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PERCEPTIONS OF DOMESTIC TOURIST TOWARDS
LOCAL FOOD IN IPOH

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DECLARATION

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ABSTRACT

This study aims to identify the perceptions of domestic tourist towards local food in Ipoh and to determine the relationship between tourist travelling pattern and their perception towards local food. Descriptive research design using quantitative method through self-administrated questionnaire was employed for the purpose of this investigation. Questionnaires to restaurant customers were successfully distributed, however, only percent or can be used for analysis. All data were keyed-in into SPSS Version 22.0 and analysed using suitable statistical analyses to respond this study's research objectives; i) the perceptions of domestic tourists towards local food in Ipoh (RO1), and ii) the relationship between tourist travelling pattern and their perception towards local food (RO2). Results revealed that there is significant perception between sensory evaluation, selection of menu, price and value. Further analysis has showed that sensory evaluation, selection of menu, price and value also significantly influence domestic tourists travelling pattern and their experience to perceived local food in Ipoh. This study found that regardless how fancy the promotions made by the food and beverages marketing and how much money customers have to pay, the sensory evaluation remains the most significant factor in determining their level of satisfaction and return intention. It denotes how important of preparing and serving the food at acceptable quality. Therefore, this study based on one local restaurant in Ipoh, suggests any local restaurant could consider on constantly serving the best quality of food and ensure to maintain such service from time-to-time.

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