

**UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU (KAMPUS DUNGUN)**

FACULTY OF HOTEL & TOURISM MANAGEMENT

**FACTORS INFLUENCING LOCAL'S INTENTION TO DINE IN AT BINJAI
BISTRO, ULEK BEACH RESORT**

**NURHIDAYATUL ASMA BINTI NOOR DIN (2016260228)
SITI ASMA BINTI YAACOB (2016260248)**

This thesis submitted in partial fulfillment of the requirements for the degree of

BACHELOR OF SCIENCE (HONS.) IN HOTEL MANAGEMENT – HM240

Universiti Teknologi MARA (UiTM), MALAYSIA

JULY 2019

ABSTRACT

This undergraduate project aims to explore the factors that influence local's intention to dine in at Binjai Bistro and to explore which is the most significant factor that influence the local's intention to dine in at Binjai Bistro, Ulek Beach Resort. In the research problem, the researcher highlighted that the issue of Binjai Bistro is the restaurant was lack of guests even in peak season or public holiday. Moreover, to attain the objectives of this research project, research questions are developed. Other than that, literature reviews are included in this research project as to provide better understanding towards the influential factors on local's intention to dine in at Binjai Bistro as well as to provide justification towards the research frameworks. Primary data were collected through questionnaire for this research purposes and 223 sets of questionnaire were distributed to the target respondents which are local peoples from Sura area in Dungun. The data collected through the questionnaires are analyzed by using Statistical Package for Social Science (SPSS) version 25.0 and the findings obtained are discussed. In addition, major findings of this research project were discussed in order to determine what is the factor that influence local's intention to dine in at Binjai Bistro as well as to identify which is the most significant factors that affect local's intention to dine in at the restaurant. After this research, the researcher acknowledge that the factor of word-of-mouth is the most significant factor that influence the intention of local people in Dungun to dine in at Binjai Bistro.

Key of Terms: *Word-of-Mouth, Service, Marketing*

ACKNOWLEDGEMENTS

In the name of God, the Most Gracious, the Most Merciful.

Alhamdulillah, praises and thanks to Allah because of His Almighty and His utmost blessings, we were able to finish this Undergraduate Project (HTM655) within the given period. We would like to take the opportunity to express our gratitude and appreciation to everyone who have contributed their efforts and times in helping us to complete this research project throughout the duration of time.

First and foremost, we would like to express our deepest and sincerest appreciation to our supervisor for our Undergraduate Project (HTM655), Miss Azlina binti Samsudin, who tolerantly and patiently supervised us by providing us a valuable guidance, advice, support, as well as motivation from the beginning until the completion of this study. Without her insightful suggestions and her dedication in guiding us, this study would not have come to completion in such a timely and professional manner. Her enthusiasm and encouragement for this research had helped us to a great extent towards completing our undergraduate project.

Secondly, we would like to extent our earnest gratitude to Madam Jazira binti Anuar, our beloved research coordinator for Undergraduate Project (HTM655), for providing us with advices and helps in regard of the guidelines for this research projects. Therefore, we are able to keep on the right track for this research project.

Not to forget, we also would like to acknowledge the help of Ulek Beach Resort (UBR) for giving a cooperation by providing us an information and involved in the process of this research project in order for us to complete our degree study. It is important as we had gain a lot of knowledge that will be useful in the future.

Other than that, we also would like to thank all the respondents involved in this research project for their willingness to spend their time and effort in participating in the questionnaire survey.

Lastly, this research project would not have been possible to complete without a endless support from our beloved family and fellow friends.

TABLE OF CONTENTS

Contents	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF FIGURE	vii
LIST OF TABLE	viii
LIST OF ABBREVIATION	ix
LIST OF APPENDICES	x
CHAPTER 1: INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.2 PROBLEM STATEMENT	2
1.3 RESEARCH OBJECTIVE	2
1.4 RESEARCH QUESTION	3
1.5 THEORETICAL FRAMEWORK	3
1.6 SIGNIFICANCE OF STUDY	4
1.7 DEFINITION OF TERMS	4
CHAPTER 2: LITERATURE REVIEW	5
2.1 OVERVIEW OF MALAYSIAN RESTAURANT INDUSTRY	5
2.2 WORD-OF-MOUTH (WOM)	6
2.3 SERVICE QUALITY	7
2.4 RESTAURANT ENVIRONMENT	8
2.5 PROMOTIONAL ACTIVITIES	9
CHAPTER 3: RESEARCH METHODOLOGY	11
3.1 INTRODUCTION	11
3.2 RESEARCH DESIGN	11
3.3 POPULATION AND SAMPLING	12
3.3.1 Population	12
3.3.2 Sampling	12
3.3.3 Respondent	13
3.4 INSTRUMENT DESIGN	13
3.5 DATA COLLECTION METHOD	14
3.6 DATA ANALYSIS	14
3.6.1 Convenient Sampling	14
CHAPTER 4: FINDINGS AND DISCUSSION	15
4.1 INTRODUCTION	15
4.2 ANALYSIS PROCEDURE	15

4.3 DESCRIPTIVE ANALYSIS	15
4.3.1 Methodology.....	16
4.3.2 Section A: General Information.....	16
4.3.3 Section B: Word-of-Mouth	19
4.3.4 Section C: Service	20
4.3.5 Section D: Restaurant Environment.....	21
4.3.6 Section E: Promotional Activities.....	22
4.3.7 Section F: Demographic Profile of Respondents.....	24
4.3.8 Overall Discussion	26
CHAPTER 5: CONCLUSIONS	27
5.1 INTRODUCTION.....	27
5.2 DISCUSSION.....	27
5.2.1 Research Question 1	27
5.2.3 Research Question 2.....	28
5.3 LIMITATION OF STUDY AND SUGGESTION FOR FUTURE RESEARCH	28
5.4 CONCLUSION.....	29
REFERENCES	30
APPENDIX	34
APPENDIX A Questionnaire of the Study	