A Study On Full Service Restaurants' Attributes And The Key Determinants Of Customer Satisfaction and Behavioural Intention

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ABSTRACT

Food service sector in Malaysia is sizeable and rapidly growing. The lifestyle changes created by modern living are expected to continue to fuel the steady growth of food service sector. However, due to the minimal entry barrier, this industry has become more competitive than ever and susceptible to failure. To obtain a better understanding of the customers' preference in choosing food establishment, the importance and performance of 22 attributes that are divided to four construct namely physical environment, food quality, service quality and price fairness and the significant determinants of customer satisfaction and behavioural intention are evaluated. The restaurant attributes are analysed using "Importance – Performance Approach" (IPA) while the key determinants of satisfaction and behaviour intention are identified using multiple regression and simple regression is used to study the relationship of each attributes with satisfaction and behavioural intention. The findings suggest that food qualities such as food cleanliness, food freshness, served food as ordered, accurate guest billing and environment cleanliness are five pivotal aspects to the success of full service restaurant. Accurate service, food and environment sanitation, food freshness and as well as taste were found to be the prerequisites when choosing a full service food establishment. Even though all attributes have demonstrated the relationship with satisfaction and behavioural, but only food quality and service quality are significant determinants for both satisfaction and behavioural intention. Price fairness is the determinant for behavioural intention only. In conclusion, since resources are almost always limited, restaurant managers need to established priorities among the attributes that are likely to develop customer satisfaction and behavioural intention.

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LIST OF SYMBOLS AND ABBREVIATION

PMR	English: Lower Secondary Assessment
LCE	Lower Certificate of Education
SPM	English: Malaysian Certificate of Education
STPM	English: Malaysian Higher School Certificate
MCE	Malaysian Certificate of Education
HSC	Higher School Certificate
CS	Customer Satisfaction
BI	Behavioural Intention
H	Hypothesis
i.e.	In example
e.g.	Exempli Gratia
RM	Ringgit Malaysia
Df	Degrees of freedom
Sig.	Significance
Approx.	Approximate
KMO	Kaiser-Meyer-Olkin Measure
P value	Probability value
B	Beta
VIF	Variance Inflation Factor
Std. Dev.	Standard Deviation
%	Percent