

**FACTORS PERCEIVED BY CUSTOMERS IN CHOOSING
RESTAURANT**

By

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ABSTRACT

This paper examines the factors perceived which influence customers' decision in choosing suitable restaurant for their meals. Since the restaurant sector is one of the fastest growing sectors, it is a paramount important to investigate the customers' perception on restaurant service quality. Sampling used in this study is a simple random sampling on 100 customers of restaurants in Perlis, Malaysia. The survey reported in this paper on customers of restaurant has gathered the perception of quality according to a Likert scale from one to five. The research found that the four elements of restaurant service quality have a strong relationship with the customers' decision and selection of restaurant. Good quality of food is rated the most important factor to be perceived followed by quality of service, place / physical of restaurant and cost of meals.

ABSTRAK

Kajian ini mengenalpasti faktor – faktor yang dipertimbangkan oleh pelanggan sebelum membuat keputusan dalam pemilihan restoran. Memandangkan sektor perniagaan restoran mengalami perkembangan yang pesat, adalah sangat penting untuk mengkaji tanggapan pengguna terhadap kualiti perkhidmatan restoran. Pensampelan yang digunakan adalah pensampelan rawak mudah yang melibatkan 100 orang pelanggan restoran – restoran sekitar Perlis, Malaysia. Instrument yang digunakan untuk mengumpul maklumat tentang tanggapan pengguna adalah berdasarkan skala Likert berukuran dari skala satu ke skala lima. Kajian mendapati bahawa empat elemen kualiti perkhidmatan restoran mempunyai hubungan yang kuat dengan keputusan pengguna dalam pemilihan restoran. Kualiti makanan yang baik adalah faktor yang sangat penting diikuti dengan kualiti servis, tempat / fizikal restoran dan harga makanan.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

This chapter discusses and introduces the reader to the background of study and the problem and argument that might arise on service quality offered by restaurant industry. Derived from the problems discussion, the objectives and the purpose of study are further explained. Lastly, the terms used in the discussion of service quality are defined.

1.2 BACKGROUND OF STUDY

The restaurants sector is one of the fastest growing sectors particularly in town and cities. Restaurants across the nation are estimated to have generated more than billions in revenues every year and has employed millions of people.

The growth of restaurant sector is strongly influenced by demography, lifestyle as well as development in tourism. But the most significant development in this sector is triggered by lifestyle and demographic. The lifestyle has favoured the fast growth in restaurant business. Many people nowadays are preparing fewer meals at home due to the fact that the life has become busier that time is valued much. Therefore, people are choosing to spend less time in their kitchens.

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