



**FACTORS AFFECTING EMPLOYEES IN SAPURA ENERGY INTENTION TO REVISIT
MAMAK RESTAURANTS**

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TABLE OF CONTENTS

	Page
TITLE PAGE	
DECLARATION OF ORIGINAL WORK	
LETTER OF SUBMISSION	
ACKNOWLEDGEMENT	
TABLE OF CONTENTS	
ABSTRACT	
CHAPTER 1 INTRODUCTION	
Introduction	1
1.1. Background Of Study	1-2
1.2. Problem Statement	3-4
1.3. Research Objectives	4
1.3.1 Specific Research Question	4
1.4. General Research Objective	4
1.4.1 Specific Research Objective	4
1.5. Significant Of Study	5
1.5.1 To Sapura Energy Berhad, Seri Kembangan	5
1.5.2 To Consumer	5-6
1.5.3 To Researcher	6
1.6. Limitation of Study	6
1.6.1 The Time Constraint	6
1.6.2 The Limitation of Money	6
1.7. Scope of Study	7
1.8. Definition of Term	7
1.8.1 Quality of Food	7
1.8.2 Service Quality	8
1.8.3 Ambiance	8
CHAPTER 2 LITERATURE REVIEW	
Introduction	9
2.1 Literature Review	10
2.2 Quality of Food	10

2.3 Service Quality	11-12
2.4 Ambiance	12
2.5 Theoretical Framework	12
2.6 Hypothesis	13
2.7 Conclusion	14

CHAPTER 3 RESEARCH METHODOLOGY

Introduction	15
3.1 Research Design	15
3.1.1 Purpose of Study	15
3.1.2 Research Strategy	15-16
3.1.3 Study Setting	16
3.1.4 Extent of Researcher Interference	16
3.1.5 Time Horizon	17
3.1.6 Unit of Analysis	17
3.2 Data Collection Method	17-18
3.3 Questionnaire	19
3.3.1 Likert Scale	19
3.3.2 Development of Measurable Items	19-22
3.3.3 Goodness of Measure-Reliability	23
3.4 Sampling	23
3.4.1 Population	23-24
3.4.2 Sample Frame	24
3.4.3 Sampling Design	24
3.4.4 Sample Size	25
3.5 Data Analysis	25
3.5.1 Quantitative Data Analysis	26
3.5.1.1 Getting the Data Ready for Analysis Coding, Data Entry and Editing	26
3.5.1.2 Getting a Feel for the Data Frequency, Measure of Central Tendency	26
3.5.2 Testing Goodness of Data Reliability Analysis	27
3.5.3 Hypothesis Testing	27
3.5.3.1 Regression	27

ABSTRACT

This study is about Indian Muslim restaurant or Mamak restaurant that had many influence Malaysian revisit intention. A questionnaires were distributed and collected from employees in Sapura Energy Berhad, Seri Kembangan. The main focus of this research is to determine factors that affecting intention to revisit Mamak restaurants.. The main method of data collection is based on quantitative method that is single data collection method. The result shows that food quality, service quality and ambiance are the three pivotal attributes which contribute to generating intention to revisit Mamak restaurants. Mamak restaurant owners should reasonably allocate their limited resources to restaurant attributes based on their contributions to customer revisit intention. The service quality is the main factor in this research where some customer are particular with this factor when there enter nay restaurant and not just Mamak restaurant.