



**FACULTY OF HOTEL & TOURISM MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA**

**ELECTRONIC TABLET-BASED MENU AND  
CUSTOMER SATISFACTION IN RESTAURANTS**

**NUR SHAZNI SHUHADA BINTI BAHARI  
2019314789**

**FEBRUARY 2021**

## **ABSTRACT**

Hospitality industry has been experiencing the innovation of technology to uphold its service quality for decades. Studies have suggested that the technology adoption would lead to beneficial consequences on operation performance. The current study was conducted to explore the influence of electronic-tablet-based menu on customer satisfaction in restaurants. This study offers better understanding of the usage of technology nowadays in order to perceive a better customer service. The research has been carried out based on the research question which are is it important the engagement of technology towards the satisfaction of customers and also to know what are the advantages of technology especially in food and beverage industry. Secondary data has been used in order to conduct this study. Sources of secondary data that has been used for the studies are including the online websites and journal articles. This study has been carried by using the content analysis research method. It is a tool of research where it is used by reading and coding textual content to create replicable and appropriate inferences. This study is hope to benefit restaurant operators in enhancing customer satisfaction and staying competitive.

## **ACKNOWLEDGEMENT**

All the praises I extended to Allah S.W.T and His blessings for the completion of this Undergraduate Project.

First and foremost, I would like to thank my Supervisor, Madam Jazira binti Anuar for her guidance, patience, understanding and the most important is she has provided me with a very positive encouragement and warm spirit in order for me to finish this Undergraduate Project. Even though there are so many obstacles and constrains during finishing this project, she is never stop to encourage me. Having her as my supervisor is such a blessings for me.

My deepest gratitude goes to all my family members, my friends and my classmates. It is possible for me to finish this Undergraduate Project without their helps and supports. Thank you so much for always being with me and always give the morale support during finishing this project. May God shower all of you with His blessing and success in your life.

# TABLE OF CONTENT

## INTRODUCTION

1.1	Overview	1
1.2	Background of Study	1
1.3	Problem Statement	3
1.4	Research Objectives	5
1.5	Research Questions	6
1.6	Conceptual Framework	7
1.7	Significance of the Study	8
	1.7.1 Academic Perspective	8
	1.7.2 Industry Perspective	8
1.8	Definition of Key Terms	9

## LITERATURE REVIEW

2.1	Overview	10
2.2	Technology and Restaurant Industry	10
2.3	Electronic Tablet-Based Menu	11
2.4	Customer Satisfaction	13
2.5	Past Studies on Advantages of Tablet-Menu	14
2.6	Summary	15

## METHODOLOGY

3.1	Overview	16
3.2	Research Design	16
3.3	Research Method	16
3.4	Data Collection	17
3.5	Data Analysis	17

## **FINDING AND DISCUSSION**

4.1	Overview	18
4.2	Findings and Discussion	18
4.3	The Advantages of Using Electronic Tablet-Based Menu	19

## **CONCLUSION AND RECOMMENDATION**

5.1	Overview	21
5.2	Conclusion	21
5.3	Suggestions for Future Research	22

## **REFERENCES**

23