AUTHORS' DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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Date: June 2013

Abstracts

To date, popularity of Malay upscale restaurant is still outshined by other international full service restaurant that comes from different part of the world such as American, Mexican, Siamese, Spanish, French, Korean, Japanese and others. Basically the highly demand towards international full service restaurant has made local restaurants particularly Malay full service restaurants trying to be a player and taking a share of this market. This study focuses on the analyzing the influence of customer perceived value and perceived service performance on customer satisfaction to Malay upscale restaurants in Kuala Lumpur. It looks at the dimension in perceived value on emotional responses, monetary price, behavioral price and reputation. Meanwhile, the dimension in perceived service performance looks on physical environment quality, interactional quality and outcome quality.

A total of 5 Malay upscale restaurants were chosen and 170 customers participated in this study. Data were collected through self-administered questionnaires. Descriptive statistics, reliability analysis, Pearson correlation and multiple analyses were used in the data analysis. Findings showed that perceived service performance has a high contribution ($\beta=0.726$, $p<0.01$) and determined as the most significant influence on customer satisfaction. The beta value for perceived value ($\beta=0.646$, $p<0.01$) was also high which indicated that it made some contribution on customer satisfaction.

Keyword : Malay food, upscale restaurant, perceived value, perceived service performance, customer satisfaction.

TABLE OF CONTENT

CHAPTER 3 : RESEARCH METHODOLOGY

CHAPTER 4 : DATA ANALYSIS

**CHAPTER 5 : DISCUSSION, IMPLICATION, LIMITATION,
RECOMMENDATION AND CONCLUSION**