

**UNIVERSITI TEKNOLOGI MARA**  
**CAWANGAN TERENGGANU**  
**KAMPUS DUNGUN**

**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**FACTORS INFLUENCING CUSTOMER SATISFACTION ON  
FOOD SERVICE ESTABLISHMENT IN MALAYSIA AND  
OTHER ASEAN COUNTRIES**

**NOR ADILAH BINTI MOHD NAZLIN (2015441876)**  
**NOR HAZIMAH BINTI ISHAK (2015270512)**

This undergraduate report (HTM655) submitted in partial fulfilment of the requirements for the  
degree of

**BACHELOR OF SCIENCE (HONS) IN**  
**FOOD SERVICE MANAGEMENT – HM242**  
**Universiti Teknologi MARA (UiTM), MALAYSIA**

**JULY 2018**

**DECLARATION**

We hereby declare that the work contained in this research was carried out in accordance with the regulations of University Teknologi MARA and is our own except those which have been identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, actions can be taken against us in accordance with UiTM's rules and academic regulations.

Name of Students	: Nor Adilah Binti Mohd Nazlin Nor Hazimah Binti Ishak
Matrix No.	: 2015441876 2015270512
Programme	: Bachelor of Science (Hons.)In Food Service Management
Faculty	: Faculty of Hotel and Tourism Management
Research Title	: Factors Influencing Customer Satisfaction on Food Service Establishment in Malaysia and Other Asean Countries
Name of Supervisor	: Dr. Hayati Adilin Binti Mohd Abd Majid
Signature	: .....
Date	:

## **ABSTRACT**

The customer satisfaction is the expectations of the customer are met with the experience by them. Factors influencing customer satisfaction is important in determine the success of the food service establishment that concurrently effect food service industry. However, the food service establishment are too wide and need a long time to discuss. Hence, in this thesis it has chosen few selected establishment (i.e. Restaurant, Cafeteria and Fast food) and few selected Asean countries (i.e India, China, Korea and Japan) to discuss the factors influencing customer satisfaction that hope may help to contribute some knowledge in boosting the profit of foodservice industry in future. Furthermore, in this topic, it also discusses the similarities and dissimilarities of the most factors influencing customer's satisfaction on the food service establishment in ASEAN countries. So that, country in ASEAN can improve and generate their food service organization in the higher level in the world. The databases were mainly accessed from different online resources such as Science Direct, Emerald insight, Google scholar, academia.edu, e-books, and also from authorities website (i.e Ministry of Health and World Health Organization etc) to get the accurate data. All the linked accordingly to create complete comprehension review on factors influencing customer satisfaction among Asean countries. Only few of the articles can be discussed due to limitation of time. Although it is not many in order to cover the generalization of the countries and factors, it is hope can be part of the new contribution to the knowledge in factors influences customer satisfaction that that may show some good example to be implemented later in Malaysia and vice versa.

# TABLE OF CONTENTS

## Chapters Contents Pages

Abstract	i
Acknowledgements	ii
Table of Contents	iii-iv

<b>1.0 INTRODUCTION</b>	<b>1</b>
1.1 Background of the Study	1-3
1.2 Problem statement	3
1.3 Research Objectives	4
1.4 Research Question/Hypotheses	4
1.5 Significance of the Study	4-5
1.6 Definition of Key Terms	5-6

<b>2.0 LITERATURE REVIEW</b>	<b>7</b>
2.1 Customer's Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria and Fast food) in Malaysian and Other Asean Countries	7
2.1.1 Customer satisfaction in Malaysia	7-8
2.1.1.1 Restaurant	9-11
2.1.1.2 Fast Food	11
2.1.1.3 Cafeteria	12-13
2.2 Customer's Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria and Fast food) in India Countries.	13
2.2.1 Customer satisfaction in India	13-14
2.2.1.1 Restaurant	15
2.2.1.2 Fast Food	15-16
2.2.1.3 Cafeteria	17
2.3 Customer's Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria and Fast food) in China Countries.	17
2.3.1 Customer satisfaction in China	17-18
2.3.1.1 Restaurant	18
2.3.1.2 Fast Food	18
2.3.1.3 Cafeteria	19

2.4 Customer's Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria and Fast food) in Korea Countries.	20
2.4.1 Customer satisfaction in Korea	20
2.4.1.1 Restaurant	21
2.4.1.2 Fast Food	21-22
2.4.1.3 Cafeteria	22-23
2.5 Customer's Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria And Fast food) in Japan Countries.	23
2.5.1 Customer satisfaction in Japan	23-24
2.5.1.1 Restaurant	24-25
2.5.1.2 Fast Food	25
2.5.1.3 Cafeteria	25-26
<b>3.0 METHODOLOGY</b>	<b>27</b>
3.1 Overview	27
3.2 Sources of Data	27
3.3 Types of Research Design	28
3.4 Conclusion	28
<b>4.0 DISCUSSION LIMITATION OF STUDY, SUGGESTION FOR FUTURE RESEARCH, CONCLUSION</b>	<b>29</b>
4.1 Customer's Satisfaction at Food Service Establishment (i.e Restaurant, Cafeteria and Fast food) in Malaysian and Other Asean Countries	29-31
4.1.1 Factors influence on customer satisfaction in Malaysia	31-32
4.1.2 Factor influence on customer satisfaction in India	32-33
4.1.3 Factor influence on customer satisfaction in China	33-34
4.1.4 Factor influence on customer satisfaction in Korea	35-36
4.1.4 Factor influence on customer satisfaction in Japan	37-38
4.2 Similarities and dissimilarities customer satisfaction at food service industry in Malaysia and other Asean countries.	38
4.2.1 Similarities and dissimilarities Malaysia and others country	38-42
4.3 Suggestion	43
4.4 Limitation of the Study	43
4.5 Conclusion	44