



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARА

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# Measuring The Customers Satisfaction Level Toward the SINGAPORE CHICKEN RICE Restaurant in Kuching

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JUNE 2013

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## ADVISORS:

1. Mr. Abang Sulaiman (1<sup>st</sup> advisor)
2. Mdm. Noraida Omar (2<sup>nd</sup> advisor)

## LETTER OF SUBMISSION

1 JULY 2013

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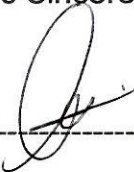
*Dear Sir,*

### **SUBMISSION OF PROJECT PAPER (MKT 662)**

Attached is the project paper titled "**Measuring the Customers Satisfaction Level toward the SINGAPORE CHICKEN RICE Restaurant in Kuching**" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

  
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**(SEDIK BIN MEZANI)**

Matrix No : 2010160837

Bachelor of Business Administration (Hons.) (Marketing)

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## **ABSTRACT**

Abstract of Project Paper presented to MR Abang Sulaiman Abang Naim (first Advisor) and MDM Noraida Omar (second Advisor), Universiti Teknologi MARA in partial fulfilment of the requirement for the Bachelor of Business Administration (Hons.) (Marketing).

### **Measuring the Customers Satisfaction Level toward the SINGAPORE CHICKEN RICE Restaurant in Kuching**

**By:**

**SEDIK BIN MEZANI**

**June 2013**

Advisor 1 : Abang Sulaiman Abang Naim

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This study was conducted to measure the customer satisfaction level toward the SINGAPORE CHICKEN RICE (SCR) Restaurant in Kuching. The main objectives of this study were to 1) to determine which more important factor that contributes to customer satisfaction toward Singapore Chicken Rice Restaurant 2) to identify the level of customer satisfaction toward Singapore Chicken Rice Restaurant and 3) to



# **CHAPTER ONE**

## **1.0 INTRODUCTION**

Customer satisfaction is indispensable in determining the direction and duration of an opportunity business firm in the market. Cultivating customer satisfaction can lead to increased sales and customer share, lower costs and higher prices (Reichheld and Teal 1996; Zeithaml, Berry and Parasuraman, 1996). Satisfaction of customer cannot be determined if there is no customer and product or service involve in the process.

According to my observation, Singapore Chicken Rice Restaurant definitely have its own customer that is so loyal to their restaurant despite the competition with other restaurants are very intense at all. What factors cause customer feel satisfy on the Singapore restaurant? With the awareness, I have decided to do a little research on Singapore Chicken Rice Restaurant to measuring the factors of customer satisfaction toward Singapore Chicken Rice restaurant in Kuching.

By identifying the level and the key factors behind of a customer satisfaction, it can save the cost of finding new customers and provide them by an excellence service, product and peaceful environment. By retain existing customers; it will indirectly bring a new customer into the organization because of positive word-of-mouth separate by loyal customer to other people nearby with them (Butcher *et al.* 2009).