



**FACTORS AFFECTING CUSTOMER SATISFACTION IN RESTAURANT
INDUSTRY**

**NOOR SYAMIMI BINTI ASRI
2017609972**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TECKNOLOGI MARA
KOTA KINABALU, SABAH**

DECEMBER 2019

ACKNOWLEDGEMENT

Firstly, I am grateful to the God for the good health and well-being that were necessary to complete my research paper and the same time to complete my practical training for 16 weeks.

I would like to express my deep gratitude to my advisor, Madam Dg. Kamisah Ag. Budin, for the continuous support and guidance of my research paper.

I place on record, my sincere thank you to our industrial training coordinator, Bernardette @ Jacynta Henry for the information and guidelines about practical training and information about research paper.

I take this opportunity to express gratitude to all my friend and classmate for their help and support. I also thank my parent for the encouragement and support.

Lastly, I also place on record, to express my sincere thanks to one and all respondents who answer my questionnaire through online. I hope this research will give benefits to all of people out there that concerned about customer satisfaction in restaurant industry.

TABLE OF CONTENT

	page	
TITLE PAGE	I	
DECLARATION OF ORIGINAL WORK	II	
LETTER OF SUBMISSION	III	
ACKNOWLEDGEMENT	IV	
TABLE OF CONTENT	V-VII	
LIST OF FIGURES	VIII	
LIST OF TABLES	IX	
ABSTRACT	X	
CHAPTER 1	INTRODUCTION	1
	1.1 Background of Study	1-3
	1.2 Problem Statement	4
	1.3 Research Questions	5
	1.4 Research Objective	5
	1.5 Scope of Study	6-7
	1.6 Significant of Study	8
CHAPTER 2	LITERATURE REVIEW	9
	2.1 Factors Affecting Customer Satisfaction in Restaurant Industry	9-10
	2.2 Food Quality	11-12
	2.3 Service Quality	13-14
	2.4 Physical Environment Quality	15-16
	2.5 Hygiene and cleanliness	17-18

	2.6 Research Framework	19
	2.7 Research Hypothesis	20
CHAPTER 3	METHODOLOGY	21
	3.1 Source of Data	21
	3.2 Research Design	22
	3.3 Research Instrument	22-23
	3.4 Sampling	23-24
	3.5 Sampling Techniques	24-25
	3.6 Measurement Items	26-30
CHAPTER 4	FINDINGS AND ANALYSIS	31
	4.1 Frequency Distribution:	31
	Respondent's Profile	
	4.1.1 Gender	31-32
	4.1.2 Age group	33-34
	4.1.3 Occupation	35-36
	4.1.4 Ethnic	37-38
	4.1.5 Monthly Income	39-40
	4.1.6 Approximately how often per month do you dine out at the restaurant?	41-42
	4.1.7 Which restaurant do you visit the most?	43-44
	4.2 Cross Tabulation	45
	4.2.1 Gender * Age Group	45
	4.2.2 Gender * Monthly Income	46-47
	4.3 Scale Measurement	48
	4.3.1 Reliability analysis	48-51

ABSTRACT

The purpose of this study is to investigate, compare and evaluate the determinants of Customer Satisfaction in Restaurant Industry. The variables used to measure customer satisfaction in restaurant industry were Food quality, Service quality, Physical Environment Quality and Hygiene and Cleanliness. Research framework was adapted from Parasuraman et al (1988). This research is quantitative in nature and random sampling technique has been used for data collection through a questionnaire survey (Google Form) with a total of 153 respondents. Only Physical Environment Quality and Hygiene and Cleanliness were found to be significant variables. This finding shows that customers are very strict in terms of restaurant environment and hygiene to make them comfortable and satisfied when dining out at the restaurant. Future studies can try to study other demographic area, other age groups or restaurants' perception towards customer satisfaction, as in how they try to improve their quality to achieve customer satisfaction.