

INTRODUCTION

- Street food have been existence for some time now in most countries of the world and Kota Kinabalu is not an exception.
- Street food in Kota Kinabalu, Sabah is considered as a tourism products where the city council encourage the arrange the dishes sell as it is a value added to the destination (Henderson et al, 2012; Jalis et al, 2014; Ramli et al, 2016; Mohammad, Zahari, Shariff & Abdullah, 2016).
- In this way, street food helps the tourist understanding the relationship between food and destination, and breaching the gap between the food providers and the tourists (Sengel et al, 2015)

MAIN OBJECTIVE

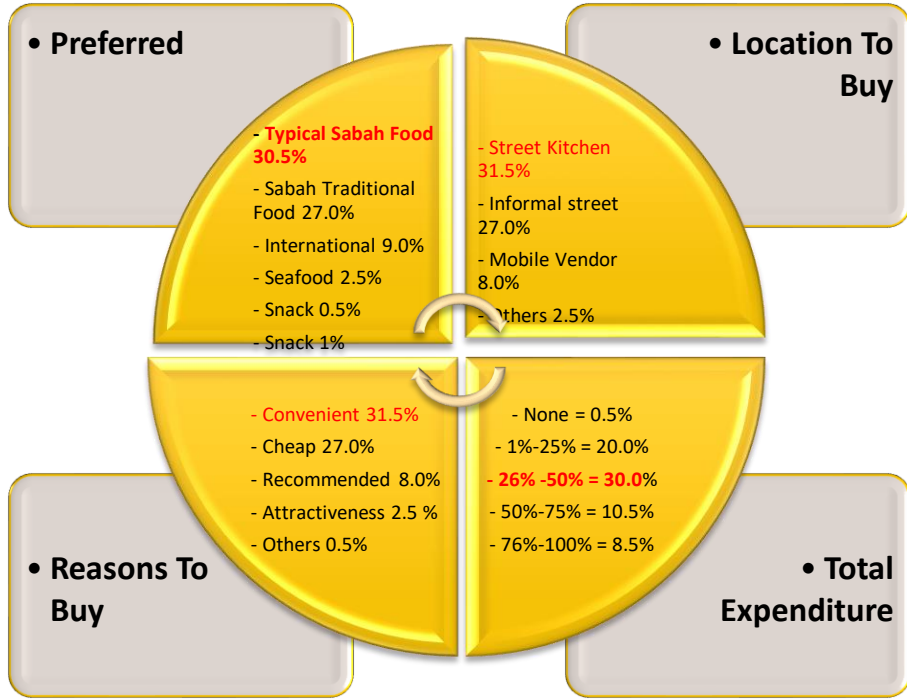
To examine the influence of neophilia and neophobia personality towards street food satisfaction

RESEARCH METHODOLOGY

Type and Purpose of Research	Scope of Study	Unit of Analysis
<ul style="list-style-type: none"> Descriptive Study Quantitative 	<ul style="list-style-type: none"> Tourist Convenience Sampling Kota Kinabalu 200 respondents 	<ul style="list-style-type: none"> Individual

RESULT AND FINDINGS

NEOPHILIA

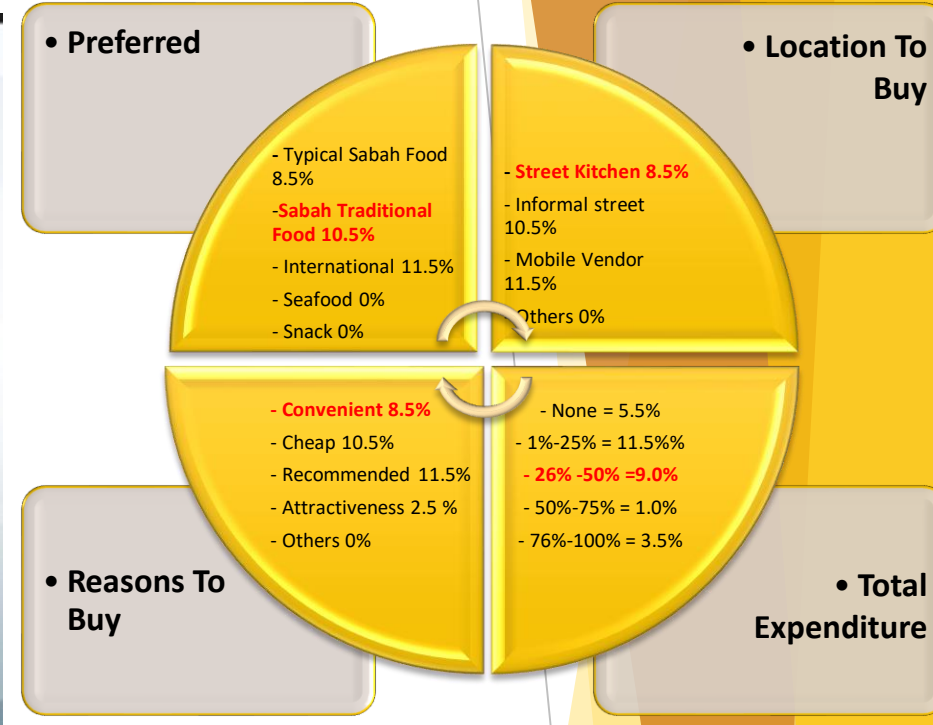


69.5%

30.5%



NEOPHOBIA



Measurement Model

Model Construct	AVE	Composite Reliability	Cronbach Alpha
Affection	0.641	0.926	0.906
Hygiene Value	0.635	0.924	0.903
Food Quality	0.569	0.913	0.895
Service Quality	0.724	0.913	0.873
Tourist Satisfaction	0.661	0.904	0.866

Table 1: Model Construct, Average Extracted Variance, Composite Reliability and Cronbach Alpha

Discriminant Validity

	1	2	3	4	5
Affection	0.800				
Hygiene Value	0.323	0.797			
Food Quality	0.476	0.585	0.754		
Service Quality	0.589	0.512	0.347	0.851	
Tourist Satisfaction	0.635	0.641	0.470	0.651	0.808

Table 3: Discriminant Validity

Mean Comparison Attitudes Towards Food Street

	NEOPHILIA	NEOPHOBIA
Affection	3.70	3.68
Hygiene Value	3.21	3.19
Food Quality	3.93	3.95
Service Quality	4.00	4.07

Table 2: Mean Results Comparison

Structural Model

Relationship	Std Beta	SE	t-value	Decision/Support
Affection -> Tourist Satisfaction	0.2172	0.0468	4.637**	supported
Hygiene -> Tourist Satisfaction	0.1538	0.0825	1.865*	supported
Food Quality -> Tourist Satisfaction	0.1426	0.0503	2.835**	supported
Service Quality -> Tourist Satisfaction	0.1773	0.0610	1.867*	supported

Table 4: Path Coefficients

IMPACT ON SOCIETY, ECONOMIC & NATION

- Street food vendors understanding on the personality of neophilia and neophobia.
- Tourist segmentation development to promote street food.
- Assisting the local authorities to promote street food as tourist attraction and tourism product in Kota Kinabalu.

ACKNOWLEDGEMENT

This project is derived from research work funded from Universiti Malaysia Sabah under grant No. UMS/SLB0199-2019. The team greatly appreciate the support provided by Universiti Malaysia Sabah for this research.