



**A STUDY OF THE SERVICES PROVIDED BY THE DINING HALLS
IN MARA UNIVERSITY OF TECHNOLOGY, SAMARAHAN
CAMPUS.**

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ABSTRACT

This research proposal is a study of the services provided by the dining halls in Mara University of Technology. This research is an important element to determine whether the students of the university are satisfied in the services provided by the dining halls, to find the factors that led to the dissatisfaction of the students and how to overcome the dissatisfaction among the students. This research could be the guidelines for the university's management to search for the most suitable management to handle the dining hall. The management of the dining hall also can refer to this proposal to fulfill all of the needs and satisfaction of the students. Thus, the management of the dining halls can improve their services based on the research done. By fulfilling the entire requirement needed by the student may encourage the students to have their meal in the dining hall.

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CHAPTER 1

1.0 INTRODUCTION

As we know Mara University of Technology has provide the facilities to their student for they're convenient. There are many types of facilities that are provided by Mara University of technology to their student. Among all the facilities, the dining hall is one of the facilities that are provided with the purpose to ensure that student can get their meal. For our information, these dining halls are provided to the entire students that are stay at the hostel.

There are certain benefits that the student can get from this dining hall. This dining hall can be places that can ensure the good relationship among the student who live in the hostel. Furthermore, other benefits that the student can get from this dining hall are they don't have to pay any meal that is provided for them during their breakfast, lunch and dinner at the dining hall.

According to our research, there are about three dining hall that are provided by Mara University of Technology in Samarahan campus to the students who live in the hostel. However, before November 2001, there is only one dining hall that is providing food for the student. As a result, these phenomenons create a certain problems to the student at that particular time. One of the problems that arise from that situation is the environment at the dining hall became crowded. Beside that, this situation also makes a student feel uncomfortable.

In order to settle up the problem, Mara University Of Technology has provided another two dining hall and this project also created regarding the new blocks that are especially provided for the female student.

CHAPTER 2

2.0 Literature review

Defining and measuring the satisfaction of the UITM students towards the dining Hall, has been a challenging process where the needs and problems of the students be identified. Dining hall is a large room at college or university the dining. Dining Hall is a large room attached to a school or other building where many peoples can eat the same time. Services (Food utensils) is a complete set of plates cups or others utensils that are used in providing and eating food. Dinner services are a complete set of plates and dishes with the same design, used when serving a meal to several people.

Customer satisfaction is the customer's postpurchase evaluation of product or service offer (Hunt 1977). The customers are satisfied when offering exceed expectation and are dissatisfied when the product or service does not perform as expected. Customer satisfaction is typically modeled as a function of disconfirmations, arising from discrepancies between prior expectations and actual performance (Cardozo 1965, Olshowsky and Miller, 1972, Olsen and Diver, 1979).

A characteristics service delivery is mutinous nature of production and consumption (Zeithaml and Bitnes, 1996). Customers are usually involved in some of production processes and therefore have an impact on the outcomes of the service delivery and their satisfaction with it. As Kelly, Donnelly and Skinner (1990, pg. 315) stated.

For many services, the customer is required to contribute information or effort before the service transaction can be consummated. The quality of the service delivered is influenced by that information or effort.