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The relationship between dining-out experience and consumers' post-purchase attitude towards service firm and effect on behavioral intention at restaurant / Zaharah Abd. Mutalib.

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HAK MILIK
PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH

**THE RELATIONSHIP BETWEEN DINING-OUT EXPERIENCE AND
CONSUMERS' POST-PURCHASE ATTITUDE TOWARDS SERVICE FIRM AND
EFFECT ON BEHAVIORAL INTENTION AT RESTAURANT**

**By
Zaharah binti Abd Mutalib**

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

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

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ENDORSEMENT

The project report entitled **The Relationship between Dining-out Experience and Consumers' Service Firm and Effect on Behavioral Intention at Restaurant** by **Zaharah binti Abd Mutalib**, Matric No. **UK18128** 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 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 expect for quotations and summaries which have been duly acknowledged.

Signature : 

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Date : 9 February 2012

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ABSTRACT

This study was conducted with the purpose of identifying and determines influencing factors of respondents which dining-out experience and consumers' post-purchased attitude towards service firm. Data from 150 respondents, comprising of local tourist who had visited the Cameron Highlands, were collected using a convenience sampling technique through a questionnaire survey. Four influencing factors of respondents dining-out experience and consumers' pot-purchased attitude towards service firm were analyzed by using Spearman Rank correlation. Based on the results, influencing factors on service quality for environmental quality have moderate relationship towards consumers' post-purchased attitude towards service firm and these were labeled as "restaurant's environment", "ambience condition" and "décor". As a conclusion, service quality (environmental quality), perceived value (value for money) food and beverages (appearance and presentation) and service quality (staff behavior) on friendliness had positive relationship to consumers' post-purchased attitude towards service firm. Besides that, in items of four factors were significant which were beverages (0.02), appearance and presentation of food (0.00), ambience condition (0.01), décor (0.02), friendliness (0.00) and value for money (0.00). Finally, there was positive relationship between consumers' post-purchase attitude towards service firm and intention to return and recommend to other person.

ABSTRAK

Kajian ini dijalankan bertujuan mengenal pasti dan menentukan faktor-faktor yang mempengaruhi responden yang berpengalaman makan di luar dan sikap pengguna terhadap firma perkhidmatan selepas membeli. Data daripada 150 responden yang terdiri daripada pelancong tempatan yang melawat Cameron Highlands, dikumpulkan dengan menggunakan teknik persampelan mudah melalui kajian soal selidik. Empat faktor yang mempengaruhi responden yang berpengalaman makan di luar dan sikap pengguna terhadap firma perkhidmatan selepas membeli telah dianalisis dengan menggunakan ujian korelasi Spearman Rank. Berdasarkan keputusan, faktor yang mempengaruhi kualiti perkhidmatan terhadap kualiti persekitaran mempunyai hubungan yang sederhana terhadap sikap pengguna terhadap firma perkhidmatan selepas membeli dan ini telah dilabelkan sebagai “persekitaran restoran”, “suasana keadaan” dan “hiasan”. Sebagai kesimpulan, kualiti perkhidmatan (kualiti persekitaran), nilai tanggapan (nilai untuk wang), kualiti makanan dan minuman (rupa dan penyampaian) dan kualiti perkhidmatan (tingkah laku pekerja) iaitu keramahan mempunyai hubungan yang positif terhadap sikap pengguna terhadap firma perkhidmatan selepas membeli. Selain itu, di dalam empat faktor itu terdapat yang penting iaitu minuman (0.02), rupa dan penyampaian makanan (0.00), keadaan suasana (0.01), hiasan (0.02), keramahan (0.00 dan nilai untuk wang (0.00). Akhir sekali, terdapat hubungan yang positif antara sikap pengguna terhadap firma perkhidmatan selepas membeli dan niat untuk kembali dan mencadangkan kepada orang lain.