

Study on Factors Influence Penang as A Food Paradise

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ABSTRACT: Food festival is a festival event held by Penang Government by recent years. From this event, Penang state was becoming a popular state among foreign tourists. Foreign Tourist travels to Malaysia not only for vacation but it is because of delicious foods around the Penang State. Foreign tourists really like to taste local foods such as *Mee Goreng Mamak, Karipap, Nasi Kandar* and etc. The research objectives are the price factor, varieties of foods factor and location factors. There will be 100 respondents of foreign tourist will randomly choose for our research scope. This food paradise festival gives more importance to State, Government, Tourists, and food stalls located in Penang. The limitations of this research are time constraints among foreign tourists. More than that, our research obtains information from 100 respondents and it may difficult to obtain the feedback from tourists. Other than that, for foreign tourist's feedback we are using data analysis method to get their satisfaction over foods in Penang. This section describes the method or approach of research used to collect and analyze the data in order to achieve the objectives of the study.

Keywords: Factor; Influence; Food Paradise; Penang; Tourists

1. INTRODUCTION

Dubbed 'The Pearl of the Orient' by foreign traders back in the olden days, Penang is well-known for its abundance of superb, authentic hawkers' delights which the locals claim can't be duplicated elsewhere. In Penang, hawker food is as delicious as – if not more than - the finest gourmet experience in any city. It is also very popular. Many Malaysians hold Penang as the top foodies' destination in the region, not because of some fancy restaurants but rather for the humble eateries and stalls that line the streets. Since Penang is synonymous with good food (eating also seems to be Penangites' favourite pastime), there are many places where one can find a good concentration of hawker stalls and restaurants on the island, especially in Georgetown. Malaysian cuisine consists of cooking traditions and practices found in Malaysia, and reflects the multicultural makeup of its population.

The island is famous for their Nyonya-inspired flavours. Malacca may be more famous for their Nyonya culture, but in terms of cooking, it is the Penang Nyonya flavours that capture the hearts (and stomachs) of many. Amongst Penang's most popular culinary delights are *Penang Char Kuey Teow, Assam Laksa, Tar Sau Peah, Rojak Pasembur, Nasi Kandar and Hokkien Mee* and more on with affordable prices.

For Indian cuisine, it comes with Banana Leaf Rice, Biryani, Fish head curry, *Mee Goreng Mamak, Nasi Kandar* and so on. While in Chinese cuisine it comes with *Bak Kut Tea, Char Kuey Teow, Claypot Chicken*

Rice, Hokkien Mee and so on, and when it comes to Malay cuisine it has *Ikan Bakar, Lemang, Nasi Lemak* and many of delicious foods.

The prices of food that available in Penang is satisfyingly affordable and a portion of food. There's a lot of budget food that comes with varieties of foods. Per person basic lunch time menu will cost RM15.

The location for each food stalls were located by the road, in a restaurant and hawker stalls in a major place. There will be numerous choices if decided to eat by hawker stalls. Hawker stalls are placed with many types of food stall where tourist can find the favourite one for them. The choice of food by the road is insufficient but there's the main attraction of tourist took place. The taste of the food by the road even more surprising than eat in a restaurant. Restaurant food sometimes available for 24 hours and 12 hours.

1.1 Problem statement

Generally, Penang is famous for its heritage sites since it declares as World's Heritage Site that attract thousands of tourists since then. Besides that, the food that out of the world. Wins several awards and going strong on making more history. As says "Thought we travel the world over to find he beautiful, we must carry it with or we find it not" according to Henry David Thoreua (2016). According to The Star (2016) "Cooked with passion" what they say.

We all know that Penang is Food Paradise of Asia, Penang, food capital of Malaysia has been named by thrill list as one of the best food cities in the world. Forbes says Penang is one of the top 10 cities for best street food. In addition, The Culture Trip also nominated Penang as one of the finest cities for street food. The attraction of tourist that led to food instead of heritage sites makes the Penang food rise against sore. The reviews that shared about the food will continuously spread and the rating of the Penang food will reach a great height all over the world.

According to article of Tourism Malaysia (2016) ecotourism in Malaysia is one of the fastest growing sub-sectors within the tourism industry, and Penang is one of the main ecotourism hotspots in the country. The state's tourism industry is the second main source of income generation in the state, after manufacturing. Domestic and international visitor arrivals at Penang International Airport (PIA) have steadily increased by about 9% and 6.7% respectively per year over the past 10 years. It is hard to find accurate data on ecotourism, as there is no classification system.

In Malaysia, licensed tourist guides are categorized into city and nature guides based on the type of tourist places they guide at. A licensed city guide shows visitors around places of interest in the city, while a licensed nature guide leads tourists within the natural areas chosen by the Department of Wildlife and National Parks. Penang has about 1,221 registered tourist guides; 5.8% are nature guides and the rest are city guides. About 17.7% of tourist guides are Bumiputera and 82.3% are non-Bumiputera.

According to the article of Tourism Malaysia (2016) to a survey conducted by Penang Global Tourism between March and December 2016, about 23.6% of visitors stated that visiting national parks, hiking and trekking are their high-priority activities in Penang.

The Penang International Food Festival 2017 (PIFF 2017) celebrates the wondrous delicacies found in the Pearl of the Orient, showcasing the humble authenticity of its world-famous food. Penangites take immense pride in their food heritage and this is no wonder as we live in the food capital of Malaysia, and arguably of South East Asia. For 16 days, Penang will be a foodies' paradise as the old and new will be brought together to sizzle and excite your palate the Penang way. One of the major reasons why Penang will be considered as "Food Paradise" and best among South East Asia.

Penang is best known for the variety and quality of it food. In fact, all of Malaysia has a renowned cuisine that is a mix of Indian, Chinese, and Malay. The best parts not necessarily have to go to a fancy restaurant and spend a lot of money to enjoy a good meal. Eating in Penang is an adventure. The best place to eat is right in the street at the multitude of street vender or "hawker" centers. Nevertheless, being the best and food capital of South East Asia and also a paradise for any foodie. The 8-award winner Penang in one year named as the top food destination of 2014.

In a nutshell, Penang is main reason where the foods are worship as their appetite. An exotic food plays a major role in each and every person. This is where the rich and diverse traditions of this little island live: not in museums, but out on the streets.

1.2 Research objective

The research objectives are as follows:

1. To know whether the price of food influence people to buy Penang foods be the factors of Penang as food paradise.
2. To know whether varieties of the Penang food that can be choose for be the factors of Penang as food paradise.
3. To know whether the location of the food stalls be the factors of Penang as food paradise.

1.3 Research questions

The research questions are as follows:

1. Is the price of Penang foods are reasonable for tourists to be the factors of Penang as a food paradise?
2. Are the varieties of Penang foods influence tourists to be the factors of Penang?
3. Are the location of stalls and restaurants strategic for tourists to be the factor of Penang as a food paradise?

1.4 Research scope

This research has been carried out around Penang. Questionnaires has been distributed to 100 foreign tourists who are on their vacation and enjoying Penang foods way back in year 2020. The location of this research will be carried out is at historical place, tourist attraction places and some restaurant. The places will be at Fort Cornwallis, Cheong Fatt Tze (The Blue Mansion), China Street and Armenian Street for the historical places. For the restaurant the research will conduct at *Nasi Kandar Deen Maju*, *Nasi Kandar Line Clear*, *Imigresen Nasi Kandar* which is nearby these historical places. The research also will be carried out nearby Komtar, Penang National Park, Kek Lok Si, Batu Ferringhi and Clan Jetties.

1.5 Significant of research

The name Paradise for the Penang state is given by the government because of exotic mix of Malay, Chinese and Indian cuisine which reflects multicultural mix.

1.5.1 Importance to Penang State

Through the scope of this study, Penang state is one of tourist state that other country people come here for tourism. In Penang there are varieties of places to visit and also varieties of food can be finding there. Some of tourist visit to Penang not for the places but there likely to taste Penang food. That's one of the reason tourists are often to Penang. Tourist likes to have their food different from their country. Best of food in Penang are Char Kuey Teow, Nasi Kandar, Penang Laksa, Pasembur and etc.

1.5.2 Importance to Penang Government

Through the scope of this study, Penang government is the most valuable when tourists visit to Penang. The main point can be focus is income for Penang government will increase for every day, every month and every year. Penang government can build more suitable and excited places for tourist. Government open an organization for tourists to satisfy their life in Penang. Government will name Penang as a most tourism state.

1.5.3 Importance to Tourist

Through the scope of this study, Tourist is the main role to taste the food in Penang State. Tourist from other country is the major role for Penang to make the name worldwide. Different of places, foods,

designs, cultural, race that attract tourist to come over Penang. The most attraction from tourists is for food. They love Penang food to taste their every dish for eat.

1.5.4 Importance to Stalls

Through the scope of this study, Stalls is the important role in Penang. Many of the tourists like to eat mamak food near the street at Jalan Majid (Little India street). Tourist who visited to Penang state is mostly having their meals in Street Food Stalls to taste different of dishes.

1.6 Limitations of research

Based on this study, there are some limitations of the study in conducting the study which is related to the scope of the study where the scope of the study is quite large as it is only focused on tourist that visit Penang. In addition, time constraints are one of the limitations of the study, which is the length of time of study sessions in Penang and the length of time. Hence, there will be time constraints for us to meet with the 100 respondents of foreign tourist in Penang.

Consequently, we also face constraint in obtaining information from 100 respondents as it is difficult for us to obtain feedback from tourist with knowledge of entrepreneurial skills. Therefore, feedback from respondents is very important and we need to choose the right respondents and who have the knowledge in this entrepreneurial skill so that at the end of this study can be concluded successfully.

2. LITERATURE REVIEW

2.1 Price Factors

In an ordinary usage, price is the quantity of payment or compensation given by one party to another in return for goods or services. Besides, price can be an important factor that considers Penang as a food paradise among South East Asia and to influence tourists to visit Penang.

In research of Pete R (2016) explain that Penang has been called as 'Food Paradise' for nothing. Because price is the factor that will influence tourists to visit Penang and to try Penang food. He also claimed that Penang offers one of the widest selections of Asian food all for a very affordable price. For example, the burgers sold outside at street is cheap and tasty same as the origin burgers of Mc Donald's.

The price of Penang food is consider cheaper compared to KL food. This statement that claimed by Rosa Amalia (2013) also can be influencing to tourists who visit Penang and return with satisfaction. This variety food and cheaper price is a reason of attracting local tourist to come and taste the delicious Penang food. This refers to Malaysian citizen preference of food taste and price.

Besides that, Annie Khan (2014), she claimed that despite being a tourist place the price of Penang Street foods are reasonable and affordable that everyone can enjoy varieties of food anytime of the day and night. Local Food is not only delicious but also very healthy and hygienically good. Each Food item has a special recipe to prepare and presentation way to serve. This statement can be important to attract tourists to try Penang Street foods.

Next to it, after a long-time research from Morris Tan in year 2015, that Penang offers plenty of delicious and cheap Malaysian foods in any time. This statement can be helpful for tourists to know what kind of foods and the prices of the Penang foods to make their desire to visit Penang and try out the delicious and cheap Malaysian cuisine at the food paradise.

Penang was a place with good foods with affordable prices where it can be the tip of the iceberg when tourists start to visit or explore Penang while fill up their stomach with delicious and varieties of Malaysian cuisine with an affordable price. This statement that claimed by International Living (2016) that register the good and healthy relationship between Penang foo and tourist in every time.

John Brunton (2012), he argues that Penang has the best street food in Asia where tourists can start their visit Penang where they can eat fantastic and cheap foods. This statement proves that Penang is a food paradise with cheap prices of foods where can be an attraction to foreigners.

In addition, the cuisine is a blend of Malay, Chinese, and Indian specialties, and local hawker centers, kopitiam and street food stalls offer dozens of delicious options at affordable price. This statement Penang as one of the “Ten Best Budget Travel Destination For 2016” by Forbes is claimed by Penang Foodie (2016). This also proved that Penang is the best budget destination with affordable prices where tourists can afford delicious Penang foods as their expectations.

Penang has the best and the cheapest foods can be found at numerous stalls dotted along the streets. This statement by Gregory Rodgers (2017), that to understand Penang has become so renowned for its Street food that some famous food items are sold all over the country with the name Penang Food associated with it. This proves that Penang has the reputation which owns the best and cheapest foods which tourists can experience and afford the foods at the food paradise.

In further, Penang is a food paradise for all food lovers and it has a nickname which is “the food capital of Malaysia” and that nowhere else can get such great tasting food with a cheap price is claimed by Travel BF-1 (2013). This statement proves that Penang is not only food capital of Malaysia and it is also a food paradise for all food lovers and the prices of are cheap.

The Spanish researcher Miguel de la Fuente-Lau (2014), claims about Penang, Malaysia is one of those places, where the “informal economy” of street hawking has satiated people on the island for generations. He also claims that travelers from all over the world visits Penang for one primary reason which is food and he said that CNN has named George Town as the one of the top street food heavens in 2014. He also claims that street foods remain cheap from fresh ingredients. Well, it clearly shows that the street foods are cheap and it can be influencing for tourists to visit Penang just for the reason of Malaysian foods.

In conclusion, price factor can be the main factor to consider Penang as a food paradise where it can influence many tourists to visit Penang and try Penang food which cheaper and affordable prices and return with a satisfaction. Price factor can be a identification to any place to be visited by many tourists.

2.2 Location factor

Location can be a factor to influence tourists to visit a certain place. In this research, location is one of the important factors to consider Penang as a food paradise. Location can be important to tourists to find for food stalls and restaurants without any difficulties.

As a food paradise, Penang offers an endless variety of mouth-watering dishes and snacks that can satisfy the most exquisite taste buds. Penang is a melting pot of different cultures, reflected in a local cuisine that incorporates Malay, Chinese and Indian cooking. In opinion by Samantha Khor (2017), she claims that Penang is the perfect destination for tourists to visit. In researching from her, that not only Penang as a destination to visit but also claimed that location of Penang food is very strategic and tourists can find for their favorite food at anywhere and at any time.

Other than that, the statement claimed by Rosa Amalia (2013), Penang has some Hawker center like Gurney Drive, Padang Kota Lama and much more popular location for tourists to enjoy Penang food. Local Penangites mostly find these hawker fares cheaper and easier to eat out at any time of the day due to the iniquitousness of the hawker stalls all around Penang Island. The statement explain that many stalls and restaurants will be open 24 hours at many locations in all around Penang.

Penang State highest research of productivity in a data set of Penang as a food paradise for tourist. After a deep research for this information that claimed by Shulamit Khan and Megan J. MacGarvie suggests that a Food Paradise exogenously located in a state at the top of the income can expect to be as productive in research as he or she would be in the Penang State.

Besides that, Nagy and Salhi (2007), stated facility location problems must be solved at the strategic decision level to place like Food Paradise, while vehicle routes must be built at the tactical or operational levels to satisfy tourists. In fact, location and routing decisions are interdependent and studies have shown that the overall system cost may be excessive if they are tackled separately.

In further, the research by Jason Buchannan (2011), claimed that potential of location technology is enormous, helping both in instances where “moment of truth” data collection is required and to

understand people's precise movements around town or in places like shopping centers or the stores themselves. As the factor of Penang as a food paradise will be influence to be a food heaven in Penang state.

In a nutshell, location can be important factor for tourists and also for Penang to be considered as food paradise. Location of food stalls and restaurants are much more important for tourists when they visit Penang as they do not know all the locations well. So, in that case location is the most important factor in this research.

2.3 Varieties factor

As for food, varieties of food should be considered to influence tourists to enjoy Penang food. With various kind of food at Penang has been an identity to Penang considered as food paradise in South East Asia. Having a reputation as a food paradise, be it haute cuisine, or cuisine bourgeoisie (hawker fare), Penang offers a heady and exotic mix of delicious cuisine to choose from. In a word, Penang food is both famous and fabulous.

In research of Pete R. (2016), he claims that Penang has various varieties of food with our multicultural society Malay, Indian and Chinese cuisine where it influences many tourists to visit Penang. He also claims that even street foods are just one of its kinds where it has varieties of food. Not only Street Food but also Mamak Restaurants and Bistros and Fine Dining Restaurants serve the food which is uniquely delicious and has a flavor of its own. Over all Penang Food is famous for its wide range of variety and distinguish taste. Besides that, Penang offers a diverse and exotic mix of Malay, Chinese and Indian cuisine which reflects the multicultural mix of the city. This statement that stated by Annie Khan (2014) claims that Penang has become so famous food items are sold all over the country because of its variety of foods. It is popular among locals and tourists alike.

Penang is a food state, whereby others don't have to search high and low delicious foods. This statement claimed by Nicole Soyza (2016), proves that there's unlimited foods around Penang that should try. Penang is also called "Hawkers Paradise" for several reasons. The Hawkers are strongly supported and promoted by (Penangites) local People and food lovers, who mostly find it easier and cheaper to eat out any time. Other than that, food paradise focus particles systematically have heterogeneous uses. This information that stated by Ming Min Lui (2016) and also claimed that by examining details of two focus particles factor can be influence the Penang as a food paradise, this paper explores the hypothesis that varieties of alternatives give rise to systematic 'ambiguities. In statement of Charlene Low (2015) also perceive that exist a few variations of foods that should try in Penang so it is inevitable.

After a deep research by Lindahl JR (2017), the varieties of research project aims to improve our understanding of the range of experiences associated with the practice of factor in Penang, the ways such experiences are interpreted by food paradise, and responses to experiences that are reported as unexpected, challenging, difficult, distressing, or impairing of functioning.

In further, Anna Jarstad (2017) believes that we need a better understanding of what food is and how it can be important in Penang. Food processes have often been studied during shorter time periods, usually in lessons-learned evaluations five years after the end of the conflict, departing from theories on conflict. The research program varieties of food instead depart from understandings of taste, delicious its variations in terms of quality and features, and perceives of peace as a dynamic societal process of change.

The goal of caterers, chefs, personal chefs and the like is to provide enjoyable, delicious food. One tip for making this happens is careful menu planning. This all statement by Donny Jones (2017), and also claimed a menu is not just an appetizing list of food; think of it as a grand plan for satisfying your diners. Consider all relevant factors when creating a memorable menu.

In conclusion, Penang has been known as a food paradise because of the varieties of foods which has been selling all over around the city and it can easily influence tourists to try Penang food. With much kind of varieties of food, this is why Penang has been named or considered as 'Food Paradise' of South East Asia.

3. RESEARCH METHODOLOGY

3.1 Primary data

According to Intan Juita (2014), the questionnaire is an item in the form of writing. It is a common research method used to collect data, in particular data that is inherited from the characteristics of elements sampled from a particular population. The information needed for this study was gathered from 100 respondents using self-completed questionnaire survey. Each questionnaire contains questions aimed at getting all the important information in order to achieve the objectives and answer the problem questions. The target population was with tourists visited to Penang. The reason for choosing the major ethnic groups was due to the fact that their foods are commonly accepted among tourists, hence will support this research on Penang food and qualified to be endorsed as 'The Food Paradise of Asia'. Salkind (2003) argued that it would be practically impossible to collect data from every single element in the population, particularly when the investigation involved several hundred or even thousands of elements. The sample of population was randomly selected among the public who resided around Penang.

3.2 Secondary data

Secondary data consists of existing resources as a result of other surveys or records made for the use of others. The collection of secondary data such as reading, thesis and libraries helps to provide useful information in research. Through reading, complete information can be obtained in relation to the research conducted. Reading materials that are the source of reference are printed materials such as magazines, newspapers, reference books and so on.

3.3 Research instrument

Part A briefly analyze the personal information or respondents' background based on gender, region, favourite foods in Penang, favourite place of Penang Foods and do the respondent agree Penang as a food paradise.

For part B items, are related to the factors influence Penang as food paradise. The results are represented in number of respondents and mean scores.

3.4 Data analysis method

Forms that have been answered by respondents has been collected and the data obtained and analyzed. These data are presented in tables to make them easier to understand. The data obtained from this questionnaire were analyzed using SPSS computer software to determine the level of factors of Penang as food paradise. The findings from Part B based on the measurements adapted from Lendell in Edora Ismail (2000) as shown in the table below:

Table 3.1 Scale mean score

Mean score	Level
1.0 – 2.0	Low
2.0 – 3.0	Medium
3.0 – 5.0	High

4. RESEARCH FINDING

Research findings are as follows:

Table 4.1 Distributed respondent by gender

Gender	No. of respondent
Male	47
Female	53

Table 4.2 Distributed respondents by region

Region	No. of respondents
Asia	41
Europe	39
South America	17
Africa	3
Others	0

Table 4.3 Distributed respondents by favourite foods in Penang

Favourite food in Penang	No of respondents
Mee Mamak	8
Char Kuey Teow	18
Chicken Rice	18
Nasi Kandar	27
Banana leaf rice	26
Others	3

Table 4.4 Distributed respondents by favourite place of Penang foods

Places of Penang Foods	No of respondents
Gurney Drive Hawkers Centre	25
Georgetown Food Centre	58
New Lane Foods Stalls	13
Others	4

Table 4.5 Distributed respondents agree that Penang as a food paradise

Agree Penang as a food paradise	No of respondents
Yes	99
No	1

Table 4.6 shows the results of to study the factor that influences Penang as a Food Paradise among tourists on price factor.

No.	Item	Scale					Mean	
		1-SD	2-D	3-M	4-A	5-SA	Score	Level
1.	Price of foods is restaurant is affordable	1	0	14	41	44	4.27	High
2.	Price of foods at street hawker is fair	1	0	16	61	22	4.03	High
3.	Affordable pricing gives room to large of customer	1	1	11	50	37	4.21	High
4.	The price of each food accepted by the customer	1	2	11	71	15	3.97	High
5.	The price meets the expectation on the quality of foods	1	1	18	50	30	4.07	High
6.	Based on prices of food i would like to eat street food rather than restaurant food.	1	1	22	52	24	3.97	High
7.	The prices change on festivals days or any occasions days	3	3	16	49	29	3.98	High
8.	It is easy to find out the price of foods	1	1	14	58	26	4.07	High
9.	It is acceptable if the price of the foods increase	2	5	20	44	29	3.93	High
10.	The price is the important factor of Penang food paradise	1	0	9	41	49	4.37	High
Mean							4.08	High

Table 4.7 shows the results of to study the factor that influences Penang as a Food Paradise among tourists on varieties factor.

No.	Item	Scale					Mean	
		1-SD	2-D	3-M	4-A	5-SA	Score	Level
1.	I can choose any varieties of foods	1	0	15	31	53	4.25	High
2.	The hawker chef stalls food according to my preference	1	0	12	55	32	4.17	High
3.	The foods are health	1	3	22	35	39	4.08	High
4.	The food are tasty as expected	0	2	10	47	41	4.27	High
5.	There no limitation on foods	0	3	8	50	39	4.25	High
6.	I prefer restaurants food rather than street foods.	2	6	18	46	28	3.92	High

7.	There are many varieties of side dishes.	1	0	12	57	30	4.15	High
8.	The food is hygienics	1	0	25	45	29	4.01	High
9.	Choices of food quality and quantify meet the expectations	1	1	20	48	30	4.05	High
10.	The varieties of food are the important factor of Penang as a food paradise.	0	1	6	38	55	4.47	High
Mean							4.16	High

Table 4.8 shows the results of to study the factor that influences Penang as a Food Paradise among tourists on location factor.

No.	Item	Scale					Mean	
		1-SD	2-D	3-M	4-A	5-SA	Score	Level
1.	Location of food stall meets the expectation	1	1	27	37	32	4.00	High
2.	The restaurants are too small to the customer need to queue	1	2	23	50	24	3.94	High
3.	The location of food stalls can be easily found through map	2	2	25	40	31	3.96	High
4.	Many stall can be seen by the roadside	1	1	18	50	30	4.07	High
5.	Areas of the food stall are clen	1	1	35	43	20	3.80	High
6.	Facilities of the food stall can fully utilize.	4	7	30	42	17	3.61	High
7.	Location of food stalls are near to our staying area.	5	11	21	40	23	3.65	High
8.	Traffic jams occur near the food stall when buying foods	6	13	21	34	26	3.61	High
9.	It is a pleasant place to enjoy the foods	3	3	21	45	28	3.92	High
10.	The location is the important factor of penang as food paradise	1	0	12	46	41	4.26	High
Mean							3.88	High

Table 4.9 show the overall mean of every factor

Factor	Average of mean
Price Factor	4.08
Varieties factor	4.16
Location Factor	3.88

5. FINDINGS

In the first factor, namely the price factor of the foods, there are 10 questions given to respondents. Question 10 which have led to the highest mean value of 4.37 with 41% of respondents agree. The price of Penang food is consider cheaper compared to KL food. This statement that claimed by Rosa Amalia (2013) also can be influencing to tourists who visit Penang and return with satisfaction. This variety food and cheaper price is a reason of attracting local tourist to come and taste the delicious Penang food. This refers to Malaysian citizen preference of food taste and price. Besides that, Annie Khan (2014), she claimed that despite being a tourist place the price of Penang Street foods are reasonable and affordable that everyone can enjoy varieties of food anytime of the day and night. Local Food is not only delicious but also very healthy and hygienically good. Each Food item has a special recipe to prepare and presentation way to serve. This statement can be important to attract tourists to try Penang Street food.

In the second factor, namely the varieties factors there are 10 questions given to respondents. Question 10 which have led to the highest mean value of 4.47 and at the same time 38% of respondents agree. The findings are supported with Pete R. (2016), he claims that Penang has various varieties of food with our multicultural society Malay, Indian and Chinese cuisine where it influences many tourists to visit Penang. He also claims that even street foods are just one of its kind where it has varieties of food. Not only Street Food but also Mamak Restaurants and Bistros and Fine Dining Restaurants serve the food which is uniquely delicious and has a flavours of its own. Over all Penang Food is famous for its wide range of variety and distinguish taste. Besides that, Penang offers a diverse and exotic mix of Malay, Chinese and Indian cuisine which reflects the multicultural mix of the city. This statement that stated by Annie Khan (2014) claims that Penang has become so famous food items are sold all over the country because of its variety of foods. It is popular among locals and tourists alike. The result is the lowest aspects in the mean score on the question 6 and also at the level of strongly disagree.

In a third factor, namely the location of the food stalls there were 10 questions in this section. Question 10 has brought the highest mean value of 4.26 it represents 46 respondents' equivalent in 46% that is supported by finding Samantha Khor (2017), she claims that Penang is the perfect destination for tourists to visit. She also mentioned that Penang not only as a destination to visit but also claimed that location of Penang food is very strategic and tourists can find for their favourite food at anywhere and at any time. As for the mean of the lowest scores were in question 6 and 8. The findings is supported by Jason Buchannan (2011), claimed that potential of location technology is enormous, helping both in instances where "moment of truth" data collection is required and to understand people's precise movements around town or in places like shopping centers or the stores themselves.

6. CONCLUSION

The results of this study have been successfully identified important factors that affect to study on factors influence Penang as food paradise. The result of this study clearly suggests the importance of these three factors price, varieties of food, location. The findings also show that a positive result based on our research among 100 respondents. Reviews this provides positive feedback to keep improving the standard and quality food.

In conclusion, study on factors that influence Penang as a food paradise. In terms of factor of price, factor of location, and factor of variety of food were successfully implemented. Researcher has identified that factor of variety of food cause positive feedback. This is because the tourists love to try variety of foods at Penang. Then followed by the factor of price which influenced tourists to enjoy the foods around Penang. The location factor also influences tourists to find and enjoy their favourite meals at Penang.

Hence, it is hoped that the findings of the research obtained by the researchers will benefit and benefit the responsible parties to improve their infrastructure and facilities. It is hoped that the results of the discussion on the factors influencing Penang as a food paradise. Restaurants and stalls can improve their

facilities to attract more tourists and at the same time it can lead Penang to know as a food paradise around the world.

7. REFERENCES

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