



FOOD QUALITY TOWARDS CUSTOMER SATISFACTION AT BILLIONAIRE'S
CONCEPT CUISINE CAFÉ MELAKA

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TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	iv-v
LIST OF ABBREVIATION	vi
ABSTRACT	
CHAPTER 1 INTRODUCTION	
1.1 Background of study	1-4
1.2 Problem statement	4-6
1.3 Research question	7
1.4 Research objective	7
1.5 Significance of study	8-9
1.6 Scope of study	9
1.7 Limitation of study	9-10
1.8 Definition of term	10
CHAPTER 2 LITERATURE REVIEW	
2.1 Food Quality	11-13
2.1.1 Food presentation	14
2.1.2 Food variety	14-15
2.1.3 Food Healthy	15
2.1.4 Food tasty	15
2.1.5 Food freshness	16
2.1.6 Food temperature	16
2.1.7 Previous finding food quality	17-18
2.2 Customer satisfaction	18-21
2.2.1 Previous finding customer satisfaction	21-22
2.3 Theoretical framework	22-23
2.4 Hypothesis development	23-24
CHAPTER 3 RESEARCH METODOLOGY	
3.1 Research design	25
3.1.1 purpose of study	25
3.1.2 research strategy	25-26
3.1.3 study setting	26
3.1.4 extant of research interference	26
3.1.5 time horizon	27
3.1.6 unit of analysis	27
3.2 Data collection method	27-28
3.3 questionnaires	28-30
3.3.1 Goodness of measure-reliability(pilot test)	30

3.4 Sampling	31
3.4.1 population	31
3.4.2 sample frame	31
3.4.3 sampling design	32
3.4.4.sample size	32
3.5 Data analysis	33
3.5.1 quantitative data analysis	33
3.5.2 testing goodness of data-reliability analysis	34
3.5.3 pearson correlation coefficient analysis	34
3.5.4 hypothesis testing-simple regression	34
CHAPTER 4 DATA ANALYSIS AND FINDING	
4.1 Preliminary data analysis	35
4.1.1 data editing and coding	35
4.1.2 testing goodness of data-reliability analysis	35-36
4.2 descriptive statistics of latent construct	37
4.3 demographic analysis of respondent	37-41
4.4 findings	41
4.4.1 research question 1	41-42
4.4.2 research question 2	42-43
4.4.3 research question 3	43-44
CHAPTER 5 RECOMMENDATION, FUTURE RESEARCH AND CONCLUSION	
5.1 discussion of the finding	45
5.1.1 the improve quality of food towards customer satisfaction	45
5.1.2 the correlation between food quality and customer satisfaction	46
5.1.3 the influence food quality towards customer satisfaction	46
5.2 contribution	46
5.2.1 practical implication	46
5.2.2 recommendation	47
5.3 limitation of study	48
5.4 direction for future research	49
5.5 conclusion	49-51

ABSTRACT

Food quality seems to be accepted as a fundamental component to satisfy customers; however, it has been often overlooked in restaurant service quality and satisfaction studies. The primary objective of this study was to investigate the factor that influencing food quality towards customer satisfaction at Billionaire's Concept Cuisine café Melaka. This study also attempted to investigate the improvement of food quality towards customer satisfaction with a structural equation modeling technique, this study shows that overall food quality significantly affects customer satisfaction. Subsequent regression analyses demonstrated that food quality influence customer satisfaction through the quality that the café serve to their customer. Thus, managers should pay attention to the key food quality attributes that elicit customer satisfaction and enhance return visits in the restaurant business.

Keyword: food quality, customer satisfaction