



**THE ROLE OF VALUE RELEVANCE, ETHICAL STANDARDS, AND CORPORATE  
PHILANTHROPIC IN DETERMINING CUSTOMER SATISFACTION: A STUDY OF  
CSR WITHIN THE INDUSTRY OF FAST FOOD RESTAURANT**

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**BACHELOR OF SCIENCE WITH HONOURS**  
**(PROGRAM)**  
**FACULTY OF HOTEL AND TOURISM MANAGEMENT**  
**UNIVERSITI TEKNOLOGI MARA**  
**“DECLARATION OF ORIGINAL WORK”**

I, HAZWANI BINTI CHE OMAR \_\_\_\_\_ (I/C Number 950109XXXXXX )

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

## LETTER OF SUBMISSION

JULY 2018

**Bachelor Science (Hons) in Culinary Arts Management  
Faculty of Hotel and Tourism Management Universiti  
Teknologi Mara Pulau Pinang.**

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**The Roles of Value Relevance, Ethical Standards and Corporate Philanthropic in Determining Customer Satisfaction: A Study of CSR within the Industry of Fast Food Restaurant**” to fulfill the requirement as needed by the faculty of Faculty of Hotel and Tourism Management, Universiti Teknologi Mara.

Thank you.

Your sincerely,

HAZWANI BINTI CHE OMAR 2016648168  
Bachelor Science (Hons) in Culinary Arts Management

### **Acknowledgement**

Throughout the whole period of completing this independent study, it has been an interesting, challenging and memorable experience for me. As this is my initial independent study, I am completely inexperienced in conducting it. However, it does not stop me from giving up as I took this opportunity to upscale my credibility in studying from diploma level to bachelor degree level.

Furthermore, the core motivation behind this independent study was the individuals that kept on supporting me thoroughly. First and foremost, was Sir Saiful Bahri as he was willing to assist me and become my supervisor for the whole period of completing this independent study. Besides, he never failed to respond in answering my query and gave a prominent feedback afterwards.

Next, is Dr. Fadzil Hashim as he was the one that introduced me regarding independent study while lecturing on the Research Method subject during semester five (5). He really influenced my current research, as he taught me the right technique and approach in

conducting the early stage of independent study. Plus, from his method of teaching, I was able to understand the complete flow of this research.

On top of that, Ms. Ch'ng Pei Eng as one of my lecturer that taught subject STA 404 which is a Statistic for Business and Social Sciences during semester five (5) really contribute a lot within this study. As her approach of teaching method was good, I was able to conduct and analyses SPSS data with no difficulty on my own.

Besides, my families' members also contribute towards this study as they fully supported and motivated me in different approach while I was at my lowest mental point. Last but not least is my friends and classmates that always help me whenever I had difficulties. Thus, I would like to expressed my deepest gratitude towards individuals that I have mentioned above, as they were the one that most likely to influenced me while performing independent study during my final year of bachelor degree.

## **Abstract**

Factors that stimulate satisfaction is a limitless field of study that is great either for academics or those practitioners involved since customer satisfaction is a prominent analyst for future business achievement success. This research distinguishes the relationship between customer values, the companies' ethical standards, and corporate philanthropic as the three elements of corporate social responsibility (CSR) activities commitment and quality. Additionally, it also further explores on another perspective of customer perceptions towards CSR that is formed through the three highlighted elements in increasing customer satisfaction. The results of statistical analysis (N = 250) revealed that high corporate philanthropic activities will influenced customers perceptions towards companies' commitment for their CSR activities. Thus, the commitment provided by the companies through their CSR activities stimulates greater customer satisfaction towards the companies' and services.