



**UNIVERSITI TEKNOLOGI MARA**  
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**A STUDY ON QUALITY OF FOODS  
TOWARDS  
CUSTOMERS SATISFACTION**

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## ABSTRACT

In the foodservice industry, the customers satisfaction become a major consideration. The organization will provide the best product (quality of foods) in satisfying their customers. The study of this research is to identified or examine whether the quality of foods have a relationship with the customers satisfaction. And also to identified the factors effect the quality of foods in meeting the customers satisfaction.

The concepts will be operationally defined, so that they can be measured. The independent variable is the quality of foods while the dependent variable is the customers satisfaction. The research method use is the descriptive where by the main source is from the questionnaires and other sources is from the books, journals and published data. The instrument used is the questionnaires.

The questionnaire are divided into four section. Section A is personal profile with six questions related that use the nominal scale and Section B is the independent variable with four factors and five questions each that using the interval scale. While Section C is the dependent variable with three factors and five questions each and also using the interval scale. The interval scales represent 1 - Strongly Agree, 2 – Agree, 3 – Disagree and 4 – Strongly Disagree.

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# **CHAPTER 1**

## **RESEARCH PROBLEM**

### **1.1 INTRODUCTION**

Adopting a foodservice mentality involves more than just refraining from the reflex to push self-life and promotional dollar demands to the limit. To succeed, the retail food industry needs to focus on meeting customers need or satisfaction on building credibility by making quality our No. 1 objective. To understand quality, the first steps are to learned how to evaluate your prepared foods product and programs as your customers might and as foodservice companies have done for generations. For starter it's important to know how great foods should look and taste. And if it sounds a bit snobbish to say so, it's probably unwise to build a business dependent on pleasing discriminating palates if your dining experiences are limited to fast foods and family restaurants. The quality of