

**UNIVERSITI TEKNOLOGI MARA  
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI**



**SERVICE QUALITY AND STUDENT SATISFACTION AT  
UiTM SAMARAHAN'S CAFETERIA**

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## **THE ABSTRACT**

### **Abstract**

In any university, they are providing cafeteria services. It is the places where students will have their meals. Which means the cafeteria should offer the best food quality and service quality to the students. An organization must look in the needs and wants for their customer to be successful. Customer satisfaction is a term generally used to measure a customer's satisfaction of the products and services. It is the reason why many researchers have continuously emphasized on the importance of customer satisfaction. This research study presents "Service quality and student satisfaction at UiTM Samarahan's cafeteria". It is to analyse the relationship between service quality and service satisfaction. This study has been conducted at the UiTM Samarahan cafeteria Campus 1 and Campus 2. The researchers selected three cafeterias that are Medan Selera Sri Pinang, Dewan Makan Sri Mulu and Dewan Makan Sri Gading went through a questionnaire survey. The nature of this study is quantitative study and the purpose of the study is based on hypothesis testing. The general research objective is to examine the student satisfaction towards the service quality at UiTM Samarahan's cafeteria Campus 1 and Campus 2. Meanwhile the specific objective of this study is to identify the most dominant service quality dimension, to determine the amount of money spent daily by the student for foods, to identify the relationship between service quality dimension with student satisfaction, to compare student satisfaction toward service quality based on gender and to identify the differences in students' satisfaction among the different cafeterias at UiTM Samarahan.

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# CHAPTER ONE

## INTRODUCTION

### 1.0 Introduction

Chapter one discuss about (1.1) research background, (1.2) problem statement, (1.3) research objectives, (1.4) research question, (1.5) scope of the study, (1.6) significant of study and (1.7) definition of key terms.

### 1.1 Research background

University Technology Mara (UiTM) Samarahan, consist of two campus that are Campus 1 and Campus 2. UiTM Samarahan Campus 2 was officially fully operated on 1<sup>st</sup> October 2013. It was developed based on Private Funding Initiative (Universiti Teknologi Mara, 2013).

Medan Selera Sri Pinang was the only place where the student to have their lunch and dinner especially to the students at UiTM Samarahan Campus 2. Meanwhile, at UiTM Samarahan Campus 1 there are Dewan Makan Sri Mulu and Dewan Makan Sri Gading.

Malaysia's Health Vision is one of the critical components to achieve Vision 2020 which Malaysia is to be a Nation of healthy individuals, families and communities. University is the place where the knowledge acquired, distributed and disseminated. For instance, the type of food consumed by the student is important for the students thought.