

Conclusion and Recommendation

5.1. Introduction

The final chapter will provide the conclusion for this research. First, the summary of the major findings, implications, contributions of the study, recommendations for future research and finally the final conclusions of this research are presented.

5.2. Summary of the Findings

From the findings and analysis gathered the answers for the research questions are as below:

1. Is service quality related to food attributes in “Mamak” restaurant?

It can be concluded that service quality of “Mamak” restaurant relates to food attributes which means that the service rendered by the restaurant staff to the guest ie; if the customer has ordered “Mee Goreng Mamak” or “Roti Canai” but the waiter is not efficient by sending it late hence the temperature of the food become cold instead should be hot.

As a conclusion, if the service is poor it can give an impact to the restaurant’s profit.

2. Is service quality related to customers' dining intention in "Mamak" restaurant?

In the result it stated that even though the service quality is poor customers are still going to "Mamak" to dine. This is a very common phenomenon as even the condition of the restaurant is not clean i.e.; floor is dirty; still we can see they are many people dining and even queuing to get their food in the restaurant.

3. Does food attributes related to customers' dining intention in "Mamak" restaurant?

In terms of food attributes it also does not affect the customers dining intention in "Mamak" restaurant. One good example is "Mee goreng "Mamak" (fried noodle "Mamak" style) or "Maggie Goreng" consist only egg and little vegetable, the flavor is quite plain but still they are customers ordering the dish.

4. Which factors of service quality is the most important when dining in "Mamak" restaurant?

The assurance is the most important factor for customers to dine in "Mamak" restaurant. The elements in the assurance factor are employee friendliness, value for money, reputation and word of mouth. It is an amazing finding as even "Mamak restaurant" do not advertise their restaurant in any media example ie: newspaper or radio but still they are many customers consist not only locals but also foreigners dining in "Mamak" restaurants. It shows the word of mouth advertising strategy is so powerful in this study.

5. Which food attributes is the most important when dining in “Mamak” restaurant?

The aroma and smell are the most important food attributes when customers dine in “Mamak” restaurant. Aroma and smell plays an important role in restaurant business as it plays a minor role in free advertisement to attract the customers dining in the restaurant. If the aroma of curries and other dishes are strong, it can attract the attention of people passing by or sitting nearby the restaurant. This marketing strategy has been used by the Famous Amos and “Roti Boy” where it stated “free smell” to the people passing by their outlet.

5.3 Implications of the Study

The study suggests that the service quality and food attributes alone does not give a major impact on “Mamak” restaurant business as they still receive customers dining to their restaurants mostly because part of the service rendered and the food served. Kivela et al. (2000, p. 28) conclude that service quality is not the key attribute for generating repeat business and suggest “that other restaurant attributes together with relationship marketing strategies have greater impact”.

Even though this situation is very common but the “Mamak “ food operators shouldn’t take this matter lightly as nowadays many customers are aware on the hygiene especially with all kinds of viral sickness the restaurant hygiene and cleanliness should be take as a seriously matter. This statement can be supported by the analysis of univariate where the highest mean of variables under service quality is hygiene and cleanliness. Thus a number of authors have studied restaurant attributes finding the principal ones to be the choice and quality of food and drink, the price or value, service, atmosphere, location and convenience (see e.g. Auty, 1992; Gregoire et al., 1995).

Clark and Wood (1998) comment that the available evidence suggests food quality and value to be the most significant restaurant and question the assumption of classic texts such as that of Campbell-Smith (1967) that the total package of attributes making up the “meal experience” determines consumer behaviour.

5.4 Contributions of the Study

This study provides information, which facilitates a better understanding of customers and their needs when dining in “Mamak” restaurant or other restaurant as a whole. The restaurant operators should be well equipped not only know how to handle customers but also handling food such as ensuring the food cleanliness. Hence food operators particularly “Mamak” restaurants need to take this matter seriously to prevent cases such as food poisoning from happen. Indeed, food, safety significantly influences consumer behavior (Knight et al. 2007), (Henson et al., 2006), (Kim et al., 2000) and (Kim et al., 2001).

The restaurant operator’s should know how to study their market segment as if most of their customers are single and youngsters they should provide a wifi service as this group of people are very keen with the information technology.

The “Mamak” food operators also can expand their business by opening a centralized kitchen which they can cook in one central kitchen and distribute it to other outlet in a shopping Mall or cafeteria kiosk.

The frozen food has getting very popular nowadays as many people are having time constrain in their daily life. Hence, cooking is no longer an easy task so “Mamak” food operators should take this opportunity to market it locally or to the international market.

5.5 Recommendations for Future Research

The recommendations for future studies can be to have similar studies with other types of restaurants for example Thai food. This is because of the Thai's restaurants are also very popular among Malaysian and tourist.

The study also could have a mixture of qualitative methodology where an interview could be conduct with the "Mamak" food owners and operators. This will give a greater result as the future researcher have in depth information which is carry more value in order to improve this challenging and dynamic industry.

5.6 Conclusion

"Mamak" restaurants do plays an important role in the food service industry in Malaysia as it contribution in assisting the country economic growth as there are many patrons choosing this type of restaurant when dining out.

It cannot be denied that most of the customers dining in "Mamak" restaurants due to the friendly service as some of the waiters even can remember the customers' favorites drink or food when dining in their restaurant. This is one example of personalized service, where most of the service industries practice it in their daily operation.

In this research study also proves that even some of the factors of service quality are not reached to the minimum level of customers' satisfaction but the "Mamak" restaurant still can survive in the business due to its popularity among the young people. As we know this group of people is easily influenced by their hanging out friends.

Most of the customer's came back to dine in "Mamak" restaurant because the food served in the restaurant has reached their level of expectation as found in the analysis result where the highest mean under food attributes is the taste of food. Hence food served in "Mamak" restaurant is tasty which no doubt as most of their cooks are imported from India. This is because these cooks are knowledgeable in mixing certain types of spices to cook the gravy for the dish ie; Fish head Curry or "Chicken or Lamb Beriyani"

Due to the dish popularity, it is not surprised to have a lot of well known people dining in "Mamak" restaurant. Some well known "Mamak" restaurants such as D Kayu and Pelita have already reached the level where many status people dine to these places such as Prime Minister or popular international artist. Expensive food origin – specific foods and especially dining out in expensive restaurants convey the characteristics of status and prestige that customer's want to acquire through food consumption (Senauer, 2001)