FACULTY OF HOTEL & TOURISM MANAGEMENT

Customer's Preference Among Four Types Of Restaurant

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Abstract

Purpose-This undergraduate project aims to identify the most preferred type of restaurant in Dungun and to investigate the factors affecting the choice of restaurant in Dungun.

Design/methodology/approach- The researcher collected 101 questionnaires from respondents who live in Dungun and analyzed by using frequency table and crosstab table.

Findings- The results showed that most people preferred family restaurant as their preferred restaurants. Several factors were being analyzed and it was found that price saving, convenience, food assortment, food quality and perceived service quality had being the main concern.

Practical implications- The results of this study suggested that more time are given for future research so that the researcher can seek for advice from experts.

Originality/value- This study examined the type of restaurant that is most preferred by Dungun residents and what factors are influencing the choice of restaurant.

Keywords fine dining, family restaurant, quick-service restaurant, casual restaurant, price saving, ambiance, food assortment and quality, perceived service quality

Paper type Research paper

Table of Contents

CHAPTER ONE:INTRDUCTION

1.1Background Of Study

Referring to Webster,M.(n.d.) the earliest restaurant was opened in 1765 by a Parisian named Boulanger. Boulanger's establishment on rue des Poulies, near the Louvre, generally served bouillons restaurants—which is, "restorative broths. "The word begins from the Latin 'restaurateur,' which means "to renew. "Instead of being a soup vendor, Boulanger was also a man with humor sense: his establishment's motto was the Latin invitation Venite ad me omnes qui stomacho laboratis et ego vos restaurabo. The meaning of the sentence is, "Come to me those who suffer from stomach pain and I will restore you"—a kidding sign to both the restorative quality of his broths and Jesus's invitation found in Matthew 11:28 "Come to me, all who labor and are heavy laden, and I will give you rest. "Possible Christ complex aside, Boulanger appear to have had some pleasant sense in business and some willingly violated on the rule of the treaters—caterers who supplied cooked food to people lacking their own kitchen. The treaters reportedly took Boulanger to court.Unfortunately, lost and Boulanger's legacy was safe. The heritage of the treaters lived on too: treaters was borrowed into Italian as trattore, the base of trattoria, a familiar Italian word for "restaurant" that also loveliness the structure most of the American restaurant desiring to a marinara as good as one in the Old World. According to Bujisic,M., Hutchinson,J. and Parsa,H.G. (2014), restaurant industry can be divided into several divisions according to different criteria that define each division. Each division has special characteristics, although many of the similar characteristics can be identified across segments. Tanford, S. & Suh, E. (2013) states that several types of restaurant existed include buffet, Mexican restaurant, café, steakhouse and the grills. Recently, it is not abnormal to see a celebrity's chef restaurant, a five-star upscale restaurant and a brand name chain restaurant in addition to the common dining collection. In relating to this research which was done in Dungun, there are three types of food premise pattern exist in Dungun. Firstly, centered which was located at Kuala Dungun like food court and Sura Hujung. Secondly, lined up pattern like along the coast from Teluk Lipat to Teluk Gadung and lastly scattered like at Sura Tengah. One of the most popular restaurants among the people and tourist is Mak Wan Mee Champa, Chicken Chop budget laila Tom Yam and many more. These can be proven by looking at many customers that come to the restaurant,

affordable price, strategic location and affectionate service. According to a statistic got from MPD (Majlis Perbandaran Dungun), there were 178 static hawkers that were registered.93 moved hawkers such as food truck. Lastly, 321 food premise including De Dapo, Kentucky Fried Chicken (KFC).

1.2 Problem Statement

Emergence of restaurant brings much benefit to us. One of it is, it can be a place for family gathering. Whereas, all family members can dine together and enjoy their meals as well as strengthen the family bond. On the other hand, by dining at the restaurant, it will requires times and cost especially if the restaurant chosen looks like expensive in term of menu selection , well-decorated and the character as well as atmosphere of the place. The higher the expenditure to run the restaurant, the higher the cost. Thus, the more the customer has to pay. In current situation, there are many restaurants located in area of Dungun. Especially, along the coast. However, it was still questionable which restaurant s was more preferred among resident in Dungun. So, the researcher want to reveal out regarding to the problem stated on which one is more preferable by the resident. Also, researcher want to notify what are the factors influencing the choice of restaurant here.

1.3 Research Objectives

The researcher is eager to know which type of restaurants is more preferred by Dungun residents by looking at certain factors. The objectives of this study are as follows:

1. To identify the most preferred type of restaurant in Dungun.

2. To investigate the factors affecting the choice of restaurant in Dungun.

1.4 Research Questions

1. What is the most preferred type of restaurant in Dungun?

2. What are the factors affecting the choice of restaurant in Dungun?