



**CUSTOMER SATISFACTION TOWARDS FOOD COURT IN SHOPPING
COMPLEX AT BUKIT BINTANG AREA KUALA LUMPUR**

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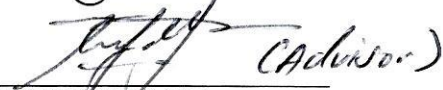
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**Customer satisfaction towards food court in shopping complex at Bukit Bintang
Area Kuala Lumpur**

ABSTRACT

Purpose – The purpose of this paper is to identify customer satisfaction towards food court in shopping complex at Bukit Bintang area Kuala Lumpur.

Methodology/Approach – A total of 400 respondents from food court in shopping complex at Bukit Bintang area had participated through convenient sampling technique in answering the questionnaire.

Findings – Most of respondents are male, the age is between 21- 30 years old. The Correlation analysis shows there is positive moderate and strong relationship between the independent variables and dependent variable. Reliability analysis shows the reliability of questionnaire is from good to very excellent. Regression analysis shows that there is moderate relationship between independent and dependent variables.

Keywords – Food court environment, food quality, service quality, customer satisfaction.

CHAPTER 1

INTRODUCTION

1.1 Overview

In this chapter, it will show the entire outline of this study. The idea of this research is to explore variable factors that will impact customer satisfaction towards food court. As we know, people who are working do not have much time in preparing their meal. Thus, people would prefer go to nearest food court to enjoy their meal. Besides that, family who go for shopping in the shopping mall will opt to have their meal at the food court as it in the shopping mall.

It is important for the food provider to give great service to the customer. However, there are some food provider who neglect the customer satisfaction towards their service. Thus, marketers have to investigate what are the factors that lead to customer satisfaction. Customer satisfaction able customer to have better relationship with company and help in build company reputation.

1.2 Background of the study

Customer satisfaction will lead to the chances of repurchase, brand loyalty and recruiting new customer through good review of word-of-mouth from customer. However, there must be several factors that lead to customer satisfaction such as food quality, service quality and food court environment.

Food is fundamental need to human. People will have a tendency to consume quality food that lead to a better health. Characteristic of food quality is food that is satisfactory to consumers including outer features, for example their appearance (size, shape, color, and consistency), texture and taste. Some people love food based on their freshness because freshness signal that the food is safe to consume. However, there are several issues regarding food provider served recook food which it lead to disappointment because it is risky to eat. Furthermore, size of food also important because customer constantly needed food with actual or bigger portion.

Service quality is an examination desire of expectation with performance. According to Oliver (1993), in promoting writing and advertising hones, significance in the idea of service quality and customer satisfaction has expanded. Customer satisfaction and service quality are pointer for intensity in business. Service quality has been found as noteworthy component and impact on dining fulfillment at the total of business sector