



**PLANNING MALAYSIA:**

*Journal of the Malaysian Institute of Planners*

**VOLUME 21 ISSUE 6 (2023), Page 227 – 241**

**EXPLORING THE NEXUS OF FOOD DESTINATION REPUTATION,  
PERCEIVED VALUE OF LOCAL FOOD CONSUMPTION, AND FOOD  
DESTINATION ATTRACTIVENESS IN MELAKA, MALAYSIA**

**Muhamad Aizuddin Ibrahim<sup>1</sup>, Nur Shahirah Mior Shariffuddin<sup>2</sup>, Wan  
Mohd Adzim Wan Mohd Zain<sup>3</sup>, Muhammad Nur Hidayat Mohd Salim<sup>4</sup>,  
Nur Hanifa Zainul<sup>5</sup>**

*<sup>1</sup>Faculty of Social Science and Humanities,  
TUNKU ABDUL RAHMAN UNIVERSITY OF MANAGEMENT &  
TECHNOLOGY*

*<sup>2,3</sup>Faculty of Applied Social Sciences,  
UNIVERSITI SULTAN ZAINAL ABIDIN*

*<sup>4</sup>Hospitality and Tourism Department,  
RELIANCE COLLEGE*

*<sup>5</sup>School of Hospitality and Creative Arts,  
MANAGEMENT AND SCIENCES UNIVERSITY*

**Abstract**

This research examines the interrelationships among food destination reputation, the perceived value of local food consumption, and food destination attractiveness among tourists visiting Melaka as a renowned destination in Malaysia known for its vibrant culinary offerings. Through an online survey, a quantitative analysis was conducted, yielding a total of 135 responses that reflect tourists' viewpoints on the destination's food scene. The research employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the research hypotheses. The findings confirm that the perceived value of local food consumption mediates the relationship between a food destination's reputation and its overall attractiveness. These outcomes are valuable for tourism stakeholders and destination management organizations involved in the planning and developing Melaka as a food destination. This enables strategic decision-making for stakeholders to optimize their efforts to promote and enhance Melaka's culinary tourism experiences. Thus, ensuring the long-term viability of tourism in the region.

**Keywords:** Food Destination Reputation, Perceived Local Food Consumption, Food Destination Attractiveness, Melaka

<sup>1</sup> Chef lecturer at TARUMT. Email: aizuddin@tarc.edu.my

## **INTRODUCTION**

In the tourism industry, a destination ability to be succeed in delivering excellent goods and services to tourists is evaluated from its destination attractiveness (Dwyer & Kim, 2003). Local food resources are viewed as distinctive values that is crucial for differentiating a destination from others (Rinaldi, 2017). Beyond traditional attraction of sea, sand, and sun, current tourists' patterns have shifted to experiencing local food delights and it has become of the primary reasons that contributed to a destination attractiveness (Thio et al., 2022).

Additionally, identifying the tourist's perceived value from the standpoint of local food "consumption value" can enhance our understanding of how tourists' consumption preferences influence destination attractiveness. Similarly, Wan Mohd Zain (2019) concurred that examining tourists' food habits is vital to understand their interest, knowledge, and motivation to try local cuisine that influencing their likelihood of returning.

Unfortunately, Choe and Kim (2019) noted a lack of research on the importance of study on local food consumption value, despite the valuable role of this value in promoting culinary tourism destinations. In response to this, the researchers have developed a new scale to have a better understanding on consumption value theory that focus on local food dimension perspectives. Which also served as the foreground reference for present study.

Moreover, it should be acknowledged that destination attractiveness is not developed in a vacuum. The reputation of a destination also represents competitive advantage for a destination (Widjaja & Khalifa, 2020). Marchiori et al. (2010) introduced The Destination Reputation Model (DRM) - products and services, leadership, innovation, performance, society, environment, and governance. Using the same model, Widjaja et al. (2020) revealed that among all dimensions, products and services had the most significant impact on destination reputations. However, previous study only explains the destination reputation's of product and service in general rather than an in-depth focus on local food products. In filling the gap, this study emphasizing the role of local food as an antecedent to destination reputation, specifically within the product and services dimension, and how this relates to tourists' perceived value of local food consumption.

This study specifically examines Melaka, a highly sought-after tourist destination in Malaysia. The research aims to explore the significance of local food consumption value among tourists and how it contributes to the overall attractiveness of Melaka as a destination. In addition, Melaka is recognized as one of the UNESCO World Heritage Cities. However, it faces stiff competition from other UNESCO-recognized destinations, such as Myanmar, Cambodia, and Indonesia, in terms of tourist arrivals (Tung et al., 2016). Also, the local food community in Melaka is encountering competition from multinational brands in

the area, as these well-established restaurants with recognized labels tend to dominate the local food options, posing challenges for the local food scene. It's worth mentioning that multinational restaurant chains tend to have a higher demand among tourists than locally-owned eateries and restaurants (Amir et al., 2017). Hence, understanding the tourist local food consumption value will benefit the policy maker and DMOs in promoting and boosting Melaka as a thriving food destination attractiveness and become the main reasons for tourists to reiterate visiting Malaysia.

## **LITERATURE REVIEW**

### **Food Destination Reputation**

For the tourism industry, both positive and negatives reputation are susceptible to reflecting on the industry's sphere. A destination with positive reputation is often based on its attributes like safety, appeal, hospitality, culture, sustainability, and the visitor experience (Foroudi et al., 2016). Conversely, a negative reputation can be linked to issues such as safety concerns, political instability, infrastructure problems, natural disasters, and negative visitor experiences (Ma et al., 2020)

The tourism industry relies on the environment to create the necessary infrastructure and services for a successful tourist destination. Concern arises from tourism's rapid growth and its potential environmental and economic impacts (Azinuddin et al., 2022a). However, finding appropriate equilibrium between environmental restrictions and sectoral growth is a challenging task, given the dynamic nature of tourism, local community complexities, destination lifecycles and global economic uncertainties (Azinuddin et al., 2022b). To reduce environmental impact and enhance travel experiences, sustainable tourism should promote both popular and lesser-known destinations. Promoting the exploration of lesser-known destinations among travelers can help maintain a more sustainable approach to tourism. Nonetheless, popular destinations attract more tourists than lesser-known or infamous destinations (Kim et al., 2018). In this sense, tourists' likelihood of revisiting a destination may be also influenced by the destination's reputation (Hassan & Soliman, 2021).

Artigas et al. (2015, p.147) defined tourist destination reputation as “the aggregation over time of the consumers’ perceptual representations and evaluative judgments of the destination’s past actions and performance”. Destination reputation creates a unique picture of the destination at every level of interaction (Su et al., 2020). This involves stakeholders, encompassing tourist attractions, services, fundamental infrastructure, tourists, local residents, local administrators, and businesses, which is essential in improving the destination's reputation (Azwar et al., 2023). Nevertheless, out of all mentioned elements, limited studies still explore the impact of “local food” on destination reputation

development. A previous study explored the effect of the authenticity of local food on tourism sustainability where it promotes positive reputation among tourists (Zhang et al., 2019). In turn, it encourages satisfied travelers to promote the destination through word-of-mouth and online recommendations on social networks.

As mentioned earlier, based on the Destination Reputation Model (DRM) indicate that product and service are the most robust factor that contributes to destination reputation development (Widjaja et al., 2020). However, the result was just shown in general findings of product and service rather than focus on the consumption behavior of local food product explicitly. Hence, this underlining the need for further investigation in this area.

### **Perceived Value Local Food Consumption**

Consumption value theory was ideally grounded from the salient theory of customer's "perceived value," Zeithaml (1988, p.14) defined perceived value as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". Over the years, to comprehend the complex nature of perceived value, the "Theory of Consumption Value (TCV)" was introduced by Sheth et al. (1991) in the article titled of "*Why we buy what we buy: A theory of consumption values*". TCV is primarily concerned with elucidating the motivational factors underlying why individuals engage in consumption behaviors by predicting, characterizing, and explaining their selection based on their consumption value (Tanrikulu, 2021). TCV relies on five core values: *functional, conditional, emotional, social, and epistemic*.

In the tourism context, Choe and Kim (2019) further examined the theory of TCV and its relation in measuring tourists' local food consumption. The scholars developed seven consumption value aspects that offer a more thorough understanding of TCV. The seven-dimension mentioned will be explained herein; The *taste/quality* value refers to the predicted functionality, taste, and quality advantages of eating locally produced food. *Health value* is based on the food's nutritious that improves one's health, received by eating local food at a place. The *price value* is the notion that eating locally produced food at a trip will save money. *Emotional value* is the belief that eating local food when traveling has benefits because it creates desired emotions or favorable emotional states. *Prestige value* is the belief that eating locally produced cuisine when traveling improves one's sense of social self. *Interaction value* refers to the idea that eating local food while traveling will improve interactions with locals and one's social self-concept. *Epistemic value* is the idea that eating local food when traveling will satisfy one's curiosity, create novelty, and excite their interest.

### **Destination Food Attractiveness**

Destination attractiveness is “the individual’s feeling, belief, and opinions about a destination’s perceived ability to provide satisfaction in relation to his or her special vacation needs” (Nasir et al., 2020, p. 446). According to Thio et al. (2022), tourists are more likely to find a destination attractive if it meets their expectations. Destination attractiveness plays a significant key in improving destination performance and the quality of destination attributes (Raimkulov et al., 2021). These attributes involve natural attractions, man-made attractions, and cultural attractions. (Mohamad et al., 2019).

From this point of view, potentially, destination attractiveness is the most influential factor in visitor destination selection, tourist loyalty and also influence tourists’ destination preferences, destination image, and revisit intention (Ćulić et al., 2021). Owing to its focal point contribution to the tourism industry context, a plethora of research has discovered the imperative of destination attractiveness in different fields. To name a few, wineries (Mazurek, 2022), national parks (Markowski et al., 2019), tradition and cultural (Raimkulov et al., 2021). Further, even immense studies relate destination attractiveness in tourism fields. However, there are still scarce studies that tend to discover the importance of local food in developing destination attractiveness (Su et al., 2020).

According to Almeida and Garrod (2017), food is one of the primary factors that determine the tourist experience of a destination. This evidence has contributed to the statement of Thio et al., (2022), where the scholars highlight that tourist participation in local food consumption directly impacts their destination selection, perception of the destination, and finally, destination attractiveness.

### **HYPOTHESES DEVELOPMENT**

The reputation of a destination is a significant factor in tourist loyalty (Azinuddin et al. 2022c). A positive destination reputation can attract more visitors, influencing their destination choice and consumption behavior while traveling (Wang et al., 2021). Recent study revealed that destination reputation influenced the perceived value of epistemic, conditional, and functional value (Sangthong & Soonsan, 2023). Correspondingly, Choe and Kim (2019) and Kim et al. (2018) found that if tourists are aware of a destination's positive reputation, they are more likely to perceive a higher consumption value. With this in mind, the analysis from previous literature proposes the relationship of H1 herein:

*H1*: Food destination reputation influences perceived value of local food consumption

One of the primary attractions of a tourist destination for tourists is the local food; tourists who perceive high value when eating local food in a destination are likely to foster destination attractiveness (Thio et al., 2022). Equally, according to Björk & Kauppinen-Räsänen (2016), a destination that lacks prominent landmarks or an attractive nature scene needs to find alternative ways to establish an identity that entices tourists in order to boost local economic growth. One effective option that benefits tourists and the local community is to enhance the attractiveness of the local food culture (Batat, 2021). For this reason, identifying the perceived value of local food consumption by tourists can enhance the knowledge of how consumption preferences impact the attractiveness of a food destination. As a result, the analysis of previous literature proposes a hypothesis as follows:

*H2: Perceived value of local food consumption influences food destination attractiveness*

The role of consumption value as a mediator has been examined in various contexts through several studies, such as the role of consumption value mediates between environmental knowledge and intention to visit green hotels (Wang et al., 2018), consumption value mediates between consumer attitude and sustainable buying behavior of consumers towards organic food (Jose et al., 2022), consumption value mediates learning costs and intent to use mobile apps (Molina-Castillo et al., 2020), to name a few.

Nevertheless, to the best of our knowledge, the mediating effect of perceived value on the relationship between food destination reputation and destination attractiveness is yet to be discovered in any study. Ideally, when tourists perceive greater value in consuming local food, it strengthens the relationship between the destination's reputation for food and the overall attractiveness of the destination. Local food can be an essential factor in attracting and retaining tourists, and promoting the value of local food consumption can enhance the overall reputation and destination attractiveness. Although no study looked into the mediating effect of consumption value between reputation and destination attractiveness, however, a recent study has explored the mediator influence of consumption value where the result showed that consumption value fully mediates between destination reputation and environmentally responsible behavior intention (Sangthong & Soonsan, 2023). Based on this premise, therefore current study posits the following hypothesis:

*H3: Perceived Value of Local Food Consumption mediates the relationship between Food Destination Reputation and Destination food attractiveness*

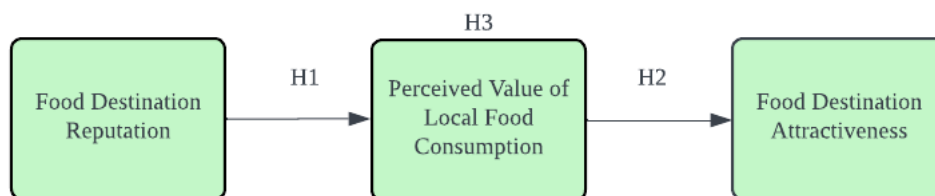


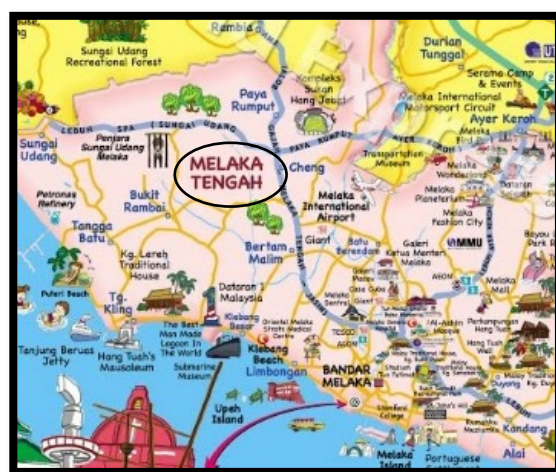
Figure 1: Research Framework

## RESEARCH METHODOLOGY

The study employed a quantitative research framework and adopted a cross-sectional methodology to gather data from tourists who visited Melaka. Melaka is comprised of three districts, namely Jasin, Melaka Tengah, and Alor Gajah. The location of the research setting for present study was focused in Melaka Tengah as is illustrated figure 2. The data was collected through an online platform and the study population was purposively sampled. The primary segment of the survey encompasses the respondents' demographic characteristics, travel patterns, and behaviors. Subsequently, it focuses on identifying their most preferred local food in Melaka. The subsequent section measures food destination reputation (Artigas, 2015), the perceived value of local food consumption (Choe & Kim, 2019), and destination attractiveness (Guan & Jones, 2014). The constructs were assessed using a Likert scale consisting of five points, ranging from 1 (indicating strong disagreement) to 5 (indicating strong agreement) (see Appendix 1). This study utilized G\*Power Version 3.1.9.6 software to analyze and calculate the minimum sample size. Based on the calculations, a sample size of 120 ( $N=120$ ) is needed for this study. One hundred and thirty ( $n = 134$ ) four completed responses were collected with the majority of responses being female tourists (67.2%). The findings of this study are consistent with other recent research, which also reported many female tourists visiting Georgetown as a UNESCO World Heritage Site (Noraffendi & Rahman, 2020). The reason for this demographic imbalance can be attributed to the worldwide phenomenon of women comprising the primary consumer base for both leisure and business travel. Additionally, women's prevalence in solo trips is growing rapidly, especially in Asian nations such as Malaysia, as highlighted by Awang and Toh (2018) and Singh and Gupta (2021). Additionally, the study found that 88% of the participants were between the age of 18 and 34, with the majority traveling for leisure purposes (76.1%).

This study employed the Partial-least Square-Structural Equation Modeling (PLS-SEM) technique to examine the proposed model and test the hypotheses. PLS-SEM was preferred in this research due to two main reasons. Firstly, the study aimed to explore the subject matter rather than confirm existing

theories. Secondly, the collected data exhibited a non-normal distribution, which had already been reported in prior studies (Hanafiah, 2020). Additionally, PLS-SEM is known to be effective in evaluating the intricate relationships among the constructs due to its strong and reliable ability to estimate structural models.



Source: Official Portal of Melaka State Government

Figure 2 The research setting for this study – Melaka Tengah

## ANALYSIS AND DISCUSSION

### Assessment of Measurement Model

According to Hair et al. (2019), the measurement models are assessed based on the constructs' reliability, convergence validity, and discriminative validity. Factor loadings, composite reliability (CR), Cronbach's alpha, and average variance extraction (AVE) can all be used to evaluate the constructs' reliability. As long as a construct's dependability value is more than the 0.7 minimum criterion, it is considered dependable (Hair et al., 2019). Convergent validity was attained for all variables, as evidenced by the item loadings and AVE statistics for each reflective indicator being greater than the suggested threshold (Hair et al., 2011). Using the Heterotrait-Monotrait (HTMT) ratio of correlation, discriminant validity was evaluated. The threshold value of 0.90 was not reached by any of the HTMT values for the latent variables, as presented in Table 1.

Table 1: Heterotrait-monotrait ratio (HTMT)

Construct	FDR	FDA	PVLFC
FDR			
FDA	0.619		
PVLFC	0.780	0.699	



**Assessment of Structural Model and Hypotheses Testing**

Given the satisfactory evaluation of the measurement model, the researchers (Hair et al., 2019) proceeded to examine the statistical significance of path coefficients, as well as the coefficient of determination (R<sup>2</sup>) and blindfolding-based cross-validated redundancy measure (Q<sup>2</sup>) of the structural model. The results indicate that the influence of FDR on PVLFC (R<sup>2</sup> = 0.52) and PVLFC on FDA (R<sup>2</sup> = 0.42) can be considered moderately predictive. However, when considering the Q<sup>2</sup> values presented in Table 2, it is evident that the model lacks sample predictive relevance for both variables in the path model, as the Q<sup>2</sup> values were close to zero.

**Table 2:** Structural model assessment

Construct	R <sup>2</sup>	Q <sup>2</sup>
PVLFC	0.52	0.30
FDA	0.42	0.31

Following that, the evaluation of the relationship between the components in the structural model was conducted using the path coefficients ( $\beta$ ) and significance levels (P) in accordance with the methodology described by Hair et al. (2011). The estimation of the structural model's path coefficient results in Table 3 reported that FDR (H1:  $\beta = 0.728^{***}$ ;  $t = 15.662$ ;  $P = 0.000$ ) significantly affects PVLFC, while PVLFC (H2:  $\beta = 0.658^{***}$ ;  $t = 11.427$ ;  $P = 0.000$ ) also significantly affecting FDA. This means H1 and H2 are supported. In terms of the indirect effect of FDR on FDA through PVLFC as a mediator, the result is statically significant (H3:  $\beta = 0.479^{***}$ ;  $P = 0.000$ ). Hence, H3 is supported.

**Table 3:** Hypotheses testing

Path Analysis	Path Coefficient, $\beta$	T Statistics	P Values	Result
H1: FDR ->PVLFC	0.728***	15.662	0.000	Significant
H2: PVLFC ->FDA	0.658***	11.427	0.000	Significant
H3: FDR ->PVLFC-> FDA	0.479***	9.276	0.000	Significant

Note: \*\*\* (p < 0.001).

This study examines on how tourists' behaviors contribute to the attractiveness of food destinations by creating a comprehensive model that relates the food destination reputation (FDR), the perceived value of local food consumption (PVLFC), and the food destination attractiveness (FDA) among tourists in Melaka, Malaysia. This is one of the central theoretical contributions

of the study given the scarcity of empirical evidences that confirm the interrelationship between the above-mentioned variables. The research focuses on how PVLFC acts as a mediator between FDR and FDA, in better understand the mechanisms behind the factors that shape food destination attractiveness. The study finding shows that PVLFC significantly mediates the relationship between FDR and FDA. Although not explicitly investigated in the past literature, to a certain extent, the significant result between FDR and PVLFC is similar to the empirical insight by Sangthong and Soonsan (2023), where functional, epistemic, and conditional values are shaped by the former construct. This is also the case regarding the dynamics between PVLFC and FDA, where (Thio et al., 2022) revealed that tourists' destination attractiveness increased when tourists perceived the high value of local food consumption. This finding is also consistent with previous studies (Guan & Jones, 2014), tourists who attach significant value to local food while visiting a destination are more likely to contribute to the overall attractiveness of the destination. In essence, a destination's local cuisine plays a role in determining its attractiveness. Thus far, this is another important theoretical contribution where this study expands the understanding of the relationship between destination reputation on other values in consumption values. As mentioned before, the previous study indicates that destination reputation has the effects on functional, epistemic, and conditional value (Sangthong & Soonsan, 2023). While this study has demonstrated that in the realms of food, destination reputation significantly impacts other consumption values: taste, health, price, emotion, prestige, and interaction. With this in mind, the present empirical findings contribute to a deeper understanding by proving the connection between food destination reputation, the perceived value of local food consumption, and the food destination attractiveness of Melaka as a tourist destination.

For local food producers, the present empirical finding enhances the understanding of food business practitioners regarding the impact of food tourism in attracting tourists. An outstanding food destination reputation enhances the attractiveness of local cuisine, eventually enriching tourists' experiences while visiting the destination. A positive perception of the local food consumption value among domestic tourists further mediates and amplifies the destination's attractiveness. For destination stakeholders, this study suggests elevating the image of local regions' cuisines in the way to promote unique and distinctive food offerings as well as actively organizing a cultural and food festival with the aim to convey and attract more visitors.

## **CONCLUSION**

The current research proposed the analysis of food destination reputation towards food destination attractiveness through the mediation impact of perceived value of local food consumption. Destination reputation is widely acknowledged as being able to elucidate tourists' attitudes and behaviors, in addition it also has the potential to influence their intentions to revisit and their levels of satisfaction. In relation to PVLFC as a mediator, it is clearly defined that food destination reputation can promote the overall local food consumption value. In the view of epistemic value, for instance, this value allows tourists to gain new experiences when consuming local food (Choe & Kim, 2019; Wong et al., 2018). Due to Melaka's local food reputation, which is closely associated with its multicultural and food-centric heritage, can offer a wide range of varieties and epistemic value, particularly for tourists interested in exploring unique culinary experiences. This can be seen through the marriage between Malay and Chinese individuals in Melaka and Penang saw the emergence of a distinct culture known as Baba and Nyonya, or Peranakan Chinese (Straits Chinese) (Ng & Karim, 2016). This unique fusion resulted in the creation of a hybrid culinary heritage called the Nyonya food (Omar & Omar, 2018). With this in mind, Melaka's food destination reputation certainly contributes to novel experiences when consuming local food product and enhance the epistemic value. The authentic flavors of Melaka's local dishes and their unique presentation, which reflects the local culture, make them undeniably appealing in terms of taste value. Emotional and interaction value, where excitement, happiness, pleasure, and romantic feelings might induce, especially when it comes to a situation where the tourists experience local food that is considered novel and peculiar for the tourists. While enjoying the food with friends and relatives promotes the interaction value while consuming local foods. Furthermore, foods consumed on special occasions, especially during travel such as Christmas, New Year, or special events associated with unique foods offering will inflict stronger positive emotions as these are considered "memorable meals". In light of this, it is reasonable to conclude that the food destination's reputation will foster its attractiveness when tourists are associated with the high perceived value of local food consumption. Although the current study advances the understanding of the attractiveness of food destinations, however it has its limitations. To broaden the understanding, additional mediating elements can be taken into account including food familiarity, food neophobia, and varied food cultural backgrounds of local food consumption among domestic and international tourists visiting Melaka. This enables more targeted planning and development initiatives. Furthermore, since more information may be acquired, undertaking a qualitative study may be worthwhile which could help improve the destination attractiveness in Melaka, Malaysia. The qualitative approach would allow for a more holistic exploration

of tourists' motivations, preferences, and behaviors related to local food consumption. Tourism stakeholders are able to develop tailored strategies to elevate the destination's appeal.

## REFERENCES

- Almeida, A., & Garrod, B. (2017). Experiences with local food in a mature tourist destination: The importance of consumers' motivations. *Journal of Gastronomy and Tourism*, 2(3), 173–187.
- Amir, S., Osman, M. M., Bachok, S., Ibrahim, M., & Zen, I. (2017). Community-based tourism in Melaka UNESCO world heritage area: A success in food and beverage sector? *Planning Malaysia*, 15(1).
- Artigas, E. M., Vilches-Montero, S., & Yrigoyen, C. C. (2015). Antecedents of tourism destination reputation: The mediating role of familiarity. *Journal of Retailing and Consumer Services*, 26, 147–152.
- Awang, K. W., & Toh, J. Y. (2018). A review on Malaysian women's leisure and perceptions towards solo travelling. *International Journal of Engineering and Technology (UAE)*, 7(3.25), 139-142.
- Azinuddin, M., Mohammad Nasir, M. B., Hanafiah, M. H., Mior Shariffuddin, N. S., & Kamarudin, M. K. A. (2022a). Interlinkage of Perceived Ecotourism Design Affordance, Perceived Value of Destination Experiences, Destination Reputation, and Loyalty. *Sustainability*, 14(18), 11371.
- Azinuddin, M., Zain, W. M. A. W. M., & Shariffuddin, N. S. M. (2022b). Tourism Sustainability: Perspectives on Past Works, Issues and Future Research Opportunities. In *Environmental Management and Sustainable Development: Case Studies and Solutions from Malaysia* (pp. 39-51). Cham: Springer International Publishing.
- Azinuddin, M., Hafiz, M., Hanafiah, M., Mior Shariffuddin, N. S., Kamarudin, M. K. A., & Mat Som, A. P. (2022c). An exploration of perceived ecotourism design affordance and destination social responsibility linkages to tourists' pro-environmental behaviour and destination loyalty. *Journal of Ecotourism*.
- Azwar, H., Hanafiah, M. H., Abd Ghani, A., Azinuddin, M., & Shariffuddin, N. S. M. (2023). Community-Based Tourism (CBT) moving forward: Penta helix development strategy through community local wisdom empowerment. *Planning Malaysia*, 21(1), 72-88.
- Batat, W. (2021). The role of luxury gastronomy in culinary tourism: An ethnographic study of Michelin-Starred restaurants in France. *International Journal of Tourism Research*, 23(2), 150–163.
- Choe, J. Y. J., & Kim, S. S. (2019). Development and validation of a multidimensional tourist's local food consumption value (TLFCV) scale. *International journal of hospitality management*, 77, 245-259.
- Ćulić, M., Vujičić, M. D., Kalinić, Č., Dunjić, M., Stankov, U., Kovačić, S., Vasiljević, Đ. A., & Anđelković, Ž. (2021). Rookie tourism destinations—the effects of attractiveness factors on destination image and revisit intention with the satisfaction mediation effect. *Sustainability (Switzerland)*, 13(11).

- Dwyer, L., & Kim, C. (2003). Destination competitiveness: determinants and indicators. *Current issues in tourism*, 6(5), 369-414.
- Foroudi, P., Gupta, S., Kitchen, P., Foroudi, M. M., & Nguyen, B. (2016). A framework of place branding, place image, and place reputation: Antecedents and moderators. *Qualitative Market Research: An International Journal*, 19(2), 241-264
- Gimpel, G. (2011). Value-driven adoption and consumption of technology: understanding technology decision making. Retrieved from <http://openarchieive.cbs.dk/bitstream/handle/10398/8326/Gregory%20Gimpel.pdf>
- Hanafiah, M. H. (2020). Formative vs. reflective measurement model: Guidelines for structural equation modeling research. *International Journal of Analysis and Applications*, 18(5), 876-889.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152.
- Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24.
- Hassan, S. B., & Soliman, M. (2021). COVID-19 and repeat visitation: Assessing the role of destination social responsibility, destination reputation, holidaymakers' trust and fear arousal. *Journal of Destination Marketing & Management*, 19, 100495.
- Jose, J., Biju, M. K., & Vincent, B. (2022). Does Consumer Attitude Influence Sustainable Buying Behavior of Branded Organic Food Consumers? The Mediating Role of Green Consumption Value in Predicting the Relationship. *IUP Journal of Marketing Management*, 21(1), 70-86.
- Kim, K.-H., Kim, M., & Qian, C. (2018). Effects of corporate social responsibility on corporate financial performance: A competitive-action perspective. *Journal of management*, 44(3), 1097-1118.
- Lee, Y., Kim, J., Lee, I., & Kim, H. (2002). A cross-cultural study on the value structure of mobile internet usage: Comparison between Korea and Japan. *J. Electron. Commer. Res.*, 3(4), 227-239.
- Ma, H., Chiu, Y. H., Tian, X., Zhang, J., & Guo, Q. (2020). Safety or travel: Which is more important? The impact of disaster events on tourism. *Sustainability*, 12(7), 3038.
- Marchiori, E., Inversini, A., Cantoni, L., & Dedekind, C. (2010, April). Towards a tourism destination reputation model. A first step. In *Proceedings of the 6th International Conference "Thought Leaders in Brand Management", (Lugano, Switzerland, 18-20 April 2010), CD-ROM* (pp. 921-930).
- Markowski, J., Bartos, M., Rzenca, A., & Namiecinski, P. (2019). An evaluation of destination attractiveness for nature-based tourism: Recommendations for the management of national parks in Vietnam. *Nature Conservation*, 32, 51-80
- Mazurek, M. (2022). Importance of wine tours and cultural activities in events organized in Canada and Slovakia wineries. *Journal of Event, Tourism and Hospitality Studies*, 2(1), 33-53.
- Mohamad, M., Nasir, M. N. M., Ab Ghani, N. I., & Afthanorhan, A. (2019). Parallel mediators of place attachment and tourist satisfaction in destination attractiveness,

- destination loyalty and service quality. *International Journal of Innovation, Creativity and Change*, 7(7), 228–256.
- Molina-Castillo, F.J., Lopez-Nicolas, C., De Reuver, M., 2020. Mobile payment: the hiding impact of learning costs on user intentions. *J. Theor. Appl. Electron. Commer. Res.*, 15, 1–12.
- Nasir, M., Mohamad, M., Ghani, N., & Afthanorhan, A. (2020). Testing mediation roles of place attachment and tourist satisfaction on destination attractiveness and destination loyalty relationship using phantom approach. *Management Science Letters*, 10(2), 443-454.
- Ng, C. Y., & Karim, S. A. (2016). Historical and contemporary perspectives of the Nyonya food culture in Malaysia. *Journal of Ethnic Foods*, 3(2), 93-106.
- Noraffendi, B. Q. B. M., & Rahman, N. H. A. (2020). Tourist expectation and satisfaction towards pedestrian walkway in Georgetown, a World Heritage Site. *IOP Conference Series: Earth and Environmental Science*, 447(1), 012072.
- Official Portal of Melaka State Government (2023). Melaka State Map, <https://www.melaka.gov.my/en/tourism/tourism-map/melaka-state-map>
- Omar, S. R., & Omar, S. N. (2018). Malaysian Heritage Food (MHF): A Review on Its Unique Food Culture, Tradition and Present Lifestyle. *International Journal of Heritage, Art and Multimedia*, 1(3), 1–15.
- Raimkulov, M., Juratargunov, H., & Ahn, Y. J. (2021). Destination attractiveness and memorable travel experiences in silk road tourism in Uzbekistan. *Sustainability (Switzerland)*, 13(4), 1–14.
- Rinaldi, C. (2017). Food and gastronomy for sustainable place development: A multidisciplinary analysis of different theoretical approaches. *Sustainability*, 9(10), 1748.
- Sangthong, S., & Soonsan, N. (2023). an Analysis of Destination Reputation, Perceived Value and Environmentally Responsible Behavioral Intention of Domestic Tourists To Scuba Diving in Andaman Coast, Thailand. *ABAC Journal*, 43(1), 103–115.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research*, 22(2), 159-170.
- Singh, I., & Gupta, D. D. (2021). Emerging dimensions of women leisure traveler: a review of motivation and psychographic factors. *Academy of Marketing Studies Journal*, 25(1), 1-12.
- Su, D. N., Johnson, L. W., & O'Mahony, B. (2020). Analysis of push and pull factors in food travel motivation. *Current Issues in Tourism*, 23(5), 572–586.
- Tanrikulu, C. (2021). Theory of consumption values in consumer behaviour research: A review and future research agenda. *International Journal of Consumer Studies*, 45(6), 1176–1197.
- Thio, S., Jokom, R., & Widjaja, D. C. (2022). The contribution of perceived food consumption value on destination attractiveness and revisit intention. *Journal of Culinary Science & Technology*, 1-17.
- Tung, L., Noor, M., & Azila, N. (2016). Factors influencing destination loyalty of tourists at historic cities in Malaysia: A proposed model. *The Social Sciences*, 11(11).

- Wan Mohd Zain, W. M. A. (2019). Perspectives on Regional Food Tourism Development: The Case of Food Producers and Tourists in East Coast Malaysia (ECM). (Doctoral dissertation, University of Exeter, United Kingdom, England).
- Wang, S., Wang, J., Wang, Y., Yan, J., & Li, J. (2018). Environmental knowledge and consumers' intentions to visit green hotels: the mediating role of consumption values. *Journal of Travel and Tourism Marketing*, 35(9), 1261–1271.
- Widjaja, Y. I., Khalifa, G. S., & Abuelhassan, A. E. (2020). The effect of Islamic attributes and destination affective image on the reputation of the Halal tourism destination of Jakarta. *Journal of Environmental Management and Tourism*, 11(2), 299-313.
- Wong, K. H., Chang, H. H., & Yeh, C. H. (2018). The effects of consumption values and relational benefits on smartphone brand switching behavior. *Information Technology & People*, 31(1), 217-243.
- Zeithaml, V.A. (1988). Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(7), pp. 2-22.
- Zhang, T., Chen, J., & Hu, B. (2019). Authenticity, quality, and loyalty: Local food and sustainable tourism experience. *Sustainability (Switzerland)*, 11(12), 1–18.

Received: 12<sup>th</sup> July 2023. Accepted: 13<sup>th</sup> October 2023