



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
KOTA SAMARAHAN**

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Research Topic:  
**The Rationale Of Imposing Service Charge At Fast Food  
Restaurants In Kota Samarahan**

Prepared by:  
Sandra Freddy (2007136385)  
Dianah Daimel (2007136393)  
Amirul bin Mahayuddin (2007140677)

Prepared for:  
Miss Ivy Jugah  
Sir Kolonel Saiful Anwar

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Sandra Y. Freddy  
Dianah Daimel  
Amirul Bin Mahayuddin  
Diploma in Public Administration  
Faculty of Administrative Science and Policy Studies  
University Technology Mara, Sarawak

# ABSTRACT

Our main study to conduct this research is about the rational of imposing service charge at fast food restaurant in Kota Samarahan. Throughout our research, we divide our topics into 5 chapters. In chapter 1, we state our intentions of conducting this issue, why did we decide to choose this topic and others. Besides that, the problem statement as well as our objectives of studies is mentioned in this section. Furthermore, we also discuss on the significance and who we are targeting to become the respondents in assisting our studies.

Chapter 2 is the most crucial part in our study where literature review pertains about the significance of our topic and serves as the main reference point in terms of building our reputation for the research topic. Also, the literature review serves as the proof that other people have come across the subject and we would still want to expand the scope of the study. Apart from that, we include the leading factors that determine the group of customer. Most of the consumers are students or teenagers and we mentioned that what makes or influence them to dine in at fast foods restaurants. Since our study is in relation towards the service charge, we stipulate the issue of government tax and service charge on their implementation, effects, why, people's awareness regarding it and more. To strengthen our findings, we also include the comment and previous research conducted by other scholars and information through blog and forums.

How do we conduct our research and obtain information can be located in chapter 3. This chapter contains about the research design, data collection methods and sampling methods to make our study more accurate and effective. Besides that, we also include the method of data analysis. The method for us to achieve the data on the service charge issue is through distributing open questionnaires to our respondent. This is interrelated with our next chapter. Chapter 4 is the interpretation of our questionnaire where we analyze our findings and conclude on our research.

Lastly would be the conclusions and recommendations in chapter 5. The conclusions made are from the summary of our findings and we also recommend the best ways in finding solutions to curb the service charge issue. Most of strategies derived from the respondents' opinion and we think that it is must to include their thoughts as they are also the consumers of fast food restaurants. References and appendices will be placed at the back to indicate evidence of the high service charge issue.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of Study**

This study is examining the rational of imposing service charges at fast food restaurants in Kota Samarahan. There are many fast food restaurants were formed rapidly due to the impact of the development of the fast food industries. It can be found almost in everywhere in the whole countries even in the place that we called in the middle of development progress. As an example in the area of Kota Samarahan itself, there are four fast food restaurants were formed which are Kentucky Fried Chicken, Pizza Hut, Apollo Chicken, and Singapore Chicken Rice. These fast food restaurants have begun their business operation in different periods of time. Kentucky Fried Chicken had started operating its business in early 2009 and this was followed by Pizza Hut, Apollo Chicken and Singapore Chicken Rice's establishment in the early of 2010. The establishment of these fast food restaurants shows that there are high demands of the public in the area of Kota Samarahan toward the fast foods. This can be seen through our observation which is many customers are visiting these fast food restaurants.

As we know, fast food restaurants like KFC and Pizza Hut are imposing service charges as their alternative to cover up their expenses to pay the salaries of their workers. As the demand of the public in Kota Samarahan towards the fast foods is increasing, the number of the fast food restaurants has also increases. The increase of the demand and supply or number of the fast food restaurants however did not affect the basic price of the fast foods as it remains the same, but the question is, why is the service charge has increased? Another question is why should the customers pay this service charge? Is it not enough for the customers to pay the price of the foods only? These matters will lead to the dissatisfaction of the customers as they need to pay more on the price of the fast foods that they have ordered.