

CUSTOMER PERCEPTION, SATISFACTION AND BEHAVIORAL
INTENTION TOWARDS THEME RESTAURANTS
IN KUALA LUMPUR

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
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ENDORSEMENT

The project report entitled **Customer Perception, Satisfaction and Behavioral Intention towards Theme Restaurants in Kuala Lumpur** by **Yee Kean Hou**, Matric No. **UK17742** 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, University 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

High living standard and vigorous development in the food and beverage industry have induced customers to begin paying their attentions towards the atmosphere and physical environment of the restaurant besides the concerned food, price and service quality. A new blooming trend in Malaysia, theme restaurants, have brought a new excitement and dining experience. Theme restaurants are any dining establishments featuring respective concepts and certain themes including the décor, music, sport, vehicles, lifestyles and so forth. A survey of restaurant patrons was conducted in Bukit Bintang, Kuala Lumpur. This study explores on how the concerned perceived servicescape, food quality, price and service quality affected the customers' satisfaction, in turn influencing their desire to stay and intention to revisit. Focusing on the elements of servicescape, this research examines the significant influence of servicescape towards customers' satisfaction and behavioral intentions. Quantitative analysis of mean and standard deviation, bivariate correlation and multiple linear regression analysis of data from 100 questionnaires were performed to examine each of the relationships. Results successfully proved that servicescape does have substantial relationship with customers' satisfaction and behavioral intentions. The results of this study are useful to help restaurants develop strategies to strengthen customer satisfaction with their experience at theme restaurants.

ABSTRAK

Taraf kehidupan yang tinggi dan perkembangan yang pesat dalam industri makanan dan minuman telah mendorong para pelanggan agar mula memberi perhatian kepada suasana dan persekitaran fizikal restoran selain kualiti makanan, harga dan perkhidmatan yang disediakan. Satu trend baru yang pesat di Malaysia, restoran bertema, telah membawa kegembiraan baru dan pengalaman menjamu selera. Restoran bertema adalah mana-mana tempat makanan yang menampilkan konsep masing-masing yang tersendiri dan tema-tema tertentu termasuk hiasan, muzik, sukan, kenderaan, gaya hidup dan sebagainya. Satu tinjauan pengunjungan restoran telah dijalankan di Bukit Bintang, Kuala Lumpur. Kajian ini menerokai bagaimana *servicescape*, kualiti makanan, harga dan kualiti perkhidmatan yang berkenaan mempengaruhi kepuasan pelanggan, seterusnya mempengaruhi keinginan mereka untuk terus makan dan niat untuk mengunjungi semula restoran berkenaan. Tumpuan diberikan kepada unsur-unsur *servicescape*, kajian ini mengkaji pengaruh penting *servicescape* terhadap kepuasan dan niat tingkah laku pelanggan. Analisis kuantitatif mean dan sisihan piawai, *bivariate correlation* dan *multiple linear regression* yang dikumpul daripada 100 borang soal selidik telah dilakukan untuk memeriksa setiap hubungan antara faktor tersebut. Keputusan analisis berjaya membuktikan bahawa *servicescape* mempunyai perhubungan yang rapat dengan kepuasan pelanggan dan niat kelakuan mereka. Keputusan kajian ini berguna untuk membantu restoran membangunkan strategi untuk mengukuhkan kepuasan pelanggan dengan pengalaman mereka di restoran bertema.