



Service Quality of Food Court Restaurants in Kuching

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APRIL 2011

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ABSTRACT

Service quality of food court restaurants is a topic that has been discussed over the years. Unproductive services can affect customers' level satisfaction. The main function which restaurant members must perform is delivering of quality services to its customers. This study is focusing on to rank the factors and the level of the satisfaction on service quality in food court restaurants in Kuching. A total of 150 questionnaires were distributed around Kuching mall areas: The Spring, Boulevard, TunJugah, Sarawak Plaza and WismaSabekas. There were five dimensions in this study; tangibility, assurance, reliability, responsiveness and empathy. Each dimension showed their Cronbach's Alpha which 0.740 for tangibility, 0.844 for assurance, 0.809 for reliability, 0.836 for responsiveness and 0.816 for empathy. Overall, the reliability for these dimensions was 0.917 and it showed a positive result and reliable. For means, overall it showed at 4.409 and the result was in moderate level.

Thus, this study showed that the service quality of food court restaurants in Kuching strongly affect customers' satisfaction. The dimensions need to be considered to the managers of restaurants. In the addition to the survey result, the findings also contained several recommendations that should be taken into consideration by the restaurants. The researcher hopes it will give several benefits to all parties.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The construct of service quality as conceptualized in the service marketing literature centers on perceived quality, defined as a consumer's judgment about an entity's overall excellence or superiority (Zeithamal, 1987). While the SERVQUAL instrument has been widely used, it has been subjected to criticism (Asubonteng et al., 1996; Buttle, 1996). Criticisms include the use of difference scores, dimensionality, applicability and the lack of validity of the model, especially with the respect to dependence' or independence' of the five main variables (Babakus and Boller, 1992; Carman, 1990; Cronin and Taylor, 1992).

The criticism of importance to this study was the point that SERVQUAL focuses on the service delivery process and does not address the service encounter outcomes (GroEnroos, 1990; Mangold and Babakus, 1991). It is interesting to note that the developers of SERQUAL initially suggested that service quality consists of functional (process), technical (outcome) and dimensions (Parasuraman et al., 1985). However, the SERQUAL instrument does not include any measure of the technical quality dimension. Essentially, technical quality has been neglected in efforts to study and measure service quality.

As stated by Terziovski and Dean (1998) define quality as the fitness to use and the conformance to specifications and requirements. Parasuraman et al. (1990) suggest a five dimensions framework of service quality that encompasses tangible, reliability, responsiveness, assurance and empathy to analyze service quality. The delivery of quality services is not only concerned with the nature of services but also with the organization wide commitment and involvement. Customer satisfaction, quality and retention were global issues that affect all organizations, be it large or small, profit or non-profit, global or local.

CHAPTER 2: LITERATURE REVIEWS

2.1 INTRODUCTION

This research will briefly explain about the customer-perceived service quality in food court restaurants and their relationship to customer satisfaction. The customer's assessment of service quality is critical information for service providers who aim to improve business performance, strengthen core competencies, and position themselves more strategically in the marketplace. (Cronin and Taylor 1992; Jain and Gupta 2004).

2.1.1 Food court restaurants

Food court restaurants are providers of both products and services that need to find ways to sustain their competencies and to continuously improve service quality (Gregory, Smith and Lenk 1997; Pun and Ho 2001).

2.1.2 Customer satisfaction

Customer satisfaction is at the heart of marketing. The ability to satisfy customers is vital for a number of reasons. The quality and satisfaction concepts have been linked to customer behavioral intentions like purchase and loyalty intention, willingness to spread positive word of mouth, referral and complaint intention by many researchers. (Olsen, 2002; Kang, Nobuyaki and Herbert, 2004; Soderlund and Ohman, 2005).

Customer satisfaction is often defined in the marketing literature as a customer's overall evaluation of his or her purchase and consumption experience of a good or service (Cronin and Taylor, 1992; Johnson et al., 1995). In addition, perceived quality refers to consumer's judgment about the