

## APPENDIX 2

### PILOT STUDY

#### Gender

|       |        | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Female | 29        | 58.0    | 58.0          | 58.0               |
|       | Male   | 21        | 42.0    | 42.0          | 100.0              |
|       | Total  | 50        | 100.0   | 100.0         |                    |

#### Age

|       |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Below 18 years old | 3         | 6.0     | 6.0           | 6.0                |
|       | 18 - 25 years old  | 20        | 40.0    | 40.0          | 46.0               |
|       | 26 - 30 years old  | 7         | 14.0    | 14.0          | 60.0               |
|       | 31 - 35 years old  | 5         | 10.0    | 10.0          | 70.0               |
|       | 36 - 40 years      | 4         | 8.0     | 8.0           | 78.0               |
|       | 41 - 45 years old  | 3         | 6.0     | 6.0           | 84.0               |
|       | 46 - 50 years old  | 1         | 2.0     | 2.0           | 86.0               |
|       | 51 - 55 years old  | 3         | 6.0     | 6.0           | 92.0               |
|       | 56 - 60 years old  | 2         | 4.0     | 4.0           | 96.0               |
|       | 61 - 65 years old  | 2         | 4.0     | 4.0           | 100.0              |
|       | Total              | 50        | 100.0   | 100.0         |                    |

#### Residential Area

|       |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Residential Garden | 5         | 8.0     | 8.0           | 8.0                |
|       | Township           | 22        | 44.0    | 44.0          | 52.0               |
|       | Others             | 23        | 46.0    | 46.0          | 98.0               |
|       | Total              | 50        | 100.0   | 100.0         |                    |

### Statistics

|  | Skewness | Kurtosis |
|--|----------|----------|
| Efficient Service  | -.465    | -.579    |
| Employee friendliness  | .013     | -1.125   |
| Hygiene and cleanliness  | -1.193   | .385     |
| Cleanliness of restrooms/ toilets  | -1.206   | .829     |
| Quality of food  | -.781    | -.005    |
| Authentic cuisine  | -.070    | -.993    |
| Menu variety offered   | -.153    | -.757    |
| Availability of new items  | .437     | -.829    |
| Vegetarian choices   | .633     | -.611    |
| Portion size   | -.279    | -.799    |
| Value for money  | -.609    | -.843    |
| Lively   | -.101    | -.707    |
| Cannot prepare food & beverage at home   | .426     | -.556    |
| Convenience of location  | -.355    | -.734    |
| Reputation/ word of mouth  | -.031    | -1.332   |
| Halal certification  | -.165    | -1.631   |
| This restaurant anticipates your needs and wants                                       | -.094    | -.668    |
| This restaurant gives extra effort to handle your special request                      | .117     | -.885    |
| This restaurant has a menu that is easily readable                                     | -.178    | -.726    |
| This restaurant provides an accurate guest check                                       | -.230    | -.947    |
| This restaurant has employees who are sympathetic and reassuring if something is wrong | -.330    | -.557    |
| Taste of food  | -.908    | -.237    |
| Price  | -.551    | -1.209   |
| Spiciness  | -.580    | -.300    |
| Personal preference  | -.500    | -.273    |
| Appearance of the food   | -.263    | -.689    |
| Familiarity with dishes  | -.008    | -1.020   |
| Aroma/ smell   | -.442    | -.449    |
| Texture  | -.259    | -.957    |
| Temperature  | -.379    | -.368    |
| The likelihood I would dine at Mamak restaurant is very high                           | -.643    | 1.358    |
| I feel emotionally attached to Mamak restaurant  | -.102    | -.254    |
| I can trust Mamak restaurant to treat me fairly  | -.630    | 1.579    |
| I would be willing to dine at Mamak restaurant   | 1.028    | 1.192    |
| I would go to Mamak restaurant in the next few years                                   | -.526    | .892     |
| I would recommend Mamak restaurant to my friends and relatives                         | .257     | -.094    |
| I would recommend Mamak restaurant to someone else                                     | .118     | -.150    |
| When I dine out Mamak restaurant is my first choice                                    | .461     | .529     |
| I would recommend Mamak restaurant to someone who seeks my advice                      | -.305    | .805     |
| I believe Mamak restaurant is my favourite restaurant                                  | .253     | .199     |
| I dine in Mamak restaurant more frequently than other restaurant                       | -.189    | .173     |
| I would consider Mamak restaurant as my first choice to dine in                        | -.450    | .191     |
| Mamak restaurant provides customized service for me                                    | -.270    | -.383    |
| Mamak restaurant satisfies my expectation  | -1.094   | 1.357    |
| I would say positive things about Mamak restaurant                                     | -.754    | 1.028    |
| I would dine at Mamak restaurant again in future                                       | -.197    | 1.941    |
| I would actively seek out Mamak restaurant   | -.372    | .469     |

## APPENDIX 3

### REAL STUDY

#### Gender

|       |        | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Female | 161       | 55.3    | 55.3          | 55.3               |
|       | Male   | 130       | 44.7    | 44.7          | 100.0              |
|       | Total  | 291       | 100.0   | 100.0         |                    |

#### Age

|       |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Below 18 years old | 6         | 2.1     | 2.1           | 2.1                |
|       | 18 - 25 years old  | 161       | 55.3    | 55.3          | 57.4               |
|       | 26 - 30 years old  | 39        | 13.4    | 13.4          | 70.8               |
|       | 31 - 35 years old  | 29        | 10.0    | 10.0          | 80.8               |
|       | 36 - 40 years      | 13        | 4.5     | 4.5           | 85.2               |
|       | 41 - 45 years old  | 14        | 4.8     | 4.8           | 90.0               |
|       | 46 - 50 years old  | 12        | 4.1     | 4.1           | 94.2               |
|       | 51 - 55 years old  | 13        | 4.5     | 4.5           | 98.6               |
|       | 56 - 60 years old  | 2         | .7      | .7            | 99.3               |
|       | 61 - 65 years old  | 2         | .7      | .7            | 100.0              |
|       | Total              | 291       | 100.0   | 100.0         |                    |

#### Ethnicity

|       |         | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | Malay   | 112       | 38.5    | 38.5          | 38.5               |
|       | Chinese | 134       | 46.0    | 46.0          | 84.5               |
|       | Indian  | 24        | 8.2     | 8.2           | 92.8               |
|       | Others  | 21        | 7.2     | 7.2           | 100.0              |
|       | Total   | 291       | 100.0   | 100.0         |                    |

#### Marital Status

|       |                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------|-----------|---------|---------------|--------------------|
| Valid | Married with children    | 73        | 25.1    | 25.1          | 25.1               |
|       | Married withput children | 16        | 5.5     | 5.5           | 30.6               |

|               |     |       |       |       |
|---------------|-----|-------|-------|-------|
| Single parent | 2   | .7    | .7    | 31.3  |
| Single        | 197 | 67.7  | 67.7  | 99.0  |
| Others        | 3   | 1.0   | 1.0   | 100.0 |
| Total         | 291 | 100.0 | 100.0 |       |

#### Current Position

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid Top management  | 8         | 2.7     | 2.7           | 2.7                |
| Middle management     | 33        | 11.3    | 11.3          | 14.1               |
| First-line management | 36        | 12.4    | 12.4          | 26.5               |
| Operational           | 38        | 13.1    | 13.1          | 39.5               |
| Students              | 135       | 46.4    | 46.4          | 85.9               |
| Housewife             | 10        | 3.4     | 3.4           | 89.3               |
| Pensioner             | 2         | .7      | .7            | 90.0               |
| Others                | 29        | 10.0    | 10.0          | 100.0              |
| Total                 | 291       | 100.0   | 100.0         |                    |

#### Monthly Income

|                     | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid Below RM 1500 | 140       | 48.1    | 48.1          | 48.1               |
| RM1501 - RM3000     | 57        | 19.6    | 19.6          | 67.7               |
| RM3001 - RM4500     | 35        | 12.0    | 12.0          | 79.7               |
| RM4501 - RM6000     | 37        | 12.7    | 12.7          | 92.4               |
| RM6001 - RM7500     | 8         | 2.7     | 2.7           | 95.2               |
| RM7501 - RM10500    | 7         | 2.4     | 2.4           | 97.6               |
| RM10501 - RM12000   | 5         | 1.7     | 1.7           | 99.3               |
| RM12001 - RM13500   | 1         | .3      | .3            | 99.7               |
| RM15001 - RM18000   | 1         | .3      | .3            | 100.0              |
| Total               | 291       | 100.0   | 100.0         |                    |

#### Efficient Service

|                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid Unimportant | 24        | 8.2     | 8.2           | 8.2                |
| Important         | 121       | 41.6    | 41.6          | 49.8               |
| Very Important    | 146       | 50.2    | 50.2          | 100.0              |
| Total             | 291       | 100.0   | 100.0         |                    |

#### Employee friendliness

|  | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
|--|-----------|---------|---------------|--------------------|

|       |                |     |       |       |       |
|-------|----------------|-----|-------|-------|-------|
| Valid | Unimportant    | 12  | 4.1   | 4.1   | 4.1   |
|       | Important      | 141 | 48.5  | 48.5  | 52.6  |
|       | Very Important | 138 | 47.4  | 47.4  | 100.0 |
|       | Total          | 291 | 100.0 | 100.0 |       |

#### Hygiene and cleanliness

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 11        | 3.8     | 3.8           | 3.8                |
|       | Important      | 69        | 23.7    | 23.7          | 27.5               |
|       | Very Important | 211       | 72.5    | 72.5          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

#### Cleanliness of restrooms/ toilets

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 21        | 7.2     | 7.2           | 7.2                |
|       | Important      | 63        | 21.6    | 21.6          | 28.9               |
|       | Very Important | 207       | 71.1    | 71.1          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

#### Quality of food

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 8         | 2.7     | 2.7           | 2.7                |
|       | Important      | 77        | 26.5    | 26.5          | 29.2               |
|       | Very Important | 206       | 70.8    | 70.8          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

#### Authentic cuisine

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 25        | 8.6     | 8.6           | 8.6                |
|       | Important      | 152       | 52.2    | 52.2          | 60.8               |
|       | Very Important | 114       | 39.2    | 39.2          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

#### Menu variety offered

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 16        | 5.5     | 5.5           | 5.5                |
|       | Important      | 157       | 54.0    | 54.0          | 59.5               |
|       | Very Important | 118       | 40.5    | 40.5          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

#### Availability of new items

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|--|-----------|---------|---------------|--------------------|
|--|--|-----------|---------|---------------|--------------------|

|       |                |     |       |       |       |
|-------|----------------|-----|-------|-------|-------|
| Valid | Unimportant    | 70  | 24.1  | 24.1  | 24.1  |
|       | Important      | 151 | 51.9  | 51.9  | 75.9  |
|       | Very Important | 70  | 24.1  | 24.1  | 100.0 |
|       | Total          | 291 | 100.0 | 100.0 |       |

#### Vegetarian choices

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 107       | 36.8    | 36.8          | 36.8               |
|       | Important      | 127       | 43.6    | 43.6          | 80.4               |
|       | Very Important | 57        | 19.6    | 19.6          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

#### Portion size

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 26        | 8.9     | 8.9           | 8.9                |
|       | Important      | 158       | 54.3    | 54.3          | 63.2               |
|       | Very Important | 107       | 36.8    | 36.8          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

#### Value for money

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 11        | 3.8     | 3.8           | 3.8                |
|       | Important      | 114       | 39.2    | 39.2          | 43.0               |
|       | Very Important | 166       | 57.0    | 57.0          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

#### Lively

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 36        | 12.4    | 12.4          | 12.4               |
|       | Important      | 153       | 52.6    | 52.6          | 64.9               |
|       | Very Important | 102       | 35.1    | 35.1          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

#### Cannot prepare food & beverage at home

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 88        | 30.2    | 30.2          | 30.2               |
|       | Important      | 141       | 48.5    | 48.5          | 78.7               |
|       | Very Important | 62        | 21.3    | 21.3          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

#### Convenience of location

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 15        | 5.2     | 5.2           | 5.2                |
|       | Important      | 113       | 38.8    | 38.8          | 44.0               |
|       | Very Important | 163       | 56.0    | 56.0          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Reputation/ word of mouth**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 26        | 8.9     | 8.9           | 8.9                |
|       | Important      | 136       | 46.7    | 46.7          | 55.7               |
|       | Very Important | 129       | 44.3    | 44.3          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Halal certification**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 74        | 25.4    | 25.4          | 25.4               |
|       | Important      | 81        | 27.8    | 27.8          | 53.3               |
|       | Very Important | 136       | 46.7    | 46.7          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**This restaurant anticipates your needs and wants**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 23        | 7.9     | 7.9           | 7.9                |
|       | Important      | 142       | 48.8    | 48.8          | 56.7               |
|       | Very Important | 126       | 43.3    | 43.3          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**This restaurant gives extra effort to handle your special request**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 37        | 12.7    | 12.7          | 12.7               |
|       | Important      | 154       | 52.9    | 52.9          | 65.6               |
|       | Very Important | 100       | 34.4    | 34.4          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**This restaurant has a menu that is easily readable**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 26        | 8.9     | 8.9           | 8.9                |
|       | Important      | 141       | 48.5    | 48.5          | 57.4               |
|       | Very Important | 124       | 42.6    | 42.6          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**This restaurant provides an accurate guest check**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 49        | 16.8    | 16.8          | 16.8               |
|       | Important      | 145       | 49.8    | 49.8          | 66.7               |
|       | Very Important | 97        | 33.3    | 33.3          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**This restaurant has employees who are sympathetic and reassuring if something is wrong**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 31        | 10.7    | 10.7          | 10.7               |
|       | Important      | 129       | 44.3    | 44.3          | 55.0               |
|       | Very Important | 131       | 45.0    | 45.0          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Taste of food**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 7         | 2.4     | 2.4           | 2.4                |
|       | Important      | 66        | 22.7    | 22.7          | 25.1               |
|       | Very Important | 218       | 74.9    | 74.9          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Price**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 11        | 3.8     | 3.8           | 3.8                |
|       | Important      | 89        | 30.6    | 30.6          | 34.4               |
|       | Very Important | 191       | 65.6    | 65.6          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Spiciness**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 33        | 11.3    | 11.3          | 11.3               |
|       | Important      | 147       | 50.5    | 50.5          | 61.9               |
|       | Very Important | 111       | 38.1    | 38.1          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Personal preference**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 16        | 5.5     | 5.5           | 5.5                |
|       | Important      | 150       | 51.5    | 51.5          | 57.0               |
|       | Very Important | 125       | 43.0    | 43.0          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Appearance of the food**



|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 27        | 9.3     | 9.3           | 9.3                |
|       | Important      | 136       | 46.7    | 46.7          | 56.0               |
|       | Very Important | 128       | 44.0    | 44.0          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Familiarity with dishes**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 13        | 4.5     | 4.5           | 4.5                |
|       | Important      | 140       | 48.1    | 48.1          | 52.6               |
|       | Very Important | 138       | 47.4    | 47.4          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Aroma/ smell**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 15        | 5.2     | 5.2           | 5.2                |
|       | Important      | 116       | 39.9    | 39.9          | 45.0               |
|       | Very Important | 160       | 55.0    | 55.0          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Texture**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 15        | 5.2     | 5.2           | 5.2                |
|       | Important      | 130       | 44.7    | 44.7          | 49.8               |
|       | Very Important | 146       | 50.2    | 50.2          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Temperature**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Unimportant    | 15        | 5.2     | 5.2           | 5.2                |
|       | Important      | 115       | 39.5    | 39.5          | 44.7               |
|       | Very Important | 161       | 55.3    | 55.3          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**The likelihood I would dine at Mamak restaurant is very high**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 20        | 6.9     | 6.9           | 6.9                |
|       | Agree          | 208       | 71.5    | 71.5          | 78.4               |
|       | Strongly agree | 63        | 21.6    | 21.6          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I feel emotionally attached to Mamak restaurant**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 52        | 17.9    | 17.9          | 17.9               |
|       | Agree          | 205       | 70.4    | 70.4          | 88.3               |
|       | Strongly agree | 34        | 11.7    | 11.7          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I can trust Mamak restaurant to treat me fairly**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 23        | 7.9     | 7.9           | 7.9                |
|       | Agree          | 235       | 80.8    | 80.8          | 88.7               |
|       | Strongly agree | 33        | 11.3    | 11.3          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I would be willing to dine at Mamak restaurant**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 16        | 5.5     | 5.5           | 5.5                |
|       | Agree          | 217       | 74.6    | 74.6          | 80.1               |
|       | Strongly agree | 58        | 19.9    | 19.9          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I would go to Mamak restaurant in the next few years**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 19        | 6.5     | 6.5           | 6.5                |
|       | Agree          | 183       | 62.9    | 62.9          | 69.4               |
|       | Strongly agree | 89        | 30.6    | 30.6          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I would recommend Mamak restaurant to my friends and relatives**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 27        | 9.3     | 9.3           | 9.3                |
|       | Agree          | 196       | 67.4    | 67.4          | 76.6               |
|       | Strongly agree | 68        | 23.4    | 23.4          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I would recommend Mamak restaurant to someone else**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 22        | 7.6     | 7.6           | 7.6                |
|       | Agree          | 210       | 72.2    | 72.2          | 79.7               |
|       | Strongly agree | 59        | 20.3    | 20.3          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**When I dine out Mamak restaurant is my first choice**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 74        | 25.4    | 25.4          | 25.4               |
|       | Agree          | 189       | 64.9    | 64.9          | 90.4               |
|       | Strongly agree | 28        | 9.6     | 9.6           | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I would recommend Mamak restaurant to someone who seeks my advice**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 53        | 18.2    | 18.2          | 18.2               |
|       | Agree          | 206       | 70.8    | 70.8          | 89.0               |
|       | Strongly agree | 32        | 11.0    | 11.0          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I believe Mamak restaurant is my favourite restaurant**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 78        | 26.8    | 26.8          | 26.8               |
|       | Agree          | 189       | 64.9    | 64.9          | 91.8               |
|       | Strongly agree | 24        | 8.2     | 8.2           | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I dine in Mamak restaurant more frequently than other restaurant**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 77        | 26.5    | 26.5          | 26.5               |
|       | Agree          | 182       | 62.5    | 62.5          | 89.0               |
|       | Strongly agree | 32        | 11.0    | 11.0          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I would consider Mamak restaurant as my first choice to dine in**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 92        | 31.6    | 31.6          | 31.6               |
|       | Agree          | 180       | 61.9    | 61.9          | 93.5               |
|       | Strongly agree | 19        | 6.5     | 6.5           | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Mamak restaurant provides customized service for me**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 60        | 20.6    | 20.6          | 20.6               |
|       | Agree          | 205       | 70.4    | 70.4          | 91.1               |
|       | Strongly agree | 26        | 8.9     | 8.9           | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**Mamak restaurant satisfies my expectation**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 41        | 14.1    | 14.1          | 14.1               |
|       | Agree          | 219       | 75.3    | 75.3          | 89.3               |
|       | Strongly agree | 31        | 10.7    | 10.7          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I would say positive things about Mamak restaurant**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Disagree       | 34        | 11.7    | 11.7          | 11.7               |
|       | Agree          | 221       | 75.9    | 75.9          | 87.6               |
|       | Strongly agree | 36        | 12.4    | 12.4          | 100.0              |
|       | Total          | 291       | 100.0   | 100.0         |                    |

**I would dine at Mamak restaurant again in future**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Disagree       | 26        | 8.9     | 9.0           | 9.0                |
|         | Agree          | 196       | 67.4    | 67.6          | 76.6               |
|         | Strongly agree | 68        | 23.4    | 23.4          | 100.0              |
|         | Total          | 290       | 99.7    | 100.0         |                    |
| Missing | System         | 1         | .3      |               |                    |
| Total   |                | 291       | 100.0   |               |                    |

**I would actively seek out Mamak restaurant**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Disagree       | 47        | 16.2    | 16.3          | 16.3               |
|         | Agree          | 195       | 67.0    | 67.7          | 84.0               |
|         | Strongly agree | 46        | 15.8    | 16.0          | 100.0              |
|         | Total          | 288       | 99.0    | 100.0         |                    |
| Missing | System         | 3         | 1.0     |               |                    |
| Total   |                | 291       | 100.0   |               |                    |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .927             | 47         |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .913             | 21         |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .889             | 9          |

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .936             | 17         |

### Chi-Square Tests

|                              | Value     | df | Asymp. Sig. (2-sided) |
|------------------------------|-----------|----|-----------------------|
| Pearson Chi-Square           | 59.405(a) | 69 | .788                  |
| Likelihood Ratio             | 73.614    | 69 | .330                  |
| Linear-by-Linear Association | .344      | 1  | .557                  |
| N of Valid Cases             | 291       |    |                       |

a 137 cells (97.9%) have expected count less than 5. The minimum expected count is .45.

### Chi-Square Tests

|                              | Value      | df  | Asymp. Sig. (2-sided) |
|------------------------------|------------|-----|-----------------------|
| Pearson Chi-Square           | 638.599(a) | 621 | .304                  |
| Likelihood Ratio             | 373.279    | 621 | 1.000                 |
| Linear-by-Linear Association | 7.481      | 1   | .006                  |
| N of Valid Cases             | 291        |     |                       |

a 697 cells (99.6%) have expected count less than 5. The minimum expected count is .01.

### Chi-Square Tests

|                              | Value      | df  | Asymp. Sig. (2-sided) |
|------------------------------|------------|-----|-----------------------|
| Pearson Chi-Square           | 240.518(a) | 207 | .055                  |
| Likelihood Ratio             | 245.430    | 207 | .035                  |
| Linear-by-Linear Association | 10.123     | 1   | .001                  |
| N of Valid Cases             | 291        |     |                       |

a 278 cells (99.3%) have expected count less than 5. The minimum expected count is .07.

### Chi-Square Tests

|                                 | Value      | df  | Asymp. Sig.<br>(2-sided) |
|---------------------------------|------------|-----|--------------------------|
| Pearson Chi-Square              | 514.239(a) | 276 | .000                     |
| Likelihood Ratio                | 188.231    | 276 | 1.000                    |
| Linear-by-Linear<br>Association | 4.582      | 1   | .032                     |
| N of Valid Cases                | 291        |     |                          |

a 338 cells (96.6%) have expected count less than 5. The minimum expected count is .01.

#### Chi-Square Tests

|                                 | Value     | df | Asymp. Sig.<br>(2-sided) |
|---------------------------------|-----------|----|--------------------------|
| Pearson Chi-Square              | 29.941(a) | 35 | .711                     |
| Likelihood Ratio                | 33.667    | 35 | .532                     |
| Linear-by-Linear<br>Association | .656      | 1  | .418                     |
| N of Valid Cases                | 291       |    |                          |

a 47 cells (65.3%) have expected count less than 5. The minimum expected count is .45.

#### Chi-Square Tests

|                                 | Value      | df  | Asymp. Sig.<br>(2-sided) |
|---------------------------------|------------|-----|--------------------------|
| Pearson Chi-Square              | 467.050(a) | 315 | .000                     |
| Likelihood Ratio                | 250.913    | 315 | .997                     |
| Linear-by-Linear<br>Association | .544       | 1   | .461                     |
| N of Valid Cases                | 291        |     |                          |

a 347 cells (96.4%) have expected count less than 5. The minimum expected count is .01.

#### Chi-Square Tests

|                                 | Value      | df  | Asymp. Sig.<br>(2-sided) |
|---------------------------------|------------|-----|--------------------------|
| Pearson Chi-Square              | 105.835(a) | 105 | .459                     |
| Likelihood Ratio                | 110.039    | 105 | .349                     |
| Linear-by-Linear<br>Association | 3.065      | 1   | .080                     |
| N of Valid Cases                | 291        |     |                          |

a 121 cells (84.0%) have expected count less than 5. The minimum expected count is .07.

#### Chi-Square Tests

|                                 | Value      | df  | Asymp. Sig.<br>(2-sided) |
|---------------------------------|------------|-----|--------------------------|
| Pearson Chi-Square              | 323.706(a) | 140 | .000                     |
| Likelihood Ratio                | 117.839    | 140 | .913                     |
| Linear-by-Linear<br>Association | .008       | 1   | .929                     |
| N of Valid Cases                | 291        |     |                          |

a 160 cells (88.9%) have expected count less than 5. The minimum expected count is .01.

#### Chi-Square Tests

|                              | Value     | df | Asymp. Sig. (2-sided) |
|------------------------------|-----------|----|-----------------------|
| Pearson Chi-Square           | 58.103(a) | 57 | .434                  |
| Likelihood Ratio             | 71.078    | 57 | .099                  |
| Linear-by-Linear Association | 4.342     | 1  | .037                  |
| N of Valid Cases             | 288       |    |                       |

a 104 cells (89.7%) have expected count less than 5. The minimum expected count is .44.

#### Chi-Square Tests

|                              | Value      | df  | Asymp. Sig. (2-sided) |
|------------------------------|------------|-----|-----------------------|
| Pearson Chi-Square           | 579.602(a) | 513 | .022                  |
| Likelihood Ratio             | 321.821    | 513 | 1.000                 |
| Linear-by-Linear Association | .539       | 1   | .463                  |
| N of Valid Cases             | 288        |     |                       |

a 574 cells (99.0%) have expected count less than 5. The minimum expected count is .01.

#### Chi-Square Tests

|                              | Value      | df  | Asymp. Sig. (2-sided) |
|------------------------------|------------|-----|-----------------------|
| Pearson Chi-Square           | 220.765(a) | 171 | .006                  |
| Likelihood Ratio             | 201.344    | 171 | .056                  |
| Linear-by-Linear Association | 5.603      | 1   | .018                  |
| N of Valid Cases             | 288        |     |                       |

a 222 cells (95.7%) have expected count less than 5. The minimum expected count is .07.

#### Chi-Square Tests

|                              | Value      | df  | Asymp. Sig. (2-sided) |
|------------------------------|------------|-----|-----------------------|
| Pearson Chi-Square           | 227.265(a) | 228 | .501                  |
| Likelihood Ratio             | 146.041    | 228 | 1.000                 |
| Linear-by-Linear Association | .086       | 1   | .770                  |
| N of Valid Cases             | 288        |     |                       |

a 277 cells (95.5%) have expected count less than 5. The minimum expected count is .01.

#### Chi-Square Tests

|                              | Value       | df   | Asymp. Sig. (2-sided) |
|------------------------------|-------------|------|-----------------------|
| Pearson Chi-Square           | 4271.901(a) | 3933 | .000                  |
| Likelihood Ratio             | 1284.979    | 3933 | 1.000                 |
| Linear-by-Linear Association | 1.237       | 1    | .266                  |
| N of Valid Cases             | 288         |      |                       |

a 4060 cells (100.0%) have expected count less than 5. The minimum expected count is .00.

#### Chi-Square Tests

|                              | Value       | df   | Asymp. Sig. (2-sided) |
|------------------------------|-------------|------|-----------------------|
| Pearson Chi-Square           | 2533.660(a) | 1995 | .000                  |
| Likelihood Ratio             | 955.638     | 1995 | 1.000                 |
| Linear-by-Linear Association | 2.759       | 1    | .097                  |
| N of Valid Cases             | 288         |      |                       |

a 2088 cells (100.0%) have expected count less than 5. The minimum expected count is .00.

#### Chi-Square Tests

|                              | Value      | df  | Asymp. Sig. (2-sided) |
|------------------------------|------------|-----|-----------------------|
| Pearson Chi-Square           | 939.210(a) | 855 | .023                  |
| Likelihood Ratio             | 543.074    | 855 | 1.000                 |
| Linear-by-Linear Association | .424       | 1   | .515                  |
| N of Valid Cases             | 288        |     |                       |

a 928 cells (100.0%) have expected count less than 5. The minimum expected count is .00.

#### Chi-Square Tests

|                              | Value      | df  | Asymp. Sig. (2-sided) |
|------------------------------|------------|-----|-----------------------|
| Pearson Chi-Square           | 326.049(a) | 285 | .047                  |
| Likelihood Ratio             | 307.706    | 285 | .170                  |
| Linear-by-Linear Association | .238       | 1   | .626                  |
| N of Valid Cases             | 288        |     |                       |

a 348 cells (100.0%) have expected count less than 5. The minimum expected count is .07.

#### Chi-Square Tests

|                              | Value      | df  | Asymp. Sig. (2-sided) |
|------------------------------|------------|-----|-----------------------|
| Pearson Chi-Square           | 803.721(a) | 798 | .437                  |
| Likelihood Ratio             | 525.333    | 798 | 1.000                 |
| Linear-by-Linear Association | 8.089      | 1   | .004                  |
| N of Valid Cases             | 288        |     |                       |

a 870 cells (100.0%) have expected count less than 5. The minimum expected count is .00.

#### Chi-Square Tests

|                              | Value      | df  | Asymp. Sig. (2-sided) |
|------------------------------|------------|-----|-----------------------|
| Pearson Chi-Square           | 587.211(a) | 570 | .300                  |
| Likelihood Ratio             | 415.149    | 570 | 1.000                 |
| Linear-by-Linear Association | 1.146      | 1   | .284                  |
| N of Valid Cases             | 288        |     |                       |

a 638 cells (100.0%) have expected count less than 5. The minimum expected count is .01.



### Chi-Square Tests

|                                 | Value       | df   | Asymp. Sig.<br>(2-sided) |
|---------------------------------|-------------|------|--------------------------|
| Pearson Chi-Square              | 2789.872(a) | 2508 | .000                     |
| Likelihood Ratio                | 1051.693    | 2508 | 1.000                    |
| Linear-by-Linear<br>Association | .189        | 1    | .664                     |
| N of Valid Cases                | 288         |      |                          |

a. 2610 cells (100.0%) have expected count less than 5. The minimum expected count is .00.

### Coefficients(a)

| Model |                | Unstandardized<br>Coefficients |            | Standardized<br>Coefficients | t      | Sig. |
|-------|----------------|--------------------------------|------------|------------------------------|--------|------|
|       |                | B                              | Std. Error | Beta                         |        |      |
| 1     | (Constant)     | 3.184                          | .248       |                              | 12.816 | .000 |
|       | Reliability    | -.021                          | .068       | -.028                        | -.306  | .760 |
|       | Responsiveness | .065                           | .046       | .111                         | 1.404  | .161 |
|       | Assurance      | .235                           | .069       | .286                         | 3.421  | .001 |
|       | Empathy        | -.009                          | .061       | -.012                        | -.143  | .887 |
|       | Tangible       | -.205                          | .103       | -.212                        | -1.991 | .047 |

a. Dependent Variable: partC