



**A STUDY DINING EXPERIENCE FOR CUSTOMER
SATISFACTION AND REVISIT INTENTION AMONG YOUNG
ADULTS IN MIRI TOWARDS LOCAL HOME GROWN FAST
FOOD RESTAURANT**

MARY REMAYA ANAK NASAT

2012940389

**SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT
FOR DEGREE BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS
(MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SARAWAK**

JANUARY 2015

DECLARATION

Name of student: Mary Remaya Anak Nasat

Registration Matric No: 2012940389

Name of Degree: Bachelor of Business Administration with Honours (Marketing)

Title of research project: Dining Experience for Customer Satisfaction and Revisit Intention among Young Adult in Miri towards local home grown fast food restaurant

Field of study: Marketing

I do solemnly and sincerely declare:

- 1) I am the sole author / writer of this work;
- 2) This work is original;
- 3) Any use of any work in copyright exist was done by way of fair dealing and for any copyright work has been disclosed expressly and sufficiently and the title of the work and its authorship have been acknowledge in this work;
- 4) I am fully aware that in the course of making this work I have infringed any copyright whether intentionally or otherwise, I may be subject to legal action or any action as may be determine by UITM.



Date 16/10/15

Students' signature

Solemnly declare before,



Date 16/1/15

Advisors' signature

Name : **VLOREEN UM**

Designation : **PENYARAH**

ABSTRACT

The purpose of conducting this research project is to study dining experience for customer satisfaction and revisit intention among young adult in Miri towards local home grown fast food restaurant. To attain the objectives of this research project, research questions are developed and tested. Other than that, literature reviews are included in this research project as to provide better understanding towards the influential factors on dining experience as well as provide justification towards the research questions and research problems. Primary data were collected through survey questionnaire for this research purposes and 384 sets of questionnaire were distributed to the target respondents which are among young adult in Miri. By using Statistical Package for Social Science (SPSS) version 20.0, data collected through survey questionnaires are able to be analyzed and results obtained are discussed in the form of table as well as charts. In addition, major findings of this research project were discussed in order to understand the relationship between food quality, service quality and restaurant environment towards customer satisfaction as well as relationship between customer satisfactions and revisit intention. After this research, we acknowledge that all these factors are important in influencing customer satisfaction, which later customer satisfaction will influence the revisit intention among undergraduates towards fast food restaurants. Lastly, managerial implications have been discussed to provide insight and useful information to the fast food restaurateurs. On the other hand, the limitations faced in this study will be addressed and recommendations will be developed to assist future researchers in managing these limitation.

TABLE OF CONTENTS

	Page
DECLARATION.....	i
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE Of CONTENTS.....	vi
LIST OF FIGURES.....	vii
CHAPTER 1 RESEARCH OVERVIEW	
1.0 INTRODUCTION.....	1
1.1 Background of the Study.....	1-2
1.2 Statement of the Problem.....	4
1.3 Research Objectives.....	5
1.4 Research Questions.....	5
1.5 Scope of Study.....	6
1.6 Significance of the Study.....	6
1.7 Limitation of the Study.....	7
CHAPTER 2	
LITERATURE REVIEW	
2.0 Introduction.....	8
2.1 literature Review.....	8
2.1.1 Food quality.....	9-10
2.1.2 Service Quality.....	10
2.1.3 Restaurant Environment.....	10-11
2.1.4 Customer Satisfaction.....	11
2.1.5 Revisit Intention.....	11
2.2 Theoretical Framework.....	12-16
CHAPTER 3	
METHODOLOGY	17
3.0 Introduction.....	17
3.1 Research Design.....	17
3.1.1 Descriptive Research.....	17-18
3.2 Data Collection Method.....	18
3.2.1 Primary Data.....	18
3.2.2 Secondary Data.....	18-19
3.3 Sampling Design.....	19
3.3.1 Target Population.....	19-20
3.3.2 Sampling Technique.....	20
3.3.3 Sample Size.....	21-22
3.4 Research Instrument.....	22
3.4.1 Questionnaire Design.....	22
3.4.2 Pilot Study.....	23
3.5 Operational Definition.....	20-26
3.5.2 Scale of Measurement.....	27
3.6 Data Processing.....	28
3.6.1 Data Checking.....	28
3.6.2 Data Editing.....	28
3.6.3 Data Coding.....	29

CHAPTER 1: CHAPTER OVERVIEW

1.0 INTRODUCTION

This research will present the overview of the whole research project. The purpose of this research is to understand the dining experience for customer satisfaction and revisit intention among young adult in Miri towards local home grown fast food restaurant. This chapter include the research background, problem statement, research objectives, research question, and scope of study, significance and limitation of study. The first part of the study will start with research background, problem statement and objectives to give a basic understanding of the overall study. Next, the research questions offer arguments and inquiries which needed to examine for further investigation.

1.1 Background of Study

Today is the era of fast food chains. Fast food expected to expanding and growing over the years. According to (Habib, Dardak, & Zakaria, 2011), fast food are quickly prepared, reasonably priced, and readily available as differ to home cooked. The concept of fast food is to provide customers portable and instant meals, without spending much time in waiting the food to be served and consumed (Ali, Aw, & Chuah, 2012).

Kim, Hertzman, & Hwang, 2010 defined fast food restaurants become “home away from home” for breakfast, lunch and dinner due relatively inexpensive cost and quick, convenient. In addition, the hectic lifestyle in the modern world results in increasing number of people fast food as their regular dining choice.