

TOURIST PERCEPTION OF FOOD IMAGE AND TOURIST SATISFACTION IN PERLIS

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Abstract

Food has become one of the most essential components for travellers in tourist places, making food tourism an appealing sector for both tourists and hosts in recent decades. However, the relationship between food image and satisfaction remains unclear, and tourists' knowledge of the favourable image of local cuisine is still limited. The purpose of this study is to determine Perlis' destination food image and to assess tourists' satisfaction with Perlis' local food image. Attractions in Perlis such as Warung Tepi Sawah and Padang Besar, as well as a social media distribution network, were surveyed. In this study, we employed quantitative approaches as a research instrument. A total of 154 tourists in the area were sampled, using a systematic sampling strategy. Perlis has the potential to become a food tourism destination because it is considered a stopover for people who want to taste the local cuisine. According to the findings, all the characteristics were found to have a substantial relationship with tourists. Furthermore, the findings demonstrate that the image has a direct impact on tourists' satisfaction with the Perlis communities. The Statistical Package for the Social Sciences (SPSS) software was used to analyse and interpret the data. The data supports the idea of returning to a unique food culture on multiple occasions. Future studies are suggested, as well as practical and theoretical contributions. Several recommendations are also made for future studies to consider in order to identify potential areas for improvement.

Keyword: Food Image, Food Tourism, Tourist Satisfaction