



UNIVERSITI
TEKNOLOGI
MARA

**MEASURING AND IMPROVING CUSTOMER SATISFACTION TOWARDS
KAMPUNGKU RESTAURANT**

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FACULTY BUSINESS MANAGEMENT

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KOTA SAMARAHAN

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DECLARATION OF ORIGINAL WORK



BACHELOR BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
KOTA SAMARAHAN

“DECLARATION OF ORIGINAL WORK”

I AM ABANG MOHAMMAD ZULFIQAR ZA'IM (830828-13-5531)

Hereby, declare that

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project is result of my independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguished by quotation mark and sources on my information have specially acknowledged.

Signature:

Date:

LETTER OF SUBMISSION

19th April, 2011

The Head of Program
Bachelor of Business Administration (Hons) Marketing
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled Measuring and Improving Customer Satisfaction towards Kampungku Restaurant to conform to the syllabus requirement of MKT 660, under the Faculty of Business Management, Mara University of Technology.

Thank you.

Yours sincerely,

ABANG  MOHAMMAD ZULFIQAR ZA'IM
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Bachelor of Business Administration (Hons) Marketing

ACKNOWLEDGMENT

In the name of Allah, the most Merciful and the Most Compassionate.

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TABLE OF CONTENTS

CHAPTERS	DESCRIPTION	PAGES
	Declaration of Original Work	II
	Letter of Submission	III
	Acknowledgement	IV
	Table of Contents	V - VII
	List of Table	VIII - IX
	List of Figure	X
	Abstract	XI
1	Introduction	1 - 3
1.1	Background of the study	3 - 4
1.2	Problem Statement	4 - 5
1.3	Significance of the study	6
1.4	Limitation of the study	7
1.5	Research Questions	8
1.6	Research Objectives	9
1.7	Theoretical framework of the research	10
1.8	Hypotheses	10
1.9	Definition of terms	11 - 13

2	Literature review	14
2.1	Definition of Service	14 - 15
2.2	Definition of Service Quality	15 - 17
2.3	Definition of Customer Satisfaction	17 - 18
2.4	Definition of Attributes	19
2.5	Dimensions of Attributes	20 - 21
3	Methodology of the study	
3.1	Research Design	22 - 24
3.2	Data Collection	25
3.3	Instrument and Measurement	25 - 27
4	Findings and discussions	
4.1	Introduction	28
4.2	Questionnaire Rate of Return	29
4.3	Reliability Analysis	30 - 33
4.4	Frequency Distribution and Percentage	34 - 37
4.5	Descriptive Analysis	38 - 51
4.6	Validity Analysis	51 - 56
4.7	Regression Analysis	56 - 59
4.8	Hypotheses Testing	60

5	Conclusions and recommendations	
5.0	Conclusions	61 - 62
5.1	Recommendations	63 - 67
	References	68 - 71
	Sample questionnaire	72 - 75

LIST OF TABLE

- Table 1.1 Explanation terms of independent variables
- Table 3.1 Distribution of Items according to dimension of Attributes and Customer Satisfaction in Kampungku's Restaurant
- Table 4.1 The Cronbach Alpha for Overall Reliability Statistics (35 items)
- Table 4.2 Profile of the respondent surveyed
- Table 4.3 Level of Overall Customer Satisfaction
- Table 4.4 Mean and standard deviation of overall customer satisfaction
- Table 4.5 Level of customer satisfaction towards product attribute
- Table 4.6 Mean and standard deviation of product attributes
- Table 4.7 Level of customer satisfaction towards physical attribute
- Table 4.8 Mean and standard deviation of physical attributes
- Table 4.9 Level of customer satisfaction towards service attribute
- Table 4.10 Mean and standard deviation of service attributes
- Table 4.11 Level of customer satisfaction towards promotion
- Table 4.12 Mean and standard deviation of promotion

Table 4.13 Summary on level of customer satisfaction towards Kampungku restaurant

Table 4.14 Pearson Correlation

Table 4.15 Relationship between independent and dependent variables

Table 4.16 Dependent variable Model Summary

Table 4.17 Overall customer satisfaction ANOVA

Table 4.18 Overall customer satisfaction Coefficient

Table 4.19 One-way

Table 4.20 Anova

Table 4.21 Hypotheses testing

Table 5.1 Recommendation list

Table 5.2 Keyword technique

Table 5.3 Frequency of recommendations

LIST OF FIGURE

- Figure 1 Theoretical framework
- Figure 2 Level of customer satisfaction
- Figure 3 Questionnaire rate of return
- Figure 4 Measurement on Alpha Coefficient range
- Figure 5 Gender's frequency distribution
- Figure 6 Age's frequency distribution
- Figure 7 Race's frequency distribution
- Figure 8 Relationship between independent and dependent variables

Abstract

The main objectives of this research were to identify attributes that influence customer satisfaction and determine their relationships with customer satisfaction.

The variables included in this research are service, physical, product and promotion as independent variables and customer satisfaction as the dependent variable. A set of questionnaire were constructed by measuring demographics factors, independent variables and dependent variables. 52 respondents consisted of customers whom dining at Kampungku Restaurant were selected as a sample.

From the findings, there were significant relationship between service attributes ($r=0.776^{**}$, $p=0.001$), physical attributes ($r=0.760^{**}$, $p=0.002$), product attributes ($r=0.747^{**}$, $p=0.659$) and promotion ($r=0.744^{**}$, $p=0.008$). Thus new findings were discovered after conducting this research. Future researchers could concentrate on determining attributes that influence customer satisfaction.

Keywords - customer satisfaction, product attributes, physical attributes, service attributes, promotion

CHAPTER 1

INTRODUCTION

1.0 Introduction

Any business field nowadays concern and give full attention to its customer satisfaction (Jones and Sasser, 1995). The organization now realized that customer is the most important factor to keep their business moving forward (Barsky and Labarg, 1992: Steven's et al., 1995).

Customer satisfaction is achieved whether their expectation being met or not met. Then again, measuring customer complaints are one of the ways to increase satisfaction. The interest in measuring the customer satisfaction is reflected in its ability to help build up customer loyalty (Cronin and Taylor, 1992,). To measure customer satisfaction approach explicitly require the respondents to state their perceived importance towards the company attributes (Hanson, 1992).

For unsatisfied customers, they will spread their problems to other people around them through words of mouth. Indirectly, this will affect the business of an organization. However, from the positive point of view, those complaints can be useful medium of information to develop these business strategies decisions.

Quality, value and satisfaction were all significant post-purchase predictors that customers would return to and recommend the restaurant (Oh, 2000). According to Oh (2000), value seems to be a powerful indicator of customer's patronage over time. Though past experience and restaurants may influence restaurant dining and selection decision, the key factor still will be expected and perceived value (Oh, 2000).

Customer perceived value is a good predictor of customer behavior. Not only that, customer perceived value sometimes is a better predictor of customer behavior or market outcomes than customer satisfaction as an instant summary of customer experience, but not as a long term indicator of repurchase or

referral intentions. As for marketers, they need to pay more attention to customers' assessment of value than to their reported quality and satisfaction.

Oh (2000) said that customer value should be a central concept in restaurant marketers' efforts to understand consumer behavior.

1.1 Background of the study

Kampungku is a Malay and Halal restaurant which located at Rock Rock, Kuching (opposite Wisma Naim building). The restaurant offers local foods cook by a resounding local chef. Apart from its local food, the restaurant also offers Middle East very own Shisha and drinks. As to date Kampungku restaurant has established itself as among customer's favorites spot. To continuing this success, this research will be much focused on measuring and improving its customer satisfaction towards Kampungku restaurant. It is very important to know whether the restaurant owner needs to upgrade the quality in order to maintain their loyal customers as well as providing great satisfaction to its customers. The

survey will be conducted by asking the customer's opinion as well as knowing their recommendation to enhance the restaurant service and food quality.

1.2 Problem Statement

Satisfaction tells a judgment of a person towards products or services perceived (or outcome) in relation to his or her expectations. According to Kotler (2006), if the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

Thus keeping existing customer satisfied is as important as attracting new ones and less costly (Lamb, 2000).

The ability to satisfy customers is crucial. This is because and has been shown that dissatisfied customers tend to complain to the organization (Oliver, 1987; Nyer, 1999). To its dismay, it will result negative word-of-mouth among customers.

Although there have been several study on customer satisfaction on restaurant, there is lack research on this particular subject. This is because different measurement on how to measure customer satisfaction as it was very general.

For the case of Kampungku restaurant, we can relate and expected that elements or aspects of the 4 P's of marketing attributes are the most suitable aspects. There are;

1. service/people (staff courtesy, politeness, quality of food etc)
2. physical/place (ambience, layout, decoration etc)
3. product (the taste of foods and beverages, portion size)
4. promotion (promotion, price, discount, food variety etc)

To gain a competitive advantage in today's market, it is important for the restaurant owner to provide a good and well produced food and services to attract the customers that comprise staffs as well as visitors in a favorable ambience.

1.3 Significance of the study change

The study will benefit three (3) parties involved - owner, researchers as well as the students.

For the owner, the study will help him or her to identify and to know the intensity that needs to be focused on. As what been studied, the owner can develop good relationship with the customers and thus creating customer loyalty.

As for the researchers, they will learn the do's and don't's on what to be expected among the customers. These dynamic and perception are widely needed in order to enhance this particular study in the future. Therefore, the result or outcome of the study will indeed strengthen the presentation of the theories done. To please more, it helps other researchers in their future research.

Lastly, from the students' perspectives, through the understanding of the study, they will learn more in aspect of customer satisfaction. This study is important because they can gain more knowledge about overall customer satisfaction especially restaurant in Malaysia.

1.4 Limitation of the study

For the research, there are few limitations occur during the collection of the data.

The limitations are:

1. Limited to Kampungku restaurant only

- The data obtained is applicable to Kampungku restaurant only and does not cover other restaurants. Therefore, it may not be applicable to other restaurant in other cities.

2. Lack of co-operation amongst customers

- This factor is related to time consuming. They might not give full co-operation in answering the questionnaire. They are not interested in answering the questionnaire because it's a waste of time.

1.5 Research Questions

- i) What attributes that affect customer satisfaction towards Kampungku Restaurant while dining at Kampungku Restaurant?
- ii) What is level of satisfaction among customers towards Kampungku Restaurant?
- iii) Are there correlation between customer satisfaction and its attributes?
- iv) What are the possible changes that can be done to improve Kampungku Restaurant quality?

1.6 Research Objectives

- i) To identify whether attributes at the restaurant affects customer satisfaction while dining at Kampungku Restaurant
- ii) To measure level of customer satisfaction towards Kampungku Restaurant
- iii) To examine the correlation between customer satisfaction and its attributes
- iv) To suggest necessary improvement towards the quality of Kampungku Restaurant

1.7 Theoretical Framework of the research

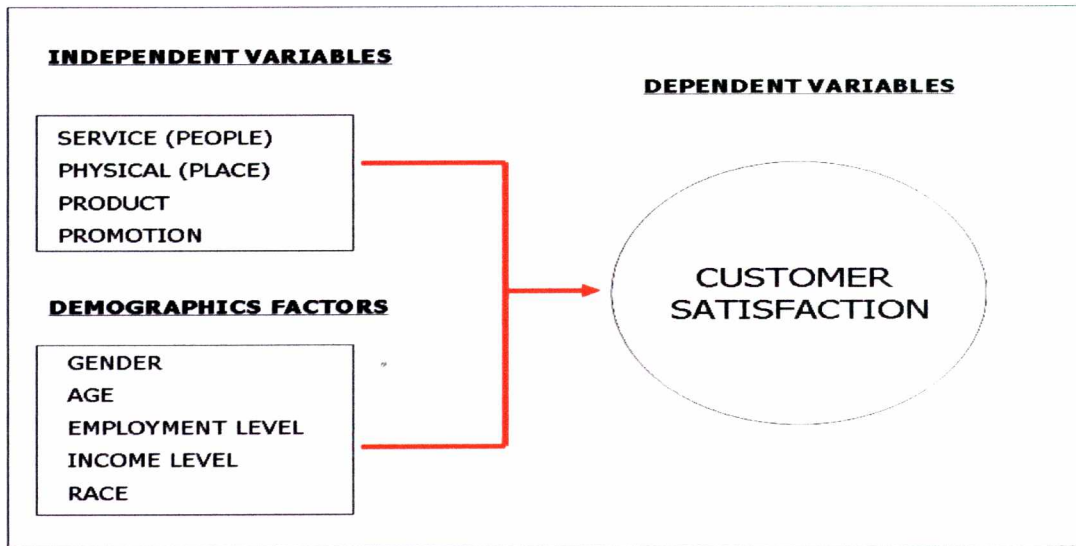


Figure 1 Theoretical framework

1.8 Hypotheses

- H1: Kampungku service attributes affects customer satisfaction
- H2: Kampungku physical attributes affects customer satisfaction
- H3: Kampungku product attributes affects customer satisfaction
- H4: Kampungku promotions attribute affects customer satisfaction
- H5: Demographic factors such gender affect customer satisfaction

1.9 Definition of terms

RESTAURANT

A restaurant is an establishment that serves prepared food and beverages to be consumed on the premises. The term covers a multiplicity of venues and a diversity of cuisine styles. Restaurants often specialize in certain types of food. For example, there are seafood restaurants, vegetarian restaurants, ethnic restaurants and fast-food restaurants (Pizza Hut, KFC and McDonald). Generally, restaurants selling "local" food are simply called restaurants, while restaurants selling food of foreign origin are called accordingly (Chinese and Indonesian restaurant). This study will recover on the customers experience toward the restaurant attributes and their satisfaction towards the restaurant.

ATTRIBUTES

Business Dictionary, an online website define attribute as characteristics of features of a product that are thought to appeal to customers. Attributes usually represent manufacturers or a seller's perspective and not necessarily that of a consumer. Judgmental or perceptions on attributes have only too produce ratings:-

- 'negative' or 'positive'

It is expressed as acceptable or unacceptable, desire or considerable, good or bad etc.

The independent variables of the attributes are listed in Table 1.1

Table 1.1 Explanation terms of independent variables

INDEPENDENT VARIABLES	EXPLANATION OF THE TERMS	SOURCES
SERVICE	any activities offered to a customer that is simultaneously consumed as it is produced	Kothan, 1988
PHYSICAL (place)	getting a good or service to the prospective or actual consumer and moving goods or services to the right place in the right quantities at the right time	Ferrel et. al, 1999
PRODUCT	set of features and advantages that have the capacity to satisfy customer needs and wants, thus delivering valued benefits.	Spears, 1999
PROMOTION	Physical advertising, publicity and public relations	Laine & Laine, 1972

CHAPTER 2

LITERATURE REVIEW

2.0 Literature Review

Restaurants are divided into four categories based on their differentiation in price, location, theme / ambience, service level, cuisine and style (Kivela, 1999).

The convenience or fast-food restaurants are informal focusing on offering meals to be consumed on site and / or off-site for customers who do not want to prepare meals for themselves, and who require a quick convenient economic meal with fast service and a moderate price.

2.1 Definition of Service

Service represents any activities offered to a customer that is simultaneously consumed as it is produced (Kothan, 1988). According to Zeithaml and Bitner (1996), service is deeds, processes and performances. Services are activities of more or less intangible nature which is provided as solutions to customer problems (Gronoos, 1990). Golcaves (1998) treated services as special offerings. When a customer purchases a service, it is proposed that he or she is

purchasing an experience created by the service operations of a service organization (Bateson, 1995; Tseng et al., 1999). Today a majority of consumers are focusing on what they want to buy rather than purchasing what they need. According to Lewis (1998), customers are looking for opportunities and experiences that make their lives happier, richer and more rewarding.

2.2 Definition of Service Quality

People do not go to restaurants just to be feed; they can order take out or deliver, if they do not want to cook (Steadman, 1991). Customers at the restaurants want to be made to feel special. Thus, service quality is a critical component of customers' value perceptions that, in turn, become a determinant of customer satisfaction; therefore, customers perceive greater value for their money when they experience a high level of quality (Oh, 2000). However, according to Susskind, et. al (2000), it is difficult to measure service quantitatively because they are intangible and the end product (the service) is primarily subject to the exchange of human action and behavior.

Hing and Yun (1995) consider the following five dimensions as distinct components of perceived service quality:

- Tangibles, which pertain to the establishment's physical facilities, equipment and appearance of personnel. Since restaurant patrons do not receive only meals, but also a large component of service, they undoubtedly depend on other cues in the absence of tangible evidence by which to assess service quality.

- Reliability, which refers to the organizations' ability to perform the promised serve dependably and accurately. In food outlets, this may involve reservations of tables, adherence to customer requests regarding the preparation of menu items and accurate billing.

- Responsiveness, which refers to the willingness of service providers to help customers and provide prompt service. Perceived quality may be enhanced if, for example, patrons are assisted with the menu list, or if staff responds appropriately to a customer's request for prompt service.

- Assurance, which relates to the knowledge and courtesy of employees and their ability to inspire trust and confidence. For example, patrons should be able to trust the recommendations of the sommelier, feel confident that food is free from contamination and be able to voice any concern without fear of insult or recrimination.
- Empathy, which refers to the caring, individualized attention the firm provides to its customers. This may involve employees providing personalized attention to patrons' needs, perhaps by adhering to special dietary requirements, or by being sympathetic towards customer's problems.

2.3 Customer Satisfaction

Poners (1995) explained that the level of expectation of an individual customer towards a product or service is unpredictable. The customer usually needs 'judgmental' or 'personal preference' towards a service. People will not go to restaurant just to have drinks and foods, but other factors such as service, well

ambience, cleanliness, friendliness of the staffs will all contribute towards satisfaction or dissatisfaction.

Customer satisfaction can also be defined as satisfaction based on an outcome or a process (Abraham, Taylor, 1999). Other than that, it can also be defined as the end-state results from the experience consumption.

According to Naumann (1995, p.12), to be successful, a customer satisfaction measurement (CSM) programme must come from and be incorporated into the firm's corporate culture. There is undeniably that, in today's competitive environment one of the most important goals of corporate cultures is retaining and satisfying current and past customers. As shows in past experience, those corporations whom are customer oriented can achieved this goal. Vavra (1997, p.12) stated that these companies focus on the needs and want of specific target groups and then work hard to maximize satisfaction with the product or service being offered.

2.4 Attributes

Attributes are the main subject of this research. This is because it is within the control of the managers as well as the service operators. Attributes are the combination of the famously used marketing concept grouped by Professor E. Jerome McCarthy, in 1960; the 4 P's. The variables are marketing mix or 4 P's of marketing. These are the variables that marketing managers can control in order to best satisfy customers in the target market. The firm attempts to generate a positive response in the target market by blending these four marketing mix variables in an optimal manner which is service, physical (place), product and promotion.

Alexander and Muhlebach (1992): Ingene and Lusch (1980): Nylén (1990): Pessimier, (1980) defined that marketing managers cannot manipulate these environmental variables, but are limited to controllable factors such as the elements of retail mix, image and positioning strategies, as well as promotional events and advertising campaigns. Therefore, strategic marketing decisions become essential ingredients for improving retail productivity.

2.5 Dimensions of Attributes

Service

It is undeniably that service can separate a restaurant from other competitors. According to Berry (1980), Lovelock (1992), Zeithaml & Bitner (1996), Hope & Muhlemann (1997), services are deeds, processes, performances or acts that a service that a service operations system provides to customers. Business wise, services is a special offering to the customers (Golcalves, 1998). Bateson (1995); Tseng et al., (1999) said that when a customer purchases a service it is proposed that he or she is purchasing an experience given by the service operations of a service organization. Lewis (1998) also mentioned that customers are looking for opportunities and experiences that make their lives happier, richer and more rewarding. On top of that, Spears (1991), said that personal element provided by employees such as friendliness, speed, attitude and responsiveness are all important components of service.

Physical (place)

According to Ferrel et. al, (1999), place is getting a good or service to the prospective or actual consumer and moving goods or services to the right place in the right quantities at the right time. Ferrel et. al, (1999) also highlighted that service contribution must be developed to provide service in a convenient manner, and located where they are expected to be found.

Product

According to Spears (1999), a product is a set of features and advantages that have the capacity to satisfy customer needs and wants, thus delivering valued benefits.

Promotion

Promotion is an organizations effort to inform, persuade, and remind consumers about their service and/or products. Advertising, merchandising, suggestive selling, back-bar signs, window signs, table tents, menu clip-ons, or any other method of telling people more about the goods or services provided are types of promotion; publicity and public relations are also included (Laine & Laine, 1972).

CHAPTER 3

METHODOLOGY RESEARCH

3.1 Research Design

The research will study and measure the attributes or dimensions (independent variables) that influence the customer satisfaction towards the restaurant. The best way is to conduct a survey. Suggestions on how to design and conduct a successful survey project will be provided. The main goal is to gain information from customers on how satisfied they are with quality, value and desirable environment produced by Kampungku restaurant. Apart from that, other variable factors also take under considerations.

A set of questionnaire will be distributed to customers, whom are also addressed as target population. The population will determine the issues that are to be surveyed; their satisfaction level that is.

Descriptive research design has been decided to use for this survey. It is the most appropriate method since it will describe the target population preferences and attitudes towards services done by Kampungku restaurant. It will cover target populations behaviour, experiences, attitudes and perceptions. To sum it all up, the principal of 5W 1H used.

Who - target population that are customers whom dining in the restaurants

What - demographics (gender, age, income and employment level), attitudes & behaviors, perceptions, experiences (customer's satisfaction)

When - during operating hours

Where - Kampungku restaurant

Why - to decide, develop, change and improve existing and create new systems

How - Questionnaires & secondary data

The questionnaire will be kept short and simple. The questions must be easily understood by target population. Anonymity is assured considering the sensitive issues associated with the possible unsatisfied staff.

1. The research will obtain information related to target population's personal details and experiences.
2. The use of scales such nominal scales and 5 point Likert scale technique is used for setting up the questions.
3. Demographic elements such age, gender, income level as well as occupation are some individual questions to be asked.
4. The questions will be grouped into topics so that it is easy to answer pertaining to the data collections.
5. It is by way to proof and pretest survey with small sample to check effectiveness and performances.
6. Thus, changes will be made where necessary.
7. By answering the questionnaire thoroughly, it helps the interviewee to understand the purpose of the study and helps them in giving out the suitable answers.

3.2 Data Collection

As this study conducted using questionnaire, the respondents required to answer all six (6) section (Section A, B, C, D, E and F). Section A contained questions on demographic factors and Section B is the service attribute. While, Section C focused on physical attribute. Apart from that, Section D and E covered on product attribute and promotion respectively. The last section answered questions on customer satisfaction.

3.3 Instrument and Measurement

Setting up a set of questionnaire is very much appropriate. This is because it will display results required and suitable for the population that is being surveyed.

In this study, the first part of the questionnaire is related to customer personal information's. Here, the questionnaire will be conducted mainly by nominal scale such age, income level and employment level.

As for the rest of the questionnaire set, it will be questioned based on a 5 point Likert scale format regarding their satisfaction.

Figure 2 Level of customer satisfaction

1	2	3	4	5
Very unhappy	Somewhat unhappy	Neither happy nor unhappy	Somewhat happy	Very happy

Table 3.1 Distribution of Items according to dimension of Attributes and

Customer Satisfaction in Kampungku's Restaurant

Dimension	Item Number
Service Attribute	B1, B2, B3, B4, B5, B6, B7, B8, B9
Physical Attribute	C1, C2, C3, C4, C5, C6, C7, C8, C9
Product Attribute	D1, D2, D3, D4, D5, D6, D7, D8
Promotion	E1, E2, E3, E4
Customer Satisfaction	F1, F2, F3, F4

As shown in Table 3.1, item numbers B1, B2, B3, B4, B5, B6, B7, B8 and B9 represent the dimension **Service Attribute**; item numbers C1, C2, C3, C4, C5, C6, C7, C8 and C9 reflect the dimension **Physical Attribute**; item numbers D1, D2, D3, D4, D5, D6, D7 and D8 measure dimension **Product Attribute**; item numbers E1, E2, E3 and E4 measure dimension **Promotion**; item numbers F1, F2, F3 and F4 measure dimension **Customer Satisfaction**.

CHAPTER 4

FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter consists of findings and discussions in terms of the respondents' demographic profile, service attributes, physical attributes, product attributes, promotion and customer satisfaction. The collected data were analyzed by employing the SPSS (Statistical Package for Social Study) Version Sixteen. Then it interpreted by applying various tests such as Reliability Analysis, Frequency distribution and Percentage, Validity Analysis (Correlation Matrix), Descriptive Analysis (Mean and Standard Deviation) and Regression Analysis).

4.2 Questionnaire Rate of Return

1. Total distributed questionnaires	100
2. Questionnaires received from respondents	80
3. Rejected questionnaires	28
4. Usable questionnaires	52
5. Overall response rate	65%

Figure 3 Questionnaire rate of return

Total numbers of 100 questionnaires were distributed to Kampungku Restaurant customers. Questionnaires were given during peak hour on Monday to Friday (February 2011) from 8.00 a.m. to 11.00 a.m. and lunch time from 12 p.m. to 2.00 p.m. For almost one month collection period, 80 questionnaires were received. However, only 52 usable questionnaires were obtained as the rest 28 questionnaires were incomplete and not returned. Hence, the overall response rates were 65%.

4.3 Reliability Analysis

Reliability refers to the extent to which a scale produces consistent results if repeated measurements are made. According to Sekaran (2000), the reliability of a measure also indicates no bias (error free). If the association is high, the scale yields consistent results and therefore reliable. Consider figure below;

Alpha Coefficient Range	Strength of Association
< .6	Poor
.6 to < .7	Moderate
.7 to < .8	Good
.8 to < .9	Very Good
.9 >	Excellent

Figure 4 Measurement on Alpha Coefficient range

Table 4.1 The Cronbach Alpha for Overall Reliability Statistics (35 items)

Dimensions / Items	No. of Items	Cronbach Alpha	Item-Total Correlation
Service Attribute	9	.942	
The staff is attentive and available when needed			.529
The staff is knowledgeable and able to answer questions about the food and beverages			.704
The staff is patient when taking order			.699
Food serves promptly and efficiently			.733
The staff is friendly and courteous			.766
The speed of service is excellent			.757
Queuing time in paying meals			.612
The staff is well presented			.664
The staff is well personalized (know customers by name)			.524
Physical Attribute	9	.911	
The restaurant is very clean			.696
The cutlery (plates, fork and spoon) is very clean			.806
Customers are seated promptly			.770
The restaurant has an inviting ambience			.696
The atmosphere is cozy and relaxing			.713
The restaurant is well-lighted			.755
Tables and chairs arrangement			.746
The restaurant has a pleasant smell			.705
The decorations are appealing			.648

Product Attribute	8	.943	
Taste of the meals			.791
Availability of sauces, utensils, napkins etc			.656
Menu varieties			.775
Quality of food			.843
Quality of beverages			.777
The food served hot and fresh			.821
The food is very tasty and full of flavor			.777
The portion of the food is just right			.765
Promotion	4	820	
Discount for regular customers			.649
Set lunch of fixed price			.667
Special promotions (eg. Serving starchy food - Melanau's food)			.537
Extended hours of operation			.702
Overall customer satisfaction	5	.916	
How satisfied are you with Kampungku's restaurant as overall			.837
How satisfied are you with the service attributes of the restaurant			.788
How satisfied are you with the physical attributes of the restaurant			.829
How satisfied are you with the product attributes of the restaurant			.836
How satisfied are you with the promotion attributes of the restaurant			.763

As shown in Table 4.1, all variables are significant. The Cronbach's Alpha for all items and dimensions of customer's satisfaction were all exceed the suggested cutoff value of 0.5, revealing an acceptable level of reliability (Nunnally, 1978). None of items and dimensions of customer's satisfaction was rejected, therefore product attributes (0.943) was found the most reliable in measuring customer's satisfaction, followed by service attributes (0.942), overall customer satisfaction (0.916), physical attributes (0.911) and promotion (0.820).

4.4 Frequency distribution and percentage (n=52)

4.4.1 Profile of the respondent surveyed

This segment analyses the profile of respondents surveyed. It will cover primarily on gender, male and race. For this, a descriptive statistics is used to frequencies and percentages.

Table 4.2 Profile of the respondent surveyed

DEMOGRAPHICS		FREQUENCY	PERCENTAGE (%)
1	GENDER		
	Male	34	65.4
	Female	18	34.6
2	AGE		
	18 to 24 years old	28	53.8
	25 to 30 years old	12	23.1
	31 to 40 years old	8	15.4
	> 41 years old	4	7.7
3	RACE		
	Malay	38	73.1
	Dayak	9	17.3
	Others	4	7.7
	Chinese	1	1.9

Gender

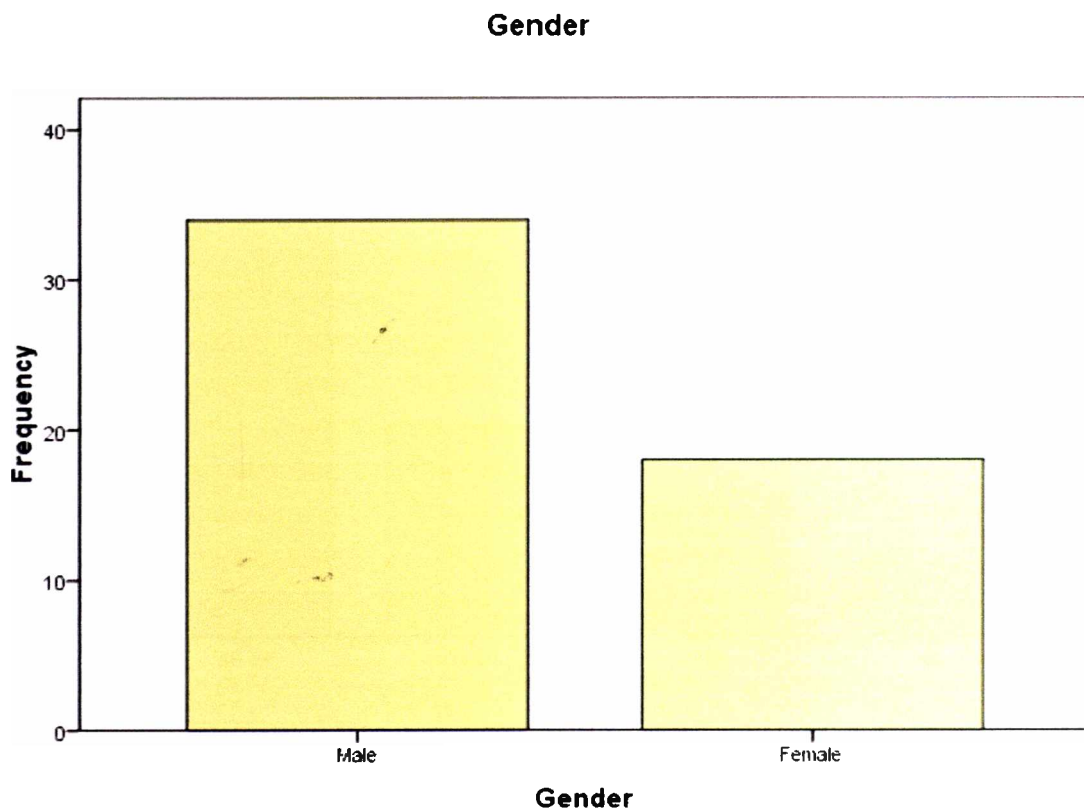


Figure 5 Gender's frequency distribution

Out of the 52 questionnaires collected, 65.4% male and 34.6% female. This implied that, customer whom dining at Kampungku restaurant was male. Moreover, this situation is in line with general pattern in Malaysia where male preferably dine outside compared to female. Apart from dining in, restaurant is also a place to hang out with friends.

Age

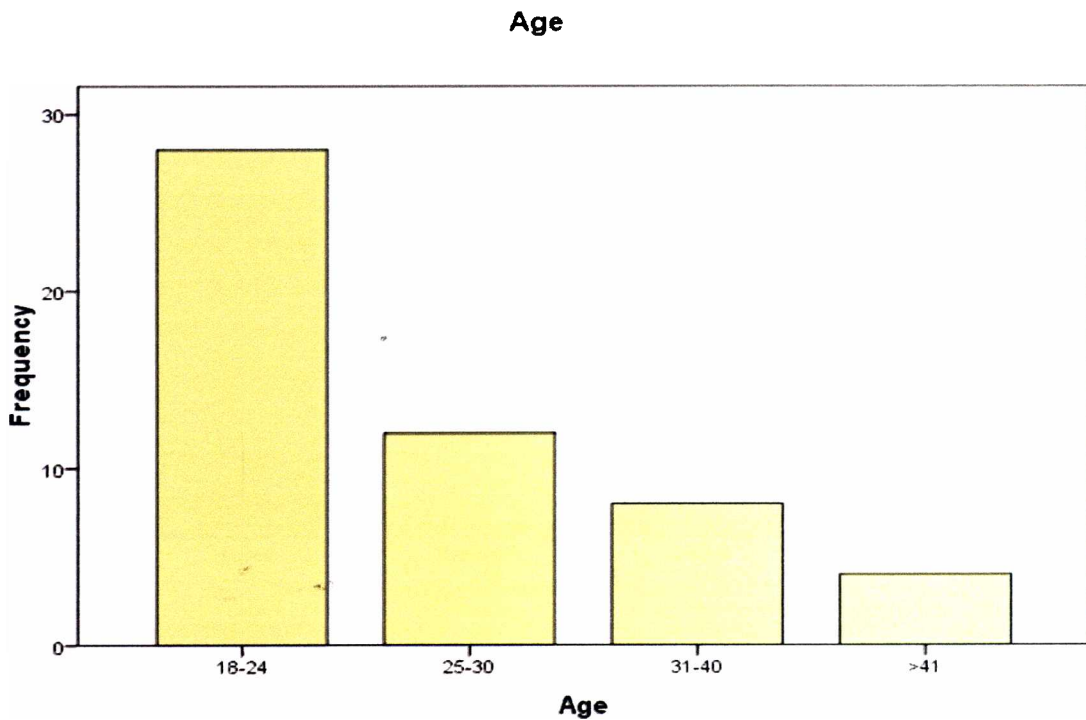


Figure 6 Age's frequency distribution

The majority, 28 respondents (53.8%), were aged 18 to 24 years old. 12 respondents (23.1%) were aged 25 to 30 years old. Meanwhile 8 respondents (15.4%) were aged 31 to 40 years old and another 4 respondents (7.7%) were over the aged of 41 years old. It bears out based on the observation that customers of Kampungku restaurant were primarily young adults. They are probably those who working and studied nearby.

Race

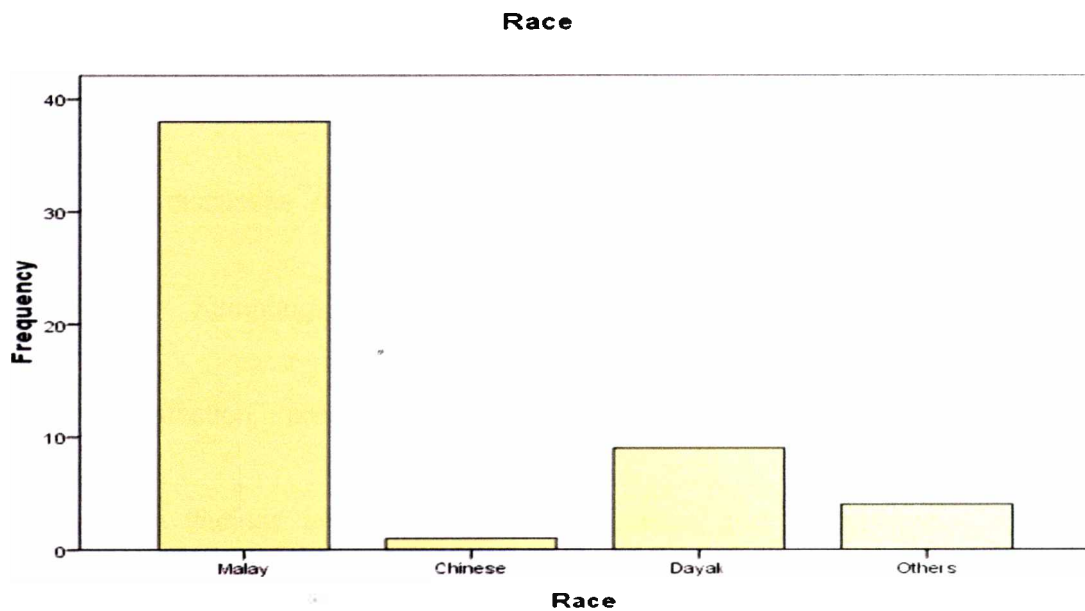


Figure 7 Race's frequency distribution

In term of race, 38 respondents (73.1%) were Malay. Of the remaining 14 respondents, 9 (17.3%) were Dayak, 4 (7.7%) were other races and 1 (1.9%) were Chinese. It bears out based on the observation that majority of Kampungku restaurant's customer were Malay. It was in line with Kampungku restaurant as Halal restaurant which attract most of the Malay. Other races represent small numbers probably because there are a lot of choices such as Chinese restaurant and fast-food restaurant nearby.

4.5 Descriptive Analysis

4.5.1 Level, mean and standard deviation of customer satisfaction in Kampungku's restaurant

This part will discuss on the respondents' overall level and mean of customer satisfaction in Kampungku's restaurant and its dimensions such as overall customer satisfaction, product attribute, physical attribute, service attribute and promotion. The findings are presented in frequencies and percentages.

Table 4.3 Level of Overall Customer Satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unhappy	1	1.9	1.9	1.9
Somewhat Unhappy	1	1.9	1.9	3.8
Neither Happy Nor Unhappy	14	26.9	26.9	30.8
Somewhat Happy	30	57.7	57.7	88.5
Very Happy	6	11.5	11.5	100.0
Total	52	100.0	100.0	

In terms of overall level of customer satisfaction in Kampungku's restaurant, the study found out that almost a half (30) the respondents perceived customer satisfaction to be "somewhat happy". About 15 respondents perceived the customer satisfaction to be "neither happy nor unhappy". While 6 respondents perceived customer satisfaction as "very happy". A few of 1 respondent rated the customer satisfaction as "very unhappy" and "somewhat happy".

Table 4.4 Mean and standard deviation of overall customer satisfaction

DIMENSIONS AND ITEMS		Mean	SD
Overall Customer Satisfaction		3.75	.764
F1	How satisfied are you with Kampungku's restaurant as overall	3.85	.668
F2	How satisfied are you with the service attributes of the restaurant	4.00	.840
F3	How satisfied are you with the physical attributes of the restaurant	4.04	.766
F4	How satisfied are you with the product attributes of the restaurant	4.17	.706
F5	How satisfied are you with the promotion attributes of the restaurant	3.94	.802

From table 4.4, customers at Kampungku restaurant is satisfied the most with product attributes (4.17), followed closely with physical attributes (4.04), service attributes (4.00) and promotion with the lowest mean at 3.94. For overall satisfaction towards Kampungku restaurant it clocks at 3.85. However, customers neither unhappy nor happy with overall customer's satisfaction with only mean scores at 3.75.

Table 4.5 Level of customer satisfaction towards product attribute

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Somewhat Unhappy	1	1.9	1.9	1.9
Neither Happy Nor Unhappy	7	13.5	13.5	15.4
Somewhat Happy	29	55.8	55.8	71.2
Very Happy	15	28.8	28.8	100.0
Total	52	100.0	100.0	

In terms of product attributes in Kampungku's restaurant, the study found out that almost a half (29) the respondent's perceived product attributes to be "somewhat happy". About 15 respondents perceived the product attributes to be "neither happy nor unhappy". While 6 respondents perceived product attribute as "very happy". A few of 1 respondent rated the product attribute as "very unhappy" and "somewhat happy".

Table 4.6 Mean and standard deviation of product attributes

DIMENSIONS AND ITEMS		Mean	SD
Product Attribute		4.12	.704
D1	Taste of the meals	4.13	.864
D2	Availability of sauces, utensils, napkins etc	3.92	.904
D3	Menu varieties	3.81	.971
D4	Quality of food	4.08	.860
D5	Quality of beverages	4.19	.793
D6	The food serve hot and fresh	4.25	.860
D7	The food is very tasty and full of flavor	4.15	.872
D8	The portion of the food is just right	4.23	.854

From table 4.6, customers at Kampungku restaurant is satisfied the most with food serve hot and fresh (4.25), followed closely with the portion of food is just right (4.23), quality of beverages (4.19), the tastiness and flavors of food (4.15). Customers are also somewhat happy with taste of meal (4.13) and quality of food (4.08). However, customers are neither unhappy nor happy with the availability of sauces, utensils and napkins (3.92) and the varieties of menu (3.81). Overall mean for product attributes is 4.12. Thus, customers are somewhat happy.

Table 4.7 Level of customer satisfaction towards physical attribute

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unhappy	1	1.9	1.9	1.9
	Somewhat Unhappy	1	1.9	1.9	3.8
	Neither Happy Nor Unhappy	6	11.5	11.5	15.4
	Somewhat Happy	30	57.7	57.7	73.1
	Very Happy	14	26.9	26.9	100.0
	Total	52	100.0	100.0	

In terms of physical attributes in Kampungku's restaurant, the study found out that almost a half (30) the respondent's perceived physical attributes to be "somewhat happy". About 14 respondents perceived the physical attributes to be "very happy". While 6 respondents perceived physical attribute as "neither unhappy nor happy". A few of 1 respondent rated the physical attribute as "somewhat unhappy" and "very unhappy".

Table 4.8 Mean and standard deviation of physical attributes

DIMENSIONS AND ITEMS		Mean	SD
Physical Attribute		4.06	.802
C1	The restaurant is very clean	4.02	.939
C2	The cutlery (plates, fork and spoon) is very clean	4.19	.886
C3	Customers are seated promptly	4.19	.951
C4	The restaurant has an inviting ambience	3.90	1.034
C5	The atmosphere is cozy and relaxing	3.94	.958
C6	The restaurant is well-lighted	4.21	.915
C7	Tables and chairs arrangement	4.25	.883
C8	The restaurant has a pleasant smell	4.08	.882
C9	The decorations are appealing	3.56	1.056

From table 4.8, customers at Kampungku restaurant is satisfied the most with table and chairs arrangement (4.25), followed closely with the well-lighted of the restaurant (4.21), the cleanliness of the cutlery and the customers are promptly seated each mean score of 4.19. Customers are also somewhat happy with the pleasant smell and the cleanliness of the restaurant with mean score of 4.08 and 4.02 each. However, customers are neither unhappy nor happy with the atmosphere and decorations. Overall mean score for physical attributes is 4.06. Thus, customers are somewhat happy.

Table 4.9 Level of customer satisfaction towards service attribute

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unhappy	1	1.9	1.9	1.9
Neither Happy Nor Unhappy	11	21.2	21.2	23.1
Somewhat Happy	22	42.3	42.3	65.4
Very Happy	18	34.6	34.6	100.0
Total	52	100.0	100.0	

In terms of service attributes in Kampungku's restaurant, the study found out that 22 respondent's perceived service attributes to be "somewhat happy". About 18 respondents perceived the service attributes to be "very happy". While 11 respondents perceived service attributes as "neither happy nor unhappy". A few of 1 respondent rated the service attributes as "very unhappy".

Table 4.10 Mean and standard deviation of service attributes

DIMENSIONS AND ITEMS		Mean	SD
Service Attributes		4.08	.860
B1	The staff is attentive and available when needed	3.98	1.000
B2	The staff is knowledgeable and able to answer questions about the food and beverages	4.13	.864
B3	The staff is patient when taking order	4.27	.843
B4	Food serves promptly and efficiently	4.08	.926
B5	The staff is friendly and courteous	4.29	.977
B6	The speed of service is excellent	3.98	.874
B7	Queuing time in paying meals	3.88	1.060
B8	The staff is well presented	3.83	1.150
B9	The staff is well personalized (know customers by name)	3.75	1.219

From table 4.10, customers at Kampungku restaurant is satisfied the most with the friendliness and courteousness of Kampungku staff (4.29), followed closely with the staff patient while taking order (4.27), staff knowledge on food and beverages (4.13). Apart from that, customers are also somewhat happy with the prompt and efficient in serving foods with mean score of 4.08. However, customers are neither unhappy nor happy with the speed of the service and attentive of the staff. Customers are also not favour with queuing time in paying their meals. Apart from that, with mean score of 3.83 and 3.75, customers see the staff not well presented as well as well personalized. Overall mean score for service attributes is 4.08. Thus, customers are somewhat happy.

Table 4.11 Level of customer satisfaction towards promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Unhappy	2	3.8	3.8	3.8
	Neither Happy Nor Unhappy	15	28.8	28.8	32.7
	Somewhat Happy	25	48.1	48.1	80.8
	Very Happy	10	19.2	19.2	100.0
	Total	52	100.0	100.0	

In terms of promotion attributes in Kampungku's restaurant, the study found out that 25 respondent's perceived promotion attributes to be "somewhat happy". About 15 respondents perceived the promotion attributes to be "neither happy nor unhappy". While 10 respondents perceived promotion attribute as "very happy". A few of 2 respondents rated the product attribute as "somewhat unhappy".

Table 4.12 Mean and standard deviation of promotion

DIMENSIONS AND ITEMS		Mean	SD
Promotion		3.83	.785
E1	Discount for regular customers	3.79	.997
E2	Set lunch of fixed price	3.92	.967
E3	Special promotions (eg. Serving starchy food - Melanau's food)	3.77	.921
E4	Extended hours of operation	4.08	.926

From table 4.12, customers at Kampungku restaurant are somewhat happy with extended hours of operation (4.08). However, customers neither unhappy nor happy with discount for regular customers, price for set of lunch and promotion on foods. As overall customer satisfaction on promotion, customers are neither unhappy nor happy.

Table 4.13 Summary on level of customer satisfaction towards Kampungku restaurant

Dimensions	Mean	Level
Product attribute	4.12	“somewhat happy “
Physical attribute	4.06	“somewhat happy”
Service attribute	4.08	“somewhat happy”
Promotion	3.83	“neither happy nor unhappy”
Overall customer satisfaction	3.75	“neither happy nor unhappy”

Table 4.13 shows the descriptive statistic of the degree of customer satisfaction towards Kampungku restaurant. From the scale of 1 to 5 (1 is very unhappy and 5 is very happy), mean score for product attribute is 4.12. It was followed closely tight with service attribute (4.08) and physical attribute (4.06). Promotion attributes score the lowest mean with 3.83. Therefore, among the four dimensions, product attributes contribute the most scores towards customer's satisfaction. This is believed that Kampungku's customers are satisfied with the taste of the meal (4.13) and the quality of the food (4.08).

With the lowest mean score of 3.83 for promotion, Kampungku restaurant needs to extend its hours of operations by opening early for breakfast (4.08). Apart from that, the owner restaurant also has to set new affordable price towards its foods (3.92). Thus, by open for breakfast and set an affordable price, it will attract more customers.

4.6 Validity Analysis

Validity concerned with the extent to which the contents of the test or procedure look like they are measuring what they are supposed to measure which scale from 0 to 1, where 1 indicates a perfect relationship between variables. According to Kline (1998) value should not be so highly correlated or more than 0.85 in order to discriminate among each other. Correlation is significant at the 0.01 level (2-tailed).

The result of the correlation analysis presented in Table 4.14 shows that customer satisfaction is related significantly with product attribute ($r=.747$, $p<.01$), service attribute ($r=.776$, $p<.01$), physical attribute ($r=.760$, $p<.01$) and promotion ($r=.744$, $p<.01$). All five (5) dimensions have positive relationship among each

other range from 0.590 to 0.776 and also less than 0.85. Thus, all correlations are significant at 0.01 level. The result of correlation analysis provided initial support to the study hypotheses and valid for its purpose.

Table 4.14 Pearson Correlation

Correlations

		Overall Customer Satisfaction	Product Attribute	Service Attribute	Pyhsical Attribute	Promotion
Overall Customer Satisfaction	Pearson Correlation	1	.747**	.776**	.760**	.744**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	52	52	52	52	52
Product Attribute	Pearson Correlation	.747**	1	.697**	.751**	.675**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	52	52	52	52	52
Service Attribute	Pearson Correlation	.776**	.697**	1	.590**	.630**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	52	52	52	52	52
Pyhsical Attribute	Pearson Correlation	.760**	.751**	.590**	1	.608**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	52	52	52	52	52
Promotion	Pearson Correlation	.744**	.675**	.630**	.608**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	52	52	52	52	52

** Correlation is significant at the 0.01 level (2-tailed).

1.5.1 Correlation (r) Analysis

Relationship between independent and dependent variables

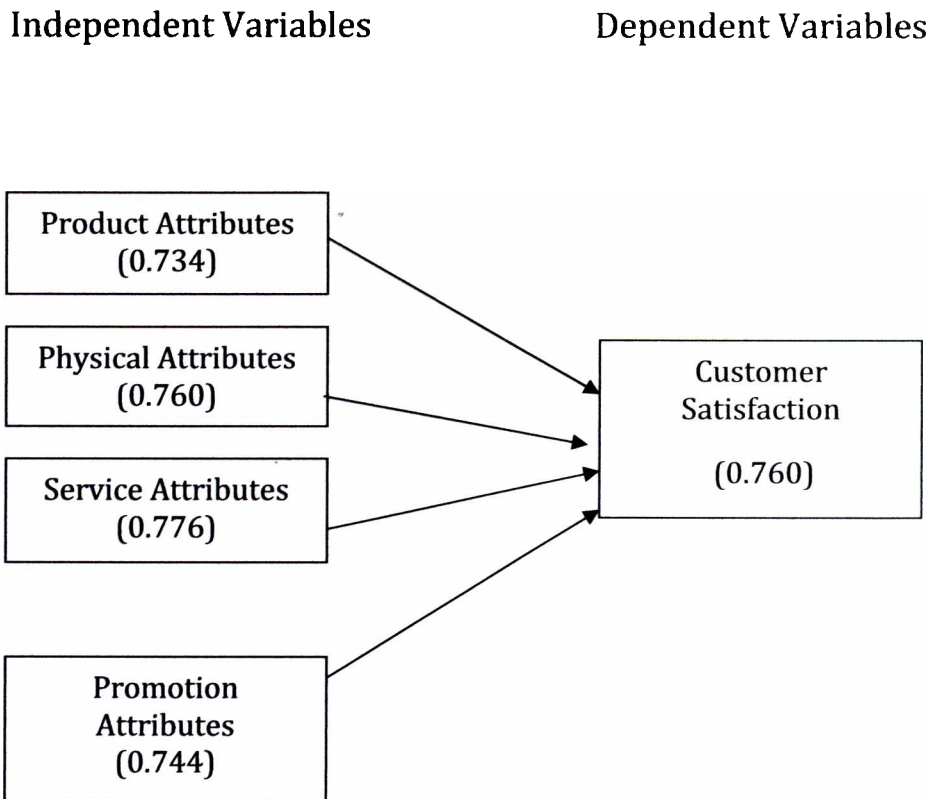


Figure 8 Relationship between independent and dependent variables

Table 4.15 Relationship between independent and dependent variables

RELATIONSHIP	CORRELATIONS COEFFICIENT RANGE (r)	STRENGTH OF ASSOCIATION (Burns and Bush, 2001)	HYPOTHESES (SUPPORTED OR NOT)
Product Attributes - Customer Satisfaction	0.734	Moderate	Supported
Physical Attributes - Customer Satisfaction	0.760	Moderate	Supported
Service Attributes - Customer Satisfaction	0.776	Moderate	Supported
Promotion - Customer Satisfaction	0.744	Moderate	Supported

Correlation is significant at the 0.01 level (2-tailed)

Table 4.15 above shows linear relationship between Product Attributes, Service Attributes, Physical Attributes, Promotion and Customer Satisfaction. Figure 8 shows the relationships between Attributes, Service Attributes, Physical Attributes, Promotion and Customer Satisfaction indicated they were statistically significant at the 0.01 significance level. Correlations coefficient range between service attributes and customer satisfaction is 0.776 indicated the association or relationship falls under moderate category range. Therefore, hypotheses (H1) is supported that there is positive and moderate relationship between service attributes and customer satisfaction.

Similarly, hypotheses (H2) is also supported that there is positive and strong relationship between physical attributes and customer satisfaction with correlations coefficient range of 0.760 indicated the association or relationship falls under moderate category range.

In addition, correlations coefficient range between product attributes and customer satisfaction indicated the association or relationship falls under moderate category range. Therefore, hypotheses (H3) is supported that there is positive and

moderate relationship between product attributes and customer satisfaction.

Hypothesis (H4) states that customer satisfactions have moderate relationship with promotion.

4.7 Regression Analysis

Table 4.16 Dependent variable Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.886 ^a	.784	.766	.370	.784	42.716	4	47	.000

a. Predictors: (Constant), Promotion, Physical Attribute, Service Attribute, Product Attribute

b. Dependent Variable: Overall Customer Satisfaction

Table 4.16 shows that the dependent variable and independent variables are notably associated at R value of 0.886. Besides that, R square of 0.784 indicates that 78.4% of the dependent variable which is customer satisfaction can be explained by the independent variables which predicted by promotion, physical attribute, service attribute as well as product attribute. Alternatively, the remaining 21.6% of variation can be explained by other factors.

Table 4.17 Overall customer satisfaction ANOVA

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.332	4	5.833	42.716	.000 ^a
	Residual	6.418	47	.137		
	Total	29.750	51			

a. Predictors: (Constant), Promotion, Physical Attribute, Service Attribute, Product Attribute

b. Dependent Variable: Overall Customer Satisfaction

Table 4.17 shows that, F-statistics is valued at 42.716 and is significant at the 0.001 level. From the analysis of these data, it can be concluded that the independent variables do have an effect on the dependent variable.

Table 4.18 Overall customer satisfaction Coefficient

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.136	.317		-.430	.669	-.774	.502
	Service Attribute	.329	.088	.370	3.718	.001	.151	.506
	Product Attribute	.058	.131	.054	.443	.659	-.206	.323
	Physical Attribute	.321	.100	.337	3.206	.002	.120	.523
	Promotion	.262	.095	.269	2.755	.008	.071	.453

a. Dependent Variable: Overall Customer Satisfaction

Table 4.18 shows that service attribute ($p=0.001$), physical ($p=0.002$) and promotion ($p=0.008$) is the only independent variables which significant related to the dependent variable that is customer satisfaction by meeting the requirement of p-value being lower than 0.01.

Subsequently, the unstandardized coefficients linear equation was formed:

$$\text{Customer satisfaction} = - 0.136 + 0.329 \text{ Sv} + 0.058 \text{ Pd} + 0.321 \text{ Ph} + 0.262 \text{ Pr}$$

The standardized coefficients linear equation was also formed:

$$\text{Customer satisfaction} = 0.329 \text{ Sv} + 0.058 \text{ Pd} + 0.321 \text{ Ph} + 0.262 \text{ Pr}$$

Whereby,

R ²	=	0.784
N	=	52
Sv	=	Service attribute
Pd	=	Product attribute
Ph	=	Physical attribute
Pr	=	Promotion

The linear equation above clearly indicated that there is a relationship between the independent variables and dependent variable. The most influential being Service attribute (Beta = 0.370) followed by physical attribute with Beta, 0.337

and Beta of 0.269 for promotion. However, product attributes was insignificant related to customer satisfaction.

Table 4.19 One-way Descriptives

Overall Customer Satisfaction

N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
				Lower Bound	Upper Bound			
Male	34	3.82	.626	.107	3.61	4.04	2	5
Female	18	3.61	.979	.231	3.12	4.10	1	5
Total	52	3.75	.764	.106	3.54	3.96	1	5

Table 4.20 Anova ANOVA

Overall Customer Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.531	1	.531	.909	.345
Within Groups	29.219	50	.584		
Total	29.750	51			

Significance level ($p > 0.05$)

Table 4.19 shows that (male, mean=3.82; female, mean=3.61, almost same). Therefore, gender not influence towards customer satisfaction. As for table 4.20, a p-value of 0.345 is higher than the significance value. Hence, it indicates that the null hypotheses (H5) have no significant towards customer satisfaction.

4.8 Hypotheses Testing

Decision rule : If $p > 0.05$, reject hypotheses

If $p < 0.05$, accept hypotheses

Table 4.21 Hypotheses testing

Hypotheses	Decision (Accept / Reject)	Significance level
H1 : Kampungku service attributes affects customer satisfaction	Accept	0.001
H2 : Kampungku physical attributes affects customer satisfaction	Accept	0.002
H3 : Kampungku product attributes affects customer satisfaction	Rejected	0.659
H4 : Kampungku promotions attribute affects customer satisfaction	Accept	0.008
H5: Demographic factors such as gender affect customer satisfaction	Rejected	0.345

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.0 Conclusions

This study related to the customer satisfaction on the Kampungku Restaurant.

Several analyses have been tested to answer the research questions. From the reliability analysis conducted to test relationships, all four attributes had a positive significant correlation with customer satisfaction. This indicates that when perception of service, physical, product and promotion attributes is high, customer satisfaction is also high.

From the descriptive analysis, the studies managed to measure customer's satisfaction at Kampungku restaurant as somewhat happy with the product, service and physical attributes. As for promotion perspective, customers found it to be neither unhappy nor happy.

From the regression study, 78.4% of the dependent variable which is customer satisfaction can be explained by the independent variables which predicted by

promotion, physical attribute, service attribute as well as product attribute.

However, product attributes was insignificant related to customer satisfaction.

From the study also, gender not influence on customer satisfaction towards Kampungku restaurant.

With the addition of customer's recommendation, the owner can now know what his / her customer needs and wants are towards its operation. Thus, the recommendation can be a guideline for the restaurant owner to perform better in future.

5.1 Recommendations

Table 5.1 Recommendation list

No.	Recommendations	Keyword	Attribute
1.	Put more decorations	decorations	physical
2.	Re-deco or re-arrangement of the restaurant that will give a new look and fresh ambience	decorations	physical
3.	Need more accessories	accessories	physical
4.	A proper layout of table and chair arrangement	layout	physical
5.	More varieties in food and discounts for regular customers	Food variety, discount	Product, promotion
6.	Cheaper price of food and discounts for regular customers	discount	promotion
7.	More choices of foods	Food variety	product
No.	Recommendations	Keywords	Attribute
8.	More variety of foods, price must be tag, operating hours must be same	Food variety, fixed price, operating hours	Product, promotion
9.	WIFI, open for breakfast	Wifi, breakfast	Physical, promotion
10.	Open for breakfast, maintain staff, add menu, maintain taste and quality of foods	Breakfast, staff, taste, quality	Promotion, service, product
11.	Variety on breakfast meal	breakfast	promotion
12.	Owner must be at the restaurant	owner	service
13.	More varieties on food, more entertainment, employee must treat customer well	Food variety, entertainment, staff	Product, promotion, service
14.	Fresh mee kolok	fresh	product

15.	More entertainment (Plasma TV)	entertainment	promotion
No.	Recommendations	Keyword	Attribute
16.	Decorate shop, more varieties of foods	Decoration, food variety	Promotion, product
17.	More variety on beverages	Beverage variety	product
18.	Spoon and fork need to be available all time, more staffs do each specific task, food availability	Cutlery, staff, food availability	Product, service, physical
19.	Improve service	service	service
20.	Staff committed in work, staff must pay attention to customer needs and wants	staff	service
21.	Spoon and fork always ready on the table	cutlery	product
22.	Improve service, staff should well presented, well personalized and more attractive	Service, staff	service

From table 5.1, the list was then narrowed for each physical attributes, promotion, service attributes and product attributes. By using keyword technique, a set of selected item was highlighted. Table 5.2 shows it.

Table 5.2 Keyword technique

Dimensions	Items
Physical	<ul style="list-style-type: none"> - decorations - accessories - Wi-Fi - cutlery
Promotion	<ul style="list-style-type: none"> - discount - fixed price - operating hours must the same - open for breakfast - entertainment (Plasma TV)
Service	<ul style="list-style-type: none"> - owner must be at the restaurant - staff must always available and attentive when needed - staff should well presented and well personalized
Product	<ul style="list-style-type: none"> - food variety - taste and quality of food - fresh food - beverages variety

Table 5.3 Frequency of recommendations

Dimensions	Frequency (Recommendations)	Percentage (%)
Physical attributes	6	18.75
Product attributes	10	31.25
Promotion	9	28.125
Service attributes	7	21.875
Total	32	100

Based on Table 5.2 and Table 5.3, the highest percentage of recommendations is product attributes (31.25%), followed closely by promotion (28.125%), service attributes (21.875%) and 18.75% of physical attributes.

Although the mean score for product attributes is 4.12 which indicate that the customers are somewhat happy, they still want to see improvement especially with taste and the quality of food. That is why the customers recommended on product attributes the most. Moreover, the customer also expect that more variety in foods and beverages in future dining.

Mean score for promotion is 3.83 (neither unhappy nor unhappy). These prove that customers recommend for improvement. They recommend that the restaurant also should extend its operating hours, where apart from increasing its profits; the owner can promote new set of breakfast. Apart from that also, the owner should set an affordable price with right portion size as well as tasty and flavor food.

Mean score for service attributes are somewhat happy (4.08). However, some of customers are not satisfied with the management. They expected the owner of the restaurant must always be at the restaurant. They believed that in order the employee to perform its duty, the owner must be around to monitor his/her employees.

Although customers are somewhat happy with the physical attributes (4.06), customers recommend that the restaurant need to have eye-catching decorations. Apart from giving more appealing to the restaurant, it can build customer's mood while dining at the restaurant. The customers also believed that, in order the restaurant to attract more customers, a Wi-Fi and a plasma TV to be set-up at the restaurant. This is because most of customers with the age ranged from 18-24 years old; therefore, this is the youth of IT savvy.

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E. Jerome McCarthy was an American marketing professor at Michigan State University and others such as the University of Notre Dame. He is the author of the influential book *Basic Marketing. A Managerial Approach* (now in its 17th edition with co-authors William D. Perreault, Jr. and Joseph P. Cannon)

Sample questionnaire



KAMPUS SAMARAHAN, SARAWAK

FACULTY OF BUSINESS MANAGEMENT

BACHELOR IN BUSINESS ADMINISTRATION (MARKETING) (HONOURS)

Dear Respondents,

This questionnaire is designed to study the Customer Satisfaction towards KampungKu Restaurant. The information you provide will help in better understand your values, needs and wants as a customer.

You are invited to respond to the questions frankly. Your response will be kept strictly confidential. An identification number will be set for each questionnaire. These numbers are used for further findings.

Thank you very much for your time and cooperation. I greatly appreciate your help in furthering this research undertaking.

Sincerely,

Abang Mohammad Zulfiqar Za'im (2006495364)

SECTION A: PERSONAL INFORMATION

Please answer the question below carefully and tick (/) for your answer at the

Gender	Male			Female		
Age	18 - 24	25 - 30	31 - 40	41 and above		
Race	Malay	Chinese	Dayak	Other (please specify)		
Employment status	Self-employed	Employed	Student	Other (please specify)		
If employed, what is your position?						
Yearly Income (RM)	12,000-24,000	24,001-36,000	36,001-48,000	48,001 and above		

SECTION B: SERVICE ATTRIBUTE

1	2	3	4	5
Very unhappy	Somewhat unhappy	Neither happy nor unhappy	Somewhat happy	Very happy

	1	2	3	4	5
1. The staff is attentive and available when needed					
2. The staff is knowledgeable and able to answer questions about the food and beverages					
3. The staff is patient when taking order					
4. Food serves promptly and efficiently					
5. The staff is friendly and courteous					
6. The speed of service is excellent					
7. Queuing time in paying meals					
8. The staff is well presented					
9. The staff is well personalized (know customers by name)					

SECTION E: PROMOTION

	1	2	3	4	5
1. Discount for regular customers					
2. Set lunch at fixed price					
3. Special promotions (eg: serving starchy food-Melanau's food)					
4. Extended hours of operation					

SECTION F: OVERALL CUSTOMER SATISFACTION

	1	2	3	4	5
1. How satisfied are you with Kampungku's restaurant as overall					
2. How satisfied are you with the service attributes of the restaurant					
3. How satisfied are you with the physical attributes of the restaurant					
4. How satisfied are you with the product attributes of the restaurant					
5. How satisfied are you with the promotion attributes of the restaurant					

6. Would you recommend our restaurant to your friends?

<input type="checkbox"/>	No
<input type="checkbox"/>	Yes

7. Are there any suggestions that you would like to give? If yes, please specify your answer.
