

The Effect of Street Food Attributes on Improving Food Tourism in Mymensingh: The Mediation Role of Tourist Perception

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ABSTRACT

Purpose: Food Tourist Mymensingh signifies street food as a significant antecedent in drawing in regional (Bangladeshi) inter district visitors for their taking a trip objective to this local city. This research study intends to explore just how road side food stalls connects impact the improvement of food tourist in Mymensingh.

Methodology: Using a sample of 351 tourists, a survey was conducted at Jainul Abadeen Park in Mymensingh division who were different divisions tourists consuming street food. Smart PLS 3.0 was applied to analyse the data following the quantitative method.

Findings: The findings confirm that a positive and substantial relationship is found in between product quality with tourist satisfaction. Furthermore, a confident and also significant relationship is also found between hygiene & ambiance and tourist satisfaction. Then, a positive as long as major relationship remains between service quality and also tourist satisfaction. Besides, this study also claims that tourist perception mediates the relationship between product qualities with tourist satisfaction. But, this study claims that tourist perception doesn't mediate the connexion between hygiene & ambiance along with service quality and tourist satisfaction.

Limitations: This research study just concentrates at Shilpacharjyo Jainul Abedin Park, Mymensingh. The future research studies need to be a lot more details on various traveller areas in Mymensingh.

Practical Implications: This research checked out the effect of product quality, hygiene & ambiance and service quality on tourist satisfaction in Mymensingh. Outcomes will certainly assist sector owners to create finest advertising and marketing plan to bring in even more customers.

Originality: This research study specifically looks for the elements which draw in vacationer to eat road food at Mymensingh Park that made it special in comparable road food research studies.

1. Introduction

The street food or roadside food plays an essential function in improving the tourist field of any type of area. The road food executes the society and also practice of a specific location. The tourist market of any type of nation depends upon their food routines as well as food schedule (Rishadet al., 2020; Modarressi & Band, 2010; Tunung et al., 2007). Road food service offers low-priced prefabricated dishes and also works for the minimal individuals in

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creating nations (Kunduet al., 2021). Mymensingh, located close to the Brahmaputra River was previously called as Nasirabad. It is a city in Mymensingh Area in main area of Bangladesh. This city is plainly noted by the old Brahmaputra River moving along its north. From the very start of the urbanization of this city, it was improved with numerous functions that made this city met. The city is recognized for its renowned educational institutions like Bangladesh Agricultural University, Mymensingh Medical College, Jatiya Kabi Kazi Nazrul Islam University, Educators' Training College (Man & Women) as well as Mymensingh Women' Cadet College. Various other spots establishments consist of Shilpacharjyo Jainul Abedin Shongrohoshala and also Mymensingh Military Cantonment. Due to spike of COVID-19, the tourism sector around the world is closed down, at the same time inter district tourism took a thorn in Bangladesh. The leading traveller location in Mymensingh is Shilpacharjyo Jainul Abedin Park, travellers come right here to delight in the elegance of Brahmaputra River. A great variety of road food stalls are offered (Typical treats and also savouries consist of seasonal pitha of numerous kinds, dal-puri, shingara, Khyr, Payesh, Shemai, Jilapi, chotpoti, fuchka, different flavour of tea, several types of western food like burger etc.) right here for food enthusiasts as well as to provide the food culture of Mymensingh. Prior to eating a food client concentrates on product quality, health issues, atmospheric condition and service quality (Rishad et al., 2019). From globally perspective, the tourist market is becoming a basic section in financial growth schedule as well as it constantly provide a favourable impact on the general economic situation (Rishad et al., 2019; Goeldner & Ritchie, 2006; Tosun et al., 2007). The tourist sector consists of the workouts of individuals going out to and also continuing to be in position outside their typical setting which do not take greater than one successive year (Rishad et al., 2020). Given that Mymensingh food is not one specific sort of food, nonetheless a distinctive cooking array starting from Mymensingh's multi-ethnic people that has a mix of different preferences, mending as well as food preparation strategies from each other, the gastronomic courses in the country can be advertised strongly.

2. Literature Review and Hypothesis Development

2.1 Product Quality and Tourist Satisfaction

When it comes to the initial hypothesis, we forecast that there is a favourable and also substantial partnership between product quality as well as vacationer satisfaction. Research studies looked into on food and also resort sector and also developed regarding the component of item high quality in shaping and also causing client's actions as well as commitment (Rousta & Jamshidi, 2020; Mathur & Gupta, 2019; Ribeiro & Prayag, 2019). As we understand that every service possesses certain products and services which they generate themselves or offer to the consumers as well as obtain revenue in return. In the case of dining establishments, food is one of the most crucial aspects of any type of street food dining establishments (Rishad, 2018; Namkung & Jang, 2007; Sulek & Hensley, 2004). These individuals lump all food associates right into just food top quality. Based on Ottaviano and Peri (2006), food quality is a straight-out requirement to satisfy the demands as well as desires for road dining establishment's clients. Recognizing the relevance of food quality in the street dining establishments, previous research studies have actually evaluated different which draw in the traveller originating from residence and also abroad. There is a section testimonial of the literary works reveals that the basic portrayal of food quality amongst scientists emphasizes on intro, menu array, strong options, taste, freshness as well as temperature level. Temperature is furthermore a tactile element of food top quality (Liu & Jang, 2009; Kim et al., 2009). As suggested by Delwiche (2004), temperature level influence just how to obtain the flavour of food has actually offered; this will certainly team up with various other concrete residential or commercial properties, for instance, preference, odour and also view. The temperature level, at that point, could be thought about as one component fascinating enjoyment in the food experience by vacationers (Caporale & Monteleone, 2004). Taste is deemed a vital quality in food in the street restaurants (Männistö et al., 1999). Various vacationers have come to be food savvy, so the flavour of food in eatery has actually converted increasingly important (Cortese, 2003). It is accordingly not amazing that a pitiful road diner with gourmet cooking is packed with purchaser. Furthermore, the preference is generally accepted to influence road dining establishments client which those areas as tourists. It is essential to please travellers as they come for obtaining the best food experience from the tourist place. If they become completely satisfied, they will certainly visit those locations once more. Later on they will notify others relating to the food top quality of those places. By doing this, the tourist fields in Mymensingh will succeed as even more tourists will certainly see repeatedly those locations as a result of great food high quality. Thus, we hypothesize that,

H1: *There is a positive and significant relationship between product quality and tourist satisfaction.*

2.2 Hygiene & Ambiance and Tourist Satisfaction

In the subsequent hypothesis, we forecast that there is a positive as well as considerable partnership in between food health & atmosphere and also traveller complete satisfaction. Food hygiene as well as ambiance is an essential public wellness problem which affects the travellers of all nations. Road food has couple of issues regarding its safety and security and also health (Park, 2015). Normally, food handlers play an essential function in food safety and security as well as ambiance in the conduction of foodstuff poisoning as they ought to familiarize pathogens into foods in the course of production, handling, distribution as well as at the time of discussion (Rishad et al., 2020; Abdul-Mutalib et al., 2012; Ansari-Lariet al., 2010). An understanding of food hygiene procedures as well as prospective elements that cause food birthed disease was seen as significant for all food handlers.

Food safety and health techniques are 2 points that are reliant in the setup of risk-free food. Food safety and security suggests that visitors are specific about taking in food that will not trigger mischief or infection (Sani & Siow, 2014). Adjustment of health techniques by the association via offering a good, spick-and-span and arranged out capability would affect food security. Nevertheless, the majority of food trainers revealed poor private health as well as bad personal habits. Abandoning food-hygiene techniques will motivate foodborne infections which demonstrate a frustration in hygiene administration techniques in taking care of food (Akabandaet al., 2017; Zani, et al., 2017).

Food hygiene has actually been identified as the neatness of the food that is developed. There are 3 areas of food health: safety and security treatments, cleansing practices, as well as self-confidence management or control procedures. The prerequisite for updating food health relies upon safety and security procedures as well as crucial food dealing with techniques (Barberet al., 2011; Aksoydan, 2007). Food-hygiene practices include private health techniques, food offered and ambiance. Food handlers who are associated with food preparing yourself and serving requirement to have an awareness of food hygiene methods all via the whole duty to guarantee food safety and security (Fatimahet al., 2011). Three parts of food solution monitoring efficiency; food efficiency, service efficiency, and ambiance efficiency (Djekic et al., 2014) are the hospitality service connects fundamental for making a fulfilled visitor and also an extraordinary eating experience. Choi et al. (2010) in their exam revealed that food high quality is food efficiency, solution integrity is solution efficiency, and practices as well as perspective of the employees (Park et al., 2016) as well as natural cleanliness are the ambiance efficiency. By doing this, travellers are being pleased which eventually boost their purpose to take another look at as well as to inform others to visit those places. Thus, we assume that,

H2: There is a positive and significant relationship between food hygiene & ambiance and tourist satisfaction.

2.3 Service Quality and Tourist Satisfaction

In the 3rd hypothesis, we forecast that there is a positive as well as substantial affiliation in between service high quality and also vacationer complete satisfaction. Normally, top quality service establishes a positive connection in consumers mind. Consumers mind can read simply when they take in wonderfully as well as take choice to return (Davidsonet al., 2011; Petrick, 2002; Knutsonet al., 1996). As revealed by past scientists, service top quality influences on client fulfilment that makes the street food significantly strong and also dependable to the vacationers (Al-Azzam, 2015). Brock (2005) in addition shared that service quality influences on the consumer fulfilment which eventually suggests raising the satisfaction of vacationers. At the factor when vacationers obtain top quality solution from road food delay, they come to be satisfied no matter long holding up line. A definitive goal of consumers is to consume great food. At the factor when they get legit solution, they end up being devoted to business.

Polas et al. (2017) located in his research that solution quality with terrific food suggests a favourable picture on traveller contentment. In this time, excellent solution quality causes the tourists to go back to that road food delay which eventually affecting on improving tourist sectors. Quality is the completeness of parts and properties of a thing or company that bears upon its capacity to meet connected or caused requirements (McAlexander et al., 1994; Ellis & Norton, 1993). High quality stresses an organization between the vacationers as well as his inspiration on one hand and the point or organization being got on the other. Top quality is believed to be probably the finest levers for presenting of organizations. Solution high quality is trivial, relativistic, and also courageous and also will certainly generally self-destruct. Solution top quality is more a part of act than technology. It includes particular quality (crucial advance) and also useful high quality (fragile component). A little bit of the troubles of selecting

service quality would seriously allow clients to make high enthusiastic judgment concerning the suggestion of organizations. Polas et al., (2018) contended in his study that there are a couple of variables which play a vital chauffeur for any kind of drive-through restaurants, for instance, service quality, service top quality, indoor layout and also decor, dining establishment location, as well as waiting time. In the event that these driving elements do not helpful to restaurant clients, then the dining establishment will drop (Polaset al., 2018; Vazifehdustet al., 2013). It takes place when travellers become dumbfounding concerning the food delay. That is the reason, keeping great as well as typical high quality nature of great as well as basic high quality play a substantial leader for restaurants track records. Thus, assume that,

H3: *There is a positive and significant relationship between service quality and tourist satisfaction.*

2.4 The Mediation Role of Tourist Perception

In the 4th, fifth as well as sixth hypothesis, we anticipate that vacationer understanding mediates the connection in between product quality, hygiene & ambiance and also solution high quality with traveller satisfaction. One of the main objectives behind the increasing acquiring of road food road food amongst traveller is the viewed value. Perceived value can be shown as he in general assessment of what is gotten and also what is provided (Liet al., 2018; Li & Green, 2011). It is an opening between customer perceived benefits (quality) as well as viewed prices, both financial (rate) and also non-monetary (time, exertion) (Phamet al., 2019; Basse, 2014; Owinoet al., 2014).

For road food this worth consist of the inexpensive rate buyers spend for the massive section, the top quality food as well as solution they access the expense they pay equally as the moment as well as effort in obtaining the food (Haiet al., 2017). A lot of vacationers that consume road food undergo the food suppliers that prepare as well as prepare food for them in which their sanitary applications affect them straight (Dobson et al., 2006). Anyhow as a result of the limited obtainable centres of road food procedure vacationers view of road food of being high food safety and security danger. The not enough food storage space, ordinary private sanitation, cross-polluting amongst unrefined as well as ready food, inexpedient methods of warming as well as warming of food, food preparation food incorrectly, allowing food to experience way too much direct exposure without covering it, use of preservative, as well as forbade dangerous artificial substances, as well as marketing expired things are just a part of the essential saw roadway cleanliness risks of visitors (Rahmanet al., 2016; Mahiranissa & Hudrasyah, 2015; Monneyet al., 2013). Even with the reality that hassle-free, time-saving as well as affordable road food is regarded as a much less healthy and balanced food option. Various travellers are fretted that, with its high degree of fat, salt as well as normally high in calories, eating excessive road food may trigger heart problem, diabetic issues and also excessive weight (Polas et al., 2019; Al-Hazzaa et al., 2014). As vacationer's need for audio healthy and balanced food is expanding road food suppliers which provide healthy and balanced food alternatives obtain improved visitor viewed worth, regarded analysis, complete satisfaction relative to the food (Rishad et al., 2020). Therefore, we assume that,

H4: *Tourist perception mediates the relationship between product quality and tourist satisfaction.*

H5: *Tourist perception mediates the relationship between hygiene & ambiance and tourist satisfaction.*

H6: *Tourist perception mediates the relationship between service quality and tourist satisfaction.*

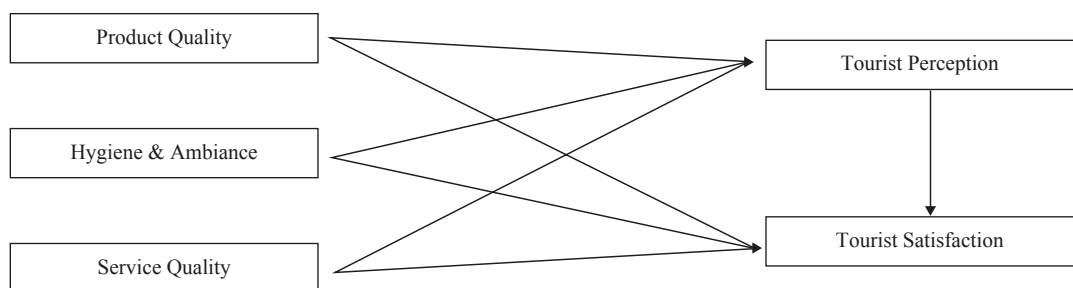


Figure 1. The Framework of the Study. Source: Developed by Authors

3. Methodology of the Research

Utilizing the study approach, the researchers accumulated information in this research study. The study was carried out amongst 351 Bangladeshi vacationers eating road food at Shilpacharjyo Jainul Abedin Park in Mymensingh from October 2020 to January 2021. In this research, the set of questions was the major tool which includes twenty-one questions. The initial 4 concerns was to gauge the symbolized control variables, particularly sex, age, marriage standing, regular monthly earnings and also following seventeen inquiries are made use of to gauge independent, dependent variable and mediator as well as reliant variable, specifically item top quality, health & setting, solution high quality as independent variable, vacationer assumption as conciliator as well as traveller fulfilment as reliant variable. As a dimension variety, the Five-point Likert range is made use of for seventeen inquiries (1-17, Area B). The very first 4 inquiries (market relevant) have actually been utilized as close finished inquiries. In this research, to evaluation the key information Smart PLS 3.0 software program has actually been utilized adhering to the quantitative technique.

3.1 Measurement

In this research study, the feedback alternative for all things vary from 5 = highly agreed to 1= highly disagreed. As a dimension array, Five-point Likert range (with 1 = highly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, 5 = highly agreed) was applied. Moreover, 3 items were used to extent the product quality (The scent of road side food of Mymensingh is captivating, Fresh components are just utilized for food preparation in the street food delays, as well as The food provided by hawker's are nourishing and also healthy). The cronbach's alpha factor was 0.738. After that, three items were used to measure hygiene & ambiance (Hawkers are neat and also well clothed worn look, Food offered remain in hygienic fashion, Shaded and also Illumination of the wall surface produces a positive environment). Here, the cronbach's alpha constant was 0.715. Then, three items were used to measure service quality (The street food stall vendors are approachable, Hawkerc provide neat & rapid services, and the hawkers behaviour develops confidence in me). Here, the cronbach's alpha number was 0.641. Furthermore, four items were used to measure tourist perception (Mymensingh Street food represents local culture, Mymensingh Street food has excellent worth for cash, The road side food of Mymensingh served to me is halal, and Hawkerc service makes me honoured). The cronbach's alpha coefficient was 0.715. Finally, four items were used to measure tourist satisfaction (I am total pleased with the product quality of street food of Mymensingh, I am general completely satisfied with the hygiene & ambiance issues of street food of Mymensingh, I am overall gratified by the service quality of street food of Mymensingh, and I really feel practical to eat food on the road). The cronbach's alpha coefficient was 0.712.

4. Findings

Table 1 displays the respondent's demographic profile. In this study, a sample of 351 local Bangladeshi tourists who devours street food at Shilpacharjyo Jainul Abedin Park, Mymensingh was utilized for obtaining the research study results. As found in Table 1, 50.99 percentages of respondents were male and 49.00 percentages of respondents were female. From that point onward, 24.78 percentage of respondents were between the oldness of 18-27 years, 27.92 percentage of respondents were between the stage of 28-37 years, 26.78 percentage of respondents were between the age of 38-47 years, and 20.51 percentage of respondents were 48 years or above. Besides, 58.97 percentages of respondents were single and 41.02 percentages of respondents were married. After that, 21.08 percentage of respondent's prearranged income was between 101-200 USD, 21.36 percentage of respondents' monthly income was between 201-300 USD, 33.90 percentage of respondents' monthly income was between 301-400 USD, 20.79 percentage of respondents' monthly income was between 401-500 USD and 2.84 percentage of respondents' monthly income was between 501 or above USD.

Table 1. Respondent's Demographic Profile

Characteristics	Frequency	Percentage
Gender		
Male	179	50.99
Female	172	49.00
Age		
18-27 Years	87	24.78
28-37 Years	98	27.92
38-47 Years	94	26.78
48 Years or above	72	20.51
Marital Status		
Single	207	58.97
Married	144	41.02
Divorced		
Separated		
Window		
Monthly Income (US Dollar)		
101-200	74	21.08
201-300	75	21.36
301-400	119	33.90
401-500	73	20.79
501 or above	10	2.84
Total	351	100

Source: SPSS Analyses

Table 2. Measurement of Model Assessment

Constructs	Items	Loading	AVE	CR	Alpha	R-Square
Product Quality (PQ)	PQ01	0.762				
	PQ02	0.840	0.657	0.851	0.738	
	PQ03	0.827				
Hygiene and Ambiance (HA)	HA01	0.754				
	HA02	0.832	0.634	0.839	0.715	
	HA03	0.801				
Service Quality (SQ)	SQ01	0.624				
	SQ02	0.779	0.572	0.798	0.641	
	SQ03	0.849				
Tourist Perception (TP)	TP01	0.802				
	TP02	0.811	0.636	0.840	0.715	0.767
	TP03	0.760				
Tourist Satisfaction (TS)	TS01	0.877				
	TS02	0.885	0.776	0.874	0.712	0.937

Source: PLS 3.0 Analyses

Table 2 confirmations the dimension of prototypical evaluation wherever the AVE worth of every inconstant is over 0.50 as well as the worth of CR as well as Cronbachs Alpha is over 0.60 and also the worth of element loadings is over 0.60 which are the recommended or approved variety. However, R^2 suggests the values of the variations of the endogenous variable(s). Right here, tourist satisfaction is shown by a huge result (0.937 or 93.7%) with independent variables. After that, tourist perception is additionally specified by (0.767 or 76.7%) huge impact with vacationer contentment.

Table 3. Values of Correlations between the LV and Square Roots of the AVE Values in the Main Diagonal in the SEM

No.	Particulars	1	2	3	4	5
1	Hygiene and Ambiance	0.796				
2	Product Quality	0.656	0.810			
3	Service Quality	0.722	0.634	0.757		
4	Tourist Satisfaction	0.776	0.809	0.761	0.798	
5	Tourist Perception	0.538	0.746	0.478	0.663	0.881

Source: PLS 3.0 Analyses

*Note: The diagonal are the square root of the AVE of the latent variables and indicates the highest in any column or row.

Table 3 spectacles the discriminate validity of the research. To assess the differentiate legitimacy for analysing the model, Fornell-Larcker criterion was used. Furthermore, the square root of the AVE of all variables explains the highest possible within a series of 0.796-0.798. This way, it is well understandable that discriminant validity is continual in between variables and also recognized for this approximated version of the research study.

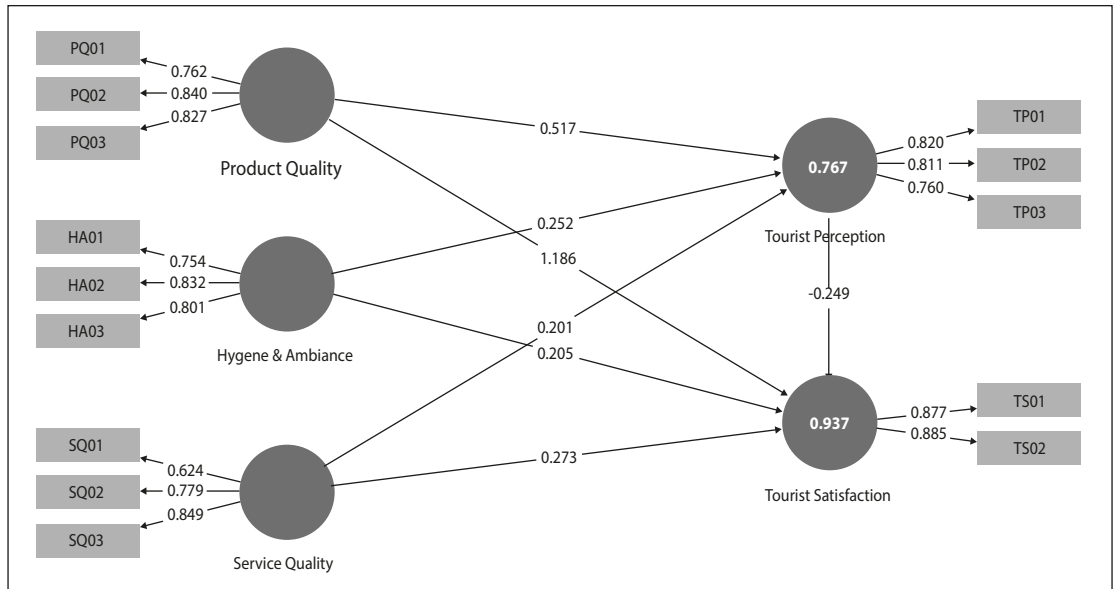


Figure 2. Standardized Results of SEM Calculations. Source: PLS 3.0 Analyses

Figure 2 states the structural model valuation of the study. Using the bootstrapping progression with a resample 500 was also instigated to figure out the t-values and R square.

Table 4. Hypothesis Testing

Hypothesis	Relationship	t-value	p-value	Decision
H1	Product Quality→Tourist Satisfaction	24.802	0.001	Supported
H2	Hygiene and Ambiance→Tourist Satisfaction	2.642	0.000	Supported
H3	Service Quality→Tourist Satisfaction	3.317	0.001	Supported
H4	Product Quality→TouristPerception→Tourist Satisfaction	3.453	0.001	Supported
H5	Hygiene and Ambiance→TouristPerception→Tourist Satisfaction	1.588	0.113	Rejected
H6	Service Quality→TouristPerception→Tourist Satisfaction	1.482	0.139	Rejected

Source: PLS 3.0 Analyses

Table 4 presents the outcome of straight and also indirect impact hypotheses. First of all, we assume that there is a favourable as well as substantial partnership in between product quality and tourist satisfaction. As located in Table 4, a favourable and also considerable link is discovered in between item quality as well as traveller fulfilment ($t = 24.802, p = 0.001$). By doing this, theory 1 is recognized (Rishad et al., 2020; Tiago et al., 2015). Second of all, we assume that there is a favourable as well as substantial connection in between hygiene & ambience and tourist satisfaction. As located in Table 4, a favourable as well as considerable link is discovered in between health & atmosphere as well as vacationer contentment ($t = 2.642, p = 0.000$). By doing this, theory 2 is recognized (Promsivapallop & Kannaovakun, 2019; Morano et al., 2018; Hiamey & Hiamey, 2018). Third, we assume that there is a favourable as well as substantial connection in between service quality and tourist satisfaction. As discovered in Table four, a favourable and also substantial link is located in between service qualities as well as vacationer contentment ($t = 3.317, p = 0.001$). By doing this, theory 3 is recognized (Rishad et al., 2020; Mulyana & Ayuni, 2019; Erkmn & Hancer, 2019; Avan et al., 2019; Morano et al., 2018).

Besides, furthermore, we hypothesize that tourist perception moderates the link in between product quality and tourist satisfaction. As discovered in Table 4, we located that vacationer understanding moderates the connection in between item top quality and also traveller fulfilment ($t = 3.453, p = 0.001$). In this way, theory 4 is recognized. Fifthly,

we assume that traveller understanding moderates the connection in between health & setting and also vacationer contentment. As located in Table 4, we discovered that traveller assumption does not moderate the partnership in between hygiene & ambiance and tourist satisfaction. ($t= 1.588, p > 0.05$). In this way, theory 5 is declined (Kundu et al., 2021). Sixthly, we assume that traveller understanding moderates the connection in between solution high quality as well as traveller fulfilment. As located in Table 4, we discovered that vacationer understanding does not moderates the partnership in between service quality and tourist satisfaction ($t= 1.482, p > 0.05$). In this fashion, theory 6 is declined.

5. Conclusion

The significance of road food cannot be rejected to discover the tourist markets of any kind of nation. It assists a nation to draw in even more global visitors. Typically, travellers check out those areas repeatedly where the food behaviours and also food schedule are versatile. Normally, the road food supplies ready-to-eat food and also drinks that are marketed by vendors on the roads. Travellers typically eat road food as a result of its affordable and also take the range of preference in the traveller's areas. It additionally assists the vacationers to make an affiliation in between food, area, as well as tourist. When road food sector can be established, it will inevitably bring in even more travellers which later on effect on the improvement of tourist.

By checking 351 samples, this research checked out the effect of product quality, hygiene & ambiance and service quality on tourist satisfaction in Mymensingh. This research additionally figured that traveller perception mediates the partnership in between product qualities with tourist satisfaction. This research declared that tourist perception doesn't mediate the relationship between hygiene & ambiance and service quality with tourist satisfaction. The research study has actually included in broadening understanding in the area of tourist when it come to the establishing globe. The research study searching for deal some intriguing effects for professionals and also for more study. It supplies quick descriptions to company and also plan manufacturers concerning food tourist advancement in Mymensingh division of Bangladesh. It additionally gives exactly how visitors can be brought in to review and also which advertising approaches can be customized for tourist industry. The marketing techniques must be concentrated a lot more.

5.1 Limitations and Future Studies

This research likewise has some constraints like various other researches. This research study utilized cross-sectional information to obtain the research study outcome. The target sample was the visitors from other divisions of Bangladesh without Mymensingh only. A measurable evaluation was utilized to obtain the research study outcome. Just a study set of survey questionnaire was utilized to obtain the information. This research study just concentrates at Shilpacharjyo Jainul Abedin Park, Mymensingh. The future research studies need to be a lot more details on various traveller areas in Mymensingh. A relative research can be performed amongst all local cities in Bangladesh. A research study can be performed which concentrates on the group associated elements related to vacationers. Longitude information can be utilized in the future researches.

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