CONSUMERS ATTITUDE TOWARDS “MAMAK” FOOD IN MALAYSIA

KARTINA ABU BAKAR
Bachelor in Hospitality and Tourism Management (Honors)
University of Toulouse
Le Mirail
France
2004

Submitted to the Graduate School of Business
Faculty of Business and Accountancy
University of Malaya, in partial fulfillment
of the requirements for the Degree of
Masters of Business Administration

December 2010
ABSTRACT

Malaysia is a unique country as there are multi races and ethnics of people live together in harmony and as such there are many ethnic foods such as “Mamak” food. “Mamak” food is popular among Malaysian and can be found from roadside stalls to café or Bistro concept restaurants. The objective of this study is to provide an insight into customers dining intention to “Mamak” restaurants measuring the service quality and food attributes. Surprisingly, only one of the factor of service quality that is assurance and one variable of food attributes which is aroma has a greater influence for customers dining intention. Simultaneously, other findings in this study can be used by other concepts restaurants to develop a competitive advantage that will further promote Malaysia as an interesting and colorful tourism destination in the world.

Key words: “Mamak” restaurants, dining intention, service quality, food attributes, Malaysia
ACKNOWLEDGEMENTS

I would like to take this opportunity to express my sincere gratitude to the following people whom have made my efforts in writing this research project triumphant, and acknowledge those who have directly and indirectly contributed effort and time towards this research project:

My loving and supporting husband Ku Azmi whom always give me courage and motivation from the beginning of my studies until the end. My dear three great children Ku Nur Aqilah, Ku Luqman Iskandar and Ku Arif Izzuddin, whom have had to put up with me through my trials and tribulations in completing my MBA studies. My mother, Puan Bulan Binti Sapi, who is always there for me and never stops praying for me.

Finally, my research supervisor Puan Farinda Abdul Ghani whom has advised me from the beginning tills the end in order for me to complete this research project. May Allah s.w.t. bless all of us, Amin.