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UNIVERSITI  
TEKNOLOGI  
MARA

**THE IMPORTANCE OF CONSUMER PERCEPTION  
TOWARDS WILLINGNESS TO PAY OF SARAWAK  
LAYERED CAKE**

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**SARAWAK**

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## LETTER OF SUBMISSION

Dr. Thalany Binti Kamri  
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Dear Dr,

### SUBMISSION OF RESEARCH REPORT

Attached is the project paper titled "**FACTOR OF CUSTOMER PERCEPTION TOWARDS WILLINGNESS TO PAY FOR SARAWAK LAYERED CAKE**" to fulfil the requirement as needed by the Faculty of Business Management Universiti Teknologi MARA in Industrial Training (MKT 671) and Industrial Training Project Paper (MKT 672).

I would like to forward my sincere appreciation and thanks for your compassion to accept this research paper and to finalize it as required.

Thank you.

Sincerely,

---

NOOR ASHYIKIN BINTI JAMALI

2015139849

Bachelor of Business Administration (Hons.) Marketing

## **ABSTRACT**

The main purpose of this study was to determine factors of customer perception towards willingness to pay for Sarawak layered cake. This research was done with reviewing and analyzing various researches in Malaysia. The findings revealed that the premiums that consumers were willing to pay vary inside Malaysian country. Consumers' knowledge and awareness about Sarawak Layered Cake differs. Some had more knowledge about Sarawak Layered cake and some were unknowledgeable about Sarawak Layered Cake. Some factors influencing consumers' willingness to purchase Sarawak Layered Cake were Service Quality and Image. Due to the importance of consumers' knowledge about Sarawak Layered Cake for purchase decisions, it is recommended to publish materials about Sarawak Layered Cake and deliver them to the families.

**Keywords:** Service quality, image and willingness to pay.

## **ACKNOWLEDGEMENT**

It gives me great pleasure in expressing my gratitude to all those people who have supported me and had their contributions in making this final year project possible.

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## **CHAPTER 1: INTRODUCTION**

### **1.1 PREAMBLE**

Before a company proceed with a pricing strategy that is tailored to their marketing environment, maximizes profitability and minimizes the risk of leaving money on the table and knowledge about customers' willingness-to-pay which is mandatory. Sarawak Layered Cake is a result of the hand of Bumi Kenyalang citizens inherited from generation to generation. The production of Sarawak Layered Cake through manual process is very fussy, complicated and time consuming so it is not surprising that the price is kind of expensive. Producing layered cake require patience and high artistry to make it interesting in the diversity of patterns, taste and size (Sarawak Home of Adventure, 2014)

The Sarawak Layer Cake is a layered cake which is conventionally served in Sarawak, Malaysia especially on special occasions. In Bahasa Malaysia, the cakes are recognized as Kek Lapis Sarawak, Kek Lapis Modern Sarawak, or simply Kek Lapis. They are often baked for religious or cultural festivities such as Hari Raya Aidilfitri, Christmas, Deepavali, Gawai, birthdays and weddings. According to history of Sarawak Layered Cake, which appears to have been formerly baked in the neighbouring Indonesia, and presented to the people of Sarawak later, although there is also a philosophy that new Sarawak Layered Cakes were introduced to the people of Sarawak from revolution inspired by Western cake-making in early 1980s, using different ingredients and baking methods and giving the Sarawak version a totally unique look, crafted intricate designs and original flavours. This new generation of striking lively layers cake is called Kek Lapis QuPuteh and they can be divided into two categories which are regular layered cakes and cakes with patterns, motifs and shapes. As a rule, all Kek Lapis must have at least two colours.

Sarawak Layered Cakes are sold everywhere such as inside shopping malls, at bakery and pop-up stalls, at Kek Lapis specialized cute little shops and even from vendors along the riverside galleried area, an infinite choice of flavoured and rainbow-coloured delicacies from different producers and brands, there to tease your taste buds. Kek Lapis prices are from RM10 to RM30 depending on ingredients and size of the cakes which is a good deal for a local fineness.

## **1.2 PROBLEM STATEMENT**

Particularly in Malaysia, Sarawak is the only producer of Sarawak Layered Cakes which the cakes are done manually. When the cakes are done manually, it is hard for producers to meet the growing demand that are getting larger every year. Although there are some countries are trying to produce almost similar to Sarawak Layered Cakes, the taste and textures are not the same. Conventional method involves repetitive processes of depositing, layering, baking, cooling and pressing dependent on number of layered needed. The tedious process is very time consuming and relying on the labour's skills. The research on Sarawak Layered Cake is still limited. This is the main reason why Sarawak Layered Cake is expensive. The issues consequently limit the productivity and quality of the cakes produced. The needs of producing compact and cheaper machine that can produce varieties of Sarawak Layered Cake caused by the high dependable to a foreign supplier that costs more on the maintenance such as delay in repairing process and international expertise that contributes to the loss of production.

However, this current issue does not stop people from buying it. Consumer has different perception on their purchasing decision that will affect their decision



making. The current study has analyzed the important factors that can contribute willingness to pay for layered cakes and identifying consumer's perception about Sarawak Layered Cakes.

### **1.3 RESEARCH QUESTIONS**

The main purpose of conducting this study is to measure the perception of consumer towards Sarawak Layered Cakes. Thus, the following research questions are delivered:

1. What are the profiles of consumer for Sarawak Layered Cakes?
2. Which factor is the most influencing towards the willingness to buy Sarawak Layered Cake?
3. Which criteria is the most preferable on consumer's perception towards Sarawak Layered Cake?

### **1.4 RESEARCH OBJECTIVES**

1. To describe the respondents' profile regarding Sarawak Layered Cake in terms of gender, age, race, occupation sector, individual monthly and place of origin.
2. To identify which factor is the most influencing towards the willingness to buy Sarawak Layered Cake.
3. To identify which criteria is the most preferable on consumer's perception towards Sarawak Layered Cakes.

### **1.5 SCOPE OF STUDY**

The scope is the areas of study conducted in this research. This research aims to measure the consumer's perception among visitors in Kuching who are from other regions of Sarawak, Sabah and Peninsular Malaysia to buy Sarawak Layered Cakes.

### **1.6 SIGNIFICANCE OF THE STUDY**

This study has identified the factors that contribute willingness-to-pay for Sarawak Layered Cakes among Malaysians that are influencing their decision making process especially on their perceptions. This finding is important to the premises that are selling Sarawak Layered Cakes in order to know whether their products are meeting consumer's standard or not. Since there is no survey that had been conducted regarding this topic, it is appropriate for me to conduct this research.

### **1.7 LIMITATION OF THE STUDY**

This study involved 450 consumers that were purchasing Sarawak Layered Cake from various premises like Dayang Salhah Kek Lapis, Mira Cake House, Asma Cake House and so on. The instrument used to obtain data is questionnaires. The first limitation is related to data collection, which occurred only once. Considering various factors that can affect the purchasing decisions of Sarawak Layered Cake consumers, information obtained in this study may change along time due to limited studies done about Sarawak Layered Cakes. Hence, limited articles.

## **1.8 DEFINITION OF TERMS**

The definition of key terms being used in this research is explained as followed:

### **1.8.1 CONSUMER**

An individual who buy products or services for their self-consumption and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements. Any time someone goes to a store and purchases a food, drink, tool or anything else, they are making that decision as a consumer.

### **1.8.2 PERCEPTION**

Perception is well-defined as a process through which individuals are exposed to information, attend to the information, and comprehend the information (Mowen, 1995). Understanding perception and the factors determining how consumers view products and services is central to effective marketing (Berkman, Lindquist, and Sirgy, 1996). Schiffman and Kanuk (1994) stated about consumer perception saying “as diverse individuals, we all tend to see the world in our own special ways. Individuals act and react based on their perceptions, not based on objective reality.” For if one ponders about it, it is not what actually, but what consumers think that affects their actions, their buying habits, their leisure habits, and so on. Individuals make decisions and take actions based on what they distinguish to be reality, it is important that marketers recognize the whole view of perception and its related

concepts so they can be more readily determine what factors influence consumer to buy.

### **1.8.3 SARAWAK LAYERED CAKE**

Layered cake is one of the famous cakes with a diverse and colourful variety. Layered cake is always served during festive season such as Hari Raya Aidilfitri, Chinese New Year, Deepavali, Gawai and a lot more. These layered cakes are famous in Sarawak.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 PREAMBLE**

A literature review highlights pointed matter of the conducted research. This pointed matter is elaborated briefly so that readers could understand better on what this research is all about: (your topic). Those pointed matters' explanations are shown below.

### **2.2 LITERATURE REVIEW (FRAMEWORK)**

#### **2.2.1 WILLINGNESS TO PAY**

Willingness to pay is defined as the maximum price a buyer accepts to pay for a given quantity of goods or services (Kalish and Nelson, 1991; Kohli and Mahajan, 1991; Wertenbroch and Skiera, 2002). Willingness to pay (WTP) is the total of money that an individual is willing to sacrifice to acquire a product or service. The willingness to pay sometimes depends on the level of quality, income and references of the product. In marketing, there are many concepts have been used to study consumers reactions to price. WTP is a part of the price perception process and it is closer to price judgment which linked to other variable that influence decision-making such as satisfaction, loyalty and culture. According to Kalish and Nelson, when the latter is conceptualized in term of margi, WTP is considering as the reservation price or the 'floor reservation price'. Studying WTP is interesting because it enables cumulating the buyers who accepts to pay price or a higher price to determine the quality purchased at that sale price (Gall-Ely, 2010).

Willingness to pay determines how willingly someone to pay what they desire or something that someone has wanted to get.

### **2.2.2 CONSUMER'S PERCEPTION**

Consumer perception applies the concept of sensual perception to marketing and advertising. Just as sensual perception relates to how humans observe and process sensory stimuli through their five senses, consumer perception relates to how individuals form opinions about companies and the product they offer through the purchases they make. They are also using consumer perception theory to develop marketing and advertising strategies intended to retain current customers and attract new ones.

### **2.2.3 SERVICE QUALITY**

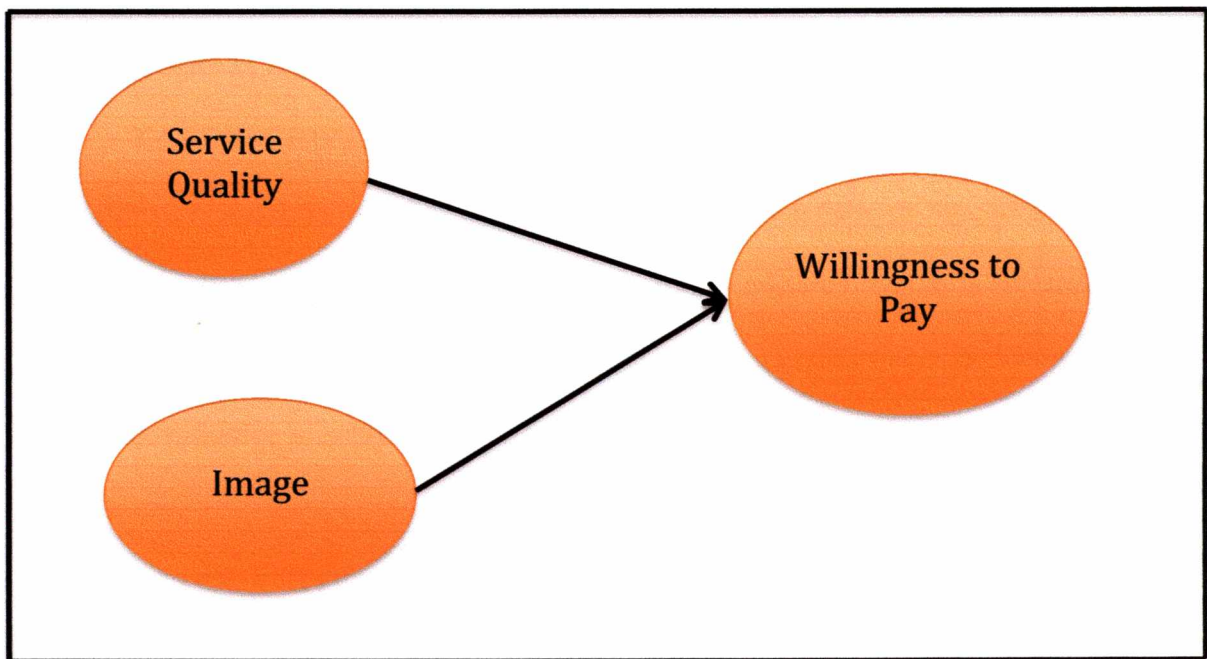
Philip Kotler (1997) defined service as 'an action or an activity which can be offered by a party to another party, which is essentially intangible and cannot affect any ownership. Service may be related to tangible product or intangible product. On the other hand, Zeithaml and Bitner (2003:85) mentioned that, "Service quality is a focused evaluation that reflects the customer's perception of exact dimensions of service namely reliability, responsiveness, assurance, empathy, tangibles." Service quality is defined as a satisfaction of the students towards the university facilities management. Plus, it is the basics of students' satisfaction (Parasuraman, Zeithaml, and Berry, 1994).

### **2.2.4 IMAGE**

According to the literature most definitions stress that store image is the consumer's perception of a store, based on a set of salient attributes (Bloemer & De Ruyter, 1998; Faircloth, Capella & Alford, 2001; James, Durand & Dreves, 1976; Jin & Kim, 2003; Osman, 1993). However, researchers contend that the definition of store image is

more than the factual description of characteristics; it also describes the interaction among characteristics (Amirani & Gates, 1993; Dichter, 1985; Oxenfeldt, 1974–1975). Zimmer and Golden (1988) as well as Keaveney and Hunt (1992) referred to the nature of the store image construct.

### 2.3 RESEARCH FRAMEWORK



**Figure 1: Factors Influencing Customer's Perception towards Willingness to Pay**  
Source: Caruna, (2002).

## **CHAPTER 3 RESEACRH METHDOLOGY**

### **3.1 PREAMBLE**

In this chapter, the researcher will explain more on the methodology that will be used in this study such as research design, unit of analysis, populations and sampling, instrumentation and measurements, operations definitions table (ODT), data collection and data analysis.

### **3.2 RESEARCH DESIGN**

#### **3.2.1 DESCRIPTIVE RESEARCH**

Descriptive research is to define something usually characteristic or functions. It can be either quantitative or qualitative. According to my research, which is consumer's perception of consumers in Malaysia towards Sarawak Layered Cakes in Malaysia, I choose quantitative to analyze the consumer's perception on Sarawak Layered Cakes.

#### **3.2.2 QUANTITATIVE DATA RESEARCH**

Quantitative data research method is a research methodology that seeks to quantify the relevant data gathered and generalize the results from the sample to interest population (Maholtra, 2010). Besides that, it involves a numeric or statistical approach to research design (Williams, 2007). This research will use questionnaire to obtain the information responses from respondents or samples to examine the antecedents (Service Quality and Image) towards consumers on Sarawak Layered Cake.



### **3.3 RESEARCH INSTRUMENT**

#### **SURVEY QUESTIONNAIRES**

Questionnaires are being used to approach the consumers. Customers are among the visitors from all over Malaysia which are from Sabah and Peninsular Malaysia, excluding Sarawak consumers. The questionnaires statements have been adapted from 3 different authors which are Caruana (2002), Vangvanitchyakorn (2000) and Aspors (2010). The questionnaires include questions regarding Service Quality and Image.

There are several instruments that were used in the process of the completion of this study. One of it was Statistical Package for Social Science (SPSS) software. This software was used to analyze all data collected from the questionnaire. All the data were keyed-in into the software and they were calculated. Then, all the data were analyzed as to find the final result. Next, the research instrument builds as a survey questionnaire. It was designed according to the quantitative survey questionnaires method in order to collect the needed indications about the consumer's perception on Sarawak Layered Cakes in Malaysia. This questionnaire has 3 sections which are Section A and Section B.

#### **SECTION A**

In Section A, I provide personal information (demographic profile). The respondents are requested to give some information about their gender, age, race, occupation sector, individual monthly, origin, do you live in Sarawak or reason of visiting Sarawak.

## **SECTION B**

In Section B, it is about studying the consumer's perception towards their willingness to buy Sarawak Layered Cakes by asking them two questions based on the independent variables (service quality and image).

<b>SCORE</b>	<b>SCALE</b>
<b>1</b>	Not Important
<b>2</b>	Less Important
<b>3</b>	Neutral
<b>4</b>	Important
<b>5</b>	Very Important

### **3.4 SAMPLING**

Sampling is also one of the mechanisms in developing research design and before moving on to the sampling process, it is crucial for the researchers to understand the sampling key terms which are total population, sampling frame, sampling technique, sample size and execution of sampling process (Voon & Lee, 2012) This study was designed to investigate how consumer's perception towards willingness to buy Sarawak Layered Cakes from Sarawak, Sabah and Peninsular Malaysia. The population of this research was all consumers who have experienced buying and consuming Sarawak Layered Cakes.

### **3.4.1 TARGET POPULATION**

The target population was the consumers of Sarawak Layered Cakes which were from Sarawak, Sabah and Peninsular Malaysia. Specifically, the target populations were the consumers from all over Malaysia. They are selected because I want to know how often do they purchase and what are their perceptions toward Sarawak Layered Cakes.

### **3.4.2 SAMPLING FRAME AND LOCATION**

Sampling frame is not applicable for this research because the sampling technique that will be used is non-probability sampling technique in selecting the samples (Lee et al., 2012).

Kuching was selected as targeted location because this area has the highest number of visitors that are specifically coming from all over Malaysia.

### **3.4.3 SAMPLING TECHNIQUE**

#### **a) PURPOSIVE SAMPLING**

According to Black, K. (2010), purposive sampling is a non-probability sampling method and it occurs when “elements selected for the sample are chosen by the judgment of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money”.

Alternatively, purposive sampling method may prove to be effective when only limited numbers of people can serve as primary data sources due to the nature of research design and aims and objectives. For this research analysing willingness to pay of consumers towards Sarawak Layered Cake on Service Quality and Image which was happening in Kuching.

### 3.4.4 SAMPLING SIZE

Samples are the selected members of the population from whom the data will be obtained for analysis in the research. According to Sekaran (2000) and Roscoe (1975) that for the most studies, the sample size of 30 to 500 questionnaires is considered sufficient for research survey.

### 3.5 OPERATIONAL DEFINITIONS TABLE

Variable	Item	No. of Item	Author
Service Quality	Providing services as promised	5	(Caruana, 2002)
	Making customers feel safe in their transaction		
	Employee who have knowledge to answer customer question		
	Speed of Service		(Vangvanitchyakorn, 2000)
	Giving timely response to problem		(Aspfors, 2010)
Image	Price of the product are reasonable	5	(Aspfors, 2010)
	Providing high quality product		
	Providing a good parking possibilities		
	The location of the premises		
	Arrangement of the product in the premises		

### 3.6 DATA COLLECTION

The data collection of fieldwork facet of the research process involves in the actual and large scale collection of the required data from the field or other relevant sources (Voon & Lee, 2012).

### 3.6.1 PRIMARY DATA

According to Malhotra (2010), primary data are originated by the researcher first-hand experience from direct observed and collected data. The data from primary sources can be obtained through case studies, experiments, and randomized control studies. For this research, a total of 450 questionnaires will be distributed randomly to the consumers who buy Sarawak Layered Cakes from the premises and the research objectives will be explained to them. The questionnaires include measures of variables to be studied, which are Service Quality and Image.

### 3.6.2 PILOT STUDY

<b>Variable</b>	<b>No. of Items</b>	<b>Cronbach's Alpha</b>
Service Quality	5	0.834
Image	5	0.784
<b>Overall Reliability</b>	10	0.843

**Figure 3: Reliability Analysis (Cronbach's Coefficient Alpha)**

From the table above, the result for reliability analysis that was obtained from this research which was tested on 30 consumers. It can be concluded that all of the items result in good reliability because all the Cronbach's Alpha value is above 0.70. The results have revealed that internal consistency reliability of each variable is ranging from 0.784 to 0.843. The overall for all questions that were asked is 0.834. The most reliable variable is Service Quality with reliability coefficient of 0.834 and the lowest reliability coefficient is Image with reliability coefficient of 0.784.

### **3.7 DATA ANALYSIS**

This study used survey research to obtain data on the consumer's perception of consumers in Malaysia towards Sarawak Layered Cakes. Since Sarawak Layered Cake is limited and can only be found in Sarawak, therefore I chose Sarawak, Sabah and Peninsular Malaysia. All the consumers that I analysed were from all over Malaysia. Therefore, I have selected 450 consumers whom have bought Sarawak Layered Cakes.

#### **3.7.1 DESCRIPTIVE ANALYSIS**

This type of analysis involves the transformation of the raw data into a form that is easier to be understood and interpreted (Zikmund et al., 2010). It is used to compute average, frequency distribution and percentage distribution of the demographic profile in Section A. For this study, there are two research objectives that were using descriptive analysis which are RO1 and RO2.

#### **3.7.2 REGRESSION ANALYSIS**

For this research, regression analysis is used to examine the strength and significant of association relationship between a metric dependent variable and one or more independent variables that will be indicated by the Beta value (Malhotra, 2010). In this research, independent variables (Service Quality and Image) are analyzed whether there is any significant relationship with Consumer's perception and Willingness to Pay for Sarawak Layered Cakes.

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**FACTORS THAT CONTRIBUTE TO WILLINGNESS TO PAY FOR SARAWAK LAYERED CAKE**

**FAKTOR YANG MENYUMBANG KEPADA KESANGGUPAN UNTUK MEMBAYAR KEK LAPIS SARAWAK**

Dear Respondent,

I am a **Bachelor of Business Administration (Hons.) Marketing**, conducting a research on “**Factors that contribute to willingness to pay for Sarawak Layered Cake**” for the completion of my degree study. I would like to invite you, as a respondent to participate in this survey, I greatly appreciate your time in answering this questionnaire. Your answers and responses will be kept strictly confidential and will be used for academic purposes only. Thank you for your cooperation. For more information, please contact me at **011-29933599 (Noor Ashyikin Binti Jamali)** or email me at [noorashyikinjamali@gmail.com](mailto:noorashyikinjamali@gmail.com).

**Section (A): Demographic Profile (Please tick (√) one appropriate answer only and write on the space given)**

*Seksyen (A): Profil Demografi (Sila tandakan (√) pada satu jawapan yang berkaitan sahaja dan tulis pada ruangan yang disediakan)*

<p><b>1. Gender / Jantina</b></p> <p>Male / Lelaki <input type="checkbox"/></p> <p>Female / Perempuan <input type="checkbox"/></p>	<p><b>2. Age / Umur</b> (As of year 2018) / (Sehingga tahun 2018)</p> <p>_____ Years Old / Tahun</p>
<p><b>3. Race / Kaum</b></p> <p>Malay / Melayu <input type="checkbox"/></p> <p>Chinese / Cina <input type="checkbox"/></p> <p>Indian / India <input type="checkbox"/></p> <p>Iban / Iban <input type="checkbox"/></p> <p>Bidayuh / Bidayuh <input type="checkbox"/></p> <p>Melanau / Melanau <input type="checkbox"/></p> <p>Others (Please Specify) / Lain-lain (Sila nyatakan): .....</p>	<p><b>4. Individual Monthly Gross Income (RM) / Pendapatan Kasar Bulanan Individu (RM)</b></p> <p>RM1,000 and below / RM1,000 ke bawah <input type="checkbox"/></p> <p>RM1,001 – RM2,000 / RM1,001 – RM2,000 <input type="checkbox"/></p> <p>RM2,001 – RM3,000 / RM2,001 – RM3,000 <input type="checkbox"/></p> <p>RM3,001 – RM4,000 / RM3,001 – RM4,000 <input type="checkbox"/></p> <p>RM4,001 – RM5,000 / RM4,001 – RM5,000 <input type="checkbox"/></p> <p>RM5,001 and above / RM5,001 ke atas <input type="checkbox"/></p>
<p><b>5. Occupation Sector / Sektor Pekerjaan</b></p> <p>Government Sector / Sektor Awam <input type="checkbox"/></p> <p>Private Sector / Sektor Swasta <input type="checkbox"/></p> <p>Self-employed / Bekerja Sendiri <input type="checkbox"/></p> <p>Others (Please Specify) / Lain-lain (Sila nyatakan): .....</p>	<p><b>6. Origin / Asal Usul</b></p> <p>Sarawak <input type="checkbox"/></p> <p>Sabah <input type="checkbox"/></p> <p>Peninsular Malaysia / Semenanjung Malaysia <input type="checkbox"/></p>



<p><b>7. Do you live in Sarawak? / Adakah anda tinggal di Sarawak?</b></p> <p>Yes/ Ya <input type="checkbox"/></p> <p>No/ Tidak <input type="checkbox"/></p> <ul style="list-style-type: none"> <li>• <b>If YES, please proceed to Q9 / Jika YA, teruskan ke Soalan 9</b></li> <li>• <b>If NO, please go to Q8 / Jika TIDAK, sila jawab Soalan 8</b></li> </ul>	<p><b>8. Reason of visiting Sarawak / Tujuan mengunjungi Sarawak</b></p> <p>Leisure/ Masa lapang <input type="checkbox"/></p> <p>Business Trip/ Urusan kerja <input type="checkbox"/></p>
<p><b>9. Preferable price of Sarawak layered cake/ Harga yang wajar untuk kek lapis Sarawak</b></p> <p>RM 10 <input type="checkbox"/></p> <p>RM 15 <input type="checkbox"/></p> <p>RM 20 <input type="checkbox"/></p> <p>RM 25 <input type="checkbox"/></p> <p>RM 30 <input type="checkbox"/></p>	<p><b>10. Reason for purchase/ Sebab untuk membeli</b></p> <p>Festivities/ Perayaan <input type="checkbox"/> (eg: Hari Raya Aidilfitri)</p> <p>Occasion/ Majlis <input type="checkbox"/> (eg: Engagement or Wedding)</p> <p>Souvenir/ Cenderahati <input type="checkbox"/></p> <p>Testing/ Percubaan <input type="checkbox"/></p> <p>Self-consumption/ nPenggunaan sendiri <input type="checkbox"/> (eg: Breakfast or Tea time)</p>
<p><b>11. Volume of Purchase/ Bilangan pembelian</b></p> <p>_____</p>	

**Section (B): Customer Perception (Please tick (√) one appropriate answer according to the scales below)**

Seksyen (B): Pandangan pelanggan (Sila tandakan (√) pada satu jawapan yang berkaitan mengikut skala di bawah)

No.	PARTICULARS/MAKLUMAT	Not Important (Tidak Penting)	—————>	Very (Sangat Penting)
<b>Service Quality/ Kualiti Perkhidmatan</b>				
1.	<b>Providing services as promised/ Menyediakan perkhidmatan seperti yang dijanjikan (eg: Delivery, Packaging)</b>	1	2	3
2.	<b>Making customers feel safe in their transaction/ Membuat pelanggan merasa selamat dalam urusan niaga mereka</b>	1	2	3
3.	<b>Employee who have knowledge to answer customer question/ Pekerja yang mempunyai pengetahuan untuk menjawab soalan pelanggan</b>	1	2	3
4.	<b>Speed of Service/ Kelajuan perkhidmatan (eg: Product delivery on time)</b>	1	2	3
5.	<b>Giving timely response to problem/ Memberi maklum balas yang tepat pada masanya</b>	1	2	3

<b>Image/ Imej</b>						
<b>6.</b>	<b>Price of the product are reasonable/ Harga produk yang berpatutan</b>	1	2	3	4	5
<b>7.</b>	<b>Providing high quality product/ Meyediakan produk yang bermutu tinggi</b>	1	2	3	4	5
<b>8.</b>	<b>Providing a good parking possibilities/ Menyediakan tempat letak kereta yang baik</b>	1	2	3	4	5
<b>9.</b>	<b>The location of the premises/ Lokasi premis</b>	1	2	3	4	5
<b>10.</b>	<b>Arrangement of the product in the premises/ Susunan produk di dalam premis</b>	1	2	3	4	5

**Section (E): Give suggestion on how to improve Sarawak layered cake**

*Beri cadangan mengenai bagaimana untuk memperbaiki kek lapis Sarawak.*

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**-THANK YOU FOR YOUR COOPERATION-**