



**UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN**

FACULTY OF HOTEL & TOURISM MANAGEMENT

**IMPACT OF WAITING TIME ON CUSTOMER SATISFACTION
AND LOYALTY AT FAST FOOD RESTAURANT IN MALAYSIA**

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**BACHELOR OF SCIENCE (HONS) IN FOODSERVICE
MANAGEMENT - HM242**

JULY 2018

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TABLE OF CONTENT

CHAPTERS	CONTENTS	PAGES
	<i>Abstract</i>	<i>i</i>
	<i>Acknowledgements</i>	<i>ii</i>
	<i>Table of Contents</i>	<i>iii</i>
	<i>List of Tables</i>	<i>iv</i>
	<i>List of Figures</i>	<i>v</i>
1	INTRODUCTION	1
	1.0 Overview	1
	1.1 Background of the Study	1
	1.2 Problem Statement	5
	1.3 Research Objectives	7
	1.4 Research Questions	8
	1.5 Study Framework	8
	1.6 Significance of the Study	9
	1.7 Limitation of the Study	9
	1.8 Definitions of Key Term	10
	i) Waiting Time	10
	ii) Customer Satisfaction	10
	iii) Service Quality	10
	iv) Loyalty	10
2	LITERATURE REVIEW	11
	2.1 Overview	11
	2.2 Waiting Time Management in the Foodservice Industry	11
	2.3 Fast Food Industry in Malaysia	12
	2.4 Aspect of Waiting Time	12
	2.4.1 <i>Objective</i>	12
	2.4.2 <i>Subjective</i>	12

2.4.3	<i>Cognitive</i>	12
2.4.4	<i>Affective</i>	13
2.5	The Ways to Solve to issue Regarding to the Waiting Time	13
2.6	The Concept of Customer Satisfaction and Customer Loyalty	14
2.7	Psychology of Queuing	15
2.7.1	<i>Unoccupied time feels longer than occupied time</i>	15
2.7.2	<i>Anxiety makes waits feel longer</i>	16
2.7.3	<i>Uncertain or unexplained waits seem longer than explained waits</i>	17
2.7.4	<i>Preprocess waits feel longer than in-process waits</i>	17
3	DISCUSSION AND CONCLUSION	18
3.0	Introduction	18
3.1	Discussion and Suggestion	18
	REFERENCES	21

LIST OF FIGURE

Figure 1 Theoretical Framework

ABSTRACT

Waiting time relates closely especially when it comes to service. Waiting time requires the customer to wait in order before they can feel or receive the actual action. It will determine their satisfaction level. This research is about to study the impact of waiting time on customer satisfaction and loyalty at the fast food restaurant. Waiting time can influence customer whether gives positive or negative impacts towards the restaurant. Customer satisfaction in the aspect of businesses is important when providing service because they are the main contributor to the business success and can be as attracting factor that will make customer to continuously patronize the service. Furthermore, it also reflects the service quality provided to the customer by measuring their satisfaction level. Satisfaction level can be obtained only when customers' expectations are met and they enjoyed with the service given. Thus, a loyalty bond or relationship can be formed when they are feeling satisfied with the waiting time and the quality of service served to them which will make them revisit or repeat their purchasing at the place in future.