



**“THE EFFECTIVENESS OF DINESERV  
DIMENSION AT CAFERIA IN NAZA HOTEL  
MELAKA”**

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## **ABSTRACT**

Upon the completion of the study, the researcher had identified five factors or variables that are most influenced on the effectiveness of DINESERV dimension at food and beverages department in Naza Hotel Malacca. This study is all about how the researcher would know what are factors that may contribute to the effectiveness of DINESERV dimension.

In chapter two, the researcher has elaborated that all the literature review is based on the dependent and independent variables. The dependent variable is the effectiveness of DINESERV dimension at food and beverages department in Naza Hotel Malacca; while, the independent variables are food quality, service quality, price of food, physical environment and the convenience. The information on literature review was obtained from book references, journals and so on. On research methodology section, the researcher has used primary and secondary data as a collection method. For primary data, the technique used is questionnaire distribution.

The researcher has used the Statistically Package for Social Sciences (SPSS 16.0) in order to analyze the data that have been collected. The questionnaires were distributed to the respondents after they had taken their meal and need to complete and promptly returned the questionnaires.

In chapter four that is finding and analysis section, data is analyzed by using reliability, frequency distribution and correlation. In this research, the hypotheses were initially tested using the correlation coefficient to determine its significant level. Unfortunately, the results show that only three hypotheses out of five were significant to this study. This also indicates that the researcher had answered all the research objectives that have been made in chapter one.

Based on the analysis from previous chapter, we can see that the effectiveness of DINESERV dimension at food and beverages department in Naza Hotel Malacca was positively related with all those independent variables include food quality, service quality, price of food, physical environment and the convenience itself. It shows that not all factors that contribute to the effectiveness of DINESERV dimension at food and beverages department in Naza Hotel Malacca were accepted among respondents.

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