FACTORS INFLUENCING CUSTOMER SATISFACTION ON FOOD SERVICE ESTABLISHMENT IN MALAYSIA AND OTHER ASEAN COUNTRIES

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# TABLE OF CONTENTS

Chapters Contents Pages

<table>
<thead>
<tr>
<th>Abstract</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgements</td>
<td>ii</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>iii-iv</td>
</tr>
</tbody>
</table>

## 1.0 INTRODUCTION

1.1 Background of the Study 1-3
1.2 Problem statement 3
1.3 Research Objectives 4
1.4 Research Question/Hypotheses 4
1.5 Significance of the Study 4-5
1.6 Definition of Key Terms 5-6

## 2.0 LITERATURE REVIEW

2.1 Customer’s Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria and Fast food) in Malaysian and Other Asean Countries 7

2.1.1 Customer satisfaction in Malaysia 7-9

2.1.1.1 Restaurant 9-11
2.1.1.2 Fast Food 11-12
2.1.1.3 Cafeteria 12-13

2.2 Customer’s Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria and Fast food) in India Countries. 14

2.2.1 Customer satisfaction in India 14

2.2.1.1 Restaurant 15
2.2.1.2 Fast Food 15-18
2.2.1.3 Cafeteria 19-20

2.3 Customer’s Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria and Fast food) in China Countries. 20

2.3.1 Customer satisfaction in China 20

2.3.1.1 Restaurant 21
2.3.1.2 Fast Food 21-22
2.3.1.3 Cafeteria 22-23
2.4 Customer’s Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria and Fast food) in Korea Countries.
   2.4.1 Customer satisfaction in Korea
      2.4.1.1 Restaurant
      2.4.1.2 Fast Food
      2.4.1.3 Cafeteria
   2.5 Customer’s Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria and Fast food) in Japan Countries.
      2.5.1 Customer satisfaction in Japan
         2.5.1.1 Restaurant
         2.5.1.2 Fast Food
         2.5.1.3 Cafeteria

3.0 METHODOLOGY
   3.1 Overview
   3.2 Sources of Data
   3.3 Types of Research Design
   3.4 Conclusion

4.0 DISCUSSION LIMITATION OF STUDY, SUGGESTION FOR FUTURE RESEARCH, CONCLUSION
   4.1 Customer’s Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria and Fast food) in Malaysian and Other Asean Countries
      4.1.1 Factors influence on customer satisfaction in Malaysia
      4.1.2 Factor influence on customer satisfaction in India
      4.1.3 Factor influence on customer satisfaction in China
      4.1.4 Factor influence on customer satisfaction in Korea
      4.1.4 Factor influence on customer satisfaction in Japan
   4.2 Similarities and dissimilarities customer satisfaction at food service industry in Malaysia and other Asean countries.
      4.2.1 Similarities and dissimilarities Malaysia and others country
   4.3 Suggestion
   4.4 Limitation of the Study
   4.5 Conclusion
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ABSTRACT

The customer satisfaction is the expectations of the customer are met with the experience by them. Factors influencing customer satisfaction is important in determine the success of the food service establishment that concurrently effect food service industry. However, the food service establishment are too wide and need a long time to discuss. Hence, in this thesis it has chosen few selected establishment (i.e. Restaurant, Cafeteria and Fast food) and few selected Asean countries (i.e India, China, Korea and Japan) to discuss the factors influencing customer satisfaction that hope may help to contribute some knowledge in boosting the profit of foodservice industry in future. Furthermore, in this topic, it also discusses the similarities and dissimilarities of the most factors influencing customer’s satisfaction on the food service establishment in Asean countries. So that, country in Asean can improve and generate their food service organization in the higher level in the world. The databases were mainly accessed from different online resources such as Science Direct, Emerald insight, Google scholar, academia.edu, e-books, and also from authorities website (i.e Ministry of Health and World Health Organization etc) to get the accurate data. All the linked accordingly to create complete comprehension review on factors influencing customer satisfaction among Asean countries. Only few of the articles can be discussed due to limitation of time. Although it is not many in order to cover the generalization of the countries and factors, it is hope can be part of the new contribution to the knowledge in factors influences customer satisfaction that that may show some good example to be implemented later in Malaysia and vice versa.