



**“THE ROLE OF EMOTIONAL RESPONSE IN  
EXPLAINING PERCEIVED QUALITY AND CUSTOMER  
SATISFACTION TOWARDS FINE-DINING  
RESTAURANTS”**

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## TABLE OF CONTENTS

### CHAPTERS DESCRIPTION

	Declaration of Original Work	ii
	Letter of Submission	iii
	Acknowledgement	iv
	Table of Contents	
	List of Table	v
	List of Figure	vi
	Abstract	vii
Chapter 1	INTRODUCTION	
1.0	Background of the Study	1-2
1.1	Scope of Study	3
1.2	Problem Statements	3-4
1.3	Research Objectives	5
1.4	Research Questions	5
1.5	Significance of Study	6 -7
1.6	Limitations and Constraints	7 -8
1.7	Definition of Terms	8 - 9
Chapter 2	LITERATURE REVIEW	
2.0	Emotional Response	10
2.1	Perceived Quality	10
2.2	Customer Satisfaction	11
2.3	Dimension of Service Quality	11 -13

## ABSTRACT

### **“THE ROLE OF EMOTIONAL RESPONSE IN EXPLAINING PERCEIVED QUALITY AND CUSTOMER SATISFACTION TOWARDS FINE-DINING RESTAURANTS”**

Nowadays, restaurant operators have been aggressively find strategies to enhance the quality of services as a way to satisfy customers. This study tries to identify and explores the role of emotional response that influence perceived quality and customer satisfaction towards fine-dining restaurants. Three factors will be investigated which are service quality of fine dining restaurants (price, food, environment and service), emotional response either it is positive or negative response and also overall customer's satisfaction towards fine dining restaurants. A survey was carried out and it involved public sectors employees in Kuching Sarawak. A total of 261 questionnaires were collected and data was analyzed using SPSS version 17.0.

Findings show that all variables (price, food, environment & service) are reliable factors in affecting customer's emotional response and level of satisfaction. Both service and environment have positive emotional response as compared to price and food. But environment is found to be the most important role in affecting emotional response. However, service plays the most significant factors that determined customers overall satisfaction on fine dining restaurants.

Hence, it is important for marketers or fine dining operators have the options to maintain, monitor or improve the consistency contribution of greater service quality and appealing environment

## **CHAPTER 1: INTRODUCTION**

This study explores the role of emotional response that influence perceived quality and customer satisfaction towards fine-dining restaurants. In brief, this study will discuss on whether perceived quality of food, service, price and physical environment (servicescape) are important in explaining perceived emotional response and customer satisfaction towards fine-dining restaurant. This chapter contains the discussion on the background of study, scope of study, problem statement, research objectives, research questions, significance of study, limitation and constrains and definition of terms.

### **1.0 Background Of The Study**

Growing competition in restaurant industry and the increasing importance of consumer patronage impose the need to provide better services and satisfy consumers. Soriano (2002) noticed that restaurant failures were partly a result of management's lack of strategic orientation in measuring and focusing on customer satisfaction.

Customer satisfaction has been extensively researched, and numerous studies have sought to explain the link between customer satisfaction and perceived service quality. Research to date has overwhelmingly focused on cognitive components of customer satisfaction, and much of this has used unsupportive frameworks to compare a perceived level of performance with some form of benchmark standard (Yu and Dean, 2001). Barsky and Nash (2002) suggested that there is a need to addresses the relative absence of models of customer satisfaction which incorporate effective (emotional) components as measures and predictors of behavioral.