

FACTORS OF FOOD DIMENSION
AFFECTING CUSTOMER SATISFATION
IN FAMILY RESTAURANTS

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FEBRUARY 2012

Report submitted to the Research Management Institute,
MARA University of Technology,
in fulfillment of the requirement for the confirmation.

Tarikh : 28 Februari 2012

No. Fail Projek : 600-RMI/SSP/DANA5/3/Dsp(74/2011)

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**LAPORAN AKHIR PENYELIDIKAN “FACTORS OF FOOD DIMENSION
AFFECTING CUSTOMER SATISFATION IN FAMILY RESTAURANTS”.**

Merujuk kepada perkara di atas, bersama-sama ini disertakan 2 (dua) naskah Laporan Akhir Penyelidikan bertajuk “FACTORS OF FOOD DIMENSION AFFECTING CUSTOMER SATISFATION IN FAMILY RESTAURANTS” oleh kumpulan penyelidik dari Fakulti Pengurusan Perniagaan untuk makluman pihak tuan.

Sekian, terima kasih.

Yang benar,

NORSHAHNIZA BINTI SAHARI

Ketua

Projek Penyelidikan

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ABSTRACT

This study aims to determine the principal drivers of customer satisfaction in the aspect of meal or food dimension (i.e. food quality, food pricing, food portioning, and food presentation) in family restaurants in Malaysia. Moreover, the study investigates the relationship between factors of food dimension and customer satisfaction in family restaurants. A total of 460 dine-in customers were randomly selected from 40 outlets of family restaurant chains in Malaysia and submitted feedback forms. The findings indicate that customer satisfaction is influenced most by the quality of food, followed by the presentation of food, meal portion and food pricing (in that order). Furthermore, results show that all factors of food dimension have a significant impact on family restaurants in Malaysia. Thus, this study provides potential ways for restaurateurs to increase customer satisfaction and loyalty by improving their understanding of the factors of food dimension that influence customer satisfaction.

Keywords: Customer satisfaction, customer loyalty, family restaurant, restaurant industry, food quality