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The perceived value, behavioral intentions and customer satisfaction towards mamak restaurants in Muar / Yap Qing Sheng.

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**THE PERCEIVED VALUE, BEHAVIORAL INTENTIONS AND CUSTOMER
SATISFACTION TOWARDS MAMAK RESTAURANTS IN MUAR**


**By
Yap Qing Sheng**

**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
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ENDORSEMENT

The project report entitled **The perceived value, behavioral intentions and customer satisfaction towards mamak restaurants in Muar** by **Yap Qing Sheng**, Matric No. **UK 16764** has been reviewed and corrections have been made according to the recommendations by examiners. This report is submitted to the Department of Food Science in partial fulfillment of the requirement of the degree of Bachelor of Food Science (Food Service and Nutrition), Faculty of Agrotechnology and Food Science, Universiti Malaysia Terengganu.



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DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged.

Signature : 

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ABSTRACT

Eating out is a part of the Malaysian cultural identity and a focal point for meeting friends and family. In Malaysia, people of all races, religions and ages frequently visit *mamak* restaurants. It is much in part because *mamak* restaurants offer a variety of foods from a simple *teh tarik* to a much elaborate dish such as *nasi briyani*. Due to the global economic downturn which resulted in the increase of operational as well as labor costs, *mamak* restaurant operators face mounting challenges to provide good food as well as service while keeping the cost-increase-related problems at bay. Nevertheless, with all the difficulties faced, customers expect the performance of *mamak* restaurants to be at least maintained. This study's general aim was to understand the perceived value, customer satisfaction and behavioral intentions towards *mamak* restaurants in Muar. In doing so, this study had to identify: the most influencing factor towards customer satisfaction and behavioral intentions; and the relationship among perceived value, customer satisfaction and behavioral intentions. A pilot test involving 35 respondents was carried out in Kuala Terengganu. Internal consistency of measure was used to test the reliability of the questionnaire while content validity was used to check the validity of the questionnaire. The instrument used was in the form of questionnaire using the face-to-face interview technique to collect data. It was divided into four parts namely section A (Perceived value); section B (Customer satisfaction); section C (Behavioral intentions) and section D (Socio-demographic profile). All questions except section D were measured using a 7-point Likert-type scale. Both probability (stratified random sampling) and non-probability (convenience sampling) sampling techniques were used in this study. A total of 100 respondents who had just dined in 5 *mamak* restaurants in Muar, Johor and volunteered to participate were involved in this research. The results of the study indicated that in terms of overall perceived value, menu choices (mean score = 5.03 ± 1.18) received the highest score. In terms of perceived atmospheric, respondents had the highest perception in facility (mean score = 4.97 ± 1.28). Besides that, menu choices (mean score = 5.03 ± 1.18) had recorded the highest perception in terms of perceived food quality. In terms of perceived service quality, employees served foods as ordered (mean score = 5.00 ± 1.36) had recorded the highest perception. Furthermore, respondents were most satisfied with food quality (mean score = 4.94 ± 1.15) provided by *mamak* restaurants. For behavioral intentions, respondents were more likely to have revisit intention (mean score = 4.97 ± 1.28) rather than having positive word-of-mouth and recommendation. This study also showed that food quality ($r = 0.786, p < 0.001$; $r = 0.713, p < 0.001$) was the most influencing factor towards customer satisfaction and behavioral intentions respectively in *mamak* restaurants. In addition, the results of this study indicated that there was a positive and strong relationship ($p < 0.001$) between perceived value and customer satisfaction ($r = 0.718, p < 0.001$); customer satisfaction and behavioral intentions ($r = 0.796, p < 0.001$); and perceived value and behavioral intentions ($r = 0.738, p < 0.001$).

PENILAIAN PERSEPSI, JANGKAAN PERILAKU DAN KEPUASAN PELANGGAN TERHADAP RESTORAN MAMAK DI MUAR

ABSTRAK

Menjamu selera di luar adalah sebahagian daripada identiti budaya di Malaysia. Di Malaysia, rakyat daripada semua bangsa, agama dan peringkat umur kerap menjamu selera di restoran mamak kerana ia menawarkan pelbagai jenis makanan dari secawan teh tarik yang ringkas ke hidangan yang lebih kompleks seperti nasi briyani. Oleh kerana kemerosotan ekonomi global yang menyebabkan peningkatan kos operasi dan buruh, pengusaha restoran mamak menghadapi pelbagai cabaran untuk menawarkan makanan dan perkhidmatan yang bermutu tinggi sementara meminima masalah berkaitan kenaikan kos. Walau bagaimanapun, pelanggan mengharapkan agar prestasi restoran mamak sekurang-kurangnya dapat dikekalkan. Objektif umum kajian ini adalah untuk memahami tahap penilaian persepsi, kepuasan pelanggan dan jangkaan perilaku terhadap restoran mamak di Muar. Kajian ini juga mengenal pasti: faktor yang paling mempengaruhi kepuasan pelanggan dan jangkaan perilaku; dan hubungan antara penilaian persepsi, kepuasan pelanggan dan jangkaan perilaku. Kajian rintis yang melibatkan 35 responden telah dijalankan di Kuala Terengganu. '*Content validity*' dan '*internal consistency of measure*' telah digunakan untuk mengukur kesahihan dan kebolehpercayaan borang soal selidik. Alat pengukur yang digunakan dalam kajian ini adalah berbentuk borang soal selidik yang menggunakan teknik temu duga secara bersemuka untuk mengutip data. Borang soal selidik ini terbahagi kepada empat bahagian iaitu bahagian A (Penilaian persepsi); bahagian B (Kepuasan pelanggan); bahagian C (Jangkaan perilaku); dan bahagian D (Demografik). Semua soalan kecuali bahagian D adalah diukur dengan menggunakan skala '*7-point Likert-type*.' Kedua-dua teknik persampelan berkebarangkalian (*stratified random sampling*) dan bukan berkebarangkalian (*convenience sampling*) telah digunakan dalam kajian ini. Kajian ini melibatkan 100 responden yang baru sahaja makan di 5 restoran mamak di Muar, Johor dan secara sukarela mahu terlibat dalam kajian ini. Daripada segi penilaian persepsi secara keseluruhan, hasil kajian menunjukkan bahawa responden mempunyai persepsi tertinggi dalam pelbagai pilihan hidangan yang dimasukkan dalam menu (skor purata = 5.03 ± 1.18). Daripada segi penilaian atmosfera, responden mempunyai persepsi tertinggi dalam kemudahan yang disediakan (skor purata = 4.97 ± 1.28). Selain itu, pelbagai pilihan hidangan yang dimasukkan dalam menu (skor purata = 5.03 ± 1.18) mencatat persepsi tertinggi daripada segi penilaian kualiti makanan. Daripada segi penilaian kualiti perkhidmatan, pekerja menghidangkan makanan sama seperti yang dipesan (skor purata = 5.00 ± 1.36) mencatat persepsi tertinggi. Di samping itu, responden paling berpuas hati dengan kualiti makanan (skor purata = 4.94 ± 1.15) yang disediakan oleh restoran mamak. Bagi jangkaan perilaku pula, responden lebih berhasrat untuk mengunjungi restoran mamak lagi pada masa hadapan (skor purata = 4.97 ± 1.28) dan kurang bersedia untuk menyebarkan tentang kelebihan restoran mamak atau mengesyorkan restoran mamak kepada orang lain. Kajian ini juga menunjukkan bahawa kualiti makanan ($r = 0.786, p < 0.001$; $r = 0.713, p < 0.001$) merupakan faktor yang paling mempengaruhi kepuasan pelanggan dan jangkaan perilaku. Selain daripada itu, hasil kajian ini membuktikan bahawa terdapat hubungan positif dan kuat ($p < 0.001$) antara penilaian persepsi dan kepuasan pelanggan ($r = 0.718, p < 0.001$); kepuasan pelanggan dan jangkaan perilaku ($r = 0.796, p < 0.001$); dan penilaian persepsi dan jangkaan perilaku ($r = 0.738, p < 0.001$).