UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

DETERMINANTS OF SATISFACTION AMONG CUSTOMER IN "MAMAK" RESTAURANT NEAR KLCC

NURFATIHAH BINTI MOHAMAD ZULKIFFLEE

2012250796

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS KOTA BHARU

PREPARED FOR:

DR MAZNAH BINTI ABDULLAH

CIK FARAHIYAH AKMAL MAT NAWI

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LETTER OF TRANSMITTAL

NURFATIHAH BINTI MOHAMAD ZULKIFFLEE

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA, Kelantan Campus

15050 Kota Bharu, Kelantan Darul Naim

7th January 2015

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA, Kelantan Campus

15050 Kota Bharu, Kelantan Darul Naim

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled **"The Determinants of Satisfaction among Customers in "Mamak" Restaurant near KLCC."** to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA, Kelantan.

Thank you,

Yours sincerely,

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NURFATIHAH BINTI MOHAMAD ZULKIFFLEE

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This study is conducted to analyse the factors that influence customer satisfaction in ethnic based restaurant and a case study of "Mamak" restaurant in Kuala Lumpur. Researcher wants to know the reason behind pack of customers in "Mamak" restaurant. Researcher want to know the factors that make them satisfy in "Mamak" restaurant that make them patronize it for many times. Only one model is developed to study the relationship between the factors and customer satisfaction. Hence, the focus was on food quality, price, and environment in "Mamak" restaurant. This study will examine to what extent did these three attributes influence customer satisfaction in "Mamak" restaurant. .

This study used primary data that is questionnaire, which were adopted from other researches and modified so that the questionnaire will relate with my topic. The data collected from customers of "Mamak" restaurants. The number of customer who was targeted is 100. The data from the survey were analysed by using SPSS statistic version 2.0. Multiple regressions are applied to this study to see how far the food quality, price, and environment in "Mamak" restaurant influence customer satisfaction. Correlation analysis also will be applied to examine the strength of relationship between attributes in a restaurant and customer satisfaction.

The findings revealed that the questionnaires used in this study are reliable and suitable. The relationship between dependent variable and independent variables are positive while for relationship between independent variables and independent variables also positive. There is no multicollinearity exist since the relationship values between all independent variables are less than 0.9. 65.9% of customer satisfaction were explained by food quality, price, and environment. Another 34.1% were explained by other factors which not covered in this study. The most influential factor of customer satisfaction in "Mamak" restaurant was environment. Follow by price.

While, customer rated food quality is not one of the factors that influence their satisfaction in "Mamak" restaurant.

As the conclusion, the most influential factor of satisfaction among customer of "Mamak" restaurant nearer KLCC is environment and followed by price. So it is important for the restaurant manager to improvise on the two factors in order to make sure the customers retained in the restaurant and to increase the customer satisfaction. Other than that, food quality also can be one of the factors that influence customer satisfaction if the restaurant manager improves it especially in term of served fresh food.

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