

PERCEIVED VALUE, CUSTOMERS' SATISFACTION, AND CUSTOMERS' BEHAVIORAL INTENTION TOWARDS MALAYSIAN HERITAGE FOOD SERVED BY HOTELS AROUND KLANG VALLEY

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ABSTRACT

Malaysian heritage food has become the most noticeable sign of the intermingling culture of Malaysia's multiracial population. Heritage food can provide an intuitive sense of unity and a better understanding of the history of multiracial cultures. While their heritage foods are served in various establishments, hotel dining restaurants have become one of the most essential platforms that serve the highest quality Malaysian heritage food. The general objective of this research is to determine the perceived value, customer satisfaction, and behavioural intention towards Malaysian heritage food served by hotels around Klang Valley. A semi-structured questionnaire was used to select 200 respondents among customers who dined in the chosen hotel restaurants around Klang Valley. Findings are shown in terms of the perceived value of overall atmospheric (3.88 ± 0.51) followed by the overall service quality (3.78 ± 0.52) and the overall food quality (3.77 ± 0.65). Respondents were most satisfied with the "Interior dining environment" (3.85 ± 0.62), and "Professionalism and courtesy of the employees" (3.80 ± 0.65); however, they appeared less enthusiastic about the "Taste and authenticity of the heritage foods" (3.64 ± 0.63) and the "Price of the food" (3.55 ± 0.68). The impact of customer behavioural intention was also further discussed. Finally, the study indicated that there is a significant difference in the perceived value ($p=0.007$) and customer satisfaction ($p=0.035$) among varying demographic characteristics (race). However, no significant differences among demographics toward the dependent variable of customer satisfaction were found. Only race is significantly related to perceived value and customer satisfaction.

Keywords: Malaysian Heritage Food, hotel, perceived value, customer satisfaction, behavioural intention.

1.0 PURPOSE AND BACKGROUND

The historical food of a place is regarded as one of the most critical vehicles for reflecting a 'society's culture and customs. Furthermore, legacy food can create an intuitive sense of oneness and help people better grasp the history of a 'country's diverse cultures. Malaysian culture stands out among other countries due to its multiracial 'population's ability to integrate various cultures from the numerous races in the country. The most visible indicator of this cultural blending can be found in the 'country's food. 'Malaysia's variety has resulted in one of the 'world's most exquisite cuisines, with distinct and mixed Malay, Chinese, and Indian cooking ingredients (Som et al., 2020). Malaysia boasts a diverse range of historical foods that could become a draw for international visitors. With the blend of three different races (Malays, Chinese, and Indians) and the cultures these three races bring, this country has become one of the most popular tourist destinations globally. Malaysia stands out from other

countries due to its unique blend of cultures and heritage, which has resulted in the birth of a diverse range of dishes, allowing it to become a 'foodie's dream. (Som et al., 2020). However, our 'society's nutritional tastes are changing as a result of globalisation. Changes in purchasing behaviour among younger generations have resulted in the emergence of a post-modern food circuit and new consumer culture (Zahari et al., 2011). The food and beverage business portrays traditional food as unattractive and less desired. Everyone prefers fast and convenient eating over traditional cuisine.

In 'Malaysia's hospitality industry, local traditional food is still not seriously popularised. According to reports, the 'country's most well-known and five-star hotels serve specialised dishes such as Chinese, Indian, Japanese, Mediterranean, Western, and Arabic's food. Even though certain studies have found a link between gastronomy and tourism, the offer rates are still ordinary (Jalis, 2017). Most hotels place a high value on their excellent offerings, such as luxury lodgings and personalised attention. Traditional Malaysian cuisines made in hotels, on the other hand, have had their recipes and flavours changed to appeal to a more discerning palate, compromising the 'food's identity as a Malaysian heritage food. The lack of authenticity could be linked to the development of new technologies and structural changes in how traditional Malay food is prepared in hotels (Ismail et al., 2013).

The hotel sector is an essential platform for serving high-quality meals to local and international consumers and exposing Malaysian specialities. The consumer must be provided with the highest quality Malaysian heritage food, outstanding service quality, and relevant atmospheric aspects. As a result, hotels should prioritise traditional cuisine while serving both local and international guests. It is self-evident that hotels are the primary lodging option for visitors in Malaysia. Therefore, hotels should focus on sustainable heritage food preparation to promote this cuisine to locals and visitors. Furthermore, there has been no historical research on the perceived value, happiness, and behavioural intentions of customers towards Malaysian cultural food, limiting the 'hotels' ability to examine customers' demand for heritage food. Most previous research had concentrated on the concerns and elements that affect the authenticity of Malaysian ethnic foods. As a result, more research is needed to look into other critical variables, including value perception, customer satisfaction, and their relationship to behavioural intent.

This study focuses on three primary elements: perceived value, customer satisfaction, and customer behavioural intention, which will help 'hotels' food and beverage managers determine their 'customers' contentment and behavioural intentions towards the Malaysian heritage food they offer. This study will help them improve the overall quality of Malaysian heritage food while keeping the traditional characteristics in mind. Furthermore, as a result of this research, limited information about Malaysian heritage food will be provided to local and international consumers. Last but not least, this study will aid the younger generation by providing them with information about the various types of heritage foods that they are unaware of. This will add to the literature if they intend to conduct additional research to improve Malaysian gastronomy products and promote Malaysian heritage cuisine internationally.

2.0 METHODOLOGY

A cross-sectional, non-experimental study was used in this investigation. The data acquired indicated what was going on at only one point in time. This research can be done by collecting information from one or more groups at a specific period to compare different types of respondents. This study gathered quantitative data on respondents' perceptions of quality, customer happiness, and behavioural intentions towards Malaysian heritage food served by

hotels throughout the Klang Valley, which was then compiled and analysed. This study used the simple random sampling method to select the hotel restaurants and convenience sampling to select the respondents. Simple random sampling was used in this study to avoid bias by randomising the sampling area. There were five hotel restaurants chosen in Klang Valley. This form of sampling is appropriate for this study because it included respondents who dined at the hotel restaurants and were willing to participate in the survey. Klang (Premiere Hotel), Subang Jaya (Holiday Villa and Suites Subang), Shah Alam (Grand Bluewave), Kuala Lumpur (Mandarin Oriental Hotel), and Petaling Jaya (PJ Hilton) were chosen as the five essential locations within Klang Valley. This survey was carried out here because these are where most foreign and local chain hotels are located. Customers who enjoyed the cuisine these hotels offered were among the respondents in this poll. As a result, their responses were based on their experiences with Malaysian ethnic cuisine.

Abd Karim (2006) noted that the statistical necessity of the researcher usually determines the sample size. Hence, the rule of having higher sample sizes is greatly desired; generally, between 200 to 400, which is considered a significant sample size. The previous studies recommended that the researcher consider three factors in the calculation of sample size: the variability in the population, the accuracy required, and the level of confidence (Abd Karim 2006). According to the Department of Statistics Malaysia, Klang Valley is a significant urban agglomeration with an estimated population of 7.2 million. Since the population size is considerable, the sample size for the survey has been estimated using the Yamane formula (Yamane, 1967). According to the equation, the sample has been calculated as follows: $n = \frac{7200000}{1 + 7200000 (0.08)^2} n = 156.25$. Based on this formula, the sample size was roughly 156 samples.

However, 200 people took part in this study. Customers over the age of 18 and who had recently dined in the chosen hotel restaurants were the target respondents for this survey. In addition, individuals who had prior experience eating traditional Malaysian food were included in this poll. The respondents were approached before the questionnaire was distributed to confirm their willingness to participate in the study. Data collection was conducted between July and September 2017. Informed consent was obtained prior to data collection. Ethical approval was obtained through the School of Food Science and Technology dean's dean, Universiti Malaysia Terengganu, with reference number UMT/PPSTM/PMP/1-6/5. The research tool used in this study was a questionnaire. It was a self-administered questionnaire, which means that respondents were given a set of questionnaires to complete and were accountable for doing so. This questionnaire consists of five sections which are Section A (Demographic Profile), Section B (Familiarity Towards Malaysian Heritage Food), Section C (Perceived Value), Section D (Customer Satisfaction), and Section E (Behavioral Intention).

The validity and reliability of the questionnaire were determined using an internal validity and Cronbach's Alpha (>0.7 to be reliable), respectively. The data that was obtained from this research included descriptive statistics and inferential statistics. The data collected through the questionnaire will be coded and analysed using SPSS VERSION 20. Descriptive statistical analysis is a quantitative data collection used to describe data by categorising them into gender, ethnicity, age, citizenship, education, marital status, and monthly income. The goal of the analysis was to identify the frequency and percentage of the tabulation of the demographic profiles of the responder. Descriptive statistical analysis also compares the mean and standard deviation of questions using a continuous rating scale such as perceived value, customer satisfaction, and behavioural intent. The mean score is a central-tendency metric or average, while standard deviation is another dispersion measure for interval and ratio-scale data computed from the mean. The inferential statistical analysis employed the Pearson

Correlation to discover the overall relationship between perceived value, consumer satisfaction, and behavioural intent towards Malaysian heritage food served by Klang Valley hotel restaurants. Guilford's thumb rule was used to identify the link strength between variables. An independent T-test and a one-way ANOVA were utilised to compare the demographic profile with perceived value, customer satisfaction, and behavioural intent. Thus, the independent variables are the perceived value, whereas the dependent variables are customer satisfaction and behavioural intent.

3.0 FINDINGS

3.1 Demographic profiles of respondents

The demographic features of respondents included in this study are gender, ethnicity, citizenship, age, education, marital status, and monthly income. A total of 200 responders were selected. A descriptive statistical analysis was used to analyse the demographic background of the customers. Sample descriptive statistics showed that 28.0 per cent (n=56) of respondents were males, while 72.0 per cent (n=144) were females. The majority of respondents were Malay, 86.5 per cent (n=173), followed by Indian, 6.0 per cent (n=12), and Chinese, 1.5 per cent (n=3).

Demographic characteristics	Frequency (n)	Percentage (%)
Gender		
Male	56	28.0
Female	144	72.0
Ethnicity		
Malay	173	86.5
Indian	12	6.0
Chinese	12	6.0
Others	3	1.5
Citizenship		
Malaysian	200	100.0
Others	0	0
Age		
18-25 years old	155	77.5
26-35 years old	30	15.0
36-45 years old	15	7.5
46-55 years old	0	0
Above 55 years old	0	0
Education level		
SPM	10	5.0
STPM	23	11.5
Diploma	28	14.0
Degree	134	67.0
Master	5	2.5
PhD	0	0
Others	0	0
Marital status		
Single	168	84.0
Married	31	15.5
Separated	1	0.5
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Citizenship		
Malaysian	200	100.0
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Age		
18-25 years old	155	77.5
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46-55 years old	0	0
Above 55 years old	0	0
Education level		
SPM	10	5.0
STPM	23	11.5
Diploma	28	14.0
Degree	134	67.0
Master	5	2.5
PhD	0	0
Others	0	0
Marital status		
Single	168	84.0
Married	31	15.5
Separated	1	0.5

Table 1: Demographic characteristics of the respondents.

Regarding citizenship, all respondents were Malaysian. Percentage-wise, the largest group of respondents was between 18-25 years old, 77.5 per cent (n=155), while the smallest group was between 36-45 years old, 7.5 per cent (n=15). Meanwhile, for the education level, most of the respondents had a Bachelor's degree (or were still earning a Bachelor's degree) at 67.0 per cent (n=134) and a Master's degree at 2.5 per cent (n=5). As for marital status, most respondents were single at a total of 84.0 per cent (n=168), followed by married at a percentage of 15.5 per cent (n=31), and only 0.5 per cent (n=1) were separated. Most single respondents were teenagers visiting the hotel restaurants with their parents or for vacation purposes. Some of them visited the restaurant during their stay at the hotel for educational programming.

3.2 Perceived value towards Malaysian heritage food

Table 2 shows the mean scores and standard deviations of consumers' perceived value of Malaysian heritage food at hotel restaurants across Klang Valley. The mean score for each quality was analysed based on the 5-point Likert-type scale questionnaire to measure the perceived value. A total of 27 attributes contributed to the perceived value. Any attribute below the point of 3 indicates a negative perception, while over 3 means a positive perception. In Table 2, all of the attributing qualities received an average score of over 3, indicating that the respondents had a favourable opinion of all the attributes of Malaysian heritage food served by the hotel restaurants. Service quality, food quality, and overall cleanliness are the top three attributes of customer satisfaction. The quality of customer service has a significant impact on how customers perceived the restaurant.

Meanwhile, the main criteria for determining quality service are promptness and friendliness. Customer satisfaction was divided into cleanliness, environment, and food quality (Jinha & Jeremy, 2019). In Table 2, the respondents assigned the highest perceived value to the overall atmospheric (3.88±0.51), followed by overall service quality (3.78 ± 0.523). A 'hotel's physical environment, such as the aesthetics, design and décor, comfortable location, accessibility, architecture, and lighting, may increase or decrease customer satisfaction if they

Perceived value items	Mean ± Standard deviation
Overall food quality	3.77 ± 0.648
Special dishes offered on the menu	3.97 ± 0.769
Variety of dishes included in the menu	4.03 ± 0.668
Clear description and picture on the menu	3.80 ± 0.728
Appetising as a whole	3.82 ± 0.726
Genuine traditional taste and authenticity	3.59 ± 0.778
Suitable seasonings such as herbs and spices used	3.80 ± 0.730
Authenticity maintained even after flavour innovation	3.58 ± 0.746
Intense aroma and attractive colour	3.82 ± 0.719
Consistent in terms of portion size and flavour	3.64 ± 0.701
The appropriate temperature of food	3.72 ± 0.679
Suitable price for food	3.66 ± 0.734
The portion size of food	3.69 ± 0.660
Overall presentation/appearance	3.76 ± 0.652
Cleanliness of food	3.93 ± 0.626
The freshness of raw material	3.75 ± 0.671
Overall service quality	3.78 ± 0.523
Suitable price for service	3.64 ± 0.730
Knowledgeable employee	3.72 ± 0.712
Skilful employee	3.81 ± 0.660
Cleanliness of employee's attire	3.97 ± 0.584
Availability of heritage food	3.81 ± 0.681
Hours of operation	3.77 ± 0.616
Overall atmospheric	3.88 ± 0.506
Overall cleanliness of the dining environment	3.97 ± 0.609
Cleanliness of restroom facilities	3.95 ± 0.655
Favorable dining environment	3.74 ± 0.657
Suitable dining environment for children	3.79 ± 0.654
The layout of the facility	3.89 ± 0.521
Lighting and colour combination	3.95 ± 0.608

do not match guests' preferences (Ineson et al., 2019). Respondents assigned the highest perceived value to the "Variety of dishes included in the menu" (4.03±0.67), 5-point Likert scale where 1 = strongly disagree to 5 = strongly agree.

Table 2: The attributes contributing to customer satisfaction.

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the respondents assigned the highest perceived value to the overall atmospheric (3.88±0.51), followed by overall service quality (3.78 ± 0.523). A 'hotel's physical environment, such as the aesthetics, design and décor, comfortable location, accessibility, architecture, and lighting, may increase or decrease customer satisfaction if they do not match guests' preferences (Ineson et al., 2019). Respondents assigned the highest perceived value to the "Variety of dishes included in the menu" (4.03±0.67), followed by "Special dishes offered on the menu" (3.97±0.80). These attributes indicated that customers prefer hotel restaurants that provide a diverse menu of heritage foods as it means having more options available to them. Respondents also agreed that Malaysian heritage food was prioritised by the respective hotel restaurants as they offered unique dishes on the menu.

On the other hand, respondents reported the lowest perceived value for "Authenticity maintained even after flavour innovation" (3.58±0.746). Hotel restaurants should maintain the authentic taste of Malaysian heritage food to enhance customers' experience. Nevertheless, the lack of authenticity could be attributed to the evolution of new f technology and structural changes in preparing traditional Malay cuisine preparations in restaurants (Muhammad et al. 2020). The authenticity of traditional food has gradually been altered due to the Malaysian chef's transformation of food practices for commercial kitchen production at the hotels in this study. In their research on the level of alteration of ethnic native food in Sarawak, Zahari et al. (2011) explained that the alteration of food had caused many changes in their food preparation, equipment, ingredients, processing methods, existing eating etiquette, and other related matters. Regardless, the chefs in the hotel should maintain the authenticity of the Malaysian heritage food they serve to truly reflect the taste of local cuisine.

3.3 Customer satisfaction toward Malaysian heritage food

Customer satisfaction items	Mean ± Standard deviation
Overall quality of heritage foods	3.72 ± 0.627
Taste and authenticity of heritage foods	3.64 ± 0.633
Food service quality	3.79 ± 0.623
Professionalism and courtesy of the employees	3.80 ± 0.652
Price of the food	3.55 ± 0.678
Interior dining environment	3.85 ± 0.616

Table 3: The attributes contributing to customer satisfaction.

Table 3 shows that respondents were most satisfied with the "Interior dining environment" (3.85 ± 0.62), followed by "Professionalism and courtesy of the employees" (3.80 ± 0.652), "Foodservice quality" (3.79 ± 0.623), "Overall quality of heritage foods" (3.72 ± 0.627), "Taste and authenticity of the heritage foods" (3.64 ± 0.633), and least satisfied with the "Price of the food" (3.55 ± 0.678). The mean score for satisfaction for all the attributed falls below 4. The result indicates that the dining environment should not be ignored as it affects total satisfaction (Ariffin & Aziz, 2012). Previous studies had found that atmospheric music can affect customer perceptions of business places, elicit emotions, influence customer satisfaction, and their relaxation (Kisang Ryu & Heesup Han, 2011) of the attribute that affect respondents the least was the "Price of the food." Perceived price fairness is positively related to customer satisfaction and loyalty (Shahab et al., 2020). At the same time, perceived price unfairness can lead to negative attitudinal and behavioural responses such as dissatisfaction, complaining, and switching to other providers (Um & Kim, 2018).

3.4 Behavioural intention towards Malaysian heritage food

Table 4 displays the attributes of customers' behavioural intention towards Malaysian heritage food served by hotel restaurants in Klang Valley and their mean scores. The mean score of above 3 indicated that respondents were likely to recommend it to others, intend to return, spread the word about the speciality, or have a favourable impression of Malaysian heritage food. Based on Table 3, respondents have a favourable opinion of Malaysian heritage food (4.36 ± 0.61) but are unlikely to return to the respective hotel restaurants (3.59 ± 0.696). According to Quinton (2020), behavioural intention is a reasonable predictor of future behaviour.

Behavioural intention items	Mean \pm Standard deviation
Recommend to others	3.75 \pm 0.624
Intention to revisit	3.59 \pm 0.696
Spread positive words	3.71 \pm 0.637
Good impression towards MHF	4.36 \pm 0.610

5-point Likert scale where 1 = strongly disagree to 5 = strongly agree

Table 4: The attributes contributing to behavioural intention.

A favourable impression of Malaysian heritage food may be influenced by food quality attributes such as taste, freshness, presentation, and appropriateness of temperature. Respondents who had a positive impression are more likely to spread the word about the hotel restaurant's heritage food specialities. According to Ha and Jang (2010), the physical environment of the restaurant influences returns intentions because customers will return if the restaurant provides a conducive atmosphere and dining environment. According to Seyed and Mahnoosh (2013), high service quality drives behavioural intentions, restaurant reputation, and customer repurchase desire. Suppose the hotel restaurant serves high-quality food, but the management fails to provide high-quality service. In that case, the customer will have a positive impression based solely on the food, but will not return to the restaurant in the future.

3.5 Relationship between perceived quality, customer satisfaction and behavioural intention towards Malaysian heritage food offered in hotels

	Perceived_value	Customer_satisfaction	Behavioural_intention
Perceived_value	1		
Customer_satisfaction	0.775**	1	
Behavioural_intention	0.647**	0.733**	1

**Correlation is significant at the 0.01 level (2-tailed).

Table 5: Strength of relationship between perceived value, customer satisfaction, and behavioural intention.

Based on the Pearson correlation coefficient, Table 5 depicts the relationship between perceived value, customer satisfaction, and behavioural intention towards Malaysian heritage food offered in Klang Valley hotels. According to Table 4, there is a strong relationship between perceived value and customer satisfaction ($r = 0.775$, $p < 0.01$), a moderate relationship between perceived value and behavioural intention ($r = 0.647$, $p < 0.01$), and a weak relationship between perceived value. The positive relationship demonstrates that the greater the perceived value, the greater the customer satisfaction. The same is true for the relationship between customer satisfaction and behavioural intention, and perceived value and behavioural intention. According to Marcos and Coelho (2021), perceived value is a

predictor of customer satisfaction related to customers' word of mouth and intent to return. Ade Oriade and Peter Schofield (2019) also stated that customer perceived value directly affects attitudinal and behavioural intentions. Furthermore, Shahzadi et al. (2018) discovered that post-dining behavioural intention is significantly influenced by dining satisfaction. The findings also indicated that perceived value has an impact on customer satisfaction. According to Keshavarz and Jamshidi (2018), customer perceived value is a positive and direct predictor of customer satisfaction.

3.6 Perceived value based on the demographic profiles of respondents

Demographic Characteristics	Mean (Std. deviation)	t-value	F-ratio	p-value
Gender		1.504		0.134
Male	3.89 (0.463)			
Female	3.78 (0.450)			
Age Group			0.119	0.887
18-25	3.80 (0.460)			
26-35	3.84 (0.359)			
36-45	3.84 (0.592)			
46-55				
55 And Above				
Race			4.138	0.007
Malay	3.83 (0.451)			
Chinese	3.45 (0.384)			
Indian	3.68 (0.412)			
Others	3.81 (0.441)			
Educational Background			0.119	0.975
SPM	3.81 (0.209)			
STPM	3.85 (0.539)			
Diploma	3.76 (0.457)			
Degree	3.81 (0.463)			
Master	3.80 (0.261)			
PhD				
Others				
Marital Status			0.222	0.801
Single	3.81 (0.455)			
Married	3.79 (0.471)			
Separated	3.54 (-)			
Monthly Income			0.389	0.816
<RM1500	3.81 (0.398)			
RM1500-2999	3.81 (0.531)			
RM3000-RM3999	3.86 (0.505)			
RM4000-RM4999	3.61 (0.870)			
RM5000-RM5999	3.99 (0.070)			
>RM6000				

Table 6: Differences in perceived value based on respondents' demographic profiles.

Table 6 compares the perceived value of Malaysian heritage based on gender, ethnicity, age, citizenship, level of education, marital status, and monthly income of respondents. The results

show a significant difference in the mean scores of perceived values between respondents of the varying race ($p < 0.05$). Malay had the highest mean score (3.83 ± 0.45), followed by Indians (3.68 ± 0.41), Chinese (3.45 ± 0.38), and other races (3.81 ± 0.44). Malay heritage cuisine is more prevalent in hotel restaurants compared to other ethnic cuisines (Som et al. 2020). However, according to a survey on hotel guests' preferences, there is no discernible difference in demographic profiles and perceived value. The focus was on Malays who had recently consumed heritage cuisine in the respective restaurant.

3.7 Customer satisfaction based on the demographic profile of respondents

Table 7 shows the comparison in mean scores of customer satisfaction between different demographic profiles. The results indicate that the mean differences in customer satisfaction by demographic profile were not statistically significant, except for race ($p < 0.05$). Other races had the highest mean score (4.00 ± 0.60), followed by Indians (3.65 ± 0.60), Chinese (3.33 ± 0.41), and Malays (3.75 ± 0.50). Different races will have different eating experiences and expectations of Malaysian heritage food, especially when they eat foods from other ethnic groups. As a result, their level of satisfaction with the food would differ. Aside from race, there is no discernible difference in demographic profiles when it comes to customer satisfaction. It indicates that different demographic backgrounds do not affect customer satisfaction.

Demographic Characteristics	Mean (Std. deviation)	t-value	F-ratio	p-value
Gender		0.494		0.622
Male	3.75 (0.478)			
Female	3.71 (0.527)			
Age Group			1.053	0.351
18-25	3.69 (0.525)			
26-35	3.83 (0.435)			
36-45	3.77 (0.522)			
46-55				
55 And Above				
Race			2.931	0.035
Malay	3.75 (0.503)			
Chinese	3.33 (0.414)			
Indian	3.65 (0.596)			
Others	4.00 (0.600)			
Educational Background			0.046	0.996
SPM	3.71 (0.314)			
STPM	3.71 (0.503)			
Diploma	3.76 (0.529)			
Degree	3.71 (0.535)			
Master	3.73 (0.302)			
PhD				
Others				
Marital Status			0.125	0.882
Single	3.72 (0.523)			
Married	3.70 (0.466)			
Separated	3.50 (-)			

Monthly Income			0.469	0.996
<RM1500	3.72 (0.469)			
RM1500-2999	3.71 (0.602)			
RM3000-RM3999	3.80 (0.511)			
RM4000-RM4999	3.72 (0.742)			
RM5000-RM5999	3.75 (0.353)			
>RM6000				

Table 7: Differences in customer satisfaction based on demographic characteristics.

3.8 Behavioral intention based on the demographic profiles of respondents

Table 8 presents the comparison in mean scores of behavioural intention based on the demographic profile of respondents. The results show that the mean differences in demographic profiles and behavioural intention are not statistically significant. It suggests that different demographic profiles do not affect behavioural intention. Most respondents had a favourable impression of Malaysian heritage food. They would like to spread the word to others and return to the hotel restaurant in the future since they were provided with high-quality food and service. It is also critical for restaurateurs to train their kitchen staff to consistently provide customers with delicious and nutritious food that is presented attractively (Torlak et al., 2019).

Demographic Characteristics	Mean (Std. deviation)	t-value	F-ratio	p-value
Gender		-0.19		0.985
Male	3.85 (0.480)			
Female	3.85 (0.516)			
Age Group			0.437	0.646
18-25	3.83 (0.4928)			
26-35	3.89 (0.532)			
36-45	3.95 (0.689)			
46-55				
55 And Above				
Race			2.136	0.097
Malay	3.86 (0.512)			
Chinese	3.60 (0.405)			
Indian	3.75 (0.369)			
Others	4.33 (0.629)			
Educational Background			0.366	0.833
SPM	3.82 (0.553)			
STPM	3.85 (0.121)			
Diploma	3.92 (0.530)			
Degree	3.84 (0.489)			
Master	3.65 (0.454)			
PhD				
Others				
Marital Status			0.026	0.974
Single	3.85 (0.498)			
Married	3.86 (0.588)			
Separated	3.75 (-)			

Monthly Income			0.469	0.758
<RM1500	3.82 (0.445)			
RM1500-2999	3.93 (0.639)			
RM3000-RM3999	3.83 (0.562)			
RM4000-RM4999	3.87 (0.440)			
RM5000-RM5999	3.87 (0.176)			
>RM6000				

Table 8: Differences in demographic characteristics in customer satisfaction.

4.0 CONCLUSIONS

All of the objectives set for this study have been met. This study assessed customers' perceived value, satisfaction, and behavioural intention towards Malaysian heritage food served in hotel restaurants in the Klang Valley area. Based on the results of the perceived value survey, it can be concluded that the customer has the highest perception towards the variety of dishes on the menu, special heritage dishes on the menu, cleanliness of employee attire, overall cleanliness of the dining environment, cleanliness of restroom facilities, and lighting and colour combination. These attributes include food quality, service quality, and atmosphere. According to this study, most respondents were pleased with the dining environment in the respective hotel restaurants. This study suggests that satisfaction with the dining environment can influence one's behavioural intentions, such as spreading the restaurant's speciality, intending to return to the restaurant in the future, and having a favourable impression of Malaysian heritage food. On the other hand, respondents were dissatisfied with price fairness. This dissatisfaction could occur as a result of issues such as poor service quality and portioning. Customers will be more satisfied if the restaurant operator considers the value of the price offered. This study also discovered a strong relationship between perceived value and customer satisfaction, a moderate relationship between perceived value and behavioural intention, and a weak relationship between perceived value and behavioural intention. Therefore, hotel restaurant operators must be constantly aware of hedonic and utilitarian values because they strongly influence customer satisfaction and behavioural intention. Following that, there is no significant difference among the demographics regarding the dependent variable, except race, which was significantly related to perceived value and customer satisfaction. The possible reason had been discussed in detail.

5.0 CONTRIBUTION/PRACTICAL IMPLICATIONS

This research can encourage hotels to improve the overall quality of Malaysian heritage food without ignoring the traditional elements. In addition, little information is conveyed to the local and foreign consumers regarding Malaysian heritage food, specifically regarding the ingredients used and the preparation of heritage cuisine to eliminate bias possibilities. Besides, this research will also benefit the younger generation as it will provide them with some knowledge about the types of heritage food that they may not be aware of. This would encourage them to carry out further research to improve Malaysian gastronomy products and promote Malaysian heritage food internationally.

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