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Customer perception and satisfaction towards service delivered
by foreign workers of foodservice premises in Seremban / Wong
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PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH

CUSTOMER PERCEPTION AND SATISFACTION TOWARDS
SERVICE DELIVERED BY FOREIGN WORKERS OF FOODSERVICE
PREMISES IN SEREMBAN

By

Wong Shau Ying

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
UNIVERSITY MALAYSIA TERENGGANU
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ENDORSEMENT

The project report entitled **Customer Perception and Satisfaction towards Service delivered by Foreign Worker of Food Premises in Seremban** by **Wong Shau Ying**, Matric No. **UK 17701** has been reviewed and corrections have been made according to the recommendation by examiners. This report is submitted to the Department **Food Science** of in partial fulfillment of the requirement of the degree of **Bachelor of Fooss Science (Food Service and Nutrition)**, Faculty of Agrotechnology and Food Science, University Malaysia Terengganu.

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(**DR. SITI NUR AFIFAH JAAFAR**)

Main supervisor

Stamp:

Date:

DECLARATION

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

Signature : 

Name : WONG SHAU YING

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Date : 8th FEBRUARY 2012

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ABSTRACT

Number of foreign workers in foodservice in Malaysia is mushrooming and their background was different with the local people. So, it becomes a problem for the perception of customers to them. The objective of this study was to identify customer's perception and satisfaction, their relationship and to investigate the most important factor that affecting customers' satisfaction. A survey conducted using convenience sampling by taking 100 samples from the customers who had experience served by foreign workers within past two weeks at shopping complex and KTM station in Seremban. It takes mone month to collect all the data. Questionnaires including seven dimensions, which is the reliability, responsiveness, assurance, empathy, accent, hygiene and communication with the foreign workers. The results showed that respondents have moderate neutral perception to the foreign workers. In overall, accent is the factor they rated the highest. Respondents satisfied with the service delivery and satisfied. All factors had relationship with the satisfaction of the customers. Accent has strong relationship with their satisfaction on communication with the foreign workers. The accent of the foreign workers was also a barrier for them to communicate well. It is also found that customers are most concern of the hygiene of the customers. This result revealed new knowledge that is useful for the foodservice operation in order to improve their business by understanding their customers. Besides, this investigation may contribute to the foodservice operation in managing their foreign workers. They could be given some training to enhance their ability to communicate well with customers and also increase their hygiene level.

ABSTRAK

Di Malaysia, bilangan pekerja asing dalam bidang perkhidmatan makanan semakin bertambah dan latar belakang mereka adalah berbeza dengan orang tempatan. Pelanggan-pelanggan berkemungkinan akan mempunyai persepsi tertentu terhadap mereka. Objektif kajian ini adalah untuk mengkaji persepsi dan kepuasan pelanggan, hubungan antara factor-faktor dengan kepuasan pelanggan, serta mendapatkan factor yang paling mempengaruhi kepuasan pelanggan. Kaedah persampelan mudah digunakan untuk mengumpul 100 borang soal selidik yang diisi oleh pelanggan yang mempunyai pengalaman dilayani oleh pekerja asing dalam dua minggu yang lepas dari hari mengisi borang di pusat membeli-belah dan stesen KTM terletak di Seremban. Terdapat tujuh dimensi dimasukkan ke dalam borang soal selidik seperti kebolehpercayaan, kebolehan untuk bertindak balas, jaminan, empati, kebersihan, dialek, serta komunikasi dengan pekerja asing. Secara keseluruhannya, keputusan menyatakan bahawa pelanggan berpersepsi neutral terhadap pekerja asing. Dialek adalah factor yang mempunyai nilai skor yang paling tinggi. Mereka juga berpuas hati dengan kualiti perkhidmatan yang diberi dan berpuas hati secara keseluruhannya. Kesemua factor mempunyai hubungan dengan kepuasan pelanggan. Dialek merupakan factor yang paling mempengaruhi bagi kepuasan pelanggan dalam komunikasi. Selain itu, kebersihan pekerja asing dalam tempat makan adalah factor yang paling dititikberatkan oleh pelanggan supaya berpuas hati terhadap pekerja asing. Keputusan kajian ini telah memberikan informasi dan ilmu yang baru kepada operasi makanan perkhidmatan untuk mempertingkatkan perkhidmatannya. Di samping itu, kajian ini juga membantu operasi-operasi perkhidmatan makanan untuk member latihan kepada pekerja asingnya untuk melatih mereka supaya lebih fasih dalam beberapa bahasa yang wajib.