FACTORS AFFECTING CHOICE OF CAFETERIA
AMONG UNIVERSITI UTARA MALAYSIA STUDENTS

BY

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ABSTRAK

ABSTRACT

The purpose of conducting this research project is to examine the factors of food quality, service quality, menu, price, convenience as well as cleanliness that influenced customer satisfaction towards cafeteria operating in Universiti Utara Malaysia, Kedah West Malaysia. To attain the objectives of this research, research questions and six hypotheses are being developed and tested. Furthermore, each hypothesis is measured accordingly while the results obtained are being subsequently explained by the researcher. Literature reviews included in this research project further strengthened the theory and better understanding of the factors affecting choice of cafeteria among UUM students whole at the same time provide evidence to support the theory. Primary data were collected using questionnaires being distributed from a total of 200 sets throughout UUM students. Using Statistical Package for Social Science version 19.0, data that had been collected from the questionnaire being analyzed using tables and charts. In addition, findings of the research are also being discussed in order to understand the relationship between independent variables like food quality, service quality, menu, price, convenience and cleanliness with dependent variables that is customer satisfaction. After the data being analyzed, the researcher concurred that all the factors are significant and having high percentage of importance towards affecting the choice of cafeteria among UUM students. Managerial implications are also being discussed to provide professional insight to the operators about the factors in demand and in trend towards customers satisfaction. Further research are being discussed as information lies in limitations factors can assist future researchers towards providing better research about the factors affecting choice of cafeteria.
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LIST OF ABBREVIATIONS

DPP – DEWAN PENGINAPAN PELAJAR (STUDENTS’ RESIDENTIAL HALL)
IPT – INSTITUSI PENGAJIAN TINGGI (HIGHER EDUCATION INSTITUTION)
SAC – STUDENTS’ ACCOMODATION CENTRE
UUM – UNIVERSITI UTARA MALAYSIA
CHAPTER ONE: INTRODUCTION

1.1 Background

Eating is a daily necessity. According to the hierarchy of needs, a person must fulfil the physiological needs which are food, water air and shelter. People concentrate on satisfying these needs before turning to higher needs (Lewis, 1983)

Managing eateries to provide catering services must be appropriate and meet the needs and requirements of the clients and are aligned with customers’ needs. Therefore quality and service facilities shall be given priority in order to achieve organizational objectives. Catering services is essential for many organizations, particularly in the case of Higher Education Institutions (IPT). For the IPT, the service is provided through the cafeteria where it serves as a place that provides a focal point for students of all food needs from breakfast until dinner. This is because most of them spend more time on campus and in doing so relies heavily on food provided by the operators or contractors on campus area.

Forms of facilities and services provided should be of a very high quality in order to create a healthy competition between these cafeteria operators. Researchers indicated that customers will select restaurants that meet their standards for quality and value; restaurateurs who ignore this will see customer traffic decline as guests support competing restaurants (Stevens, Knutson et al. 1995). Operators who provide high quality services can obtain a clean, positive image of their business. This indirectly can guaranteed returns the number of customers and the amount of profit. Therefore,
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