

CUSTOMER PERCEPTION TOWARDS SERVICE QUALITY OFFERED
BY TABLE SERVICE RESTAURANT IN KUALA TERENGGANU

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UNIVERSITI MALAYSIA TERENGGANU
2008

CUSTOMER PERCEPTION TOWARDS SERVICE
QUALITY OFFERED BY TABLE SERVICE
RESTAURANT IN KUALA TERENGGANU

By
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Research Report submitted in partial fulfillment of the
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Bachelor of Food Science (Food Service and Nutrition)

Department of Food Science
FACULTY AGROTECHNOLOGY AND FOOD SCIENCE
UNIVERSITY MALAYSIA TERENGGANU
2008



**FAKULTI AGROTEKNOLOGI DAN SAINS MAKANAN
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**PENGAKUAN DAN PENGESAHAN LAPORAN
PROJEK PENYELIDIKAN I DAN II**

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**FAKULTI AGROTEKNOLOGI DAN SAINS MAKANAN
UNIVERSITI MALAYSIA TERENGGANU**

**PENGAKUAN DAN PENGESAHAN LAPORAN PROJEK
PENYELIDIKAN I DAN II**

Adalah ini diakui dan disahkan bahawa laporan penyelidikan bertajuk:

Customer Perception Towards Service Quality Offered By Table Service Restaurant In Kuala Terengganu oleh Siti Fatimah Binti Leham, UK 11625 telah diperiksa dan semua pembetulan yang disarankan telah dilakukan. Laporan ini dikemukakan kepada Jabatan Sains Makanan sebagai memenuhi sebahagian daripada memperoleh Ijazah Sarjana Muda Sains Makanan (Perkhidmatan Makanan dan Pemakanan), Fakulti Agroteknologi dan Sains Makanan, Universiti Malaysia Terengganu.

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DECLARATION

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

Signature	:
Name	: Siti Fatimah Binti Leham
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Date	: 11 December 2008

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ABSTRACT

This study aims to determine the customer perception on service quality at table service restaurants in Kuala Terengganu. The researcher adapted SERVQUAL model with five attributes of service quality; tangibles, reliability, responsiveness, assurance and empathy, to measure the level of service quality from customer perception. Purposive, systematic random and convenience sampling were used to get the sampling frame. A total of 300 questionnaires were distributed to 30 selected restaurants, of which 290 were returned completed, representing a response rate of 96.7%. The findings indicate that responsiveness is the most important expectation of restaurants customer, followed by tangibles, assurance, empathy and reliability. While the customer perception of service quality most influence by reliability, followed by responsiveness, tangibles, assurance and empathy. The restaurants service fails to meet the customer expectation. Customer more satisfied with the service provided compared to the food served. Customer received more value for their money when restaurant provide a quality of food together with the service. But they perceived food is more valuable for their money compared to food when it comes separately. These shows, restaurants customers at Kuala Terengganu were not prepared to spend a lot of money for better service and considered as price sensitive. The results also indicate there were positive correlation between customer perception of service quality, with customer satisfaction and value for money.

ABSTRAK

Kajian ini dijalankan untuk menentukan persepsi pelanggan terhadap perkhidmatan meja yang disediakan oleh restoran di Kuala Terengganu. Penyelidik menggunakan model SERVQUAL yang mengandungi lima ciri perkhidmatan yang berkualiti iaitu; ketara (*tangibles*), boleh dipercayai (*reliability*), keupayaan untuk membalas (*responsiveness*), jaminan (*assurance*) dan empati (*empathy*). Persampelan bertujuan, sistematik, dan mudah digunakan untuk mendapatkan rangka persampelan. Sebanyak 300 soal selidik telah diedarkan kepada 30 buah restoran terpilih. Dimana, 290 soal selidik telah dijawab penuh dengan kadar peratusan 96.7. *Responsiveness* adalah kriteria yang dianggap paling penting oleh pelanggan, diikuti dengan *tangibles*, *assurance*, *empathy* dan *reliability*. Manakala, persepsi pelanggan terhadap kualiti perkhidmatan sangat dipengaruhi oleh *reliability*, kemudian baru diikuti dengan *responsiveness*, *tangibles*, *assurance* dan *empathy*. Perkhidmatan restoran gagal memenuhi jangkaan pelanggan. Pelanggan lebih berpuas dengan perkhidmatan yang ditawarkan daripada makanan yang disediakan. Pelanggan nilai yang lebih berbaloi dengan wang yang dibelanjakan (*value for money*) apabila restoran menyediakan makanan serta perkhidmatan yang berkualiti. Tetapi pelanggan lebih memilih makanan yang disediakan daripada perkhidmatan apabila ditawarkan secara berasingan. Ini menunjukkan, pelanggan restoran di Kuala Terengganu tidak bersedia untuk bayar lebih untuk perkhidmatan yang berkualiti dan sensitif pada harga. Keputusan juga menunjukkan, terhadap hubungan yang positif antara persepsi pelanggan terhadap kualiti perkhidmatan dengan kepuasan pelanggan serta nilai yang berbaloi dengan harga yang ditawarkan.