



**IMPACT OF FOOD QUALITY INFLUENCING THE  
BEHAVIORAL INTENTION ON CUSTOMER SATISFACTION:  
FOOD OUTLET OWNER VS CUSTOMER**

**SOFFIAN BIN MOHD IBRAHIM  
2013670228**

**SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT  
FOR THE DEGREE BACHELOR OF BUSINESS  
ADMINISTRATION WITH HONOURS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**SARAWAK**

**DECEMBER 2015**

## Table of contents

CHAPTER 1 .....	3
1.0 INTRODUCTION.....	3
1.1 Background of Study.....	3
1.2 Problem Statement.....	5
1.3 Research Questions.....	5
1.4 Research Objectives.....	6
1.5 Scope of Study.....	6
1.6 Significant of Study.....	7
1.7 Limitation of Study.....	9
CHAPTER 2 .....	11
2.0 LITERATURE REVIEW.....	11
2.1 Food Quality.....	11
2.2 Customer Satisfaction.....	12
2.3 Behavioral Intention.....	13
2.4 Relationship between Customer Satisfaction and Behavioral Intention.....	14
2.5 Relationship between Food Quality and Behavioral Intentions.....	15
2.6 Theoretical Framework.....	15
CHAPTER 3 .....	19
3.0 RESEARCH METHODOLOGY.....	19
3.1 Introduction.....	19
3.2 Research Design.....	19
3.3 DATA COLLECTION AND PREPARATION.....	22
3.4 Sample of design and size.....	23
3.5 Qualitative Study.....	24
3.6 Time Horizon.....	24
3.7 MEASUREMENT AND INSTRUMENTATION.....	24
3.8 Analysis Strategies.....	26
CHAPTER 4 .....	27
4.0 DATA ANALYSIS AND FINDING.....	27
4.1 Introduction.....	27
4.2 Respondent Demographic Profile.....	27
4.3 Reliability Statistical Analysis.....	33
4.4 Descriptive analysis.....	35
4.5 Correlation Analysis.....	37
4.6 Regression Analysis.....	39

**Abstract** - Food quality is the quality characteristics of food that is acceptable to consumers. This includes external factors as appearance (size, shape, colour, gloss, and consistency), texture, and flavour; factors such as federal grade standards (e.g. of eggs) and internal (chemical, physical, microbial), (wikipedia, 2016). The objectives of this study are to identify the determinants of the food quality at food outlet, to study how do these determinants affect customer behavioral intention and to investigate the effect of behavioral intention towards customer satisfaction at food outlet. The method used in this study are reliability analysis, descriptive analysis (mean, frequency), regression analysis and pearson correlation analysis. The results of this study shows that menu item variety of the food does not really affect behavioral intention of customer's satisfaction because the customer prefer the tastiness of the food. Therefore, there have another factor that influence customer's satisfaction towards food outlets.

## CHAPTER 1

### 1.0 INTRODUCTION

#### 1.1 Background of Study

In this era, countless number of food outlet can be found everywhere in Malaysia. This is because there are many varieties of food that has been introduced in Malaysia. In the exceptionally aggressive food industry, fulfilling clients' satisfaction must be the main target of organizations that wish to encourage the continuous purchase flow (Nick, Phil, Tony, & Sarah, 1996). A food outlet is most likely means a stall for a particular kind of food or food network at the end of the day. This

## CHAPTER 2

### 2.0 LITERATURE REVIEW

#### 2.1 Food Quality

Food quality has been for the most part acknowledged as a central component of the general eatery experience (Jaksa, 1999). As indicated by (Peri, 2006) sustenance quality is an essential condition to fulfill the needs and desires of clients. (Sulek & Hensley, 2004) explore the relative significance of nourishment quality, physical settings, and bad habit in a full-benefit eatery and reported that sustenance quality had all the earmarks of being the most critical indicator of consumer loyalty in spite of the fact that sustenance quality clarified just 17% of rehash support aims. (Susskind & Chan, 2000), likewise discovered sustenance quality was one noteworthy determinant of client survey of eateries in the Toronto, Canada, and eatery market.

In spite of the significance of sustenance quality in eatery business, there is no consensus on the individual characteristics that constitute nourishment quality. (Sulek & Hensley, 2004) lumped all nourishment traits into one and only variable, sustenance quality, while Kivela et al. (1999), who planned a model of feasting fulfillments and retain support, saw that sustenance quality had numerous characteristics: presentation, tastiness, menu thing assortment, and temperature. Indeed, even along these lines, little has been finished with the essential traits of nourishment quality in connection to consumer loyalty and behavioral goal. An exhaustive survey of the writing uncovers that the general portrayal of nourishment

## CHAPTER 3

### 3.0 RESEARCH METHODOLOGY

#### 3.1 Introduction

The goal of this research is to give a better understanding about the dimensions of food quality which can affect the behavioral intentions and satisfaction of consumers that may lead to food outlet.

#### 3.2 Research Design

This study is to address how the components of food quality may give impact to the future customer's behavioral intention towards food outlet. To evaluate and look at this issue, hence this study is a descriptive study. To go through this study, both positive and secondary data like past articles and journals will be utilized for references. Hence, it will be utilized descriptive research to represent variables that influence the customer satisfaction.

##### 3.2.1 *Nature of Data*

According to Gulnaz Ahmad (2009), data collection method is significant for study and it is effective in assisting researchers greatly in their quest of success. Information that is collected by