect (Reichheld, F.F, 2008; Rishad, R.H., 2018). Therefore, the present analysis aimed to explore the factors influencing consumers' satisfaction towards Malaysian Street Food: special emphasis on international tourists' emotion.

### LITERATURE REVIEW

Although previous studies have recognized the significance of establishing link between customer satisfaction and service encounters, few experiential studies have discovered the mechanism of the international tourist's-street food hawker's emotional relationship (Rishad, R.H., 2018)

Pornpisanu Promsivapallop and Prathana Kannaovakun (2019) examined goal food image measurements and their impacts on the food preference and consumption of free Chinese and Australian vacationers visiting Phuket, Thailand. The discoveries uncover five goal sustenance picture factors involving restaurant service, food taste, well-being and cleanliness, assortment and eating habits, and novel social experience, these sustenance picture factors were observed to be increasingly positive in the view of Australian travelers than those of Chinese voyagers.

Wanna Suphaphon and Charoenchai Agmapisarn (2019) broke down food-quality elements and mentalities that impact inbound traveler's view of road sustenance security at Khao San Road, Bangkok. Discoveries state inbound visitors have a noteworthy positive feeling about nourishment quality, mentalities towards food security, and the view of sustenance well-being. Demeanor towards sustenance security additionally has huge impact on the view of street food safety among outside travelers, visiting Khao San Road.

Sangkyun Kim, Eerang Park and David Lamb (2019) researched sustenance visitor's motivations, utilizing an inductive phenomenological approach. The discoveries demonstrate that the key thought processes of Japanese sustenance visitors venturing out to the Mizusawa udon town included: media introduction; improved mindfulness; memory and recollections; envisioned tactile intrigue; textural temptation; legacy; genuineness of preparing techniques and nourishment ways; and idealism, renown and self-upgrade.

Naeem Akhtar, Jin Sun, Wasim Ahmad and Muhammad Nadeem Akhtar (2019) discover the impact of non-verbal messages on Muslim tourists' connection adjustment in Halal restaurants of China. The discoveries uncover a beneficial outcome of visual and sound messages on Muslim travelers' association adjustment and the probability of their obnoxiousness. The paper likewise discovered that visitors 'reacted to their obnoxiousness as negative electronic informal (e-WOM) and brought down continuation buy aims. The experience and belief characteristics decidedly moderate the connection between cooperation adjustment and shopper un-palatability.

Ade Oriade and Peter Schofield (2019) inspected the connections between service quality, perceived value, satisfaction and behavioral intentions in the UK fascination setting. This examination has improved the comprehension of the role of value in service experiences, particularly in the attraction context, providing evidence that value exerts substantial influence on satisfaction and behavioral intention. All the more explicitly, emotional value applies more impact on fulfillment and conduct goal than different types of significant worth.

Luis Carlos Torres Chavarria and Panuwat Phakdee-auksorn (2017) portrayed the general mentality of global sightseers towards road nourishment in Phuket, just as to distinguish what measurements are most critical in foreseeing their conduct aims. This examination did not discover solid proof that recommends any statistic aggregate has a progressively good demeanor towards road nourishment in Phuket, likewise distinguished that out of cleanliness, love, food quality, service quality, satisfaction and value; is the most imperative indicator of visitor's conduct goals towards street food in Phuket.

Cheng et al. (2017) affirmed that, clients' certain feeling is connected with administration providers' manner of speaking, delicate touch, eye to eye connection, and outward appearance (midas contact). Cheng additionally noticed that, administration provider's midas contact and client's certain feelings are directed by serviscap. Since administrations are conveyed in the serviscap (Bitner, 1992), considering the job of serviscap in the improvement of positive feeling is fundamental (Gremler et al., 2000). Wonderful serviscap strengthens positive connection between parental figure's conveyance and client's certain feelings.

Mohan et al. (2016) noticed that, in nations with collectivistic culture, opposite feelings (happy and sad) or two comparable feelings (positive-positive or negative-negative) are experienced by a client in the meantime (Bagozzi, 1999; Scollon, et al. 2009). Be that as it may, this blend of experience is far-fetched in individualistic societies. Mohan additionally noticed that, in Japan, feeling relies upon others amid a relationship (regard and disgrace), while in the United States patients every now and again revel in separating feelings; feelings free of others (pride and outrage) (Kitayama, 2006; 2000). Additionally, in individualistic societies, feelings are commented as character surveys and occasions. Subsequently, pride is mulled over as a useful feeling. Though, in collectivistic societies feelings are seen as get-togethers and are perceived dependent on connections to other people (Kitayama, 2000; Altarriba et al., 2003).

Carmen et al. (2016) portrayed that, negative feelings like bothering, lament, outrage, uneasiness, dissatisfaction, dread and so on coming about because of administrations disappointments sway the conduct of administration beneficiaries. On the off chance that the disappointments do happen, care recipients may endeavor to uncover the cause(s) and experience negative feelings that sway their activities reliable with the arrangement attribution influence - conduct (Oliver, 1996). Carmen additionally noticed that, when basic occasions do occur, most Spanish-speaking countries respond and show negative emotions amid administration experiences. Additionally, Carmen contended that the measurements in the current speculations of negative emotions may not be real crosswise over nations and societies.

Nicole et al. (2014) uncovered that, positive feelings directly effect on tourist's behavioral intention, but no direct impact on satisfaction. While, negative sentiments have sway on happiness yet no immediate outcomes on conduct expectation. This finding affirms the consequences of Liljander et al., (1997). Liljander uncovered that, negative opinions have more grounded negative effect on happiness than its partner. Positive considerations legitimately persuade a person to repurchases and constructive verbal, while contrary musings may direct to non-buy and adverse informal. Nicole likewise referenced a strong direct effect of post-purchase positive feelings to social expectation and no immediate effect of negative feelings on conduct goal.

## METHODS

### Study Settings, Design, and Participants

This descriptive study was carried out on the international tourists who visited Jalan Alor-Bukit Bintang (Kuala Lumpur) and Jonker Street-Malacca and enjoyed different Malaysian Street Foods between June 2018 and October 2018. The study had selected those respondents who had positively completed the self-administered structured questionnaire. The data were collected by five trained interviewers including author, who physically distributed the questionnaires to the eligible participants. Convenience samples of 400 respondents have been approached and 275 questionnaires have been returned, signifying a useful response rate of 69 percent.

### Instrument Development and Pilot-Testing

To inspect international tourists' emotion towards Malaysian Street Food, a wide scope of survey of hypothetical and exact research had been done. The writing found key components of tourists' emotion as examined by the international tourists visited Malaysia. An instrument was developed in English and included fifteen critical emotional dimensions of street food industry. All dimensions were measured through a 5-point Likert scale where '5' referred to strongly agree and '1' referred to strongly disagree. Internal consistency and unwavering quality were tried utilizing Cronbach's Alpha (Cronbach L. J., 1951) dependability gauge. According to the theory of Hair et al. (2010), if Cronbach's alpha figure goes above 0.70 then it is measured to be appropriate. Principally a draft instrument was created with the end goal of pilot-testing. Afterward required adjustments had been made prior to confirm the instrument. In addition, the instrument incorporated a segment where respondents' demographic profile was recorded.

### Empirical Design

The study performed exploratory factor analysis using principal component method to discover essential dimensions and their stability as expressed in the factor loadings. Data were analyzed by employing descriptive statistics using IBM SPSS version 25. During analysis the adequacy of sample size was verified statistically through Kaiser, Meyer and Olkin test (KMO) and Bartlett's tests. The study reduced a set of observable variables in terms of a small number of latent variables. A tactic was used to investigate the links between calculable units like investigation objects or assessment scores. The fundamental purpose of the usage of this tactic is that, there may be some of unobservable underlying variables that describe the relationships between experimental variables, if the underlying variables are considered constant, the partial relationships between experimental variables turn into zero. Or the underlying variables find out the values of the observed variables. Each experimental variables (y) are articulated as a weighted combination of underlying variables (f's) such as:  $y_i = a_{i1}f_1 + a_{i2}f_2 + a_{i3}f_3 + \dots + a_{ik}f_k + e_i$ , where  $y_i$  is the  $i$ th observed variable on the factors and  $e_i$  is the residual of  $y_i$  on the dimensions.

## RESULTS

Table 01: Respondents' Profile

Items	Frequency	%	Items	Frequency	%
<b>Nationality</b>			<b>Educational Qualification</b>		
<i>Asian</i>	112	40.7	<i>Under Secondary</i>	1	.4
<i>European</i>	83	30.2	<i>Secondary</i>	69	25.1
<i>N. American</i>	40	14.5	<i>Graduate</i>	149	54.2
<i>S. American</i>	11	4.0	<i>Masters</i>	43	15.6
<i>Oceania</i>	17	6.2	<i>Ph.D.</i>	13	4.7
<i>African</i>	7	2.5	<b>Total</b>	275	100.0
<i>Antarctica</i>	5	1.8	<b>Profession</b>		
<b>Total</b>	275	100.0	<i>Students</i>	23	8.4
<b>Gender</b>			<i>Private</i>	101	36.7
<i>Male</i>	141	51.3	<i>Public</i>	46	16.7
<i>Female</i>	134	48.7	<i>Business</i>	79	28.7
<b>Total</b>	275	100.0	<i>Retired</i>	26	9.5
<b>Age</b>			<b>Total</b>	275	100.0
			<b>Monthly Income</b>		

<i>Less than 18</i>	34	12.4	<i>Less than \$1000</i>	8	2.9
<i>18- 28</i>	67	24.4	<i>\$1001-\$3000</i>	117	42.5
<i>29 – 39</i>	94	34.2	<i>\$3001-\$5000</i>	88	32.0
<i>40-50</i>	54	19.6	<i>\$5001-\$7000</i>	40	14.5
<i>Over 50</i>	26	9.5	<i>More than \$7000</i>	22	8.0
<b>Total</b>	275	100.0	<b>Total</b>	275	100.0
<b>Religion</b>			<b>Purpose to Visit</b>		
<i>Islam</i>	122	44.4	<i>Holiday/Pleasure</i>	177	64.4
<i>Hinduism</i>	34	12.4	<i>Business/meeting</i>	38	13.8
<i>Christianity</i>	74	26.9	<i>Convention</i>	10	3.6
<i>Buddhism</i>	23	8.4	<i>Visiting friends</i>	24	8.7
<i>Other</i>	22	8.0	<i>Others</i>	26	9.5
<b>Total</b>	275	100.0	<b>Total</b>	275	100.0

Table 01 demonstrates that, 40.7 percent of the respondents are Asian, 30.2 percent of the respondents are European, 14.5 percent are N. American, 4 percent are S. American, 6.2 percent are from Oceania, 2.5 percent are African and 1.8 percent of the respondent are from Antarctica. 51.3 percent of the respondents were male and 48.7 percent of the respondents were female. 12.4 percent of respondents belong to Less than 18 age category, 24.4 percent 18-28 age group, 34.2 percent 29-39 age category, 19.6 percent to 40-50 age group and only 9.5 percent of respondents belongs to over 50 age category. 44.4 percent of the respondent are Muslim in religion, 12.4 percent from Hinduism, 26.9 percent from Christianity, 8.4 percent have Buddhism and 8 percent from other religion. Only 0.4 percent of respondents belong to under secondary category, 25.1 percent completed secondary, 54.2 percent completed graduation, 15.6 percent completed masters and 4.7 percent completed PhD. 8.4 percent of the respondents are students, 36.7 percent of respondents belong to private service category, 16.7 percent belongs to public service, 28.7 percent businessman and 9.5 percent belongs to either retired or unemployed categories. The table also portrays that, 2.9 percent of respondents belongs to income category of less than \$1000, while 42.5 percent belongs to \$1001-\$3000 category, 32 percent have an income level between \$3001-\$5000, 14.5 percent have an income between \$5001-\$7000 and only 8 percent of respondents have an income of above \$7000. Finally, 64.4 percent of the respondent come for Holiday, 13.8 percent for business or meeting, 3.6 percent comes for convention/exhibition, 8.7 percent comes for visiting friends/relatives and 9.5 percent comes for other purposes.

### Reliability Test

Table 02: Reliability Statistics

Cronbach's Alpha	N of Items
.807	15

There is no missing data in Cronbach's Alpha test in the current study. Alpha at .807 is considered as good. If a particular item is deleted, then it will affect the total reliability scale. Since no data is missing and the Alpha value is greater than 0.70 (Cronbach L.J.,

1951), the data is quiet reliable.

Table 03: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I feel convenient as the street food stalls are available near me	61.82	23.230	.203	.808
I feel gratitude when I get offer of halal Malaysian Street Foods	61.96	22.320	.338	.801
I feel imaged when I see varieties of food in the menu.	61.93	22.846	.224	.809
I feel pleased when I see hawkers are well groomed and neat in appearance	61.94	22.420	.290	.805
I feel safe when I see vendors use fresh ingredients while cooking	62.02	20.627	.518	.788

I feel enjoyable to see vendors follow a variety of cooking methods	61.94	21.883	.393	<b>.797</b>
I feel charming when I get the smell of Malaysian street food	62.05	20.563	.510	<b>.788</b>
I feel safe when I realize food are serving in hygienic manner	62.13	20.730	.416	<b>.797</b>
I feel excited while I am consuming street food	62.08	20.151	.613	<b>.780</b>
I feel joy because of the taste of the food	61.97	21.309	.464	<b>.792</b>
I feel comfortable due to the surrounding environment	61.79	22.357	.330	<b>.802</b>
I feel pleased for the fast services provides by hawkers	61.79	22.262	.377	<b>.799</b>
I feel respectful for the behavior of the sales people	62.03	21.572	.436	<b>.795</b>
I feel content for the price deal of the Malaysian Street Food	62.03	21.142	.516	<b>.789</b>
I feel relax due to ample number of safe parking areas	62.03	20.393	.570	<b>.784</b>

Table 03 indicates favorable internal consistency of the variables as described by Nunnally et al. (1994). In fact, the Cronbach's Alpha has gone over the proposition of Nunnally et al.'s 0.7 and Bagozzi et al.'s (1988) 0.6. As a result, for data analysis the scales are sufficiently reliable.

**KMO and Bartlett's Test**

Table 04: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.872
Bartlett's Test of Sphericity	Approx. Chi-Square	757.587
	df	105
	Sig.	.000

Table 04 portrays that the variables under the factors influenced the analysis. The analysis is done through KMO (1974) sampling principle (0.872) and statistically significant Bartlett sphericity theory.

Table 05: Communalities

	<b>Initial</b>	<b>Extraction</b>
I feel convenient as the street food stalls are available near me	1.000	<b>.755</b>
I feel gratitude when I get offer of halal Malaysian Street Foods	1.000	.382
I feel imaged when I see varieties of food in the menu.	1.000	<b>.579</b>
I feel pleased when I see hawkers are well groomed and neat in appearance	1.000	.415
I feel safe when I see vendors use fresh ingredients while cooking	1.000	.488
I feel enjoyable to see vendors follow a variety of cooking methods	1.000	.453
I feel charming when I get the smell of Malaysian street food	1.000	.464
I feel safe when I realize food are serving in hygienic manner	1.000	.518
I feel excited while I am consuming street food	1.000	<b>.565</b>
I feel joy because of the taste of the food	1.000	<b>.555</b>
I feel comfortable due to the surrounding environment	1.000	.433
I feel pleased for the fast services provides by hawkers	1.000	.484
I feel respectful for the behavior of the sales people	1.000	.513
I feel content for the price deal of the Malaysian Street Food	1.000	.496
I feel relax due to ample number of safe parking areas	1.000	.530

Extraction Method: Principal Component Analysis

Table 05 displays that the first important independent variable is as the street food stalls are available near me (.755), the second most important is varieties of food in the menu (.579), the third important variable is consuming street food (.565) and the fourth important independent variable is the taste of the food (.555).

**Total Variance Explained**

Table 06: Total Variance Explained

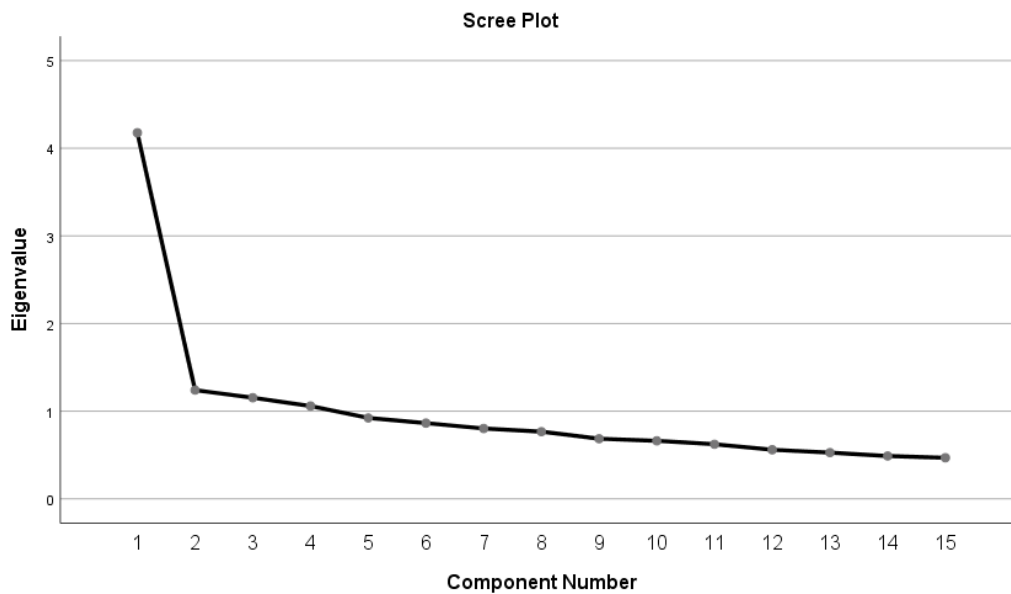
Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
<b>Respectful and charming</b>	<b>4.176</b>	27.842	27.842
<b>Taste and consumption</b>	<b>1.240</b>	8.269	36.111
<b>Food varieties and halal Foods</b>	<b>1.154</b>	7.692	43.803
<b>Availability of food stall and fast services</b>	<b>1.059</b>	7.059	50.862

Extraction Method: Principal Component Analysis.

Table 06 illustrates the factors that can be removed from the analysis alongside their eigenvalues, the percentage of variance and the cumulative percentage of the factor. It is observed that the factor ‘Respectful and charming’ accounts for 27.842%, ‘Taste and consumption’ 8.269%, ‘Food varieties and halal Foods’ accounts for 7.692% and ‘Availability of food stall and fast services’ accounts for 7.059% of the variance. Results clearly demonstrated that there are four factors that persuade the selection of a street food stalls by international tourist. ‘Respectful and charming’ (4.176), ‘Taste and consumption’ (1.240), ‘Food varieties and halal Foods’ (1.154) and ‘Availability of food stall and fast services’ (1.059). These four factors together demonstrate around 51% of the variance, representing a higher level of significance for these factors. Only the variables contained eigenvalues larger than 1 are regarded (Hair et al., 1998).

The graph portrays the eigenvalues against all elements. It helps making decision of how many elements to keep. The graph also indicates a point where the curve begins to flatten.

Figure 01: Scree Plot



In figure 01, the curve started flattening at the point of factor 4 till factor 15. These 11 factors contain eigenvalues below 1. Therefore, only 4 factors are retained.



**Rotated Component Matrix**

Table 07: Rotated Component Matrix

	Component			
	1	2	3	4
I feel respectful for the behavior of the sales people	.693			
I feel enjoyable to see vendors follow a variety of cooking methods	.650			
I feel content for the price deal of the Malaysian Street Food	.644			
I feel relax due to ample number of safe parking areas	.584			
I feel comfortable due to the surrounding environment	.565			
I feel charming when I get the smell of Malaysian street food	.500			
I feel joy because of the taste of the food		.722		
I feel safe when I realize food are serving in hygienic manner		.707		
I feel safe when I see vendors use fresh ingredients while cooking		.605		
I feel excited while I am consuming street food		.573		
I feel imaged when I see varieties of food in the menu.			.756	
I feel pleased when I see hawkers are well groomed and neat in appearance			.614	
I feel gratitude when I get offer of halal Malaysian Street Foods			.437	
I feel convenient as the street food stalls are available near me				.866
I feel pleased for the fast services provides by hawkers				.607

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table 07 portrays the results of Principal Component Analysis/PCA along with rotated factor loadings on the survey facts. PCA technique was applied for grouping variables containing factor loading greater than 0.5 under different factors. A factor loading indicates the association among variables with a particular factor, aiming to recognize the character of that specific factor (Debasish, 2004). The table also portrayed the rotated factor loadings against 15 observed variables. Furthermore, the usage of varimax rotation determined four derived variables.

Factor 1 identified as ‘Respectful and charming’ and composed of four variables, namely; I feel respectful for the behavior of the sales people (.693), I feel enjoyable to see vendors follow a variety of cooking methods (.650), I feel content for the price deal of the Malaysian Street Food (.644), I feel relax due to ample number of safe parking areas (.584), I feel comfortable due to the surrounding environment (.565), I feel charming when I get the smell of Malaysian street food (.500).

Factor 2 identified as ‘Taste and consumption’ and composed of six variables, namely; I feel joy because of the taste of the food (.722), I feel safe when I realize food are serving in hygienic manner (.707), I feel safe when I see vendors use fresh ingredients while cooking (.605), I feel excited while I am consuming street food (.573).

Factor 3 identified as ‘Food varieties and halal Foods’ and composed of three variables, namely; I feel imaged when I see varieties of food in the menu (.756), I feel pleased when I see hawkers are well groomed and neat in appearance (.614), I feel gratitude when I get offer of halal Malaysian Street Foods (.437).

Factor 4 identified as ‘Availability of food stall and fast services’ and composed of two variables, namely; I feel convenient as the street food stalls are available near me (.866), I feel pleased for the fast services provides by hawkers (.607).

**CONCLUSION, RECOMMENDATIONS AND FUTURE STUDY**

The midpoint of this quantitative research is to divulge the factors that influence international tourists' emotions towards Malaysian Street Foods. Here the factorial structure plus internal reliability of tourists' emotion survey scales were tested and the apparatus was modified following predefined benchmarks for inclusion. The analysis was thus planned so as to preserve only items and factors that encountered the criteria. As of the exceeding factor analysis, it is apparent that, ‘respectful and charming’, ‘taste and consumption’, ‘food varieties and halal Foods’ and ‘availability of food stall and fast services’ are the most significant factors to be considered in rendering international tourists' positive emotions. These four factors can be considered as a guideline by the decision makers in street food stalls.

Decision makers should give priority to these factors, which have higher impacts on international tourists' emotion. Moreover, the findings may be used as indicators for consumer research and for the development of effective marketing strategies by both academics and practitioners respectively. The study survey was restricted to Jalan Alor-Bukit Bintang and Jonker Street-Malacca,

and the respondents were randomly chosen from the high socioeconomic segment of the entire number of international tourists arrival in Malaysia between August 2018 and October 2018. Consequently, the findings possibly won't be generalized to whole number of international tourists in Malaysia. Future study needed in other tourists' destinations of Malaysia along with different tourist's destinations of the world to get better understandings and validation of this study.

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