

Hui Ting Leow / Abang Azlan Mohamad / May Chiun Lo / T. Ramayah / Ying Sin Chin

Local Food Consumption Value Towards Food Destination Image in Sarawak: The Moderating Impact of Food Satisfaction

Abstract

This study explores the role of local food consumption in enhancing Sarawak's image as a food destination, focusing on the moderating impact of food satisfaction. Drawing on a cross-sectional analysis using a self-administered questionnaire, the study investigates the influence of taste and quality value, health value, price value, emotional value, and prestige value on the food destination image. The sample consists of 181 tourists who visited Sarawak, providing insights into visitors' diverse perspectives and preferences. The data was further analysed using SPSS 28.0 and WarpPLS 8.0. The findings reveal that taste, quality, health, emotional, and prestige value significantly affect the food destination image. However, the study has shown that price value has no significant impact. Surprisingly, food satisfaction does not moderate the relationship between local food consumption value and food destination image. Theoretical implications highlight the need for a more comprehensive understanding of the factors shaping consumers' perceptions. In contrast, practical implications suggest strategic considerations for culinary destinations in marketing campaigns and pricing strategies. Overall, this study contributes valuable insights for destination marketers aiming to attract tourists interested in unique culinary experiences and enhance their overall perception of the destination.

Keywords: food tourism, local food consumption value, food satisfaction, food destination image, Sarawak's local cuisine

1. Introduction

Food tourism, defined by Stone et al. (2018), entails seeking and enjoying unique food and beverage experiences, both domestically and internationally. In recent years, this tourism form has gained economic significance, with food considered a major tourist attraction (Tsai & Wang, 2017). Understanding how tourists' interactions with local food impact their preferences, experiences of a destination, and future behaviour is crucial for comprehending their overall perception of the destination (Choe & Kim, 2018). Previous studies by Thong et al. (2023) and Thong (2023) emphasize the importance of identifying tourists' preferences and experiences to increase profitability in the tourism industry, considering the rapidly changing demands among tourists. Visitors' diverse food consumption preferences can influence their mental impression of a culinary destination, as tourists evaluate its image based on the perceived value they anticipate acquiring.

Hui Ting Leow, Universiti Malaysia Sarawak, Faculty of Economics and Business, Kota Samarahan, Sarawak, Malaysia; e-mail: 70179@siswa.unimas.my

Abang Azlan Mohamad, PhD, Associate Professor, Universiti Malaysia Sarawak, Faculty of Economics and Business, Kota Samarahan, Sarawak, Malaysia; ORCID ID: <https://orcid.org/0000-0001-6266-8450>; e-mail: maazlan@unimas.my

May Chiun Lo, PhD, Professor, Universiti Malaysia Sarawak, Faculty of Economics and Business, Kota Samarahan, Sarawak, Malaysia; ORCID ID: <https://orcid.org/0000-0003-0767-7834>; e-mail: mclo@unimas.my

T. Ramayah, Professor, School of Management, Universiti Sains Malaysia, Penang, Malaysia; ORCID ID: <https://orcid.org/0000-0002-7580-7058>; e-mail: ramayah@usm.my

Ying Sin Chin, PhD Candidate, Corresponding Author, Universiti Malaysia Sarawak, Faculty of Economics and Business, Kota Samarahan, Sarawak, Malaysia; ORCID ID: <https://orcid.org/0000-0002-4477-496X>; e-mail: cynthiachin95@gmail.com

Previous research indicates that the food destination image and behavioural intention are shaped by actual food consumption, with tourists' perspectives on local cuisine influencing their perception of a gastronomic destination (Choe & Kim, 2018). These culinary experiences contribute to cultural heritage, expand tourism options, boost the destination's food image, and stimulate the local economy (Di Giovine et al., 2017; Choe & Kim, 2018; Privitera et al., 2018). Consequently, destination marketers leverage distinctive local food to highlight the location's uniqueness, create promotional culinary campaigns and events, and enhance tourists' overall experience and the likelihood of revisiting (Yasami et al., 2021).

Sarawak, a Malaysian state, is renowned for its diverse cultural heritage shaped by various ethnic groups, contributing to its rich history and traditions (Sageng et al., 2020). They are often referred to as Bumi Kenyalang. Sarawak is celebrated for its indigenous cuisines, featuring well-regarded specialities like Kek Lapis Sarawak, "Ayam Pansuh," and Sarawak Laksa. Recently, Kuching City received UNESCO's recognition as a Creative City of Gastronomy, adding to the region's culinary prestige. However, this acknowledgement challenges local food businesses looking to expand and establish their brands. To navigate these challenges, food and beverage providers can observe and learn from the gourmet products and events offered by more established competitors (Jee, 2021).

This study explores the influence of local food consumption on elevating Sarawak's status as a food destination. Notably, there is a gap in existing research regarding the moderating role of food satisfaction in the connection between local food consumption value and food destination image in Sarawak's food tourism context. By addressing this gap, the study seeks to offer insights beneficial to destination marketers and policymakers, aiding in developing effective strategies to foster tourism growth in Sarawak.

2. Literature review

2.1. Food destination image

Destination image refers to an individual's impression and emotional response to a specific location (Crompton, 1979). As highlighted by Lertputtarak (2012) and Thong et al. (2020), it represents tourists' perceptions of a destination within the tourism industry. Visitors' views and opinions about a place are integral to the overall destination image (Folgado-Fernández et al., 2017). Numerous studies, including Gani et al. (2017), Liu et al. (2017), Prayag et al. (2017), Kim (2018), Chi et al. (2019), and Toudert and Bringas-Rábago (2019), have shown that a food destination image significantly influences visitors' assessment of local cuisine and their willingness to revisit. Local cuisine, representing culture and identity, holds a consistent and recognizable role in travel photography, with its impact on a destination's image extensively documented in tourism studies (Kim et al., 2020).

2.2. Taste & quality value and food destination image

The perceived value of taste and quality refers to tourists' assessment of food quality and expected performance. Choe and Kim (2019) emphasise that a tourist's dining experience, particularly in terms of food flavour, sensory elements, and overall quality, plays a crucial role in shaping favourable impressions. Scalvedi and Saba (2018) highlight that the primary reasons for embracing a cuisine include its flavour, exceptional quality, and trust in the food supply chain. Improving the flavours and quality of food is suggested to enhance tourists' perceptions of the food destination image. Thus, the hypothesis arising from this discussion is:

H1: Taste & quality value positively affect the food destination image.

2.3. Health value and food destination image

As described by Thomé et al. (2020), healthy food is gaining popularity for encompassing nutritional requirements. The quality of food, in terms of nutrition and ethnic diet, is associated with improved quality of life,

safety, healthy eating habits, and nutritious food (Kim & Choe, 2019). Choe and Kim (2018) emphasizes that one of the compelling reasons to consume local cuisine is its nutritional and health benefits. Previous research notes that a positive dining experience requires tourists to be free of health concerns (Kim & Choe, 2019). Perceiving a high health benefit could enhance a destination's image. Hence, the following hypothesis is proposed:

H2: Health value is positively related to the food destination image.

2.4. Price value and food destination image

Price, defined as the value customers are willing to sacrifice for product or service benefits (Zhong & Moon, 2020), is a crucial factor affecting consumer behaviour, particularly in food (Thomé et al., 2020). Tourists perceive local cuisine favourably when they believe it offers exceptional value for money, with prices lower than expected (Choe & Kim, 2018). Conversely, exorbitant food prices in a destination can create a negative impression. Research indicates that food enthusiasts are willing to pay a premium for quality food experiences (Rousta & Jamshidi, 2020). From this discussion, the following hypothesis is proposed:

H3: Price value is positively related to the food destination image.

2.5. Emotional value and food destination image

Emotional value involves the perceived experience or feeling a product or service evokes, generating positive emotions or conditions. In food tourism, tourists actively seek emotional benefits from local cuisine, such as enjoyment, pleasure, satisfaction, and fulfilment (Kim & Choe, 2019). Satisfied customers will likely attribute higher emotional value to a product or service (Rousta & Jamshidi, 2020). In food tourism, emotional value, as highlighted by Soltani et al. (2021), significantly influences tourists' overall satisfaction with their dining experience. As noted by Praswati et al. (2021), positive emotional value towards local cuisine increases the likelihood of purchase and enjoyment, boosting confidence in the product. Thus, the following hypothesis is formulated based on the above discussion:

H4: Emotional value is positively related to the food destination image.

2.6. Prestige value and food destination image

Prestige value is linked to the image tourists convey through specific behavioural choices, aiming for social recognition within their groups (Elliot et al., 2011). It represents the social acknowledgement gained from travel experiences, especially in consuming local cuisine and sharing these experiences with one's social group (Mak et al., 2012; Kaur et al., 2021). As highlighted by Rehman et al. (2021), dining at prestigious restaurants can enhance tourists' status and foster a sense of belonging to a higher social class. Tourists opt for products that align with peer customs or their desired social image. The following hypothesis is formulated based on this discussion:

H5: Prestige value is positively related to the food destination image.

2.7. The moderating impact of food satisfaction

2.7.1. Taste & quality value and food satisfaction

Food consumption's key aspect is the taste and quality value, with the local food taste significantly influencing tourists' satisfaction and destination perception. Essential considerations for food quality assessment include temperature, freshness, flavour, and menu diversity (Rafidzah et al., 2020). Higher satisfaction enhances tourists' perception of local food taste and quality, increasing the local food consumption value and positively impacting the food destination image. Zhong and Moon (2020) assert that a restaurant's cuisine quality influences customer satisfaction and indirectly shapes its image as a food destination. Thus, ensuring

high-quality food is crucial for every food service establishment. In summary, the following hypothesis is formulated based on the above discussion:

H6: Food satisfaction positively moderates the relationship between taste & quality value and food destination image, such that when tourists have a high level of food satisfaction, the relationship between their taste & quality value and food destination image will be stronger.

2.7.2. Health value and food satisfaction

The health value of local food encompasses nutritional content, environmental impact, and emotional attachment developed by tourists (Baah et al., 2020). High food satisfaction has been shown to enhance tourists' perception of the health value of local food, positively impacting the food destination image. Consumer preferences often lean towards low-calorie, organic, and additive-free foods (Saraiva et al., 2020), making them selective in choosing local cuisine to meet their expectations and satisfaction. From this discussion, the following hypothesis is formulated:

H7: Food satisfaction has positively moderated the relationship between health value and food destination image, such that when tourists have a high level of food satisfaction, the relationship between health value and food destination image will be stronger.

2.7.3. Price value and food satisfaction

Price value significantly shapes the image of a food destination, with tourists sensitive to prices and expecting value for money, as Lee (2016) noted. A favourable perception of food correlates with a willingness to pay a higher price, enhancing customer satisfaction (Rousta & Jamshidi, 2020; Zhong & Moon, 2020). This positive impact extends to consumer perceptions of food's value for money and, consequently, the food destination image (Stone et al., 2019; Shah et al., 2020). Satisfied tourists are more likely to recommend and revisit the destination. In summary, the following hypothesis is formulated:

H8: Food satisfaction has positively moderated the relationship between price value and food destination image, such that when tourists have a high level of food satisfaction, the relationship between price value and food destination image will be stronger.

2.7.4. Emotional value and food satisfaction

Emotional value refers to the connection tourists establish with local cuisine and dining experiences at a food destination. Choe and Kim (2018) emphasizes emotional value's more significant influence in enhancing tourist satisfaction over functional value, as tourists seek excitement, enjoyment, and relaxation in their travels. Kim et al. (2018) found that emotional value positively influences tourists' overall satisfaction with the food destination, subsequently impacting their intention to revisit and recommend it. In summary, food satisfaction fosters a positive emotional connection with cuisines, contributing to a favourable food destination image. Based on the above discussion, the following hypothesis is formulated:

H9: Food satisfaction has positively moderated the relationship between emotional value and food destination image, such that when tourists have a high level of food satisfaction, the relationship between emotional value and food destination image will be stronger.

2.7.5. Prestige value and food satisfaction

Prestige value refers to the perceived status or prestige of a particular food item or cuisine, influenced by factors like rarity, exclusivity, and historical significance (Yang & Mattila, 2016). The sharing process of local

food experiences contributes to meeting tourists' expectations of prestige (Mak et al., 2017). Tourists are more likely to view local cuisine as prestigious and exclusive when satisfied with their dining experience (Hussain et al., 2023). Thus, food satisfaction significantly shapes tourists' perceptions of the prestige and exclusivity of local cuisine. Based on this discussion, the following hypothesis is proposed:

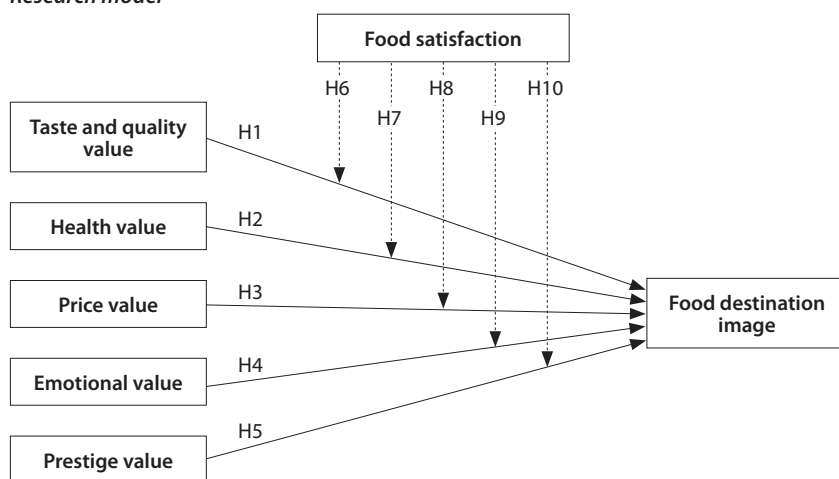
H10: Food satisfaction has positively moderated the relationship between prestige value and food destination image, such that when tourists have a higher level of food satisfaction, the relationship between prestige value and food destination image will be stronger.

3. Methodology

A cross-sectional analysis was conducted using a self-administered questionnaire. The questionnaire items were derived from previous research and were measured using a seven-point Likert scale, ranging from strongly disagree to agree strongly. The study calculated taste and quality values using six items, health value using five items, price value using three items, emotional value using five items, prestige value using five items, and food satisfaction using five items (Appendix). Additionally, the study calculated the food destination image using seven items (Chen, 2016; Choe & Kim, 2018).

In this study, G*Power Version 3.1.9.2 software was used to calculate the minimum sample size required, which was determined to be 123 (N=123) with a power of 0.80, assuming a significance level of 5% and an effect size of 0.15. Two hundred and five questionnaires were distributed to tourists who have visited Sarawak, and 181 valid replies were received, representing an 88.3% response rate. Most respondents were women (64.4%), and most were between the ages of 21 and 30 (70.7%). Additionally, most respondents were single (86.3%), and 133 (62.9%) were Chinese. In contrast, the remaining respondents represented various minority groups, including Bidayuh, Bugis, Kagayan, Suluk, Rungus, and Melanau, with only one respondent (0.5%) from a minority group.

Figure 1
Research model



4. Results

WarpPLS 8.0 was employed to analyse the proposed model (Kock, 2023) through a two-step procedure (Hair et al., 2017). The first step assesses the validity and reliability of measuring components, evaluating the measurement model. The second phase examines the structural model, enabling the evaluation of hypothesized relationships between measurable constructs.

4.1. Assessment of the measurement model

It is vital to assess the measurement model's reliability and validity of the measurements and definitions. The indicators' internal consistency reliability, convergent reliability, and discriminant validity were examined. Table 1 shows that all factor loadings surpassed the acceptable threshold of 0.70 (Chin, 2009; Hair et al., 2014), establishing construct validity in this study.

Table 1
Summary of construct reliability and validity

Construct	No of items	Items deleted	Items	Loadings	AVE	CR	Cronbach's alpa
Taste and quality value	6	0	TQ1	0.859	0.703	0.934	0.915
			TQ2	0.867			
			TQ3	0.861			
			TQ4	0.774			
			TQ5	0.847			
			TQ6	0.819			
Health value	5	0	HV1	0.711	0.694	0.919	0.888
			HV2	0.895			
			HV3	0.860			
			HV4	0.810			
			HV5	0.878			
Price value	3	0	PV1	0.916	0.875	0.955	0.928
			PV2	0.953			
			PV3	0.937			
Emotional value	5	0	EV1	0.885	0.785	0.948	0.931
			EV2	0.919			
			EV3	0.914			
			EV4	0.897			
			EV5	0.811			
Prestige value	5	0	PRV1	0.868	0.733	0.932	0.909
			PRV2	0.796			
			PRV3	0.864			
			PRV4	0.854			
			PRV5	0.897			
Food satisfaction	5	0	FS1	0.926	0.860	0.968	0.959
			FS2	0.932			
			FS3	0.938			
			FS4	0.933			
			FS5	0.907			
Food destination image	7	0	FDI1	0.817	0.750	0.954	0.944
			FDI2	0.868			
			FDI3	0.855			
			FDI4	0.882			
			FDI5	0.869			
			FDI6	0.877			
			FDI7	0.892			

The measurement model underwent analysis for reliability and validity, including internal consistency, convergent reliability, and discriminant validity. Satisfactory construct reliability, falling within the range of 0.70 to 0.95 for composite reliability (CR) and Cronbach's alpha values, was observed for all constructs in Table 1, indicating acceptable construct reliability (Sarstedt et al., 2014). Convergent validity was confirmed with extracted average variances (AVE) surpassing the 0.50 cut-off value, demonstrating sufficient convergent validity for the measurement models. Discriminant validity, assessed through the Fornell-Larcker criterion and HTMT ratios, indicates that the square root of AVE is significantly greater than correlations with other components for each construct (values in bold in the model), and all HTMT ratios are smaller than 1.000, meeting the criteria for discriminant validity (Henseler et al., 2015).

Table 2
Discriminant validity of constructs [Fornell-Larker]

	TQV	HV	PV	EV	PRV	FS	FDI
TQV	0.838						
HV	0.634	0.833					
PV	0.468	0.652	0.935				
EV	0.643	0.634	0.673	0.886			
PRV	0.516	0.446	0.436	0.552	0.856		
FS	0.545	0.664	0.615	0.744	0.497	0.927	
FDI	0.652	0.653	0.631	0.739	0.623	0.767	0.866

Note. TQV represents the taste and quality value, HV represents health value, PV represents price value, EV represents emotional value, PRV represents prestige value, FS represents food satisfaction, FDI represents food destination image.

Table 3
Discriminant validity of constructs [HTMT ratios]

	TQV	HV	PV	EV	PRV	FS	FDI
TQV							
HV	0.708						
PV	0.509	0.721					
EV	0.699	0.710	0.723				
PRV	0.567	0.497	0.475	0.605			
FS	0.582	0.727	0.651	0.788	0.535		
FDI	0.702	0.716	0.673	0.789	0.673	0.806	

Note. TQV represents the taste and quality value, HV represents health value, PV represents price value, EV represents emotional value, PRV represents prestige value, FS represents food satisfaction, FDI represents food destination image.

4.2. Assessment of the structural model

The structural model was assessed using structural path coefficients, R^2 values, effect size (f^2), and collinearity considerations. Table 4 and Figure 2 summarise path coefficients, hypothesis testing, and the path analysis model. Out of the ten tested hypotheses, four received support, specifically the direct correlations of taste & quality value, health value, emotional value, and prestige value. None of the moderating hypotheses were supported. Notably, statistical analysis backed Hypotheses 1 ($\beta = 0.234$, $p < 0.001$), 2 ($\beta = 0.206$, $p < 0.002$), 4 ($\beta = 0.198$, $p < 0.003$), and 5 ($\beta = 0.241$, $p < 0.001$). The substantial value of food destination image ($R^2 = 0.92$) underscores its significance (Hair et al., 2017), and concerns of multicollinearity were addressed with variation inflation factor (VIF) values below the threshold of 10 (Hair et al., 2010), ensuring the reliability of the investigation.

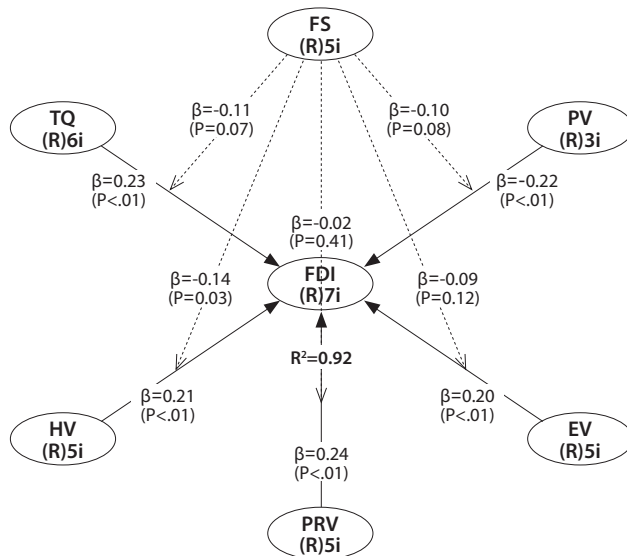
Table 4
Summary of path coefficients and hypotheses testing

Hypotheses	Relationship	β	Std. error	P-Value	VIF	f^2	Decision
Direct relationships							
H1	TQ -> FDI	0.234	0.071	**<0.001	2.986	0.154	Supported
H2	HV -> FDI	0.206	0.071	*0.002	2.697	0.136	Supported
H3	PV -> FDI	0.086	0.073	0.120	2.434	0.055	Not supported
H4	EV -> FDI	0.198	0.072	*0.003	3.687	0.148	Supported
H5	PRV -> FDI	0.241	0.071	**<0.001	1.826	0.151	Supported
Moderating the impact of food satisfaction							
H6	FS* TQ -> FDI	-0.106	0.073	0.074	4.151	0.046	Not supported
H7	FS* HV -> FDI	-0.140	0.072	0.028	5.512	0.059	Not supported
H8	FS* PV -> FDI	0.016	0.074	0.415	2.423	0.007	Not supported
H9	FS* EV -> FDI	-0.222	0.071	0.001	6.931	0.119	Not supported
H10	FS* PRV -> FDI	-0.103	0.073	0.079	3.842	0.055	Not supported

Note. TQ represents the taste and quality value, HV represents health value, PV represents price value, EV represents emotional value, PRV represents prestige value, FS represents food satisfaction, and FDI represents food destination image.

* $p < 0.05$. ** $p < 0.01$.

Figure 2
Result of path analysis



5. Discussions

This study employed five independent variables: taste and quality value, health value, price value, emotional value, and prestige value, with food satisfaction as the moderator and food destination image as the dependent variable. In total, four hypotheses were supported by the findings.

As hypothesized, the study confirms H1, demonstrating the significant impact of taste and quality value on the food destination image. This corresponds with research by Cetin and Bilgihan (2016), which underlined the role of food quality and flavour in tourist satisfaction. Furthermore, the study supports Hypothesis 2, indicating a positive effect of health value on the culinary destination's image, in line with Moreno-González et al.'s (2020) findings. Their study concluded that consuming organic and locally produced nutritious food influences tourists' well-being and perception of the food destination image, reinforcing the importance of health value in shaping culinary destination perceptions.

Contrary to the hypothesis, H3 is rejected, as the study finds no significant effect of price value on the image of food destinations. Tourists' perceptions of price value are shaped by their experiences at the destination, with some viewing the prices paid as reasonable and providing good value for money. However, the study supports H4, indicating that emotional value positively impacts the image of culinary destinations. This aligns with Gupta et al.'s (2021) research, highlighting that tourists' cognitive and perceptual evaluations and emotional responses to local delicacies shape the image of a culinary destination. Moreover, memorable destination experiences, including local food encounters, are crucial in planning future visits, underscoring the significance of emotional value in shaping positive perceptions (Lee et al., 2014).

The study's finding supports H5, indicating that the food destination image is influenced by prestige value. This aligns with prior research (Suntikul et al., 2020), highlighting the connection between prestige value and the social status associated with dining at local restaurants and experiencing local cuisine. This suggests that the perceived prestige value of local food and dining experiences is crucial in shaping the image of a food destination among tourists. However, food satisfaction does not moderate the relationship between local food consumption value and food destination image, leading to the non-support of H6, H7, H8, H9, and H10 in this study. This lack of moderation may stem from consumers valuing locally sourced food for environmental reasons or supporting local businesses. Even if they are unsatisfied with the taste or quality, they may

still highly value local food consumption. Additionally, consumers' perception of the food destination image is likely influenced by various factors, including the availability and variety of food options, service quality, and overall dining experiences, extending beyond the taste of the food. Therefore, destinations should take a holistic approach to promoting local food offerings, considering all factors shaping consumers' perceptions of food tourism experiences.

6. Conclusion

This study presents empirical evidence for the influence of taste and quality value, health value, emotional value, and prestige value on the perception of Sarawak as a cuisine destination among tourists. In addition, there is no moderating effect of food satisfaction on the relationship between food consumption value and food destination image. In this section, both theoretical and practical implications, as well as recommendations for future study, will be elaborated upon.

This study contributes theoretically by confirming and expanding upon earlier research regarding factors influencing tourists' perceptions of culinary destinations. The empirical support for taste and quality value, health value, emotional value, and prestige value underscores the importance of these dimensions in shaping the food destination image. The non-significant impact of price value challenges conventional assumptions, prompting further exploration of the intricate relationship between pricing perceptions and destination image. Additionally, the observation that food satisfaction does not moderate the relationship between local food consumption value and food destination image highlights the need for a comprehensive understanding of the diverse factors influencing consumer perceptions.

Practically, this study proposes strategic considerations for culinary destinations. Recognizing the validated influences of taste, quality value, health value, emotional value, and prestige value, destinations can strategically incorporate these elements into marketing campaigns for enhanced appeal. The non-significant impact of price value suggests re-evaluating pricing strategies, emphasizing the intrinsic value of culinary experiences over purely price-related appeals. Furthermore, the positive effects of emotional and prestige values offer an opportunity for destinations to invest in creating memorable and prestigious dining experiences, thereby fostering a solid emotional connection with tourists.

Besides, several acknowledged limitations affect the interpretation of study findings. Cultural variations in food preferences and values may limit result generalizability. Relying on self-reported data and subjective measures, especially for taste and emotional value variables, introduces potential biases. The study's snapshot may not fully capture temporal factors, such as evolving tourist preferences. These limitations emphasize caution in generalizing findings and suggest avenues for refining research methodologies in future studies.

To extend the current study, future research should explore cross-cultural variations in the relationship between food consumption values and destination image, offering insights into evolving preferences. Longitudinal studies tracking tourists' perceptions over time can enhance understanding. Additionally, investigating potential mediating factors, such as the role of social media, can deepen insights into the mechanisms shaping tourists' perceptions. Integrating sustainability considerations into the research agenda can address the growing importance of eco-friendly and locally sourced food practices in shaping the culinary destination image. These directions aim to address limitations and capture emerging trends in the dynamic field of culinary tourism.

In conclusion, this study underscores the significance of local food consumption value in shaping the image of a food destination, offering valuable insights for destination marketers. The findings can guide marketers in attracting tourists interested in unique culinary experiences and fostering repeat visits to the destination.

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Appendix

Taste and quality value

No.	Items
1.	The local food is tasty.
2.	The local food has appealing flavours.
3.	The local food is well-presented.
4.	The local food uses a variety of ingredients.
5.	The local food uses ingredients of good quality.
6.	The local food has a high standard of quality.

Health value

No.	Items
1.	The local food makes me whole.
2.	The local food provides good nutrition.
3.	The local food is hygienic and safe.
4.	I did not get sick from the local food during the trip.
5.	The local food is healthy.

Price value

No.	Items
1.	The local food is reasonably priced.
2.	The local food offers value for money.
3.	The price of the local food is okay, given its functional benefits.

Emotional value

No.	Items
1.	I enjoy eating local food.
2.	Eating local food gives me pleasure.
3.	Eating local food makes me feel happy.
4.	I feel relaxed when eating the local food.
5.	The local food has an attractive presentation.

Prestige value

No.	Items
1.	Eating well-known local food provides prestige to me.
2.	Eating well-known local food provides prestige to me.
3.	Eating local food improved the way local people perceived me.
4.	Eating local food gives me a chance to express myself through social media.
5.	Eating the local food makes me feel socially acceptable.

Food satisfaction

No.	Items
1.	The food experience gave me high satisfaction.
2.	My choice to taste the local cuisine was a wise one.
3.	The food experience gave me a sense of joy.
4.	The food experience met my expectations.
5.	The food experience exceeded my expectations.

Food destination image

No.	Items
1.	Sarawak, as a tourist destination, provides delicious food.
2.	Sarawak, as a tourist destination, provides diverse food.
3.	Sarawak, as a tourist destination, provides healthy food.
4.	As a tourism destination, Sarawak provides food ingredients that people can trust.
5.	Sarawak, as a tourism destination, provides a rich food culture.
6.	Sarawak is different from other destinations because of its exotic and unique food.
7.	Sarawak is a famous food destination.

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