



**A STUDY ON A FACTORS INFLUENCING DINING EXPERIENCE ON CUSTOMER
SATISFACTION AND LOYALTY TOWARDS FOOD-COURT IN
COMPLEX ISLAM BAITULMAL, KUCHING.**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

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TABLE OF CONTENTS

Contents		Pages
TITLE PAGE		i
DECLARATION OF ORIGINAL WORK		ii
LETTER OF SUBMISSION		iii
ACKNOWLEDGEMENTS		iv
TABLE OF CONTENTS		v - viii
LIST OF TABLES		ix
LIST OF FIGURES		x
ABSTRACT		xi
<u>Chapter 1 (INTRODUCTION)</u>		
1.1 OVERVIEW		1
1.2 BACKGROUND OF STUDY		1-4
➤ Food Quality		
➤ Service Quality		
➤ Environment		
1.3 PROBLEM STATEMENT		4-5
1.4 RESEARCH OBJECTIVES		5
1.5 RESEARCH QUESTIONS		6
1.6 SIGNIFICANT OF STUDY		6-7
1.7 SCOPE OF STUDY		7
1.8 LIMITATION OF STUDY		7-8
1.8.1 Cost constraints		
1.8.2 Time constraints		
1.8.3 Confidential matter		
1.8.4 None cooperation from respondent		
1.8.5 Methodology and approach		
1.9 DEFINITION OF TERMS		8-9
1.9.1 Food court		
1.9.2 Food quality		
1.9.3 Service quality		
1.9.4 Customer satisfaction	v	

ABSTRACT

Food-Court is one of the activities businesses that bring a lot of business opportunities especially for a small trader that does not have a big amount of capital to open a big restaurant. There is a growing need and demand food beverage service in Malaysia. The study focuses on the customer who dines in the food-court at Complex Islam Baitulmal, Kuching in order to limit the scope of study.

The purpose of conducting this research project is to examine the factors of food quality, service quality as well as food-court environment that influenced customer satisfaction that will lead towards food-court in Complex Islam Baitulmal, Kuching. To attain the objectives of this research project, research questions are developed and tested. The first objective of the research is to identify is there any relationship between food quality and customer satisfaction. Next, is to identify is there any relationship between service quality and customer satisfaction. Next, is to identify is there any relationship between food-court environment and customer satisfaction. Last but not least, to find out the elements of customer satisfaction that will lead to customer loyalty.

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. The data collection methods of the research are observation, questionnaire and secondary data. Primary data were collected through survey questionnaire for this research purposes and 248 sets of questionnaire were distributed to the target respondents. 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. From the findings, the researchers acknowledge that all of the factors are important in influencing customer satisfaction which later customer satisfaction will lead to loyalty. The researcher hopes that the research would give clear perception to the reader about factors that will influence customer satisfaction that will lead to loyalty and to provide insight and useful information to the food-court restaurateurs.

Last but not least, the conclusion from this research findings and recommendations for future improvements of food-court food quality, service quality and environments.

Chapter 1

Introduction

1.1 OVERVIEW

This particular chapter will present an overview of the whole research. The main purpose of this research is to understand the factors that influence customer satisfaction on dining experience food-court and their loyalty. Food is one of human needs in their daily life that everyone needs to fulfill. As we can see nowadays, people are busy with their working activities. They will prefer to go to the nearest place to find food without need to go through hassle. Other than that, many housewife's will bring their children to restaurant to have their lunch and dinner, so it is important for food providers such as the vendors in the food-court to ensure their services will always satisfy customer expectation.

Williams and Visser,(2002) has mention that companies which are more focus on finding ways to reduce the cost will tend to forget their responsibilities to their customers. At this era, marketers are more seeking for information on how to build customer loyalty. Some methods to increase the profit from loyalty comes from reduce marketing cost, reduce operational cost and lastly by increase sales. By having loyal customer will bring more benefits since they are less likely to switch because of the price and they make more purchase than similar non-loyal customers (Riechheld and Sasser, 1990). In addition, by having loyal customers will help in promote the business such as strong word-of-mouth, create business referral, and many more.

1.2 BACKGROUND OF STUDY

This proposal is prepared to investigate the factors that will effect customer satisfaction and will lead to customer loyalty. A food-court is also known as food hall in Asia-Pacific is generally an indoor plaza. Ever since the first farmers packed up their produce to sell in the town square, food has been an important part of the shopping experience. But lately, it seems the food is better than ever and Shopping centers across the country are investing, turning to food as a way to lure guests back (Robert Lillegard,December 2011). It seems like the roll of food-court in a mall is important and will continue to be. With the evolution of malls that is blooming worldwide, a food-court is a must for every mall. (Tron,2011) says the general plan is to give customers more reasons to come into the mall. Since eating at a restaurant is a fundamentally social activity, bringing in more eating options encourages people to come and bring their friends.