



**FACTORS THAT CONTRIBUTE TO THE CUSTOMER
WILLINGNESS TO DINE IN AT DECO CAFÉ**

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ABSTRACT

This study examined the relationship between the factors that contribute to the customer willingness to dine in at Deco Café. This research involved 100 respondents that consisted of customers that dine in at Deco Café at both outlets which are Bandar Baru Mergong and Aman Central, Alor Setar. Basically, this research was mainly to determine whether the factors; food quality, service quality and ambience influence the customer willingness to dine in at Deco Café. This is because, nowadays the increasing numbers of café and restaurant in Alor Setar makes Deco Café faced difficulty to gain customer willingness to dine in at Deco Café plus, Deco Café is a Café that provides a premium price to its customers due to the very high quality of food they prepares and the dining area that provided a comfortable facility to their customers. Thus, these situations sometimes makes customer unwilling to dine in here because they have another choices of restaurants that they can choose. Therefore, a study was conducted at both Deco Cafe Bandar Baru Mergong and Aman Central to determine what factors that can contribute to the customer willingness to dine at Deco Café. The data and information regarding the variables were collected and gained using a questionnaire that was distributed to customers that dine in at Deco Café by using proportionate stratified sampling as well as being analyzed using Statistical Package Social Sciences (SPSS). This research basically proved that there are relationships between the factors; food quality, service quality and ambience with the customer willingness to dine in at Deco Café and manage to identify the research objective. Besides, some of the recommendations were suggested so that it can be helpful to the organization to increase their performances and able to attract more customers to dine in there.

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