

**CUSTOMERS SATISFACTION TOWARD
SERVICE QUALITY IN RFC RESTAURANT: A
CASE STUDY IN KEDAH**

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ABSTRACT

The study investigated the relationship between the five dimension of service quality and the customer satisfaction among customers in four of the Radix Fried Chicken Branch in Kedah, Malaysia. The objective of the study were 1) to examine the level perceived service quality and customers satisfaction, 2) to examine the relationship between service quality and customers satisfaction 3) to determine how the attribute service quality (tangible, reliability, responsiveness, assurance, and empathy) influence and effect customers satisfaction. Based on the literature review a model of relationship was proposed and developed to examine the relationship between the five factors of service quality and customer satisfaction. To test the relationship of the variable in the model, data from 310 customers dining there was taken. To test the relationship hypotheses of the study, correlation, and multiple regression analysis were performed. The correlation analysis suggested positive and significant relationship among five service quality variable and the customer satisfaction. The correlation results suggest that customers satisfaction positively and significantly associate with the perceive level of five service tangibility, reliability, responsiveness, insurance and empathy. The result of the correlation analysis showed that if perceived service quality in all five dimensions is experienced at higher level, customer's satisfaction will be higher. Multiple analysis regression result shows that among the five factors of service quality, empathy, assurance, and the reliability were the three main predictor variable to overall customer's satisfaction and significantly and positively influence overall customer's satisfaction.

ABSTRAK

Kajian ini dilakukan untuk mengetahui diantara kelima-lima faktor kualiti perkhidmatan dan kepuasan pelanggan di empat cawangan Restoran Radix Fried Chicken Kedah, Malaysia. Objektif kajian ini adalah untuk 1) menyelidik tanggapan yang dapat mempengaruhi kualiti perkhidmatan dan kepuasan pelanggan. 2) menyelidik hubungan diantara kualiti perkhidmatan dan kepuasan pelanggan. 3) untuk menentukan bagaimana atribut perkhidmatan (kebolehnyataan, kebolehpercayaan, ketanggapan, jaminan, dan empati) pengaruh dan kesan kepuasan pelanggan Berdasarkan kepada ulasan, model hubungan telah dicadangkan dan dihasilkan untuk memeriksa hubungan di antara kelima-lima faktor di dalam kualiti perkhidmatan dan kepuasan pelanggan. Bagi menguji hubungan pemboleh ubah dalam model ini, data daripada 310 pelanggan yang sedang makan di restoran telah diambil. Bagi menguji hubungan hipotesis kajian, korelasi dan analisis pelbagai telah dijalankan. Analisis hubungkait telah mencadangkan kepentingan dan hubungan yang positif diantara kelima-lima pemboleh ubah kualiti perkhidmatan dan kepuasan pelanggan. Keputusan hasil kajian melalui analisis hubungkait di antara kualiti perkhidmatan dan kepuasan pelanggan telah mencadangkan bahawa kepuasan pelanggan adalah positif dan nyata berkait rapat dalam mempengaruhi tahap kebolehnyataan, kepekaan, keyakinan, dan keehsanan. Keputusan analisis hubungkait antara kualiti perkhidmatan dan kepuasan pelanggan menunjukkan jika faktor tanggapan kualiti perkhidmatan dalam kelima-lima dimensi adalah tinggi, maka kepuasan pelanggan dengan sendirinya akan meningkat. Keputusan analisis pelbagai regresi menunjukkan bahawa di antara kelima-lima faktor kualiti perkhidmatan, keyakinan, keehsanan, dan kebolehpercayaan diramal sebagai tiga pembolehubah utama terhadap kepuasan pelanggan.

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1.1 Background of the Study

Customer satisfaction is a measurement of how products and services supplied by a company or organization met customers' expectation. It has been accepted as a key performance indicator for business organization. In a competitive marketplace where businesses compete for customers in term of quality and also gain their profit through customer satisfaction. Customers' satisfaction is a key differentiator and now has become a key element of business strategy.

Customer satisfaction is recognized as an important goal (Ammar et al., 2008) largely because empirical studies establish a relationship between customer satisfaction, customer loyalty and long-term profitability. Specifically, during the past two decades, research center around exploring customer satisfactions impact on customer retention and loyalty, branding, profits, market share and growth (Birgelen, 1997). Therefore, it is not surprising that organizations spend substantial resources measuring and managing customer satisfaction (Lee, 2005).

Satisfaction has been widely debate by researchers as organizations increasingly attempt to measure it. Customer's satisfaction can be experienced in a variety of

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APPENDIX

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