

**INVESTIGATING THE IMPACT OF PRODUCT QUALITY AND  
FOOD EXPERIENCE AFFECTING THE VISIT INTENTION IN  
CULINARY TOURISM: A CASE STUDY OF MY THAI GREEN LAKE CITY**

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## STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### INVESTIGATING THE IMPACT OF PRODUCT QUALITY AND FOOD EXPERIENCE AFFECTING THE VISIT INTENTION IN CULINARY TOURISM: A CASE STUDY OF MY THAI GREEN LAKE CITY

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This study aims to analyze the effect of product quality<sup>®</sup> and culinary experience on consumer interest in visiting My Thai restaurant in Green Lake City. The background of this study is based on the decreasing number of visitors even though the restaurant has high potential in terms of attractions, amenities, and accessibility. The research method used is a quantitative approach. Data were collected through questionnaires to 149 respondents who had visited My Thai. The results of the analysis show that both product quality and culinary experience have a significant effect on interest in visiting, both partially and simultaneously. The Adjusted R Square value of 0.433 indicates that 43.3% of the variation in interest in visiting can be explained by these two variables, while the remaining 56.7% is influenced by other factors outside this model. This study contributes to the management of culinary destinations by emphasizing the importance of quality of taste, presentation, atmosphere, and service in building consumer intention to visit.

*Keywords: Product Quality, Food Experience, Visit Intention, Culinary Tourism*



## **DEDICATION**

I dedicate this work to my lovely family for their love and care, for their amazing support. I want and I wish to make all of them proud.



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