



STUDENTS' LEVEL OF SATISFACTION WITH REGARD TO
DINING PREFERENCES IN UiTM SABAH PERSPECTIVE

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JULY 2014

ACKNOWLEDGEMENT

It is our pleasure to express our sincere gratitude to our Marketing Research lecturer, Mr. Franklin Hazley Lai for his support throughout the research process. He had devoted his valuable time and efforts in patiently guiding us to complete this project and his excitement in report. Therefore, we would like to convey our special thanks to him for his assistance and encouragement.

Deepest gratitude also due to all the respondents, without their time and energy to answer our questionnaire, this study would not have been successful. Special thanks also to group members for putting their all in conducting this research.

We would also like to convey thanks to UiTM Sabah Campus for providing superb internet facilities that enable us to look for information and giving us the opportunity to conduct this research project. Last but not least, we wish to express our love and gratitude to our beloved families and friends for their endless understanding and support through the duration of our studies.

ACKNOWLEDGEMENT

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EXCERPT ABSTRACT

The purpose of this research paper is to study the levels of satisfaction towards the dining preferences, research of the students in University Technology MARA, Sabah Campus. Researchers have examined three factors that affect the level of satisfaction on dining preferences. Factors included are physical environment, food quality, and service quality. This study is a descriptive research under the conclusive research design using the single cross-sectional design. Quantitative data collections sampling method had been used. The target population is students in University Technology MARA, Sabah Campus. This study uses primary data collection method and secondary data collection method. Journal, internet research and text book had been used as secondary data collection method. Questionnaire-based survey was used and 150 questionnaires were distributed to respondents and analyzed by using SPSS. Descriptive analysis, reliability test, Pearson correlation coefficient test, multiple regression analysis and central tendency were used as data analysis techniques. There was a positive relationship between independent variables and dependent variables. Three hypothesis proposed in this research were accepted.