

**UNIVERSITI TEKNOLOGI MARA**

**CUSTOMERS SATISFACTION TOWARDS SERVICE  
QUALITY AMONG “MAMAK” RESTAURANTS AT  
BANDAR HILIR, MALACCA.**

**HAZWANI BINTI ISMAIL (2011458798)**

**NUR HISYAM BIN KAMARUDDIN (2011786243)**

**RAJA ANIS ANIZA BINTI RAJA MOHD YUSOF (2011611322)**

Dissertation submitted in partial fulfilment of the requirements  
for the degree of  
Bachelor in Tourism Management (Hons) (HM221)

Faculty Hotel and Tourism Management

July 2014

**CUSTOMERS SATISFACTION TOWARDS SERVICE QUALITY AMONG  
“MAMAK” RESTAURANTS AT BANDAR HILIR, MALACCA.**

by

HAZWANI BT ISMAIL (2011458798)

NUR HISYAM BIN KAMARUDDIN (2011786243)

RAJA ANIS ANIZA BT RAJA MOHD YUSOF (2011611322)

Dissertation submitted in partial fulfilment of the requirements for the

degree of

Bachelor in Tourism Management (Hons) (HM221)

Approved by the Examining Committee:

.....

Examiner

.....

Supervisor

Puan Mariana Kimjun Abdullah

July 2014

## CANDIDATE'S DECLARATION

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

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

Programme : Bachelor in Tourism Management (Hons) (HM221)

Faculty : Hotel and Tourism Management

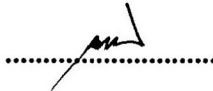
Thesis Title : Customers Satisfaction towards Service Quality among "Mamak"  
Restaurants at Bandar Hilir, Malacca.

Date: July 2014

Signature Candidate:



Hazwani bt Ismail  
(2011458798)



Nur Hisyam b Kamaruddin  
(2011786243)



Raja Anis Aniza bt Raja Mohd Yusof  
(2011611322)

## ABSTRACT

The study seeks to determine the service quality of the “Mamak” restaurants that will influence satisfaction of customers in hospitality industry. In Malaysia, the term “Mamak” refers to Tamil Muslims who generally the owners and also the operators of such restaurants. Basically, the findings showed that the food quality, price, physical environment, restaurant service management, restaurant brand personality and employees job satisfaction related to each other in order to fulfill the customer’s satisfaction towards the restaurant. The study for this topic will give benefits to owner restaurant to improve their service quality in their restaurants in order to return customer loyalty. The research found that service quality significantly affects customer satisfaction which has strong impact on customer loyalty. According to Robust and statistically significant, restaurant that pay attention to food quality, appropriate cost, and attentive service have the greatest chance to increase guests’ intention to return. The questionnaire and survey are used in this study to determine the customer satisfaction towards service quality at “Mamak” restaurants. Besides, case studies use a large list of consumer kept by a major online marketing research company.

## **TABLE OF CONTENTS**

<b>CANDIDATE'S DECLARATION</b>	ii
<b>ABSTRACT</b>	iii
<b>ACKNOWLEDGEMENT</b>	iv
<b>TABLE OF CONTENTS</b>	v
<b>LIST OF TABLES</b>	viii
<b>LIST OF FIGURES</b>	ix

### **CHAPTER 1: INTRODUCTION**

1.0 Introduction	1
1.1 Background of the Study	2
1.2 Significant Study	4
1.3 Operational Definition	4
1.4 Research Scope	5
1.5 Research Objective	5
1.6 Problem Statement	6
1.7 Research Question	7
1.8 Theoretical Framework	7
1.9 Summary	8