THE PERCEIVED VALUE, CUSTOMER SATISFACTION AND BEHAVIORAL INTENTIONS TOWARDS HOSPITALITY INDUSTRY

LOW SIEW MOOI

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PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH
UNIVERSITI MALAYSIA TERENGGANU (UMT)
21030 KUALA TERENGGANU

1100090153		

THE PERCEIVED VALUE, CUSTOMER SATISFACTION AND BEHAVIORAL
INTENTIONS TOWARDS KOPITIAMS IN IPOH

By
Low Kah Mun

Research Report submitted in 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 entitled **The Perceived Value, Customer Satisfaction and Behavioral Intentions towards *Kopitiams* in Ipoh** by **Low Kah Mun**, Matric No. **UK16572** 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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En. Aziz B. Yusof

Main supervisor

Date:

31 / 1 / 2012

AZIZ YUSOF
Pensyarah
Jabatan Sains Makanan
Fakulti Agroteknologi dan Sains Makanan
Universiti Malaysia Terengganu
21030 Kuala Terengganu

DECLARATION

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

Signature   : ....

Name   : LOW KAH MUN

Matric No.   : UK 16572

Date   : 31/1/2012

ACKNOWLEDGEMENT

It would not have been possible to write this thesis without the help and support of the kind people around me, to only some of whom it is possible to give particular mention here.

Above all, I would like to acknowledge the advice and guidance to my supervisor, En. Aziz. With his help, support and patience, this study has been accomplished to the schedule. The good advice, knowledge and friendship has been invaluable on both an academic and a personal level, for which I am extremely grateful.

Special thanks are extended to consultation from Dr. Afifah who helps me during the analysis of the result for this study and advices throughout the whole research. In addition, I would like to thank to Dr. Hayati for her endless help and her precious time in helping me in this study.

I would like to thank for my coursemates and friends, who always being kind and supportive to help me go through thick and thin. Last but not least, I wish to express my uncountable thanks to my parents and siblings for supporting and encouraging me to pursue this degree. Without their supports, love and sharing, I would not have finished this research.

ABSTRACT

Eating out in Malaysia is more than a social activity, but it is a part of the Malaysian cultural identity. In this respect, *kopitiams* are at well positioned because they are competitively priced with casual dining atmosphere, thus appealing to many average Malaysians. Due to the rising of raw material cost and labour shortage challenges in the food service industry, *kopitiams* are having difficulties to provide good food and good service. Regardless of the problems faced, customers expect restaurant service to be at least maintained. Therefore, this study aimed to identity the perceived value, customer satisfaction and behavioral intentions and the relationship among these three attributes towards *kopitiams* in Ipoh. The instrument used for this study was in the form of questionnaire using face-to-face interviews technique. The questionnaire 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 of the questions were measured using a 7-point Likert-type scale. A pilot test involving 35 respondents was conducted at Kuala Terengganu. Content validity and internal consistency of measures were used to ensure the validity and reliability of the questionnaire. A total of 100 respondents were obtained from five *kopitiams* in Ipoh by using convenience sampling technique. Results from the main survey indicated that food taste (mean score = 5.15 ± 1.31) had recorded the highest perception of overall perceived value from the respondents. In terms of perceived food quality, respondents had the highest perception towards food taste (mean score = 5.15 ± 1.31). Besides that, interior design (mean score = 5.11 ± 1.16) had recorded the highest perception in terms of perceived atmospheric aspect. Employee behavior (mean score = 4.40 ± 1.23) had recorded the highest perception in terms of perceived service quality aspect. Meanwhile, customers were most satisfied with the food quality (mean score = 4.83 ± 1.18) in *kopitiams*, and customers are most likely to have revisit intentions (mean score = 5.05 ± 1.14) in the future. Furthermore, service quality (r = 0.513, p < 0.001) appeared to be the most influencing factor towards customer satisfaction, whereas for behavioral intentions, food quality (r = 0.603, p < 0.001) aspect was the most influencing factor. This suggested that food and service quality are of great importance towards positive *kopitiams'* consumer perception. The findings in this study proved that there was a significant (p < 0.001), moderate and positive relationship between perceived value and customer satisfaction (r-value = 0.575); and perceived value to behavioral intentions (r = 0.510). Nevertheless, there was a significant (p < 0.001), low and positive relationship between customer satisfaction and behavioral intentions (r = 0.394) in *kopitiams*. This indicated that in the case of *kopitiams*, customer satisfaction was not a good predictor of behavioral intentions.

PENILAIAN PERSEPSI, KEPUASAN PELANGGAN DAN JANGKAAN PERILAKU TERHADAP KOPITIAM DI IPOH

ABSTRAK

Di negara ini, makan di luar bukan sahaja merupakan suatu aktiviti sosial, tetapi juga merupakan sebahagian daripada identiti budaya Malaysia. Sehubungan ini, perkhidmatan kopitiam yang standing dengan restoran yang lain telah menjadikan kopitiam sebagai pilihan kebanyakan rakyat Malaysia. Walau bagaimanapun, disebabkan oleh peningkatan kos bahan mentah serta kekurangan tenaga buruh dalam industri restoran, kopitiam menghadapi kesukaran untuk menyediakan makanan dan perkhidmatan yang bermutu. Namun, pelanggan masih mengharapkan agar prestasi perkhidmatan kopitiam sekurang-kurangnya dapat dikekalkan. Lantarannya, kajian ini telah dijalankan untuk mengetahui penilaian persepsi, kepuasan pelanggan dan jangkaan perilaku serta hubungan antara ketiga-tiga faktor ini terhadap kopitiam di Ipoh. Alat pengukur yang digunakan dalam kajian ini adalah berbentuk borang soal selidik yang menggunakan teknik *face-to-face interviews*. Borang soal selidik dibahagikan kepada empat bahagian. Semua soalan diukur dengan menggunakan skala *7-point Likert-type*. Kajian rintis telah dijalankan di Kuala Terengganu. *Content validity* dan *internal consistency of measures* telah digunakan untuk memastikan kesahihan dan kebolehpercayaan borang soal selidik tersebut. Sejumlah 100 responden telah diperolehi daripada lima kopitiam di Ipoh dengan menggunakan teknik kaedah persampelan mudah. Keputusan daripada kajian ini menunjukkan bahawa rasa makanan (skor purata = 5.15 ± 1.31) mencatat keputusan tertinggi bagi keseluruhan-penilaian-persepsi di kalangan responden. Daripada segi persepsi terhadap kualiti makanan, responden mempunyai penilaian persepsi yang tertinggi terhadap rasa makanan (skor purata = 5.15 ± 1.31). Di samping itu, reka bentuk (skor purata = 5.11 ± 1.16) mencatatkan pernilaian persepsi tertinggi dalam aspek atmosferik. Kelakuan pekerja (skor purata = 4.40 ± 1.23) mencatatkan pernilaian persepsi tertinggi daripada segi kualiti perkhidmatan. Sementara itu, responden paling berpuas hati dengan kualiti makanan (skor purata = 4.83 ± 1.18) dalam kopitiam, dan responden paling berkeinginan untuk melawat semula (skor purata = 5.05 ± 1.14) restoran pada masa yang akan datang. Kualiti perkhidmatan (r = 0.513, p < 0.001) merupakan faktor yang paling mempengaruhi kepuasan pelanggan, manakala kualiti makanan (r = 0.603, p < 0.001) merupakan faktor yang mempengaruhi jangkaan perilaku. Hasil kajian ini juga menunjukkan bahawa kualiti makanan dan perkhidmatan merupakan faktor yang amat penting ke arah kejayaan sesebuah kopitiam. Penemuan dalam kajian ini telah membuktikan juga terdapat hubungan signifikan (p < 0.001), sederhana dan positif antara penilaian persepsi dengan kepuasan pelanggan (r = 0.575); dan antara penilaian persepsi dengan jangkaan perilaku (r = 0.510). Namun, terdapat hubungan signifikan (p < 0.001), rendah dan positif antara kepuasan pelanggan dan jangkaan perilaku (r = 0.394) terhadap kopitiam.