

**FACTORS AFFECTING CHOICE OF CAFETERIA
AMONG UNIVERSITI UTARA MALAYSIA STUDENTS**

BY

MOHD NASIRUDDIN ABU GHANI

This project paper submitted to the Ghazali Shafie Graduate School of Government,
Universiti Utara Malaysia in Fulfilment of the Requirements for the
Masters Degree of Public Management

JANUARI 2014

PERMISSION TO USE

I confess that this project paper is produced from my own work unless tables, terms, and paragraphs that its sources written accordingly. I gave the copyright of this project paper to the College of Law, Government, and International Studies (COLGIS), Universiti Utara Malaysia for the purpose of publication according to COLGIS consideration. I agree that permission of copying selected part or whole part of this project paper in any forms and by any means consists electronic, mechanical, photocopy, or recording must be granted by the publisher. Any request of doing so must to directly refer to dean of College of Law, Government, and International Studies, Universiti Utara Malaysia through the proper channel.

ABSTRAK

Tujuan menjalankan projek penyelidikan ini adalah untuk mengkaji faktor-faktor kualiti makanan, kualiti perkhidmatan, menu, harga, kemudahan serta kebersihan yang mempengaruhi kepuasan pelanggan terhadap kafeteria beroperasi di Universiti Utara Malaysia, Kedah Malaysia Barat. Untuk mencapai objektif kajian ini, persoalan kajian dan hipotesis telah dibangunkan dan diuji. Tambahan pula, setiap hipotesis diukur dengan sewajarnya manakala keputusan yang diperolehi adalah yang kemudiannya dijelaskan oleh penyelidik. Ulasan sastera termasuk dalam projek penyelidikan ini diperkukuhkan lagi teori dan pemahaman yang lebih baik daripada faktor yang mempengaruhi pilihan kafeteria di kalangan pelajar UUM keseluruhan pada masa yang sama menyediakan bukti untuk menyokong teori tersebut. Data primer dikumpul dengan menggunakan soal selidik yang diedarkan berulang alik sebanyak 200 set seluruh pelajar UUM. Menggunakan Pakej Statistik untuk Sains Sosial versi 19.0, data yang telah dikumpul daripada soal selidik dianalisis menggunakan jadual dan carta. Di samping itu, dapatan kajian juga sedang dibincangkan untuk memahami hubungan antara pemboleh ubah bebas seperti kualiti makanan, kualiti perkhidmatan, menu, harga, kemudahan dan kebersihan dengan pemboleh ubah bersandar iaitu kepuasan pelanggan. Selepas data dianalisis, pengkaji bersetuju bahawa semua faktor penting dan mempunyai peratusan yang tinggi terhadap kepentingan mempengaruhi pemilihan kafeteria di kalangan pelajar UUM. Implikasi pengurusan juga dibincangkan untuk memberi gambaran yang profesional kepada pengusaha mengenai faktor permintaan dan trend ke arah kepuasan pelanggan. Kajian lanjutan juga dibincangkan maklumat terletak pada batasan faktor boleh membantu penyelidik masa depan ke arah menyediakan kajian yang lebih baik tentang faktor-faktor yang memberi kesan kepada pilihan kafeteria.

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 fro 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.

ACKNOWLEDGEMENT

First and foremost, I thank ALLAH S.W.T. for granting me the valuable opportunity and strength in completing this project paper.

Most importantly, I would like to express my gratitude to my supervisor, Puan Zalinah Ahmad for making this project paper possible at last. Her immediate feedback to my submissions helped me to keep on the right track from the commencement of the study until the end. Her continuous comments and suggestions have guided me all through the process of producing this project paper since the beginning of chapter one until chapter five. In depth, she had also assisted me for impressive initiation from the first step of starting this project paper. I will never forget the experience of being dependent throughout the process of producing the project paper under her high credibility mentorship of supervision and the precious input from her. I do hope he will supervise and guide me for my other future research, *Insyallah*.

I would also like to thank Mr. Rais Mokhtar, UUM Senior Research Officer for his sincere guidance and lesson for making me understand more about the tools and functions available in SPSS software. As a result, I am able to recall the SPSS lessons when I was in my first degree. Most importantly, I want to thank my classmates for their assistance and encouragement in creating healthy competition environment among us in order to produce a good job within the period given.

Special thanks I lied to my two moms Aishah Pawan and Yong Hanifah Alang Ahmad for their deeply support, caring, love, and prayers hoping that I will successfully finish my project paper and study. Their simultaneous support and prayers have given me strength to make this project paper a reality.

To my lovely wife Ana Hayati Salleh, let's just say that you have made me a better person without even trying.

TABLE OF CONTENTS

ABSTRAK	iv
ABSTRACT	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS.....	vii
LIST OF TABLES.....	x
LIST OF FIGURES.....	xi
LIST OF ABBREVIATIONS.....	xii
CHAPTER ONE: INTRODUCTION	1
1.1 Background	1
1.2 Factors to Consider In Making Decisions.....	3
1.3 Topic area.....	6
1.4 Statement of problem	7
1.5 Significance to knowledge	11
1.6 Research Questions.....	12
1.7 Objectives.....	13
1.8 Hypothesis.....	13
1.9 Definition of key words	13
1.10 Organization of the Study	16
CHAPTER TWO: LITERATURE REVIEW	18
2.1 Introduction	18
2.2 Definition of Catering Services	18
2.3 Types of Catering Services.....	19
2.4 Features of Catering Services	20
2.5 Customer's Satisfaction	21
2.6 Food Quality	26
2.6.1 Food Attributes	28
2.6.2 Food Freshness.....	29
2.6.3 Food Presentation.....	30
2.7 Service Quality	31
2.7.1 Service Reliability and Responsiveness	34
2.8 Restaurant Price	34
2.9 Convenience/Atmosphere	35

2.10	Cleanliness	37
2.11	Relevant Theoretical Model	39
2.12	Proposed Conceptual Framework	39
CHAPTER THREE: RESEARCH METHODOLOGY		42
3.1	Introduction	42
3.2	Research Design	44
3.3	Research Approach	46
3.4	Pilot Test	47
3.5	The Questionnaire.....	48
3.6	The Process of Data Collection	49
3.7	Data Sources	51
3.7.1	Primary Data	51
3.7.2	Secondary Data	52
3.8	Population & Sampling.....	53
3.8.1	Target Population.....	53
3.8.2	Sampling Frame and Location	53
3.8.3	Sampling Elements.....	54
3.8.4	Sampling Technique	54
3.8.5	Sampling Size.....	55
3.9	Unit of Analysis.....	55
3.10	Identifying Sample.....	55
3.11	Analytic Techniques	56
3.11.1	Reliability analysis	56
3.11.2	Frequency distribution	57
3.11.3	Descriptive statistics.....	58
3.11.4	Pearson-Correlation	59
3.12	Conclusions	59
CHAPTER 4: DATA ANALYSIS		60
4.1	Introduction	60
4.2	Descriptive Analysis.....	60
4.2.1	Respondent Demographic Profile	60
4.3	Descriptive Statistics	65
4.4	Inferential Analysis.....	66
4.4.1	Pearson Correlation Analysis.....	66
4.4.2	Hypotheses Testing	68

4.5	Conclusion.....	69
CHAPTER FIVE: DISCUSSION, SUMMARY, AND RECOMMENDATIONS.....		71
5.1	Introduction	71
5.2	Managerial Implications	74
5.3	Limitation of the study	74
5.4	Suggestion on the Future Research.....	76
5.5	Research Contribution.....	78
5.6	Conclusion.....	80

REFERENCES

APPENDIX A

APPENDIX B

APPENDIX C

APPENDIX D

LIST OF TABLES

Table 1.1:	Number of Students Enrolment for Tertiary Education in Malaysian Public Universities by Level of Studies
Table 1.2:	Number of Cafeteria Operators in Universiti Utara Malaysia
Table 2.1:	Summary of Food Quality Dimensions and Comparisons from the Past Researches
Table 2.2:	Components of Physical Environment
Table 3.1:	Reliability Test
Table 4.1:	Gender
Table 4.2:	Age
Table 4.3:	Level of Studies
Table 4.4:	Time of Visits
Table 4.5:	Descriptive Statistics on Variables
Table 4.6:	Pearson Correlation Analysis

LIST OF FIGURES

Figure 2.1: Oliver Customer Satisfaction Model – Expectation Disconfirmation Model

Figure 2.2: DINESERV Model

Figure 2.3: Conceptual Framework for Food Choices

Figure 4.1: Gender

Figure 4.2: Age

Figure 4.3: Level of Studies

Figure 4.4: Time of Visits

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,

The contents of
the thesis is for
internal user
only

REFERENCES

- Abdullah, D. N. M. A., & Rozario, F. (2009). Influence of service and product quality towards customer satisfaction: A case study at the staff cafeteria in the hotel industry. *World Academy of Science, Engineering and Technology*, 53, 185-190.
- Alan, C.B. (2001). How much more are consumers willing to pay for a higher level of service? A preliminary survey. *Journal of Services Marketing*, 15(1), 11-17.
- Andaleeb, S. S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. *Journal of Services Marketing*, 20(1), 3-11.
- Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(2), 125-143.
- Anderson, J. C., Thomson, J. B., & Wynstra, F. (2000). Combining value and price to make purchase decisions in business markets. *International Journal of Research in Marketing*, 17(4), 307-329.
- Aishah Hamzah (1992). *Teknologi dan Pekhidmatan Katering*. Kuala Lumpur : Dewan Bahasa dan Pustaka.
- Auty, S. (1992). Consumer choice and segmentation in the restaurant industry. *The Services Industries Journal*, 12(3), 324-339.
- Babbie, E. (2013). *The Basics of Social Research*. Cengage Learning.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intention. *Annals of Tourism Research*, 27(3), 785-804.
- Baker, J. (1987). The role of the environment in marketing services: The consumer perspectives. In J. Czepiel, C. Congram, & J. Shanahan (Eds.), *The services challenge: Integrating for competitive advantage*, 79-84. Chicago: American Marketing Association.
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing*, 66(2), 120-141.
- Barber, N. and J. M. Scarcelli (2009). "Clean restrooms: how important are they to restaurant consumers?" *Journal of Foodservice*, 20(6), 309-320.
- Becker, T. (2000). Consumer perception of fresh meat quality: a framework for analysis. *British Food Journal*, 102(3), 58-76.

- Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. *Journal of Marketing*, 54, 69-82.
- Bitner, M. J. (1992). Serviscape: the impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57-71.
- Boshoff, C., & Gray, B. (2004). The relationships between service quality, customer satisfaction and buying intentions in the private hospital industry. *South African Journal of Business Management*, 35(4), 27-37.
- Boulding, W., A. Kalra, et al. (1993). A dynamic process model of service quality: from expectations to behavioral intentions. *Journal of marketing research* 30(1): 7-27.
- Brady, M. K., & Cronin, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34-49.
- Brady, M. K., & Robertson, C. J. (2001). Searching for a consensus on the antecedent role of service quality and satisfaction: An exploratory cross national study. *Journal of Business Research*, 51(1), 53-60.
- Brady, M. K., Robertson, C. J., & Cronin, J. J. (2001). Managing behavioral intentions in diverse cultural environments: An investigation of service quality, service value, and satisfaction for American and Ecuadorian fast-food customers. *Journal of International Management*, 7(2), 129-149.
- Brumback, N. (1998). Inn Style. *Restaurant business*, 97(3), 47-59.
- Burns, A., & Bush, R. (2006). *Marketing research* (5th ed.). London: Pearson Prentice Hall.
- Cavana, R., Delahaye, B. L., & Sekeran, U. (2001). *Applied business research: Qualitative and quantitative methods*. John Wiley & Sons Australia.
- Chow, I. H., Lau, V. P., Lo, T. W., Sha, Z., & Yun, H. (2007). Service quality in restaurant operations in China: decision-and experiential-oriented perspectives. *International Journal of Hospitality Management*, 26(23), 698-710.
- Clark, A. Monavie Wood, C. Roy. (1998). "Consumer Loyalty in the Restaurant Industry- A Preliminary Exploration of the Issue.". *International Journal of Contemporary Hospitality*, 10(4).
- Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business Research Methods*.
- Cullen, F. (2005). Factors influencing restaurant selection in Dublin. *Journal of Foodservice Business Research*, 7(2), 53-85.
- Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55-68.

- Dutta, K., Ventakesh, U. (2007). Service failure and recovery strategies in the restaurant sector. *International Journal of Contemporary Hospitality Management*, 19(5), 351-363.
- Dabholkar, P. A., C. D. Shepherd, et al. (2000). "A comprehensive framework for service quality: an investigation of critical conceptual and measurement issues through a longitudinal study." *Journal of Retailing* 76(2): 139-173.
- Davis, B., Lockwood, A., Stone, S. (1998). *Food and Beverage Management*, (3). Butterworth-Heinemann: Oxford.
- Delwiche, J. (2004). The impact of perceptual interactions on perceived flavor. *Food Quality and Preference*, 15(2), 137-146.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' products evaluations. *Journal of Marketing research*, 28(3), 307-319.
- Egerton, C.T (1995). "*How to Open and Run a Successful Restaurant.*" USA:John Wiley and Sons.
- Estepa, AAV, Shanklin C & Back K. (2005). Students perceived service quality and customer satisfaction in a Midwestern university foodservice operation. *Journal of Foodservice Management and Education*, 1, 40-61.
- Fah, L. Y. & Hoon, K. C. (2009). *Introduction to Statistical Analysis In Social Sciences*
- Fatimah Musa (1993). *Panduan Pengendalian Restoran*. Kuala Lumpur :Dewan Bahasa dan Pustaka.
- Fiore, A. M., Yah, X., & Yoh, E. (2000). Effects of a product display and environmental fragrancing on approach responses and pleasurable experiences. *Psychology and Marketing*, 17(1), 27-54.
- Ghauri, P. and Gronhaug, K. (2005). *Research Methods in Business Studies: A practical Guide*. (3rd edn.), Pearson Education Limited
- Gregory, S. R., Smith, K. D., & Lenk, M. M. (1997). Factors contributing to internal customer satisfaction and commitment in quick service restaurants. *Journal of Restaurant and Foodservice Marketing*, 2(4), 21-47.
- Grunert, K. G. (2005). Food quality and safety: Consumer perception and demand. *European Review of Agricultural Economics*, 32(3), 369-391.
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality & Tourism Research*, 33(4), 487-510.
- Hair, j., Money, A., Page, M., & Samouel, P. (2007). *Research Methods for Business*. USA: John Wiley and Sons.

- Harrington, R. J., Ottenbacher, M. C., Staggs, A., & Powell, F. A. (2011). Generation Y consumers : Key restaurant attributes affecting positive and negative experiences. *Journal of Hospitality & Tourism Research*, 36(4), 431-449.
- Hussey, J. and Hussey, R. (1997) "Business Research: A practical Guide for undergraduate and post graduate studies". Basingstoke: Macmillan Press Ltd.
- Homburg, C., Hoyer, W. D., & Koschate, N. (2005). Customers' reactions to price increases: do customer satisfaction and perceived motive fairness matter?. *Journal of The Academy of Marketing Science*, 33(1), 36-49.
- Hopkins, W. G. (2008). Research designs: choosing and fine-tuning a design for your study. *Sportscience*, 12(1), 1-3.
- Horng, J.-S., Chou, S.-F., Liu, C.-H., & Tsai, C.-Y. (2013). Creativity, aesthetics and eco-friendliness: A physical dining environment design synthetic assessment model of innovative restaurants. *Tourism Management*, 36, 15-25.
- Huang, V. (2007). How to choose a restaurant. <http://www.scientificpsychis.com/aplha/restaurants.html>. Accessed on 26 December 2014
- <http://www.universityworldnews.com/article.php?story=20120216105739999>
- http://www.mohe.gov.my/web_statistik/
- http://www.mohe.gov.my/web_statistik/Perangkaan_SPT_2012.pdf
- http://www.mohe.gov.my/web_statistik/Perangkaan%20Pendidikan%20Tinggi%20Negera%202013.pdf
- http://www.studyadvisor.com.my/cost_of_living.htm
- <https://www.miu.edu.my/miu/admissions/international-admissions/living-costs.html>
- Iglesias, M. P., & Guillen, J. Y. (2004). Perceived quality and price: Their impact on the satisfaction of restaurant customers. *International Journal of Contemporary Hospitality Management*, 16(6), 373-379.
- Jangga, R., Sahari, N., & Mohd Basir, N. (2012). Factors determining the level of satisfaction experienced by customers who visit family chain restaurants. 3rd International Conference on Business and Economic Research Proceeding, (2762-2774).
- Jawatankuasa Perkhidmatan Makanan & Minuman IPT (1993). Program "Jawatankuasa Perkhidmatan Makanan dan Minuman IPT ." Johor IPT Skudai.
- June, L.P. & Smith, S.L.J. (1987). Service attributes and situational effects on customer preferences for restaurant dining. *Journal of Travel Research*, 26(2), 20-27.
- Johns, Y (1995) "*Hospitality and Catering GNVQ*." Great Britain: Bath Press Avon.

- Johnson, B., & Christensen, L. (2000). *Educational research: Quantitative and qualitative approaches*. Allyn & Bacon.
- Johnson, M. (2011). The institute of endocrinology and preventive medicine. Retrieved from <http://www.drmarinajohnson.com/Articles/FoodsRUs.aspx>
- Johnson, M. D., & Fornell, C. (1991). A framework for comparing customer satisfaction across individuals and product categories. *Journal of Economic Psychology*, 12(2), 267-286.
- Joshi, N. (2012). A study on customer preference and satisfaction towards restaurant in Dehradun City. *Journal of Management and Business Research*, 12(21)
- Kementerian Pendidikan Malaysia dan Kementerian Kesihatan Malaysia (1989), "Garis Panduan Kantin Sekolah." Selangor. Dewan Bahasa dan Pustaka.
- Khalifa, M., & Liu, V. (2003). Determinants of satisfaction at different adoption stages of internet-based services. *Journal of the Association for Information System*, 4(1), 206-232.
- Khan, S., Hussain, S. M., & Yaqoob, F. (2012). Determinants of customer satisfaction in fast food industry. *International Journal of Management and Strategy*, 3(4).
- Kokko, T. (2005). Offering development in the restaurant sector: A comparison between customer perception and management beliefs. Unpublished doctoral thesis, Hanken School of Economics, Helsinki, Finland.
- Kincaid, C., Baloglu, S., Mao, Z., & Busser, J. (2010). What really brings them back?: the impact of tangible quality on affect and intention for casual dining restaurant patrons. *International Journal of Contemporary Hospitality Management*, 22(2), 209-220.
- Kim, S & Chung, J.E. (2011). Restaurant Selection Criteria: Understanding the Roles of Restaurant Type and Customers' Sociodemographic Characteristics.
- Kim, H., Kim, W.G. and an, J.A. (2003) the effect of consumer-based brand equity on firms' financial performance, *Journal of Consumer Marketing*, 20(4), pp.335-51
- Ko, K. H. (2008). Service dimensions of service quality impacting customer satisfaction of fine dining restaurants in Singapore. Unpublished master's thesis, University of Nevada Las Vegas.
- Kotas, R & Jayawardana Chandana (1994). Profitable Food & Beverage Management. Great Britain: Hodder Arnold H&S.
- Kotler, Wong, Saunderson and Strong "principle of marketing" (2005), fourth edition prentice hall.

- Kotler p. and Armstrong, G. (2004) "principle of marketing" (10th edition) New Jersey: prentice hall
- Kwun, J. W., & Oh, H. (2004). Effects of brand, price, and risk on customers' value perceptions and behavioral intentions in the restaurant industry. *Journal of Hospitality & Leisure Marketing*, 11(1), 31-49.
- Kwun, J. W., & Oh, H. (2006). Past experience and self-image in fine dining intentions. *Journal of Foodservice Business Research*, 9(4), 3-23.
- Kroc, R., & Anderson, R. (1987). Grinding it out: The making of McDonald's. New York: St. Martin's Paperbacks.
- Leary, M. R. (2004). Introduction to behavioral research methods. 4* ed. Pearson
- Lee, S. (2004). College student's perception and preference of brand name foodservices in university dining operations. Unpublished master's thesis, Oklahoma State University, Stillwater.
- Lewis, R. (1981). Restaurant advertising: appeals and consumers intentions. *Journal of Advertising Research*, 21(5), 69-74.
- Lewis, R. C. (1983). When guests complain. *Cornell Hotel and Restaurant Administration Quarterly*, 24(2), 23-32.
- Lim, H. (2010). Understanding American customer perceptions on Japanese food and services in the U.S. Unpublished master's thesis, University of Nevada, Las Vegas.
- Liu, Y., & Jang, S. S. (2009). The effecfts of dining atmospherics: an extebnded Mehrabian-Russell model. *International Journal of Hospitality management*, 28(4), 494-503
- Liu, Y., & Jang, S. (2009). Perceptions of chinese restaurants in the U.S.: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management*, 28, 338-348.
- Malhotra, N. K. (2007). Marketing research: An applied approach (3rd ed.). Financial Time Press: Prentice Hall.
- Malhotra, N. K. (2009). Basic marketing research: A decision-making approach (3rd ed.). Upper Saddle River, New Jersey: Prentice Hall.
- Malhotra, N. K., & Peterson, M. (2006). Basic marketing reseach: A decision making approach (2nd ed.). Upper Saddle River, NJ: Prentice Hall.
- Martin, R., Frumkin, P. (2005). Consumer trends: What do they want and why?, 39(21), 58-63. Miles, S., Braxton, D. S., & Frewer, L. J. (1999). Public perceptions about microbiological hazards in food. *British Food Journal*, 101(10), 744-762.

- Monroe, K. B. (1990). *Pricing: Making Profitable Decisions*, 2nd edn. New York: McGraw Hill Publishing Company.
- Morrin, M., & Ratneshwar, S. (2000). The impact of ambient scent on evaluation, attention, and memory for familiar and unfamiliar brands. *Journal of Business Research*, 49, 157-165.
- Muchinsky, P. M. (1993). Validation of personality constructs for the selection of insurance industry employees. *Journal of Business and Psychology*, 7(4), 475-482.
- Nadzirah, S., Ab Karim, S., Ghazali, H. & Othman, M. (2013). University foodservice; an overview of factors influencing the customers' dining choice. *International Food Research Journal*, 20 (3), 1459-1468.
- Namkung, Y. & Jang, S. (2007). Does food quality really matter in restaurants?. Its impact on customer satisfaction and behavioural intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387-410.
- Naipul, S., & Parsa, H. G. (2001). Menu price endings that communicate value and quality. *The Cornell Hotel and Restaurant Administration Quarterly*, 42(1), 26-37.
- Neuman, W. L., & Neuman, W. L. (2006). Social research methods: Qualitative and quantitative approaches.
- Noone, B. M., Kimes, S. E., & Mattila, A. S. (2007). The effect of meal pace on customer satisfaction. *Cornell Hospitality Quarterly*, 48, 231-245.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). New York: McGraw-Hill.
- Norusis, M. J. (1999). *SPSS for Windows*, release 10.0. New York: SPSS
- Oh, H. (1999). Service quality, customer satisfaction, and customer value: A holistic perspective. *International Journal of Hospitality Management*, 18, 67-82.
- Oh, H. (2000). Diner's perception of quality, value and satisfaction. *Cornell Hotel and Restaurant Administration Quarterly*, 41(3), 58-66.
- Oh, H., & Jeong, M. (1996). Improving marketers' predictive power of customer satisfaction on expectation based target market levels. *Hospitality Research Journal*, 19(4), 65-85.
- Oliva, T. A., R. L. Oliver, et al. (1992). A catastrophe model for developing service satisfaction strategies. *The Journal of Marketing*: 83-95.
- Oliver, R. L. (1981). Measurement and evaluation of satisfaction processes in retail settings. *Journal of Retailing*.

- Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Consumer Research*, 418-430.
- Okeiyi, E. C., & Finley, d. A. (1994). Consumers' health consciousness: impact on restaurant selection. *Journal of Hospitality & Tourism Research*, 5(1), 27-39.
- Othman, M., binti Salehuddin, N., Karim, M. S. A., & Ghazali, H. (2012). Customers' Satisfaction towards Institutional Foodservices: An Insight into Universities in the Klang Valley, Malaysia. *Malaysia (November 11, 2012)*.
- Parasuraman, A., Berry L.L. and Ziethaml, .A. (1998). SERVQUAL: A multi-item scale for measuring consumer perceptions of the service quality. *Journal of Retailing*, 64(1), 12-40.
- Page,C. "*Sutcliffe Catering's Approach to Continues Improvement.*" *International Journal of Contemporary Hospitality Management*, 6, 19-24.
- Parsa, H. G., Gregory, A., Self, J. T., & Dutta, K. (2012). Consumer behaviour in restaurants: assessing the importance of restaurant attributes in consumer patronage and willingness to pay. *Journal of Services Research*, 12(2), 29-56.
- Pei Kong, J., & Mohd Jamil, S. (2014). Level of satisfaction among postgraduate health sciences students on the cafeteria facilities in Universiti Kebangsaan Malaysia, Kuala Lumpur Campus. *International Journal of Quality and Service Sciences*, 6(4), 258- 273.
- Peneau, S. (2005). Freshness of fruits and vegetables: Concept and perception. Unpublished doctoral thesis, University de Bourgogne, Dijon.
- Peneau, S., Hoehn, E., Roth, H. R., Escher, F., & Nuessli, J. (2006). Importance and consumer perception of freshness of apples. *Food Quality and Preference*, 17(1-2), 9-19.
- Perutkova, J., & Parsa, H. (2010). Consumer willingness to pay and to patronize according to major restaurant attributes. *Undergraduate Research Journal*, 4(2), 1-11.
- Raajpoot, N. (2002). TANGSERV: A multiple item scale for measuring tangible quality in foodservice industry. *Journal of Foodservice Business Research*, 5, 109-127.
- Ramseook-Munhurrun, P. (2012). Perceived service quality in restaurant services. *Global Conference on Business and Finance Proceedings*, (630-643).
- Reimer, A., & Kuehn, R. (2005). The impact of servicescape on quality perception. *European Journal of Marketing*, 39, 785-808.

- Rijswijk, W. V., & Frewer, L. J. (2008). Consumer perceptions of food quality and safety and their relation to traceability. *British Food Journal*, 110(10), 1034-1046.
- Rohr, A., Lu'ddecke, A., Drusch, S., Muller, M. J., & Alvensleben, R. V. (2005). Food quality and safety: Consumer perception and public health concern. *Food Control*, 16, 649-655.
- Ryu, K., & Han, H. (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioural intentions in quick-casual restaurants: moderating role of perceived price. *Journal of Hospitality & Tourism Research*, 34(3), 301-329
- Ryu, K., & Jang, S. (2007). The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants. *Journal of Hospitality of Tourism Research*, 31, 56-72.
- Ryu, K., & Jang, S. (2008). DINESCAPE: A scale for customers' perception of dining environments. *Journal of Foodservice Business Research*, 11(1), 2-22.
- Quest, M (2000). Brands Boost the Catering Industry. *Facilities Management World*, 19, 68.
- Saunders, M., Lewis, P., A., & Thornhill. (2003) "Research Methods for Business Student" (3rd ed.), England Prentice Hall.
- Saunders, M Lewis, P and Thornhill, A (2003) "Research Methods for Business Student" (3rd Ed.) England Prentice Hall
- Saunders, M., Lewis, M., & Thornhill, A. (2009). Research methods for business students (5th ed.). London: Prentice Hall.
- Sekaran, U. (2003). *Research methods for business: A skill building approach* (4th ed.). NJ: John Wiley & Sons.
- Seung, A. Y. (2012). Customer perceptions of restaurant cleanliness: A cross cultural study. Unpublished master's thesis, Virginia Polytechnic Institute and State University, Blacksburg.
- Shaharudin, M. R., Hassan, A. A., Mansor, S. W., Elias, S. J., Harun, E. H., & Aziz, N. A. (2010). The relationship between extrinsic attributes of product quality with brand loyalty on Malaysia national brand motorcycle/scooter. *Canadian Social Science*, 6(3), 170-182.
- Shaharudin, M. R., Ismail, A. S., Mansor, S. W., Elias, S. J., Jalil, M. A., & Omar, M. W. (2011). Innovative food and its effects toward consumers' purchase intention of fast food product. *Canadian Social Science*, 7(1), 110-118.
- Shaharudin, M. R., Mansor, S. W., & Elias, S. J. (2011). Food quality attributes among Malaysia's fast food customer. *International Business and Management*, 2(1), 198-208.

- Sienny, T., & Serli, W. (2010). The concern and awareness of consumers and food service operators towards food safety and food hygiene in small and medium restaurants in Surabaya, Indonesia. *International Food Research Journal*, 17, 641-650.
- Soderlund, M., & Ohman, N. (2003). Behavioral intentions in satisfaction research revisited. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 16, 53-66.
- Soderlund, M., & Rosengren, S. (2007). Receiving word-of-mouth from the service customer: An emotion-based effectiveness assessment. *Journal of Retailing and Consumer Services*, 14(2), 123-136.
- Sorooshian, S., & Teck, T. S. (2013). Spending Behaviour of a Case of Asian University Students. *Asian Social Science*, 10(2), 64.
- Shanka, T., & Taylor, R. (2005). Assessment of university campus cafe service: The students' perceptions. *Asia Pacific Journal of Tourism Research*, 10(3), 329-340.
- Shock, Patti & Stefanelli, John (1992). *Hotel Catering: A Handbook For Sales And Operations*. New Jersey:Wiley.
- Spangenberg, E. R., Crowley, A. E., & Henderson, P. W. (1996). Improving the store environment: Do olfactory cues affect evaluations and behaviors? *Journal of Marketing*, 60(2), 67-80.
- Stevens, P., Knutson, B. & Patton, M. (1995). DINESERV: a tool for measuring service quality in restaurant. *The Cornell Hotel and restaurant Administration Quarterly*, 36(2), 56-60.
- Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235- 247.
- Sweeney, J. C., Johnson, L. W., & Armstrong, R. W. (1992). The effect of cues on service quality expectations and service selection in a restaurant setting. *Journal of Services Marketing*, 6(4), 15-22.
- Tang, K. M., & Bougoure, U. (2006). Service quality: An investigation into Malaysian consumers using DINESERV. ANZMAC 2006 Conference Proceedings, (4-6).
- Uma, S., & Roger, B. (2003). *Research Methods for Business: A skill building approach*. John Wiley and Sons Inc., New York.
- U.S. Food and Drug Administration. (2004). Food ingredients and colors. Retrieved from <http://www.fda.gov/food/foodingredientspackaging/ucm094211.htm>

- Wakefield, K. L., & Blodgett, J. G. (1996). The effects of the servicescape on customers' behavioral intentions in leisure service setting. *Journal of Services Marketing*, 10(6), 45-61.
- Webber, M. (2004). Bold review required in the foodservices!. *Leading Edge*, 43, 28-29.
- Whitehall, B., Kerkhoven, P., Freeling, C., & Villarino, M. (2006). Fast, fresh and attractive. *Food Service Europe and Middle East*, 4, 4-21.
- Whitehead, R (2000). Top Tips for Tip Top Catering. *Facilities Management World*, 19, 9-10.
- Winsted, K. F. (1997). The service experience in two cultures: A behavioral perspective. *Journal of Retailing*, 73(3), 337-360.
- Williams, A. (2002) *Understanding the Hospitality Consumer*, Oxford: Butterworth-Heinemann
- Yin, R.K. (1994), *Case study research: design and methods*, sage publications, Thousands Oak, 2nd edition
- Yeoh, C. K. (2008). Intention to revisit fast food restaurant in Kota Kinabalu. Unpublished master's thesis, Universiti Malaysia Sabah.
- Young, J. A., Clark, P. W., & McIntyre, F. S. (2007). An exploratory comparison of the casual dining experience. *Journal of Foodservice Business Research*, 10(3), 87-105.
- Zampollo, F., Kniffin, K. M., Wansink, B., & Shimizu, M. (2011). Food plating preferences of children: The importance of presentation on desire for diversity. *Acta Paediatrica*, 101(1), 61-66.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zeithaml, V. A., A. Parasuraman, et al. (1990). *Delivering quality service: Balancing customer perceptions and expectations*, Free Pr.
- Zeithamal V.A (2000) "service quality, profitability and economic worth of customers: what we know and what we need to learn" *journal of the academy of marketing science* 28(1): 67-85.
- Zinkmund, W (2000). *Business Research Methods* (6th edition) Orlando: The Dryden Press
- Zikmund, W. G. (2003). *Business Research Methods*. Oklahoma: South-Western.