

THE RELATIONSHIP AMONG STUDENT PERCEPTION,
SATISFACTION AND ATTITUDE TOWARD FOOD AND SERVICE
IN SCHOOL CANTEEN

By

Zulkipli Jalinis

Research Report submitted in partial fulfillment of
the requirements for the degree of
Bachelor of Food Science (Food Service and Nutrition)

DEPARTMENT OF FOOD SCIENCE
FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE
UNIVERSITI MALAYSIA TERENGGANU
2012

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ENDORSEMENT

The project report entitled The Relationship Among Student Perception, Satisfaction and Attitude Toward Food and Service in School Canteen by **Zulkipli bin Jalinas**, Matric No **UK 16797** has been reviewed and correlation have been made according to the recommendation by examiner. This report is submitted to Department of Food Science in partial fulfillment of the requirement of the degree Bachelor of Food science (Service and Nutrition), Faculty of Agrotechnology and Food Science Universiti Malaysia Terengganu



(DR. SITI NUR AFIFAH JAAFAR)

Main supervisor

DR. SITI NUR'AFIFAH JAAFAR
Pensyarah
Jabatan Sains Makanan
Fakulti Agroteknologi dan Sains Makanan
Universiti Malaysia Terengganu.

Date: 19/6/2012

DECLARATION

I hereby declare that the work in this thesis is my owns except

For quotations and summaries which have been fully

Acknowledged

Signature : 

Name : ZULKIFLI BIN JALINAS

Matric No : Ub 16797

Date : 18/2/2012

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ABSTRACT

This study aims to explore the relationship between students' perceptions related to quality of food and services, atmospheres, menus, prices and nutritional factors on satisfaction and attitudes of students in school canteens. This study also aimed to investigate whether students' attitudes are affected by the level of student satisfaction. In addition, this study aims to explore the difference between satisfaction and attitudes of students in urban and rural. This study was conducted in nine schools around the Hulu Langat District in the state of Selangor, The study was carried out for 4 months and obtained a total of 300 sample survey form. Statistical results, the test T, correlation and Regress person double some of the findings obtained. The results show that perceptions of students at the school level are negative and there is a significant relationship between students' perceptions and satisfaction. There is a significant difference in the level of set in the school canteen among student in variation distant. All independent variables related to perception of students surveyed had a significant correlation with student satisfaction with the service of the school canteen. Only independent variable quality of service, atmosphere, menu, price and nutritional value can be used. There is a significant correlation between satisfaction and attitude.

ABSTRAK

Kajian ini bertujuan untuk meninjau hubungan diantara persepsi pelajar berkaitan dengan kualiti makanan, kualiti layanan, suasana, menu, harga dan faktor pemakanan terhadap kepuasan dan sikap pelajar dikantin sekolah. Kajian ini juga bertujuan untuk menyilidik adakah sikap pelajar dipengaruhi oleh tahap kepuasan pelajar. Disamping itu, kajian ini bertujuan untuk meninjau perbezaan kepuasan dan sikap pelajar di kawasan Bandar dan luar Bandar. Kajian ini dijalankan di 9 buah sekolah di sekitar daerah hulu lagat Selangor, kajian ini dijalankan selama 4 bulan keatas sample seramai 300 orang menggunakan borang kaji selidik. Hasil analisis statistik, ujian T, kolerasi person dan regresi berganda beberapa dapatan didapati. Tahap persepsi pelajar di sekolah adalah negatif dan terdapat hubungan signifikan diantara persepsi dan kepuasan pelajar. Jenis kawasan sekolah mempunyai perbezaan yang signifikan dengan tahap kepuasan pelajar terhadap perkhidmatan kantin sekolah tetapi tidak bagi sikap pelajar. Semua pemboleh ubah bebas berkaitan persepsi pelajar yang dikaji mempunyai kolerasi yang signifikan dengan kepuasan pelanggan pelajar terhadap perkhidmatan kantin sekolah. Bagi meramal tahap keseluruhan kepuasan pelajar dikantin sekolah, hanya pemboleh ubah bebas kualiti perkhidmatan, suasana, menu, harga dan nilai pemakanan boleh digunakan. Terdapat hubungan kolerasi yang signifikan diantara kepuasan dan sikap pelajar.