

A STUDY ON THE EFFECTS OF FOOD QUALITY, PRICE FAIRNESS AND SERVICE QUALITY ON THE REVISIT INTENTION AMONG DOMESTIC TOURISTS TO THE STATE OF KELANTAN, MALAYSIA

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ABSTRACT

Food plays an important role in the development of tourist destinations as it attracts tourists to enjoy its local cuisines. Many gastronomic destinations in Malaysia, such as Penang, Melaka, and others, provide a diverse range of cuisines and regional specialties. However, research focusing revisit intention and gastronomy tourism in the state of Kelantan is rather limited than other destinations. The purpose of this research is to examine three factors influencing Malaysian domestic tourists' revisit intention Kelantan for gastronomy tourism. The factors examined are food quality, price fairness and service quality. This quantitative study used non-probability convenience sampling approach and sampled a total of 262 respondents who have visited Kelantan previously via survey questionnaire. This online survey was made using Google Form and distributed through various social media platforms including Facebook and Whatsapp. This research utilized SPSS version 25 for multiple regression analysis and found that food quality has a significant positive relationship with revisit intention of domestic tourists. However, price fairness and service quality were found to be insignificant factors to their revisit intentions. Based on the results of this study, local food operators and businesses in Kelantan should strive to maintain their overall food quality. Perhaps these businesses as well as the stakeholders in Kelantan tourism and hospitality industry should take this advantage by highlighting the food quality elements in their marketing efforts of Kelantan as a gastronomic destination.

Keywords: Food quality, domestic tourists, revisit intention, Kelantan, Malaysia.