



**THE INFLUENCE OF SERVICE QUALITY ON UITM'S STUDENT
PERCEPTION TOWARDS ROADSIDE FOOD STALLS
AT DESA ILMU**

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JANUARY 2015

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The term roadside food stall or also known as street food is defined as ready-to-eat-food that is prepared or sold by street vendors or hawkers in the public places by various types of food stalls such as push carts, roadside stands, etc (Khongtong *et al.*, 2014). Usually those roadside food stalls is operating in the areas with heavy population density. According to Muzaffar *et al.*, (2009) roadside food stalls usually seen in public places, usually in cities that provide a basic need to the urban residents.

World Health Organization (WHO) stated that street vended-foods provide benefits of a source of inexpensive and convenient food, a source of attractive and varied food, a chance of self-employment and particularly source of income for women. The survey done by the World Health Organization (WHO) through it six Regional Offices found that 74 % of countries reported street-vended food to be a significant part of the food supply. Types of preparation included foods without any preparation (65%), ready-to-eat food (97%) and food cooked on site (82%).

The Equity Policy Centre (EPOC) studies found that the diversity of street foot is extensive not only vary from country to country but also from vendor to vendor. The ingredients are country specific and mostly undocumented. There are so many varieties of all the different street foods consumed around the world. A list of popular street foods in Bogor alone contains nearly 300 items, including numerous varieties of rice-based meals, fried snacks, soups and porridges, beverages and fruit (Chapman, 1984).

Street foods can be grouped in various ways: by meal (meals, snacks and drinks), by number and type of ingredients (simple and complex foods that contain more than one main ingredient) and by level and type of processing (peeled or sliced fruit and traditionally processed food made by the vendor (Powell *et al.*, 1990). Usually the cost of street foods is competitive compared with that of foods purchased from larger food

CHAPTER 2

LITERATURE REVEVIEW

2.1 Introduction

This chapter covers all literature relevant on studying the influence of service quality on student perception towards roadside food stalls. Reviewing on all variables regarding the study is essential in order to address the problem comprehensively and to get the whole picture of relationship between those variable regarding the service quality influences.

2.2 The Importance of Service Quality

Service quality plays an important role within service provider organization. Delivering quality service means ensuring consistency in service delivery performances (Weitz and Wessley, 2002). According to Kotler (2007) to attract and retain customers service quality is very crucial because customer derive the perceptions of service quality on the levels of satisfaction they experience (Gagliano and Hathcote, 1994).

According to Kheng *et al.*, (2010) service quality influences organizational outcome such as performance superiority, better corporate image, improving customer relations and promote loyalty. Today delivering quality service is vital and evens the public sector organizations started to stress on delivering quality service and improve efficiencies (Robinson, 2003). Industry also realized that provide high quality of service help in market growth (Zeithaml, 2002). Delivering quality service is a business need (Cullen, 2001).

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Introduction

This chapter will discuss on the methodology used and employed in conducting this study and also in order to complete the study. Various areas are covered including research design, instrumentation, sampling, data collection, as well as the data preparation. Each step will be further discussed and each area is essential in the completion of this study so it need to be addressed carefully.

3.2 Theoretical Framework of the Study

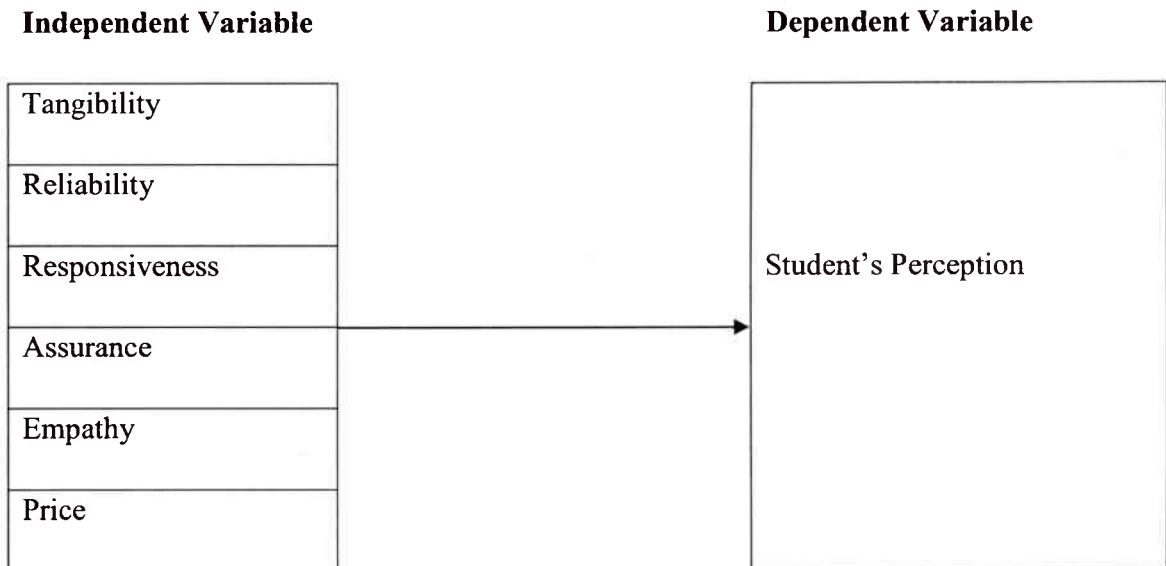


Figure 3.1 Conceptual framework on the influence of service quality on student perception towards roadside food stalls.