



UNIVERSITI TEKNOLOGI MARA
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KAMPUS DUNGUN

FACULTY OF HOTEL & TOURISM MANAGEMENT

FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARDS
MAMAK RESTAURANT AMONG THE DIETETIC STUDENTS OF
FACULTY HOTEL AND TOURISM MANAGEMENT

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JULY 2019

ACKNOWLEDGEMENTS

Bismillahirrahmanirrahim,

First and foremost, we are very thankful and grateful to Allah S.W.T for giving us the strength and patience throughout completing this undergraduate project. This project is the result of the efforts on our part, as well as the assistance of many others.

We owe our sincere and earnest thankfulness to our supervisor, Madam Jazira Binti Anuar @ Mohd Noor for her advices, guidance, enthusiastic encouragement, insightful comments, along with his continuous support. We would also like to express my gratitude to all Faculty of Hotel and Tourism Management's lecturer for being such a great co-advisor and care-taker for all of semester 5's students of Bachelor of Science (Hons.) Foodservice Management. Not to forget to all our friends from HM242 and librarians for being such a good companion throughout the research and those stimulating discussion.

Finally, our heartfelt thanks are extended to our beloved parents and families that always support and cherish us with abundant of loves and emotional motivation. This project also will not be done if there is no tolerance, responsibilities and sacrifice from each member. We would like to thanks to those that help us directly or indirectly during the process of completing this project.

Thank you all for your cooperation.

Ainaa Najwa Binti Ahmad Khir
Fatin Binti Bahrin

ABSTRACT

In Malaysia, the foodservice industry is grown in a unique way. The development has brought up different culture that can be seen in the foods and restaurant that had become one of the major revenues for the country. This study is about Indian Muslim restaurant or *Mamak* restaurant that had many influence Malaysian customer satisfaction. A set of questionnaires were distributed and collected from students of UiTM Terengganu, Kampus Dungun that had experience dining at *Mamak* restaurant. The focus of this research is based on the factors influencing customer satisfaction towards *Mamak* restaurant among the degree students of faculty hotel and tourism management. This undergraduate project aims to identify the factors that influence customer satisfaction towards *Mamak* restaurant and the most importance factor that influence customer satisfaction towards *Mamak* restaurant. The data were collected from 190 respondents that are based on student of Faculty Hotel and Tourism that consist of students from Bachelor of Science (Hons.) Hotel and Tourism (HM240) and Bachelor of Science (Hons.) Foodservice Management (HM242). The data were analyze using Statistical Package for Social Science Software (SPSS) using descriptive analysis and inferential analysis. The results showed that menu, standard hygiene, service and location and parking space are the factors that influence customer satisfaction. From the analysis also, researcher found that menu is the most influencing factor that influence customer satisfaction.

Keywords: *Mamak* restaurant/ *Indian Muslim* restaurant, customer satisfaction, menu, standard hygiene, service, location and parking space.

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