



FACTOR INFLUENCING CUSTOMER TO CHOOSE MAMAK STALL OR
RESTAURANT AS PREFERABLE RESTAURANT

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING) FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA MELAKA

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Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business
Administration with Honours (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TECHNOLOGY MARA MALACCA CITY CAMPUS

SEPTEMBER 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, HANI MUHAMMAD HILMI BIN HANIZAM, (I/C NUMBER : 951016135211)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: HANI MUHAMMAD HILMI

Date: 7 JANUARY 2019

LETTER OF SUBMISSION

JANUARY 2019

The Head of Program Bachelor of Business Administration (Hons.) Marketing Faculty of Business Management Universiti Teknologi Mara Kampus Bandaraya Melaka 110 Off Jalan Hang Tuah 75300 Melaka

Dear

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “Factor influencing customer to choose mamak stall or restaurant as preferable restaurant” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Your sincerely,

HANI MUHAMMAD HILMI HANIZAM

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ABSTRACT

Mamak Restaurant has become the talk of the town with various cases regarding this kind of restaurant. So many issues come out when we search the internet about mamak restaurant and it is not a positive as well. From the dissatisfaction of the customers about the hygienic aspect of the restaurant, to the price that they charged on something that doesn't makes any sense at all to the mind of the customers. The main objective of this study was to identify the factors influencing customers to choose mamak stall or restaurant as preferable restaurant. Hence, This study shows that overall for the independent variables consist of quality of physical environment, food quality, and service quality have significantly affects towards customer behavioral intention. Subsequent regression analyses demonstrated that the independent variable influence customers behavioral intention through the factors that affecting the customers. However, this study is to investigate the most effective factors effecting customers perceptions towards service and quality of mamak restaurant.

Keyword: Behavioral Intention, Quality of Physical Environment, Food Quality and Service Quality.