

APPENDIX



UNIVERSITY OF MALAYA

The Faculty of Business and Accountancy

Master of Business Administration

A Study On Malaysians' Preference In Choosing Food Establishment

Dear Sir/ Madam,

I'm conducting a study on Malaysians' preference in choosing food establishment. The aim of this study is to identify important attributes that attract customers to patronise which can be used as customer segmentation and as well as differentiation strategies in staying competitive in the foodservice industry.

This questionnaire is conducted as part of a research project, which shall be submitted in part completion of the Master of Business Administration from University of Malaya.

I would be grateful if you could participate in this survey by filling up attached questionnaire. This questionnaire is constructed in straightforward and easy to answer. The questionnaire will take approximately 10 minutes.

Please be assured that all information will be treated with the *strictest confidentiality* and only the *aggregate data* will be analyzed.

Thank you for your valuable assistance in participating in the survey.

Yours sincerely,

Chow Sweet Fun

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Supervised by,

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Section A: Respondent's background

Please tick (X) on the answer and fill in the blanks when necessary

A1. Gender	
Male	
Female	

A2. Marital Status	
Single	
Married	

A3. Ethnic Group	
Malay	
Chinese	
Indian	
Others	

A4. Religion	
Muslim	
Buddhist	
Hindu	
Christian	
Others	

A5. Age	
20 – 24	
25 – 29	
30 – 34	
35 - 39	
40 - 44	
45 – 50	
50 above	

A6. Income Level (RM)	
< 2,000	
2,001 – 3,000	
3,001 – 4,000	
4,001 – 5,000	
5,001 – 6,000	
6,001 – 7,000	
7,000 above	

A7. Occupation	
Director/Manager	
Snr. Exec/ Exec	
Supervisor/ Team Leader	
Individual/ Owner	
Service and sales personnel	
Clerical and Administration	
Manual or craft worker	
Student	

A8. Education Level	
PMR/ LCE or below	
SPM/ STPM/ MCE/ HSC	
Certificate/ Diploma	
Degree/ Professional Certificate	
Postgraduate	
Others	

A9. How often do you dine out in a week?	
0	
1-3	
4-6	
7-9	
>9	

A10. Dining companion – Choose ONE which is the most frequent	
Alone	
Family (Spouse, Parents, Children)	
Relatives	
Friends	
Colleagues	
Others	

Section B: Restaurant Attributes

Rate the importance of the attributes according to your preference when visiting a food establishment with 1 indicating 'not important at all' and 7 indicating 'extremely important'.

	Atmospheric Attributes	Not Important At All	Not Important	Somewhat Not Important	Neither Important Nor Not Important	Somewhat Important	Important	Extremely Important
		1	2	3	4	5	6	7
B1	Interior design and Decoration							
B2	Lighting							
B3	Music							
B4	Appropriate room temperature							
B5	Aroma							
B6	Neat and well-dressed employees							
B7	Environment cleanliness							
B8	Taste							
B9	Food presentation							
B10	Menu variety							
B11	Healthy food options							
B12	Food freshness							
B13	Appropriate food temperature							
B14	Food cleanliness							

B15	Friendly and helpful employees							
B16	Attentive employees							
B17	Employees have knowledge of the menu							
B18	Serve food as ordered							
B19	Accurate guest billing							
B20	Prompt service							
B21	Dependable and consistent service							
B22	Price Fairness							

Section C:

Physical environment related attributes

Recall your most recent experience in full service restaurant and rate their performance with 1 indicating ‘very poor’ and 7 indicating ‘excellent’.

	Atmospheric Attributes	Very Poor	Slightly Poor	Somewhat Poor	Neither Poor Nor Not Good	Somewhat good	Good	Excellent
		1	2	3	4	5	6	7
C1	Interior design and Decoration							
C2	Lighting							
C3	Music							

C4	Appropriate room temperature							
C5	Aroma							
C6	Neat and well-dressed employees							
B7	Environment cleanliness							

Food quality related attributes

Recall your most recent experience in full service restaurant and rate their performance with 1 indicating ‘very poor’ and 7 indicating ‘excellent’.

	Food quality attributes	Very Poor	Slightly Poor	Somewhat Poor	Neither Poor Nor Good	Somewhat good	Good	Excellent
		1	2	3	4	5	6	7
C8	Taste							
C9	Food presentation							
C10	Menu variety							
C11	Healthy food options							
C12	Food freshness							
C13	Appropriate food temperature							
C14	Food cleanliness							

Service quality related attributes

Recall your most recent experience in full service restaurant and rate their performance with 1 indicating 'very poor' and 7 indicating 'excellent'.

	Service attributes	Very Poor	Slightly Poor	Somewhat Poor	Neither Poor Nor Not Good	Somewhat good	Good	Excellent
		1	2	3	4	5	6	7
C15	Friendly and helpful employees							
C16	Attentive employees							
C17	Employees have knowledge of the menu							
C18	Serve food as ordered							
C19	Accurate guest billing							
C20	Prompt service							
C21	Dependable and consistent service							

Price fairness

Recall your most recent dining place and rate your perception towards the price charged by the restaurant.

	Price fairness perception		1	2	3	4	5	
C22	The food prices at this restaurant are...	Unfair						Fair
C23	The beverage prices at this restaurant are...	Unfair						Fair
C24	The price charged by this restaurant is...	Inappropriate						Appropriate
C25	The price charged by this restaurant is...	Irrational						Rational

Customer satisfaction

Recall your most recent experience in a full service restaurant and rate your satisfaction towards their attributes.

	Customer Satisfaction/ Intentional Behaviour	Strongly Disagree	Not Important	Somewhat Not Important	Neither Important Nor Not Important	Somewhat Important	Important	Strongly Agree
		1	2	3	4	5	6	7
C26	I am satisfied with this restaurant							
C27	I am pleased to have visited this restaurant							

Intentional Behaviour

Recall your most recent experience in a full service restaurant and rate your satisfaction towards their attributes.

	Customer Satisfaction/ Intentional Behaviour	Strongly Disagree	Not Important	Somewhat Not Important	Neither Important Nor Not Important	Somewhat Important	Important	Strongly Agree
		1	2	3	4	5	6	7
C28	I would like to come back to this restaurant in the future							
C29	I would recommend this restaurant to my friends or others							
C30	I would say positive things about this restaurant to others							

THANK YOU VERY MUCH FOR COMPLETING THIS QUESTIONNAIRE

Appendix A: Normality Test

Case Summaries						
Variable	N	Mean	Median	Std. Deviation	Kurtosis	Skewness
B1	200	6.490	7.000	0.856	0.217	-0.404
B2	200	6.285	7.000	0.958	-0.243	-0.385
B3	200	6.240	7.000	0.936	-0.037	-0.433
B4	200	6.205	7.000	1.014	0.809	-0.718
B5	200	6.150	6.000	0.895	-0.109	-0.548
B6	200	6.130	6.000	0.942	0.950	-0.643
B7	200	5.990	6.000	0.880	1.680	-1.239
B8	200	5.980	6.000	0.961	0.136	-0.852
B9	200	5.980	6.000	0.908	0.311	-0.540
B10	200	5.850	6.000	0.923	0.861	-0.830
B11	200	5.830	6.000	1.038	0.015	-0.304
B12	200	5.755	6.000	1.059	1.602	-1.327
B13	200	5.595	6.000	1.117	-0.396	-0.472
B14	200	5.475	6.000	1.125	1.847	-1.617
B15	200	5.450	5.000	1.142	1.775	-0.990
B16	200	5.305	5.000	1.161	1.806	-0.985
B17	200	5.215	5.000	1.264	1.522	-1.006
B18	200	5.175	5.000	1.274	0.173	-0.882
B19	200	5.155	5.000	1.161	0.726	-1.222
B20	200	4.825	5.000	1.238	-0.172	-0.680
B21	200	4.680	5.000	1.168	-0.203	-0.612
B22	200	4.230	4.000	1.427	-0.082	-0.607

Appendix B: Normality Test

Case Summaries						
Variable	N	Mean	Median	Std. Deviation	Kurtosis	Skewness
C1	200	5.065	5.000	1.121	-0.291	-0.107
C2	200	5.055	5.000	1.081	-0.291	-0.303
C3	200	4.285	4.000	1.481	0.102	-0.379
C4	200	5.195	5.000	1.314	0.729	-0.729
C5	200	4.835	5.000	1.133	0.430	-0.319
C6	200	5.240	5.000	1.113	0.215	-0.421
C7	200	5.660	6.000	1.132	0.224	-0.708
C8	200	5.505	6.000	1.139	1.569	-0.900
C9	200	5.065	5.000	1.208	0.311	-0.558
C10	200	5.245	5.000	1.205	0.352	-0.709
C11	200	4.710	5.000	1.230	-0.705	-0.068
C12	200	5.575	6.000	1.175	1.838	-1.073
C13	200	5.510	6.000	1.125	-0.114	-0.549
C14	200	5.775	6.000	1.063	0.010	-0.680
C15	200	5.345	5.500	1.251	-0.180	-0.600
C16	200	4.900	5.000	1.490	-0.005	-0.664
C17	200	5.025	5.000	1.387	0.809	-0.867
C18	200	5.725	6.000	1.070	-0.268	-0.675
C19	200	5.965	6.000	1.009	0.406	-0.907
C20	200	5.280	5.000	1.471	0.740	-0.935
C21	200	5.220	5.000	1.315	1.274	-1.002
C22	200	3.810	4.000	0.829	-0.127	-0.327
C23	200	3.535	4.000	0.940	-0.333	-0.451
C24	200	3.590	4.000	0.886	0.252	-0.451
C25	200	3.645	4.000	0.885	-0.122	-0.382
C26	200	5.120	5.000	0.964	0.192	-0.107
C27	200	5.120	5.000	1.025	-0.177	-0.215
C28	200	4.930	5.000	1.409	0.417	-0.659
C29	200	4.770	5.000	1.529	-0.026	-0.602
C30	200	4.910	5.000	1.436	0.212	-0.612