# A SURVEY ON THE CUSTOMER SATISFACTION TOWARDS CUSTOMER SERVICE IN PENANG'S CAFETERIA

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# A SURVEY ON THE CUSTOMER SATISFACTION TOWARDS CUSTOMER SERVICE IN PENANG'S CAFETERIA

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fulfillment of the requirements for the degree
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by
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# ABSTRACT

The main purpose of this study was to determine the perception of customer service in Penang's cafeteria and their satisfaction among 108 respondents from different Penang's cafeterias and companies, and across these factors: Quiity of the food, Cost/Value of the food, Cafeteria Staff, Atmosphere. The study also investigated differences in customer satisfaction in demographic variables: age and gender. In assessing customer satisfaction, a questionnaire developed by Dallbolkar et.al. (1996) and Reid and Gundlach (1984) was adopted in the research. Statistical tools used were frequency counts, percentages, mean, Pearson's r., T-test and One-Way ANOVA. Analyses were done using the SPSS for Winfows (Version 12.0) computer software and set at 0.05 level of significance.

The overall customer satisfaction is "good". In this case quality of food (sig = .042) and the atmosphere of the cafeteria (sig=.039) are the variables that make significant unique contribution towards prediction of the dependent variable. Cost/value of the food (sig=.356) and cafeteria staff (sig=.869) must be improved. They should continue to provide the better service and strive further to improve the quality of service, as service quality can be used as a strategy to gain competitive advantages.

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# CHAPTER 1

# BACKGROUND OF THE STUDY

## 1.0 INTRODUCTION

Customer satisfaction has been a matter of concern and attention by any business field nowadays. The situation can be noticed by the increasing number of customer service center set up by various organizations to provide assistance to their customers. The organization realize that customer is the essential element to keep their business running as competition are getting more intense. Dissatisfied customer usually will spread their problem to their friends and words of mouth can do a lot of harm to an organization. The customer complaints can be a useful source of information for the organization to develop their business strategies and tactical decisions.

Customer satisfaction is a customer's sense of satisfaction. The customer satisfaction is the result of the customer's perception of the value perceived in a transaction or relationship. In other words customer satisfaction is a measure of whether their expectations being exceeded, met, or not met. Studies had shown that customer complaints were proven to increase satisfaction and thus lead to customer loyalty and increase of revenues.

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