IMPACT OF WAITING TIME ON CUSTOMER SATISFACTION AND LOYALTY AT FAST FOOD RESTAURANT IN MALAYSIA

NUR SALSADILLA BINTI ZAINUDIN (2015663914)
NUR FATIN AMANIENA BINTI ZULKIFLEE (2015829532)

BACHELOR OF SCIENCE (HONS) IN FOODSERVICE MANAGEMENT - HM242

JULY 2018
FACULTY OF HOTEL & TOURISM MANAGEMENT

IMPACT OF WAITING TIME ON CUSTOMER SATISFACTION
AND LOYALTY AT FAST FOOD RESTAURANT IN MALAYSIA

NUR SALSADILLA BINTI ZAINUDIN (2015663914)
NUR FATIN AMANIENA BINTI ZULKIFLEE (2015829532)

This undergraduate report (HTM655) submitted in partial fulfillment of the requirements for the degree of

BACHELOR OF SCIENCE (HONS) IN FOODSERVICE MANAGEMENT - HM242,
Universiti Teknologi MARA (UiTM), MALAYSIA

JULY 2018
# TABLE OF CONTENT

<table>
<thead>
<tr>
<th>CHAPTERS</th>
<th>CONTENTS</th>
<th>PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Abstract</strong></td>
<td></td>
<td>i</td>
</tr>
<tr>
<td><strong>Acknowledgements</strong></td>
<td></td>
<td>ii</td>
</tr>
<tr>
<td><strong>Table of Contents</strong></td>
<td></td>
<td>iii</td>
</tr>
<tr>
<td><strong>List of Tables</strong></td>
<td></td>
<td>iv</td>
</tr>
<tr>
<td><strong>List of Figures</strong></td>
<td></td>
<td>v</td>
</tr>
</tbody>
</table>

## 1 INTRODUCTION

1.0 Overview  
1.1 Background of the Study  
1.2 Problem Statement  
1.3 Research Objectives  
1.4 Research Questions  
1.5 Study Framework  
1.6 Significance of the Study  
1.7 Limitation of the Study  
1.8 Definitions of Key Term  
  i) Waiting Time  
  ii) Customer Satisfaction  
  iii) Service Quality  
  iv) Loyalty

## 2 LITERATURE REVIEW

2.1 Overview  
2.2 Waiting Time Management in the Foodservice Industry  
2.3 Fast Food Industry in Malaysia  
2.4 Aspect of Waiting Time  
  2.4.1 Objective  
  2.4.2 Subjective
2.4.3 Cognitive  
2.4.4 Affective  

2.5 The Ways to Solve to issue Regarding to the Waiting Time  
2.6 The Concept of Customer Satisfaction and Customer Loyalty  

2.7 Psychology of Queuing  
   2.7.1 Unoccupied time feels longer than occupied time  
   2.7.2 Anxiety makes waits feel longer  
   2.7.3 Uncertain or unexplained waits seem longer than explained waits  
   2.7.4 Preprocess waits feel longer than in-process waits  

3 DISCUSSION AND CONCLUSION  
3.0 Introduction  
3.1 Discussion and Suggestion  

REFERENCES
LIST OF FIGURE

Figure 1 Theoretical Framework
ABSTRACT

Waiting time relates closely especially when it comes to service. Waiting time requires the customer to wait in order before they can feel or receive the actual action. It will determine their satisfaction level. This research is about to study the impact of waiting time on customer satisfaction and loyalty at the fast food restaurant. Waiting time can influence customer whether gives positive or negative impacts towards the restaurant. Customer satisfaction in the aspect of businesses is important when providing service because they are the main contributor to the business success and can be as attracting factor that will make customer to continuously patronize the service. Furthermore, it also reflects the service quality provided to the customer by measuring their satisfaction level. Satisfaction level can be obtained only when customers’ expectations are met and they enjoyed with the service given. Thus, a loyalty bond or relationship can be formed when they are feeling satisfied with the waiting time and the quality of service served to them which will make them revisit or repeat their purchasing at the place in future.