



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: EFB20903
COURSE NAME	: TOURISM RESEARCH METHODS
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONS)
DATE	: 12 FEBRUARY 2025
TIME	: 9.00 AM – 12.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2) Sections; Section A and Section B.**
4. Answer **ALL** questions in **Section A and Section B.**
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. **This question paper must not be removed from the examination hall.**

THERE ARE FOUR (4) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total : 40 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided****Question 1**

Differentiate between the following terms as used in the tourism research method:

- i. Qualitative and quantitative methods of data collection.

(10 marks)

- ii. Open ended and close ended questions.

(10 marks)

Question 2

Explain the different types of variables as below:

- i. Dependent Variable (DV)

(5 marks)

- ii. Independent Variable (IV)

(5 marks)

- iii. Intervening (IIV)

(5 marks)

- iv. Moderating (MV)

(5 marks)

SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****CASE STUDY 1****Title: FACTORS THAT INFLUENCE CUSTOMER PURCHASE INTENTION TOWARDS FOOD TRUCK PRODUCT.****Abstract**

Food trucks have arisen as a new and distinct restaurant segment, with service characteristics similar to quick service restaurants and food quality characteristics similar to fine dining establishments. Despite their popularity, research has been conducted on the characteristics of food truck products that are linked to customer purchase intention. This research explored the relationship between traditional restaurant qualities such as food price, convenience, and brand personality and customer purchase intention for food truck products. According to the findings, food price, convenience, and brand personality all had a substantial positive link with customer purchase intention. To analysis of all the data, descriptive analysis, reliability testing, and Pearson correlation were used to determine the link between independent variables and factors that influence customers' purchase intention towards food truck products. The result indicates that there is a significant relationship between all three factors. The researcher's findings on a survey conducted by 384 respondents have been randomly involved as respondents to answer the questionnaire. The results support all the variables. In addition, this study will determine the most important factors that can influence customers' purchase intention towards food truck products. This research and data can be used as reference materials for industry stakeholders to design a better experience to factors that influence customers' purchase intention towards food truck products.

Keywords: Food Truck, Food Price, Convenience, Brand Personality, Customers' Purchase Intention Towards Food Truck Product

Question 1

Referring to the abstract above, discuss the following:

- a) Problem of the study (10 marks)
- b) Purpose of the study (5 marks)
- c) Methods of the study (5 marks)
- d) Results of the study (5 marks)
- e) Contribution of the study (5 marks)

CASE STUDY 2

Title: DETERMINING FACTORS AFFECTING CUSTOMER SATISFACTION TOWARDS FOOD TRUCK INDUSTRY AMONG YOUTHS .

Figure 1 :The figure illustrates conceptual framework in this study on the customer satisfaction towards food truck industry. The figure shows that the factors are the food quality, food safety, price, physical environment quality, and that will affect the customer satisfaction among youths.

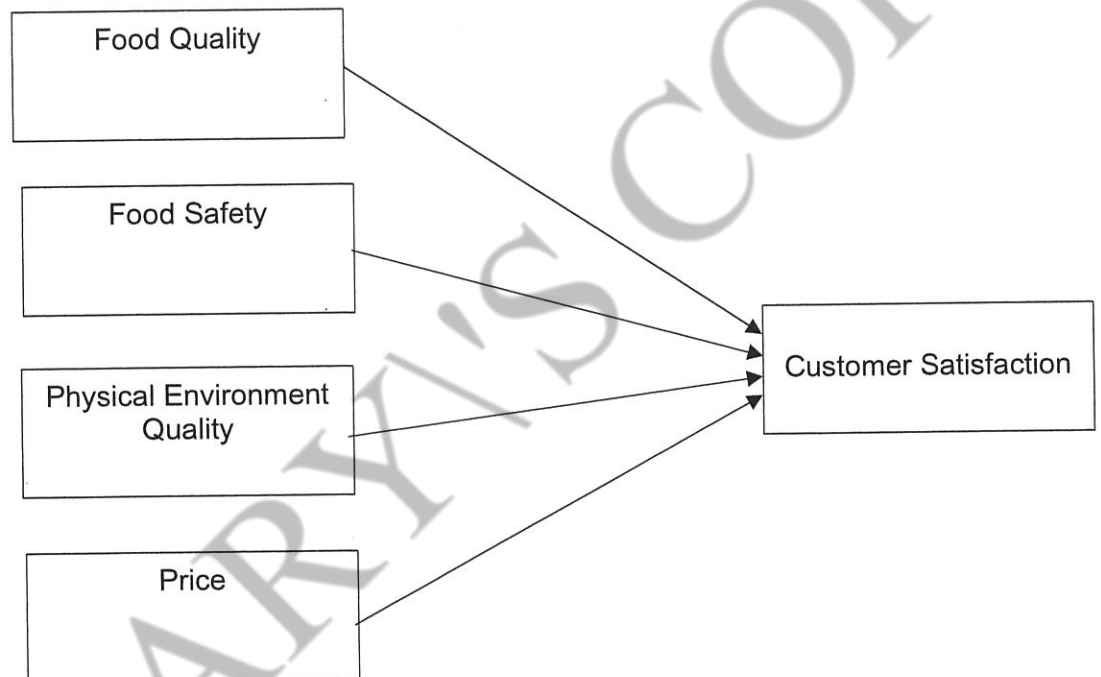


Figure 1: Conceptual Framework

- a) Identify and label the dependent and independent variables. (10 marks)
- b) Construct four (4) hypothesis statements and elaborate the variables' relationship based on the information provided above. (20 marks)