



## UNIVERSITI TEKNOLOGI MARA

SUCCESS FACTORS OF TRADITIONAL FOOD PRODUCT OF  
SMALL MEDIUM ENTERPRISE (SMES) BASED ON TOURIST  
SATISFACTION IN BANDAR HILIR, MELAKA

NUR AINNA AZNIDA BT ABDULLAH	2012805406
NUR SHAHIRAH BT AZIZ	2012849398
NURATIQA HIDAYAT BT AHMAD JAFNI	2012200664

BACHELOR OF SCIENCE (HONS) TOURISM MANAGEMENT  
FACULTY OF HOTEL AND TOURISM MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA KAMPUS BANDARAYA

JUNE 2015

## **ABSTRACT**

This study seeks to identify the critical success factors and the effect of traditional food product of Small Medium Enterprises (SMEs) towards tourist satisfaction in Banda Hilir, Melaka. The study examined three factors that influenced the success factor of SMEs. These factors are; service quality (SERVQUAL Dimension), food quality and customer perceived value (Price). The theoretical framework has been drawn out and questionnaire was design based on the factors chosen. The data collected were analyzed by using SPSS program which provides relevant analysis such as reliability analysis, frequency analysis, and descriptive analysis. The result conveys that the main success factor of the traditional foods SMEs is customer perceived value (price).

**Key words:** SMEs, Traditional Food, Success Factors, Tourist Satisfaction

4.3.6 Food Quality	30
4.3.7 Customer Perceived Value	30
4.4 The Tourist Satisfaction Level of The Respondent Toward Success Factors of Small Medium Enterprise (SMEs)	31
4.4.1 Tourist Satisfaction	31
4.5 Result of Objectives	32
4.6 Summary of Findings	33
<b>CHAPTER FIVE: DISCUSSION, RECOMMENDATION &amp; CONCLUSION</b>	
Introduction	34
5.1 Recapitulation of Findings and Discussion	34
5.2 Limitation	35
5.3 Implications of The Study	35
5.4 Recommendation	36
5.5 Conclusion	37
<b>REFERENCE</b>	38
<b>APPENDICES</b>	41
<b>AUTHOR'S PROFILE</b>	47

## LIST OF TABLES

<b>Tables</b>	<b>Title</b>	<b>Page</b>
Table 1.1	SMEs Definition Based on Number of Full-Time Employees	7
Table 1.2	SMEs Definition Based on Annual Sales Turnover	7
Table 1.3	Distributions of SMEs by Sector In State	8
Table 3.1	Statistic of Visitor Arrived In Melaka in 2014	16
Table 3.2	Table of Questionnaire Distribution	17
Table 3.3	Five Likert Scale	18
Table 3.4	Section A : Respondent Profile	18
Table 3.5	Section B : SERVQUAL Dimension	19
Table 3.6	Section C : Food Quality	20
Table 3.7	Section D : Customer Perceived Value (Price)	20
Table 3.8	Section E : Customer Satisfaction	20
Table 3.9	Internal Consistency of Cronbach's Alpha	22
Table 4.1	Tourist Demographic Profile	25
Table 4.2	Cronbach Alpha Value	26
Table 4.3	The Tourist Satisfaction on Traditional Food SME Success Factor.	27
Table 4.4	Mean and Standard Deviation for Dependant Variable (PV)	28

## LIST OF FIGURES

<b>Figures</b>	<b>Title</b>	<b>Page</b>
Figure 1.1	Distribution (%) of SMEs by Sector	7