



**THE FACTOR INFLUENCING CUSTOMER SATISFACTION TOWARDS
CUSTOMER SATISFACTION RESTAURANT IN KOTA KINABALU**

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TABLE OF CONTENTS

TITLE	PAGE
Table of Content	
List of Tables	
List of Figures	
Abstract	
CHAPTER 1 : INTRODUCTION	
1.1 Background of Study	1
1.2 Statements of Problems	2
1.3 Research Questions	3
1.4 Research Objectives	3
1.5 Scope of Study	4
1.6 Significant of Study	4
CHAPTER 2 : LITERATURE REVIEW	
2.1 Customer Satisfaction	5-6
2.2 Quality	7-8
2.3 Price	9-10
2.4 Environment	11
2.5 Proposed Research Framework	12-13
2.6 Proposed Research Hypotheses	14
CHAPTER 3 : METHODOLOGY	
3.1 Source of Data	15
3.2 Research Design	16
3.3 Research Instruments	17-18

3.4 Sampling	17-18
3.5 Sampling Technique	19

CHAPTER 4 : DATA ANALYSIS AND FINDINGS

4.1 Frequency Distribution : Respondent's Profile	
4.1.1 Age	20-21
4.1.2 Gender	21-22
4.1.3 Marital Status	22-23
4.1.4 Occupation	24-25
4.1.5 Monthly Income	25-26
4.2 Cross Tabulation	
4.2.1 Cross Tabulation Gender + Age Group	28
4.2.2 Cross Tabulation Age + Level of occupation	29
4.3 Scale Measurement	
4.3.1 Reliability Analysis	30-31
4.3.2 Correlation	32-33
4.4 Descriptive Statistics : Univariate Data Analysis	33-34
4.5 Hypotheses Testing	
4.5.1 Multiple Regression Analysis	35-40
CHAPTER 5: CONCLUSION/RECOMMENDATION	40-49

LIST OF REFERENCES

APPENDICES

Appendix 1 : Survey Questionnaire Form

ABSTRACT

The purpose of this research is to study the elements influencing customer satisfaction toward local cuisines restaurant in Kota Kinabalu. The factors that are being focused will be quality, price and taste environment. The total numbers of 100 survey questionnaires will be collected from customers satisfaction in Kota Kinabalu. The result of this study will be valuable for marketers in exploring knowledge and experiences of the relationship between customers satisfaction towards local cuisines restaurant. This presented research will form an evaluation for the factor influencing customer satisfaction toward local cuisines restaurant in Kota Kinabalu . The data analysis technique that will be implemented in this research are frequency distribution, cross tabulation, reliability test, correlation test, descriptive statistics and multiple regression analysis.