

**PERCEIVED VALUES, SATISFACTION AND BEHAVIORAL INTENTIONS OF
JAPANESE CASUAL-DINING RESTAURANT DINERS IN PETALING JAYA.**

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

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

2012

ENDORSEMENT

The project report entitled **Perceived values, satisfaction and behavioral intentions of Japanese casual-dining restaurant diners in Petaling Jaya** by **Chua Pek Hua**, Matric No. **UK 18262** 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 quotation and summaries which have been duly acknowledged.

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ACKNOWLEDGEMENT

First of all, I would like to deliver my grateful to my supervisor, En. Aziz bin Yusof for his valuable guidance, suggestions and dedication. Thank for the chances and everything he given to me for successes this final year project.

To all respondents who had cheerfully participated in this survey, I would like to express my sincere appreciation to all of you for cooperation in completing the questionnaires.

Not forget to thank my lovely family members and friends who gave me fully support in my final year project. Without anyone in my list, my project may cannot completed in the given time. With their help and moral support, I can pass through those obstacles during running my final year project.

Lastly, thank and apologize to whom I suppose to deliver to but not in this acknowledgement, but I really appreciate. Financial support from Faculty of Agrotechnology and Food Science, Universiti Malaysia Terengganu is also gratefully acknowledged.

ABSTRACT

In recent years, a steady growth in the number of ethnic restaurants, including Japanese restaurants has made the restaurant industry increasingly competitive. With the growing wealth and changing lifestyle, customers are becoming more demanding not only on the quality of foods but also on the services they received. As a result, in the highly competitive market especially Klang Valley, it is important for restaurant operators to be aware of the wants and needs of customers in order to ensure their survival. The effect of economic downturn has been felt by many in the restaurant industry and in coping with it, various measures has been deployed such as purchasing inexpensive ingredients and(or) decreasing the portion size all together in order to maintain the selling price. Besides that, due to the prolonged effect of Fukushima nuclear plants disaster, Japanese restaurant operators found themselves dealing with new problem of consumers' perception towards safety of Japan imported ingredients used in their premises. The general purpose of this study was to study the level of perceived values, satisfaction and behavioral intentions of Japanese casual-dining restaurant diners. Specifically, this study had to identify the most influencing factor towards customer satisfaction and behavioral intentions; and investigates the relationship among perceived value, customer satisfaction and behavioral intentions. In this research, the instrument used was in the form of questionnaire using the face-to-face interview technique to collect the data. All of the questions were measured by using a 7-point Likert-type scale. Pilot test involving 35 respondents was conducted. Prior to that, internal-consistency-of-measure was used to test the reliability of the questionnaire while content validity (professional view) was used to check the validity of the questionnaire. A total of 100 respondents were obtained from five Japanese casual-dining restaurants in Petaling Jaya by using convenience sampling method. Data collected were analyzed by using the Statistical Package for Social Science (SPSS) version 16. In terms of overall perceived values, taste (mean score=5.83±1.13) obtained the highest perceived value from the respondents. When it comes to atmospheric, the respondents had the highest perceived values for interior design (mean score=5.61±0.97). In terms of perceived food quality, the respondents had the highest perception towards food taste (mean score=5.83±1.13). Employees' behaviors (mean score=5.13±1.20) had recorded the highest perception in terms of perceived service quality aspect. Besides that, the respondents had the highest perceived values for food authenticity (mean score=5.30±1.13) within the category of "other factors". Meanwhile, the results also indicated that generally the respondents were most satisfied with the food quality (mean score=5.48±0.95) of Japanese restaurants. Moreover, in terms of behavioral intentions, the respondents were most likely to revisit the restaurants (mean score=5.94±1.03). Furthermore, the study result proved that atmospheric ($r=0.559$, $p<0.01$; $r=0.508$, $p<0.01$) was the most influencing factor towards customer satisfaction as well as behavioral intentions respectively. The findings of this study indicated that there was a significant ($p<0.01$), positive and moderate relationship between perceived value and customer satisfaction (r -value=0.645); and perceived value to behavioral intentions ($r=0.563$); and between customer satisfaction and behavioral intentions ($r=0.615$).

ABSTRAK

Sejak kebelakangan ini, pertumbuhan pesat bilangan restoran etnik termasuk restoran Jepun telah menjadikan industri restoran lebih kompetitif. Dengan taraf serta gaya hidup yang semakin meningkat, pelanggan bukan sahaja menuntut lebih terhadap kualiti makanan tetapi juga perkhidmatan yang mereka terima. Dengan wujudnya persaingan pasaran yang sengit terutama di Lembah Kelang adalah penting bagi pengusaha restoran untuk mengetahui kehendak dan keperluan para pelanggan untuk menjamin kesinambungan kewujudan mereka. Kesan kemerosotan ekonomi telah dirasai oleh kebanyakan pengusaha industri restoran dan pelbagai cara telah digunakan untuk menyelesaikan masalah tersebut seperti membeli bahan mentah yang murah dan (atau) mengurangkan saiz hidangan untuk mengekalkan harga jualan. Di samping itu, disebabkan oleh kesan yang berpanjangan atas bencana loji nuklear Fukushima, pengusaha restoran Jepun mendapati mereka perlu menangani satu masalah baru apabila berurusan dengan persepsi pelanggan terhadap keselamatan bahan yang diimport dari Jepun dan digunakan di premis mereka. Tujuan umum bagi kajian ini adalah untuk mengkaji tahap nilai persepsi, kepuasan dan jangkaan perilaku terhadap pelanggan restoran Jepun. Secara khususnya, kajian ini perlu mengenal pasti faktor yang paling mempengaruhi kepuasan pelanggan dan jangkaan perilaku pelanggan; dan memahami hubungan antara nilai persepsi, kepuasan pelanggan dan jangkaan perilaku pelanggan. Dalam kajian ini, borang soal selidik digunakan sebagai instrumen dan teknik "Face-to-Face interview" digunakan untuk mengumpul data. Semua soalan diukur dengan menggunakan *7-point Likert-type scale*. Ujian perintis yang melibatkan 35 responden telah dijalankan. Sebelum itu, *internal-consistency-of-measure* telah digunakan untuk menguji kebolehpercayaan (*reliability*) soal selidik manakala *content validity* (pandangan professional) digunakan untuk menyemak kesahihan (*validity*) soal selidik. Seramai 100 responden telah diperolehi daripada lima restoran Jepun di Petaling Jaya melalui kaedah persampelan mudah (*convenience sampling*). Data yang dikumpul dianalisis dengan menggunakan *Statistical Package for Social Science* (SPSS) versi 16. Daripada segi nilai persepsi, secara keseluruhannya, rasa (skor purata=5.83±1.13) mendapat nilai persepsi yang tertinggi daripada responden. Dengan merujuk kepada atmosfera, responden mempunyai nilai persepsi yang tertinggi terhadap reka bentuk dalaman (skor purata=5.61±0.97). Daripada segi kualiti makanan, responden mempunyai nilai persepsi yang tertinggi terhadap rasa makanan (skor purata=5.83±1.13). Tingkah laku pekerja (skor purata=5.13±1.20) mencatatkan persepsi yang paling tinggi daripada aspek kualiti perkhidmatan. Selain itu, responden mempunyai nilai persepsi yang tertinggi terhadap keaslian makanan (skor purata=5.30±1.13) dalam kategori "faktor-faktor lain". Sementara itu, keputusan menunjukkan bahawa secara amnya, responden paling berpuas hati dengan kualiti makanan (min skor= 5.48±0.95) restoran itu. Tambahan pula, responden paling suka kembali ke restoran bagi aspek jangkaan perilaku pelanggan (skor purata=5.94±1.03). Di samping itu, hasil kajian ini juga mendapati bahawa atmosfera ($r=0.559$, $p<0.01$; $r=0.508$, $p<0.01$) adalah faktor yang paling mempengaruhi terhadap kepuasan pelanggan dan juga jangkaan perilaku pelanggan masing-masing. Hasil kajian ini membuktikan bahawa terdapat hubungan yang signifikan ($p<0.01$), positif dan sederhana di antara nilai persepsi dan kepuasan pelanggan ($r=0.645$); antara nilai persepsi dan perilaku pelanggan ($r=0.563$); antara kepuasan pelanggan dan perilaku pelanggan ($r=0.615$).