

SERVICE RECOVERY STRATEGIES AND ITS
EFFECTIVENESS TOWARD CUSTOMER SATISFACTION IN
RESTAURANTS AT HOTEL ESTABLISHMENT

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**SERVICE RECOVERY STRATEGIES AND ITS EFFECTIVENESS TOWARD CUSTOMER
SATISFACTION IN RESTAURANTS AT HOTEL ESTABLISHMENT**

By

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TABLE OF CONTENTS

ENDORSEMENT	iv
DECLARATION	v
ACKNOWLEDGEMENT	vi
ABSTRACT	vii
ABSTRAK	viii
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF ABBREVIATION	xi
LIST OF APPENDICES	xii
CHAPTER 1 INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	4
1.3 Significant of Study	5
1.4 Research Objective	6
1.5 Conceptual and Operational Definition	7
CHAPTER 2 LITERATURE REVIEW	9
2.1 Characteristic of Different Type of Restaurant	9
2.2 Restaurant Services	11
2.3 Service Failure	12
2.4 Service Recovery	16
2.5 Conceptual Framework	18
CHAPTER 3 MATERIALS AND METHODS	22
3.1 The Study Overview	22
3.2 Sampling Plan	23
3.3 Instrument Development	26
3.4 Data Collection	30
3.5 Data Analysis	32
CHAPTER 4 RESULTS AND DISCUSSIONS	35
4.1 Respondents Demographic Profile	35
4.2 Service Failure Occured at Hotel Restaurant	37
4.3 Service Recovery and Its Effectiveness	46
4.4 Relationship of Service Failure, Service Recovery and Satisfaction	53
CHAPTER 5 CONCLUSION	55
5.1 Conclusion of The Study	55
5.2 Limitation of The Research	57
5.3 Suggestion for Future Research	58

REFERENCES	60
APPENDIXES	67
CURRICULUM VITAE	72

ENDORSEMENT

The project report entitled **Strategies and Effectiveness of Service Recovery in Restaurant at Hotel Establishment toward Customer Satisfaction** by **Norjuliza Binti Ahmad Jupri**, Matric No. **UK17361** 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 fulfilment of the requirement of the degree 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 quotations and summaries which have been duly
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ABSTRACT

This study was conducted to investigate the effectiveness of service recovery using customer satisfaction at restaurant in hotel establishment that involving 110 respondents. It also consists of determining the types of service failure that usually occurred and service recovery being used to solved the failure. The study was conducted at three township of Cameron Highland that being selected using convenience sampling and snowball sampling being used to select the respondents. Survey questionnaire has been used as instrument for the data collection. The result found that more than half of a respondent was female in age group between 21 until 40 years old. Malay respondents dominated the total of respondents compare to other races (Chinese, Indian and others), most of them are married and graduated in diploma or degree from university. Income range per month for most of the respondent was between RM2001 until RM4000. Furthermore, slow service being recorded as highest failure for group 1, no smoking area for group 2 and staff have poor attitude and use an inappropriate language for failure in group 3. Moreover, manager intention was the common recovery being used by the restaurant and most of the respondents satisfy with the overall recovery process, the staff and the outcome of the recovery. The result of this study fulfil the Justice Theory element (distributive justice, procedural justice and interactional justice) where the respondents agree that the recovery being given to them by the restaurant was fair in term of the three element of justice. They satisfied with the recovery process and give a positive effect in term of behavioural intention. Nevertheless, this study found that type of service recovery and types of service failure proven to affect customer satisfaction although the relationship strength was low. Finally, this study are valuable in helping on providing a baseline data for a reference toward the improvement of foodservice industry and research regarding service failure, service recovery and customer satisfaction in Malaysia.

ABSTRAK

Kajian ini dilakukan adalah untuk mengkaji keberkesanan perkhidmatan pemulihan yang digunakan oleh pihak restoran di hotel dari sudut kepuasan pelanggan yang melibatkan 110 responden. Ia juga terdiri daripada menentukan jenis-jenis kegagalan perkhidmatan yang biasanya berlaku dan jenis-jenis perkhidmatan pemulihan yang digunakan untuk menyelesaikan kegagalan tersebut. Kajian ini telah dijalankan di tiga buah bandar di Cameron Highlands yang dipilih menggunakan persampelan mudah dan persampelan bola salji digunakan untuk memilih responden. Borang soal selidik digunakan sebagai alat untuk mengumpulkan data. Berdasarkan hasil kajian, lebih daripada separuh responden adalah dalam kalangan wanita di dalam kumpulan umur antara 21 hingga 40 tahun. Responden berbangsa Melayu mendominasi jumlah keseluruhan responden berbanding kumpulan etnik lain (Cina, India dan lain-lain). Kebanyakan respondent adalah berstatus berkahwin dan mempunyai diploma atau ijazah daripada universiti. Perkhidmatan yang lambat direkodkan sebagai kegagalan tertinggi berlaku dalam kumpulan 1, tiada kawasan merokok untuk kumpulan 2 dan kakitangan mempunyai sikap yang teruk dan menggunakan bahasa yang tidak sesuai untuk kegagalan dalam kumpulan 3. Selain itu, campurtangan pengurus adalah perkhidmatan pemulihan yang biasa digunakan dan kebanyakan responden berpuas hati dengan perkhidmatan pemulihan secara keseluruhan, dengan kakitangan dan hasil daripada pemulihan tersebut. Hasil kajian ini memenuhi ciri-ciri (distributive justice, procedural justice dan interactional justice) dalam Justice Theory dimana responden bersetuju bahawa perkhidmatan pemulihan yang diberikan oleh pihak restoran kepada mereka adalah adil mengikut ciri-ciri yang dinyatakan dalam teori. Mereka berpuas hati dengan perkhidmatan pemulihan yang diberikan dan memberi kesan positif pada sikap mereka dalam menentukan tempat menjamu selera pada masa akan datang. Walaupun begitu, kajian ini mendapati jenis-jenis kegagalan perkhidmatan dan perkhidmatan pemulihan dibuktikan memberi kesan kepada tahap kepuasan pelanggan walaupun kekuatan hubungan adalah kecil. Terakhir sekali, kajian ini amat bermakna dalam membantu menyediakan data asas sebagai rujukan untuk memperbaiki industri makanan dan kajian berkaitan kegagalan perkhidmatan, perkhidmatan pemulihan dan kepuasan pelanggan di Malaysia.