

UNIVERSITI TEKNOLOGI MARA

**THE IMPACT OF FOOD QUALITY AND ITS
ATTRIBUTES ON CUSTOMER SATISFACTION
AND BEHAVIORAL INTENTIONS AT MALAY
RESTAURANTS**

MUHAMMAD ‘ARIF AIZAT BIN BASHIR

Thesis submitted in partial fulfillment of the requirements
for degree of

MASTER IN FOODSERVICE MANAGEMENT

FACULTY OF HOTEL AND TOURISM MANAGEMENT

JUNE 2013

CANDIDATE'S DECLARATION

I declare that the work in this thesis 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 acknowledgement as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event my thesis be found to violate the conditions mentioned above, I voluntarily waived the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate	:	Muhammad 'Arif Aizat Bin Bashir
Candidate's ID Number	:	2011369879
Programme	:	Master in Foodservice Management
Faculty	:	Faculty of Hotel and Tourism Management
Thesis Title	:	The Impact of Food Quality and Its Attributes on Customer Satisfaction and Behavioral Intentions at Malay Restaurants
Signature of Candidate	:	
Date	:	17 June 2013

ABSTRACT

The foodservice business today is a complex and fast-changing industry. This can clearly be seen from the assortment of foodservice establishments escalating in all sub-sectors of the industry, including restaurants. Food quality appears to be acknowledged as an elemental factor to satisfy restaurant customers; yet, most restaurant quality-related studies have focused on atmospherics and service delivery, often neglecting the significance of food itself as the foundation of a restaurant. The primary objective of this study was to investigate how food quality is perceived in relation to satisfaction and post-dining behavioral intentions in Malay restaurants. This study also attempted to identify which attributes among food related qualities are critical in improving satisfaction and heightening revisit intention. Through regression analyses, this study shows that overall food quality significantly affects customer satisfaction and behavioral intentions and also revealed that the relationship between food quality and behavioral intentions is partially mediated by customer satisfaction. Subsequent regression analyses demonstrated that food taste was the greatest contributor to customer satisfaction; on the other hand, food freshness was the utmost contributor to behavioral intentions. Thus, restaurant operators should pay attention to the key food quality attributes that elicit customer satisfaction and enhance return visits in the restaurant business.

Keywords: *food quality, food quality attributes, customer satisfaction, behavioral intentions, Malay restaurants*

TABLE OF CONTENTS

TITLE PAGE

AUTHOR'S DECLARATION.....	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES.....	viii
LIST OF FIGURES.....	ix

CHAPTER ONE: INTRODUCTION	1
1.0 Background of the Study.....	1
1.1 Problem Statement	3
1.2 Objectives.....	6
1.3 Research Questions	6
1.4 Study Framework	7
1.5 Research Hypotheses.....	8
1.6 Significance of the Study	9
1.6.1 Practical aspect.....	9
1.6.2 Academic aspect.....	10
1.7 Definition of the Key Terms	10
1.7.1 Food Quality.....	10
1.7.2 Food Quality Attributes.....	11
1.7.3 Customer Satisfaction	11
1.7.4 Post-Dining Behavioral Intentions.....	11
1.7.5 Mid-Scale Malay Restaurant.....	12

1.8 Structure of the Study	12
CHAPTER TWO: LITERATURE REVIEW	14
2.0 Introduction	14
2.1 Quality	14
2.2 Food Quality and Food Quality Attributes.....	16
2.3 Customer Satisfaction.....	19
2.4 Behavioral Intentions	21
2.5 Relationship Between Quality and Satisfaction	22
2.6 Relationship Between Satisfaction and Behavioral Intentions.....	23
2.7 Relationship Between Quality and Behavioral Intentions	24
2.8 Interrelationship Among Quality, Satisfaction, and Behavioral Intentions	25
2.9 Malay Restaurants	26
CHAPTER THREE: RESEARCH METHODOLOGY.....	28
3.0 Introduction	28
3.1 Research Design	28
3.2 Sample Size and Population	29
3.3 Research Instrument	30
3.3.1 Questions Used in Section A of the Questionnaire	34
3.3.2 Questions Used in Section B of the Questionnaire	35
3.3.3 Questions Used in Section C of the Questionnaire	36
3.3.4 Questions Used in Section D of the Questionnaire	37
3.4 Validity of Research Instrument.....	38
3.5 Pilot Study	38
3.6 Reliability of Construct	39
3.7 Data Collection Process.....	40