

**UNIVERSITI TEKNOLOGI MARA**

**STUDENTS' SATISFACTIONS TOWARDS FOOD  
QUALITY, PRICE AND VALUE AT UiTM  
TERENGGANU CAFETERIAS**

**SITI NORAISAH BINTI DOLAH @ ABDULLAH**

**Msc.**

**April 2011**

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Thesis submitted in partial fulfillment of the requirements  
for the degree of  
**Master in Foodservice Management**

**Faculty of Hotel & Tourism Management**

April 2011

## **Candidate's Declaration**

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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## **ABSTRACT**

Institutional foodservice can be defined as a provision of catering and foodservice for an institution. Owing to this definition, university foodservice is perceived to provide related products of food and services to university students. It must not be forgotten that food is vital for human beings including students. Food is an important substance to prolong life, supply energy and endorse growth. With that, providing good quality food to university students is very important. Moreover, good quality food provides good health and thinking and at the same time, the price and value of food provide satisfaction and valuable feeling for their money. With that, the present study examines students' satisfaction towards food quality, price and value at UiTM Terengganu cafeterias. The researcher conducted the study at three UiTM cafeteria's namely Perhentian, Redang and Tenggol cafeteria and the data was gathered through self-administered questionnaires. Result showed that, although contented with the importance of food quality attributes, the majority of the students have expressed that the food quality, price and value do not meet their expectations. The results of students' satisfaction and their intention to patronize these cafeterias are only because there are no other alternatives available for them to dine within the university area. The findings of this study do not only involve students and cafeteria operators but also UiTMT as a whole especially the hostels' administration.

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