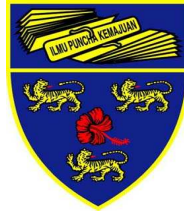


APPENDIX 1

THE SURVEY INSTRUMENT - QUESTIONNAIRE



UNIVERSITY OF MALAYA

FACULTY OF BUSINESS & ACCOUNTANCY

MASTER OF BUSINESS ADMINISTRATION

Dear Sir/Madam,

QUESTIONNAIRE FOR THE RESEARCH ABOUT FAST FOOD RESTAURANTS IN MALAYSIA

I am currently pursuing Master of Business Administration (MBA) at the Faculty of Business and Accountancy, University of Malaya.

As a partial fulfillment towards completion of the MBA, I am conducting a study about fast food restaurants in Malaysia. In this study, the term fast food is defined as **reasonably priced food, such as hamburgers, pizzas, chickens, doughnuts and sandwiches, prepared and served quickly**. Thus, the fast food restaurants here refer to **McDonalds, KFC, Burger King, A&W, Wendy's, Kenny Rogers ROASTERS, Marrybrown, Nando's, Pizza Hut, Domino's Pizza, Subway, Dunkin' Donuts, Big Apple and Krispy Kreme**.

I would greatly appreciate if you could spend a few minutes of your valuable time to complete the enclosed questionnaire. All the information provided shall be treated with strict confidence and shall only be used exclusively for the purpose of statistical analysis in respect of the above research.

Thank you for your kind cooperation and valuable contribution.

Regards,

Eugene Seaw

SECTION A:

In this study, the term fast food is defined as **reasonably priced food such as hamburgers, pizzas, chickens, sandwiches and doughnuts, prepared and served quickly**. Thus, the fast food restaurants in this study refer to **McDonalds, KFC, Burger King, A&W, Wendy’s, Kenny Rogers ROASTERS, Marrybrown, Nando’s, Pizza Hut, Domino’s Pizza, Subway, Dunkin’ Donuts, Big Apple and Krispy Kreme**.

Restaurants such as mamak, kopitiam concept restaurants like Oldtown Kopitiam and Pak Hailam Kopitiam, food courts and cafeterias are not considered as fast food restaurants in this study.

The following sets of statements relate to your feelings about fast food restaurants in Malaysia. Based on your personal experience, please indicate the degree of your agreement or disagreement with each statement by circle one number (1, 2, 3, 4, 5, 6 or 7).

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

No.	Statement								
1	Fast food restaurants offer beverages with reasonable price.	1	2	3	4	5	6	7	
2	I feel safe in their transactions.	1	2	3	4	5	6	7	
3	They insist on error-free records.	1	2	3	4	5	6	7	
4	The appearance of the physical facilities of these restaurants is in keeping with the types of service provided.	1	2	3	4	5	6	7	
5	When their employees promise to do something by a certain time, they actually do so.	1	2	3	4	5	6	7	
6	The foods offered by fast food restaurants are safe to eat.	1	2	3	4	5	6	7	
7	Whenever I think of visiting a restaurant, the fast food restaurant first come to my mind.	1	2	3	4	5	6	7	
8	They provide their services at the time they promised to do so.	1	2	3	4	5	6	7	

9	I will more frequently visit fast food restaurant.	1	2	3	4	5	6	7
10	Their employees tell customers exactly when the services will be performed.	1	2	3	4	5	6	7
11	I will say good things about fast food restaurant to my friends.	1	2	3	4	5	6	7
12	Their employees understand my specific needs.	1	2	3	4	5	6	7
13	Food portion in the fast food restaurant is enough, satisfying my hunger.	1	2	3	4	5	6	7
14	Fast food restaurants reinforced personal hygiene in preparing foods.	1	2	3	4	5	6	7
15	I made a wise choice if I dine in fast food restaurants.	1	2	3	4	5	6	7
16	The employees are consistently courteous with customers.	1	2	3	4	5	6	7
17	The price of fast food attracts me to buy.	1	2	3	4	5	6	7
18	Excellent fast food restaurants give me individual attention.	1	2	3	4	5	6	7
19	The foods offered by fast food restaurants have good quality.	1	2	3	4	5	6	7
20	Their physical facilities are visually appealing.	1	2	3	4	5	6	7
21	Fast food restaurants offer food with reasonable price.	1	2	3	4	5	6	7
22	The overall feeling I got from fast food restaurant put me in a good mood.	1	2	3	4	5	6	7
23	These restaurants have my best interest at heart.	1	2	3	4	5	6	7
24	The foods offered by fast food restaurants have nutrition value.	1	2	3	4	5	6	7
25	Their employees provide prompt services.	1	2	3	4	5	6	7
26	The foods offered by fast food restaurants are fresh.	1	2	3	4	5	6	7
27	I did a right thing if I dine in fast food restaurants.	1	2	3	4	5	6	7
28	The price that I paid for fast food guarantees my satisfaction.	1	2	3	4	5	6	7
29	I'll pay more for fast food if the fast food restaurants' services are good.	1	2	3	4	5	6	7
30	The foods offered by fast food restaurants have good presentation.	1	2	3	4	5	6	7
31	I will recommend my friend to dine in fast food restaurant.	1	2	3	4	5	6	7

32	I will dine in fast food restaurant again.	1	2	3	4	5	6	7
33	The foods offered by fast food restaurants are well cooked.	1	2	3	4	5	6	7
34	I have an enjoyable dining experience in fast food restaurants.	1	2	3	4	5	6	7
35	The quality of the ingredients used is good.	1	2	3	4	5	6	7
36	The price of fast food reflects the service quality of the fast food restaurant.	1	2	3	4	5	6	7
37	Their employees are never too busy to respond to my request.	1	2	3	4	5	6	7
38	The foods offered by fast food restaurants have good taste.	1	2	3	4	5	6	7
39	When customers have problems, the employees show a sincere interest in solving them.	1	2	3	4	5	6	7
40	Fast food restaurants offer services of good value for money.	1	2	3	4	5	6	7
41	Their employees are willing to help me.	1	2	3	4	5	6	7
42	Fast food restaurants have modern-looking equipment.	1	2	3	4	5	6	7
43	I will consider fast food restaurant as my first choice among other restaurants.	1	2	3	4	5	6	7
44	Fast food restaurants offer varieties of food to customer.	1	2	3	4	5	6	7
45	These restaurants perform the service right the first time.	1	2	3	4	5	6	7
46	The food and services offered by fast food restaurants are a very good bargain, considering the prices.	1	2	3	4	5	6	7
47	Their employees have a neat appearance.	1	2	3	4	5	6	7
48	Overall I am satisfied with dining in fast food restaurants.	1	2	3	4	5	6	7
49	The foods offered by fast food restaurants are produced in an environmental friendly way.	1	2	3	4	5	6	7
50	Fast food restaurants reinforced the workplace sanitation in preparing food.	1	2	3	4	5	6	7
51	Their employees have the knowledge to answer my questions.	1	2	3	4	5	6	7
52	The foods offered by fast food restaurants are always same quality.	1	2	3	4	5	6	7
53	The behaviour of employees in excellent fast food restaurants will instill confidence in customers.	1	2	3	4	5	6	7

54	The fast food restaurants have operating hours convenient to all customers.	1	2	3	4	5	6	7
55	Excellent fast food restaurants do not keep their customers waiting for a longer time compared to other restaurants.	1	2	3	4	5	6	7
56	Their employees give me personal attention.	1	2	3	4	5	6	7

SECTION B:

The following classification questions are for statistical purposes only. For each, please tick (v) in the relevant box or write-in the answer corresponding to the response category which most closely describes you.

1. Age (Year) <input type="checkbox"/> 18-20 <input type="checkbox"/> 21-23 <input type="checkbox"/> 24-26 <input type="checkbox"/> 27-29 <input type="checkbox"/> Over 29	2. Sex <input type="checkbox"/> Male <input type="checkbox"/> Female
3. Your Race <input type="checkbox"/> Malay <input type="checkbox"/> Chinese <input type="checkbox"/> Indian <input type="checkbox"/> Others: _____ (Please specify)	4. Marital Status <input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Widowed / Divorced
5. Your Religion <input type="checkbox"/> Islam <input type="checkbox"/> Buddhist <input type="checkbox"/> Christian <input type="checkbox"/> Hindu <input type="checkbox"/> Others: _____ (Please specify)	6. Highest Education Level <input type="checkbox"/> STPM / HSC / Matriculation <input type="checkbox"/> Diploma
7. Estimated Parent's Monthly Income <input type="checkbox"/> Below RM 2,000 <input type="checkbox"/> RM 2,001-RM 4,000 <input type="checkbox"/> RM 4,001-6,000 <input type="checkbox"/> RM 6,001-8,000 <input type="checkbox"/> RM 8,001-10,000 <input type="checkbox"/> Above RM 10,000	8. What kind of restaurant do you visit most often? (please choose ONE) <input type="checkbox"/> Fast food restaurant <input type="checkbox"/> Food court and cafeteria <input type="checkbox"/> Ethnic restaurant such as Italian and Korean <input type="checkbox"/> Casual dining restaurant such as kopitiam concept restaurants <input type="checkbox"/> Fine dining restaurant such as hotel restaurants <input type="checkbox"/> Others: _____ (Please specify)

9. When is your last visit to the fast food restaurant? <input type="checkbox"/> Less than a week <input type="checkbox"/> 1-2 weeks ago <input type="checkbox"/> 3-4 weeks ago <input type="checkbox"/> Over 4 weeks	10. Frequency of visiting fast food restaurants in a month <input type="checkbox"/> 0-5 times <input type="checkbox"/> 6-10 times <input type="checkbox"/> 11-15 times <input type="checkbox"/> More than 15 times
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---THANK YOU VERY MUCH FOR COMPLETING THIS QUESTIONNAIRE--