

**A STUDY ON STUDENTS' PERCEPTIONS OF QUALITY FOR CAFETERIA
SERVICES
IN KOTA SAMARAHAN HIGHER LEARNING INSTITUTION**

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DECLARATION OF WORK

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“DECLARATION OF WORK”

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This work has not previously been accepted in substance by any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees. This project paper is the results of my independent work and observations, except where otherwise stated.

Other sources and extracts are acknowledged by footnotes, giving explicit references and a bibliography is appended.

SITI AFEIZA BT HASIM

DATE

LETTER OF SUBMISSION

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Chapter 1

Research Overview

1.1 Introduction

University is a place where students seek knowledge and learn how to be socialized with everyone around them and get involved with campus activities. With their everyday routine they need food and drinks that can give them energy to do all of these activities and help the brain to improve their knowledge and intelligence. Foods that are consumed by students can help them concentrate in the class better and enhance their memories, it all depends on the types of foods that they take whether it is healthy or not.

This is where the cafeteria plays an important role in providing good food services to the students. The good quality of food services will ensure the students' satisfaction. It includes the price, cleanliness, taste of the foods, the varieties of the foods and others. The students that are not satisfied with the hostel's cafeteria will prefer off-campus food service as a place to dine in. According to Chang, Norazah and Nalini (2014) the university cafeterias also need to improve and upgrade their services to maintain and attract new customers.

1.2 Problem Statements

There is a lot of research that has been conducted towards public restaurants or cafeterias, few of them are about university cafeterias. The reason why a study towards the higher learning institution cafeterias is conducted is to investigate the rumors about the cafeteria that is not performing a good service.

Chapter 2

Literature Review

2.1 Introduction

Spreng and Mackoy (1996) state that service quality and customer satisfaction are inarguably the two core concepts in the marketing theory and practice. Customer satisfaction is considered important in marketing these days because it is generally assumed to be a significant determinant of repeat sales, positive word of mouth and also.

2.2 Customer Satisfaction

Satisfaction is defined as ‘Overall evaluation after purchase’. While (Kotler, 1997) defined satisfaction as follows “satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance in relation to the expectations. It is discussed by (Oliver, 1989) that satisfaction involves “an evaluative, affective, or emotional response”. Oliver (1997) further states that if the performance is less than what customers expect, quality is perceived to be low resulting in negative disconfirmation or dissatisfaction. Erevelles and Leavitt (1992) illustrate that consumers’ satisfaction is one of the main goals in marketing. It has been considered one of the most marketing constructs Morgan et al. (2000). (Machleit and Mantel, 2001) also describe customer satisfaction as the heart of the marketing activities and there is no doubt that customer satisfaction has been identified as one of the most important determinants to customer loyalty. (Oliver, 1993; McQuitty et al., 2000) mention that satisfaction is a good predictor of purchase behavior as it plays a center role in marketing.

Customer judgments of a product or service attributes, or the product, or service itself that will provide a pleasurable level of consumption related fulfillment as stated by (Oliver, 1997). Even though satisfaction is the heart of marketing and important for any businesses, but previous studies do argue that customer satisfaction is not the only attribute to the success of a business, brand familiarity explained Tam et al. (2008). Aldridge and Rowley et al.,