

4.1 Introduction

A study had been conducted by distributing a set of questionnaire to respondents as people who are aware or knows of “Mamak” restaurant. Before conducting real study, a pilot study had been conducted to check the reliability of the questionnaire so that the questionnaire is reliable. 50 data had been collected for pilot study. The questionnaire had been distributed evenly to male and female. There is 58% or 29 female and the rest are male. Majority of the respondents aged below 35 years old with the percentage of 70%. The Cronbach’s Alpha has been analyzed to check the reliability of the questionnaire. The higher the value of the Cronbach’s Alpha is the better. The value of Cronbach’s Alpha for pilot study is 0.940 which can be strongly said as reliable because nearly 1.0. The normality of the data has been checked for pilot study and it shows that all data are normal with the value of skewness nearly 0 for all variables in the questionnaire. The result is appendices in Appendix.

The study has been continued by distributing more questionnaires to the respondents and the final data has been collected with 291 questionnaires that were completed by the respondents. The results of the study discussed in the next sub topic.

4.2 Profile of Respondent

The questionnaire has been randomly distributed among people who have been in “Mamak” restaurant before. From the study, most of “Mamak”'s customers were people from younger age groups that are below 25 years old and the numbers of people based on gender are about the same. The figure of the respondents shows in Table 4.1 below.

There are 55.3% female and 44.7% or 130 male respondents. More than half of respondents aged below than 25 years old while only 4 respondents aged between 56 – 65 years old. It can be said that most of “Mamak”'s customers are from younger aged groups same as reported in pilot study. 46% of “Mamak”'s customers are Chinese, followed by Malay, 38.5%, Indian 8.2% and others 7.2%. Most of respondents are single and students with 67.7% and 46.4% respectively. From the findings, it can be conclude that majority of “Mamak” restaurant customers are from the younger age groups with the lower income and most of the respondents are still single.

Table 4.1: Profile of Respondent

Profile	Characteristics	Frequency (N=291)	Percent (%)
Gender	Male	130	44.7
	Female	161	55.3
Age	Below 18 years old	6	2.1
	18 - 25 years old	161	55.3
	26 - 30 years old	39	13.4
	31 - 35 years old	29	10.0
	36 - 40 years old	13	4.5
	41 - 45 years old	14	4.8
	46 - 50 years old	12	4.1
	51 - 55 years old	13	4.5
	56 - 60 years old	2	0.7
	61 - 65 years old	2	0.7
Ethnicity	Malay	112	38.5
	Chinese	134	46.0
	Indian	24	8.2
	Others	21	7.2
Marital Status	Married with children	73	25.1
	Married without children	16	5.5
	Single parent	2	0.7
	Single	197	67.7
	Others	3	1.0
Current Position	Top management	8	2.7
	Middle management	33	11.3
	First-line management	36	12.4
	Operational	38	13.1
	Students	135	46.4
	Housewife	10	3.4
	Pensioner	2	0.7
	Others	29	10.0
Monthly Income	Below RM 1500	140	48.1
	RM1501 - RM3000	57	19.6
	RM3001 - RM4500	35	12.0
	RM4501 - RM6000	37	12.7
	RM6001 - RM7500	8	2.7
	RM7501 - RM10500	7	2.4
	RM10501 - RM12000	5	1.7
	RM12001 - RM13500	1	0.3
RM15001 - RM18000	1	0.3	

4.3 Test of Normality

It is important to know whether the data is normal or not because it will determine the type of test statistics that can be used for further analysis. To test the normality of the data, skewness and kurtosis has been tested. Refer to Table 4.2, it can be said that all variables are normal because the value of skewness are nearly to 0.

The histogram with the normal curve also shows at Figure 4.1 for food attribute, Figure 4.2 for service quality and Figure 4.3 for Dining Intention. The data is fairly normal because all three the curve show the bell shape.

Table 4.2: Test of Normality based on Skewness and Kurtosis

Variables	Skewness	Kurtosis
<i>Efficient Service</i>	-.403	-.645
<i>Employee friendliness</i>	-.284	-.507
<i>Hygiene and cleanliness</i>	-1.195	.641
<i>Cleanliness of restrooms/ toilets</i>	-1.210	.641
<i>Quality of food</i>	-.947	.383
<i>Authentic cuisine</i>	-.309	-.307
<i>Menu variety offered</i>	-.298	-.092
<i>Availability of new items</i>	-.018	-.689
<i>Vegetarian choices</i>	.248	-.847
<i>Portion size</i>	-.318	-.268
<i>Value for money</i>	-.556	-.313
<i>Lively</i>	-.228	-.493
<i>Cannot prepare food & beverage at home</i>	.240	-.707
<i>Convenience of location</i>	-.599	-.114
<i>Reputation/ word of mouth</i>	-.427	-.388
<i>Halal certification</i>	-.367	-1.283
<i>This restaurant anticipates your needs and wants</i>	-.246	-.627

Table 4.2: Continued

Variables	Skewness	Kurtosis
<i>This restaurant gives extra effort to handle your special request</i>	-.115	-.646
<i>This restaurant has a menu that is easily readable</i>	-.318	-.479
<i>This restaurant provides an accurate guest check</i>	-.163	-.685
<i>This restaurant has employees who are sympathetic and reassuring if something is wrong</i>	-.450	-.448
<i>Taste of food</i>	-1.060	.496
<i>Price</i>	-.786	-.297
<i>Spiciness</i>	-.365	-.353
<i>Personal preference</i>	-.299	-.238
<i>Appearance of the food</i>	-.255	-.722
<i>Familiarity with dishes</i>	-.226	-.690
<i>Aroma/ smell</i>	-.529	-.308
<i>Texture</i>	-.456	-.198
<i>Temperature</i>	-.633	-.054
<i>The likelihood I would dine at "Mamak" restaurant is very high</i>	-.266	.746
<i>I feel emotionally attached to "Mamak" restaurant</i>	-.079	.171
<i>I can trust "Mamak" restaurant to treat me fairly</i>	-.202	1.234
<i>I would be willing to dine at "Mamak" restaurant</i>	-.194	1.212
<i>I would go to "Mamak" restaurant in the next few years</i>	-.401	.693
<i>I would recommend "Mamak" restaurant to my friends and relatives</i>	-.180	.265
<i>I would recommend "Mamak" restaurant to someone else</i>	-.318	.721
<i>When I dine out "Mamak" restaurant is my first choice</i>	.170	.146
<i>I would recommend "Mamak" restaurant to someone who seeks my advice</i>	-.279	.103
<i>I believe "Mamak" restaurant is my favourite restaurant</i>	.046	.006
<i>I dine in "Mamak" restaurant more frequently than other restaurant</i>	-.007	-.275
<i>I would consider "Mamak" restaurant as my first choice to dine in</i>	.067	-.107
<i>"Mamak" restaurant provides customized service for me</i>	-.216	.035
<i>"Mamak" restaurant satisfies my expectation</i>	-.658	.512
<i>I would say positive things about "Mamak" restaurant</i>	-.317	.618
<i>I would dine at "Mamak" restaurant again in future</i>	-.347	.657
<i>I would actively seek out "Mamak" restaurant</i>	-.032	.059

Figure 4.1: Test of Normality of the Food Attributes based on 6 Scale

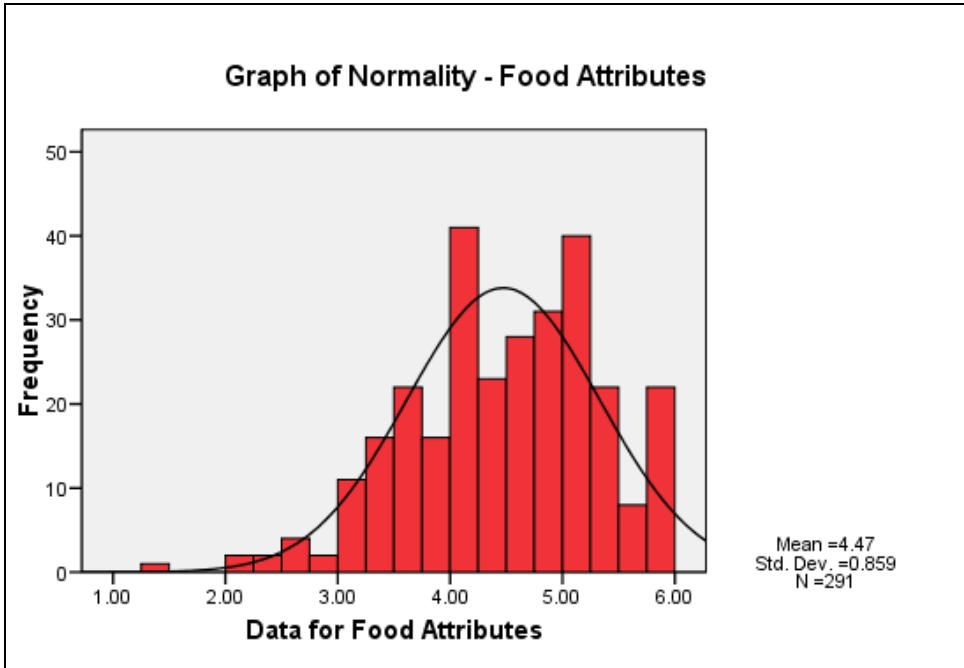


Figure 4.2: Test of Normality of the Service Quality based on 6 Scale

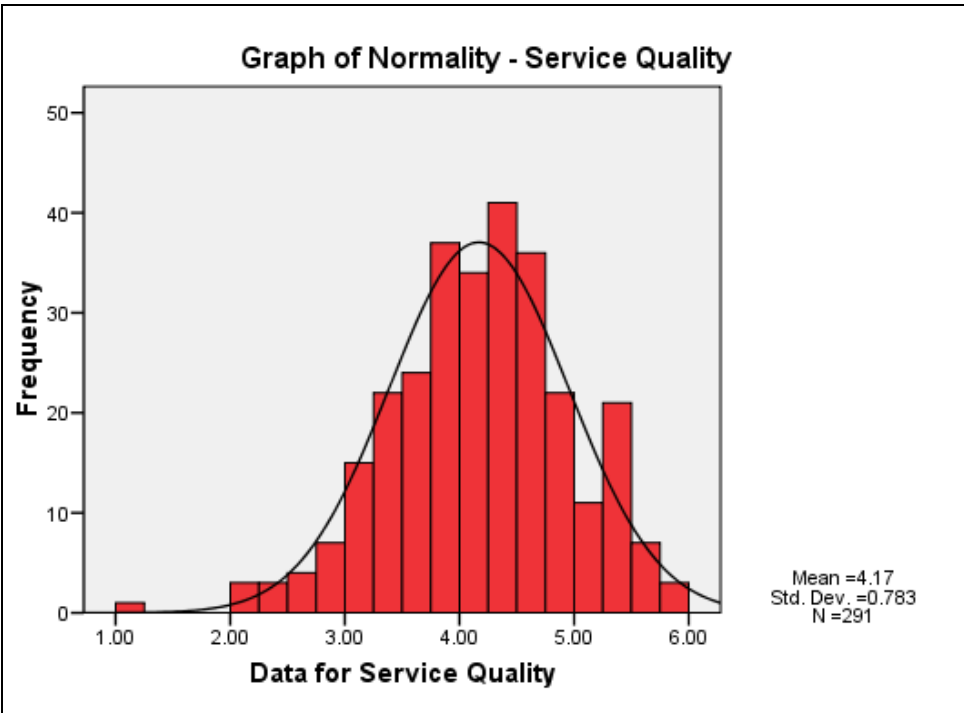
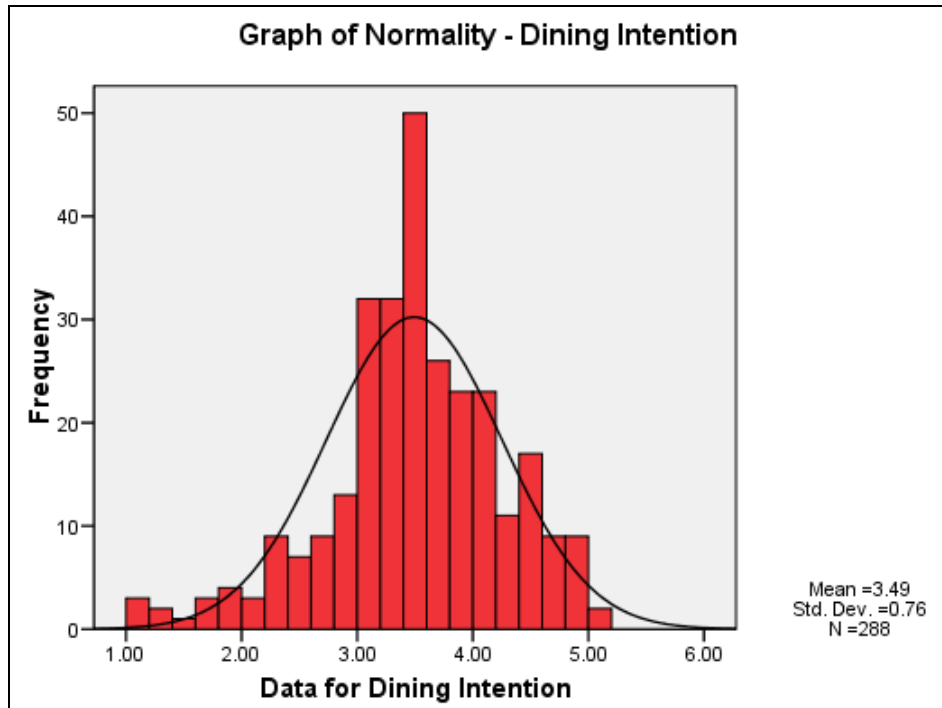


Figure 4.3: Test of Normality of the Dining Intention based on 6 Scale



4.4 Descriptive analysis

There are 3 parts in this section i.e. Service quality, Food attributes and Dining intention. The highest mean value is for Food attributes i.e. 4.47 followed by Service quality i.e. 4.17. The lowest mean value is Dining intention i.e. 3.49. The details for each part discussed in the further part.

4.4.1 Univariate Analysis – Frequency, Percentage and Mean

The highest mean value is 5.04 i.e. hygiene and cleanliness. The cleanliness of the “Mamak” restaurant is one of the most important factors that can attract more customers to the restaurant. The second important factor is also about tidiness but this refers to the cleanliness of the restrooms or toilets. It can be concluded that people nowadays are very concerns about cleanliness wherever they go. In order to get more customers to the restaurant, they must keep the restaurant in good and clean condition. The lowest mean value is 3.11 which refer to vegetarian choices. The customers still go to “Mamak” restaurant even there has less varieties of vegetarian. *Cannot prepare food at home* is not the main factor that cause the customers to go to “Mamak” restaurant with the mean value of 3.28.

Table 4.3: Univariate Analysis for Service quality

Variables	Level of Importance			Mean
	Unimportant	Important	Very Important	
<i>Efficient Service</i>	24 8.2%	121 41.6%	146 50.2%	4.32
<i>Employee friendliness</i>	12 4.1%	141 48.5%	138 47.4%	4.31
<i>Hygiene and cleanliness</i>	11 3.8%	69 23.7%	211 72.5%	5.04
<i>Cleanliness of restrooms/ toilets</i>	21 7.2%	63 21.6%	207 71.7%	4.95
<i>Quality of food</i>	8 2.7%	77 26.5%	206 70.8%	4.98
<i>Authentic cuisine</i>	25 8.6%	152 52.2%	114 39.2%	4.12
<i>Menu variety offered</i>	16 5.5%	157 54.0%	118 40.5%	4.24
<i>Availability of new items</i>	70 24.1%	151 51.9%	70 24.1%	3.53

Table 4.3: Continued

Variables	Level of Importance			Mean
	Unimportant	Important	Very Important	
<i>Vegetarian choices</i>	107 36.8%	127 43.6%	57 19.6%	3.11
<i>Portion size</i>	26 8.9%	158 54.3%	107 36.8%	3.99
<i>Value for money</i>	11 3.8%	114 39.2%	166 57.0%	4.61
<i>Lively</i>	36 12.4%	153 52.6%	102 35.1%	3.90
<i>Cannot prepare food & beverage at home</i>	88 30.2%	141 48.5%	62 21.3%	3.28
<i>Convenience of location</i>	15 5.2%	113 38.8%	163 56.0%	4.55
<i>Reputation/ word of mouth</i>	26 8.9%	136 46.7%	129 44.3%	4.22
<i>Halal certification</i>	74 25.4%	81 27.8%	136 46.7%	4.00
<i>This restaurant anticipates your needs and wants</i>	23 7.9%	142 48.8%	126 43.3%	4.20
<i>This restaurant gives extra effort to handle your special request</i>	37 12.7%	154 52.9%	100 34.4%	3.99
<i>This restaurant has a menu that is easily readable</i>	26 8.9%	141 48.5%	124 42.6%	4.20
<i>This restaurant provides an accurate guest check</i>	49 16.8%	145 48.9%	97 33.3%	3.83
<i>This restaurant has employees who are sympathetic and reassuring if something is wrong</i>	31 10.7%	129 44.3%	131 45.0%	4.18

Table 4.4 shows the descriptive of the food attributes. All the attributes have higher mean value i.e. more than 4.0. The highest mean values shows by Taste of Food, which can be considered as the most important food attributes that can attract customer to the “Mamak” restaurant. Refer to the percentage value; about 75% respondents agree that the taste of food is very important to them. The lowest mean value shows by spiciness with 4.02.

Half of the respondents agree that spiciness is important to them and 38.1% said that it is very important. The mean value for other attributes based on respondent preferences is price, temperature, aroma/ smell, texture, familiarity with dishes, personal preference and appearance of food with the mean value as shown in Table 4.4.

Table4.4: Univariate Analysis for Food attributes

Variables	Level of Importance			Mean
	Unimportant	Important	Very Important	
<i>Taste of food</i>	7 2.4%	66 22.7%	218 74.9%	5.03
<i>Price</i>	11 3.8%	89 30.6%	191 65.6%	4.83
<i>Spiciness</i>	33 11.3%	147 50.5%	111 38.1%	4.02
<i>Personal preference</i>	16 5.5%	150 51.5%	125 43.0%	4.29
<i>Appearance of the food</i>	27 9.3%	136 46.7%	128 44.0%	4.22
<i>Familiarity with dishes</i>	13 4.5%	140 48.1%	138 47.4%	4.34
<i>Aroma/ smell</i>	15 5.2%	116 39.9%	160 55.0%	4.48
<i>Texture</i>	15 5.2%	130 44.7%	146 50.2%	4.43
<i>Temperature</i>	15 5.2%	115 39.5%	161 55.3%	4.62

Most of the mean value for the variables at Dining intention is less than 4.0.

Only one statement shows the mean value of more than 4.0 i.e. *I would go to the “Mamak” restaurant in the next few years.* The lowest mean value is 2.83 that are *I would consider “Mamak” restaurant as my first choice to dine in.*

Customer will recommend the “Mamak” restaurant to their friends, relatives and others but they will not do it frequently as the mean value is not so high at

this part. They may be happy to go to “Mamak” restaurant and might not go or recommend this restaurant.

There are 31.6% respondents that would not consider “Mamak” restaurant as their first choice. They may prefer to go to other restaurant such as Thai’s, Malay, Western, Japanese or others.

Table 4.5: Univariate Analysis for Dining intention

Variables	Level of Agreement			Mean
	Disagree	Agree	Strongly Agree	
<i>The likelihood I would dine at “Mamak” restaurant is very high</i>	20 6.9%	208 71.5%	63 21.6%	3.85
<i>I feel emotionally attached to “Mamak” restaurant</i>	52 17.9%	205 70.4%	63 21.6%	3.32
<i>I can trust “Mamak” restaurant to treat me fairly</i>	23 7.9%	235 80.8%	33 11.3%	3.63
<i>I would be willing to dine at “Mamak” restaurant</i>	16 5.5%	217 74.6%	58 19.9%	3.93
<i>I would go to “Mamak” restaurant in the next few years</i>	19 6.5%	183 62.9%	89 30.6%	4.10
<i>I would recommend “Mamak” restaurant to my friends and relatives</i>	27 9.3%	196 67.4%	68 23.4%	3.82
<i>I would recommend “Mamak” restaurant to someone else</i>	22 7.6%	210 72.2%	59 20.3%	3.77
<i>When I dine out “Mamak” restaurant is my first choice</i>	74 25.4%	189 64.9%	28 9.6%	3.04

Table 4.5: Continued

Variables	Level of Agreement			Mean
	Disagree	Agree	Strongly Agree	
<i>I would recommend “Mamak” restaurant to someone who seeks my advice</i>	53 18.3%	206 70.8%	32 11.0%	3.35
<i>I believe “Mamak” restaurant is my favourite restaurant</i>	78 26.8%	189 64.9%	24 8.2%	2.95
<i>I dine in “Mamak” restaurant more frequently than other restaurant</i>	77 26.2%	182 62.5%	32 11%	3.08
<i>I would consider “Mamak” restaurant as my first choice to dine in</i>	92 31.6%	180 61.9%	19 6.55	2.83
<i>“Mamak” restaurant provides customized service for me</i>	60 20.6%	205 70.4%	26 8.9%	3.29
<i>“Mamak” restaurant satisfies my expectation</i>	41 14.1%	219 75.3%	31 10.7%	3.49
<i>I would say positive things about “Mamak” restaurant</i>	34 11.7%	221 75.9%	36 12.4%	3.59
<i>I would dine at “Mamak” restaurant again in future</i>	26 8.9%	196 67.4%	68 23.4%	3.93
<i>I would actively seek out “Mamak” restaurant</i>	47 16.2%	195 67.0%	46 15.8%	3.46

4.4.2 Reliability test

Cronbach’s Alpha is calculated to check the reliability of the questionnaire. The data is reliable because the value of Cronbach’s Alpha is nearly 1 i.e. 0.927. To study whether the variables at each part of the questionnaire is reliable, the Cronbach’s Alpha has been analyzed for Service quality, Food attributes and Dining intention. The result shows in table below. The value of Cronbach’s Alpha for each part is also high which more than 0.8.

Table 4.6: Reliability Test

Part	Cronbach’s Alpha
Service quality	0.913
Food attributes	0.889
Dining intention	0.936

4.5 Test of Relationships (Bivariate) – Pearson Correlations

4.5.1 Service quality is related to food attributes in “Mamak” restaurant

Table 4.7 shows whether there is a relationship between dependent (service quality) variables and independent variable i.e. food attributes. It can be concluded that service quality of “Mamak” restaurant relates to food attributes which means that food attributes can affect the service quality provided by “Mamak” restaurant. This is shown in Table 4.7 by referring to the significant value that is 0.000 which is lower than 0.05.

Table 4.7: Test of Correlation to Check either Service Quality Relates to Food Attributes

		Value	Asymp. Std. Error(a)	Approx. T(b)	Approx. Sig.
Interval by Interval	Pearson's R	.709	.035	17.071	.000(c)
Ordinal by Ordinal	Spearman Correlation	.692	.036	16.275	.000(c)
N of Valid Cases		291			

4.5.2 Service quality is related to dining intention in “Mamak” restaurant

Refer to Table 4.8, it can be said that service quality will not be affected by dining intention in “Mamak” restaurant. This is because of the significant value is higher than 0.05.

Table 4.8: Test of Correlation to Check either Service Quality Relates to Dining Intention

		Value	Asymp. Std. Error(a)	Approx. T(b)	Approx. Sig.
Interval by Interval	Pearson's R	.066	.063	1.113	.267(c)
Ordinal by Ordinal	Spearman Correlation	.106	.059	1.796	.074(c)
N of Valid Cases		288			

4.5.3 Food Attributes is related to dining intention in “Mamak” restaurant

Refer to table 4.9, it can be said that food attributes is not related to dining intention. This is because the significant value of Pearson correlation is higher than 0.05.

Table 4.9: Test of Correlation to check either Food Attributes is related to Dining Intention

		Value	Asymp. Std. Error(a)	Approx. T(b)	Approx. Sig.
Interval by Interval	Pearson's R	.098	.061	1.666	.097(c)
Ordinal by Ordinal	Spearman Correlation	.119	.059	2.029	.043(c)
N of Valid Cases		288			

4.5.4 The most important variables of service quality when dining in “Mamak” restaurant

In this section, the descriptive statistics of the variables measurement are presented for service quality. The constructs are reliability, assurance, tangible, empathy and responsiveness. In each construct, a few statements or elements were asked that were used as the measurement items of the scale of the measurement.

Table below shows the highest value of the correlation is assurance followed by empathy, reliability and tangible. Regression analysis has been run to support this result.

Table 4.10: Test of Correlation to check the Most Important Factor of Service Quality when Dining at “Mamak” Restaurant

	Dining Intention	Reliability	Assurance	Empathy	Tangible
Dining Intention	1	.038	.168(**)	.063	.026
		.516	.004	.285	.665
		288	288	288	288
Reliability		1	.575(**)	.601(**)	.739(**)
			.000	.000	.000
			291	291	291
Assurance			1	.610(**)	.696(**)
				.000	.000
				291	291
Empathy				1	.691(**)
					.000
					291
Tangible					1

** Correlation is significant at the 0.01 level (2-tailed).

The correlation test of the service quality and dining intention is performed and showed that it is one variables in service quality related to dining intention in “Mamak restaurant”. To support this statement, the regression analysis has been run to check which factor is the most important factor of service quality to dining in “Mamak” restaurant. As mentioned, there are 4 constructs of service quality. According to Table 4.11, the most important factor of service quality is assurance. There is a negative relationship between dining intention and tangible. The third factor is empathy and followed by reliability.

Table 4.11: Results of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.163	.248		12.733	.000
	Reliability	.001	.066	.001	.008	.993
	Assurance	.235	.069	.286	3.413	.001
	Empathy	.011	.060	.016	.191	.848
	Tangible	-.178	.101	-.185	-1.760	.080

a Dependent Variable: Dining Intention

4.5.5 The most important variables of food attributes when dining in “Mamak” restaurant

There are 9 statements in this part that are taste of food, price, spiciness, personal reference, appearance of the food, familiarity with the dishes,

aroma/ smell, texture and temperature. The most important variable of food attributes is aroma/ smell.

The factors that show negative values are price, appearance of food and familiarity with the food. It shows that when the price of the food at “Mamak” restaurant is lower, customer’s intention to go to “Mamak” restaurant will be higher. Customers are not so particular with appearance of food and familiarity of food. The other factors that also important or attract customers to “Mamak” restaurant are spiciness.

Table 4.12: Results of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	3.140	.244		12.841	.000
	Taste of food	.044	.053	.063	.833	.406
	Price	-.104	.048	-.167	-2.144	.033
	Spiciness	.099	.042	.169	2.341	.020
	Personal preference	.006	.056	.008	.102	.918
	Appearance of the food	-.039	.052	-.063	-.744	.458
	Familiarity with dishes	-.108	.054	-.160	-1.986	.048
	Aroma/ smell	.116	.058	.179	2.013	.045
	Texture	.049	.061	.074	.806	.421
	Temperature	.023	.050	.037	.466	.642

a Dependent Variable: Dining Intention

4.6 Regression Analysis

4.6.1 The most important variables between service quality and food attributes when dining in “Mamak” restaurant

Another test has been run to find out between the service quality and food attributes which of these factors give a greater influence for the customers to dine in “Mamak” restaurant. The regression analysis has been run and the result shows that food attributes 0.72 while service quality is 0.00.

As a result we can conclude that customers dine in “Mamak” restaurant actually because of the food they served in the restaurant.

Table 4.13: Results of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	3.148	.257		12.243	.000
	food_att	.072	.054	.092	1.327	.186
	serqual	.000	.059	-.001	-.007	.994

a Dependent Variable: Dining Intention

4.7 Conclusion

The data for this survey is normal as the number of sample size is 291. Some researcher said that the data can be considered as normal if the sample size is large. If refer to the normality graph, skewness and kurtosis, the value proved that the data is fairly normal. The questionnaire is understood by respondents because the values of Cronbach's alpha are high that are more than 0.8 for service quality, food attributes and dining intention. These mean that these 3 elements are important and all items in this section are reliable.

From multivariate analysis, it can be concluded that the most important variables of service quality is assurance. The variables for the assurance are employee friendliness, value for money, reputation and word of mouth.

The result from the findings conclude that even though some "Mamak " restaurants give very little care on other service quality variables such as tangible, empathy, responsiveness and reliability but customers still dining due to the feeling of being welcome and well served by the restaurant staff, this element are actually under assurance construct. Another advantage of "Mamak" restaurant because the service render to their customers is full service concept. This is because many food operators nowadays run their restaurants using a self service concept.

Many respondents felt that aroma and smell of “Mamak” food is attracting them to dine in the restaurant. These element cannot be deny as many of the “Mamak” restaurant cooks are actually from India and they are actually used their own curry and spices mixture in order to differentiate between their other “Mamak” restaurant rivals and not to forget also the other types of restaurants such as “Kopitiam”.

The food business industry nowadays has getting very competitive and to ensure the business can sustain, the food operators must take pro active action in their business. The awareness of today’s trend based on their market segmentation can be reached by conduct a market research which all types of information can be gathered and very useful as a tool before the real operation taken place.