

FACULTY OF ADMINISTRATIVE SCIENCE  
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UNIVERSITI TEKNOLOGI MARA

A STUDY ON STUDENTS' PERCEPTION  
TOWARDS CLUSTER B'S CAFETERIA QUALITY  
SERVICE IN UITM SABAH

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## Abstract

This study attempts to measure students' satisfaction towards Cluster B's cafeteria service quality. All four dimensions of service quality being tangibles, reliability, customer relations and food. The questionnaire survey will be conducted on a one-week period after dinnertime at Cluster B. The Cronboch Coefficient Alpha will be used to test the construct reliability. Descriptive Statistics to measures the central tendencies and dispersion to identify the perception score towards the attributes of service quality. T-Test will be used to identify whether there will be difference between male and female in their frequency eat at the cafeteria. Analysis of variance (ANOVA) will be used to determine the relationship between college they lived and their satisfaction. The results of this study will assist the cafeteria management to do an efforts on improving the students' perception toward the cafeteria service quality.

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