

UNIVERSITI TEKNOLOGI MARA

**SERVICE DELAY OF COOK TO ORDER FOOD:
ASSESSING CUSTOMER ATTITUDES,
REACTIONS AND IMPLICATION
TO GERAI CHOICES AND INTENTION
TO RE-PATRONIZATION**

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for the degree of
Master of Science

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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.

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ABSTRACT

Every individual could agree that waiting for service of food in the restaurant is becoming increasingly common in peoples' daily life. Some may experience having to wait before service is rendered, some during its delivery and some after the core service has completed. The wait for service is denote as the time from which a customers or consumers is ready to receive the service until the time the service commences or to the state of readiness felt by that customers during the wait. However, service delay beyond expected time affects customers dining mood, overall satisfaction and closely related to complain behaviour and implicate their future re-visit intention. This study empirically investigates the attitudes and reaction of Malaysian customers toward service delay of cook to order food and the implication to their Gerai choices and re-patronization. Personally administered questionnaires survey was used and respondents who had experienced dining at Gerai were conveniently appraoched at three popular supermarkets in Seberang Jaya city, Carrefour, Pacific and Sunway Carnival. Through a series of analyses looking from frequencies, descriptives, independent sample t-test, One-Way ANOVA to standard multiple regression some useful insights or predictors were obtained. Result showed that there is strong evidence that the majority of customers explicitly perceived that service delay significantly contributes and positively influences to the prediction of the Gerai respondents' levels of reactions and intention to re-patronization. In other words, significant numbers of customer perceived service delay will affect their dining propensity. With that better understanding of the customers experience in waiting cook to order food would provide Gerai operators with valuable information the consequence of service and therefore be more sensitive and effective toward operation management techniques and improving customer expectation and managing repeat patronization.

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