



UNIVERSITI PUTRA MALAYSIA

***EFFECTS OF PERCEIVED AUTHENTICITY ON VALUE, CUSTOMER
SATISFACTION AND BEHAVIOURAL INTENTION TOWARDS NYONYA
RESTAURANTS IN MELAKA, MALAYSIA***

NG CHIEN YING

FSTM 2018 8



**EFFECTS OF PERCEIVED AUTHENTICITY ON VALUE, CUSTOMER
SATISFACTION AND BEHAVIOURAL INTENTION TOWARDS NYONYA
RESTAURANTS IN MELAKA, MALAYSIA**

By

NG CHIEN YING

**Thesis Submitted to the School of Graduate Studies, Universiti Putra
Malaysia, in Fulfilment of the Requirements for the Degree of
Master of Science**

October 2017

All material contained within the thesis, including without limitation text, logos, icons, photographs and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in
fulfilment of the requirement for the degree of Master of Science

**EFFECTS OF PERCEIVED AUTHENTICITY ON VALUE, CUSTOMER
SATISFACTION AND BEHAVIOURAL INTENTION TOWARDS NYONYA
RESTAURANTS IN MELAKA, MALAYSIA**

By

NG CHIEN YING

October 2017

Chair: Muhammad Shahrim Ab Karim, PhD
Faculty: Food Science and Technology

Nyonya cuisine has been garnering more national attention due to its unique taste. The popularity of the cuisine spurred the growth of Nyonya restaurants in Melaka, a state declared as a UNESCO World Heritage. This study intended to identify how perceived authenticity of food, atmospherics, and service employees influenced customer perceived value, customer satisfaction, and future behavioural intentions towards Nyonya restaurants. The mediating roles of perceived value and customer satisfaction were also examined. Lastly, the moderating effect of familiarity with Nyonya restaurants on the relationships between perceived authenticity dimensions, perceived value, customer satisfaction, and behavioural intentions were investigated.

A convenience sampling was carried out at two Nyonya restaurants in Melaka whereby self-administered questionnaires were distributed to the customers. A total of 336 usable responses were used for data analysis. The proposed structural model of this study was tested following Anderson and Gerbing's (1988) two-step approach: a measurement model and a subsequent structural model. Using the structural equation modeling (SEM) technique, this study discovered that positive perception of food authenticity was statistically significant in inducing higher perceived value, greater customer satisfaction, and positive behavioural intentions. Service employee authenticity was a significant antecedent of perceived value. Perceived value was found to affect behavioural intentions through customer satisfaction. In addition, perceived value acted as a partial mediator in the relationship between food authenticity and customer satisfaction and a full mediator in the relationship between service employee authenticity and customer satisfaction. Customer satisfaction also served as a partial mediator between food authenticity and behavioural intentions.

The results of chi-square difference test indicated that the relationships among perceived authenticity dimensions, perceived value, customer satisfaction, and behavioural intentions were significantly different according to customer familiarity levels with Nyonya restaurants. In particular, the statistical tests disclosed that the moderating function of familiarity existed in the relationships between: (i) atmospherics authenticity and perceived value; (ii) food authenticity and customer satisfaction; (iii) atmospherics authenticity and customer satisfaction; (iv) atmospherics authenticity and behavioural intentions; (v) service employee authenticity and behavioural intentions; and (vi) perceived value and behavioural intentions. The findings provided important implications for selecting and refining the critical authenticity aspects of Nyonya restaurants in order to increase perceived value, enhance customer satisfaction, and eventually intensify positive behavioural consequences. Unlike previous studies on restaurant authenticity, this study exclusively investigated the effects of perceived authenticity from the aspects of food, atmospherics, and service employees on customers' post-dining behaviours in Nyonya restaurants. This study could also offer directions to improve customers' perceived authenticity which can thus enrich their dining experience.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Master Sains

**KESAN-KESAN PERSEPSI KEASLIAN KE ATAS NILAI, KEPUASAN
PELANGGAN DAN NIAT TINGKAH LAKU TERHADAP RESTORAN
NYONYA DI MELAKA, MALAYSIA**

Oleh

NG CHIEN YING

Oktober 2017

Pengerusi: Muhammad Shahrir Ab Karim, PhD
Fakulti: Sains dan Teknologi Makanan

Makanan Nyonya memang telah mendapat sambutan yang menggalakkan dari dalam negara kerana rasanya yang serba unik. Populariti makanan ini telah memacu pertumbuhan restoran Nyonya di Melaka, sebuah negeri yang dinobatkan sebagai Tapak Warisan Dunia UNESCO. Kajian ini bertujuan untuk mengenalpasti bagaimana persepsi mengenai keaslian makanan Nyonya, persekitaran, dan pekerja-pekerja perkhidmatan boleh mempengaruhi persepsi nilai, kepuasan pelanggan, dan tingkah laku pelanggan pada masa hadapan di restoran Nyonya. Peranan persepsi nilai dan kepuasan pelanggan sebagai mediator juga telah diuji. Akhir sekali, fungsi kebiasaan dengan restoran Nyonya sebagai moderator dalam perhubungan antara dimensi-dimensi persepsi keaslian, persepsi nilai, kepuasan pelanggan, dan niat tingkah laku juga dikenalpasti.

Persampelan mudah dijalankan di dua buah restoran Nyonya di Melaka dimana borang soal selidik yang ditadbir sendiri diedarkan kepada pelanggan-pelanggan di restoran tersebut. Sejumlah 336 borang soal selidik telah diterima dan digunakan untuk analisis data. Model struktural yang dicadangkan dalam kajian ini akan diuji berdasarkan pendekatan dua langkah yang dikemukakan oleh Anderson and Gerbing (1988) iaitu: satu model pengukuran dan seterusnya satu model struktural. Dengan menggunakan teknik permodelan persamaan struktural (SEM), kajian ini mendapati bahawa persepsi keaslian makanan yang positif adalah secara statistiknya signifikan dalam mendorong persepsi nilai yang lebih baik, kepuasan pelanggan yang lebih tinggi, dan niat tingkah laku yang positif. Aspek keaslian pekerja-pekerja perkhidmatan juga mempunyai perkaitan yang positif dan signifikan dengan persepsi nilai. Persepsi nilai didapati dapat mengundang niat tingkah laku melalui kepuasan pelanggan. Di samping itu, persepsi nilai juga bertindak sebagai mediator

separa dalam perhubungan antara keaslian makanan dan kepuasan pelanggan, serta sebagai mediator penuh dalam ikatan antara keaslian pekerja-pekerja perkhidmatan dan kepuasan pelanggan. Kepuasan pelanggan turut berperanan sebagai mediator separa antara keaslian makanan dan niat tingkah laku.

Keputusan ujian perbezaan chi-square menunjukkan bahawa perhubungan antara dimensi persepsi keaslian, persepsi nilai, kepuasan pelanggan, dan niat tingkah laku adalah berbeza secara signifikannya berdasarkan pada tahap kebiasaan pelanggan dengan restoran Nyonya. Khususnya, ujian-ujian statistik memperlihatkan fungsi kebiasaan sebagai moderator wujud dalam perhubungan antara: (i) keaslian persekitaran dan persepsi nilai; (ii) keaslian makanan dan kepuasan pelanggan; (iii) keaslian persekitaran dan kepuasan pelanggan; (iv) keaslian persekitaran dan niat tingkah laku; (v) keaslian pekerja-pekerja perkhidmatan dan niat tingkah laku; dan (vi) persepsi nilai dan niat tingkah laku. Dapatan kajian ini mempunyai implikasi penting dalam pemilihan dan penapisan aspek keaslian restoran Nyonya yang kritikal dalam usaha untuk meningkatkan persepsi nilai, kepuasan pelanggan, dan akhirnya memperkasakan niat tingkah laku yang positif. Berbeza dengan kajian-kajian terdahulu yang berkait dengan keaslian restoran, kajian ini menyiasat kesan-kesan keaslian dari sudut makanan, persekitaran, dan pekerja-pekerja perkhidmatan keatas tingkah laku pelanggan selepas mereka menjamu selera di restoran Nyonya. Kajian ini juga mencadangkan cara-cara untuk meninggikan persepsi pelanggan terhadap keaslian yang seterusnya dapat memperkayakan pengalaman makan mereka.

ACKNOWLEDGEMENTS

My sincere thanks and gratitude go out to my supervisor, Assoc. Prof. Dr. Shahrim Karim. His scholarly advice and unwavering support have helped me to accomplish this thesis. I also owe a deep sense of gratitude to my supervisory committee member, Dr. Chua Bee Lia for her keen interest in every stage of my research. Without her generous and constructive advice, guidance and expertise, this Masters would not have been achievable.

I would like to acknowledge the unending support of the management of Nancy's Kitchen, Aunty Lee Restaurants, and Amboi Nyonya Restaurant. Specifically, I want to thank Chef Anthony, his wife Ms. Lucy, Mr Michael, Ms. Jassmine, Mr. Albert, Mr. Siva, and Mr. Jude of Aunty Lee's restaurant for their warm hospitality. I also express my gratitude to Ms. Nancy Mok and her daughter, Ms. Caroline of Nancy's Restaurants, and Ms. Helen of Amboi Nyonya Restaurant for their immense generosity in allowing me to carry out my research at their establishments. I also profusely thank all the staffs of the restaurants for their kind help and co-operation throughout my study period.

I gratefully acknowledge the MyBrain15 funding received towards my Masters from the Kementerian Pelajaran Malaysia. Lastly, I would like to thank my parents. Without their continuous support and encouragement, I never would have been able to achieve my goals. To my ex-room mates, Ms. Chai Xiao Feng and Ms. Liong Yuk Siang, I thank you from the bottom of my heart for being a patient listener and a good friend. I shall always cherish the time we had together.

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

Muhammad Shahrim Ab Karim, PhD

Associate Professor
Faculty of Food Science and Technology
Universiti Putra Malaysia
(Chairman)

Chua Bee Lia, PhD

Senior Lecturer
Faculty of Food Science and Technology
Universiti Putra Malaysia
(Member)

ROBIAH BINTI YUNUS, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any other institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature: _____ Date: _____

Name and Matric No.: _____

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature: _____

Name of Chairman
of Supervisory
Committee:

Assoc. Prof. Dr. Muhammad
Shahrim Ab Karim

Signature: _____

Name of Member of
Supervisory
Committee:

Dr. Chua Bee Lia

TABLE OF CONTENTS

	Page
ABSTRACT	i
ABSTRAK	iii
ACKNOWLEDGEMENTS	v
APPROVAL	vi
DECLARATION	viii
LIST OF TABLES	xiii
LIST OF FIGURES	xv
LIST OF ABBREVIATIONS	xvi
LIST OF SYMBOLS	xvii

CHAPTER

1	INTRODUCTION	1
	1.1 Introduction	1
	1.2 Background of the Study	1
	1.3 Problem Statements	4
	1.4 Research Objectives	6
	1.5 Scope of the Study	7
	1.6 Significance of the Study	7
	1.7 Outline of the Thesis	9
	1.8 Operational Definition	9
2	LITERATURE REVIEW	10
	2.1 Introduction	10
	2.2 Nyonya Cuisine	10
	2.3 Nyonya Restaurant Industry	12
	2.4 Current Practices at Nyonya Restaurants	13
	2.5 Authenticity and Its Role in Ethnic Restaurants	15
	2.5.1 The Concept of Authenticity	15
	2.5.2 Authenticity Assessments of Ethnic Restaurants	17
	2.5.3 Defining Food Authenticity	18
	2.5.4 Defining Atmospherics Authenticity	19
	2.5.5 Defining Service Employee Authenticity	20
	2.6 Perceived Value	21
	2.7 Customer Satisfaction	22
	2.8 Behavioural Intentions	23
	2.9 Customer Familiarity	23
	2.9.1 Definition	23
	2.9.2 The Role of Familiarity at Ethnic Restaurants	24
	2.10 Theory of Self-Regulation	25

2.11	Hypotheses Development	26
2.11.1	Perceived Authenticity and Perceived Value	26
2.11.2	Perceived Authenticity, Customer Satisfaction, and Behavioural Intentions	27
2.11.3	Perceived Value, Customer Satisfaction, and Behavioural Intentions	29
2.11.4	Customer Satisfaction and Behavioural Intentions	30
2.11.5	The Mediating Role of Perceived Value	31
2.11.6	The Mediating Role of Customer Satisfaction	32
2.11.7	The Moderating Effect of Familiarity	34
2.12	Conceptual Framework	38
3	METHODOLOGY	41
3.1	Introduction	41
3.2	Research Design	41
3.3	Research Approach	42
3.4	Research Instrument	42
3.5	Pilot Study	43
3.6	Reliability and Validity of Pilot Study	45
3.7	Survey Instrument Refinement	46
3.8	Sampling and Justification for Sample Size	49
3.9	Data Collection	50
3.10	Response Rate	51
3.11	Structural Equation Modeling (SEM)	52
3.12	Data Screening	53
3.12.1	Missing Data	54
3.12.2	Distributional Normality Testing	56
3.12.3	Bootstrapping as Remedy to Non-normality	57
3.12.4	Outliers	57
3.12.5	Heteroscedasticity	58
3.12.6	Linearity Analysis	59
3.12.7	Multicollinearity	60
3.12.8	Common Method Variance	60
3.13	Development of Measurement Model	61
3.14	Measurement Model Validity	63
3.14.1	Model Fit Measures	63
3.14.2	Construct Validity	65
3.14.3	Convergent Validity	65
3.14.4	Discriminant Validity	66
3.14.5	Nomological Validity	66
3.14.6	Model Diagnostics	67
4	RESULTS AND DISCUSSION	69

4.1	Introduction	69
4.2	Demographic Profile	69
4.3	Dining Characteristics	73
4.4	Examination of Measurement Model	75
4.4.1	Examination of Measurement Model (CFA1)	75
4.4.2	Modification of Measurement Model (CFA1)	79
4.4.3	Measurement Model: First Respecification (CFA2)	80
4.4.4	Measurement Model: Second Respecification (CFA3)	85
4.4.5	Measurement Model: Third Respecification (CFA4)	89
4.5	Specification of Structural Model	93
4.6	Assessment of Structural Model Validity	94
4.7	Examination of Mediation Effects	104
4.8	Mediation Effect of Perceived Value	105
4.9	Mediation Effect of Customer Satisfaction	106
4.10	Examination of Moderation Effect of Familiarity	108
5	SUMMARY, CONCLUSION AND RECOMMENDATIONS FOR FUTURE RESEARCH	122
5.1	Introduction	122
5.2	Summary of Findings	122
5.3	Theoretical Implications	123
5.4	Managerial Implications	124
5.5	Limitations and Recommendations for Future Research	131
	REFERENCES	134
	APPENDICES	163
	BIODATA OF STUDENT	222
	LIST OF PUBLICATIONS	223

LIST OF TABLES

Table	Page
1.1 Top 15 countries sources of visitors to Melaka	2
2.1 Notable studies on authenticity at ethnic restaurants in the United States	28
2.2 Studies with perceived value as mediator	31
2.3 Studies with customer satisfaction as mediator	33
3.1 Summary of response rate for the pilot study	44
3.2 Ranges of Cronbach's alpha coefficient	45
3.3 Cronbach's alpha for the measured constructs	45
3.4 Finalised measurement items	47
3.5 Summary of response rate for the final study	52
3.6 Distributional of missing values by variables	55
3.7 Distribution of missing values by case	55
3.8 Results of Breusch-Pagan and Koenker Tests	59
3.9 Summary acceptable threshold values	65
4.1 Demographic profile of respondents ($n = 336$)	69
4.2 Dining characteristics of respondents ($n = 336$)	73
4.3 Estimates for measurement model of CFA1	76
4.4 Factor correlations and squared correlation estimates for the measurement model of CFA1	78
4.5 Discriminant validity estimates of CFA1	78
4.6 Modifications made to the initial measurement model of CFA1	80
4.7 Estimates for measurement model of CFA2	81
4.8 Factor correlations and squared correlation estimates for the measurement model of CFA2	83
4.9 Discriminant validity measures of CFA2	83
4.10 Modifications made to the initial measurement model of CFA2	84
4.11 Estimates for measurement model of CFA3	85
4.12 Factor correlations and squared correlation estimates for the measurement model of CFA3	86
4.13 Discriminant validity estimates of CFA3	87
4.14 Modification indices pertaining to measurement model of CFA3	88
4.15 Estimates for measurement model of CFA4	90
4.16 Factor correlations and squared correlation estimates for the measurement model of CFA4	91
4.17 Discriminant validity estimates of CFA4	92
4.18 Comparison of fit indices between the four CFAs	92
4.19 Comparison of fit indices between CFA and structural model	94
4.20 Coefficient of determination (R^2) of endogenous variables	95
4.21 Results of hypothesis testings	103
4.22 Effects size (f^2)	104
4.23 Standardised indirect effects of perceived	105

	authenticity dimensions on customer satisfaction and behavioural intentions	
4.24	Standardised indirect effects of perceived authenticity dimensions and perceived value on behavioural intentions	107
4.25	Invariance tests for low and high familiarity groups	110
4.26	Comparison of path coefficients	117
4.27	Summary of test results for the research hypotheses	119



LIST OF FIGURES

Figure		Page
2.1	Framework of self-regulatory process	25
2.2	Overview of conceptual model	39
3.1	Overview of questionnaire translation process	44
3.2	Specification for the measurement model of CFA1	62
4.1	Specification for the structural model	93
4.2	Results of structural equation model	103
4.3	Structural results for the low familiarity group	118
4.4	Structural results for the high familiarity group	118

LIST OF ABBREVIATIONS

AA	Atmospherics Authenticity
AFD	Asymptotic Distribution-Free Estimator
AMOS	Analysis of Moment Structures
AVE	Average Variance Extracted
BC	Bias-Corrected
BIs	Behavioural Intentions
CI	Confidence Interval
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMV	Common Method Variance
CR	Composite Reliability
CS	Customer Satisfaction
EM	Expectation-Maximisation Algorithm
EPC	Expected Parameter Change
FA	Food Authenticity
FIML	Full Information Maximum Likelihood
GH	Gamma Hat
GOF	Goodness-of-Fit
LB	Lower Bound
LV/LVs	Latent Variable/Latent Variables
MI/MIs	Modification Index/Modification Indices
MLE	Maximum Likelihood Estimation
MVA	Missing Value Analysis
OV/OVs	Observed Variable/Observed Variables
PV	Perceived Value
RMSEA	Root Mean Square Error of Approximation
SEA	Service Employee Authenticity
SEM	Structural Equation Modeling
SIE	Standardised Indirect Effect
SPSS	Statistical Package for the Social Sciences
SQ	Service Quality
SR/SRs	Standardised Residual/Standardised Residuals
SRMR	Standardised Root Mean Square Residual
UB	Upper Bound
VIF	Variance-Inflation Factor

LIST OF SYMBOLS

α	Cronbach's Alpha
β	Standardised Coefficient
D^2	Mahalanobis Distance
df	Degrees of Freedom
f^2	Effect Size
Δ	Increment of Change
n	Sample Size
ns	Not Statistically Significant
p_{BS}	Bootstrapping p -Value
r	Correlation Coefficient
r^2	Squared Correlation Estimate
R^2	Coefficient of Determination
t	Student's t Distribution
χ^2	Chi-Square(d)
χ^2/df	Relative Chi-Square
$A \leftrightarrow B$	Correlation
$A \rightarrow B$	Effect of A on B
$A \leftarrow B$	Effect of B on A



CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides a brief background of Nyonya restaurants in Melaka and the current issues that they are facing. The gaps which are not adequately addressed by past research are covered in the problem statements of this chapter. The chapter also discusses research objectives, scope and significance of the study, outline of the thesis, and operational definitions of the concepts which are central to the research.

1.2 Background of the Study

On 8th July 2008, Melaka was declared as a UNESCO World Heritage Site. The award is bestowed on Melaka owing to the singular blend of local and foreign heritages which among them are *Peranakan*, Portuguese, Dutch, and British. *Peranakan* is a community descended from the earliest Chinese immigrants who came to the Malay Archipelago, married the natives, and emulated the local way of life. The early history of *Peranakan* settlement entitles the people to embody the genuine local heritage of Melaka (Leong, 1997). Although the community is still striving to preserve their distinct identity, the localised *Peranakan* culture bears a significant role in the heritage representation of Melaka (Worden, 2010).

By means of cultural borrowing and innovation, *Peranakans* succeeded in adapting the Chinese food to its local surroundings, thus bringing the Nyonya cuisine into existence. The cuisine is in a distinctive gastronomic realm all of its own - with specific and subtle nuances of tastes and flavours. The prefix 'Nyonya' is used to denote that the cuisine was a creation of the *Peranakan* womenfolk (Tan, 2007). The cuisine has gained considerable fame in the international scene through the Penang asam laksa, Malaysia's sole entry into CNN International food survey where it was ranked seventh in the list of world's fifty most delicious foods (Cheung, 2011).

The recognition of Melaka by the world will unquestionably increase the value of the state and spur surge in tourist arrivals. Currently, tourism is a big revenue contributor to the economy of Melaka. In 2015, the state attracted 15.737 million domestic and international tourists. The majority of them were from Asian nations such as Singapore, China, and Indonesia (Data Asas

Negeri Melaka, 2015). Tourist arrivals augmented by 704,829 or 4.69% in 2015 compared to the 15.032 million tourists during the same corresponding period in 2014.

Table 1.1: Top 15 countries sources of visitors to Melaka

Country	2014	2015
Malaysia (domestic)	10,846,706	11,270,392
Singapore	1,272,190	1,471,048
China	750,101	879,050
Indonesia	486,536	591,324
Taiwan	135,532	137,490
Japan	145,438	129,753
Vietnam	125,675	111,573
Hong Kong	96,288	104,354
Thailand	79,117	91,614
South Korea	62,454	61,138
Australia	49,881	58,155
United Kingdom	32,942	40,487
The Netherlands	8,186	34,268
United States of America	25,899	28,555
France	20,965	28,238
Germany	25,170	27,278

Due to the escalating number of tourists and the expanding tourism industry, the role of Malaysia's gastronomy is becoming more prominent than ever. Over the years, the recognition of culinary tourism has amplified and it is seen as a valuable asset that tourism sector has to offer. Even though there are instances in which tourists are wary of the local food or even find them repugnant, the cuisine remains a critical and competitive advantage for Malaysia's destinations (Cohen & Avieli, 2004). As a result, restaurants in Melaka thrive continuously to serve a growingly diverse customer base of local and foreign travellers with a distinctive culinary experience.

Commodification of Nyonya cuisine began in the 1980s. Since then, Nyonya restaurants have been increasing at a steady pace. The restaurants in Melaka are frequented by both local and foreign visitors owing to the fact that the cuisine is synonymous with Melaka. The rise in arrival of tourists with every passing year has significantly aided in the proliferation of Nyonya restaurants which is imperative to culinary tourism (Jalis, 2017). Based on a thorough information search using food and travel websites like Malaysia Most Wanted Food, FoodAdvisor, and TripAdvisor, the total number of Nyonya restaurants and cafés was estimated to be around 200 and they are concentrated in Melaka (50), Penang (30), Kuala Lumpur (34), and Selangor (58).

From the total, there are around 20 Nyonya restaurants which adhere to halal standards and half of them can be found in Melaka. The non-halal character of these Nyonya restaurants means that their customers are primarily non-Muslims. It is noteworthy to mention that more than half (61.3%) of the population in Malaysia are Muslims based on the statistics provided by Department of Statistics Malaysia (2011). Therefore, the number of prospective customers is restricted to local Chinese, Indians, minority groups, as well as foreign visitors.

In the past, Nyonya cuisine is a culinary tour de force which is confined within the boundaries of Nyonya households and their communities. The cuisine requires extensive gastronomic skills and long preparation hours. Thus, it seems to be an unlikely candidate for restaurant production. In spite of the fact, Nyonya fares manage to break out of its domestic periphery owing to their resourceful creators. The growth of Nyonya establishments marks the transition of Nyonya cuisine into commercialisation. This also means that the role of the food has changed from being a main cultural aspect of celebrations and a symbol of wealth into a mean to propagate a fading culture (Luebe & Hanafi, 2014).

Nyonya restaurants can in some ways assist in the government's endeavour to promote tourism through proper strategy and execution. According to Chatzopoulou, Gordon, and Kuznesof (2016), these restaurants are capable of functioning as cultural ambassadors by providing native food, among other things, to expose inexperienced tourists to their local culture and people. In this time and age, tourists and local connoisseurs are widely known for their endless quests in seeking uniqueness through dining experiences. As mentioned by Chatzopoulou et al. (2016), ethnic restaurants (i.e., restaurants that offer food of ethnic minority groups rather than that of the majority) are the second most influential embodiment of a foreign culture after mass media. Therefore, Nyonya restaurants can act as a perfect vassal in arousing interest in the *Peranakan* food culture.

Besides the point that ethnic restaurants provide an excellent environment to learn different cultures, the dishes may also offer recipe ideas for food aficionados who become acquainted with the cuisine and attempt to produce it in ordinary households. Moreover, a few Nyonya restaurants in Malaysia have taken the initiatives to conduct cooking classes to satisfy the curiosities of local or foreign tourists alike. In the diverse culinary world, it is not difficult for food to diffuse through the porous borders (Alvera, 2013) and bridge cultural barriers. Food can therefore epitomise culture in a sort of way.

Although more and more Nyonya restaurants are slowly paving their way into other states such as Johor and Perak, they are facing tough competition from the larger mainstream ethnic restaurant segment (e.g., Malay, Chinese, Indian,

and Mamak restaurants). Moreover, the trend of globalisation has caused an influx of foreign ethnic restaurants (e.g., Thai, Arab, Korean, Japanese, and Italian). Appadurai (1996) deduced that the increment of foreign restaurants in Malaysia has changed the customers' consumption decision, causing restaurant business to become progressively competitive. Indeed, globalisation has increasingly exposed people to a wide range of ethnic cuisines, leading them to develop a penchant for experimenting with diverse ethnic flavours. Moreover, fast-food restaurants chains offer value meals which can pose a challenge to the pricier Nyonya restaurants.

Nevertheless, authenticity of the cuisine sold at ethnic restaurants will permit customers to experience and perhaps even to relate with the 'true foreignness' of an ethnic group (Lu & Fine, 1995). Many researchers (e.g., Ebster & Guist, 2004; Lu & Fine, 1995; Molz, 2004) have agreed that authenticity is an attribute appreciated by customers and that it can be evaluated from different aspects of a restaurant (i.e., food, atmospherics). Hence, it is not surprising that Mohammad and Chan (2011) alleged that the concern for authenticity within a certain social context has multiplied over the last decades and the vigorous pursuit of authenticity is considered one of the major trends in tourism.

1.3 Problem Statements

Despite the charm of Nyonya cuisine, it is still rather obscure in the international culinary scene as people who are in search for exciting new tastes have somewhat failed to notice it (Chen, 2015). Therefore, there is a huge potential for the cuisine to be marketed to the mass with focus on the cuisine's authenticity. Customers consider authenticity as a priceless attribute as it exemplifies the unique characteristics of a culture which are tantamount to ethnic restaurants. According to Potter (2010), the interest in authenticity is one of the most compelling movements in modern-day life and accordingly, it has a profound effect on consumer behaviour. Thus, the prime motivation of this study is to determine if greater perceived authenticity in Nyonya restaurants leads to more positive behaviours among customers.

In general, researches on the marketing aspects of Nyonya restaurants in Melaka are rare, if not non-existent. Also, in spite of the prominence of authenticity as a competitive advantage, studies on the impact of customers' perceived authenticity on their dining experience in the ethnic restaurant context are scant and they were mostly conducted abroad (i.e., typically on Chinese and Korean restaurants in the United States). Moreover, most researches on dining experience use fundamental restaurant attributes (e.g., service quality) as their main focus (Jang, Liu, & Namkung, 2011; Jang, Ha, & Park, 2012).

Few studies have demonstrated that perceived authenticity did have a certain impact on customers' post-dining responses (Jang et al., 2012; Liu & Jang, 2009a, 2009b). Nevertheless, the effects of authenticity studied were mainly concerned about food and atmospherics factors and rarely on human factor; and more often than that, the aspects were tested independently (Jang et al., 2011, Wang & Matilla, 2013). In response to these problems, this research attempted to probe the concurrent effects of the three aspects of customers' perceived authenticity on their post-consumption behaviours. These behaviours refer to behaviours that arise after the consumption of the product or service, namely perceived value, customer satisfaction, and behavioural intentions (Tsotsou & Wirtz, 2011).

Relationships between the four critical service management variables, specifically perceived quality, perceived value, satisfaction, and behavioural intentions were widely studied in various hospitality and tourism settings: airlines, cruise, hotel, golf, and leisure and cultural tourism (Chen & Chen, 2010; Hutchinson, Lai, & Wang, 2009; Oh, 1999; Petrick, 2004a). Nevertheless, limited efforts have been spent to explore the interconnected relationships among these four constructs with emphasis on perceived authenticity which is useful in broadening the current understanding of consumer behaviour in ethnic restaurants. Also, little research has considered both perceived value and customer satisfaction as mediators (Han & Ryu, 2009).

Moreover, the literature on quality and post-consumption behaviour evaluations appears to have disregarded the likelihood that customers might take past dining experiences into consideration before making their post-dining evaluations (Söderlund, 2002). The author has also noted that researches on past experiences are likely to disregard the equally crucial post-consumption evaluations. According to Belk (1975), situational factors can greatly affect customers' intentions towards diverse services. Various researchers (e.g., Meiselman, 1996; Lim & Razzaque, 1997) have also established that dining situation is a crucial but much neglected compartment in comprehending restaurant consumer behaviour. Therefore, it is not startling that relatively few restaurant studies have addressed the issue of how familiarity levels affect post-consumption evaluation processes (Bowden, 2009).

In response, Namkung and Jang (2009) have indirectly recommended that a thorough examination of familiarity as a moderator is highly required. Besides, Bitner (1992) has implied that the strength and direction of the linkages between customers' cognitive/emotional responses, and their ensuing behaviours, were moderated by situational factors. Based on these arguments, the role of familiarity in Nyonya restaurants was addressed in this study as customers' authenticity perceptions and their post-consumption behaviours could vary with familiarity.

When contemplating perceived value, satisfaction, and behavioural intentions as consequences of perceived authenticity, there are possibilities that the interrelationships among the concepts may differ across familiarity levels due to the different framework of reference for evaluations (Ha & Jang, 2010). In low familiarity customers, their evaluations are less critical or extreme due to their rudimentary cognitive structures (e.g., beliefs about product attributes).

As their familiarity increase, they begin to develop more complex and refined cognitive structures following a snowballing number of product-related experiences (Alba & Hutchinson, 1987). Sequentially, these structures enable consumers to process product-related stimuli more effectively when they come across the products in the future (Owens & Hausknecht, 2007). Given this rationale, it is possible that familiarity – one of the most powerful situation factors (Bitner, 1992) can affect customers' post-consumption behaviours towards a restaurant. As the manner in which familiarity and authenticity interact to alter consumer behaviour is still unclear, this study aimed to bridge the gap by investigating how the interactions between the dimensions of perceived authenticity and familiarity levels of customers affect customers' post-consumption behaviours.

1.4 Research Objectives

General Objective

The research aimed to answer the question of how restaurateurs can improve post-consumption behaviour among customers through perceived authenticity. To allow the restaurateurs to be capable of making more informed decisions, various aspects of perceived authenticity were utilised. Self-regulation theory was employed to explore the links between perceived authenticity aspects and different post-consumption behaviours; namely perceived value, customer satisfaction, and behavioural intentions.

Specific Objectives

In order to realise the general objective, this study specifically investigate the following:

1. The relationships between dimensions of perceived authenticity (i.e., food authenticity, atmospherics authenticity, and service employee authenticity) and post-consumption behaviours (i.e., perceived value, customer satisfaction, and behavioural intentions) at Nyonya restaurants.
2. The mediating role of perceived value in the relationships between perceived authenticity dimensions, customer satisfaction, and behavioural intentions.

3. The mediating role of customer satisfaction in the relationships between perceived authenticity dimensions, perceived value, and behavioural intentions.
4. The moderating role of familiarity in the relationships between dimensions of perceived authenticity, perceived value, customer satisfaction, and behavioural intentions at Nyonya restaurants.

1.5 Scope of the Study

Using Bagozzi's (1992) theory of self-regulation, the purpose of this study was to relate the aspects of perceived authenticity to behavioural intentions for customers at Nyonya restaurants in Melaka, as mediated by perceived value and customer satisfaction and moderated by familiarity. The independent variable, perceived authenticity would be generally defined as customers' subjective evaluation of authenticity based on the food, atmospherics, and service employees of the Nyonya restaurants.

The dependent variable, behavioural intentions would be defined as customers' intents towards the Nyonya restaurants in the future. The first mediator, perceived value is defined customers' overall assessment of the net worth of their dining experience at the Nyonya restaurants based on their perceptions of the restaurant quality received and the money paid. Customer satisfaction, the second mediator is the customers' level of affective fulfillment with the dining experience at the Nyonya restaurants. Lastly, the moderator familiarity would be defined as customers' perceived amount of knowledge concerning the Nyonya restaurants.

1.6 Significance of the Study

The findings of this current study have key contributions that would be of interest to academicians of food service and hospitality management, managers and restaurateurs of Nyonya restaurants, and the *Peranakan* culture. This study is vital as it adds insights into the current body of knowledge relating to the experiences of Nyonya restaurants' customers. This study could contribute meaningfully to academics in three ways. Firstly, literature on hospitality management has largely considered service quality as an indispensable antecedent of post-consumption responses. Thus, this study intended to enrich the literature by substituting the quality construct with perceived authenticity in the framework proposed by Cronin, Brady, and Hult (2000). That being said, the interrelationships between perceived authenticity, perceived value, satisfaction, and behavioural intentions could be investigated.

Since experiences with Nyonya restaurants can assist in engaging tourists more actively with the destination (i.e., Melaka), a conceptual framework which incorporates all the aforementioned concepts could present an improved understanding of the patrons' behaviours in Nyonya restaurant setting. In addition to that, this research studied the role of familiarity as moderator. Investigating this moderator would be very beneficial towards attaining a more profound comprehension of how the relationships between perceived authenticity and post-consumption behaviours differed between familiar and unfamiliar customers of Nyonya restaurants.

Thirdly, a considerable amount of hospitality studies adopted a Western-oriented outlook. Accordingly, the researches were conducted at the ethnic restaurants of the Western world which are highly developed and turning mainstream. The findings of this study were therefore anticipated to enhance the dining knowledge as well as culinary tourism experiences in the context of emerging local ethnic restaurants, principally Nyonya restaurants. Nyonya cuisine is still very much a regional cuisine and not very widespread throughout Malaysia.

As the efforts to study the effects of authenticity by researchers in a local context were minimal, a study that highlighted perceived authenticity of customers could offer effective operational and marketing approaches for Nyonya restaurants, increasing their probability of success. At present, Melaka is progressively implementing marketing strategies to promote its tourism. Thus, the findings of this current study are expected to assist restaurateurs, state tourism office, and government tourism agencies by offering meaningful understandings of consumer behaviour so that they can devise culinary tourism stratagems on a market-driven basis. Subsequently, Melaka could compete more effectively with other culinary destinations in Malaysia by offering memorable dining experiences to visitors.

Last but not least, authenticity of Nyonya cuisine is an important aspect in the preservation of the nation's culinary heritage and the *Peranakan* culture. However, increasing commoditisation in cultural products could in one way or another diminish authenticity as they are contrived to please customers. This study therefore intended to demonstrate that perceived level of authenticity of Nyonya restaurants' qualities were relevant in enhancing visitor's experience by acquainting customers to the region and the *Peranakan* culture as well as its heritage.

In a way, this study attempted to portray the importance of sustaining a cultural heritage which is an indispensable tool for tourism product differentiation (Cuccia & Cellini, 2007) in the hope that restaurateurs can present the *Peranakan* cuisine without compromising its authenticity. This effort can then leverage this food heritage and culinary assets to an international scale,

revitalising Nyonya cuisine and bringing increased recognition to the cuisine, and perhaps even assisting in positioning Melaka as a culturally distinctive destination.

1.7 Outline of the Thesis

This study consists of five chapters. A literature review is presented in Chapter 2, alongside the hypotheses related to the conceptual model employed in the research. Chapter 3 explains the methodology and is followed by the presentation of the results and analysis as well as the discussion of the results in Chapter 4. The last section, Chapter 5 summarises the study, addresses both theoretical and managerial implications, highlights the limitations of the research, and finally offers recommendations for future research.

1.8 Operational Definition

Food Authenticity: Customers' subjective evaluation of authenticity based on the food presentation, taste of the food, side dishes/accompaniments and cooking methods at the Nyonya restaurants.

Atmospherics Authenticity: Customers' subjective evaluation of authenticity based on the external appearance, interior design, furnishings, table settings, decorations, and menu design of the Nyonya restaurants.

Service Employee Authenticity: Customers' subjective assessment of authenticity based on the attributes of the service employee, namely their spoken language, their attire, and their background at the Nyonya restaurants.

Perceived Value: Customers' overall assessment of the net worth of their dining experience at the Nyonya restaurants based on their perceptions of the restaurant quality received and the money paid.

Customer Satisfaction: Customers' level of affective fulfillment with the dining experience at the Nyonya restaurants.

Behavioural Intentions: Customers' intents towards the Nyonya restaurants in the future, specifically their plans to return, recommend to family and friends, intentions to frequent, spread positive word-of-mouth, and willingness to pay more.

REFERENCES

- Acock, A. C., & Washburn, I. (2013). Quantitative methods for family science. In G. W. Peterson & K. R. Bush (Eds.), *Handbook of Marriage and the Family* (pp. 275-302). New York, NY: Springer.
- Adedokun, O. A. O., & Mustapha, I. O (2015). Perceived role of garnishing and colouring in food service and food presentation by students of tertiary presentations. *International Journal of Development Research*, 5(7), 5136-5139. Retrieved December 11, 2017, from <http://www.journalijdr.com/sites/default/files/issue-pdf/3585.pdf>
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behaviour*. Englewood Cliffs, NJ: Prentice-Hall.
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of consumer research*, 13(4), 411-454. <https://doi.org/10.1086/209080>
- Albright, J. J., & Park, H. M. (2009). *Confirmatory factor analysis using Amos, LISREL, Mplus, and SAS/STAT CALIS*. Working Paper. The University Information Technology Services (UITs) Center for Statistical and Mathematical Computing, Indiana University. Retrieved October 3, 2016, from <http://www.indiana.edu/~statmath/stat/all/cfa/index.html>
- Allen, A. (2012). Promote a restaurant: 10 tactics for driving food and beverage sales. Retrieved June 22, 2017, from <http://aaronallen.com/blog/restaurant-promotions/promote-a-restaurant-10-tactics-for-driving-f-and-b-sales>
- Al-Tit, A. A. (2015). The effect of service and food quality on customer satisfaction and hence customer retention. *Asian Social Science*, 11(23), 129-139. doi: 10.5539/ass.v11n23p129
- Alvera, P. (2013). Ethnic food: The other in ourselves. In D. Sanderson, M. Crouch (Eds.), *Food: Expressions and impressions* (pp. 45-46). Oxford, England: Inter-Disciplinary Press.
- Andaleeb, S. S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of Services Marketing*, 20(1), 3-11. doi: 10.1108/08876040610646536
- Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing science*, 12(2), 125-143. doi: 10.1287/mksc.12.2.125

- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, 103(3), 411-422. <http://dx.doi.org/10.1037/0033-2909.103.3.411>
- Andimarjoko, P. (2014). *The importance and effects of authenticity: A study on Indonesian and Thai restaurants* (Masters' Thesis). Retrieved October 31, 2016, from https://www.academia.edu/5824416/universitas_indonesi_a_title_page_the_importance_and_effects_of_authenticity_a_study_on_indonesian_and_thai_restaurants_in_prague
- Andreassen, T. W., & Lindestad, B. (1998). Customer loyalty and complex services: the impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise. *International Journal of Service Industry Management*, 9(1), 7-23. doi: 10.1108/09564239810199923
- Appadurai, A. (1986). Introduction: commodities and the politics of value. In A. Appadurai (Ed.), *The social life of things: Commodities in cultural perspective* (pp. 3-63). Cambridge, England: Cambridge University Press.
- Appadurai, A. (1996). *Modernity at large: Cultural dimensions of modernity*. Minneapolis, MN: University of Minnesota Press.
- Arbuckle, J. L. (2006). Amos (Version 7.0) [Computer Program]. Chicago: SPSS.
- Awang, Z. H. (2012). *A handbook on SEM: Structural equation modeling* (4th ed.). Kuala Lumpur, Malaysia: Centre for Graduate Studies, University Teknologi MARA Kelantan.
- Ayoub, K. (2014, January 22). It's all about authenticity. *Flavour & the menu*. Retrieved June 23, 2017, from <https://www.getflavor.com/its-all-about-authenticity-2>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behaviour. Englewood Cliffs, NJ: Prentice-Hall.
- Babakus, E., & Boller, G. (1992). An empirical assessment of the SERVQUAL Scale. *Journal of Business Research*, 24(3), 253-268. doi: 10.1016/0148-2963(92)90022-4
- Bagozzi, R. P. (1992). The self-regulation of attitudes, intentions, and behavior. *Social Psychology*, 22, 453-474. doi: 10.2307/2786945

- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94. doi: 10.1007/BF02723327
- Bagozzi, P. R., & Yi, Y. (2012). Specification, evaluation, and interpretation of structural equation models. *Academy of Marketing Science*, 40, 8-34. <http://dx.doi.org/10.1007/s11747-011-0278-x>
- Baker, D. A., & Crompton, J. I. (2000). Quality, satisfaction, and behavioural intentions. *Annals of Tourism Research*, 27(3), 785-804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- Baker, T. L. (1994). *Doing social research* (2nd ed.). New York, NY: McGraw-Hill Inc.
- Baloglu, S. (2001). Image variations of Turkey by familiarity index: Informational and experiential dimensions. *Tourism Management*, 22(2), 127-133. doi: 10.1016/S0261-5177(00)00049-2
- Baloglu, S., & McCleary, K.W. (1999). U.S. international pleasure travelers' images of four Mediterranean destinations: a comparison of visitors and non-visitors. *Journal of Travel Research*, 38(2), 144-152. doi: 10.1177/00472875990380207
- Barrett, P. (2007). Structural equation modelling: Adjudging model fit. *Personality and Individual Differences*, 42(5), 815-824. doi: 10.1016/j.paid.2006.09.018
- Barsky, J. D. (1992). Customer satisfaction in the hotel industry: Meaning and measurement. *Hospitality Research Journal*, 16(1), 51-73. doi: 10.1177/109634809201600105
- Baudrillard, J. (1983). *Simulations*. New York, NY: Semiotext[e] Inc.
- Belk, R. W. (1975). Situational variables and consumer behavior. *Journal of Consumer Research*, 2(3), 157-164. <https://doi.org/10.1086/208627>
- Bentler, P. M. (2005). *EQS structural equations program manual*. Encino, CA: Multivariate Software, Inc.
- Beretvas, S. N., Whittaker, T. A., & Stafford, R. E. (2014). Statistical modeling methods. In E. Emmer & E. J. Sabornie (Eds.), *Handbook of classroom management* (2nd ed., pp. 531-532). New York, NY: Routledge.
- Bitner, M. J. (1992). Servicescapes: the impact of physical surroundings on customers and employees. *Journal of Marketing*, 56, 57-71. doi: 10.2307/1252042

- Blunch, N. J. (2008). *Introduction to structural equation modelling using SPSS and Amos*. London, England: SAGE.
- Bollen, K. A., & Stine, R. (1992). Bootstrapping goodness of fit measures in structural equation models. *Sociological Methods and Research*, 21(2), 205-229. doi: 10.1177/0049124192021002004
- Bolton, L. E., Warlop, L., & Alba, J. W. (2003). Consumer perceptions of price (un)fairness. *Journal of Consumer Research*, 29(4), 474-492. doi: 10.1086/346244
- Boltyenkov, A. (2014). *A healthcare economic policy for hearing impairment*. Wiesbaden, Germany: Springer Fachmedien.
- Boomsma, A. (2000). Reporting analyses of covariance structures. *Structural Equation Modeling*, 7(3), 461-483. http://dx.doi.org/10.1207/S15328007SEM0703_6
- Bowden, J. L.-H. (2009) The Process of Customer Engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63-74. doi:10.2753/MTP1069-6679170105
- Boyne, S. (2012). *Leadership and motivation in hospitality* (Doctoral dissertation). Retrieved October 20, 2016, from http://eprints.bournemouth.ac.uk/20767/1/Boyne,Steven%20PhD%20Thesis%202012_.pdf
- Brissenden, R. (2007). *Southeast Asian food: classic and modern dishes from Indonesia, Malaysia, Singapore, Thailand, Laos, Cambodia and Vietnam*. Singapore: Periplus Editions.
- Brown, T. A. (2006). *Confirmatory factor analysis for applied research*. New York, NY: The Guildford Press.
- Brown, T. A. (2015). *Confirmatory factor analysis for applied research* (2nd ed.). New York, NY: The Guildford Press.
- Browne, M. W., & Cudeck, R. (1993). Alternative ways of assessing model fit. In K. A. Bollen & J. S. Long (Eds.), *Testing Structural Equation Models* (pp. 136). Beverly Hills, CA: Sage.
- Brunner, T. A., Stöcklin, M., & Opwis, K. (2008). Satisfaction, image and loyalty: new versus experienced customers. *European Journal of Marketing*, 42(9/10), 1095-1105. doi: 10.1108/03090560810891163
- Bryant, B. E., & Cha, J. (1996). Crossing the threshold. *Marketing Research*, 8 (4), 20-28. Retrieved May 24, 2017, from <https://search.proquest.com/docview/202672681?accountid=27932>

- Byrne, B. M. (2010). *Structural equation modeling with Amos: Basic concepts, applications, and programming* (2nd ed.). New York, NY: Routledge.
- Byrne, B. M. (2013). *Structural equation modeling with EQS: Basic concepts, applications, and programming*. New York, NY: Routledge.
- Cahill, D. L. (2006). *Customer loyalty in third party logistics relationships: Findings from studies in Germany and the USA*. New York, NY: Physical-Verlag Heidelberg.
- Cahill, J. (2017). *Making a difference in marketing: The foundation of competitive advantage*. Oxon, England: Routledge.
- Cai, Y. (2012). *Understanding employers' perceptions of international graduates: An investigation of the employment prospects of Finnish-educated Chinese graduates in Finnish companies operating in China*. Finland: Tampere University Press.
- Carroll, G. R., & Wheaton, D. R. (2009). The organizational construction of authenticity: An examination of contemporary food and dining in the U.S. *Research in Organizational Behaviour*, 29, 255-282. doi: 10.1016/j.riob.2009.06.003
- Caruana, A., Money, A. H., & Berthon, P. R. (2000). Service quality and satisfaction-the moderating role of value. *European Journal of Marketing*, 34(11/12), 1338-1353. <http://dx.doi.org/10.1108/03090560010764432>
- Chatzopoulou, E., Gordon, M., & Kuznesof, S. (2016, June). *Defining food authenticity: An efficient promotion of ethnic restaurants* [Powerpoint slides]. Paper presented at EURAM 2016 Manageable Cooperation? Paris, France. Retrieved October 13, 2016, from <http://www.slide share.net/elenachatzopoulou/defining-food-authenticity-an-efficient-promotion-for-ethnic-restaurants-euram-2016>
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29-35. doi:10.1016/j.tourman. 2009.02.008
- Chen, E. (2015, March 13). Peranakan cuisine: Devouring Singapore's original fusion food [Blog Post]. Retrieved January 2, 2016, from <http://travel.cnn.com/getting-know-singapores-oldest-fusion-cuisine-187406/>
- Cheung, G. W., & Rensvold, R. B. (2002). Evaluating goodness-of-fit indexes for testing measurement invariance. *Structural equation modeling*, 9(2), 233-255. http://dx.doi.org/10.1207/S15328007SEM0902_5
- Cheung, T. (2011, September 7). Your pick: World's 50 best foods. *CNN Travel*. Retrieved December 22, 2016, from <http://travel.cnn.com/explorations/eat/readers-choice-worlds-50-most-delicious-foods-012321/>

- Chhabra, D. (2005). Defining authenticity and its determinants: Toward an authenticity flow model. *Journal of Travel Research*, 44(1), 64-73. doi: 10.1177/0047287505276592
- Chua, B. H., & Rajah, A. (2001). Hybridity, ethnicity and food in Singapore. In D. Y. H. Wu & C. B. Tan (Eds.), *Changing Chinese Foodways in Asia*. New Territories, Hong Kong: The Chinese University Press.
- Chua, B. L., Lee, S., Goh, B., & Han, H. (2015). Impacts of cruise service quality and price on vacationers' cruise experience: Moderating role of price sensitivity. *International Journal of Hospitality Management*, 44, 131-145. doi: 10.1016/j.ijhm.2014.10.012
- Clow, K. E., Kurtz, D. L., & Ozment, J. (1998). A longitudinal study of the stability of consumer expectations of services. *Journal of Business Research*, 42(1), 63-73. doi: 10.1016/S0148-2963(97)00098-2
- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of tourism research*, 15(3), 371-386. doi: 10.1016/0160-7383(88)90028-X
- Cohen, E., & Avieli, N. (2004). Food in tourism: Attraction and impediment. *Annals of tourism Research*, 31(4), 755-778. doi:10.1016/j.annals.2004.02.
- Collins, N. (2016). The ideal marketer is an authentic marketer. In C. Campbell & J. Z. J. Ma (Eds.), *Looking forward, looking back: Drawing on the past to shape the future of marketing*, Paper presented at Proceedings of the 16th Biennial World Marketing Congress, Melbourne (pp. 37). Cham, Switzerland: Springer International Publishing.
- Collis, J., & Hussey, R. (2003). *Business research: A practical guide for postgraduate and undergraduate students*. New York, NY: Palgrave Macmillan.
- Cooper, D. R. & Schindler, P. S. (2008). *Business research methods* (10th ed.). New York, NY: McGraw-Hill/Irwin.
- Creswell, J. W. (1994). *Research design: Qualitative and quantitative approaches*. Thousand Oaks, CA: Sage Publications Ltd.
- Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches* (3rd ed.). Thousand Oaks, CA: Sage Publications Ltd.
- Crompton, J. L., & Love, L. L. (1995). The predictive validity of alternative approaches to evaluating quality of a festival. *Journal of Travel Research*, 34(1), 11-24. doi: 10.1177/004728759503400102

- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193-218. doi: 10.1016/S0022-4359(00)00028-2
- Cuccia, T., & Cellini, R. (2007). Is cultural heritage really important for tourists? A contingent rating study. *Applied Economics*, 39(2), 261-271. doi: 10.1080/00036840500427981
- Data Asas Negeri Melaka (2015). *Bilangan ketibaan pelancong mengikut negara*. Retrieved December 22, 2016 from <http://www.melaka.gov.my/ms/media/penerbitan/data-asas/data-asas-2015/lampiran-da2015/dataasas2015.pdf>
- DeBono, K. G., & Harnish, R. J. (1988). Source expertise, source attractiveness, and the processing of persuasive information: A functional approach. *Journal of Personality and social Psychology*, 55(4), 541-546. Retrieved June 21, 2017, from https://www.researchgate.net/profile/Rich_Ard_Harnish/publication/232562339_Source_Expertise_Source_Attractiveness_and_the_Processing_of_Persuasive_Information_A_Functional_Approach/links/569646b808aea2d743742c6f/Source-Expertise-Source-Attractiveness-and-the-Processing-of-Persuasive-Information-A-Functional-Approach.pdf
- Deere, K. (2015, February 6). Baba Nyonya cuisine: 6 dishes you need to try in Malaysia. *Rough Guides*. Retrieved December 1, 2016, from <https://www.roughguides.com/article/baba-nyonya-peranakan/>
- DeJesus, J., & Tian, R. G. (2004). Understanding cultural factors in food consumption: An experiential case study of consumers at an ethnic restaurant. *High Plains Applied Anthropologist*, 1, 27-40. Retrieved December 24, 2016, from <http://www.hpsfaa.org/Resources/Documents/AppliedAnthropologist-2004/spring2004/Understanding%20Cultural%20Factors%20in%20Food%20Consumption.pdf>
- Department of Statistics Malaysia (2011). *Population distribution and basic demographic characteristic report 2010 (Updated: 05/08/2011)*. Retrieved May 23, 2017, from <https://www.dosm.gov.my/v1/index.php?>
- Desai, K. K., & Hoyer, W. D. (2000). Descriptive characteristics of memory-based consideration sets: influence of usage occasion frequency and usage location familiarity. *Journal of Consumer Research*, 27(3), 309-323. <https://doi.org/10.1086/317587>
- Diamantopoulos, A., & Siguaw, J. A. (2000). *Introducing LISREL: A guide for the uninitiated*. London, England: Sage Publications Ltd.
- Dilorio, C. K. (2006). *Measurement in health behavior: Methods for research and evaluation*. San Francisco, CA: John Wiley & Sons.

- Djatinugroho, A. D. M., Destiamand, A. H., & Yana, D. (2014). Aplikasi motif fauna budaya Peranakans pada tableware menggunakan teknik sgraffito dengan perwarna engobe. *Jurnal Tingkat Sarjana Bidang Seni rupa dan Desain*, 1, 1–9 [In Indonesian]
- Dube, L., & Morgan, M. S. (1996). Trend effects and gender differences in retrospective judgments of consumption emotions. *Journal of Consumer Research*, 23(2), 156-162. doi: 10.1086/209474
- Ebster, C., & Guist, I. (2004). The role of authenticity in ethnic theme restaurants. *Journal of Foodservice Business Research*, 7(2), 41–52. http://dx.doi.org/10.1300/J369v07n02_04
- Eco, U. (1986). *Travels in Hyperreality*. London, England: Picador.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1990). *Consumer Behavior* (6th ed.). Hinsdale, IL: Dryden.
- Engeset, M. G., & Elvekrok, I. (2015). Authentic concepts: Effects on tourist satisfaction. *Journal of Travel Research*, 54(4), 456-466. doi: 10.1177/0047287514522876
- Fan, X., & Sivo, S. A. (2007). Sensitivity of fit indices to model misspecification and model types. *Multivariate Behavioral Research*, 42(3), 509-529. <http://dx.doi.org/10.1080/00273170701382864>
- Fan, X., Thompson, B., & Wang, L. (1999). Effects of sample size, estimation methods, and model specification on structural equation modeling fit indexes. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 56-83. doi: 10.1080/10705519909540119
- Fang, A., & Zeng, W. (2015, June). *It looks pretty from a distance? The role of familiarity in food perceived authenticity*. Paper presented at 2011 12th International Conference on Service Systems and Service Management (ICSSSM), Tianjin, China. Retrieved May 21, 2016, from <http://ieeexplore.ieee.org/document/7170257/>
- Fidell, L. S., & Tabachnick, B. G. (2003). Preparatory data analysis. In J. A. Schinka & W. F. Velicer (Eds.), *Handbook of psychology, research methods in psychology* (pp. 115-142). Hoboken, NJ: John Wiley & Sons, Inc.
- Field, A. (2005). *Discovering statistics with SPSS*. London, England: Sage Publications Ltd.
- Field, A., Miles, J., & Field, Z. (2012). *Discovering statistics using R*. London, England: Sage Publications Ltd.

- Fischler, C. (1988). Food, self, and identity. *Social Science Information*, 27(2), 275-292. doi: 10.1177/053901888027002005
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.
- Fishburn, P. C. (1968). Utility theory. *Management Science*, 14(5), 335-378. doi:10.1287/mnsc.14.5.335
- Fonvielle, W. (1997). How to know what customers really want. *Training & Development*, 51(9), 40-44. Retrieved September 2, 2016, from <http://connection.ebscohost.com/c/articles/9710010441/how-know-what-customers-really-want>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50. doi: 10.2307/3151312
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. (1996). The American customer satisfaction index: Nature, purpose and findings. *Journal of Marketing*, 60, 7-18. doi: 10.2307/1251898
- Furrer, O., Liu, B. S.-C., & Sudharshan, D. (2000). The relationships between cul-ture and service quality perceptions: basis for cross-cultural market segmentation and resource allocation. *Journal of Service Research*, 2(4), 355-371. Retrieved June 12, 2017, from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.610.3025&rep=rep1&type=pdf>
- Gallagher, M. W., & Brown, T. A. (2013). Introduction to confirmatory factor analysis and structural equation modelling. In T. Teo (Ed.), *Handbook of quantitative methods for educational research* (pp. 289-291). Rotterdam, The Netherlands: Sense Publishers.
- Garson, G. D. (2012). *Testing statistical assumptions*. Retrieved March 3, 2017, from <http://www.statisticalassociates.com/assumptions.pdf>
- Garson, G. D. (2013). *Factor analysis*. Asheboro, NC: Statistical Associates Publishers.
- Gefen, D., Straub, D., & Boudreau, M. C. (2000). Structural equation modeling and regression: Guidelines for research practice. *Communications of the Association for Information Systems*, 4(1), 1-77. Retrieved November 23, 2016, from http://uicphdmis.pbworks.com/w/file/fetch/53275542/Structural%20Equation%20Modeling%20and%20Regression_Guidelines%20for%20Research%20Practice.pdf
- George, D., & Mallery, P. (2003). *Using SPSS for Windows step by step: A simple guide and reference, 11.0 Update*. Boston, MA: Allyn and Bacon.

- George, R. T. (2009). Dining Chinese: A consumer subgroup comparison. *Journal of Restaurant & Foodservice Marketing*, 4(2), 67–86. http://dx.doi.org/10.1300/J061v04n02_04
- Getty, J. M., & Thompson, K. N. (1994). The relationship between quality, satisfaction, and recommending behavior in lodging decision. *Journal of Hospitality and Leisure Marketing*, 2(3), 3–22. doi: 10.1300/J150v02n03_02
- Gliner, J. A., Morgan, G. A., & Leech, N. L. (2010). *Research methods in applied settings: An integrated approach to design and analysis* (2nd ed.). New York, NY: Taylor and Francis Group.
- Glynn, M. & Woodside, A. G. (2009). *Business-to-business brand management*. Bingley, England: JAI Press.
- Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions. *The Journal of Marketing*, 46-59. doi: 10.2307/1252160
- Ha, J., & Jang, S. (2010). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. *International Journal of Hospitality Management*, 29(1), 2–13. <http://dx.doi.org/10.1016/j.ijhm.2009.03.009>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis: A global perspective* (7th ed.). Upper Saddle River, NJ: Pearson Education Inc.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (1998). *Multivariate data analysis* (5th ed.). Upper Saddle River, NJ: Pearson Education Inc.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (6th ed.). Upper Saddle River, NJ: Pearson Education Inc.
- Hair, J. F., Celsi, M. W., Money, A. H., Samouel, P., & Page, M. J. (2015). *Essential of business research method* (2nd ed.). Armonk, NY: M. E. Sharpe, Inc.
- Hall, H. (2013). A unique blend: How a surge in the Chinese population influenced Singaporean-Malay cuisine. *Oi Vietnam*. Retrieved June 8, 2016, from <http://oivietnam.com/download-oi-magazine/>

- Hallak, R., & Assaker, G. (2017). Using partial least squares structural equation modelling (PLS-Sem) in tourism research. In M. Uysal, Z. Schwartz, & E. Sirakaya-Turk (Eds.), *Management Science in Hospitality and Tourism: Theory, practice, and applications* (pp. 110-111). Warentown, NJ: Apple Academic Press Toronto.
- Hamzah, H., Karim, M. S., Othman, M., & Hamzah, A. (2013). Dimensions of authenticity in Malay cuisine from experts' perspectives. *Academic Journal of Interdisciplinary Studies*, 2(3), 369-377. doi:10.5901/ajis.2013.v2n3p369
- Han, H. (2005). *The impact of emotion on the formation of customers' repeat visit intentions in the lodging industry* (Master's thesis, Kansas State University, Manhattan, Kansas). Retrieved April 17, 2017, from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.330.5803&rep=rep1&type=pdf>
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality and Tourism Research*, 33, 487-510. doi: 10.1177/1096348009344212
- Hanks, L., Line, N., & Kim, W. G. (2017). The impact of the social servicescape, density and restaurant type on perceptions of interpersonal service quality. *International Journal of Hospitality Management*, 61, 35-44. <http://dx.doi.org/10.1016/j.ijhm.2016.10.009>
- Hapsari, R., Clemes, M., & Dean, D. (2016). The mediating role of perceived value on the relationship between service quality and customer satisfaction: Evidence from Indonesian airline passengers. *Procedia Economics and Finance*, 35, 388-395. [https://doi.org/10.1016/S2212-5671\(16\)00048-4](https://doi.org/10.1016/S2212-5671(16)00048-4)
- Harman, H. H. (1976). *Modern factor analysis*. Chicago, IL: University of Chicago Press.
- Haroun, M. I., Zahari, M. S. M., Zain, N. A. M., & Zulkifly, M. I. (2016). Pork free restaurants: Halal knowledge of the operators. In S. M. Radzi, M. H. M., Hanafiah, N. Sumarjan, Z. Mohi, D. Sukyadi, K. Suryadi & P. Purnawarman (Eds.), *Heritage, culture and society: Research agenda and best practices in the hospitality and tourism industry* (pp. 671-681). Leiden, The Netherlands: CRC Press/Balkema.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37, 1762-1800. <http://dx.doi.org/10.1108/0309056090560310495456>

- Heung, V. C., & Ngai, E. W. (2008). The mediating effects of perceived value and customer satisfaction on customer loyalty in the Chinese restaurant setting. *Journal of Quality Assurance in Hospitality & Tourism*, 9(2), 85-107. doi: 10.1080/15280080802235441
- Ho, R. (2013). *Handbook of univariate and multivariate data analysis with IBM SPSS*. Boca Raton, FL: CRC Press.
- Hooper, D., Coughlan, J., & Mullen, M. (2008). Structural equation modelling: Guidelines for determining model fit. *Electronic Journal of Business Research Methods*, 6(1), 53-60. Retrieved January 5, 2016, from <http://arrow.dit.ie/cgi/viewcontent.cgi?article=1001&context=buschmanart>
- Hoyle, R. H. (2000). Confirmatory factor analysis. In H. E. A. Tinsley & S. D. Brown (Eds.), *Handbook of applied multivariate statistics and mathematical modeling* (pp. 465-497). Waltham, MA: Academic Press.
- Hoyle, R. H. (Ed.). (2012). *Handbook of structural equation modeling*. New York, NY: Guilford Press.
- Hu, C., & Wang, Y.-H. (2010). *Bootstrapping in Amos*. Retrieved November 9, 2016 from www3.nccu.edu.tw/~changya/SEMworkshop/Amos_bootstraping_20100630.pdf
- Hu, H. H., Kandampully, J., & Juwaheer, T. D. (2009). Relationships and impacts of service quality, perceived value, customer satisfaction, and image: an empirical study. *The Service Industries Journal*, 29(2), 111-125. doi: 10.1080/02642060802292932
- Hu, Y., & Ritchie, J. B. (1993). Measuring destination attractiveness: A contextual approach. *Journal of Travel Research*, 32(2), 25-34. doi: 10.1177/004728759303200204
- Hussin, H. (2014). Bridging the past and the present through food heritage among Peranakan Chinese of the Straits of Malacca. *Jati*, 19(December), 218-230. Retrieved July 22, 2015, from <http://e-journal.um.edu.my/public/article-view.php?id=7114>
- Hutton, W. (2007). *Singapore food*. Singapore: Marshall Cavendish.
- Hutchinson, J., Lai, F., & Wang, Y. (2009). Understanding the relationships of quality, value, equity, satisfaction, and behavioral intentions among golf travelers. *Tourism Management*, 30(2), 298-308. doi: 10.1016/j.tourman.2008.07.010
- Hutton, W. (2007). *Singapore food*. Singapore: Marshall Cavendish.

- Jackson, D. L. (2003). Revisiting sample size and number of parameter estimates: Some support for the $N:q$ hypothesis. *Structural Equation Modeling*, 10, 128-141. doi: 10.1207/S15328007SEM1001_6
- Jalis, M. H. (2017, February 17). *Food tourism is food for thought*. New Straits Times. Retrieved April 4, 2017, from <https://www.nst.com.my/news/2017/02/213103/food-tourism-food-thought>
- Jang, S. C. S., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism Management*, 28(2), 580-590. <http://dx.doi.org/10.1016/j.tourman.2006.04.024>
- Jang, S. C. S., Ha, A., & Silkes, C. (2009). Perceived attributes of Asian foods. From the perspective of the American customer. *International Journal of Hospitality Management*, 28(1), 63–70. doi: 10.1016/j.ijhm.2008.03.007
- Jang, S. C. S., Ha, J., & Park, K. (2012). Effects of ethnic authenticity: Investigating Korean restaurant customers in the US. *International Journal of Hospitality Management*, 31(3), 990-1003. doi: 10.1016/j.ijhm.2011.12.003
- Jang, S. C. S., Liu, Y-h., & Namkung, Y. (2011). Effect of authentic atmospherics in ethnic restaurants: Investigating Chinese restaurants, *International Journal of Contemporary Hospitality Management*, 23(5), 662 – 680. <http://dx.doi.org/10.1108/095961111111143395>
- Johnson, E. J., & Russo, J. E. (1984). Product familiarity and learning new information. *Journal of Consumer Research*, 11(1), 542-550. <https://doi.org/10.1086/208990>
- Jöreskog, K. G. (1971). Simultaneous factor analysis in several populations. *Psychometrika*, 36(4), 409-426. doi: 10.1007/BF02291366
- Jöreskog, K. G., & Sörbom D. (1988). *PRELIS: A program for multivariate data screening and data summarization – A preprocessor for LISREL*. Mooresville, NC: Scientific Software, Inc.
- Karim, M. S., Chua, B. L., Aman, R., Othman, M., & Salleh, H. (2011). *Food image, satisfaction and behavioral intentions: The case of Malaysia's Portuguese cuisine*. Retrieved April 26, 2015, from http://scholarworks.umass.edu/refereed/ICHRIE_2011/Friday/13/
- Kerstetter, D., & Cho, M-H. (2004). Prior knowledge, credibility and information search. *Annals of Tourism Research*, 31(4), 961-985. <http://dx.doi.org/10.1016/j.annals.2004.04.002>

- Kim, H. J., Lee, C. K., Kim, M. J., & Ryu, K. (2011). Restaurant healthy food quality, perceived value, and revisit intention: Testing a moderating role of green customers in South Korea. *International CHRIE Conference-Refereed Track*. Paper 5. Retrieved December 22, 2016, from http://scholarworks.umass.edu/refereed/ICHRIE_2011/Friday/5
- Kim, H. J., Park, J., Kim, M. J., & Ryu, K. (2013). Does perceived restaurant food healthiness matter? Its influence on value, satisfaction and revisit intentions in restaurant operations in South Korea. *International Journal of Hospitality Management*, 33, 397-405. <https://doi.org/10.1016/j.ijhm.2012.10.010>
- Kim, J.-H., & Jang, S. C. S. (2016). Determinants of authentic experiences: An extended Gilmore and Pine model for ethnic restaurants. *International Journal of Contemporary Hospitality Management*, 28(10), 2247-2266. <https://doi.org/10.1108/IJCHM-06-2015-0284>
- Kivela, J. Inbakaran, R., & Reece, J. (1999). Consumer research in the restaurant environment, Part 1: A conceptual model of dining satisfaction and return patronage. *International Journal of Contemporary Hospitality Management*, 11(5), 205-222. doi: 10.1108/09596110010304984
- Kline, R. B. (2005). *Principles and practice of structural equation modeling* (2nd ed.). New York, NY: Guilford Press.
- Kline, R. B. (2015). *Principles and practice of structural equation modeling* (4th ed.). New York, NY: Guilford Press.
- Kolar, T., & Zabkar, V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing?. *Tourism Management*, 31(5), 652-664. doi: 10.1016/j.tourman.2009.07.010
- Kotler, P. (1973). Atmospherics as a marketing tool. *Journal of Retailing*, 49(4), 48-64. Retrieved May 25, 2016, from https://www.researchgate.net/profile/Philip_Kotler/publication/239435_Atmospherics_as_a_Marketing_Tool/links/5509bd440cf26198a63994c7/Atmospherics-as-a-Marketing-Tool.pdf
- Kovács, B., Carroll, G. R., & Lehman, D. W. (2012). *Value and categories in socially constructed authenticity: Empirical tests from on-line restaurant reviews*. Unpublished manuscript.
- Kraemer, T., & Gouthier, M. H. J. (2014). How organizational pride and emotional exhaustion explain turnover intentions in call centers: A multi-group analysis with gender and organizational tenure. *Journal of Service Management*, 25(1), 125-148. <http://dx.doi.org/10.1108/JOSM-07-2013-0173>

- Kuo, N. T., Chang, K. C., Cheng, K. S., & Lai, C. H. (2011). The impact of service quality, customer satisfaction and loyalty in the restaurant industry: Moderating effect of perceived value. *Proceedings of the 2011 IEEE ICQR*, 551-555. doi: 10.1109/ICQR.2011.6031600
- Lacey, R. (2015). Relationship marketing tools: Understanding the value of loyalty programs. In R. M. Morgan, J. T. Parish & G. Deitz (Eds.), *Handbook on research in relationship marketing* (pp. 113). Cheltenham, England: Edgar Edward Publishing.
- Lancaster, K. (1971). *Consumer demand: A new approach*. New York, NY: Columbia University Press.
- Langgat, J., Md Zahari, M.S., Yasin, M.S. & Mansur, N. A. (2011, January). *The alteration of Sarawak ethnic natives' food: It's impact to Sarawak state tourism*. Paper presented at 2nd International Conference on Business and Economic Research (2nd ICBER 2011), Langkawi, Malaysia. doi: 10.13140/2.1.4639.5686
- Lankoski, L. (2000). Determinants of environmental profit: An analysis of the firm-level relationship between environmental performance and economic performance (Doctoral dissertation, Helsinki University of Technology). Retrieved December 12, 2017, from <http://lib.tkk.fi/Diss/2000/isbn9512280574/isbn9512280574.pdf>
- Lee, K., Conklin, M., Cranage, D. A., & Lee, S. (2014). The role of perceived corporate social responsibility on providing healthful foods and nutrition information with health-consciousness as a moderator. *International Journal of Hospitality Management*, 37, 29-37. <http://dx.doi.org/10.1016/j.ijhm.2013.10>
- Lee, P., & Chen, J. (1998). *Rumah Baba: Life in a Peranakan house*. Singapore: National Heritage Board, Singapore History Museum.
- Lee, S. K. (2008). The Peranakans Baba Nyonya culture: Resurgence or disappearance? *SARI: Jurna Alam dan Tamadun Melayu*, 26, 161-170. Retrieved May 22, 2015, from <http://www.google.com/url?url=http://library1.utem.edu.my/e-melaka/koleksi%2520melaka/geografi/Peranakan>
- Lee, Y. K., Park, K. H., Park, D. W., Lee, K. A., & Kwon, Y. J. (2005). The relative impact of service quality on service value, customer satisfaction and customer loyalty in Korean family restaurant context. *International Journal of Hospitality & Tourism Administration*, 6(1), 27-51. doi: 10.1300/J149v06n01_03
- Lego, C. K., Wodo, N. T., McFee, S. L. & Solomon, M. R. (2002). A thirst for the real thing in themed retail environment. *Journal of Foodservice Business Research*, 5(2), 61-74. <http://dx.doi.org/10.1300/J369v05n02>

- Lei, P. W., & Wu, Q. (2007). Introduction to structural equation modeling: Issues and practical considerations. *Educational Measurement: Issues and Practice*, 26(3), 33-43. doi: 10.1111/j.1745-3992.2007.00099.x
- Leon, J. J., Ruch, L. O., Brown, W. C., & Johnson, T. E. (2003). *Survey research: In-person, mail, telephone and web methods*. Honolulu, HI: Streamline Surveys, Inc.
- Leong, W. T. (1997). Commodifying ethnicity. In M. Picard & R. E. Wood (Eds.), *Tourism, ethnicity, and the state in Asian and pacific societies* (pp. 89). Honolulu: University of Hawai'i Press.
- Lewin, K. (1938). *The conceptual representation and the measurement of psychological forces*. Durham, NC: Duke University Press.
- Li, X., Cheng, C-k., Kim, H., & Petrick, J. F. (2008). A systematic comparison of first-time repeat visitors via two-phase online survey. *Tourism Management*, 29(2), 278-293. doi: 10.1016/j.tourman.2007.03.010
- Li, X., Shen, H., & Wen, H. (2016). a study on tourists perceived authenticity towards experience quality and behavior intention of cultural heritage in Macao. *International Journal of Marketing Studies*, 8(4), 117-124. doi:10.5539/ijms.v8n4p117
- Liljander, V., & Strandvik, T. (1995). The relation between service quality, satisfaction and intentions. In P. Kunst & J. Lemmink (Eds.), *Managing service quality* (pp. 45-63). London, England: Paul Chaoman.
- Lim, G. S. (2003). *Gateway to Peranakan culture*. Singapore: Asiapac Books.
- Lim, K. S., & Razzaque, M. A. (1997). Brand loyalty and situational effects: An interactionist perspective. *Journal of International Consumer Marketing*, 9(4), 95-115. doi: 10.1300/J046v09n04_06
- Lim, S., & Melville, N. P. (2009). Robustness of structural equation modeling to distributional misspecification: Empirical evidence & research guidelines. Retrieved March 11, 2017, from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1375251
- Lin, C-H., & Wang, W-C. (2012) Effects of authenticity perception, hedonics, and perceived value on ceramic souvenir-repurchasing intention. *Journal of Travel & Tourism Marketing*, 29(8), 779-795. doi: 10.1080/10548408.2012.730941
- Little, R. J. (1988). A test of missing completely at random for multivariate data with missing values. *Journal of the American Statistical Association*, 83(404), 1198-1202. doi: 10.2307/2290157

- Littrell, M. A., Anderson, L.F., & Brown, P. J. (1993). What makes a craft souvenir authentic? *Annals of Tourism Research*, 20(1), 197–215. doi: 10.1016/0160-7383(93)90118-M
- Liu, Y., & Jang, S. (2009a). Perceptions of Chinese restaurants in the U. S.: What affects customer satisfaction and behavioral intention? *International Journal of Hospitality Management*, 28(3), 338-348. doi: 10.1016/j.ijhm.2008.10.008
- Liu, Y., & Jang, S. (2009b). The effects of dining atmospherics: an extended Mehrabian–Russell model. *International Journal of Hospitality Management*, 28(4), 494–503. doi: 10.1016/j.ijhm.2009.01.002.
- Lu, C. C. A., Gursoy, D., & Lu, Y. C. (2015). Authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants. *International Journal of Hospitality Management*, 50, 36–45. doi: 10.1016/j.ijhm.2015.07.008
- Lu, S., & Fine, G.A. (1995). The presence of ethnic authenticity: Chinese food as social accomplishment. *The Sociological Quarterly*, 36(3), 535-553. Retrieved March 24, 2016, from http://s3.amazonaws.com/academia.edu.documents/43477814/Chinese_Food.pdf?
- Luebe, D., & Hanafi, H. (2014). Between cultural and commercial: A case study of Nyonya food in Malacca. *Journal of Maritime Geopolitics and Culture*, 5(1), 1-3. Retrieved February 12, 2016, from https://umexpert.um.edu.my/file/publication/00003907_115314.pdf
- Lundberg, E., Rzasnicki, V., & Söderlund, M. (2000). *Customer familiarity and its effects on expectations, performance perceptions, and satisfaction: A longitudinal study*. (SSE/EFI Working Paper Series in Business Administration No. 2000:3). Stockholm, Sweden: Center for Consumer Marketing, Stockholm School of Economics.
- Mak, A. H., Lumbers, M., & Eves, A. (2012). Globalisation and food consumption in tourism. *Annals of Tourism Research*, 39(1), 171-196. doi: 10.1016/j.annals.2011.05.010
- Malaysia Most Wanted Food (2016). *Restaurants in Malaysia*. Retrieved December 24, 2016, from <http://food.malaysiamostwanted.com/search?>
- Malhotra, N. (2010). *Marketing research: An applied approach* (6th ed.). Upper Saddle River, NJ: Pearson Education.
- Malik, S. U. (2012). Customer satisfaction, perceived service quality and mediating role of perceived value. *International Journal of Marketing Studies*, 49(1), 68-76. <http://dx.doi.org/10.5539/ijms.v4n1p68>

- Marcoulides, G. A., & Schumacker, R. E. (2013). *Advanced structural equation modeling: Issues and techniques*. New York, NY: Psychology Press.
- Mattila, A. S., & Wirtz, J. (2001). Congruency of scent and music as a driver of in-store evaluations and behaviour. *Journal of Retailing*, 77(2), 273-289.
- McDonald, R. P., & Ho, M. H. R. (2002). Principles and practice in reporting structural equation analyses. *Psychological Methods*, 7(1), 64-82. doi: 10.1037//1082-989X.7.1.64
- McDougall G. H. G., & Levesque, T. (2000). Customer satisfaction with services: Putting perceived value into the equation. *Journal of Services Marketing*, 14(5), 392-410. doi: 10.1108/08876040010340937
- McIvor, R. (2005). *The outsourcing process: Strategies for evaluation and management*. New York, NY: Cambridge University Press.
- McNaughton, R. B., Osborne, P., & Imrie, B. C. (2002). Market-oriented value creation in service firms. *European Journal of Marketing*, 36(9/10), 990-1002. doi: 10.1108/03090560210437299
- Meiselman, H. L. (1996). The contextual basis for food acceptance, food choice, and food intake: The food, the situation and the individual. In H. L. Meiselman & H. H. MacFie (Eds.), *Food choice, acceptance, and consumption* (pp. 239-263). New York, NY: Blackie Academic & Professional.
- Milfont, T. L., & Fischer, R. (2015). Testing measurement invariance across groups: Applications in cross-cultural research. *International Journal of Psychological Research*, 3(1), 111-130. <http://dx.doi.org/10.21500/20112>
- Miller, R., & Brewer, J. (2003). *The AZ of social research*. Thousand Oaks, CA: Sage.
- Modi, P. (2014). Market orientation in nonprofit organizations: Innovativeness, resource scarcity. In S. Wright (Ed.), *Competitive intelligence, analysis and strategy: Creating organisational agility* (pp. 201). Oxon, England: Routledge.
- Mohammad, T., & Chan, J. K. L (2011, July). *Authenticity representation of Malay Kelantan ethnic cuisine*. Paper presented at the 2nd International Research Symposium in Service Management, Yogyakarta, Indonesia. Retrieved June 3, 2016, from https://www.researchgate.net/publication/267994430_Authenticity_Representation_of_Malay_Kelantan_Ethnic
- Molz, J. G. (2004). Tasting an imagined Thailand: Authenticity and culinary tourism in Thai restaurants. In L. M. Long (Ed.), *Culinary tourism* (pp. 53-75). Lexington, KY: The University Press of Kentucky.

- Moreno, R. R., Molina, C. M., & Roldan, J. L. (2012). Familiarity and experience in tourist satisfaction and loyalty development. In R. H. Tsiotso & R. E. Goldsmith (Eds.), *Strategic Marketing in Tourism Services* (pp. 185-202). Bingley, England: Emerald Group Publishing Limited.
- Morthy, S., Ratchford, B. T., & Talukdar, D. (1997). Consumer information search revisited: Theory and empirical analysis. *Consumer Research*, 23(4), 263-277. doi: 10.1086/209482
- Muthén, B. (2011, August 20). Mplus discussion: Confirmatory factor analysis – Modification indices [Blog post]. Retrieved March 31, 2017 from <http://www.statmodel.com/discussion/messages/9/153.html?1457176945>
- Nam, J-H., & Lee, T. J. (2011). Foreign travelers' satisfaction with traditional Korean restaurants. *International Journal of Hospitality Management*, 30(4), 982-989. doi:10.1016/j.ijhm.2011.02.006
- Namkung, Y., & Jang, S. S. (2007). Does food quality really matter in restaurant? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality and Tourism Research*, 31(3), 387–410. doi: 10.1177/1096348007299924
- Namkung, Y., & Jang, S. S. (2009). The effects of interactional fairness on satisfaction and behavioral intentions: Mature versus non-mature customers. *International Journal of Hospitality Management*, 28(3), 397-405. doi: 10.1016/j.ijhm.2008.11.001
- Netemeyer, R. G., Bearden, W. O., & Sharma, S. (2003). *Scaling procedures: Issues and applications*. Thousand Oaks, CA: Sage Publications.
- Neuman, W. L. (2006). *Social research methods: Qualitative and quantitative approaches* (6th ed.). Boston, MA: Allyn and Bacon.
- Nevitt, J., & Hancock, G. R. (2001). Performance of bootstrapping approaches to model test statistics and parameter standard error estimation in structural equation modeling. *Structural Equation Modeling: A Multidisciplinary Journal*, 8, 353–377. <http://dx.doi.org/10.1207/S1532800>
- Newsom, J. T. (2017). *Improper solutions in SEM*. Retrieved May 25, 2016, from http://web.pdx.edu/~newsomj/semclass/ho_improper.pdf
- Nitiwanakul, W. (2014). A comparative study of customer perceived value as a driver for fine dining restaurant selection: a case of Thai consumers and expatriates. *AU Journal of Management*, 12(1), 1-13. Retrieved January 23, 2017, from http://www.aulibrary.au.edu/multim1/ABAC_Pub/AU-Journal-of-Management/v12-n1-1.pdf

- Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). New York, NY: McGraw-Hill.
- Oh, H. (1999). Service quality, customer satisfaction, and customer value: A holistic perspective. *International Journal of Hospitality Management*, 18(1), 67-82. [https://doi.org/10.1016/S0278-4319\(98\)0004](https://doi.org/10.1016/S0278-4319(98)0004)
- Oh, H. (2000). The effect of brand class, brand awareness, and price on customer value and behavioral intentions. *Journal of Hospitality & Tourism Research*, 24(2), 136–162. doi: 10.1177/109634800002400202
- Ojugo, C. (2010). *Practical food and beverage cost control* (2nd ed.). Clifton Park, NY: Delmar Cengage Learning.
- Oliver, R. L. (1977). Effect of expectation and disconfirmation on postexposure product evaluations: An alternative interpretation. *Journal of Applied Psychology*, 62(4), 480. <http://dx.doi.org/10.1037/0021-9010.62.4.480>
- Oliver, R. L. (1981). Measurement and evaluation of satisfaction process in retail setting. *Journal of Retailing*, 57, 25–48. Retrieved January 12, 2016, from <https://www.researchgate.net/publication/240484467>
- Oliver, R. L. (1993). Cognitive, affective and attribute bases of the satisfaction response. *Journal of Consumer Research*, 20(3), 418-430. <https://doi.org/10.1086/209358>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 33-44. doi: 10.2307/1252099
- Olmedo, E. (2015). *Identity at work: Ethnicity, food and power in Malaysian hospitality industry*. Singapore: Springer Science+Business Media.
- Ong, H. (2010). *Penang Peranakans cuisine* [Brochure]. Penang, Malaysia: Penang State Tourism Development and Culture.
- Ooi, C. S., & Lai, S. (2014). Creative heritage: Melaka and its past. In L. Marques & G. Richards (Eds.), *Creative districts around the world* (pp. 163-170). Breda, The Netherlands: CELTH / NHTV.
- Ostrom, A. & Iacobucci, D. (1995). Consumer trade-offs and the evaluation of services. *The Journal of Marketing*, 17-28. doi: 10.2307/1252011
- Ottensbacher, M. C., Harrington, R. J., & Treuter, A. (2017). The impact of music's volume and tempo on dining consumers' behaviours and perceptions of quality. In S. K. Dixit (Ed.), *The Routledge handbook of consumer behaviour in hospitality and tourism*. New York. NY: Routledge.

- Ouellette, J. A., & Wood, W. (1998). Habit and intention in everyday life: The multiple processes by which past behavior predicts future behavior. *Psychological Bulletin*, 124(1), 54. doi: 10.1037/0033-2909.124.1.54
- Overby, J. W., & Lee, E. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(10/11), 1160- 1166. doi: 10.1016/j.jbusres.2006
- Owens, D. L., & Hausknecht, D. R. (2007). *Marketing in the 21st century: Integrated marketing communication* (Vol. 4). London, England: Praeger Perspectives.
- Parsa, H. G., Self, J. T., Njite, D., & King, T. (2005). Why restaurants fail. *Cornell Hotel and Restaurant Administration Quarterly*, 46(3), 304-322. doi:10.1177/0010880405275598
- Pallant, J. (2011). *SPSS survival manual: A step by step guide to data analysis using SPSS* (4th ed.). Crows Nest, New South Wales: Allen & Unwin.
- Patterson, P. G., & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination. *International Journal of Service Industry management*, 8(5), 414-434. doi: 10.1108/0956423971018983
- Pearce, P. L. (2005). *Tourist behaviour: Themes and conceptual schemes*. Clevedon, England: Channel View Publications.
- Pearce, P. L. (2006). The value of a benchmarking approach for assessing service quality satisfaction in environmental tourism. In B. Prideaux, G. Moscardo & E. Laws (Eds.), *Managing tourism and hospitality services: Theory and international applications*. Wallingford, England: CAB International.
- Pearce, P. L., & Moscardo, G. M. (1986). The concept of authenticity in tourist experiences. *Journal of Sociology*, 22(1), 121-132. <https://doi.org/10.1177/144078338602200107>
- Peterson, R. A., & Kim, Y. (2013). On the relationship between coefficient alpha and composite reliability. *Journal of Applied Psychology*, 98(1), 194-198. doi: 10.1037/a0030767
- Petrack, J. F. (2004a). The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions. *Journal of Travel Research*, 42(4), 397-407. doi: 10.1177/0047287504263037
- Petrack, J. F. (2004b). First timers' and repeaters' perceived value. *Journal of Travel Research*, 43(1), 29-38. doi: 10.1177/0047287504265509

- Phillips, D. M., & Baumgartner, H. (2002). The role of consumption emotions in the satisfaction response. *Journal of Consumer Psychology*, 12(3), 243-252. doi: 10.2307/1480628
- Pillsbury, R. (1998). *No foreign food: the American diet in time and place*. Boulder, CO: Westview Press, Inc.
- Podsakoff, P. M., & Organ, D. W. (1986). Self-reports in organizational research: Problems and prospects. *Journal of Management*, 12(4), 531-544. doi:10.1177/014920638601200408
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903. doi: 10.1037/0021-9010.88.5.879
- Potter, A. (2010). *The authenticity hoax*. New York, NY: Harper-Collins.
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40(3), 879-891. doi: 10.3758/BRM.40.3.879
- Promes, M. (2016). *Change management and organizational learning in a new working environment: A longitudinal and mixed methods research design*. Munich, Germany: Herbert Utz Verlag GmbH.
- Rao, A. R., & Monroe, K. B. (1989). The effect of price, brand name, and store name on buyers' perceptions of product quality: An integrative review. *Journal of Marketing Research*, 26(August), 351-357.
- Ray, A. (2015, January 22). Food plating: The art of food presentation [Blog post]. Retrieved December 14, 2016, from <https://www.artinstitutes.edu/about/blog/food-plating-the-art-of-food-presentation>
- Raykov, T. (1998). Coefficient alpha and composite reliability with interrelated nonhomogeneous items. *Applied Psychological Measurement*, 22(4), 375-385. doi: 10.1177/014662169802200407
- Raykov, T., & Marcoulides, G. A. (2006). *A first course in structural equation modeling* (2nd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.
- Reichheld, F. F. (1996). *The loyalty effect*. Boston, MA: Harvard Business School Press.
- Revilla, G., & Dodd, T. H. (2003). Authenticity perceptions of Talavera pottery. *Journal of Travel Research*, 42(1), 94-99. doi: 10.1177/004728750325

- Riddle, D. (1992). Leveraging cultural factors in international service delivery. *Advances in Services Marketing and Management*, 1(1), 297-322.
- Rodgers, W., Negash, S., & Suk, K. (2005). The moderating effect of on-line experience on the antecedents consequences of on-line satisfaction. *Psychology and Marketing*, 22(4), 313-331. doi: 10.1002/mar.20061
- Rose, R. L., & Wood, S. L. (2005). Paradox and the consumption of authenticity through reality television. *Journal of consumer research*, 32(2), 284-296. <https://doi.org/10.1086/432238>
- Rose, S., Spinks, N., & Canhoto, A. I. (2015). *Management research: Applying the principles*. Oxon, England: Routledge.
- Ryu, K., & Han, H. (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-casual restaurants: Moderating role of perceived price. *Journal of Hospitality & Tourism Research*, 34(3), 310-329. doi: 10.1177/1096348009350624
- Ryu, K., & Jang, S. (2008). DINESCAPE: A scale for customers' perception of dining environments. *Journal of Foodservice Business Research*, 11(1), 2-22. <https://doi.org/10.1080/15378020801926551>
- Ryu, K., Han, H., & Kim, T. H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27(3), 459-469. doi: 10.1016/j.ijhm.2007.11.001
- Ryu, K., Lee, H.-R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200 – 223. <https://doi.org/10.1108/09596111211206141>
- Saunders, M., Lewis, P., & Thornhill, A. (2007). *Research methods for business students* (4th ed.). Harlow, Essex, England: Prentice Hall.
- Saunders, M., Lewis, P., & Thornhill, A. (2012). *Research methods for business students* (6th ed.). Harlow, Essex, England: Prentice Hall.
- Schumacker, R. E., & Lomax, R. G. (2004). *A beginner's guide to structural equation modelling* (2nd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.
- Schumann, J. H. (2009). *The impact of culture on relationship marketing in international services: A target group-specific analysis in the context of banking services*. Wiesbaden, Germany: Gabler.

- Sekaran, U. (2003). *Research methods for business: A skill-building approach* (4th ed.). New York, NY: Wiley.
- Seo, S., Kim, O. Y., Oh, S., & Yun, N. (2013). Influence of informational and experiential familiarity on image of local foods. *International Journal of Hospitality Management*, 34, 295-308. doi :10.1016/j.ijhm.2013.04.008
- Shehryar, O., & Hunt, D. M. (2005). Buyer behavior and procedural fairness in pricing: Exploring the moderating role of product familiarity. *Journal of Product & Brand Management*, 14(4), 271-276. doi: 10.1108/106104205
- Sidali, K. L., & Hemmerling, S. (2014). Developing an authenticity model of traditional food specialties: Does the self-concept of consumers matter?. *British Food Journal*, 116(11), 1692-1709. doi: 10.1108/BFJ-02-2014-0056
- Sidek, N. (2005, November 24). Sambutan hari makanan sedunia kali ke-25: Pembudayaan makanan Malaysia. *Agriculture Bank of Malaysia*. Retrieved February 28, 2016, from <http://banktani.tripod.com/norani.htm>
- Siegfried, F. (2014). *A cross-cultural of consumer switching in the retail banking services sector* (Doctoral dissertation). Retrieved August 24, 2016, from <https://www.escholar.manchester.ac.uk/api/datastream?publicationPid=u k-ac-man-scw:247477&datastreamId=FULL-TEXT.PDF>
- Slotman, A., Cramm, J. M., & Nieboer, A. P. (2015). Validation of the Dutch Aging Perceptions Questionnaire and development of a short version. *Health and Quality of Life Outcomes*, 13(1), 54-67. doi 10.1186/s12955-015-0248-y
- Söderlund, M. (2002). Customer Familiarity and Its Effects on Satisfaction and Behavioral Intentions. *Psychology & Marketing*, 19(10), 861-880. doi: 10.1002/mar.10041
- Söderlund, M., & Gunnarsson, J. (2000). *Customer familiarity and its effects on satisfaction and dissatisfaction*. (SSE/EFI Working Paper Series in Business Administration No. 2000: 2). Stockholm, Sweden: Center for Consumer Marketing, Stockholm School of Economics.
- Söderlund, M., & Öhman, N. (2005). Assessing behavior before it becomes behavior: an examination of the role of intentions as a link between satisfaction and repatronizing behavior. *International Journal of Service Industry Management*, 16(2), 169-185. doi: 10.1108/0956423051059228
- Soriano, D. R. (2002). Customers' expectations factors in restaurants: The situation in Spain. *International Journal of Quality & Reliability Management*, 19(8/9), 1055-1067. doi: 10.1108/02656710210438122

- Stancel-Piatak, A., & Desa, D. (2014). Methodological implementation of multi group multilevel SEM with PIRLS 2011: Improving reading achievement. In R. Strietholt, W. Bos, J.-E. Gustafsson & M. Rosén (Eds.), *Education policy evaluation through international comparative assessments* (pp. 75). Münster, NY: Waxmann.
- Steenkamp, J. E. M., & Baumgartner, H. (1998). Assessing measurement invariance in cross-national consumer research. *Journal of Consumer Research*, 25, 78-90. Retrieved April 17, 2017, from https://www.researchgate.net/publication/315716588_Assessing_Measurement_Invariance_in_Cross-National
- Steiger, J. H. (1989). *EzPATH: Causal modelling*. Evanston, IL: SYSTAT.
- Steiger, J. H. (1990). Structural model evaluation and modification: An interval estimation approach. *Multivariate Behavioral Research*, 25(2), 173-180. doi: 10.1207/s15327906mbr2502_4
- Steiger, J. H. (2007). Understanding the limitations of global fit assessment in structural equation modeling. *Personality and Individual Differences*, 42(5), 893-898. doi: 10.1016/j.paid.2006.09.017
- Stevens, J. P. (2012). *Applied multivariate statistics for the social sciences* (5th ed.). New York, NY: Routledge.
- Sukalakamala, P., & Boyce, J. B. (2007). Customer perceptions for expectations and acceptance of an authentic dining experience in Thai restaurants. *Journal of Foodservice*, 18(2), 69-75. doi: 10.1111/j.1745-4506.2007.00048.x
- Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait the case of a full-service restaurant. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235-247. doi: 10.1177/001088040 4265345
- Sullivan, G. M., & Feinn, R. (2012). Using effect size—or why the P value is not enough. *Journal of Graduate Medical Education*, 4(3), 279–82. doi: 10.4300/JGME-D-12-00156.1
- Tabachnick, B. G., & Fidell, L. S. (2007). *Using multivariate statistics* (5th ed.). Boston, MA: Allyn & Bacon.
- Tan, C. B. (2001). Food and ethnicity with reference to the Chinese in Malaysia. In D. Y. H. Wu & C. B. Tan (Eds.), *Changing Chinese foodways in Asia* (pp. 125-160). New Territories: Hong Kong University Press.

- Tan C. B. (2007). Nyonya cuisine: Chinese, non-Chinese and the making of a famous cuisine in Southeast Asia. In S. C. H. Cheung & C. B. Tan (Eds.), *Food and foodways in Asia: Resource, tradition and cooking* (pp. 171-182). Oxon, England: Routledge.
- Tan, C. B. (2011). Cultural reproduction, local invention and globalization of Southeast Asian Chinese food. In C. B. Tan (Ed.), *Chinese food and foodways in Southeast Asia and beyond* (pp. 23-45). Singapore: NUS Press.
- Tan, Y. S., Ngah, K., & Lim Abdullah, M. S. I (2014). Negotiation of identity and internal contradictions: The Terengganu and Kelantan Peranakan Chinese foodways compared. *Asian Ethnicity*, 16(4), 411-427. <http://dx.doi.org/10.1080/14631369.2014.937113>
- Tarn, J. L. M. (2000). The effects of service quality, perceived value and customer satisfaction on behavioral intentions. *Journal of Hospitality & Leisure Marketing*, 6(4), 31-43, doi: 10.1300/J150v06n04_04
- Tarn, J. L. M. (2008). Brand familiarity: its effects on satisfaction evaluations. *Journal of Services Marketing*, 22(1), 3-12. doi: 10.1108/0887604081085
- Tashakkori, A., & Teddlie, C. (1998). *Mixed methodology: Combining qualitative and quantitative approaches*. Thousand Oaks, CA: Sage Publications Inc.
- Taylor, C. (1991). *The ethnics of authenticity*. London, England: Harvard University Press.
- The Peranakan Resource Library (2003). *Peranakans*. Retrieved November 21, 2015, from <http://peranakan.hostoi.com>
- Toma, R. (2009). *Dysfunctional social capital in post-communist states: Analyzing correlates of perceived corruption in the Romanian civil service* (Doctoral dissertation, North Carolina State University). Retrieved February 12, 2017, from https://books.google.com.my/books?id=eJ9Z7UbV6ikC&pg=PA61&lpg=PA61&dq=garson+2008+expectation+algorithm&source=bl&ots=kvGalEbXKc&sig=T8J88SBe0L6SQlbyRecb-M3zCW8&hl=en&sa=X&redir_esc=y#v=
- Tomarken, A. J., & Waller, N. G. (2003). Potential problems with "well fitting" models. *Journal of Abnormal Psychology*, 112(4), 578-598. <http://dx.doi.org/10.1037/0021-843X.112.4.578>
- Toyama, M., & Yamada, Y. (2012). The relationships among tourist novelty, familiarity, satisfaction, and destination loyalty: Beyond the novelty-familiarity continuum. *International Journal of Marketing Studies*, 4(6), 10-18. <http://dx.doi.org/10.5539/ijms.v4n6p10>

- Tsai, C.-T., & Lu, P.-H. (2012). Authentic dining experiences in ethnic theme restaurants. *International Journal of Hospitality Management*, 31(1), 304-306. doi: 10.1016/j.ijhm.2011.04.010
- Tsiotsou, R. H., & Goldsmith, R. E. (2012). *Strategic marketing in tourism services*. Bingley, England: Emerald Group Publishing.
- Tsiotsou, R. H., & Wirtz, J. (2011). Customer behaviour in a service context. Retrieved March 6, 2016, from <http://users.uom.gr/~rtsiotsou/pubs/Tsiotsou%20&%20Wirtz>
- Ullman, J. B. (2001). Structural equation modeling. In B. G. Tabachnick & L. S. Fidell (Eds.), *Using Multivariate Statistics* (4th ed., pp. 653-771). Needham Heights, MA: Allyn & Bacon.
- Urbach, N., & Ahlemann, F. (2010). Structural equation modelling in information systems research using partial least squares. *Journal of Information Technology Theory and Application*, 11(2), 5-40. Retrieved December 23, 2016, from <http://aisel.aisnet.org/jitta/vol11/iss2/2>
- Vandenberg, R. J., & Lance, C. E. (2000). A review and synthesis of the measurement invariance literature: Suggestions, practices, and recommendations for organizational research. *Organizational research methods*, 3(1), 4-70. doi: 10.1177/109442810031002
- Verbeke, W., & López, G. P. (2005). Ethnic food attitudes and behaviour among Belgians and Hispanics living in Belgium. *British Food Journal*, 107, 823 - 840. doi: 10.1108/00070700510629779
- Vosloo, J. (2007). *The interactions between perceived motivational climate and achievement goal orientations, and their relationship to competitive state anxiety and self-confidence among high-school swimmers* (Master's Thesis, West Virginia University). Retrieved February 11, 2017, from <https://books.google.com.my/books?id=1IQ8fTG1GroC&pg=>
- Wagner, M. (2012). Sustainability and integration and economic performance. In C. N. Madu & C.-H. Kuei (Eds.), *Handbook in sustainability management* (pp. 235). Singapore: World Scientific Publishing.
- Wahyuningsih, W. (2011). Customer value, satisfaction and behavioral intentions: The effects of consumer search behaviour. *ASEAN Marketing Journal*, 3(1), 1-19. doi: 10.21002/amj.v3i1.2011
- Wang, C. Y., & Mattila, A. S. (2013). The impact of servicescape cues on consumer prepurchase authenticity assessment and patronage intentions to ethnic restaurants. *Journal of Hospitality & Tourism Research*, 1-27. doi: 10.1177/1096348013491600

- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals Tourism Research*, 26, 349-370. doi: 10.1016/S0160-7383(98)00103-0
- Wang, X.-Q., French, B. F., & Clay, P. F. (2015). Convergent and discriminant validity with formative measurement: A mediator perspective. *Journal of Modern Applied Statistical Methods*, 14(1), 83-106. Retrieved January 4, 2017 from <http://digitalcommons.wayne.edu/cgi/viewcontent.cgi?article>
- Wang, Y., Polo, H., Chi, R., & Yang, Y. (2004). An integrated framework for customer value and customer-relationship-management performance: A customer-based perspective from China. *Managing Service Quality: An International Journal*, 14(2/3), 169-182. <http://dx.doi.org/10.1108/09604>
- Watson, M. K. (2007). Indigenous food and foodways: Mapping the production of Ainu food in Tokyo. In S. C. H. Cheung & C. B. Tan (Eds.), *Food and Foodways in Asia* (pp. 132-133). New York, NY: Routledge.
- Wijaya, S. (2014). *Encounters with local food: The culinary experiences of interna-tional visitors in Indonesia* (Doctoral dissertation). Retrieved June 2, 2016, from <http://vuir.vu.edu.au/25865/1/Serli%20Wijaya.pdf>
- Wijaya, S., Widjaja, D. C., & Hariyanto, A. (2014). The underlying factors affecting consumer's behavioural intentions in foodservice business in Surabaya, Indonesia. In S. M. Radzi, M. H. M., Hanafiah, N. Sumarjan, Z. Mohi, D. Sukyadi, K. Suryadi & P. Purnawarman (Eds.), *Heritage, culture and society: Research agenda and best practices in the hospitality and tourism industry* (pp. 53-58). Leiden, The Netherlands: CRC Press/Balkema.
- Wong, H. S. (2007). A taste of the paste. In S. C. H. Cheung & C. B. Tan (Eds.), *Food and foodways in Asia: resource, tradition and cooking* (pp. 115-128). Oxon, England: Routledge.
- Wood, N. T., & Muñoz, C. L. (2007). 'No rules, just right'or is it? The role of themed restaurants as cultural ambassadors. *Tourism and Hospitality Research*, 7(3-4), 242-255. doi: 10.1057/palgrave.thr.6050047
- Worden, N. (2010). National identity and heritage tourism in Melaka. In M. Hitchcock, V. T. King & M. Parnwell (Eds.), *Heritage tourism in Southeast Asia* (pp. 130-146). Copenhagen, Denmark: NIAS Press.
- Worm, S. (2011). *Branded component strategies: Ingredient branding in B2B markets*. Wiesbaden, Germany:
- Worsfold, K., McPhail, R., & Francis, M. (2016). Satisfaction, value and intention to return in hotels. *International Journal of Contemporary Hospitality Management*, 28(11), 1-24. <http://dx.doi.org/10.1108/IJCHM-04-2015>

- Wünderlich, N. V. (2009). *Acceptance of remote services: Perception, adoption, and continued usage in organizational settings*. Wiesbaden, Germany: Gabler.
- Yeoh, K. L. (2015, March 29). [Malacca, Malaysia] Aunty Lee's – the best Nyonya restaurant in town? [Blog post]. Retrieved November 15, 2016, from <http://www.chowhound.com/post/malacca-malaysia-aunty-lees-nyonya-restaurant-town-1009217>
- Yi, Y. (1990). A critical review of customer satisfaction. In V. A. Zeithaml (Ed.), *Review of marketing* (pp. 68-123). Chicago, IL: American Marketing Association.
- Yoshino, K. (2010). Malaysian cuisine: A case of neglected culinary globalization. In J. Farrer (Ed.), *Globalization, food and social identities in the Asia Pacific region*. Tokyo, Japan: Sophia University Institute of Comparative Culture.
- Yuan, Y. H., & Wu, C. K. (2008). Relationships among experiential marketing, experiential value, and customer satisfaction. *Journal of Hospitality & Tourism Research*, 32(3), 387-410. doi: 10.1177/1096348008317392
- Yüksel, A., & Rimmington, M. (1998). Customer-satisfaction measurement. *The Cornell Hotel and Restaurant Administration Quarterly*, 39(6), 60-70. [https://doi.org/10.1016/S0010-8804\(99\)80007-X](https://doi.org/10.1016/S0010-8804(99)80007-X)
- Yüksel, A., & Yüksel, F. (2001). The expectancy-disconfirmation paradigm: A critique. *Journal of Hospitality & Tourism Research*, 25(2), 107-131. doi: 10.1177/109634800102500201
- Yüksel, A., & Yüksel, F. (2002). Measurement of tourist satisfaction with restaurant service: A segment-based approach. *Journal of Vacation Marketing*, 9(1), 52–68. doi:10.1177/135676670200900104
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52, 2-22. doi: 10.2307/1251446
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46. doi: 10.2307/1251929
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business research methods* (8th ed.). Mason, HO: Cengage Learning.