THE PERCEIVED VALUE, BEHAVIORAL INTENTIONS AND
CUSTOMER SATISFACTION TOWARDS HALAL
RESTAURANTS IN KUALA

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

By
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Research Report submitted in partial fulfillment of
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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.

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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 ($r = 0.738$, $p < 0.001$).

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CHAPTER 1

INTRODUCTION

1.1   Background of the study

Malaysia is an Asian country with a multi-ethnic population. The population includes Malays, as well as Chinese and Indians. Malaysia with a large Muslim population has a greater variety of Malay and Indian Muslim dishes compared with other types of dishes such as Chinese and Nyonya cuisine (National Restaurant Association, 2001). Foods in Malaysia have been influenced by the nation's histories and religion has played an important role in the evolution of Malaysian cuisines. According to Jinap, the number of Malaysian food industries nowadays consists of 5,565 food manufacturers and 172,252 food services entities including stalls and restaurants have existed (Jinap Selamat, 2003).

The Malaysian consumer foodservice market grew by 8.4% in current values in the year 2002 and 2003. There was a corresponding rise in the Gross Domestic Product of 4.8% over the same period. Besides that, there were also transactions of the consumer foodservice with a value of 1,026 million in 2003 and it showed a total increase of 22% from 1999 (Euromonitor, 2004). In this case, the full-service restaurant recorded the single highest share in value terms, with a 39% in 2003. The full-service restaurant here includes pizza, western, steakhouse, Deli-style, Chinese, Japanese, Malay, Fusion, Indian and other full-service restaurant (Euromonitor, 2004).

Nowadays, the market in food service industries is highly competitive and it is increasingly saturated where the previous growth regions of Klang Valley, Johor and Penang are almost fully serviced with a large quantity and variety of consumer

foodservice outlets (Euromonitor, 2004). This condition has caused some food service operators unable to cope the changes of the customers' needs.

A restaurant is a place for customers to satisfy their hunger as well as experience excitement, pleasure and a sense of personal well-being (Finkel-stein, 1989). However, there are many factors that cause the restaurant failure and Soriano (2002) mentioned that a restaurant failure is caused by lack of management strategic orientation in measuring and focusing on customer satisfaction (Soriano, 2002). According to Liu and Jang (2009), failure to meet customers' basic cleanliness expectation can result in immediate dissatisfaction. Management science and marketing studies also had shown a major source of customer dissatisfaction (Scotland, 1991; Taylors, 1994; Tom & Lucey, 1999; Tse, 2001). As a result, it may cause a restaurant loss of customers and profits.

Therefore, restaurant operators must analyze the factors that affect customer satisfaction in order to succeed as well as survive in today's highly competitive markets. Restaurant operators must make sure that foods, atmosphere of restaurant, service quality and food price are accepted by the consumer. Once customers are satisfied with a service and product, they will be more willing to frequent their favorite eating places.

In Malaysia, one of the famous phenomenons within the restaurant industry is the *mamak* restaurants. *Mamak* restaurants have been recognized as one of the food service industries that evolve rapidly in Malaysia (Faisal & Zamri, 2008). Malaysian *mamaks* are Tamil Muslims with Malaysian nationality and their forefathers mostly migrated from South India to the Malay Peninsula and various locations in Southeast Asia centuries ago. At that time, they are regarded as part of the Indian community. In the early 10th century, Indian Muslims firstly arrived in Aceh and later settled down

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in Peninsular Malaysia (Faisal & Zamri, 2008). The word '*mamak*' is from the Tamil term for maternal uncle, or '*maa-ma*'. In Singapore and Malaysia, children of all ethnic groups are taught to refer to adult neighbours as 'uncle' and 'auntie', as a form of respect to the Indian Muslims community. The origin of the term '*mamak* stall' is from the practice of children addressing the shopkeepers as 'uncle', or '*mamak*', in the Tamil language (Faisal & Zamri, 2008).

In the food industry, the *mamak* business begins from *mee goreng* stalls, *rojak* and *cendol*, then it evolved into *roti canai* stalls and finally into restaurants. In India, *roti canai* is known as *peratta* due to the kneading process of dough. Besides that, *nasi kandar* is also one of the popular *mamak* foods. '*Kandar*' refers to carry or lift up some things on the shoulder by using woods or bamboo (Faisal & Zamri, 2008). In the restaurant industry, the word '*mamak*' is also referring to eating out culture at night (Faisal & Zamri, 2008).

Mamak restaurants usually offer varieties of foods and usually consist of dishes such as *roti canai, teh tarik, murtabak, nasi kandar* and *mee goreng mamak*. The *mamak* restaurant has been etched permanently into Malaysian culture, much in part because of its ubiquitous nature (Utusan Malaysia, 2009). People of all races, religions and ages frequent visit *mamak* restaurants to gossip or catch a late-night football game while enjoying a cup of hot *teh tarik*. There is no other eatery has much cultural significance in Malaysia other than *Kopitiam* (Utusan Malaysia, 2009).

Nowadays, *mamak* restaurants have become a famous place for the Malaysians much in part because *mamak* restaurants provide faster service, have more attentive staff and provide a consistent service (Fraser et al., 2008). Besides that, *mamak* restaurants are unlikely to deliver foods wrongly to customers after a 'long' wait (Fraser et al., 2008). In order to succeed in the highly competitive food service

industry, some *mamak* restaurants also offer different varieties of foods in their menu. As a result, *mamak* restaurants were attracting more customers regardless of it was for breakfast, lunch or dinner and it helps the restaurant operators to make more profit.

Besides that, the *mamak* restaurant operators have implemented some alternatives during the busy time. Customers are sometimes informed by the *mamak* restaurants' personnel the maximum time for preparing their meal. If the *mamak* restaurant operators cannot fulfill their promise towards customers, discount would be offered or carbonated drinks are provided for free (Faisal & Zamri, 2008). This is one of many reasons which enable *mamak* restaurants to survive in the highly competitive food service industry.

Unfortunately, due to the increasing operational cost and raw food cost, foodservice industry in Malaysia has long relied on unskilled foreign workers because they demand for lower wages and were willing to work for long hours. However, foreign labors also have their own downside such as lack of communication skills and working skills. Reliance on foreign labors is expected to persist because local workers demand higher wages and this indirectly increases the labor cost and affect the profitability of the restaurant operators.

In order to satisfy customers, restaurant operators need to have a better understanding on perceived value, customer satisfaction and behavioral intentions. In order to fully understand the role of perceived values, it is vital to understand how the perceived values are related to post-consumption responses such as customer satisfaction and behavioral intentions (Ha & Jang, 2010). When considering customer satisfaction and behavioral intentions as an outcome of perceived value, the relationship among perceived value, customer satisfaction and behavioral intentions

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could vary across different levels due to different frameworks in which customers interpret the experience through (McDougall & Levesque, 2000; Jones et al., 2006).

1.2   Problem statement

Due to the global economic crisis, Malaysians are making adjustment with their lifestyle to curb with rising living expenses. *Mamak* restaurant operators faced with rising labor cost are coping by sourcing workers with minimum wages to reduce the operational cost. However, the service quality of the restaurants will be affected due to the unskilled workers employed with minimum wages. Unskilled workers may affect the performance of service and it may lead to negative word-of-mouth and future intentions to visit (Ha & Jang, 2009). On the other hand, local workers require higher wages in order to provide better service to customers. According to Persatuan Pengusaha Restoran Muslim Malaysia (PRESMA), there were only 180 local applicants applying for the 25,000 jobs offered by its member. Therefore, most of the restaurant operators are more willing to employ foreign workers compared to local workers (The Star, 2010). Apart from that, customers become more conservative about their spending when economic times are tight. Consequently, most people demand more value for their money during the difficult economic times (Rande, 1996). Businesses must meet or even exceed their patrons' expectations of service since the numbers of value-conscious customers are increasing (Rande, 1996).

Even though with the increase operational cost, raw food cost as well as labor cost, the *mamak* restaurant operators are in dilemma whether to simply raise the selling price since many authorities as well as Persatuan Pengusaha Restoran Muslim Malaysia (PRESMA) manage to persuade them not to do so (Utusan Malaysia, 2010). Persatuan Pengusaha Restoran Muslim Malaysia (PRESMA) feels that it is

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inappropriate to raise the price of foods and drinks because it will bring an impact not only to the customers, where majority are from low and medium income groups, but also the restaurant operators that have to deal with the losses in the number of customers (Berita Harian, 2011). Some of the restaurants are resorting to decrease the material cost by purchasing cheaper and inferior ingredients or decrease the portion size in order to minimize the inflation impact. However, customers' expectations towards the quality of the foods remain the same (Locke & Edwin, 1967). Besides that, regardless the challenge faced by *mamak* restaurants, customers still expect the level of service in the restaurants to at least be maintained or if not, improved.

According to the National Restaurant Association's (2001) restaurant industry forecast, restaurant operators are investing more than ever before in restaurant design and decoration as they strive to create a pleasant atmosphere apart from the competition. The physical environment may arise to cognitive responses, influencing people's evaluations of a place, a product and a person found in that place (Bitner, 1992; Kaplan & Kaplan, 1989). Once customers enter a restaurant, the atmospheric of the operation is evaluated. The type and condition of the interior design as well as furnishings is judged and compared with his or her expectations (Rande, 1996). Even though restaurant operators are having low budgets due to the increasing operational cost, but they still paying more attention in design and decoration of the restaurants and recognizing that design is a major component in a restaurant (Hamaker, 2000). Therefore, customers' expectations towards the atmospheric in the restaurants will increase and it may affect their satisfaction and future behavioral intentions.

Next, there was limited research has been conducted on perceived value, customer satisfaction and behavioral intentions towards *mamak* restaurants in

Malaysia specifically in Muar. Therefore, additional research is required to be implemented in this study.

1.3   Significance of the study

This research can be beneficial for the Persatuan Pengusaha Restoran Muslim Malaysia (PRESMA) to improve the quality of *mamak* restaurants in the future. As a result, PRESMA will provide some budgets for the *mamak* restaurants in order to improve the quality of *mamak* restaurants and indirectly give a better perception of *mamak* restaurants among the general public. Fraser et al. (2008) has conducted a research regarding service delays in Malaysian ethnic restaurants and indicated the need to pay closer attention to customers' needs in order to position and take advantage of the general growing trends in eating habits among Malaysian customers.

Besides that, this study finding will provide evidence of the relationship among perceived value, customer satisfaction and behavioral intentions so that the *mamak* restaurant operators may understand ways to meet or even exceed customer needs. As the restaurant industry is highly competitive in terms of attracting and retaining customers, it is important for the restaurants operators to have an in-depth understanding of customers' needs. Thus, the restaurant operators will become more aware when employing workers and are more discriminative when selecting the ingredients used. A superior product and service will attract more people to visit *mamak* restaurants as well. Previous research has shown that perceived value will directly influence customer satisfaction and behavioral intentions in the restaurant industry (Liu & Jang, 2009; Ryu, et al., 2010).

In addition, this research is useful to the Consumer Association in Malaysia to have better understanding on the perceived value, customer satisfaction and

behavioral intentions towards *mamak* restaurants. Consumer Associations could disseminate the results of this research in consumer association weekly bulletin, thus, educating consumers about the level of perception towards *mamak* restaurants and as a result more consumers are better educated about their consumers' right. Besides that, the association might educate consumers through various public talks to help them make informed choices of products and services in the market place. Consumer education can motivate the consumers to participate proactively in decision making process and arouse the 'consumer eye', inform the responsibilities of consumers, ensure a constant awareness of consumer rights and a shared value system. Consumer education incorporates the right to knowledge and skill which affect the consumers' decision making process.

1.4 Objective

1.4.1 General objective

(i)   To study the perceived value, customer satisfaction and behavioral intentions towards *mamak* restaurants in Muar.

1.4.2 Specific objective

(i)   To study the level of perceived value towards *mamak* restaurants.

(ii)   To study the level of customer satisfaction towards *mamak* restaurants.

(iii) To study the level of behavioral intentions towards *mamak* restaurants.

(iv)   To identify the most influencing factor towards customer satisfaction and behavioral intentions.

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(v)   To investigate the relationship among perceived value, customer satisfaction and behavioral intentions.

1.5   Research question

(i) What is the level of perceived value towards *mamak* restaurants?

(ii) What is the level of customer satisfaction towards *mamak* restaurants?

(iii)What is the level of behavioral intentions towards *mamak* restaurants?

(iv)Which is the most influencing factor towards customer satisfaction and behavioral intentions?

(v) How are the relationship among perceived value, customer satisfaction and behavioral intentions?

1.6   Conceptual and operational definitions

1.6.1   Perceived value

Conceptual definition

Perceived value: According to Zeithaml (1988), perceived value is defined as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given.

Operational definition

In this research, perceived value which covers hedonic value (atmospheric) and utilitarian value (food quality and service quality) perceived by the customers at *mamak* restaurants in Muar and it is examined by employing the 7-point Likert-type scale (1 = strongly disagree to 7 = strongly agree) based upon Ha and Jang (2010).

1.6.2   Customer satisfaction

Conceptual definition

Customer satisfaction: According to Oliver (1997), customer satisfaction is defined as a judgment that a product or service feature, or the product or service itself, provides pleasurable consumption related fulfillment.

Operational definition

In this research, customer satisfaction is defined as the consumers' judgment towards the products and services based on the level of satisfaction (food satisfaction, environmental satisfaction and service satisfaction) from their consumption experience at *mamak* restaurants in Muar and it is examined by employing the 7-point Likert-type scale (1 = strongly disagree until 7 = strongly agree) based upon Ha and Jang (2010).

1.6.3   Behavioral intentions

Conceptual definition

Behavioral: According to Oxford Dictionary (2010), behavioral is defined as the way of acting or functioning.

Intention: According to Oxford Dictionary (2010), intention is that which one proposes or plans to do.

Operational definition

In this research, behavioral intentions is measured through consumers' likelihood to revisit the *mamak* restaurants; to recommend to their family, friends and others in the future; and to have positive word-of-mouth towards *mamak* restaurants in Muar based on their consumption experience and it is examined by employing the 7-point Likert-

type scale (1 = strongly disagree to 7 = strongly agree) based upon Ha and Jang (2010).

1.6.4 *Mamak* restaurant

Conceptual definition

Mamak: According to Faisal and Zamri (2008), *mamak* refers to Indian Muslim community who live in Malaysia and they also say that *mamak* also refers to *mapley* which means the places that sell Indian muslims' foods.

Restaurant: According to Oxford Dictionary (2010), restaurant is defined as a public place where meals can be brought and eaten.

Operational definition

In this research, *mamak* restaurant refers to any restaurants located in Muar which are either managed and/or owned by the Indian Muslims and the majority (at least 2/3) of the dishes served are Indian Muslims' dishes namely *roti canai, roti telur, roti tisu, roti bom, roti naan, tandoori* chicken, *thosai, chapatti, rojak, cendol, nasi kandar, nasi briyani, nasi lemak, teh tarik, murtabak, sup kambing* and *mee goreng mamak*.

1.6.5 Muar

Conceptual definition

Muar is a major town and the third largest town in Johor Darul Takzim, Malaysia (Department of statistics, 2010).

Operational definition

In this research, Muar is the place where *mamak* restaurants are located within the boundary of Muar Municipality Council.

1.6.6 Customers

Conceptual definition

Customer is defined as a person who buys goods or services from a shop or business (Oxford Dictionary, 2010).

Operational definition

In this research, customers are defined as the person who had just dined and had just walked out a few minutes from *mamak* restaurants within the boundary of Muar Municipality Council.

CHAPTER 2

LITERATURE REVIEW

2.1 Perceived value

In marketing, value is defined as consumers' perspective. The most widely accepted definition of value is performance or quality and price (Patterson & Spreng, 1997). Perceived value is implemented in some hospitality and marketing literature with single-item scale (Gallarza & Saura, 2004; Sweeney et al., 1996). However, many researchers recommended that perceived value should be measured in multiple scales because it is more complex (Gallarza & Saura, 2004; Sweeney & Soutar, 2001; Sweeney et al., 1996; Sanchez et al., 2004).

The most universally accepted definition of perceived quality is defined as consumers' perspective, relative to alternative, of the overall quality or superiority of a product or service with respect to its intended purpose (Zeithaml, 1988). Zeithaml (1988) defines perceived value in four types of values: (1) low price, (2) what I want in a product, (3) the quality I get from a product for the price I pay, and (4) what I get for what I give.
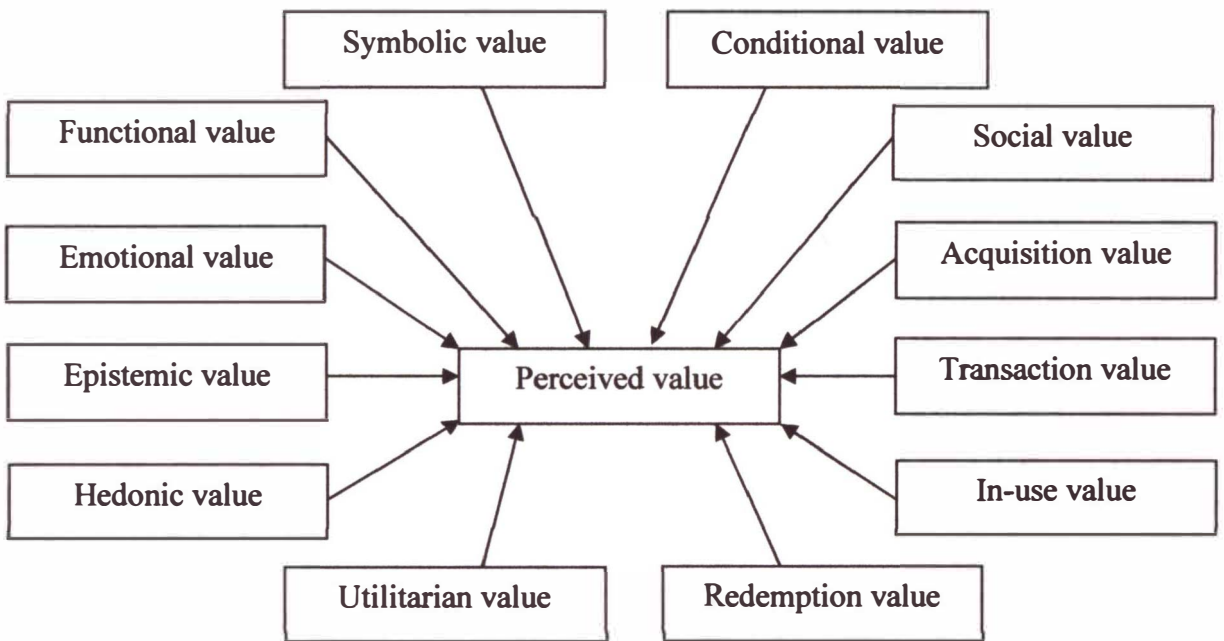
Figure 2.1: Elements used to measure perceived value

(Source: Sheth et al., 1991; Ha & Jang, 2010; Lee et al., 2007; Chen & Hu, 2010)

There are many theories discussing on perceived value in the previous research. One of the theories is from Sheth et al. (1991) where they have approached perceived value through several dimensions such as social value, emotional value, functional value, epistemic value and conditional value (Sheth et al., 1991). Sanchez et al. (2004) also developed perceived value in terms of functional, emotional and social values in a tourism package product.

Functional value is defined as perceived utility or performance of a product or service. Functional value can affect the consumers' choice attributes such as reliability, durability and price. For example, the decision to purchase a hand phone might be based on the function and price.

Social value represents the perceived utility from a particular association with one or more specific social groups. Social value can affect positively or negatively stereotyped demographic, socioeconomic and cultural-ethnic groups. This value is

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measured based on a profile of choice imagery. Choices involving highly visible products (e.g. clothing, jewelry) and products or services to be shared with other people (e.g. gifts, products used in entertaining). The concept of social value has been influenced by previous research in a different area.

Emotional value is defined as the perceived utility of a product or service to provoke customers' feelings or affective states. Products or services are always related with the emotional responses. For example, the feelings of romance provoked by the candlelight dinner, the happiness provoked while watching a funny movie. Besides that, some foods may provoke the feeling of comfort through their association with childhood experiences.

Epistemic value is related to the perceived utility to provoke curiosity and satisfy the desire towards knowledge. This value is always associated with new experiences. For example, customers are trying to find a new place for dinner because they are bored with the current restaurants or they may have curious and desire to learn new things on other races culture.

Conditional value is associated with the perceived utility acquired by an alternative as the result of the specific situation. It is measured on a profile of choice contingencies. The alternative will often depend on the situation. For example, some products have seasonal value such as festival greeting cards; some are used in an emergency situation such as ambulance service.

Next, hedonic and utilitarian values are among the most utilized value in perceived value (Ha & Jang, 2010; Babin et al., 1994; Jones et al., 2006; Park, 2004; Voss et al., 2003). Hedonic value is based on the products' or service's uniqueness, symbolic meaning or the emotional arousal and imagery prompted (Holbrook & Hirschman, 1982; Spangenberg et al., 1997). On the other hand, hedonic value is

defined as "an overall assessment of experiential benefits and sacrifices, such as entertainment and escapism" (Overby & Lee, 2006). The utilitarian value is related to task-specific and economical aspects of products and services. Utilitarian value includes the economical value for money, time savings and convenience of the products or services (Jarvenpaa & Todd, 1997; Teo, 2001).

Previous research works have examined hedonic and utilitarian in many different settings. Babin et al. (1994) examined hedonic and utilitarian shopping values by developing a scale. In this scale, hedonic value refers to the emotional or feelings during shopping such as fun and excitement while utilitarian value refers to the economical aspects of the products during shopping. Moreover, Voss and Crowley (2003) also developed a hedonic and utilitarian scale that includes ten items: five items represent hedonic value (fun/not fun, exciting/dull, delightful/not delightful, thrilling/not thrilling and enjoyable/not enjoyable) and five items represent utilitarian value (effective/ineffective, helpful/unhelpful, functional/not functional, necessary/unnecessary, and practical/impractical).

Park (2004) reiterated that customers have several motivations when eating out such as social interaction, fun, taste, efficiency and economic reasons. Customers always perceived utilitarian value by comparing the food or service quality with the money they spent based on these motivations (Ha and Jang, 2010). At the same time, customers perceived hedonic value based on the enjoyment when dining at the restaurants.

Sheth (1983) proposed two shopping motives to measure perceived value which is functional motives and non-functional motives. Functional motives was related to the tangible needs such as convenience, quality and price and non-functional motives was related to intangible needs such as social and emotional needs for

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interaction. Bhat and Reddy (1998) indicated that functional value satisfied customers' practical needs while symbolic value satisfies customers' sensory pleasure needs. Chen and Hu (2010) proposed that both functional and symbolic values are included in perceived value. They defined functional value as the overall assessment of the products or services based on the quality, value for money and convenience characteristics. Symbolic value is defined as "an overall representation of experiential value perceptions from the social, emotional, aesthetic and reputation aspects."

Grewal et al. (1998) divided perceived value into two components that are acquisition and transaction value. Perceived acquisition value is defined as "perceived net gains from the products or services" while perceived transaction value is defined as "psychological satisfaction of customers after purchasing a product." There are three elements included in perceived acquisition value and nine elements included in perceived transaction value used for the measurement.

Parasuraman and Grewal (2000) proposed four types of perceived value which are acquisition, transaction, in-use and redemption value. They defined acquisition and transaction value similarly to Grewal et al. (1998) as discussed above. In-use value is defined as the advantages obtained after using a product or service while redemption value is defined as "residual gain at the end of the life of the products or termination of the services." They indicate that acquisition and transaction value happen during and immediately purchasing of a product while in-use and redemption value happen at the later stage.

Besides that, service quality is also considered as one of the critical factors in perceived value. Service quality is defined as "degree of discrepancy between customers' normative expectations for the services and their perceptions of the service performance" (Parasuraman et al., 1985). Parasuraman et al. (1988) developed

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SERQUAL to measure service quality. SERQUAL consists of five dimensions which are reliability (ability to perform the promised service dependably and accurately); responsiveness (willingness to help customers and provide prompt service); empathy (caring, individualized attention the firm provides its customers); assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence); and tangibles (physical activities, equipment and appearance of personnel).

The SERQUAL instrument has been used in many fields of studies in the previous research. It has been used to examine service quality in several contexts, for example, public recreation programs (Crompton & Mackay, 1989); a dental school patient clinic, a business school placement center, and a tire store (Carman, 1990); discount and department stores (Finn & Lamb, 1991; Teas, 1993); a gas and electric utility company (Babakus & Boller, 1992); hospitals (Babakus & Mangold, 1992; Carman, 1990); banking, pest control, dry cleaning and fast food (Cronin & Taylor, 1992); higher education (Boulding et al., 1993; Ford et al., 1993).

There has been many previous research works conducted on perceived value in United State pertaining to those related to the restaurant industry. First of all, Ryu et al. (2010) conducted a research to examine the relationships among hedonic and utilitarian values, customer satisfaction and behavioral intentions in the fast-casual restaurant industry. A total of 400 self-administrated questionnaires was distributed and collected in classroom settings at a mid-western university. The respondents were asked to rate 16 items using a 7-point Likert-type scale (1 = strongly disagree and 7 = strongly agree). There were 395 responses were finally utilized in data analysis after deleting some incomplete responses. The results showed that hedonic and utilitarian values have a significant influence on customer satisfaction and behavioral intentions.

Ha and Jang (2010) have conducted a research to examine the American customers' perceptions of values regarding dining experiences in Korean restaurants. The survey form was distributed to 3000 people in the US and only 607 usable forms used in the data analysis. The respondents were asked to rate 16 items using a 7-point Likert-type scale (1 = strongly disagree and 7 = strongly agree). The results indicated that American customers valued the utilitarian aspects more than hedonic aspects. In addition, utilitarian aspects had a stronger impact on customer satisfaction and behavioral intentions than hedonic aspects.

There is another research which was also conducted on perceived value in United State by Liu and Jang (2009) in order to examine the attributes of Chinese restaurants which may influence American customers' satisfaction and behavioral intentions. There were 24 restaurants' attributes were identified based on the relevant literature and classified into four categories. The respondents were asked to rate the importance of each restaurant attribute using a 7-point Likert-type scale, where 1 = not important at all and 7 = extremely important. A total of 315 questionnaires were distributed and collected. There were only 284 were used for the data analysis after excluding the incomplete questionnaires. The results showed that food taste and service reliability are the key attributes for Chinese restaurants' success. Overall, this study indicated that food quality, service quality and environmental cleanliness were three important attribute that influence customer satisfaction and behavioral intentions.

2.2   Customer satisfaction

Customer satisfaction has been considered as the antecedents of the customer behavior/ behavioral intentions (Oliver, 1980; Yi, 1990). Hunt (1977) defined satisfaction as "an evaluation rendered that the (product) experience was at least as

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good as it was supposed to be." At the same time, Oliver (1997) described customer satisfaction as the consumer's fulfillment response which involved customers' judgment towards products or services, provided a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment.
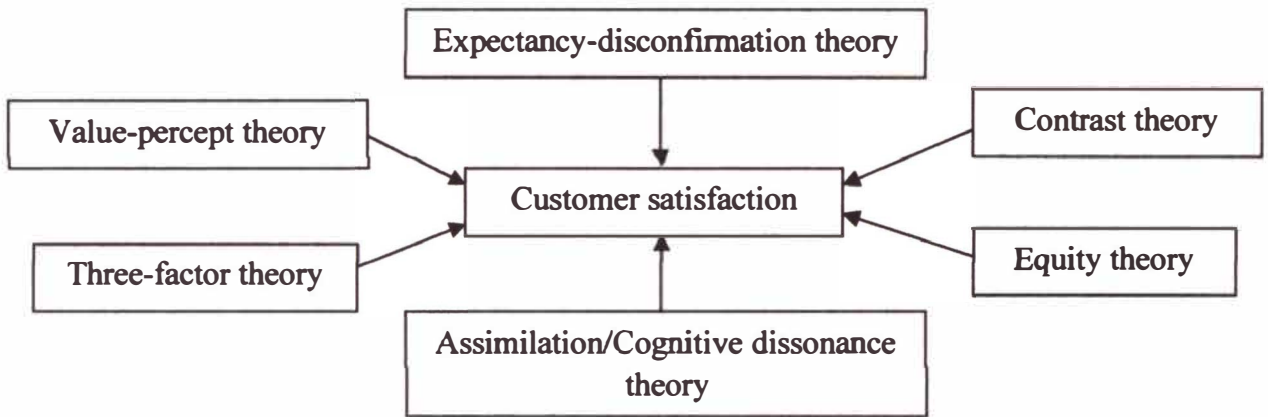
Figure 2.2: Several theories used to measure customer satisfaction

(Source: Oliver, 1981; Lewin, 1938; Howard & Sheth, 1969; Anderson, 1973; Oliver & Swan, 1989; Westbrook & Reilley, 1983; Kano, 1984; Matzler & Sauerwein, 2002)

There were several theories used to define customer satisfaction which are expectancy-disconfirmation theory (Oliver, 1981; Lewin, 1938); contrast theory (Howard & Sheth, 1969); assimilation or cognitive dissonance theory (Anderson, 1973); equity theory (Oliver & Swan, 1989); value-percept theory (Westbrook & Reilley, 1983); three-factor theory (Kano, 1984; Matzler & Sauerwein, 2002). The most widely accepted theory was the expectancy-disconfirmation theory. This theory consisted of where customers have expectations about products or services before consumption. If perceptions exceed expectations, it will lead to customer satisfaction. As a result, customers will have a positive attitude towards the products or services and influencing positive future behavioral intentions (Lewin, 1938; Carpenter, 2008; Tse & Peter, 1988). However, if customers' expectations exceed perceptions, it will lead to customers' dissatisfaction. This theory also suggests three possible situations for customer evaluations: (1) confirmation occurs when the actual performance

matches expectations; (2) positive disconfirmation occurs when the actual performances exceed expectations, it will lead to satisfaction; (3) negative disconfirmation occurs when the actual performance does not exceed expectations and lead to dissatisfaction.

Contrast theory stated that a person corrects his/her perceptions when expectations and performance did not correspond (Gaab et al., 2008). This theory abled to explain two scenarios namely: (1) if the performance was worse than expectations, the person corrects his perceptions that the product or service appears worse than it actually is; (2) if the performance is better than expectations, the person will evaluate the product or service by separating perceptions from expectations.

Another theory for customer satisfaction was the equity theory. This theory suggests that customer satisfy with the products or services when they gained more benefits than cost (eg. money, time, effort). In addition, perceived value was also an important factor in measuring satisfaction (Oliver & Swan, 1989; Yuan & Jang, 2008). Assimilation or cognitive resonance theory was introduced by Anderson (1973) in post-exposure product performance in studies of communication effects on attitude change (Oliver & You, 1994). According to this theory, customers will only accept the moderate changes. It means that if the changes are too extreme, the distortion of the whole message will occur and customers tend to reject the message (Schiffman et al., 2001). This theory explains that customers will try to reduce the difference between perception and expectations in order to achieve their satisfaction (Oliver et al., 1994).

The value-percept theory is originally formulated by Locke (1967; 1969). This model suggested that "satisfaction/ dissatisfaction is an emotional response enhanced by a cognitive-evaluative process in which the perceptions of an object, action or

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condition are compared to one's value (or needs, wants, desires) (Westbrook & Reilley, 1983). The smaller the difference between the percepts of an object and one's values, the favorable the evaluation and the higher the satisfaction level of the customers. Conversely, the greater the difference between the percepts of an object and one's values, the less favorable the evaluation and it will lead to customer dissatisfaction.

Besides that, three-factor theory is another commonly used theory to measure customer satisfaction. This theory suggested that there are three independent factors which were basic factors, excitement factors and performance factors, affecting customer satisfaction in different ways (Kano, 1984; Matzler & Sauerwein, 2002). Basic factors (dissatisfiers) represent the lowest level of requirement towards satisfaction. Failure to fulfill the minimum requirement will lead to dissatisfaction, whereas exceeding this factors do not necessarily lead to satisfaction. Excitement factors (satisfiers) will increase the satisfaction if a product or service delivered but it will not lead to dissatisfaction if the products or services are not delivered. Performance factors (hybrids) will lead to satisfaction if the performance is high and led to dissatisfaction if the performance is low (Fuller & Matzler, 2008). Basic factors can be seen as the precondition for satisfaction, excitement factors are unexpected by customers and performance factors are a critical area because it will directly affect customer satisfaction (Fuller & Matzler, 2008).

The emotional responses on satisfaction have been examined in several studies. Dube-Rioux (1990) found out that restaurant services can predict the customers' positive and negative emotion which will lead to satisfaction and dissatisfaction. This researcher also found out that affective responses to a restaurant experience can affect satisfaction more than restaurant performance. Oliver (1993) found out that overall

satisfaction is influenced by attribute satisfaction, attribute dissatisfaction, disconfirmation of expectations, positive emotions and negative emotions.

In the hospitality industry, customers will only repurchase the products or services if they are satisfied with the previous experiences (Gibson, 2005). According to Ekinci et al. (2008), satisfaction is an indicator of the customers' overall attitude than service quality. According to Kwun (2006), satisfaction is a mediate of relationship between antecedents (actual and ideal self-congruence, desire congruence and service quality) and intention to return and consumer's continuous attitude. Kwun (2006) has identified that satisfaction is different from customer attitude. Satisfaction is an essential antecedent of overall attitude towards a product or brand at the post-purchasing point (Bolton & Drew, 1991; Ekinci et al., 2008; Oliver, 1980; Suh & Yi, 2006). In the tourism context, satisfaction is referred to pre-travel expectations and post-travel experiences. When experiences exceed expectations, it will lead to tourist satisfaction whereas tourist becomes dissatisfied when they result in feelings of unpleasant (Reisinger & Turner, 2003). For example, the satisfied tourist may revisit a destination, recommend it to others or express positive comments about the destination. On the other hand, dissatisfied tourist may not return to the same destination, may not recommend it to others and they may spread negative comments to others about destination (Reisinger & Turner, 2003).

2.2.1 Influencing factors towards customer satisfaction

There were a lot of research works conducted to identify factors influencing customers satisfaction. Ryu and Han (2010) have conducted a research to examine the influence of the quality of food, service and physical environment on customer satisfaction and behavioral intentions in quick-casual restaurants. The results of the

study showed that quality of food, service and physical environment were all significant determinants of customer satisfaction. However, the findings also implied that food quality was the most influencing predictor of customer satisfaction among the three components of quality, followed by quality of physical environment and quality of service.

Besides that, Sulek and Hensley (2004) found that when compared with other aspects of the restaurant, such as environmental components and service quality, food quality is the most important element of customer satisfaction. Namkung and Jang (2007) tested the impact of food quality on customer satisfaction and behavioral intentions and found a positive linkage between food quality and customer satisfaction/ behavioral intentions.

Dube et al. (1994) have conducted a research to measure customer satisfaction for strategic management. The results of the study claimed that customer satisfaction with a meal eaten in a restaurant was from a combination of elements of customer satisfaction and the highest contribute in affecting customer satisfaction was food quality.

Yuksel and Yusel (2002) conducted a research on independent non fast-food restaurant to explore the critical factors of customer satisfaction. They found out that service quality was the significant factor on customer satisfaction. Since service was intangibles and always requires customers to present during the process, physical environment can have a significant impact on perceptions of the overall quality of the service encounter, which in turns affect customer satisfaction in the restaurant industry (Bitner, 1990; Brady & Cronin, 2001; Kotler, 1973; Parasuraman et al, 1999; Ryu & Jang, 2008).

Wakefield and Blodgett (1996) examined the effects of layout accessibility, facility aesthetics, electronic equipments, seating comfort and cleanliness on the perceived quality of SERVICESCAPE in leisure service setting. The findings indicated that physical environment has significantly affect customer satisfaction. Besides that, Chang (2000) found out that perceived physical environment was a direct indicator of customer satisfaction, which in turns directly and positively affect behavioral intentions. Ladhari et al. (2008) have conducted a research to investigate the determinants of dining satisfaction and behavioral intention, they concluded that perceived service quality influenced customer satisfaction through positive and negative emotion.

2.3 Behavioral intentions
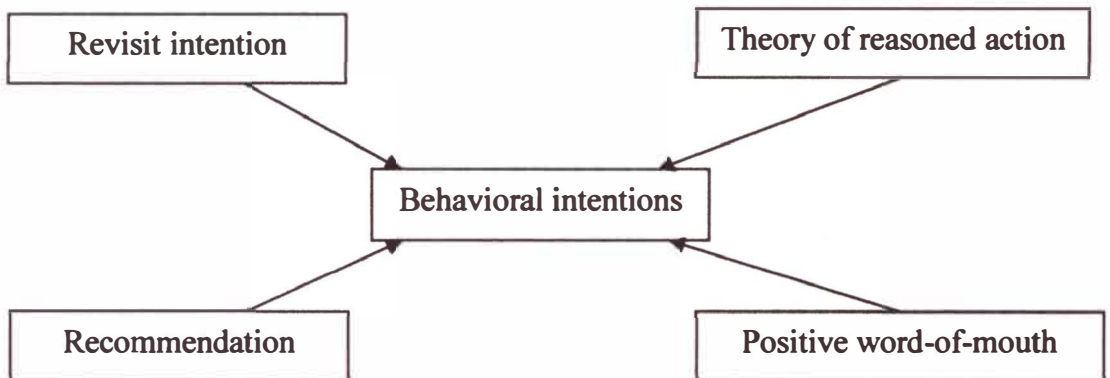
Figure 2.3: Elements used to measure behavioral intentions

(Source: Liu & Jang, 2009)

Behavioral intention was defined as a development of like or dislikes a product or service based on previous experience. It was related to customers' intentions to promote products or services and involve word-of-mouth behaviors (Oliver, 1997). Ryu et al. (2007) defined behavioral intentions as the likelihood of customers to revisit to the restaurant and to recommend the restaurants to their family, friends, relatives and others in the future. Zeithaml (1988) indicated that perceived value was the

antecedent of behavioral intentions. Hedonic value and utilitarian value are related to the revisit intention because customer perceived value through emotion, affective experiences and economic reasons (Donovan & Rossiter, 1982; Swinyard, 1993). In the service industry, word-of-mouth is the most powerful tools of communication. Customers always feel that word-of-mouth is more reliable because it involves third-party's opinion based on their previous experience (Ha & Jang, 2010; Swan & Oliver, 1989). Moreover, word-of-mouth is associated with the customers' experiences and it indicated that there is a potential relationship between utilitarian and positive word-of-mouth (Hartline & Jones, 1996). In addition, willingness to recommend is also a positive behavioral intention derived from perceived value based on consumption experiences (Bowen & Shoemaker, 2003; Ladhari et al., 2008).

According to theory of reasoned action, behavioral intention is defined as "a motivational component of a voluntary behavior and is highly correlated with the behavior itself" (Fishbein & Ajzen, 1975; Jang & Feng, 2007). Although there are still some argument about the level of correlation between behavioral intention and actual action, behavioral intentions is still a predictor for the customer future behavior (Quelette & Wood, 1998). Oliver (1980) indicated that customer satisfaction also an antecedent to the post-purchase behavioral intentions.

Chen and Chen (2010) stated that favorable intentions usually represent customers' conative loyalty. Furthermore, a loyal customer is more likely to recommend to family, friends and others to the products or service by acting free positive word-of-mouth (Shoemaker & Lewis, 1999). Loyalty can be defined and assessed by both attitudinal and behavioral measures. Oliver (1999) classified loyalty into four phases including cognitive loyalty, affective loyalty, conative loyalty and action loyalty. Cognitive loyalty focuses on a brand's performance; affective loyalty

represent the brand's likeability; conative loyalty is experienced by the customers when they want to repurchase the brand; and action loyalty is a commitment to repurchase the product or service. In practice, action loyalty is difficult to measure and therefore most researchers employ behavioral intentions (Chen & Chen, 2010). In the tourism industry, tourist revisits intention and willingness to recommend the destination is known as the degree of destination loyalty (Chen & Tsai, 2007; Oppermann, 2000).

2.3.1 Influencing factors towards behavioral intentions

Some of the previous research works shown that behavioral intentions was influenced by some other factors in the food service industry. According to Sulek and Hensley (2004), food quality can directly affect the customer satisfaction and behavioral intentions. The most important reason for customers return to a restaurant was the quality of food. Simultaneously, Soriano (2002) found out that the traditional aspect of food quality is still the most important reason for the general population of the restaurant being studied.

There was another research which was also conducted on perceived value in United State by Liu and Jang (2009) in order to examine the attributes of Chinese restaurants which may influence American customers' satisfaction and behavioral intentions. There were 24 restaurants' attributes were identified based on the relevant literature and classified into four categories. Overall, this study indicated that food quality, service quality and environmental cleanliness are three important attribute that influence customer satisfaction and behavioral intentions.

Clark and Wood (1999) discovered that food quality was the most influential predictor of consumer loyalty in restaurant choice. Previous research has found out

that food quality was the most important attribute of overall restaurant service quality and is expected to have a positive relationship with customer satisfaction and loyalty (Mattila, 2001; Ryu & Han, 2010).

Kang & Wang (2009) claimed that service quality can probably influence behavioral intentions. Brumback (1998) stated that quality of food and fresh ingredients have been rated as the most important reasons for customer to return to a restaurant. Ryu and Jang (2007) measured the combined effect of multiple atmospheric variables on behavioral intentions in upscale restaurants. Their findings indicated that physical environment and employee behaviors had the most important influence on customers' post dining behavioral intentions.

Zeithaml et al. (1996) found out that there was a relationship between perceived service quality and behavioral intentions. Perceived service quality is a determinant for customers to have positive word-of-mouth, to recommend to others and to remain loyalty to the company.

2.4 Relationships among perceived value, customer satisfaction and behavioral intentions

Figure 2.4: Relationship among perceived value (hedonic and utilitarian), customer satisfaction and behavioral intentions (Source: Ryu et al., 2010)

There are many previous researches that had been conducted to examine the relationship between perceived value, customer satisfaction and behavioral intentions. According to Woodruff (1997), perceived value is the antecedent of customer

satisfaction and these measures are related to the customers' word-of-mouth and repurchase intention. Customer's behavioral intentions to recommend and repurchase are a positive influence from their perception of satisfaction and service quality (Getty & Thompson, 1994).

In the previous research, Cronin et al. (2000) examined the relationship between service quality and value, customer satisfaction and behavioral intention in six industries including spectator sports, participant sports, entertainment, fast food, healthcare and long-distance carriers. The results of the study showed that service value has a significant influence on customer satisfaction and behavioral intention except in the healthcare industry. Perceived value indirectly also influence the behavioral intention through customer satisfaction.

McDougall and Levesque (2000) examined the relationship among three elements of value (core quality, relational quality and service value), satisfaction and behavioral intention in four service industry which are dentist, hairstylist, auto repair and restaurant. The results also indicated that perceived value has influence customer satisfaction, which in turns affect behavioral intention. In this study, perceived value has the largest impact on restaurant followed by auto repair, dentist and hairstylist.

Eggert and Ulaga (2002) propose two types of conceptual model. The first model was to investigate the relationship among perceived value, customer satisfaction and behavioral intention (repurchase intention and word-of-mouth) while the second model was to examine the relationship between perceived value and behavioral intention (repurchase and word-of-mouth) without including customer satisfaction. The results showed that perceived value has a positive effect on customer satisfaction which in turns affects behavioral intention. The results in the second model showed that perceived value has influenced behavioral intention.

Chen and Chen (2010) have conducted a research on experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. This study involved three factors of experience quality including involvement, peace of mind and educational experience. The results of the study showed that both experience quality and perceived value are supported as direct determinants of satisfaction. In addition, both perceived value and satisfaction have significantly direct positive effects on behavioral intentions.

2.5   Conceptual framework
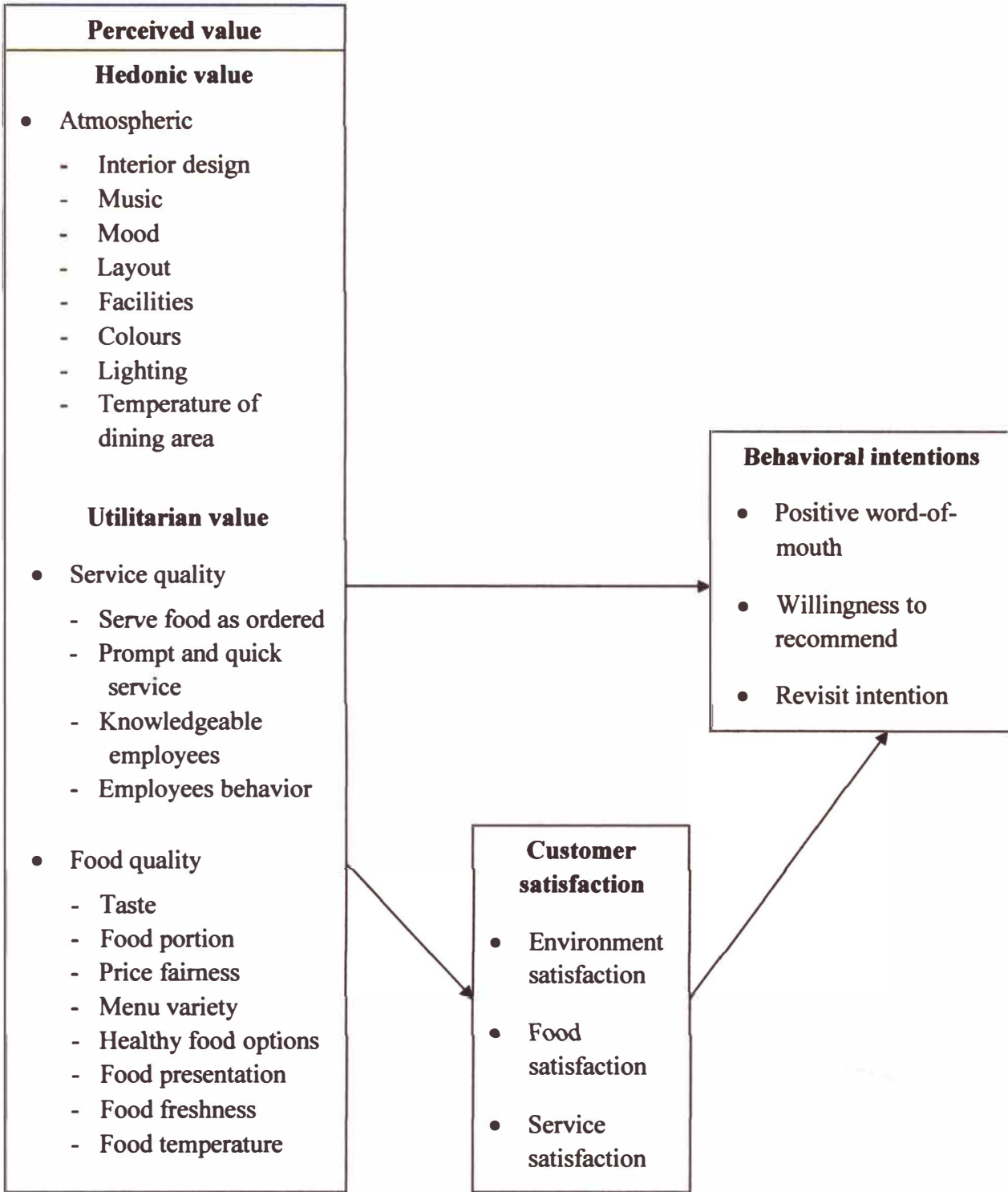
Figure 2.5: Conceptual framework showing the relationship among perceived value, customer satisfaction and behavioral intentions.
(Source: Ha & Jang, 2010; Liu & Jang, 2009; Hyun et al., 2010; Ryu et al., 2010)

Next, the researcher will start the discussion on the conceptual framework for

this research. Previous researchers have proved that perceived value can influence

customer satisfaction and behavioral intentions (Andreassen & Lindestad, 1998; Chen & Tsai, 2007; Lee et al., 2007; McDougall & Levesque, 2000; Patterson & Spreng, 1997; Pura, 2005). In this research, the researcher decided to use hedonic and utilitarian value as the measurement for perceived value.

The most commonly used theory for perceived value in marketing literature is hedonic and utilitarian values (Babin et al., 1994; Jones et al., 2006; Park, 2004; Voss et al., 2003). The hedonic value is derived from a product or service's uniqueness or the emotional arousal (Holbrook & Hirschman, 1982). According Holbrook and Hirschman (1982), hedonic value is not only limits to the scope of interest to attitudes but many aspects of consumer behavior also included. Hedonic value has much attention is focused on consumer and environmental variables. Based on this concept, hedonic value is defined as "an overall assessment of experiential benefits and sacrifices, such as entertainment and escapism."

Atmospheric in a restaurant also plays a vital role influencing customer satisfaction and behavioral intentions. Atmospherics consist of many elements such as music, lighting, colour and aroma (Liu & Jang, 2009). The environment and surroundings of a restaurant can influence customers' emotions and behavior. Kotler (1973) defined atmospherics as "the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability". Mehrabian and Russell (1974) introduced the atmospherics model (Mehrabian-Ruselle model) which based on the stimulus-organism-response (S-O-R) paradigm. This paradigm suggests that the environment stimuli (S) will lead to emotional reaction (O) and finally affect the behavioral response (R). The model stated that consumers have three emotional states to the environmental stimuli including pleasure, arousal and dominance (Mehrabian & Ruselle, 1974). Atmospherics can influence a customer

mood and further affect customers' expectations about quality and their dining experience (Ha & Jang, 2010). Therefore, the effects of service quality on satisfaction and behavioral intentions could vary depending on the physical environment in the restaurants. The higher the customers' perception towards a restaurant environment, their impression will be more favorable to the restaurant. Even though a good service and food quality were provided to customers, the good impression of physical environment also plays a vital role due to the higher expectations from the customers (Ha & Jang, 2010).

In this research, interior design; music; mood; layout; facilities; colours; lighting and temperature of the dining area were measured in the perceived hedonic value. The interior design may refer to the menu board in restaurants and *mamak* restaurants usually will have framed picture with paintings or Arabic characteristics, on the wall as a decoration in the restaurants. Sometimes, Hindustan or even Malay music will be played in the restaurants to suit the restaurants' theme. The overall mood in *mamak* restaurants may affect the customers' feeling. For example, *mamak* restaurants usually will place griddle used to cook *roti canai* at the entrance of restaurants and for sum it became a show of sight (smoke emitted in the air when the foods are being cooked on the griddle), sound (when the foods are being cooked on the griddle) and smells (aroma of the foods when it is cooked on the griddle) all combined to give a uniquely *mamak* restaurants experience to the customers. Customers will feel satisfied if they are consuming foods in a comfortable and relax condition. For the layout and facilities, it refers to the table arrangement, cash register counter and others in the *mamak* restaurants. *Mamak* restaurants also provide facilities such as toilet, hand washing sink and television for the customers. Besides that, some dishes are pre-cooked and placed in the bain marie and usually *mamak*

restaurants will have a beverage counter to prepare drinks within or visible for the dining area. Therefore, it can be assured that in *mamak* restaurants, the distance between the beverage counter and the dining area is short. As a result, it no wonder *mamak* restaurants are known to be able to provide quick and prompt service to customers (Fraser et al., 2008). The researcher own experience tells that drinks were served within 5 to 10 minutes proceeding to order. *Mamak* restaurants usually will use bright colours such as yellow and white on the wall painting and also bright lighting in the restaurants. Previous research has indicated that customer may have offensive feeling and not likely to revisit the restaurant if the restaurant has unpleasant smells, dirty floor and high temperature (Kim & Moon, 2009). A room that is either too cold or too warm can cause the customer discomfort (Rande, 1996). *Mamak* restaurants usually will have indoor and outdoor dining area. So, the temperature is different inside and outside the restaurants. Customers usually will prefer a more sophisticated and comfortable place to dine in a restaurant.

The utilitarian value is associated with the efficient, task-specific and economical aspects of products and services (Ha & Jang, 2010). According to Overby and Lee (2006), utilitarian value is defined as "an overall assessment of functional benefits and sacrifices." According to Park (2004), restaurant customers have several motivations when eating out including social interaction, fun, taste, efficiency and economic reasons. Customers usually perceived utilitarian value by comparing the food or service quality with the money spent on foods and services (Ha & Jang, 2010). Therefore, service quality and food quality were related to the utilitarian value while atmospheric was associated with the hedonic value. These three attributes are considered as factors that can directly influence customer satisfaction and behavioral intentions (Liu & Jang, 2009).

According to Zeithaml (1988), perceived service quality could be defined as the customers' evaluation of the overall superiority of the service. Previous research has shown that service responsiveness was the most influential predictor to customer satisfaction compared to food quality/reliability, physical design and price (Yuksel & Yusel, 2002; Andaleeb & Conway, 2006). Moreover, customers perceived service quality is highly dependent upon the service provider's performance during the service delivery (Nikolich & Sparks, 1995). Therefore, in this study service quality refered to foods served as ordered; prompt and quick service; knowledgeable employees; and employees' behavior. In *mamak* restaurants, foods are usually served by the workers in the restaurants during lunch and dinner time while customers usually will have self-service during breakfast. Therefore, customers are more likely to have foods served as ordered. Based on the previous research, *mamak* restaurants generally provided faster service and did not likely to deliver foods wrongly to the customers (Fraser et al., 2008). It was because some of the foods such as *nasi lemak, nasi kandar,* gravy for *roti canai,* white rice, *nasi briyani* in *mamak* restaurants are pre-cooked and placed in the bain marie. Only limited types of foods such as *roti canai, naan*-bread and *mee goreng mamak* were cooked to order. A knowledgeable employee must be able to explain each of the dishes in the menu to customers and could communicate well with customers in several languages. In addition, employees' behavior is crucial in order to attract customers to a restaurant. *Mamak* restaurants usually will employ foreign workers who have signed contract with them. The workers need to behave well while working or else their employers will send them back to their original countries. Therefore, the workers must be friendly, attentive, helpful, and respect towards customers all the time.

The second element in perceived value was food quality. Foods played an important role in the restaurant industry. It could directly affect the customer satisfaction and the only factor affecting behavioral intentions (Sulek & Hensley, 2004). Food quality has been measured using various attributes such as food presentation, menu variety, healthy options, taste, food freshness and temperature. Among these attributes, food presentation, taste and temperature were significantly affected customer satisfaction whereas food presentation, taste and healthy options act as a predictor towards behavioral intentions (Namkung & Jang, 2007). Raajpoot (2002) used food presentation, portion size, menu design and variety of food to measure food quality in the foodservice industry.

In this study, food taste, portion size, menu variety, healthy options, food presentation; food freshness and food temperature were chosen to evaluate the food quality. Food taste referred to foods served was tasty and customers enjoyed with it. Portion size means the foods served were enough and can satisfy customers' hunger. Menu variety means the restaurants are selling different types of foods. For example, *mamak* restaurants can provide varieties of foods such as *roti canai, cendol, rojak, mee goreng mamak, teh tarik* and others to the customers. The restaurants can also offer some healthy food options such as foods cooked are less oily and beverages prepared with less sugar since the society today are more concern for their health status. For example, *chapatti* contains high fiber and less fats; *dhal* is a source of protein because most of the ingredients used are protein rich such as dhal beans; and *naan* bread which was cooked by using baking technique and did not require oil during the cooking process. The food presentation was where the foods are arranged in proper and attractive ways on a clean plate. For example, a piece of banana leave is used to underlay the *nasi lemak* before it is served on the plate. Food freshness was

always related to the ingredients used to prepare foods and the dishes do not contain any unpleasant flavor after cooked. *Mamak* restaurant operators will buy all the raw ingredients directly from the market every day. The food freshness could also refer to the foods served in the style of cafeteria line which looked fresh. For example, in *mamak* restaurants, the coconut milk used to cook *nasi lemak* and the dough used to make *roti canai* were prepared one day before their operation time. Besides that, some foods such as *roti canai, roti bom, naan* bread were usually cooked and served freshly to the customers. Food temperature has been identified as one of the most important attributes in the food quality (Liu & Jang, 2009). For example, *roti canai* served to the customers in the *mamak* restaurants were piping hot and customers may feel dissatisfied if the *roti canai* is served in cold temperature.

Besides that, perceived price fairness also will influence customer satisfaction and behavioral intentions. Perceived price fairness was defined as customers' perception towards the food price whether it is reasonable and acceptable (Bolton et al., 2003). An increase in selling price is reasonable if it is due to the increasing operation cost. Otherwise, it is considered as unfair if without any increasing underlying cost in a restaurant (Liu & Jang, 2009). However, Even though with the increase operational cost, raw food cost as well as labor cost, the *mamak* restaurant operators cannot simply raise the selling price since many authorities as well as Persatuan Pengusaha Restoren Muslim Malaysia (PRESMA) manage to persuade them not to do so (Utusan Malaysia, 2010). Most of the *mamak* restaurants are in open-aired condition and they do not have service charges to the customers. Therefore, the price for foods are cheap because the operation cost is lower compared to others. For example, the most expensive food in *mamak* restaurants is *sup kambing* which cost only RM 7 to RM 9 while the cheapest food is *roti canai* which are around

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RM 0.60 to RM 1.20 only. In addition, the price for both *roti canai* and *teh tarik* will not exceed RM 3 for one meal and there is lack of restaurants can provide foods in such a low price.

Next, the researcher discussed on the theories used to measure customer satisfaction. There are a lot of theories which discussed customer satisfaction including expectancy-disconfirmation theory, contrast theory, assimilation or cognitive resonance theory, equity theory, value-percept theory and three factor theory. Within the scope of this research, the researcher will discuss in greater details the most widely accepted theory which was expectancy-disconfirmation theory proposed by Lewin (1938). This theory has explained that customers have expectations about products or services before consumption. Customers will compare their perception to their expectations when the product is consumed or service is delivered. Perception that exceeds expectation will lead to a state of satisfaction. Then, it will lead to a positive attitude toward the products or services and influencing positive future behavioral intentions (Ha & Jang, 2010; Carpenter, 2008; Tse & Peter, 1988). However, if a customer's perceptions fall short of expectations, it will lead to customer dissatisfaction.

Besides that, customer satisfaction can also be measured by using assimilation theory. This theory stated that customers will reduce the difference between perception and expectation to achieve satisfaction (Oliver & You, 1994). Customers can only accept moderate changes in products/ services. If the changes are too extreme, they tend to reject the products/ services. For example, customers still can tolerate if they receive their meals late during the busy period in the restaurants (Faisal & Zamri, 2008). In this research, customer satisfaction will be measured based on the

overall dining experience regarding environment, food and service satisfaction towards *mamak* restaurants.

According to Oliver (1980), customer satisfaction is based on the cognitive process of confirmation of expectations. There were three possible situations for customer evaluation: (1) confirmation occurs when the actual performance matches expectations; (2) positive disconfirmation occurs when the actual performance exceeds expectations and leads to customer satisfaction; and (3) negative disconfirmation occurs when the actual performance is worse than expected and leads to dissatisfaction.

Once the customers were satisfied with a product or service, it will affect their future behavioral intentions. Zeithaml (1988) exhibited that perceived value plays an important role in customers' purchase decision, suggesting that perceived value was the predictors of behavioral intentions. When customers perceive high level of products and services performance from their consumption experiences, they tend to express positive behavioral intentions (Ha & Jang, 2010). This research focused on the revisit intentions, positive word-of-mouth and willingness to recommend as specific forms to measure behavioral intentions.

CHAPTER 3

METHODOLOGY

3.1   Research design

This study was a cross-sectional non-experimental research. Cross sectional means the study can be undertaken in which data are gathered just once, perhaps over a period of days or weeks or months, in order to answer a research question (Sekaran & Bougie, 2010). Non-experimental means the research is systematic empirical inquiry in which the scientist does not have direct control of independent variables because their manifestations have already occurred or because they are inherently not manipulated. Inferences about relations among variables without direct intervention are made from concomitant variation of independent and dependent variables (Johnson & Christensen, 2011). Non-experimental research can be explained in an easy way in which the independent variable is not manipulated and there is no random assignment to groups. This research was to study the level of perceived value, behavioral intentions and customer satisfaction towards *mamak* restaurants in Muar. Quantitative analysis was used to analyze the data collected to provide a numeric and quantifiable data.

3.2   Sampling framework

3.2.1   Study location

This research was conducted at the *mamak* restaurants at Muar, Johor. Muar is a major town in Johor with a population of 394,800 and the Malay (Muslim) population was 220,300 (Department of Statistics Malaysia, 2010).   *Mamak*

restaurants are among a few restaurants that open until midnight such as Oldtown, Starbucks and so on. Muar has fewer places that prolong their operation times until midnight and *mamak* restaurant is one of the places for people to go for gathering with their friends and families due to the cheaper food prices at the Indian Muslim restaurants. Besides that, the district was set to become a traditional food heaven not only for local residents but also for the tourists (The Star, 2010). There are also ample supplies of restaurant goers due to two multinational companies which are SGS-Thomson (ST) microelectronic and Pioneer situated at Muar. Therefore, it could be expected that customers' perceived value, satisfaction and behavioral intentions could play an important role for the survival of restaurateurs. As a result, continuous improvement on the quality of their restaurants is important in order to protect the image of Muar.

3.2.2 Sampling framework

Figure 3.1: Sampling framework

Muar Municipality Council

Mamak restaurants

Stratified random sampling

- At least 30% of the *mamak* restaurants within the Muar Municipality Council will be chosen in this study.

Urban area

Suburban area

Jalan Haji Jaib
(Restoran Mak Anim)

Jalan Maharani
(Restoran Ansari)
(Restoran Golden Basaka Sdn. Bhd)

Jalan Sisi
(Darul Masyhur Restaurant and Catering)

Jalan Sadi
(Restoran Seri Muar)

Jalan Majidi
(Restoran Haba)

Jalan Hassan
(Restoran Roti Canai)

Respondents

Convenience sampling

- A total of 100 respondents will be taken from the *mamak* restaurants that have been chosen.
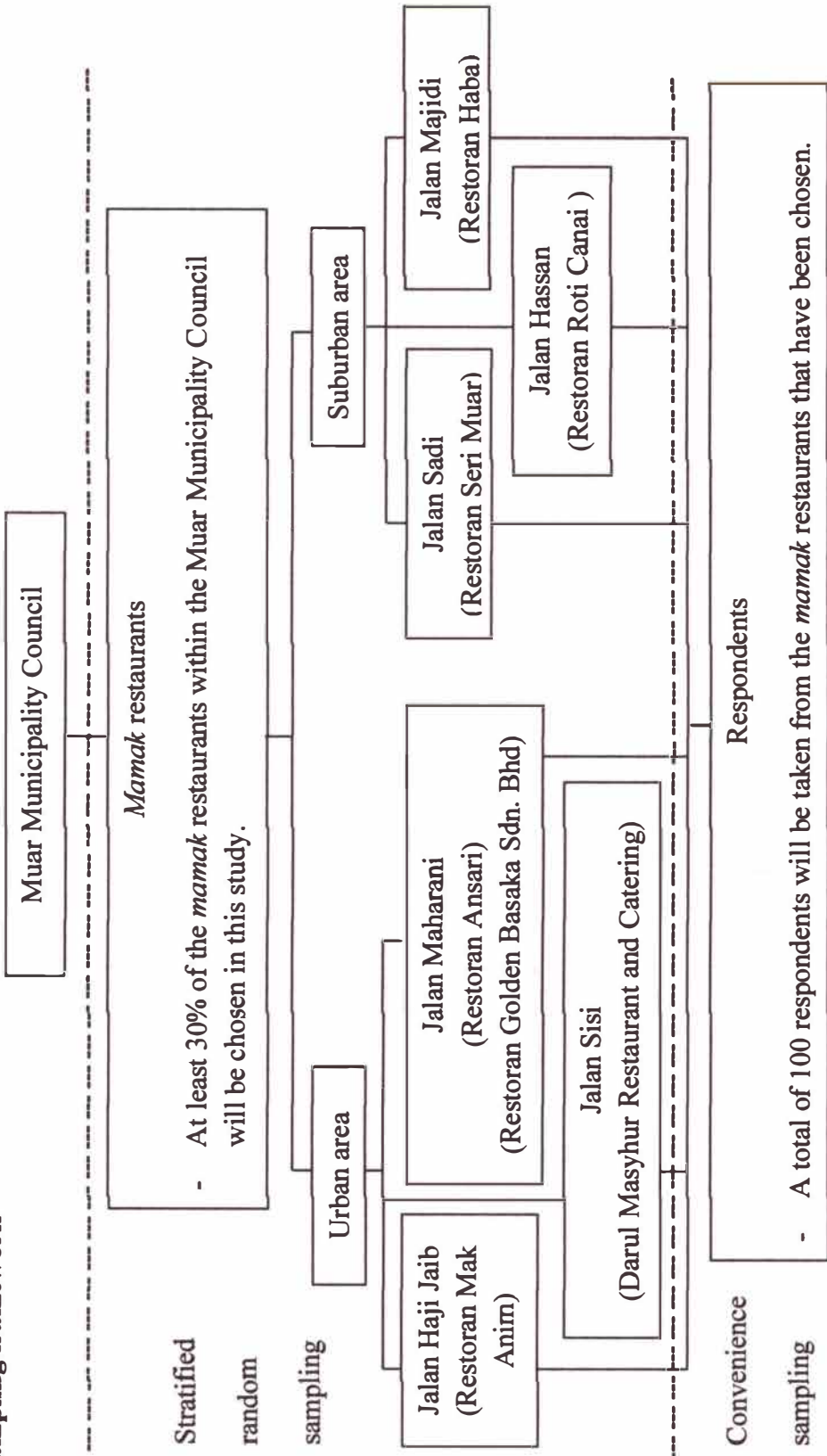
3.2.3 Types of sampling

Both probability and non-probability sampling were used in this study. Probability sampling, namely stratified random sampling was used as the sampling method to choose the *mamak* restaurants in Muar. Stratified random sampling involves a process of stratification or segregation, followed by random selection of subjects from each stratum. The population was first divided into mutually exclusive group that were relevant, appropriate, and meaningful in the context of study (Sekaran & Bougie, 2010). In this study, at least 30% of the *mamak* restaurants from urban and suburban area within the boundary of Muar Municipality Council were chosen. Stratified random sampling was chosen because it is the most efficient sampling method in sampling design. Next, non-probability sampling, namely convenience sampling was used for the selection of respondents in this research. Convenience sampling refers to the collection of information from members of the population who are conveniently available to provide it (Sekaran & Bougie, 2010). In this study, those people who frequented *mamak* restaurants in Muar and were willing to be the respondents were selected for this study. Convenience sampling was chosen because it was quick, convenient and less expensive (Sekaran & Bougie, 2010).

3.2.4 Sample elements/subjects

The respondents were selected after they had just dined and walked out a few minutes from *mamak* restaurants (after they had consumed their meals) within the boundary of Muar Municipality Council. The researcher conducted the research during the main meal time during weekends and weekdays.

3.2.5 Sampling duration

This survey was carried out for two months at the *mamak* restaurants in Muar beginning from 1st June 2011 until 9th August 2011.

3.3 Research instrument

A bilingual questionnaire was developed and modified from Ha and Jang (2010) using the face-to-face interview technique to collect the primary data. In this research, each of the questions in the questionnaire was in the closed-ended form. The questionnaire was divided into four sections namely Section A (Perceived values); Section B (Customer satisfaction); Section C (Behavioral intentions); and Section D (Socio-demographic profile). The first section consisted of perceived values which composed of 23 items need to be rated by the respondents using a 7-point Likert-type scale, where 1 = strongly disagree and 7 = strongly agree. For the second section which was customer satisfaction, respondents need to rate 3 items by using a 7-point Likert-type scale, where 1 = strongly disagree and 7 = strongly agree. For the third section behavioral intentions, respondents need to rate 3 items by using a 7-point Likert-type scale, where 1 = strongly disagree and 7 = strongly agree. Anything above 4 signifies a positive perception while anything below 4 signifies a negative perception. The fourth section consisted of the respondents' socio-demographic profile which includes gender, race, age, highest education level, occupation, monthly income and most frequent dining companion.

3.3.1 Validity

Validity is a test of how well an instrument measures whatever concept it is measuring. In other words, validity is used to measure the goodness of measures. Validity of the questionnaire can be measured when we ask a set of questions with the hope that we are tapping for the concept (Sekaran & Bougie, 2010). Content validity was chosen to measure the validity of the questionnaire developed (Sekaran & Bougie, 2010). The questionnaire developed was checked by a professional reviewer. Validity was also fulfilled in this study where the questionnaire developed was checked by professional reviewer.

3.3.2 Reliability

Reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and various items in the instrument (Sekaran & Bougie, 2010). Internal consistency of measures was chosen to measure the reliability of the questionnaire. The internal consistency of measures is indicative of the homogeneity of the items in the same group. In other words, it means that all items are 'hang together as a set,' and be capable of independently measuring the same concept. The respondents attach the same overall meaning to each of the items. This can be seen by examining whether the items in the same group are highly correlated.

The researcher has carried out pilot test to measure the validity and reliability of the questionnaire developed. A pilot test involving 35 respondents was carried out at Kuala Terengganu. Validity was fulfilled in this study where the questionnaire developed was checked by professional reviewer. The measurement's reliability was assessed by Cronbach's alpha. The alpha value for the five constructs ranging from

0.73 to 0.89. As shown in table 3.1, each construct exceeded the minimum requirement of 0.7, ensuring adequate internal consistency (Nunally, 1978; Sekaran & Bougie, 2010).

Table 3.1: Measurement of the reliability of the questionnaire in pilot test

Construct and indicators	Cronbach's alpha
Atmospheric-related attributes	0.811
Food-related attributes	0.855
Service-related attributes	0.733
Customer satisfaction	0.747
Behavioral intentions	0.875

3.4   Data collection

Before the survey was conducted, a formal support letter was obtained from the faculty. Then, the researcher brought along the letter to the respective *mamak* restaurants in Muar. To qualify for participation, the respondents had to be customers at *mamak* restaurants. The procedure began with an explanation of the questionnaire to the respondents and the objective of the study. Respondents answered each question in the questionnaire after their meal consumption at the *mamak* restaurants. The researcher collected the entire questionnaire after the respondents had answered all the questions completely. A small gift (key chain) was given to the respondents as a token of appreciation.
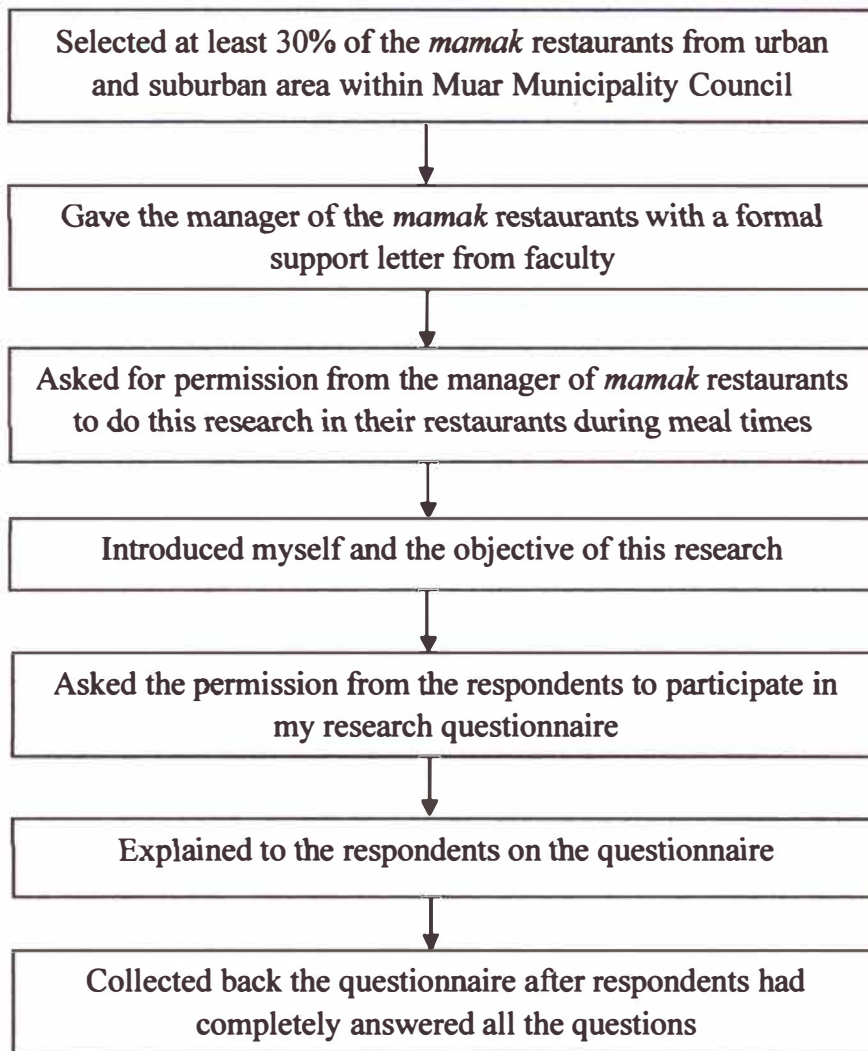
Figure 3.2: Procedure for data collection

3.5   Data analysis

All the data were analyzed by using Statistical Package for Social Science (SPSS) version 16.0 based on the objective in this research. Normality test was used to interpret whether the data was normally distributed or not. However, the data can be assumed as normally distributed based on the assumption from Pallant (2005) and Mark (2006). There is a law that states that if the size of the sample, n, is sufficiently large (no less than 30; preferably no less than 50), then the central limit theorem will apply even if the population is not normally distributed. Perhaps we should put it in this way:

If:	Then:
$n \geq 100$	It is always safe to relax the normality assumption.
$50 \leq n < 100$	It is almost always safe.
$30 \leq n < 50$	It is probably safe.
$n < 30$	It is probably not safe.

Descriptive statistics analysis was used to interpret the frequency, mean, mode and standard deviation of various data such as socio-demographic profile of the respondents and the questions which were using Likert-type scale. Frequency referred to the number of times various subcategories of a certain phenomenon occur (Sekaran & Bougie, 2010). For example, frequency was used to identify the level of each race frequenting *mamak* restaurants. Mean was a measure of central tendency that offers a general picture of the data or it is known as average. For example, all the questions which are using Likert-type scale were analyzed using mean. Mode referred to the most frequently occurring phenomenon. For example, researcher knew the most frequently age group that usually consumed at *mamak* restaurants. Standard deviation was another measure of dispersion for interval and ratio scaled data, offers an index of the spread of a distribution or the variability in the data. For example, all the questions which were using Likert-type scale were analyzed using standard deviation.

The objective in this research included to study the level of customer satisfaction and behavioral intentions; to identify the most influencing factors towards customer satisfaction and behavioral intentions; and to investigate the relationship among perceived value, customer satisfaction and behavioral intentions. All of the questions in the questionnaire were measured by using a 7-point Likert-type scale. Therefore, descriptive analysis was the most suitable analysis that can be used to interpret the data. Correlation was used to indicate the bivariate relationships among

all variables that were measured at an interval or ratio level. In this research, correlation was used to identify the most influencing factor towards customer satisfaction and behavioral intentions. Guilford rule of thumb was used to identify the strength of relationship between the variables. If the strength of relationship is high, it means that the particular factor is significantly influence customer satisfaction and behavioral intentions. Correlation was also used to analyze the relationships among perceived value, behavioral intentions and customer satisfaction towards *mamak* restaurants in Muar.

Table 3.2: Guilford Rule of Thumb

r	Strength of relationship
< 0.2	Negligible relationship
0.2 - 0.4	Low relationship
0.4 - 0.7	Moderate relationship
0.7 - 0.9	High relationship
> 0.9	very high relationship

For the inferential statistic, it involved the correlation used widely in this study and it is used to get the p value. The p value was used to interpret whether we will accept or reject the null hypothesis. If the p value is small or less than 0.05, we will reject the null hypothesis and accept that the samples are truly different with regard to the outcome. Then, we can conclude that there was a relationship between two variables. If the p value is large or more than 0.05, we will accept null hypothesis and conclude that the treatment or the predictor variable had no effect on the outcome. As a result, there was no relationship between two variables.

CHAPTER 4

RESULTS AND DISCUSSION

4.1   Demographic profile of respondents

Table 4.1 presented the demographic characteristics of the respondents. Descriptive statistics for the sample showed that 55 percent of respondents were males and 45 percent were females. The majority of the respondents were Malays (58%) followed by the Chinese (25%), Indians (16%) and others (1%).

Table 4.1: Demographic characteristics of respondents

Demographic characteristics	Total (%) (n=100)
Gender	
Male	55 (55.0)
Female	45 (45.0)
Race	
Malay	58 (58.0)
Chinese	25 (25.0)
Indian	16 (16.0)
Others (Sikh)	1 (1.0)
Age	
Below 21 years old	14 (14.0)
Between 21-25 years	25 (25.0)
Between 26-30 years	22 (22.0)
Between 31-35 years	9 (9.0)
Between 36-40 years	6 (6.0)
Above 41 years old	24 (24.0)
Highest education level	
Primary school	2 (2.0)
SPM	37 (37.0)
Skilled certificate	10 (10.0)
STPM	7 (7.0)
Diploma	21 (21.0)
Bachelor's degree	23 (23.0)

Occupation	
Legislators, senior officer or manager	1 (1.0)
Professional	33 (33.0)
Technician or associate professional	10 (10.0)
Skilled agricultural or fishery worker	1 (1.0)
Service worker	8 (8.0)
Clerical worker	12 (12.0)
Elementary occupation	2 (2.0)
Student	26 (26.0)
Not working/housewife	7 (7.0)
Monthly income	
Below RM 1000	38 (38.0)
Between RM 1000 - RM 2000	24 (24.0)
Between RM 2001 - RM 3000	24 (24.0)
Between RM 3001 - RM 4000	10 (10.0)
Between RM 4001 - RM 5000	4 (4.0)
Most frequent dining companion	
Alone	6 (6.0)
Family member(s)	34 (34.0)
Relative(s)	2 (2.0)
Friend(s)	58 (58.0)

The following Figure 4.1 indicated the composition of respondents' age in this study.
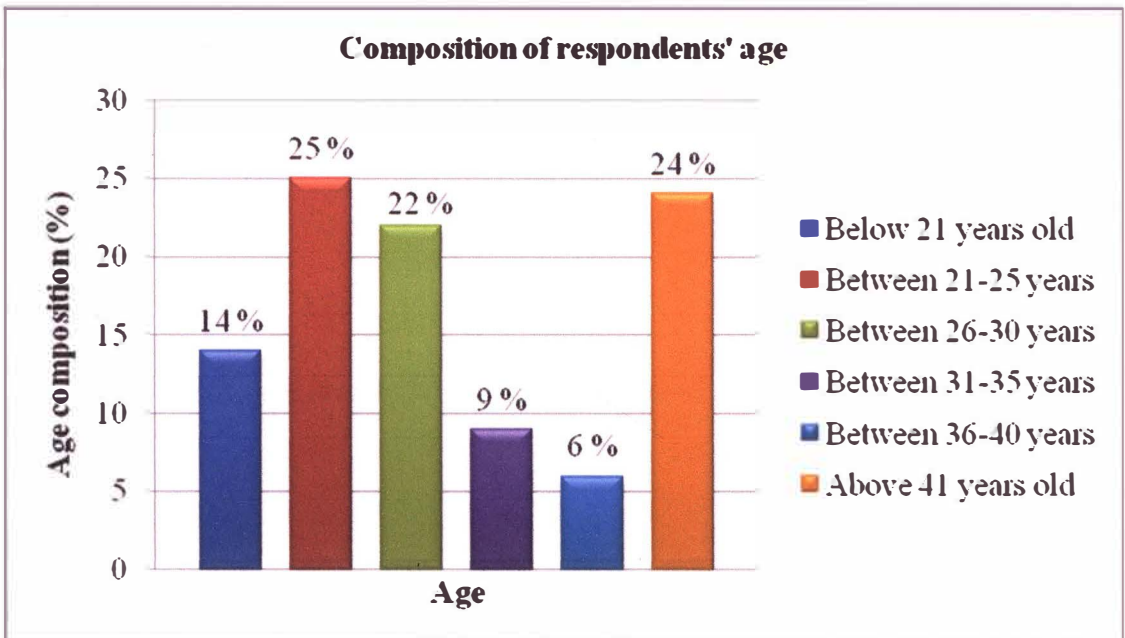
Figure 4.1: Composition of respondents' age

Figure 4.1 showed the composition of respondents' age. In terms of age group, 14% were below 21 years old, followed by between 21-25 years old (25%), 26-30 years old (22%), 31-35 years old (9%), 36-40 years old (6%) and 24% were above 41 years old. There was 47% of the respondents who fell within the age group between 21 to 30 years old. The respondents in this age group were considered as Generation Y (16 years old to 33 years old). Thus, this market was characterized as older teens and young adults. Many in this generation were in college or have just entered the workforce (Hawkins & Mothersbaugh, 2010). They were the key target market of *mamak* restaurants as they tend to visit *mamak* restaurants frequently when compared with other age groups. This age group will also support *mamak* restaurants in the future as they grow older. Hawkins and Mothersbaugh (2010) had stated that teenage market is attractive to marketers where their preferences and tastes formed during teenage years can influence purchases throughout their life. Thus, marketers

somehow need to adjust and update their offerings to this active shopper. By adjusting and improving the food, service and atmospheric quality in *mamak* restaurants, these active shoppers will frequent to dine in *mamak* restaurants. As a result, it will further enforce the customer loyalty and indirectly increase the profit of *mamak* restaurants.

The following Figure 4.2 indicated the composition of respondents' highest education levels in this study.
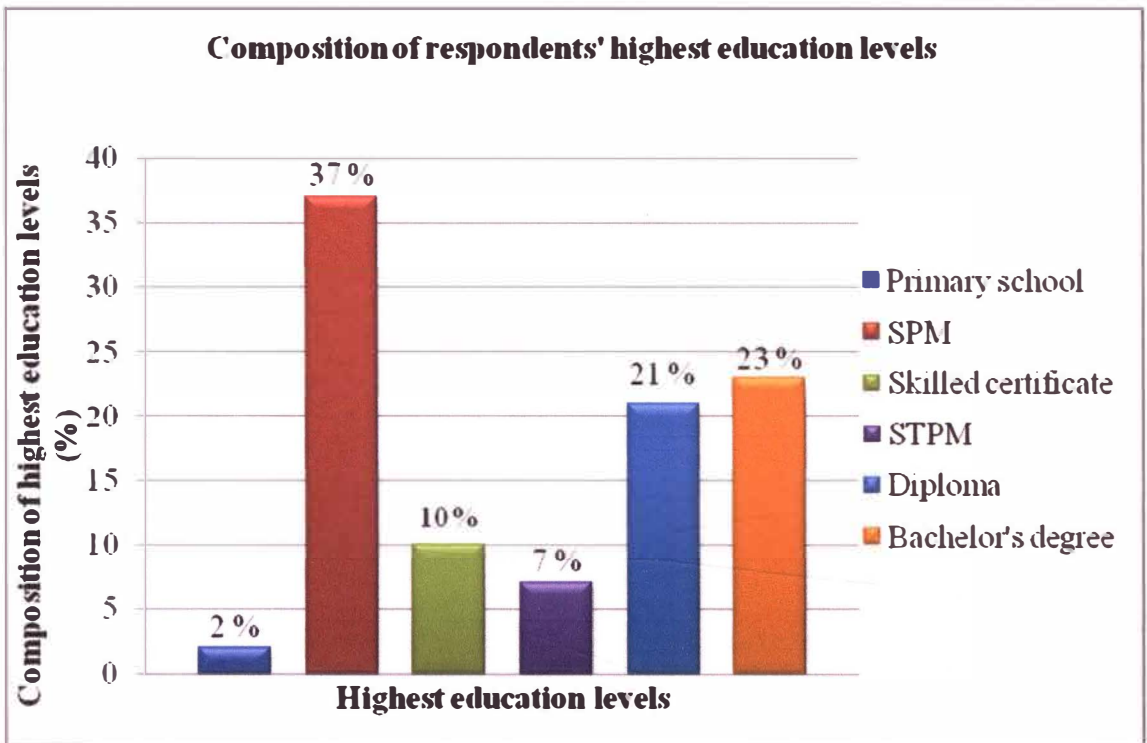
Figure 4.2: Compositions of respondents' highest education levels

Figure 4.2 reported the composition of respondents' highest education levels. Regarding education levels, 37% (n = 37) of respondents had at least SPM (*Sijil Persekolahan Malaysia*) level, 23% had a bachelor's degree, 21% had a diploma, 10% had a skilled certificate, 7% were STPM (*Sijil Tinggi Persekolahan Malaysia*) level and 2% had a primary school education level.

The following Figure 4.3 indicated the composition of respondents' occupation in this study.
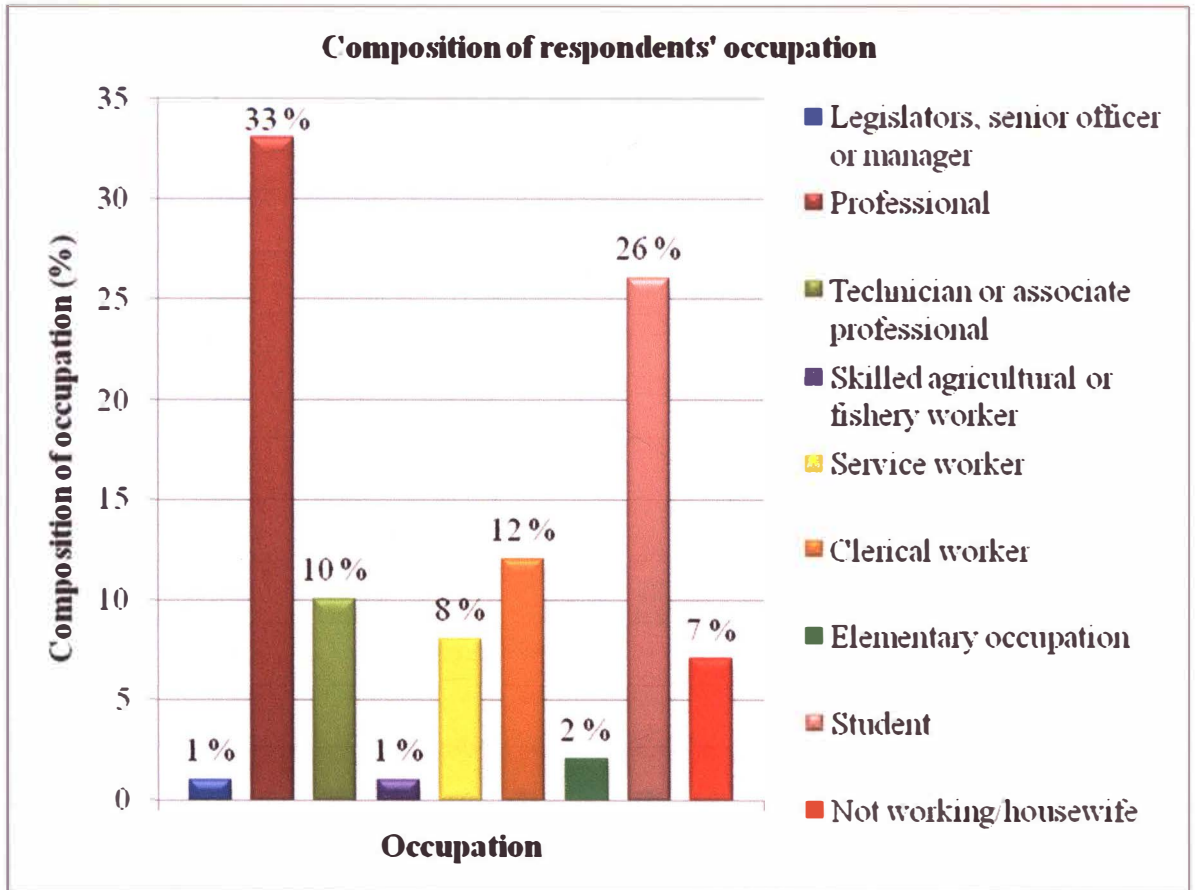
Figure 4.3: Composition of respondents' occupation

Figure 4.3 showed the composition of respondents' occupation. For the occupation, majority of the respondents were professionals (33%), followed by students (26%), clerical workers (12%), technician or associate professionals (10%), service workers (8%) and others (11%). Most of the respondents who visited *mamak* restaurants were professional and student. This may be due to the survey was conducted in town and there are a lot of working offices and schools around the area.

The following Figure 4.4 indicated the composition of respondents' monthly income in this study.
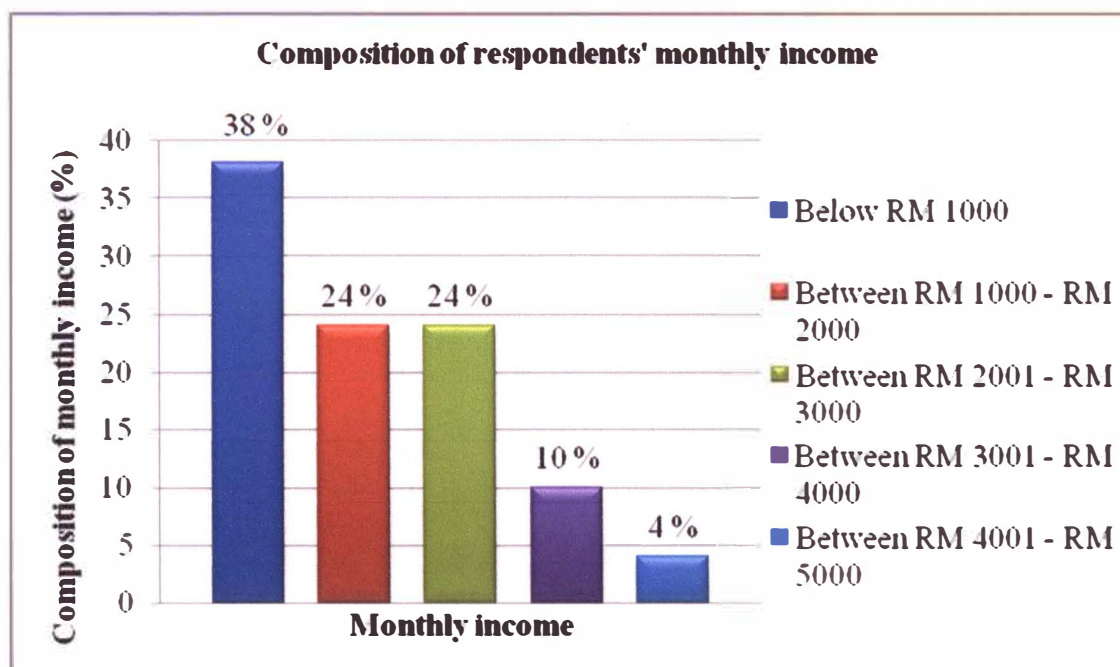
Figure 4.4: Composition of respondents' monthly income

Figure 4.4 reported the composition of respondents' monthly income. Majority of the respondents who visited *mamak* restaurants were lower income group (below RM 1000) accounts for 38%, 24% of the respondents had a monthly income between RM 1000-RM 2000 and RM 2001-RM 3000 respectively, and 14% had a monthly income above RM 3001. This indicated that the foods offered by *mamak* restaurants are cheaper than other restaurants segment where it attracted most of the respondents from lower income group. For example, the most expensive food in *mamak* restaurants is *sup kambing* which cost only RM 7 to RM 9 while the cheapest food is *roti canai* which are around RM 0.60 to RM 1.20 only. In addition, the price for both *roti canai* and *teh tarik* will not exceed RM 3 for one meal and there are lack of restaurants can provide foods in such a low price. Therefore, respondents of lower income group can afford to pay more and tends to visit *mamak* restaurants frequently.

The following Figure 4.5 indicated the composition of respondents' most frequent dining companion.
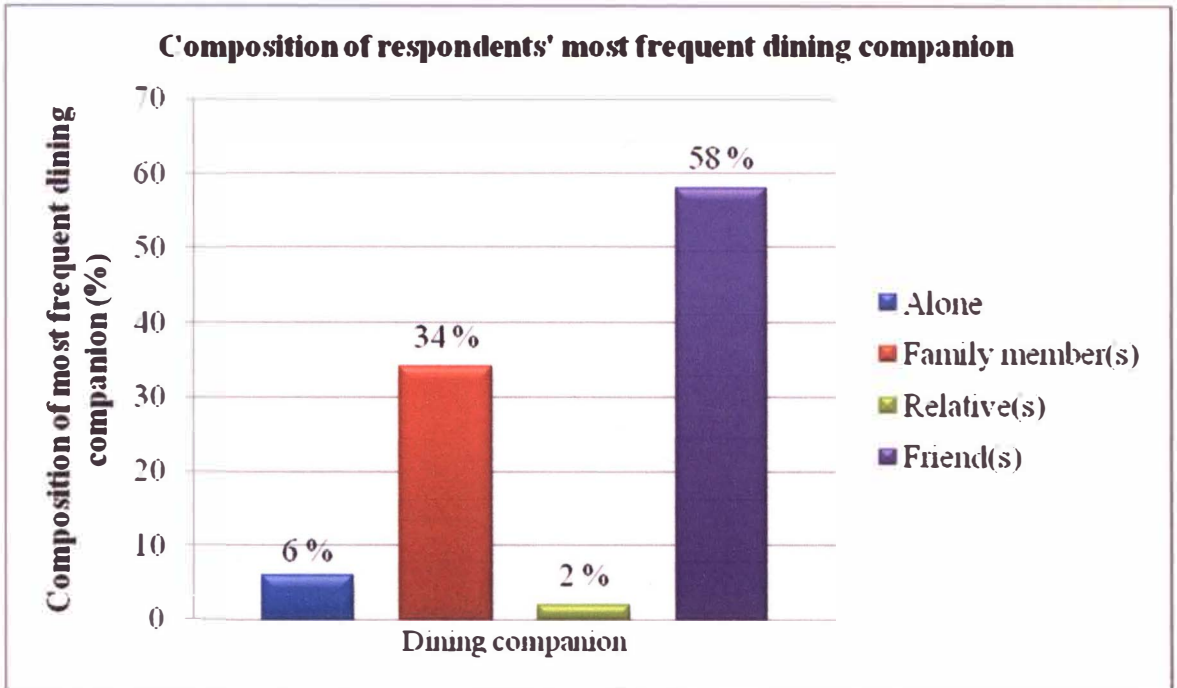
Figure 4.5: Composition of respondents' most frequent dining companion

Figure 4.5 showed the composition of respondents' most frequent dining companion. Respondents were more likely go to *mamak* restaurants with their friends (58%), followed by family members (34%) and were less likely to dine with relatives (2%) or themselves (6%). This is because of the increased workforce participation not only men but also women in the working place as well as the pace of life in urban environment. Meals are seldom taken individually as Malaysians preferred to eat with their family members and friends (Euromonitor, 2004). In Asia Pacific, consumers were most likely to enjoy a restaurant meal with their family members and friends. There were 60% of Malaysians dined out most often with their family members and friends (The Nielson Company, 2009). Moreover, dining companion of respondents was analyzed by separated into weekdays and weekends. Figure 4.6 showed the most frequent dining companion of respondents during weekdays and weekends.

The following Figure 4.6 indicated the most frequent dining companion of respondents during weekdays and weekends in this study.
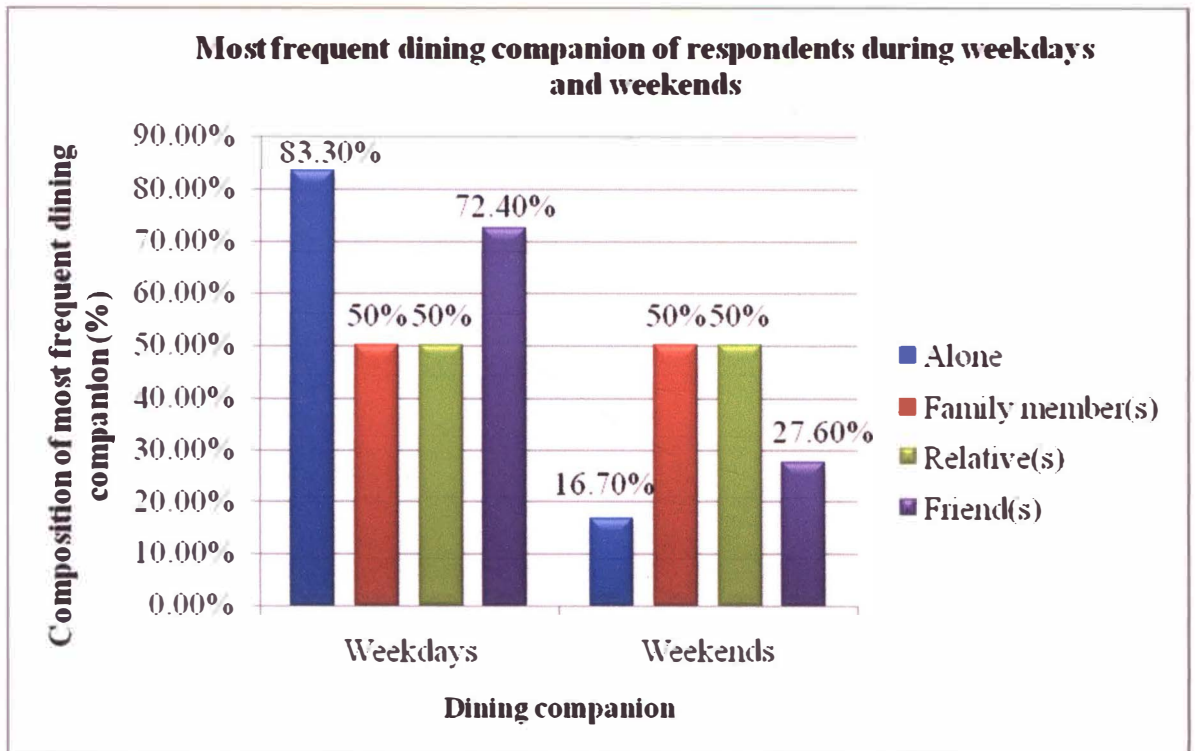
Figure 4.6: Most frequent dining companion of respondents during weekdays and weekends

Figure 4.6 showed the most frequent dining companion of respondents during weekdays and weekends. Respondents were more likely to dine alone (83.30%) and with friends (72.40%) during weekdays. This may be due to where respondents had to work and study during weekdays. Therefore, they will spend more times with their friends or colleagues. They may also dine alone due to hectic working life. On the other hand, respondents were more likely to dine with their family members (50%) and relatives (50%) during weekends. This can be explained due to the fact that they are not working during weekends and will spend more time with their family members and relatives. There is a trend where family members are not likely to share activities and like to act independently in the past (Blythe, 2008). However, eating out is almost

a national hobby in Malaysia and Malaysians preferred to eat out as a family during weekends as a social activity (Euromonitor, 2004).

The following figure 4.7 indicated the most frequent dining companion of student in this study.
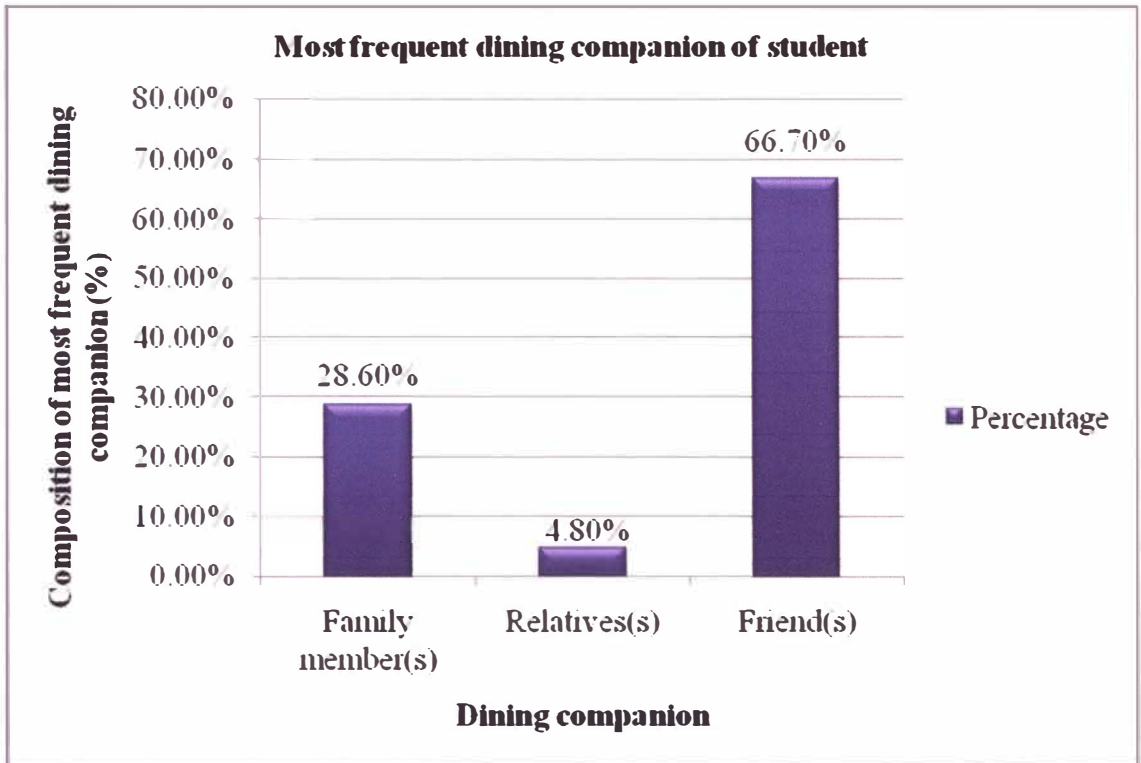
Figure 4.7: Most frequent dining companion of student

Figure 4.7 showed the most frequent dining companion of student. As reported in the results before, there were 26% (n = 26) of students who visited *mamak* restaurants. Based on the figure 4.7, around 67% of the students were most likely to visit *mamak* restaurants with their friends. Teenage market is attractive to marketers because their preferences and tastes formed during teenage years can influence purchases throughout their life. As we know that, youngsters are more often socializing with their friends. They like to social and chit-chatting with their friends because they will have similar topic to share and discuss compared with their family members. Recent research has identified various groups of teens, including

influencers and conformers. Conformers are always having a high need for acceptance and adapt their behaviors and purchases to fit in with the influencers (Hawkins & Mothersbaugh, 2010). Thus, we could also say that teens like to dine out most probably because they are influenced by their friends. Peers were an important influence on teenagers. There were some studies indicated that teenagers are easily influenced by their peers than parents in determining whether a youth will become involved in juvenile delinquency (Ashman & Zastrow, 2010). According to Adams and Gullotta (2005), peers promoted modeling for the development moral reasoning, judgements and values; and also provided an important source of information about the world outside of the family. Therefore, teenagers tended to socialize more frequently with their friends at most of the time.

4.2   Perceived value

Table 4.2 reported the attributes contributions towards perceived value of *mamak* restaurants. Any attributes which above 4 signified a positive perception while below 4 signified a negative perception. The mean score and standard deviation for overall perceived value was 4.73 and 0.88 respectively. All the attributes have an average score of four except music and this indicated that respondents had a positive perception towards these attributes in *mamak* restaurants. The five highest attributes included menu choices (5.03), served food as ordered (5.00), prompt and quick service (4.98), facility (4.97) and healthy food options (4.96). The five lowest attributes were temperature of the dining area (4.65), colour (4.63), overall mood (4.33), food presentation (4.08) and music (3.94).

Table 4.2: Attributes contribution towards perceived value of *mamak* restaurants

Attributes	Mean ± standard deviation
Menu choices	5.03 ± 1.18
Served food as ordered	5.00 ± 1.36
Prompt and quick service	4.98 ± 1.25
Facility	4.97 ± 1.28
Healthy food options	4.96 ± 1.17
Layout	4.92 ± 1.30
Lighting	4.91 ± 1.13
Food taste	4.91 ± 1.22
Interior design	4.85 ± 1.22
Knowledgeable employees	4.79 ± 1.47
Food temperature	4.72 ± 1.33
Food freshness	4.70 ± 1.08
Food portion	4.68 ± 1.49
Price fairness	4.68 ± 1.49
Employees behavior	4.68 ± 1.42
Temperature dining area	4.65 ± 1.34
Colour	4.63 ± 1.47
Overall mood	4.33 ± 1.40
Food presentation	4.08 ± 1.44
Music	3.94 ± 1.67
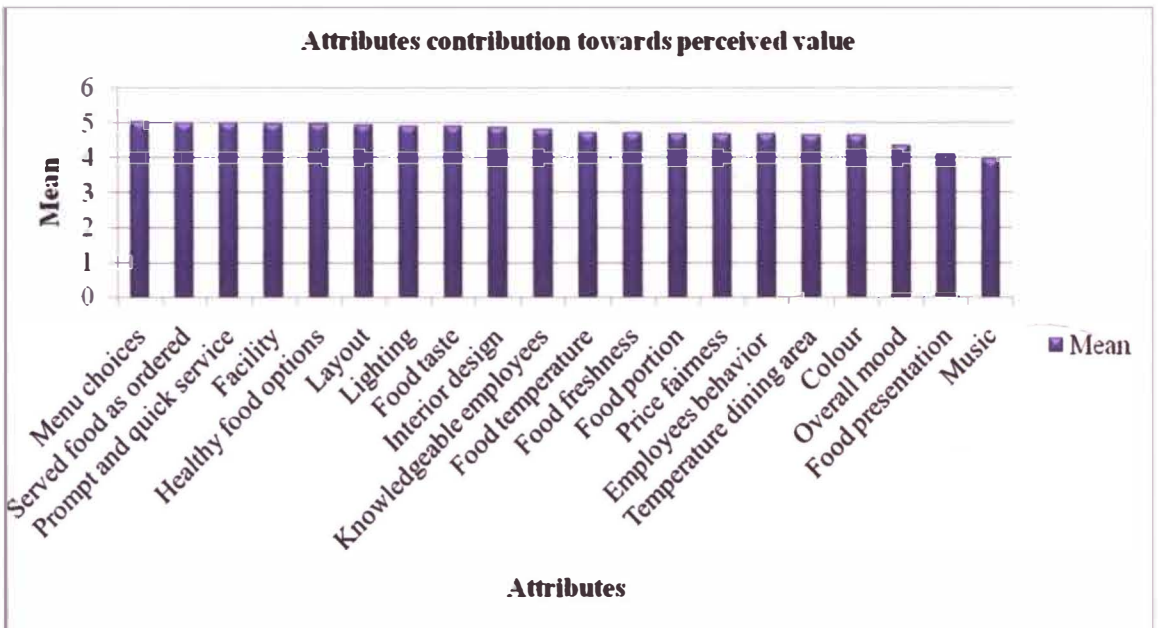
Figure 4.8: Attributes contribution towards perceived value of *mamak* restaurants

Based on the results reported in table 4.2, respondents had the highest perception towards menu choices and lowest perception towards music in *mamak* restaurants. Atmospheric attributes accounted for four of the lowest perception in *mamak* restaurants. This indicated that respondents do not expect much from the dining atmosphere in *mamak* restaurants. However, there is still room for *mamak* restaurants to improve their dining environment. *Mamak* restaurants are considered as daily cafe, so customers are more concern and have a higher expectation on food and service quality rather than atmospheric. The restaurateurs should make an effort to produce a more enjoyable and pleasant environment that make customers appreciate more the atmospheric-related experience that they encountered in *mamak* restaurants. For example, *mamak* restaurants could provide air-conditioned atmosphere and also wi-fi service to the customers.

As reported in table 4.2, menu choices was ranked as the highest attributes in perceived value but it doesn't go hand in hand with food taste. It is much in part because the taste of the foods offered by *mamak* restaurants as were copies of other restaurants. Customers tended to order different type of dishes every time they dine in *mamak* restaurants. As a result, customers ranked menu choices higher than food taste in perceived value.

4.2.1 Perceived value in terms of atmospheric

Table 4.3 reported the attributes contribution in terms of atmospheric of *mamak* restaurants. Respondents were considered having a positive perception if the mean score of the attributes were above 4.

Table 4.3: Attributes contribution in terms of atmospheric of *mamak* restaurants

Attributes	Mean ± standard deviation
Facility	4.97 ± 1.28
Layout	4.92 ± 1.30
Lighting	4.91 ± 1.13
Interior design	4.85 ± 1.22
Temperature dining area	4.65 ± 1.34
Colour	4.63 ± 1.47
Overall mood	4.33 ± 1.40
Music	3.94 ± 1.67
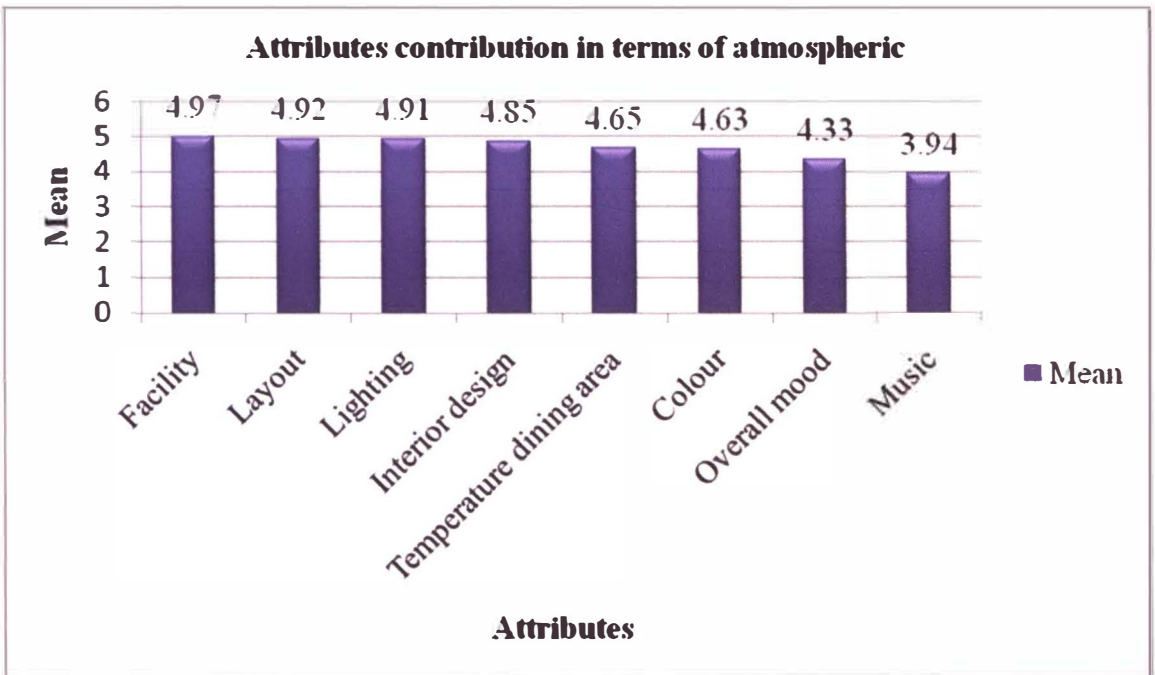
Figure 4.9: Attributes contribution in terms of atmospheric of *mamak* restaurants

Respondents had the highest perception towards basic facilities (namely hand washing sink, television, toilet and etc.) which were the sub-attributes in atmospheric as the mean score was 4.97, followed by layout (4.92), lighting (4.91), interior design (4.85), temperature of dining area (4.65), colour (4.63), overall mood (4.33) and music (3.94). This means that respondents perceived music as the lowest attributes in atmospheric.

Dining is more than eating out for a majority of customers. Customers may not want to feel at home. They may seek for a memorable experience away from home and atmosphere can play a critical role in creating that memorable experience.

The results of the study indicated that respondents had the highest level of perception towards facility in all *mamak* restaurants involved in the study. *Mamak* restaurants provide facilities such as toilet, hand washing sink and television for the customers. This finding was in agreement with Faisal and Zamri (2008) which showed that television has become one of the entertainment tools for customers who visit *mamak* restaurants. Sports, film and concert are three of the most favorite programs that can attract majority of the customers to *mamak* restaurants. Respondents had the lowest perception towards music in *mamak* restaurants as Faisal and Zamri (2008) had stated before most of the customers who visit *mamak* restaurants were more concern on the facilities provided such as television.

4.2.2 Perceived value in terms of food quality

Table 4.4 presented the attributes contribution in terms of food quality of *mamak* restaurants. Respondents were considered having a positive perception if the mean score of the attributes above 4. Respondents had the highest perception on menu choices (5.03), followed by healthy food options (4.96), food taste (4.91), food temperature (4.72), food freshness (4.70), food portion (4.68), price fairness (4.68) and the lowest perception was food presentation (4.08).

Table 4.4: Attributes contribution in terms of food quality of *mamak* restaurants

Attributes	Mean ± standard deviation
Menu choices	5.03 ± 1.18
Healthy food options	4.96 ± 1.17
Food taste	4.91 ± 1.22
Food temperature	4.72 ± 1.33
Food freshness	4.70 ± 1.08
Food portion	4.68 ± 1.49
Price fairness	4.68 ± 1.49
Food presentation	4.08 ± 1.44
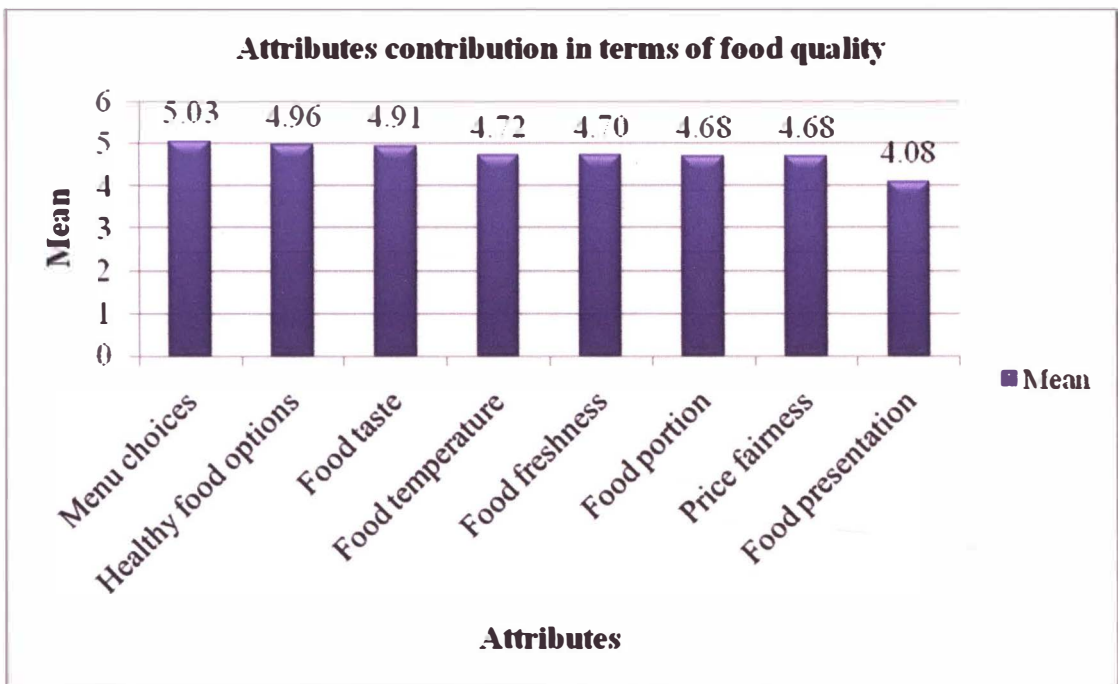
Figure 4.10: Attributes contribution in terms of food quality of *mamak* restaurants

This finding supports previous research by Ryu et al (2008). In this highly competitive market, customers would like to choose one restaurant over another when they have a diversity of options for food and an extensive range of food within the restaurant, where the actual food being offered is generally of comparable standard to many other restaurants' food (Ryu et al, 2008). The reason that attracts customers to *mamak* restaurants was the menu choices. They may have a wider range of options to choose the foods they like to eat although the foods offered have an average taste at

mamak restaurants as evidenced by food taste attributes was ranked as number three which was lower than menu choices.

According to National Restaurant Association's (2008) industry outlook, approximately one-third of restaurant operators say their customers looking for a wider range of food choices from restaurants, while 19 percent say customers are seeking healthy alternatives. Although the mean score of food presentation was above 4 which indicated positive perception, but respondents had the lowest perception in this attributes. Therefore, *mamak* restaurants operators should put more effort to improve the presentation of foods to make customers exciting to experience.

4.2.3 Perceived value in terms of service quality

Table 4.5 presented the attributes contribution in terms of service quality of *mamak* restaurants. Respondents were considered having a positive perception if the mean score of the attributes above 4. The table showed that respondents had the highest perception on served food as ordered (5.00), followed by prompt and quick service (4.98), knowledgeable employees (4.79) and lowest perception on employees behavior (4.68). This indicated that employees of the *mamak* restaurants are able to served food as ordered and unlikely to deliver food wrongly to the customers. These findings of the current study were consistent with the findings of Fraser et al (2008).

Table 4.5: Attributes contribution in terms of service quality of *mamak* restaurants

Attributes	Mean ± standard deviation
Served food as ordered	5.00 ± 1.36
Prompt and quick service	4.98 ± 1.25
Knowledgeable employees	4.79 ± 1.47
Employees behavior	4.68 ± 1.42

Attributes contribution in terms of service quality
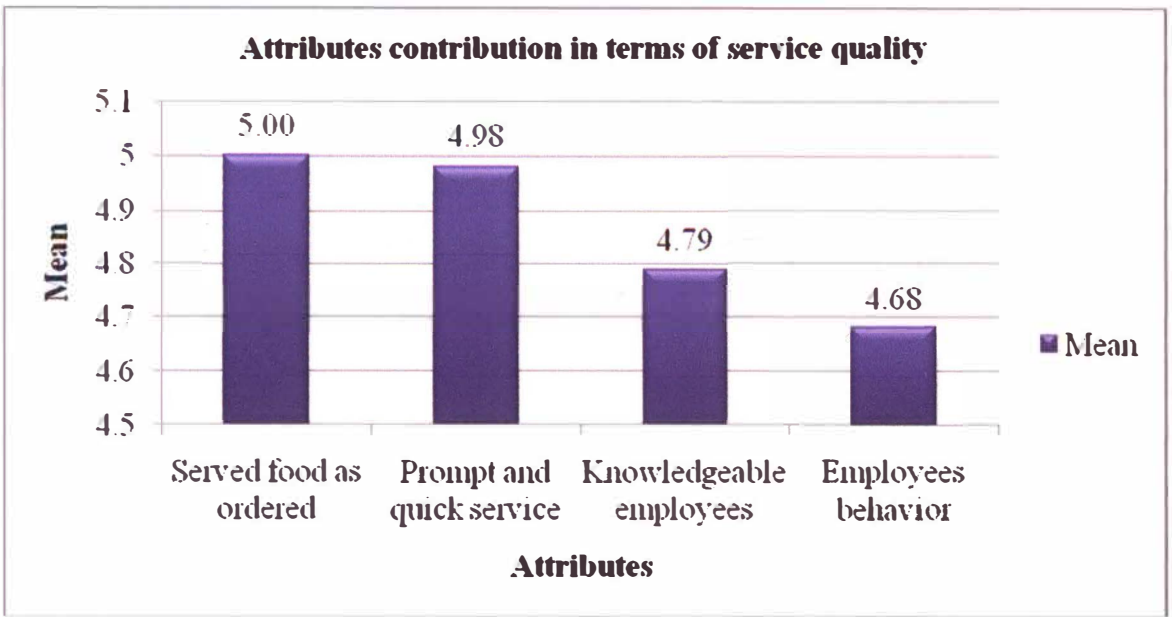
Figure 4.11: Attributes contribution in terms of service quality of *mamak* restaurants

Fraser et al (2008) has conducted a research to examining customer reaction to service delays in Malaysian ethnic restaurants. The results of the study indicated that *mamak* restaurants were not likely to deliver foods wrongly to customers and generally provide faster service (Fraser et al., 2008). Besides that, *mamak* restaurants have more attentive staff and provided a consistent service when compared to Malay restaurants. The better performance of *mamak* restaurants had attracted more customers and won repeat business and so grow their business more rapidly.

Previous research has also shown that service responsiveness was the most significant predictor to customer satisfaction compared to food quality/reliability, physical design and price (Yuksel & Yusel, 2002; Andaleeb & Conway, 2006). However, customers perceived service quality is highly dependent upon the service provider's performance during the service delivery (Nikolich & Sparks, 1995).

4.3   Customer satisfaction

Table 4.6 reported the attributes and scores in customer satisfaction towards *mamak* restaurants. The mean score and standard deviation for the overall customer satisfaction was 4.67 and 1.04 respectively. The table showed that respondents were more satisfied towards food (4.94), followed by service (4.91) and less satisfied towards environment (4.17).

Table 4.6: Attributes contribution towards customer satisfaction of *mamak* restaurants

Attributes	Mean ± standard deviation
Food satisfaction	4.94 ± 1.15
Service satisfaction	4.91 ± 1.25
Environment satisfaction	4.17 ± 1.39
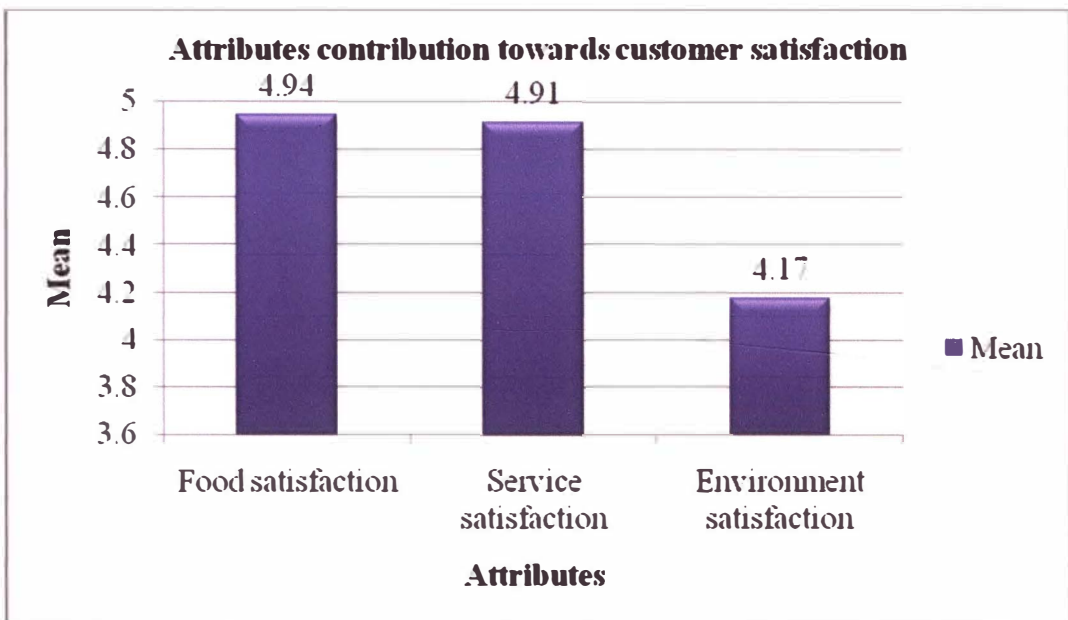
Figure 4.12: Attributes contribution towards customer satisfaction of *mamak* restaurants

All of the attributes used to measure customer satisfaction were above 4. This indicated that respondents were satisfied with the foods, service and atmosphere provided after consuming their meals at *mamak* restaurants. This may be explained through the most widely accepted theory which is expectancy-disconfirmation theory (Oliver, 1981; Lewin, 1938).

This theory consists of where customers have expectations about products or services before consumption. If perceptions exceed expectations, it will lead to customer satisfaction. On the other hand, if expectations exceed perceptions, it will lead to customer dissatisfaction. As a result, customers will have a positive attitude towards the products or services once they are satisfied with it which in turn influencing positive future behavioral intentions (Lewin, 1938; Carpenter, 2008; Tse & Peter, 1988).

This proved that respondents' perception has exceeded their expectations after they visited *mamak* restaurants as evidenced by all the mean score of attributes in perceived value were above 4. Therefore, respondents were satisfied with the foods, service and atmosphere in *mamak* restaurants. However, respondents were least satisfied with atmospheric in *mamak* restaurants. It may be due to *mamak* restaurants were considered as daily café, respondents had a higher expectation in foods and services rather than atmospheric provided by *mamak* restaurants. Besides that, *mamak* restaurants were rarely providing enclosed tiny room with air-conditioned and usually it was open air. Therefore, customers were exposed to the noise and other distractions in the restaurants.

4.4   Behavioral intentions

Table 4.7 reported the attributes and scores in behavioral intentions towards *mamak* restaurants. The mean score and standard deviation for behavioral intentions was 4.87 and 1.20 respectively. The table showed that respondents were more likely to have revisit intention (4.97), followed by positive word-of-mouth (4.89) and recommendation (4.74). This indicated that respondents were more willing to have

revisit intention rather than having positive word-of-mouth and recommend *mamak* restaurants to their family members, friends and others in the future.

Table 4.7: Attributes contribution towards behavioral intentions of *mamak* restaurants

Attributes	Mean ± standard deviation
Revisit intention	4.97 ± 1.28
Positive word-of-mouth	4.89 ± 1.30
Recommendation	4.74 ± 1.28
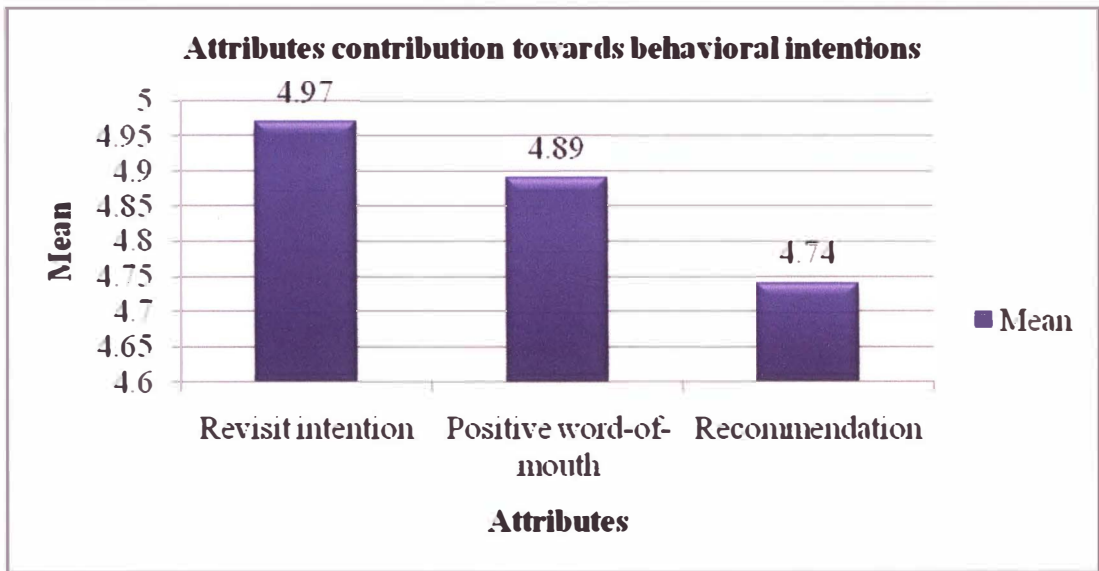
Figure 4.13: Attributes contribution towards behavioral intentions of *mamak* restaurants

In the service industry, word-of-mouth is the most powerful tools of communication. Customers always feel that word-of-mouth is more reliable because it involves third-party's opinion based on their previous experience (Ha & Jang, 2010; Swan & Oliver, 1989). In addition, willingness to recommend is also a positive behavioral intention derived from perceived value based on consumption experiences (Bowen & Shoemaker, 2003; Ladhari et al., 2008).

However, Swinyard (1993) stated that customers who had previous experiences that they perceived as highly valuable in terms of efficient and economical aspects will be more likely to have revisit intentions. Therefore, this

study confirmed that customers who visit *mamak* restaurants had perceived high levels of dining experiences and they were satisfied with it, which in turns affect their behavioral intentions to revisit *mamak* restaurants. Moreover, previous researches were done in developed country. The standard of living in developed country is much higher than Malaysia. Therefore, consumers expect the restaurants can perform better in all aspects and they are more willing to spread positive things about the restaurants rather than having revisit intentions. In developed country, consumers have far wider choices of restaurants to visit and this tend to decrease their loyalty (i.e. revisit intentions) as they visit to different types of restaurants every time they dine out.

All the attributes measured in perceived value and customer satisfaction were above 4. This indicated that customers had a higher perception and they were satisfied with foods, service and atmosphere provided by *mamak* restaurants, which in turns affect their behavioral intentions. Han and Ryu (2007) found that improving customer satisfaction levels is essential to increasing revisit and recommendation intentions. Getty and Thompson (1994) examined the role of satisfaction in explaining behavioral intentions. Their findings indicated that high levels of satisfaction increase customers' intentions to repurchase and recommend the product. Oliver and Burke (1999) showed that creating loyalty depending on customer satisfaction. Kozak and Rimmington (2000) stated that satisfaction with various components of the destination (e.g. products and services such as hotels, restaurants, shops and attractions) can influence future behavioral intentions.

Customer's feelings and impressions upon leaving the operation will have a lasting influence on whether they will revisit the restaurant or not. Most of the customers will compare their expectations with their actual experiences to make a decision whether or not they will return to the restaurants (Rande, 1996). Therefore,

the management and staff of the operation must work hard and make a strategy to attract more customers to the restaurants in the future.

4.5 Influencing factors towards customer satisfaction in *mamak* restaurants

Table 4.8 presented the association between atmospheric, food quality, service quality with customer satisfaction towards *mamak* restaurants based on Pearson correlation.

The results indicated that all of the three factors were significant with customer satisfaction as the p-value is < 0.05. Among those three factors, food quality has the highest r-value which is 0.786 compared with atmospheric ($r = 0.753$, $p < 0.001$) and service quality ($r = 0.682$, $p < 0.001$). This means that food quality has the strongest positive relationship towards customer satisfaction.

Table 4.8: Association between atmospheric, food quality, service quality with customer satisfaction

Main factors	Customer satisfaction	
	r-value	p-value
Food quality	0.786**	<0.001
Atmospheric	0.753**	<0.001
Service quality	0.682**	<0.001

Pearson correlation test was used
** Correlation is significant at the 0.01 level (2-tailed)

Ryu and Han (2010) have conducted a research to examine the influence of the quality of food, service and physical environment on customer satisfaction and behavioral intention. The results of the study showed that quality of food, service and physical environment were all significant determinants of customer satisfaction. Moreover, food quality was the most influencing predictor of customer satisfaction among the three components of quality, followed by quality of physical environment and quality of service.

Besides that, Sulek and Hensley (2004) found that food quality was the most important element influencing customer satisfaction when compared with environmental components and service quality in restaurants. Namkung and Jang (2007) tested the impact of food quality on customer satisfaction and behavioral intentions and found a positive linkage between food quality and customer satisfaction/ behavioral intentions.

Dube et al. (1994) have conducted a research to measure customer satisfaction for strategic management. The results indicated that customer satisfaction with a meal eaten in a restaurant was from a combination of elements of customer satisfaction and the highest contribution in affecting customer satisfaction was food quality.

Based on the table 4.8, food quality was the most influencing factor while service quality was the least influencing factor towards customer satisfaction. Customers were satisfied with food quality much in part because they have diversity of options for menu choices and some of the foods such as *roti canai* are cooked to order. Customers can enjoy their foods in the proper temperature. On the other hand, *mamak* restaurants do not consist of service taxes. Therefore, most of the customers do not expect much over the service quality as they did not require paying the service taxes if compared to other restaurants segment such as cafeteria, fine dining restaurants and full service restaurants. According to Rande (1996), customers are trying to make their money stretch as far as possible in tight economics times and they expect for more value for the higher price paid. Therefore, we cannot deny that customers would have a higher expectation if they were asked to pay over the service taxes. In addition, consumers take for granted the ability of *mamak* restaurants delivering their foods on time and generally providing faster service (Fraser et al., 2008).

4.6 Influencing factor towards behavioral intentions in *mamak* restaurants

Table 4.9 presented the association between atmospheric, food quality, service quality with behavioral intentions towards *mamak* restaurants based on Pearson correlation.

The results indicated that all of the three factors were significant with behavioral intentions as the p-value is < 0.05. Among those three factors, food quality has the highest r-value which is 0.713 compared with atmospheric ($r = 0.596$, $p < 0.001$) and service quality ($r = 0.704$, $p < 0.001$). This means that food quality has the strongest positive relationship towards behavioral intentions.

Table 4.9: Association between atmospheric, food quality, service quality with behavioral intentions

Main factors	Behavioral intentions	
	r-value	p-value
Food quality	0.713**	<0.001
Service quality	0.704**	<0.001
Atmospheric	0.596**	<0.001

Pearson correlation test was used
** Correlation is significant at the 0.01 level (2-tailed)

According to Sulek and Hensley (2004), food quality can directly influence the customer satisfaction and the only factor influencing behavioral intentions. The most important reason for customers return to a restaurant was the quality of food. This result is consistent with Soriano (2002) where the traditional aspect of food quality is still the most important reason for the general population of the restaurant being studied.

Liu and Jang (2009) also conducted a study on perceived value in the United State in order to examine the attributes of Chinese restaurants which may influence American customers' satisfaction and behavioral intentions. Overall, this study

indicated that food quality, service quality and environmental cleanliness are three important attribute that influence customer satisfaction and behavioral intentions.

Clark and Wood (1999) found out that food quality was the most influencing predictor of consumer loyalty in restaurant choice. Previous research has found out that food quality was the most important attribute of overall restaurant quality and is expected to have a positive relationship with customer satisfaction and loyalty (Mattila, 2001; Ryu & Han, 2010).

Based on the table 4.9, food quality was the most influencing factor while atmospheric was the least influencing factor towards behavioral intentions. The main reason that influenced customers to have future behavioral intentions towards *mamak* restaurants was *mamak* restaurants provide diversity of menu choices and extensive range of foods to the customers. Besides that, service quality was the second influencing factor towards behavioral intentions. It could be explained that customers just want to have a decent meal with consistent and faster service (Fraser et al., 2008). However, *mamak* restaurants were considered as daily café where most of it even operates for 24 hours. Therefore, customers will have a lower expectation towards atmospheric when compared to other restaurants segment which have operation hours.

4.7 Relationships between perceived value, customer satisfaction and behavioral intentions

Table 4.10 reported the association between perceived value, customer satisfaction and behavioral intentions towards *mamak* restaurants based on Pearson correlation.

Significant positive correlation were observed 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). Positive correlation indicated that higher level of perceived value were associated with higher level of customer satisfaction. The same case occurred in the association between customer satisfaction and behavioral intentions; and perceived value and behavioral intentions. As a result, perceived value was a good predictor of customer satisfaction and behavioral intentions. Besides that, customer satisfaction was also a good predictor of behavioral intentions where there was a strong relationship between customer satisfaction and behavioral intentions.

Table 4.10: Association between perceived value, customer satisfaction and behavioral intentions

	Perceived value		Customer satisfaction		Behavioral intentions	
	r-value	p-value	r-value	p-value	r-value	p-value
Perceived value	1					
Customer satisfaction	0.718**	<0.001	1			
Behavioral intentions	0.738**	<0.001	0.796**	<0.001	1	

Pearson correlation test was used
** Correlation is significant at the 0.01 level (2-tailed)

There were many previous researches that had been conducted to examine the relationship between perceived value, customer satisfaction and behavioral intentions. According to Woodruff (1997), perceived value is the antecedent of customer satisfaction and these measures are related to the customers' word-of-mouth and repurchase intention. Customer's perception and satisfaction are directly influence behavioral intentions to recommend and repurchase (Getty & Thompson, 1994).

McDougall and Levesque (2000) examined the relationship among three elements of value (core quality, relational quality and service value), satisfaction and behavioral intention in four service industry which are dentist, hairstylist, auto repair and restaurant. The results also indicated that perceived value has influence customer

satisfaction, which in turns affect behavioral intention. In this previous study, perceived value has the largest impact on restaurant followed by auto repair, dentist and hairstylist.

Eggert and Ulaga (2002) propose two types of conceptual model. The first model was to investigate the relationship among perceived value, customer satisfaction and behavioral intention (repurchase intention and word-of-mouth) while the second model was to examine the relationship between perceived value and behavioral intention (repurchase and word-of-mouth) without including customer satisfaction. The results showed that perceived value has a positive effect on customer satisfaction which in turns affects behavioral intention. The results in the second model showed that perceived value has influenced behavioral intention.

Once the customers are satisfying with a product or service, it will affect their future behavioral intentions. Zeithaml (1988) exhibited that perceived value plays an important role in customers' purchase decision, suggesting that perceived value is the predictors of behavioral intentions. When customers perceive high level of products and services performance from their consumption experiences, they tend to express positive behavioral intentions (Ha & Jang, 2010).

In addition, Chen and Chen (2010) have conducted a research on experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. This study involved three factors of experience quality including involvement, peace of mind and educational experience. The results of the study showed that both experience quality and perceived value are supported as direct determinants of satisfaction. In addition, both perceived value and satisfaction have significant positive relationship with behavioral intentions.

Ha and Jang (2010) have conducted two researches to examine the relationship between perceived value, customer satisfaction and behavioral intentions in both ethnic restaurant and Korean restaurant in United State. The results of both of the study also indicated there was a significant positive relationship between perceived value, customer satisfaction and behavioral intentions.

CHAPTER 5

CONCLUSION

5.1   Conclusion

All the objectives in this study had been achieved. In overall perceived value, respondents had the highest perception in menu choices and lowest perception in music in *mamak* restaurants. Meanwhile, respondents had the highest perception in facility, menu choices and served food as ordered in terms of perceived atmospheric, perceived food quality and perceived service quality respectively. In customer satisfaction, respondents were most satisfied with food quality when compared with service quality and atmospheric. In behavioral intentions, respondents were more willing to revisit *mamak* restaurants rather than having positive word-of-mouth and recommend *mamak* restaurants to their family members, friends and others in the future. Besides that, food quality has been identified as the most influencing factor towards customer satisfaction and behavioral intentions. The results of the study also indicated that there was a positive relationship between perceived value and customer satisfaction; customer satisfaction and behavioral intentions; and perceived value and behavioral intentions.

5.2   Limitations and suggestions

A number of important limitations need to be considered. First, the researcher was using three items to measure behavioral intentions in this study where one measure loyalty intentions and two other measure recommendation and positive word-of-mouth. These three items may not represent the whole picture of behavioral

intentions although many previous studies also used the same items, it may cause a content validity problem.

Secondly, some of the restaurants where the data were collected did not play any background music during the survey period. This may affect the results of the level of perceived value and performance of music in *mamak* restaurants. Lastly, the results of this study may not be generalized to other segments of industry since the data of the study were collected from customers of *mamak* restaurants.

A number of possible future studies needs to be done for further investigation. This study focused to only favorable viewpoint (e.g., revisit intention, recommendation, and positive word-of-mouth) in behavioral intentions. Future research can be done to include unfavorable viewpoint (e.g., intention to complain) and price sensitivity to assess restaurant customers' behavioral intentions. As suggested by Zeithaml et al. (1996), a multidimensional construct formed by four major categories (referrals, price sensitivity, repurchase and complaining behavior) can be used to assess customers' likelihood to engage in certain behavior.

Next, a customers' familiarity may slightly influence the perception of atmospheric since atmospheric are tied to more hedonic aspects of dining experience (Ha & Jang, 2010). Further studies can consider the customers' familiarity level with the restaurant to further verify the role of perception of atmospherics in restaurant settings.

In addition, future research can be done by considering the influence of demographic characteristics which may lead to a different level of perceived value, customer satisfaction and behavioral intentions in the restaurant industry. Finally, future research can enlarge the sample size or extend to other parts of Malaysia in order to obtain a more valid and reliable results.

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UNIVERSITI MALAYSIA TERENGGANU

FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE
FOOD SCIENCE DEPARTMENT
UNIVERSITY MALAYSIA TERENGGANU

QUESTIONNAIRE FORM (ENGLISH VERSION)

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

Dear Sir/Madam,

I am Yap Qing Sheng, final year student of Bachelor Degree of Food Science (Food Service and Nutrition) in University Malaysia Terengganu (UMT). This survey questionnaire is one of the compulsory parts of the study as mentioned above for the purpose of my final year project. The main objective of my study is to study the perceived value, behavioral intentions and customer satisfaction towards *mamak* restaurants in Muar. I hope Sir/Madam would voluntarily complete this questionnaire. All information that you provide through your participation in this study will be kept **confidential**. Lastly, your co-operation and assistance will be highly appreciated.

Thank you.

Yours sincerely,

Yap Qing Sheng
Bachelor's Degree of Food Science (Food Service and Nutrition)

UNIVERSITI MALAYSIA TERENGGANU

FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE

FOOD SCIENCE DEPARTMENT

UNIVERSITY MALAYSIA TERENGGANU

QUESTIONNAIRE FORM

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

<u>NOTICE</u>

- This questionnaire is about the perceived value, behavioral intentions and customers' satisfaction towards *mamak* restaurants in Muar.

- This questionnaire consists of four parts namely Section A (perceived values), B (customer satisfaction), C (behavioral intentions) and D (socio-demographic profiles).

- There is no right or wrong answers. Please answer the entire questions listed in the questionnaire.

- Your responses will be treated with the utmost confidentiality.

Section A: Perceived values

For this section, please rate how strongly you agree or disagree with each of the following statements by circling the appropriate numbers based on the indicators below.

Indicators						
1	2	3	4	5	6	7
Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree

Bil.	Question	Scale						
1.	I like the interior design of *mamak* restaurants.	1	2	3	4	5	6	7
2.	Music played in *mamak* restaurants does not entertain me.	1	2	3	4	5	6	7
3.	The overall mood (such as sight, sound and smell) of *mamak* restaurants makes me feel comfortable.	1	2	3	4	5	6	7
4.	I am pleased with the layout (such as table arrangement, cash register counter and etc.) in *mamak* restaurants.	1	2	3	4	5	6	7
5.	I am pleased with the facilities (such as hand washing sink, television and etc.) provided by *mamak* restaurants.	1	2	3	4	5	6	7
6.	I am pleased with the toilet facility provided by *mamak* restaurants.	1	2	3	4	5	6	7
7.	In general, the mixture of colours used in *mamak* restaurants does create a pleasant atmosphere for me.	1	2	3	4	5	6	7
8.	The lighting use in *mamak* restaurants creates a comfortable atmosphere to me.	1	2	3	4	5	6	7
9.	I am comfortable with the temperature of the dining area in *mamak* restaurants.	1	2	3	4	5	6	7
10.	The food in *mamak* restaurants is tasty, so I enjoy it.	1	2	3	4	5	6	7

11.	The amount of foods served is worthy for the money paid.	1	2	3	4	5	6	7
12.	I like the variety of menu choices in *mamak* restaurants.	1	2	3	4	5	6	7
13.	I like the various choices of healthy dishes (such as chapatti, *thosai*, chicken *tandoori* and etc.) offered at *mamak* restaurants.	1	2	3	4	5	6	7
14.	I like the quality of healthy dishes (such as chapatti, *thosai*, chicken *tandoori* and etc.) served in *mamak* restaurants.	1	2	3	4	5	6	7
15.	The ways the dishes are presented are not attractive enough to me.	1	2	3	4	5	6	7
16.	The food served at the cafeteria line in *mamak* restaurants looks fresh to me.	1	2	3	4	5	6	7
17.	I am pleased with *mamak* restaurants because the dishes are fresh since it is immediately served once cooked.	1	2	3	4	5	6	7
18.	I am pleased with *mamak* restaurant dishes because the ingredients used are fresh.	1	2	3	4	5	6	7
19.	I am pleased with *mamak* restaurants because they ensure hot foods are served hot, not lukewarm.	1	2	3	4	5	6	7
20.	*Mamak* restaurants serve food exactly as I ordered it.	1	2	3	4	5	6	7
21.	*Mamak* restaurants provide prompt and quick service to me.	1	2	3	4	5	6	7
22.	*Mamak* restaurants have employees who can properly answer questions regarding dishes offered.	1	2	3	4	5	6	7
23.	The positive behavior of employees in *mamak* restaurants instills confidence in me.	1	2	3	4	5	6	7

Section B: Customer satisfaction

For this section, please rate how strongly you agree or disagree with each of the following statements by circling the appropriate numbers based on the indicators below.

Indicators						
1	2	3	4	5	6	7
Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree

Bil.	Question	Scale						
24.	In general, I am not satisfied with the environment inside *mamak* restaurants.	1	2	3	4	5	6	7
25.	I am satisfied with the overall food quality in *mamak* restaurants.	1	2	3	4	5	6	7
26.	I am satisfied with the overall service quality in *mamak* restaurants.	1	2	3	4	5	6	7

Section C: Behavioral intentions

For this section, please rate how strongly you agree or disagree with each of the following statements by circling the appropriate numbers based on the indicators below.

Indicators						
1	2	3	4	5	6	7
Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree

Bil.	Question	Scale						
27.	I would like to dine in *mamak* restaurants again.	1	2	3	4	5	6	7
28.	I would like to spread positive things about *mamak* restaurants to others.	1	2	3	4	5	6	7
29.	I would like to recommend *mamak* restaurants to others.	1	2	3	4	5	6	7

Section D: Socio-demographic profiles [*please tick (/) where applicable or write in the space provided if needed*]

30. Gender

Male ☐   Female ☐

31. Race

Malay ☐

Chinese ☐

Indian ☐

Others ☐ _____(*please indicate*)

32. Age

Below 21 years ☐   Between 31 – 35 years ☐

Between 21 – 25 years ☐   Between 36 – 40 years ☐

Between 26 – 30 years ☐   Above 41 years old ☐

33. Highest education level

Primary school ☐

SPM ☐

Skilled certificate (such as polytechnic, community college and etc.) ☐

STPM ☐

Diploma ☐

Bachelor's degree ☐

Master's degree or higher ☐

Others _____ (*please indicate*) ☐

34. Occupation

Legislator, senior official or manager ☐

Professional (such as doctor, lawyer, engineer, accountant, teacher and etc.) ☐

Technician or associate professional ☐

Skilled agricultural or fishery worker ☐

Service worker (such as shop assistant) ☐

Factory worker ☐

Craft and related trade worker ☐

Clerical worker ☐

Elementary occupation (such as odd jobs labor) ☐

Student ☐

Not working/housewife ☐

Others _____ (*please indicate*) ☐

35. Monthly income

Below RM 1000 ☐

Between RM 1000 – RM 2000 ☐

Between RM 2001 – RM 3000 ☐

Between RM 3001 – RM 4000 ☐

Between RM 4001 – RM 5000 ☐

Above RM 5000 ☐

36. Most frequent dining companion [*please tick (/) only ONE*]

Alone ☐

Family member(s) [spouse, parents or child/children] ☐

Relative(s) ☐

Friend(s) ☐

Business colleague(s) ☐

Others _____ (*please indicate*) ☐

Thank you very much for your cooperation!

<div style="text-align:center">

APPENDIX A (ii)

Malay version questionnaire

UNIVERSITI MALAYSIA TERENGGANU

FAKULTI AGROTEKNOLOGI DAN SAINS MAKANAN
JABATAN SAINS MAKANAN
UNIVERSITI MALAYSIA TERENGGANU

BORANG SOAL SELIDIK (VERSI BAHASA MELAYU)

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

</div>

Kepada Saudara/ Saudari,

Saya Yap Qing Sheng merupakan pelajar tahun akhir Program Sarjana Muda Sains Makanan (Perkhidmatan Makanan dan Pemakanan) di Universiti Malaysia Terengganu (UMT). Bagi memenuhi keperluan Projek Ilmiah Tahun Akhir, saya dikehendaki menjalankan kajian berdasarkan tajuk di atas. Objektif utama kajian ini adalah untuk mengkaji penilaian persepsi, jangkaan perilaku dan kepuasan pelanggan terhadap restoran mamak di Muar. Saya mengharapkan kerjasama penuh daripada anda di dalam menjawab kesemua soalan dan diharapkan jawapan dapat diberikan dengan jujur, ikhlas dan setepat yang mungkin. Segala maklumat yang diberikan adalah **SULIT** dan hanya digunakan bagi tujuan kajian ini sahaja. Kerjasama daripada anda saya dahului dengan ucapan terima kasih.

Yang Benar,

Yap Qing Sheng
SM Sains Makanan (Perkhidmatan Makanan & Pemakanan)

UNIVERSITI MALAYSIA TERENGGANU

FAKULTI AGROTEKNOLOGI DAN SAINS MAKANAN

JABATAN SAINS MAKANAN

UNIVERSITI MALAYSIA TERENGGANU

BORANG SOAL SELIDIK

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

NOTIS

- Kajian ini memfokus kepada "Penilaian Persepsi, Jangkaan Perilaku dan Kepuasan Pelanggan Terhadap Restoran Mamak di Muar".

- Borang soal selidik ini mengandungi empat bahagian: Bahagian A (penilaian persepsi), B (kepuasan pelanggan), C (jangkaan perilaku) dan D (demografik).

- Tiada jawapan yang betul ataupun salah dalam kajian ini. Sila jawab semua soalan yang disenaraikan dalam borang soal selidik ini.

- Jawapan yang diberikan dalam borang soal selidik ini adalah sulit.

Bahagian A: Penilaian Persepsi

Untuk bahagian ini, bagi setiap pernyataan, sila nyatakan tahap persetujuan anda dengan membulatkan nombor yang bersesuaian berdasarkan petunjuk di bawah.

Petunjuk						
1	2	3	4	5	6	7
Sangat tidak setuju	Tidak setuju	Sedikit tidak setuju	Tidak pasti	Sedikit setuju	Setuju	Sangat setuju

No.	Pernyataan	Skala						
1.	Saya suka dengan reka bentuk dalaman restoran mamak.	1	2	3	4	5	6	7
2.	Muzik yang dimainkan dalam restoran mamak tidak menghiburkan saya.	1	2	3	4	5	6	7
3.	Saya suka dengan 'mood' keseluruhan restoran mamak (seperti suasana dalaman restoran, bunyi dan bau).	1	2	3	4	5	6	7
4.	Saya suka dengan susun atur (seperti susunan meja dan kerusi, kedudukan kaunter pembayaran dan lain-lain) di restoran mamak.	1	2	3	4	5	6	7
5.	Saya suka dengan kemudahan yang disediakan (seperti sinki untuk membasuh tangan, televisyen dan lain-lain) di restoran mamak.	1	2	3	4	5	6	7
6.	Saya selesa dengan kemudahan tandas yang disediakan di restoran mamak.	1	2	3	4	5	6	7
7.	Secara amnya, kombinasi warna yang digunakan di restoran mamak menyumbang kepada suasana yang saya senangi.	1	2	3	4	5	6	7
8.	Cahaya lampu yang digunakan di restoran mamak memberikan suasana yang selesa kepada saya.	1	2	3	4	5	6	7
9.	Saya selesa menikmati makanan di restoran mamak	1	2	3	4	5	6	7

	kerana suasananya yang nyaman.							
10.	Hidangan di restoran mamak adalah sedap, oleh itu saya gembira menikmatinya.	1	2	3	4	5	6	7
11.	Harga yang dibayar adalah berpatutan dengan saiz hidangan yang dihidangkan.	1	2	3	4	5	6	7
12.	Saya suka dengan pelbagai pilihan hidangan yang dimasukkan di dalam menu di restoran mamak.	1	2	3	4	5	6	7
13.	Saya suka dengan pelbagai pilihan hidangan sihat (seperti chapatti, thosai, ayam tandoori dan sebagainya) yang terdapat di restoran mamak.	1	2	3	4	5	6	7
14.	Saya suka dengan kualiti hidangan sihat (seperti chapatti, thosai, ayam tandoori dan sebagainya) yang terdapat di restoran mamak.	1	2	3	4	5	6	7
15.	Cara sesuatu hidangan yang dihidangkan di restoran mamak tidak cukup menarik bagi saya.	1	2	3	4	5	6	7
16.	Hidangan yang dihidangkan di 'cafeteria line' restoran mamak kelihatan segar.	1	2	3	4	5	6	7
17.	Saya suka menjamu selera di restoran mamak kerana hidangan terus dihidang sebaik sahaja dimasak.	1	2	3	4	5	6	7
18.	Saya suka dengan hidangan di restoran mamak kerana bahan mentah yang digunakan adalah segar.	1	2	3	4	5	6	7
19.	Saya suka makan di restoran mamak kerana hidangannya sentiasa dihidang semasa masih panas.	1	2	3	4	5	6	7
20.	Restoran mamak sentiasa menghidangkan makanan sama seperti yang saya pesan.	1	2	3	4	5	6	7
21.	Restoran mamak sentiasa memberi perkhidmatan yang cepat kepada saya.	1	2	3	4	5	6	7
22.	Restoran mamak mempunyai pekerja yang boleh menjawab soalan dengan baik tentang hidangan yang ditawarkan.	1	2	3	4	5	6	7
23.	Sikap positif pekerja di restoran mamak meningkatkan keyakinan saya terhadap mereka.	1	2	3	4	5	6	7

Bahagian B: Kepuasan Pelanggan

Untuk bahagian ini, bagi setiap pernyataan, sila nyatakan tahap persetujuan anda dengan membulatkan nombor yang bersesuaian berdasarkan petunjuk di bawah.

Petunjuk						
1	2	3	4	5	6	7
Sangat tidak setuju	Tidak setuju	Sedikit tidak setuju	Tidak pasti	Sedikit setuju	Setuju	Sangat setuju

No.	Pernyataan	Skala						
24.	Secara amnya, saya tidak berpuas hati dengan persekitaran di dalam restoran mamak.	1	2	3	4	5	6	7
25.	Saya berpuas hati dengan keseluruhan kualiti makanan yang disediakan di restoran mamak.	1	2	3	4	5	6	7
26.	Secara keseluruhannya, saya berpuas hati dengan kualiti perkhidmatan yang diberikan di restoran mamak.	1	2	3	4	5	6	7

<u>**Bahagian C: Perilaku pelanggan**</u>

Untuk bahagian ini, bagi setiap pernyataan, sila nyatakan tahap persetujuan anda dengan membulatkan nombor yang bersesuaian berdasarkan petunjuk di bawah.

Petunjuk						
1	**2**	**3**	**4**	**5**	**6**	**7**
Sangat tidak setuju	**Tidak setuju**	**Sedikit tidak setuju**	**Tidak pasti**	**Sedikit setuju**	**Setuju**	**Sangat setuju**

No.	Pernyataan	Skala						
27.	Saya berhasrat untuk mengunjungi restoran mamak lagi pada masa hadapan.	1	2	3	4	5	6	7
28.	Saya bersedia untuk menyebarkan tentang kelebihan restoran mamak kepada orang lain.	1	2	3	4	5	6	7
29.	Saya akan mengesyorkan restoran mamak kepada orang lain.	1	2	3	4	5	6	7

Bahagian D: Demografik [*sila tandakan (/) dalam kotak yang diberikan atau tulis di ruangan yang disediakan jika perlu*]

30. Jantina

Lelaki ☐   Perempuan ☐

31. Kaum

Melayu ☐

Cina ☐

India ☐

Lain-lain ☐ _____ (*sila nyatakan*)

32. Umur

Kurang dari 21 tahun	☐	Dari 31 hingga 35 tahun	☐
Dari 21 hingga 25 tahun	☐	Dari 36 hingga 40 tahun	☐
Dari 26 hingga 30 tahun	☐	Lebih daripada 41 tahun	☐

33. Tahap pendidikan tertinggi

UPSR ☐

SPM ☐

Sijil kemahiran (contoh: politeknik, kolej komuniti dan lain-lain) ☐

STPM ☐

Diploma ☐

Sarjana muda ☐

Sarjana atau lebih tinggi daripadanya ☐

Lain-lain _____ (*sila nyatakan*) ☐

34. Pekerjaan

ADUN, pengawai kanan atau pengurus ☐

Profesional (contoh: doktor, peguam, jurutera, akauntan, guru dan lain-lain) ☐

Juruteknik dan bidang berkaitan ☐

Pekerja mahir pertanian dan perikanan ☐

Pekerja perkhidmatan (contoh: pembantu kedai, pelayan restoran dan lain-lain) ☐

Pekerja kilang ☐

Pekerja kraftangan dan bidang berkaitan ☐

Kerani ☐

Pekerjaan asas (contoh: kerja-kerja kampung) ☐

Pelajar ☐

Tidak bekerja/suri rumah ☐

Lain-lain _____ (*sila nyatakan*) ☐

35. Pendapatan bulanan

Kurang daripada RM 1000 ☐

Antara RM 1000 – RM 2000 ☐

Antara RM 2001 – RM 3000 ☐

Antara RM 3001 – RM 4000 ☐

Antara RM 4001 – RM 5000 ☐

Lebih daripada RM 5000 ☐

36. Teman makan paling kerap [*sila tandakan (/) SATU sahaja*]

Bersendirian ☐

Keluarga (suami isteri, ibu bapa atau anak-anak) ☐

Saudara-mara ☐

Kawan-kawan ☐

Rakan perniagaan ☐

Lain-lain _____ (*sila nyatakan*) ☐

Terima kasih atas kerjasama anda!

Formal support letter from FASM

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Rujukan kami : UMT/FASM/JSM/1-6/10
Tarikh   : 2 Mei 2011
Bersamaan   : 28 Jamadil Awal 1432H

Kepada pengurus restoran yang berkenaan

Melalui

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Tuan/Puan,

MEMOHON KEBENARAN UNTUK MENJALANKAN KAJIAN BERKENAAN PENILAIAN PERSEPSI, JANGKAAN PERILAKU DAN KEPUASAN PELANGGAN TERHADAP RESTORAN MAMAK DI MUAR

Dengan segala hormatnya perkara di atas adalah dirujuk.

2.   Untuk makluman pihak tuan/puan, pelajar daripada program Sarjana Muda Sains Makanan (Perkhidmatan Makanan dan Pemakanan) dari Universiti Malaysia Terengganu berminat untuk menjalankan kajian bagi Projek Ilmiah Tahun Akhir (PITA) ; MKN4199A berkenaan penilaian persepsi, jangkaan kepuasan dan perilaku pelanggan terhadap restoran Mamak di daerah Muar bagi memenuhi syarat untuk bergraduat.

3.   Maklumat pelajar yang akan terlibat bagi menjalankan kajian berkenaan adalah seperti berikut:

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2001 - 2011

TEROKAAN SELUAS LAUTAN
Ocean Of Discoveries

4.   Borang kaji selidik akan digunakan bagi tujuan ini dan cadangan tempoh bagi kajian ini ialah bermula pada bulan Jun 2011 hingga Ogos 2011.

5.   Segala maklumat yang diperolehi adalah <u>SULIT</u> dan hanya akan digunakan untuk tujuan penyelidikan. Kami berharap pihak tuan/puan dapat mempertimbangkan dan seterusnya menerima permohonan ini.

Kerjasama yang diberikan oleh pihak tuan/puan saya dahului dengan jutaan terima kasih.

Sekian.

"TEROKAAN SELUAS LAUTAN"

Yang menjalankan tugas,

(AZIZ BIN YUSOF)

Penyelia
Projek Ilmiah Tahun Akhir (PITA)
Jabatan Sains Makanan, FASM
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Awards :

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July 2010/2011	Dean's list
December 2009/2010	Dean's list
July 2009/2010	Dean's list
December 2008/2009	Dean's list
July 2008/2009	Dean's list

THE PERCEIVED VALUE, BEHAVIORAL INTENTIONS AND CUSTOMER SATISFACTION TOWARDS MAMAK RESTAURANTS IN MUAR - YAP QING SHENG