



Factors influencing tourist satisfaction with street food experiences in Hanoi: An empirical study toward sustainable tourism development

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ABSTRACT

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This study examines the factors influencing tourist satisfaction with street food experiences in Hanoi from the perspective of sustainable tourism development. Although street food is widely recognized as a key component of Vietnam's culinary tourism, empirical evidence remains limited for Hanoi, where long-standing culinary heritage coexists with rapid urbanization, increasing tourist demand, and challenges related to service consistency, hygiene, space management, and price transparency. Addressing this gap, the study investigates how five experiential dimensions, Food Quality (FQ), Service Quality (SQ), Perceived Price Value (PPV), Ambiance (AM), and Authenticity and Cultural Identity (AC), shape tourists' satisfaction. Data were collected using convenience sampling through face-to-face surveys at ten street food clusters in Hanoi and online questionnaires distributed via Google Forms and Zalo. After screening, 437 valid responses were retained for analysis. The data were analyzed using SPSS 26.0, and multiple linear regression was employed to test the proposed relationships. The results show that all five predictors significantly affect tourist satisfaction ($p < 0.05$). Authenticity and Cultural Identity is the strongest predictor ($\beta = 0.304$), followed by Food Quality ($\beta = 0.258$), Ambiance ($\beta = 0.173$), Service Quality ($\beta = 0.156$), and Perceived Price Value ($\beta = 0.135$). The model shows strong explanatory power, with an adjusted R^2 of 0.629. Theoretically, the study highlights cultural identity as a core sustainable tourism asset. Managerially, it suggests that Hanoi should prioritize culinary heritage preservation, food quality improvement, service training, and better management of street food spaces to strengthen satisfaction and destination competitiveness.

Contribution/Originality: This study contributes to the existing literature by providing empirical evidence on five determinants of tourist satisfaction with Hanoi street food. Its primary contribution is identifying the dominant role of cultural authenticity and identity and linking culinary experiences with sustainable tourism development and destination competitiveness.

1. INTRODUCTION

Hanoi, the capital city of Vietnam for millennia, is a political and cultural hub and the northern core of a robust street food culture (Mtapuri et al., 2024). Hanoi is a city where culinary legacy meets rapid urban growth, and the street food is an important part of its sustainable tourist potential (Elfrida & Rahayuningsih, 2021). The city's tourism sector has revived rapidly post-COVID-19 pandemic with 5.5 million visitors in 2021, 6.2 million in 2022 and more

than 7.0 million in 2023. From January to October 2024, Hanoi alone hosted more than 5.1 million tourists, including 3.5 million international tourists and 1.6 million domestic tourists (Voice of Vietnam, 2025).

The street food scene in Hanoi spreads over 12 metropolitan districts with more than 3,000 vendors and sidewalk restaurants (Truong & Nguyen, 2023). Each neighborhood has its own signature specialties. “Bat Dan” is famous for rice vermicelli with fried tofu and fermented shrimp paste, and pho rolls (Truong & Nguyen, 2023). “Hang Bo” is known for Ba Dan and Du Cuong’s Vietnamese baguette sandwiches. “Hang Buom” attracts locals and foreigners with Bun Cha Dac Kim and boiled snails (Flavors of Hanoi, 2019). The West Lake area has chop rice cakes and Co Hoi-style shrimp pancakes (Tay Ho District Department of Culture and Information, 2024). “Hang Dau” is famous for sour fish vermicelli. “Ly Quoc Su” is known for Pho Suong, a well-known local pho restaurant (Truong & Nguyen, 2023). Other streets such as Hang Chieu, Nguyen Huu Huan, Phung Hung, and Tong Duy Tan feature specialties that have gained national and global recognition (Nguyen, 2025; Voice of Vietnam, 2025).

In 2023, VOV ranked Hanoi among the Top 10 Street Food Destinations in Asia (Voice of Vietnam, 2025) while Time Out ranked as one of the four best culinary towns in the world in 2024 (Time Out, 2024). The prizes are a measure of the city’s pull in the kitchen and affect both how long visitors stay and how much money they spend: Local culinary experiences can increase stays by 25–30% and spending by 20–25% (Kedla, Nandini, & Chethan, 2025). The results demonstrate the importance of culinary tourism as a lever of sustainable economic growth and culture preservation (Ellis, Park, Kim, & Yeoman, 2018). Marketing local food can improve authenticity of destination (Sims, 2009) and can help communities to differentiate themselves in a highly competitive global tourism sector. However, the Hanoi street food sector has numerous challenges, including irregular implementation of food safety norms (Mtapuri et al., 2024) a shortage of vending areas with appropriate seating and garbage cans, inconsistent service standards and occasionally charging too much. These problems influence tourists’ perceptions of the city and the way they perceive the city’s treatment of its guests (Voice of Vietnam, 2025). Although prior studies have examined street food tourism in Vietnam and other urban destinations (Mtapuri et al., 2024; Truong & Nguyen, 2023) comprehensive empirical evidence on Hanoi remains limited. In particular, few studies have simultaneously examined how food quality, service quality, perceived price value, ambiance, and authenticity and cultural identity influence tourist satisfaction with Hanoi Street food. This study fills this gap by providing empirical evidence from 437 tourists and by linking street food satisfaction to sustainable tourism development in Hanoi.

A mixed technique was used to collect 437 responses from tourists, including face-to-face surveys at 10 outstanding street food venues and online surveys using Google Forms and Zalo. The data obtained were analyzed using SPSS 26.0 multiple regression to test the effect of each independent variable on the dependent variable, “Overall Satisfaction.” The findings not only point out the essential areas for improvement but also offer evidence-based insights into the development of sustainable street food tourism in Hanoi. More importantly, the study contributes to the strategic framework of tourism management by linking culinary authenticity to the preservation of urban heritage. It offers practical guidance to local authorities for integrating informal food sectors into formal tourism branding and inclusive urban initiatives and for ensuring long-term destination competitiveness and sustainable management of Hanoi’s cultural assets.

2. THEORETICAL BACKGROUND AND RESEARCH HYPOTHESES

2.1. Theoretical Foundations

2.1.1. Cuisine

Cuisine is the preparation, presentation and tasting of food, and the expression of the cultural identities, routines and lifestyles of different places. Lin, Marine-Roig, and Llonch-Molina (2021) explain that cuisine reflects not only eating and drinking practices but also broader cultural meanings, identities, and lifestyles. Food is not just about sustenance it provides but also the art of cooking, the way ingredients and seasonings are mixed and the actual ways dishes are consumed (Long, 2004).

Food is not just life; it is part of culture. The cooking practices are affected by the geographical location, history and social customs in each place, which provide unique cooking methods and gourmet attributes (Fischler, 1988). The heritage is also enhanced by the combination of various culinary traditions, and the exchange and adaptation of skills, ingredients and tastes between countries (Pilcher, 2012).

Food is not just a marker of ethnic identity, but also plays a vital part in social interactions. Family meals, celebratory gatherings and traditional rituals create relationships between people and protect and pass down treasured values and traditions from generation to generation. Gastronomy has become an important economic-cultural industry with significant effects on tourism and public health. Many governments have initiated culinary endeavors as part of “gastrodiplomacy” to represent the image of a country overseas and attract global visitors (Lin et al., 2021).

2.1.2. Street Food

Street food is ready to eat food or drink served by a vendor in a street or other public place, such as at a market or fair, and especially from a portable food booth or cart. It is characterized by convenience and immediacy. The foods are prepared quickly and are eaten as small bits or mini meals so that the clients can buy and eat them on the spot (Bhowmik, 2005). Another feature is the pricing as street food is generally lower than normal restaurants, making it accessible to all income levels, from students to workers (UNWTO, 2021). Furthermore, street food is a reflection of local culture: traditional recipes inherited from generation to generation, as well as their initial presentation, help to preserve and promote culinary history (Pilcher, 2012). Vendors are creative and flexible, experimenting with their menus and providing unique dining experiences by merging indigenous delicacies with modern trends. Finally, street food influences the urban landscape by locating stalls in high-traffic locations such as markets, pedestrian streets and school areas, creating colorful “food spaces” that encourage community interaction.

2.1.3. Tourists

Tourists are people who go to and stay in places outside their typical environment for not more than one year and for at least one night for leisure, business, culture, health or other purposes (UNWTO, 2018). According to Leiper (1990), a tourist is “a purposeful traveller who travels to places outside his/her normal surroundings to engage in a variety of pleasurable activities and to experience the distinctive characteristics of that destination”.

The tourists can be classified based on their main reason for traveling and the length of their stay: Leisure travelers go on vacation for relaxation, sightseeing, and fun; Business tourists travel for work-related purposes like meetings, seminars, and trade shows; Mixed-purpose travelers engage in both business and leisure activities; Sustainable visitors are concerned with protecting the environment and culture during their travels. A thorough understanding of these criteria and classifications enables destination managers to create specialized products and services that increase tourist happiness and promote sustainable tourism development.

2.1.4. Tourist Satisfaction

Tourism satisfaction is the emotional and cognitive reaction of tourists in the comparison between the original expectation and the actual experiences of tourism services (Lin et al., 2021; Oliver, 1997). Customer satisfaction, according to Meirovich and Bahnan (2008) is an effective response to the encounter with a product or service. These subjective reactions might vary from acceptance, happiness and relief to enthusiasm and delight (Hoyer & MacInnis, 2001).

According to Alegre and Garau (2010) tourists’ positive feelings when their expectations are met or exceeded are determined by service quality, cultural authenticity and perceived value in the tourism context, which leads to the overall satisfaction and intention to revisit.

2.2. Literature Review

2.2.1. Expectation–Confirmation Theory (ECT)

According to the Expectation–Confirmation Theory, satisfaction is a result of the comparison of expectations with experience (Oliver, 1980). The opinion of street food in Hanoi of visitors is influenced by promotional materials, social media and rating of peers. Then you work out the amount of confirmation. After supper you subtract what you got from what you predicted. The higher the level of expectations met, the more satisfied the tourists are. Disappointment and sadness are more likely to be the result of unmet expectations.

2.2.2. SERVQUAL Model

SERVQUAL, proposed by Parasuraman, Zeithaml, and Berry (1988), comprises five service-quality dimensions: reliability, responsiveness, assurance, empathy, and tangibles. When applied to street food, these criteria become: consistency of the dish (reliability), speed of service (responsiveness), the vendor's attitude and knowledge (assurance and empathy), and cleanliness and serving equipment (tangibles). This model helps identify which dimension most strongly influences service perceptions and, in turn, tourist satisfaction.

2.2.3. Perceived Value Theory

According to Sheth, Newman, and Gross (1991) and Zeithaml (1988), perceived value is the overall assessment of the advantages gained in relation to the costs incurred (monetary, temporal and effort). For tourists, the Hanoi street food experience means paying for the meal, and for the environment, cultural immersion and emotional gratification. The perceived value is high when visitors feel that the benefits they receive are equal to or greater than the entire amount they pay-what we may call "value for money". This increases their overall pleasure.

2.2.4. Authenticity

Authenticity favours experiences authentic to their cultural roots (Cohen, 1988; Everett & Aitchison, 2008). The authenticity of Hanoi street food is evident in the use of fresh, local products, traditional seasoning techniques, evocative and simple presentation, and the cultural anecdotes that accompany every meal. When tourists discover "real" things -- experiences that are one of a kind and genuine to their origins -- they are more engaged with the experience. That makes for more fun and more excursions, or referrals to others.

2.2.5. Synthesis and Research Gap

The above-described theories (ECT, SERVQUAL, Perceived Value and Authenticity) give a good platform to assess satisfaction. However, there is a huge lack of consensus on what the most essential aspect is in the street food scenario. For example, in highly controlled environments such as Singapore, studies suggest the major drivers are food safety and service efficiency (tangibles). But in developing locations like Ho Chi Minh City, research shows perceived price worth typically overrides other concerns. But Hanoi's street food is a bit of a paradox. While the majority of tourists report very high levels of satisfaction, there are occasional instances of varied service or hygiene standards. This study addresses this gap by critically examining whether cultural authenticity can act as a "buffer" that maintains satisfaction even when service quality (SERVQUAL) is suboptimal, a comparison that remains underdeveloped in current literature.

2.3. Research Hypotheses

2.3.1. Food Quality (FQ)

Food quality is a significant consideration for street food. Freshness. Flavor. Variety. Cleanliness. Security. Presentation. Visitors are satisfied when they perceive them as meeting or exceeding their expectations (Kim & Eves,

2012; Lin et al., 2021). Research conducted in Ho Chi Minh City and Hanoi has indicated that by boosting food freshness and visual appeal, overall customer satisfaction may be increased by 25-30% (Nguyen, 2025).

H₁: Food Quality has a positive effect on tourists' overall satisfaction when experiencing street food in Hanoi.

2.3.2. Service Quality (SQ)

Service quality within the street food sector includes the speed of service delivery, the friendliness and understanding shown by vendors, and physical aspects such as cleanliness and the state of utensils. According to the SERVQUAL model, service quality is defined by five dimensions (Parasuraman et al., 1988). According to research conducted in Da Nang and Hoi An, attentiveness and empathy are critical in linking meal quality to overall satisfaction. Furthermore, Lin et al. (2021) found that merchants' courteous and encouraging behavior increases tourists' emotions of respect and contentment.

H₂: Service Quality positively influences tourists' overall satisfaction when experiencing street food in Hanoi.

2.3.3. Perceived Price Value (PPV)

Perceived price value reflects the trade-off between the benefits received and the costs incurred (Zeithaml, 1988). In the street food setting, visitors pay for the meal and the cultural ambiance, setting, and emotional experience. When tourists judge the price as fair or “worth every penny,” their satisfaction rises markedly (Nguyen, 2025; Truong & Nguyen, 2023). A study in Hoi An found that perceptions of price fairness increased the likelihood of return visits by 30 % (Truong & Nguyen, 2023), while Nguyen (2025) highlights the importance of social value, specifically, the sense of community connection—as an additional enhancer of perceived value.

H₃: Perceived Price Value has a positive effect on tourists' overall satisfaction when experiencing street food in Hanoi.

2.3.4. Ambiance (AM)

The dining environment, which comprises landscape, noise, lighting and cleanliness, sets the tone for an unforgettable meal experience. The factor of “aesthetic” is important in creating happy sentiments, drawing on the Experience Economy framework (Pine & Gilmore, 1999). An energetic and hygienic environment can boost satisfaction by 25% (Truong & Nguyen, 2023). However, Truong and Nguyen (2023) found that the “escapist” feature of direct engagement in meal preparation boosted attraction and novelty. Moreover, Yang, Liu, and Xu (2024) also argued that the setting had a strong impact on tourists' overall pleasure while they enjoyed Hanoi street cuisine.

H₄: Ambiance has a positive effect on tourists' overall satisfaction when experiencing street food in Hanoi.

2.3.5. Authenticity and Cultural Identity (AC)

The utilization of local foods, traditional recipes and the cultural stories behind each meal are strong means of transmitting a region's identity (Cohen, 1988; Everett & Aitchison, 2008). When travelers see these actual features, both in flavor and the stories behind their dinner, they not only appreciate the food but also feel more connected to the local tradition, leading to greater satisfaction (Nguyen, 2025). Adding cultural narrative to eating experiences results in 28% more positive reactions (Truong & Nguyen, 2023). On the other hand, Nguyen (2025) argues that the authenticity of indigenous aspects is essential for the perception of cultural identity.

H₅: Authenticity & Cultural Identity positively influence tourists' overall satisfaction when experiencing street food in Hanoi.

Figure 1 illustrates the proposed research model, in which Food Quality (FQ), Service Quality (SQ), Perceived Price Value (PPV), Ambiance (AM), and Authenticity & Cultural Identity (AC) are hypothesized to positively influence tourists' satisfaction with street food in Hanoi (SA).

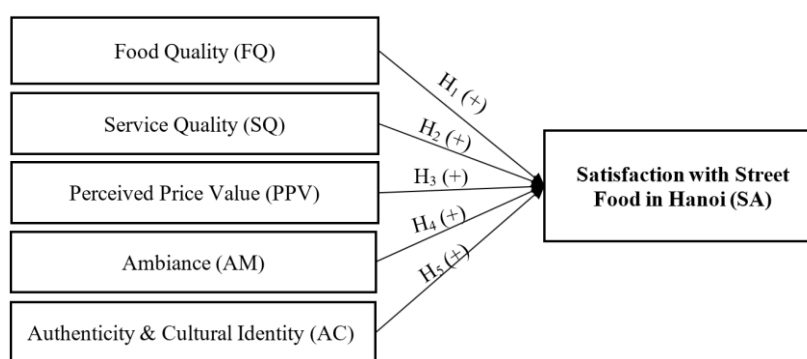


Figure 1. Research model.

3. RESEARCH METHODOLOGY

3.1. Research Procedure

Qualitative Phase: This study began with an extensive literature review to identify the factors that affect tourists' satisfaction with street food experiences. An initial measurement scale was developed based on this review. A focus group of ten tourists who had experienced Hanoi street food was formed and three specialists from tourism and culinary studies were consulted. The input obtained from the focus group and the experts confirmed the relevance and clarity of all the scale items and suggested that no major revision was needed.

Preliminary Quantitative Phase: A pilot survey of 45 participants was administered using the refined scale from the qualitative phase, with Cronbach's alpha values exceeding 0.60 and item-total correlations exceeding 0.30, indicating acceptable internal consistency and confirming the scale's suitability for the main study.

Main Quantitative Phase: A final questionnaire was distributed to tourists who had experienced Hanoi's street food using a convenience sampling technique. The data were collected through two primary channels to improve respondent diversity and capture both on-site and online tourist perspectives: face-to-face interviews in ten popular street food clusters in Hanoi and online questionnaires distributed via Google Forms and Zalo. A total of 550 questionnaires were issued, 495 were returned, and 58 were removed owing to incomplete or inconsistent responses, resulting in 437 valid responses. This resulted in a response rate of 79.5%, which is quite respectable in empirical tourism research. The data were analyzed using SPSS 26.0 for reliability analysis, exploratory factor analysis, descriptive statistics, correlation analysis, and multiple regression.

3.2. Measurement Scale

Measurement instruments were developed based on current theories and prior studies prior to data analysis to ensure that each construct was properly covered. Table 1 lists the 24 items used to measure Food Quality, Service Quality, Perceived Price Value, Ambiance & Environment, Authenticity & Cultural Identity, and Tourist Satisfaction using a five-point Likert scale. Each item is adapted from the relevant sources to maintain the validity and reliability of the measures.

Table 1. Summary of Measurement Scales and Sources.

Construct	Number of Items	Source(s)
Food Quality (FQ)	4	Kim and Eves (2012); Lin et al. (2021); Nguyen (2025) and Truong and Nguyen (2023)
Service Quality (SQ)	4	Lin et al. (2021); Mtapuri et al. (2024); Parasuraman et al. (1988) and Truong and Nguyen (2023)
Perceived Price Value (PPV)	4	Nguyen (2025) and Truong and Nguyen (2023)
Ambiance & Environment (AM)	4	Truong and Nguyen (2023) and Yang et al. (2024)
Authenticity & Cultural Identity (AC)	4	Cohen (1988); Everett and Aitchison (2008); Nguyen (2025) and Truong and Nguyen (2023)
Tourist Satisfaction (SA)	4	Alegre and Garau (2010); Oliver (1980) and Yang et al. (2024)

Table 1 summarizes the constructs, number of items, and sources used to develop the measurement scales. The full wording of the screening question, demographic questions, and 24 measurement items is provided in Appendix A.

4. RESEARCH RESULTS

4.1. Descriptive Statistics

In order to have a representative sample, the official questionnaire was randomly distributed among tourists who had sampled Hanoi street food. Data were acquired through two primary channels: paper survey at street food places, online survey through Google Form and Zalo messages. A total of 437 valid surveys were obtained. The table below provides the demographic characteristics of respondents by gender, age, occupation, income and personal information.

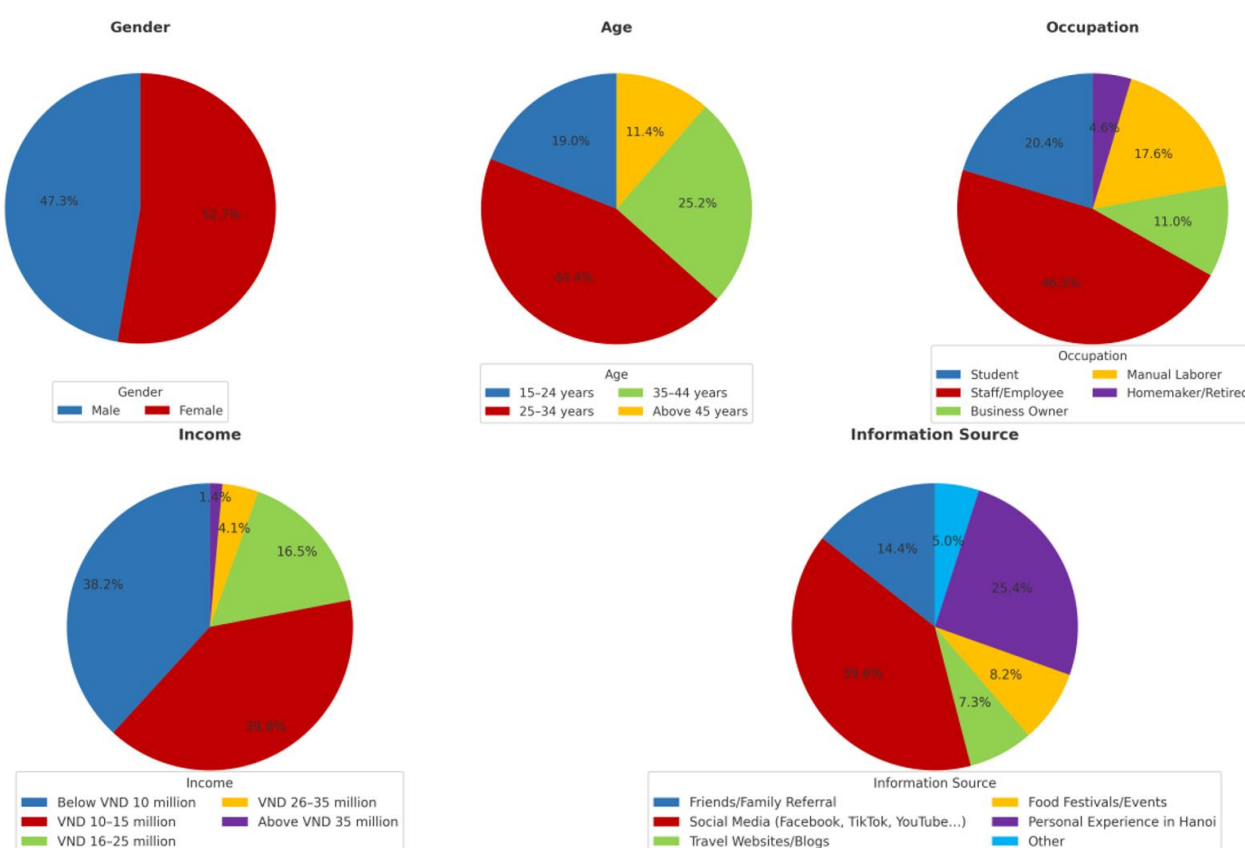


Figure 2. Demographic Characteristics of Respondents.

Figure 2 shows the demographic profile of the 437 survey participants. The sample is slightly gender-balanced with 52.7% of respondents being female and 47.3% male, thus the perspectives of both sexes are reflected equally. The survey's main target population was young and middle-aged people, as indicated by the fact that the majority of respondents (44.4%) are between the ages of 25 and 34, followed by those between the ages of 35 and 44 (25.2%) and 15 and 24 (19.0%).

Older persons were under-represented, with 11.4% of responders aged over 45. With regard to occupation, the highest percentage is for staff/employees (46.5%), followed by manual workers (17.6%) and students (20.4%). The sample consists mostly of working-age and economically engaged people, with few housewives or retirees (4.6%) and owners of businesses (11.0%).

As for the monthly income, 38.2% of respondents earn less than VND 10 million, and 78% earn VND 15 million or less. Most respondents are in the low to moderate income bracket, with only 5.5% earning more than VND 25

million per month. The most potent source of knowledge is social media (39.6%). Other major sources are recommendations from friends or family (14.4%) and first-hand experience of Hanoi (25.4%). This demonstrates how first-hand experience and online sources shape people's impressions of street food.

The sample is a young working-age population, diversified but youthful in the main, with middle income levels and active engagement with digital media – factors that are likely to influence their expectations and satisfaction with Hanoi street food.

4.2. Reliability Analysis: Cronbach's Alpha

Cronbach's Alpha coefficients were calculated for each set of observed variables to assess the internal consistency of the measurement scales. Table 2 presents the number of items and Cronbach's Alpha coefficients for each construct.

Table 2. Cronbach's Alpha Reliability Analysis.

Construct	Number of Items	Cronbach's Alpha
Food Quality (FQ)	4	0.712
Service Quality (SQ)	4	0.768
Perceived Price Value (PPV)	4	0.831
Ambiance (AM)	4	0.748
Authenticity & Cultural Identity (AC)	4	0.749
Satisfaction with Street Food in Hanoi (SA)	4	0.774

The results suggest that all constructs have a Cronbach's Alpha coefficient of more than 0.7, which means that they meet the dependability criteria as mentioned by Nunnally and Bernstein (1994). The internal consistency of the scales in this study is strong and this is acceptable for further exploratory factor analysis.

4.3. Exploratory Factor Analysis (EFA)

Table 3 presents the results of the Exploratory Factor Analysis (EFA) for the independent variables, including factor loadings, eigenvalues, cumulative variance, the KMO coefficient, and Bartlett's Test of Sphericity.

Table 3. EFA Results for Independent Variables.

Factor	Items (Codes)	Factor Loadings (Range)	Eigenvalue	Cumulative Variance (%)
AC (Authenticity & Cultural Identity)	AC1, AC2, AC3, AC4	0.672 – 0.753	7.107	35.534
PPV (Perceived Price Value)	PPV1, PPV2, PPV3, PPV4	0.625 – 0.746	1.396	42.515
SQ (Service Quality)	SQ1, SQ2, SQ3, SQ4	0.597 – 0.776	1.297	48.999
FQ (Food Quality)	FQ1, FQ2, FQ3, FQ4	0.659 – 0.712	1.203	55.014
AM (Ambiance)	AM1, AM2, AM3, AM4	0.538 – 0.714	1.064	60.335
KMO Coefficient = 0.890				
Bartlett's Test of Sphericity: Sig. = 0.000				

All factor loadings above the necessary level of 0.5, thereby providing evidence of convergent validity. The KMO coefficient (0.890) and Bartlett's Test (Sig. = 0.000) showed that the data were eligible for exploratory factor analysis. The overall variation explained by the five extracted factors is 60.335%, indicating an acceptable explanatory power.

Table 4 presents the Exploratory Factor Analysis (EFA) results for the dependent variable, Satisfaction with Street Food in Hanoi (SA), including factor loadings, the KMO coefficient, Bartlett's Test of Sphericity, eigenvalue, and total variance explained.

Table 4. EFA Results for the Dependent Variable.

Construct	Observed Variable	Factor Loading	KMO Coefficient	Sig. Bartlett's Test	Eigenvalue	Total Variance Explained
Satisfaction with Street Food in Hanoi (SA)	SA1	0.782	0.779	0.000	2.384	59.608
	SA2	0.788				
	SA3	0.743				
	SA4	0.775				

The scale assessing “Satisfaction with Street Food Experience in Hanoi” (SA) was tested by Exploratory Factor Analysis (EFA), and the results show that the scale has good psychometric qualities. Specifically, the KMO coefficient is 0.779, which shows that the data are eligible for factor analysis. At the same time, Bartlett’s Test of Sphericity gives a statistically significant output (Sig. = 0.000), with substantial correlations among the measured variables (Kaiser, 1974).

The four observed variables of the SA scale loaded on a single factor with factor loadings between 0.743 and 0.788, indicating that each of the items had a significant and consistent contribution to the overall factor structure. The extracted factor had an Eigenvalue of 2.384. It explains 59.607% of the total variation, which is above the usually accepted cut-off of 50%. This means that the factor explains a large share of the volatility of the data. Thus, the SA scale has a robust and reliable unidimensional structure and can be employed in future experiments.

4.4. Pearson Correlation Analysis

To check the structure of factors by means of Exploratory Factor Analysis (EFA) and the reliability of the measuring scales by means of Cronbach’s Alpha, Pearson correlation analysis was performed to examine the links between independent and dependent variables.

The present analysis specifically aims to identify the direction and magnitude of linear correlations between tourists’ enjoyment of their street food experience in Hanoi and factors such as perceived pricing value, ambiance and environment, food and service quality, and cultural identity.

Table 5 presents the Pearson correlation coefficients between tourist satisfaction (SA) and the five independent variables: Food Quality (FQ), Service Quality (SQ), Perceived Price Value (PPV), Ambiance (AM), and Authenticity & Cultural Identity (AC).

Table 5. Pearson Correlation Coefficients.

Correlation	SA	FQ	SQ	PPV	AM	AC
SA	1	0.619**	0.588**	0.593**	0.619**	0.668**
Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
N	437	437	437	437	437	437

Note: ** p < 0.01 (2-tailed).

At the 1% significance level (Sig. = 0.000), the Pearson correlation analysis results show a positive and significant association between all independent factors and the dependent variable, satisfaction (SA). Specifically, the strongest relationship between SA and Cultural Identity (AC) ($r = 0.668$) is an indicator of the importance of cultural elements in the street food experiences of visitors.

Dining ambiance and food quality, such as Ambiance and Environment (AM) and Food Quality (FQ), affect patron satisfaction ($r = 0.619$). The positive and substantial connection between satisfaction and Service Quality (SQ) ($r = 0.588$) and Perceived Price Value (PPV) ($r = 0.593$) highlights the relevance of service experience and fair pricing in street food.

These results are in line with all the research theories that the independent elements predict the visitor’s enjoyment. This is necessary for further regression analysis.

4.5. Multiple Linear Regression Analysis

Various statistical indicators were employed to assess the goodness-of-fit of the multiple linear regression model for the survey data, including R, R², adjusted R², the standard error of the estimate, the Durbin–Watson statistic, and the F-value from ANOVA. The results are presented in Table 6.

Table 6. Model Fit Summary for the Multiple Linear Regression.

Indicator	Value
R	0.798
R ²	0.636
Adjusted R ²	0.629
Standard Error of the Estimate	0.354
Durbin–Watson	1.939
F (Sig.)	82.966 (p = 0.000)

The results indicate that the coefficient of determination (R²) reaches 0.636, meaning that approximately 63.6% of the variance in tourists' satisfaction (SA) can be explained by the five independent variables in the model, including food quality (FQ), service quality (SQ), perceived price value (PPV), ambiance and environment (AM), and cultural identity (AC). The adjusted R² value of 0.629 further confirms that the model has a high degree of goodness-of-fit and remains stable when accounting for the number of predictors.

The Durbin–Watson statistic is 1.939, which is within the allowed range of 1.5 to 2.5 (Yang et al., 2024). The residuals are confirmed to have no autocorrelation. The ANOVA test validated the overall fitness and statistical significance of the regression model with an F-value of 82.966 at a significance level of p = 0.000, less than the critical value of 0.01.

Therefore, the regression model that was built is considered appropriate for further investigation in this study.

Table 7. Results of the Regression Analysis.

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
Constant	0.456	0.283		2.494	0.013		
FQ	0.245	0.045	0.258	5.422	0.000	0.676	1.480
SQ	0.240	0.046	0.156	3.038	0.003	0.590	1.694
PPV	0.215	0.042	0.135	2.567	0.012	0.566	1.767
AM	0.256	0.047	0.173	3.227	0.001	0.537	1.863
AC	0.274	0.048	0.304	5.863	0.000	0.573	1.745

The results of the multiple linear regression analysis (see Table 7) show that all independent factors positively and statistically significantly influence visitors' satisfaction (SA). The collinearity data show that there is no problem of multicollinearity in this model since all the VIF values are less than 2 and the Tolerance values are greater than 0.5 (Hair, Black, Babin, & Anderson, 2010).

Constant (0.456) is the expected satisfaction level when all predictor variables equal zero. More importantly, the unstandardized coefficients (B) are an easy way to measure impact in original units. For example, a one-unit increase in Authenticity and Cultural Identity (AC) on the Likert scale increases satisfaction by 0.274 points (B = 0.274) if all other factors are held constant. Similarly, the increase of one unit of Food Quality (FQ) increases the pleasure by 0.245 points (B = 0.245). Standardized coefficients (beta) are used to compare the relative relevance of different elements. The greatest predictor is Authenticity & Cultural Identity (AC), where an increase of one standard deviation in AC enhances happiness by 0.304 standard deviations (beta = 0.304). This is followed by Food Quality (beta = 0.258), Ambiance (beta = 0.173), Service Quality (beta = 0.156) and Perceived Price Value (beta = 0.135).

The resulting regression equation is:

$$SA = 0.456 + 0.245FQ + 0.240SQ + 0.215PPV + 0.256AM + 0.274AC \quad (1)$$

5. DISCUSSION OF RESEARCH FINDINGS

The regression analysis findings show that tourists' happiness with their street food experiences in Hanoi is positively and statistically significantly influenced by each of the five parameters that were looked at. These results align with the hypotheses H1 through H5, which have been proposed.

The regression model showed a statistically significant constant ($p = 0.013$). Theoretically, this importance implies that while the five key criteria (Food Quality, Service Quality, Perceived Price Value, Ambiance, and Authenticity) are strong predictors, they do not fully capture the street food experience in Hanoi. This conclusion shows that other unmeasured, intangible aspects such as a traveler's spontaneous mood, specific weather circumstances, or the social dynamics of the street environment also have a non-negligible influence in creating overall contentment. This result emphasises the intrinsic complexity of the street food phenomenon, where satisfaction comes from a combination of structured service features and various extrinsic and situational elements.

The first most important element that affected visitor satisfaction was Cultural Identity (AC) with a normalized value of Beta = 0.304. In this essay, the use of indigenous foods, unique cooking methods, and the cultural background behind them are important in creating a really exceptional gourmet experience. The findings are aligned with Truong and Nguyen (2023) and Nguyen (2025) that authenticity and narrative in culinary culture promote tourist delight and evoke positive emotional reactions. The study also demonstrates that the promotion and preservation of traditional cooking practices can boost immediate tourist experience and the long-term cultural sustainability of places (Elfrida & Rahayuningsih, 2021; Sims, 2009). Food Quality (FQ) (Beta = 0.258, Standardized coefficient) also had a significant effect. This indicates that flavor, freshness, presentation and cleanliness standards still play a significant role in satisfaction, as noted in prior research by Lin et al. (2021). This research highlights the relevance of food in the vacation experience as Hanoi is known as a "street food paradise". Additionally, consistent food quality enhances the city's reputation and hence contributes to the economic sustainability of culinary tourism (Ellis et al., 2018). Third, Ambiance and Environment (AM) shows a favorable effect with a standardized coefficient Beta = 0.173. Cleanliness, openness and a special ambiance serve as a backdrop to the perception of food and produce sensations of relaxation and comfort. This conclusion agrees with Pine and Gilmore (1999) assertion regarding the "aesthetic" aspect in the experience economy, and recent findings by Yang et al. (2024) in the context of Hanoi. Creating food venues that are both aesthetically beautiful and environmentally clean will improve the individual's dining experience and contribute to the environmental sustainability aims of urban tourist planning.

Fourth, Service Quality (SQ) has a favorable effect on tourist satisfaction with a normalized Beta coefficient of 0.156. Key service features such as courteous demeanor, quick delivery and vendors' sympathetic contacts enhance the emotional aspect of the gastronomic experience. These results are consistent with previous research in Hoi An and Da Nang (Mtapuri et al., 2024; Truong & Nguyen, 2023), highlighting the significance of service-related aspects in influencing customer satisfaction in street food contexts. Well-trained and community-based vendor services also foster inclusive economic involvement, a vital characteristic of socially sustainable tourism.

The perceived price value (PPV) has a positive influence (Beta = 0.135) but less than the other categories. But indicates that money is still essential, but tourists love the total experience more than the financial cost. This is consistent with the theoretical logic of Zeithaml (1988) and the actual data of Hoi An. Truong and Nguyen (2023) found a link between consumer satisfaction and perceived fairness in pricing. Transparency, fair pricing and fair value for money are the most crucial ingredients to a successful tourism sector, which depends on tourist happiness.

These findings lend support to the proposed hypotheses and add to the increasing body of theory on street food experiences, especially in a culturally dense urban setting such as Hanoi. The aspects investigated suggest our key levers to enhance the sustainability of urban gastronomy tourism beyond the quick delight, in particular through environmental responsibility, economic inclusion and cultural preservation. Thus, the findings provide a strong basis for academic advancement and practical strategic planning for the development of street food tourism as a viable and sustainable component of the urban tourism economy.

6. CONCLUSION AND MANAGERIAL IMPLICATIONS

6.1. Conclusion

The study confirmed that the five suggested factors have a beneficial impact on tourist satisfaction with Hanoi's street cuisine based on survey data of 437 respondents. Most significantly, Authenticity and Cultural Identity (AC) was the most significant predictor ($\beta = 0.304$), implying that the greatest draw for travellers is authentic culinary heritage and cultural narratives. The results provide a solid foundation for stakeholders to design policies on cultural preservation and immersive experiences as the main criteria for satisfaction and sustainable urban tourist development.

6.2. Managerial Implications

The research findings show Authenticity and Cultural Identity as the most important feature in increasing tourist satisfaction ($\beta = 0.304$). This means tourists appreciate cultural uniqueness and real experiences more than consumption. Vendors and street food management have the possibility to apply 'heritage storytelling' in their food provision, linking local products and traditional recipes with engaging stories of their origin through menus, signs, or direct communication. This identity might be further institutionalized through the creation of cultural thematic zones (e.g., "Old Hanoi Culinary Quarters") that can transform merchants into cultural ambassadors and assist in sustaining the long-term competitiveness of Hanoi's tourism brand. The second most essential factor that contributes to tourists' appreciation of Hanoi street food is the meal quality. Guests' views are influenced by freshness, flavor, safety and presentation. So street food vendors have to consider the quality of the food. The quality control of ingredients, in particular source and freshness, is emphasized most. Also, buying local and seasonal food helps maintain regional culinary traditions and minimizes carbon emissions of supply chains, which is beneficial for the environment. By using local, seasonal ingredients, you can save money and maintain the flavor of the location. Continuous training in methods of food preservation and preparation and regular inspections are likely to ensure street food vendors meet the criteria of food safety and hygiene. The display of hygienic, attractive and well-prepared food can greatly enhance the dining experience. Small investments in serving utensils, stall design and customer service could impact visits. In the digital age, tourists increasingly share their meal experiences online, so visual appeal is a crucial driver of destination image. Thus, visual aesthetics and appeal have become a key feature in promoting a brand and fostering word-of-mouth advertising. Such feasible measures may allow the vendors to meet the demands of modern tourists and to provide a more satisfying and memorable gourmet experience in Hanoi. These quality enhancements increase consumer happiness and boost the long-term competitiveness and sustainability of the local street food sector.

Guests' weather and attitudes might affect street food in Hanoi. Travelers are looking for nice food, but culture, atmosphere, cleanliness, lighting, and soundtrack affect emotions and the eating experience. Clean up the city and street food vendors. Provide clean dining areas, garbage cans, pathways, and seats. Tourist experience and sustainability are enhanced by garbage management and the utilization of public space. Set the right mood with traditional music, gorgeous evening lights, and renowned street hawker screams. Stalls and food displays shall be clean. Use decorations of bamboo/rattan and old, eco-friendly Hanoi photos. These works are culturally famous and are visited by local and international tourists. Ecological and spatial investments are cheap and emotionally powerful. Good street food creates sustainable public areas where different groups come together. By making changes to street food outlets, customer satisfaction and engagement can be improved.

It is the service that makes Hanoi street cuisine enjoyable. Service qualities with moderate to high effect coefficients include speed, correctness, vendor friendliness, empathy, and the desire to help. Independent street food vendors lack restaurant standards that might improve their service. It also differentiates them. Encourage street food vendors to provide foreigners with short-term customer service training. Smiles, friendliness, and speed make clients happier. Good service comes with cleanliness, well-dressed vendors, and the use of clean utensils. The main services

meet tourists' expectations and show cultural diversity and professionalism. Local governments and tourist agencies can educate street vendors about service quality and develop "Code of Conduct" manuals and "Friendly Vendor" certification programs. They set service requirements and promote informal workers, resulting in improved tourism social sustainability. All street food restaurants see improvements in customer service and merchant communication. Great street food service is emotional. Good service can validate Hanoi's street food history as a hospitality brand that boosts tourism retention and sustainability.

"Price affects tourists' satisfaction with Hanoi's street food. Importantly, this is not simply about being "cheap" but a mix of cost, cultural experience, and culinary quality. When travelers feel the price is "worth every penny," they are more likely to come back and recommend it. Street food vendors should display their prices so that they can gain trust. Tourists, especially foreigners, tend to buy more quickly and with greater confidence when they see the food and its prices. Transparent pricing helps avoid misunderstandings and negative attitudes, such as overcharging and price discrimination, which hamper inclusive and sustainable tourism. Alternatively, customers might feel they are receiving better value through value combos or small discounts on larger purchases. Local governments could explore delivering 'High-Quality Street Food at Fair Prices' and publicising the outcomes on social media and travel websites. These activities support SDG 12 and community reputation, building trust and fairness with customers. These efforts will improve service, increase vendor competitiveness, and establish the city's reputation as a culinary destination. Visitors' evaluations of value for money impact their purchases on site and their overall view of Hanoi's street food culture. Finding a balance between price and value is vital for increasing customer satisfaction and repeat business. Fair pricing improves consumer satisfaction and the economic viability of street food tourism in urban Vietnam.

6.3. Limitations and Directions for Future Research

The research model explains a large amount of variance in tourist satisfaction, although it is not without limitations. Firstly, the regression constant is statistically significant ($p = 0.013$), which implies the existence of omitted variable bias. This suggests that factors other than the five categories examined influence street food satisfaction in Hanoi. Future research can also extend the conceptual framework by incorporating other variables, such as social media influence, personal travel motivation, or weather conditions, to explain the variance in happiness more completely. Secondly, the study is limited to Hanoi; hence, the results cannot fully reflect other cities in Vietnam. Future research should extend the geographic scope to test the durability and applicability of the proposed paradigm in a variety of cultural settings.

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Transparency: The author states that the manuscript is honest, truthful, and transparent, that no key aspects of the investigation have been omitted, and that any differences from the study as planned have been clarified. This study followed all writing ethics.

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Appendix A. Questionnaire Items.

Screening Question

SCR0. Have you ever experienced street food in Hanoi?

- Yes → Please continue the survey.
- No → Please stop here. Thank you for your time.

Part I. Demographic and Background Information

Please read each question carefully and select the option that best describes you.

1. What is your gender?

- Male
- Female

2. What is your age group?

- 15–24 years
- 25–34 years
- 35–44 years
- Above 45 years

3. What is your current occupation?

- Student
- Staff/Employee
- Business Owner
- Manual Laborer
- Homemaker/Retired

4. What is your average monthly income?

- Below VND 10 million
- VND 10–15 million
- VND 16–25 million
- VND 26–35 million
- Above VND 35 million

5. Through which source did you know about Hanoi street food?

- Friends/Family Referral
- Social Media, such as Facebook, TikTok, or YouTube

- Travel Websites/Blogs
- Food Festivals/Events
- Personal Experience in Hanoi
- Other

Part II. Main Questionnaire Items

Please indicate your level of agreement with each statement below.

- 1 = Strongly disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly agree

Construct 1. Food Quality (FQ)

- FQ1. The Hanoi street food I experienced had a good taste and flavor.
FQ2. The ingredients used in Hanoi street food were fresh and suitable.
FQ3. The Hanoi street food I experienced was hygienically prepared and safe to consume.
FQ4. The variety of Hanoi street food dishes enhanced my dining experience.

Construct 2. Service Quality (SQ)

- SQ1. Street food vendors in Hanoi served tourists in a friendly manner.
SQ2. Street food vendors responded quickly to tourists' requests.
SQ3. Street food vendors provided clear and helpful information about the dishes when needed.
SQ4. The overall service at Hanoi street food places was reliable.

Construct 3. Perceived Price Value (PPV)

- PPV1. The prices of Hanoi street food were reasonable.
PPV2. Hanoi street food provided good value for money.
PPV3. The quality of the food was appropriate for the price paid.
PPV4. Compared with other food options, Hanoi street food was worth the cost.

Construct 4. Ambiance and Environment (AM)

- AM1. The street food areas in Hanoi had an attractive local atmosphere.
AM2. The physical environment of the street food places contributed positively to my dining experience.
AM3. Seating space and surrounding conditions at Hanoi street food places were acceptable for tourists.
AM4. The overall atmosphere of Hanoi street food areas made the experience enjoyable.

Construct 5. Authenticity and Cultural Identity (AC)

- AC1. Hanoi street food reflected the local culinary culture.
AC2. The street food experience helped me understand Hanoi's cultural identity.
AC3. The traditional preparation and presentation of the dishes made the experience authentic.
AC4. Hanoi street food created a memorable cultural experience for me.

Construct 6. Tourist Satisfaction (SA)

- SA1. Overall, I was satisfied with my street food experience in Hanoi.
SA2. My street food experience in Hanoi met my expectations.
SA3. I made the right decision to experience street food in Hanoi.
SA4. I would recommend Hanoi street food experiences to other tourists.

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