



A STUDY ON CUSTOMER SATISFACTION (SERVICE QUALITY, PRICE
AND IMAGE) TOWARDS CAFETERIAS OF UITM, SABAH

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TABLE OF CONTENT

	PAGE
Title Page	i
Declaration of Original work	ii
Letter of Submission	iii
Acknowledgement	vi
Table of content	vii
List of Table	ix
List of Figure	ix
Abstract	x
CHAPTER 1: INTRODUCTION	1
1.1 Background of Study	2
1.2 Problem Statement	4
1.3 Research Questions	5
1.4 Research Objective	5
1.5 Scope of Study	6
1.6 Significance of the Study	7
1.7 Limitations of the Study	8
1.8 Definition of Term	9
1.9 Summary	10

CHAPTER 2: LITERATURE REVIEW	11
2.0 Introduction	11
2.1 Service Quality	12
2.1.1 Food Quality	16
2.1.2 Waiting Time	18
2.1.3 Staff	20
2.2 Price	21
2.3 Image	23
2.4 Customer Satisfaction	24
2.5 Theoretical Framework	26
2.6 Hypothesis	27
2.7 Summary	28
CHAPTER 3: RESEARCH METHODOLOGY	29
3.0 Introduction	29
3.1 Research Design	30
3.2 Data Collection	31
3.3 Sampling Design	32
3.3.1 Population	32
3.3.2 Sampling Technique	32
3.3.3 Sampling Size	33
3.4 Survey Instrument	34
3.5 Operationalization of Variables	35
3.6 Data Analysis	40
3.7 Summary	41

ABSTRACT

As all know, business that using full service as their main business is always related with the customer satisfaction and the service quality because this two thing is very important to sustain the competitive advantage between one business with another business in the same industry. In sustain the competitive advantage, many service business measure the level satisfaction of their customer towards the quality service that they provide for their customers. Measuring a customer satisfaction in university cafeteria is the common thing that's service industry always done mainly in food service industry. This paper identifies three main research questions- 1) what is the level satisfaction of customers towards the cafeterias in UiTM's Sabah? 2) What are the factors that determine the successful of the cafeterias in UiTM's Sabah? 3) What is the suitable recommendation to the owner of the cafeterias in UiTM's Sabah in order to satisfy customers who having meals at their cafeterias? This survey conducted on a 300 customers of UiTM Kampus Sabah which are 100 surveys on customers of Cafeteria in New Academic Building, 100 surveys on customers of each Cafeteria B and Cafeteria C respectively and the purpose of this study is to measure the level satisfaction of customers towards the three largest cafeterias in UiTM Sabah Campus.