

AUTHORS' DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

Name of Student : Mohd Nazri Bin Abdul Raji

Student I.D. No. : 2011327219

Programme : Master in Gastronomy

Faculty: Faculty of Hotel and Tourism Management

Dissertation Title: The Influence of Customer Perceived Value and Perceived Service Performance on Customer Satisfaction to Malay Upscale Restaurants in Kuala Lumpur.

Signature of

Students:

(MOHD NAZRI BIN ABDUL RAJI)

Date: June 2013

Abstracts

To date, popularity of Malay upscale restaurant is still outshined by other international full service restaurant that comes from different part of the world such as American, Mexican, Siamese, Spanish, French, Korean, Japanese and others. Basically the highly demand towards international full service restaurant has made local restaurants particularly Malay full service restaurants trying to be a player and taking a share of this market. This study focuses on the analyzing the influence of customer perceived value and perceived service performance on customer satisfaction to Malay upscale restaurants in Kuala Lumpur. It looks at the dimension in perceived value on emotional responses, monetary price, behavioral price and reputation. Meanwhile, the dimension in perceived service performance looks on physical environment quality, interactional quality and outcome quality.

A total of 5 Malay upscale restaurants were chosen and 170 customers participated in this study. Data were collected through self-administered questionnaires. Descriptive statistics, reliability analysis, Pearson correlation and multiple analyses were used in the data analysis. Findings showed that perceived service performance has a high contribution ($\beta=0.726$, $p<0.01$) and determined as the most significant influence on customer satisfaction. The beta value for perceived value ($\beta=0.646$, $p<0.01$) was also high which indicated that it made some contribution on customer satisfaction.

Keyword : Malay food, upscale restaurant, perceived value, perceived service performance, customer satisfaction.

TABLE OF CONTENT

Author's Declaration	i
Abstract	ii
Acknowledgements	iii
Table of Contents	iv
List of Tables	ix
List of Figures	xi

CHAPTER 1 : INTRODUCTION

1.0	Introduction	1
1.1	Background of the Study	1
1.2	Research Problem	4
1.3	Scope of the Study	8
1.4	Research Objective	8
1.5	Research Question	8
1.6	Theoretical Framework	9
1.7	Research Hypothesis	10
1.8	Significant of the Study	11
1.9	Definition key of term	12
1.10	Summary	13

CHAPTER 2 : LITERATURE REVIEW

2.0	Introduction	14
2.1	Perceived Value	14
2.1.1	Emotional Response	16
2.1.2	Monetary Price	17
2.1.3	Behavioral Price	18
2.1.4	Reputation	20
2.2	Perceived Service Performance	21
2.2.1	Physical Environment Quality	22
2.2.2	Interactional Quality	23
2.2.3	Outcome Quality	24
2.3	Customer Satisfaction	25
2.4	Upscale Restaurant	25
2.5	Malay Food	27
2.6	Relationship between Perceived Value and Customer Satisfaction	28
2.7	Relationship between Perceived Service Performance and Customer Satisfaction	29
2.8	Summary	31

CHAPTER 3 : RESEARCH METHODOLOGY

3.0	Introduction	32
3.1	Research Design	33
3.2	Research Sampling	33
3.2.1	Target Population	34
3.2.2	Sampling frame and sampling method	34
3.2.3	Sample Size	35
3.3	Instrumentation Development	36
3.4	Data Collection Method	42
3.5	Pilot Study	43
3.6	Statistical Analysis	45
3.6.1	Multiple Regression Analysis	46
3.7	Underlying Assumptions for Multiple Regressions Analysis	46
3.7.1	Sample Size	46
3.7.2	Multicollinearity	47
3.7.3	Normality, Linearity and Homoscedasticity	48
3.7.4	Outliers	50
3.8	Summary of the Study	50

CHAPTER 4 : DATA ANALYSIS

4.0	Introduction	51
4.1	Response Rate	51
4.2	Demographic Data: Frequency Result for Respondent Profiles	52
4.2.1	Gender	53
4.2.2	Age Group	54
4.2.3	Race	55
4.2.4	Educational Level	55
4.2.5	Marital Status	56
4.2.6	Annual Family Income	57
4.2.7	Profession or Occupation	57
4.2.8	Purpose of Dining	58
4.3	Descriptive Analysis	59
4.3.1	Overall Mean Score for Variable	59
4.3.2	Descriptive Analysis on Perceived Value Dimension	60
4.3.2.1	Descriptive Analysis on Emotional Responses	60
4.3.2.2	Descriptive Analysis on Monetary Price	62
4.3.2.3	Descriptive Analysis on Behavioral Price	63
4.3.2.4	Descriptive Analysis on Reputation	64
4.3.3	Descriptive Analysis on Perceived Service Performance Dimension	65
4.3.3.1	Descriptive Analysis on Physical Environment Quality	65
4.3.3.2	Descriptive Analysis on Interactional Quality	68
4.3.3.3	Descriptive Analysis on Outcome Quality	70
4.3.4	Descriptive Analysis on Customer Satisfaction	71
4.4	Reliability Test	72
4.5	Pearson Correlation Analysis	75

4.6	Multiple Regression Analysis	77
4.7	Hypothesis Testing	77
4.8	Summary Hypothesis Testing	81
4.9	Summary of the Study	84

CHAPTER 5 : DISCUSSION, IMPLICATION, LIMITATION, RECOMMENDATION AND CONCLUSION

5.0	Introduction	85
5.1	Discussion of Findings	85
5.1.1	The Relationship between Perceived Value and Customer Satisfaction	86
5.1.2	The Relationship between Perceived Service Performance and Perceived Value	89
5.1.3	The Relationship between Perceived Service Performance and Customer Satisfaction	90
5.2	Implication of the Study	92
5.3	Limitations and Recommendation for Future Research	93
5.4	Conclusion	95
	References	96
	Appendices	
	Appendix A : Research Instrument (Questionnaire)	107
	Appendix B : Reliability Test (Pilot Study) `	114
	Appendix C : Reliability Test for Perceived Value	122
	Appendix D : Reliability Test for Perceived Service Performance	125
	Appendix E : Reliability Test for Customer Satisfaction	129
	Appendix F : Regression Analysis- The Influence of Perceived Value on Customer Satisfaction	130
	Appendix G : Regression Analysis- The Influence of Emotional Responses on Customer Satisfaction	132
	Appendix H : Regression Analysis- The Influence of Monetary Price on Customer Satisfaction	134
	Appendix I : Regression Analysis- The Influence of Behavioral Price on Customer Satisfaction	136
	Appendix J : Regression Analysis- The Influence of Reputation on Customer Satisfaction	138
	Appendix K : Multiple Regression Analysis – The Relationships Between Perceived Service Performance and Perceived Value	140
	Appendix L : Regression Analysis- The Influence of Perceived Service Performance on Customer Satisfaction	142
	Appendix M : Regression Analysis- The Influence of Physical Environment Quality on Customer Satisfaction	145
	Appendix N : Regression Analysis- The Influence of Interactional Quality on Customer Satisfaction	147
	Appendix O : Regression Analysis- The Influence of Outcome Quality on Customer Satisfaction	149