

**UNIVERSITI TEKNOLOGI MARA**

**TECHNICAL REPORT**

**MEASURING CUSTOMER'S SATISFACTION  
ON FOOD PREMISES CLEANLINESS USING  
FUZZY CONJOINT ANALYSIS**

**P63S19**

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## **ABSTRACT**

Customer's satisfaction is important to determine the level of customer's satisfaction in product or service. However, nowadays available methods for consumer to evaluate the restaurant cleanliness have become the major issue because it only evaluates on several aspects of the restaurant. In order to resolve the problem, this study employs fuzzy conjoint analysis to measure the cleanliness level of food premises. Data was collected from thirty students of UiTM Seremban 3. The study involves a questionnaire which consist two sections. In the first section was about the cleanliness of food premise and the other was about customers knowledge on cleanliness at food premises. A five-point and seven-point Likert scale was used to collect customer's preference and perceptions. Scores were recorded into degrees of similarity and its level of agreement. The highest degree of similarity will be selected. There are two methods of comparison that had been used in the study which are fuzzy conjoint analysis and statistical method. The result indicates that the analysis using fuzzy conjoint analysis give consistent result rather than using statistical method. Apart from that, using seven-point Likert scale shows the result is more significance than five-point Likert scale. Hence, it is concluded that the evaluation using fuzzy conjoint analysis can be an alternative to evaluate customer's satisfaction toward cleanliness of food premises.