



**CUSTOMER SATISFACTION TOWARD FOOD  
TRUCK SERVICES IN SHAH ALAM**

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## DECLARATION OF ORIGINALITY FORM

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SERIVCES IN SHAH ALAM**

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## **ABSTRACT**

The food truck business has become a phenomenon and gained popularity around the world. Furthermore, the customer attached to the food truck business because of the quick service, healthier food option, menu that different from home and also because of the friendly environment. The food truck become as an potential new business in Malaysia. Therefore, the purpose of this research is focusing on the food and service quality, physical environment quality and price and value in Tapak Urban Street Dining Seksyen 9, Shah Alam, Selangor. Questionnaires were distributed to respondents within around the Shah Alam, Selangor. Descriptive analyses were used to study the data of the answered structured questions. This descriptive quantitative study is involved a total of 300 respondent among the customer in Shah Alam, Selangor. Determination of the sample is probability sampling and data was collected by distributing questionnaires. Data were analysed by using Statistical Package for the Social Science (SPSS) version 22 using means test. The result of the study found that the level of customer satisfaction towards food and service quality, physical environment quality and price and value are high level mean. The findings of the study are discussed and recommendations have been made for future research.

## **ABSTRAK**

Perniagaan trak makanan telah menjadi fenomena dan mendapat populariti di seluruh dunia. Tambahan pula, pelanggan melampirkan perniagaan trak makanan kerana perkhidmatan cepat, pilihan makanan yang lebih sihat, menu yang berbeza dari rumah dan juga kerana persekitaran yang mesra. Trak makanan menjadi perniagaan baru yang berpotensi di Malaysia. Oleh itu, tujuan penyelidikan ini memfokuskan pada kualiti makanan dan perkhidmatan, kualiti persekitaran fizikal dan harga dan nilai di Tapak Urban Street Dining Seksyen 9, Shah Alam, Selangor. Soal selidik diedarkan kepada responden di sekitar Shah Alam, Selangor. Analisis deskriptif digunakan untuk mengkaji data soalan berstruktur yang dijawab. Kajian kuantitatif deskriptif ini melibatkan seramai 300 responden di kalangan pelanggan di Shah Alam, Selangor. Penentuan sampel adalah persampelan kebarangkalian dan data dikumpulkan dengan menyebarkan borang soal selidik. Data dianalisis dengan menggunakan Statistical Package for the Social Science (SPSS) versi 22 menggunakan ujian sarana. Hasil kajian mendapati bahawa tahap kepuasan pelanggan terhadap kualiti makanan dan perkhidmatan, kualiti persekitaran fizikal dan harga dan nilai adalah tahap tinggi. Hasil kajian dibincangkan dan cadangan telah dibuat untuk penyelidikan masa depan.

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# **CHAPTER 1 INTRODUCTION**

## **1.1 INTRODUCTION**

This chapter briefly explain about the background of the study, problem statement of this research, objective of this research, the research questions, and scope of this research, significance of this research, operational definition and the limitations of research.

## **1.2 BACKGROUND OF THE RESEARCH**

The food truck business has become a phenomenon and gained popularity around the world. Furthermore, the customer attached to the food truck business because of the quick service, healthier food option, menu that different from home and also because of the friendly environment. (Connev, 2011).

In Malaysia, the food truck phenomenon started in 2014 after the new food truck comer that offer menu from the restaurant with lower price. (Durai, 2016). Overtime, the food truck business growth rapidly and by the end of 2016, there are approximately 500 food trucks includes food truck entrepreneur programs by government agencies and independent operators. (Ishak, 2016) Government also considered food truck as the best opportunity to replace the hawker by the year of 2020 because it seen more efficient, clean image and mobility advantage. (Bernama, 2015).

The food truck become as a potential new business in Malaysia. The rise of the food trucks or mobile culinary services has many chefs jumping into the mobile food industry. A food truck is large vehicle equipped to cook and sell food. A commercial kitchen may be needed for food preparations.

Food truck owner can choose the location which is accessible for the customers for example the working area or outsides the school areas. It is also can move to another

suitable location if the services seem are not work well at particular location.(Boon, 2019).

This study focused on the service quality, food quality, physical environment quality and price and value towards food truck business in Tapak Urban Street Dining Seksyen 9, Shah Alam. This food truck business refers to food that prepared, cooked and sell in a large vehicle. This research may benefit the businessman in food truck business because the discoveries of the study able to help the entrepreneurs for comprehending the significance of service quality also the food quality to retain a loyal customer. (Lim Kah Boon, 2019).

### **1.3 PROBLEM STATEMENT**

The rapid pace of development in Malaysia has now increased the number of restaurants every year. People acceptance towards food truck also increased. This results in a lot of competition. Only the best will be the choice of the customers. The general situations of food trucks are probably surrounded with numerous of problems. According to a statistical study in 2018, customers in Malaysia choose KFC (82.81%), McDonalds (81.34%), Pizza Hut (57.18%), Domino's (46.38%), Subway (45.23%), Secret Recipe (42.39%) and Chicken Rice Shop (29.79%) (Statista Research Department). Often, the quality has been seen as one of the most important factors that determines customer's attention and positive intention of word of mouth behaviour in the service industry (Andaleeb, Conway, 2016).

According to previous study of Yu Sum and Leung Hui (2009), miss reacting to service problems will prompt to the transferring of customers to contender's products as the majority of the loyal customers have a tendency to depend on service quality compare to product quality. Other than that, it is important to understand consumer's perception and evaluation on food quality since their purchase decisions are made based on these beliefs (Rijswijk, Frewer, 2008). There are other problems that can be taken into account in this business, especially the issue of halal ingredients, should be done by using halal compliance methods so that the hygiene and purity factors of food products offered to Jakim Halal standard (Siti, Abu Bakar, 2017)

According to Barham Yoon and Yeasun Chung (January 2018), consumers see hygienic, environmental risk, convenience and hedonic benefits in food truck dining. It is not easy to decide pricing for a product or service because the core values of the available goods are used to evaluate price which is crucial for consumer satisfaction because the price is the most prominent factor to help customer estimate the good or service value. Price also determines, for a customer, to decide on purchase or not (Khan, 2011). Other additions created by the competition and challenges in this food truck business are limited offerings where food trucks cannot offer many restaurant facilities such as good and controlled environment, parking, atmosphere, seating, customer service, and full stock rooms that are able to always require greater quantity requirements for consumers (Frommer, 2012; Gall, 2012). Hence, this study aims to investigate further the factors that affect customer satisfaction towards food truck services in Shah Alam.

#### **1.4 RESEARCH OBJECTIVES**

- 1) To identify the level of customer satisfaction on food and service quality towards food truck.
  
- 2) To identify the level of customer satisfaction on physical environment quality towards food truck.
  
- 3) To identify the level of customer satisfaction on price and value towards food truck.

## **1.5 RESEARCH QUESTIONS**

Based on the research objectives, some research questions are created such as:

1. What is the customer satisfaction level on food and service quality towards food truck business?
2. What is the customer satisfaction level on physical environment quality towards food truck business?
3. What is the customer satisfaction level on price and value towards food truck business?

## **1.6 SCOPE OF THE RESEARCH**

This study targeted respondent in Shah Alam. The focuses of this study is the customer's satisfaction of food and services quality, physical environment quality and price and value. The analysis has been carried out in Shah Alam, Selangor.

## **1.7 SIGNIFICANCE OF THE RESEARCH**

This study will be beneficial to the food truck business in Tapak Urban Street Dining Seksyen 9, Shah Alam because with existence of this research, they will know the level of standard food and services, physical environment and price and value in food truck business. They can do the improvement to their food truck business. The result analysis shall be great to the food truck business to choose more efficient way to serve their food, service, physical environment and price and value and also increase their profit by upgrading their services according to customer needs and wants.

Specifically, it is hoped that the present study contributes to the following area:

- i) To assist business to better understanding the customer needs and wants
- ii) To provide more knowledge about perceiving of quality in food truck business
- iii) To get better understanding of customer's satisfaction towards food and services, physical environment and price in food truck business

## **1.8 DEFINITION OF OPERATIONAL TERMS**

### **1.8.1 Customer**

Customers, also known as clients, purchasers, and buyers, are organisations or parts thereof, either business-to-business customers or end-user consumers (Peppers and Rogers, 2011). Customers can be current or potential, and all others with problems and needs who seek either product or service solutions (Griffin, 2005).

### **1.8.2 Customer Satisfaction**

Customer's satisfaction measurements by mean of questionnaires were frequently use. However, a broader perspective should be developed to give real meaning to the concept of customer focus. (M. Hesselink, J. van Iwaarden and T. van der Wiele). Consumer's satisfaction has been considered one of the most important constructs (Morgan etal, 1996; McQuitty etal., 2000).

### **1.8.3 Food Truck**

Food truck is a transformation of street food and has contributed to the vitality of urban life across cultures for centuries (Wessel, 2012). The truck is typically contains cooking facilities to prepare food (Lennekin, Dermer2017). Besides, customers claimed that food trucks meet their expectations because they want quick service, healthy food, varieties of food that differ from home and friendly environment (Conner, 2011)

#### **1.8.4 Food and Service Quality**

External factor is major appearance, size or colour, texture and flavour and internal factors will major focus to nutrition, chemical and physical (Radzuan,Thing, Chuin &Yuan, 2020). Abo-Baker described service quality as the organization's ability to satisfy the customers, within the determination of specifications, characteristics, and requirements of service that gratify the desires and needs of customers and exceed their expectations.

#### **1.8.5 Physical Environment Quality**

Researcher realized that customer will evaluate the quality of service based on the cleanliness of restaurant after reviewing the pass researchers about customer satisfaction (Barber & Scarcelli, 2010)

#### **1.8.6 Price and Value**

The price (value) of the meal and service are equally important when compared to other service dimensions (Garg, 2017).

### **1.9 SUMMARY**

In conclusion, there are many factors that affecting the customer satisfaction towards food truck business. This research can be conducted in order to examine the customer satisfaction towards services among food truck's customer in Shah Alam, Selangor.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter briefly explain about the food truck business, food and services quality, physical environment quality and price and value. Many factors can affect customer's satisfaction towards food truck business. This chapter will explain the theory applied for the research and discover how each independent variable affects the dependant variable by reviewing related to the topic. This chapter also including a proposed conceptual framework developed for the research.

#### 2.2 CONCEPT

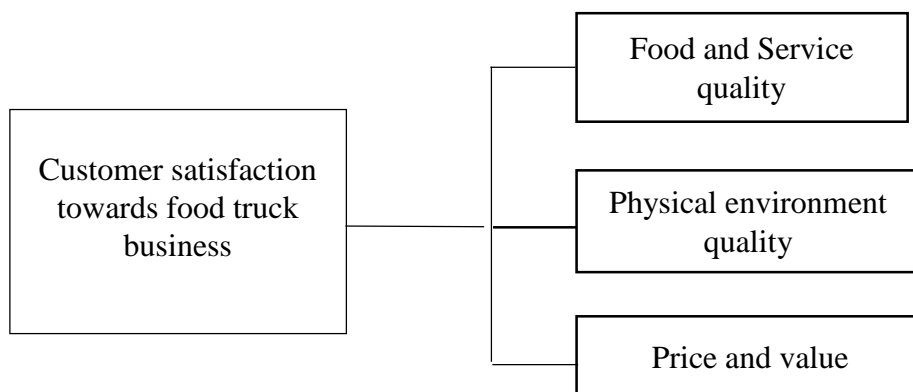


Figure 2.1 factor that affect customer satisfaction

In the research, the researcher tries to find out the factors that affect customer satisfaction towards food truck services. The factors that affect customer satisfaction towards food truck services are food and service quality, physical environment quality and price and value.



## **2.3 LITERATURE REVIEW**

### **2.3.1 PHYSICAL ENVIRONMENT QUALITY**

Physical environmental quality that refers to ambiance of food truck, layout and visible signage do have significant influence on the perceptions of the consumers. According to Han and Ryu (2009). Researchers realized that customer will evaluate the quality of service based on the cleanliness of restaurant, after reviewing the past researchers about customer satisfaction (Barber and Scarcelli, 2010). The cleanliness of the premises and the food handler are also important factors in determining dining options. This cleanliness includes items such as dishes and bowls, stovetops, dining tables, floors, premises and toilets as well food handler hygiene practices. If the place is not clean it will be causing incoming customers to feel uncomfortable and possibly even absent customers who will visit the place (Azlan and Noraziah, 2011)

### **2.3.2 FOOD AND SERVICE QUALITY**

Consumers are increasingly demanding more quality in product rather than a variety of attributes such as nutritional balance, health, image, presentation and in general convenience. The Food Quality (QS) is a very subjective matter, differing from person to person and should be discussed in regard to changes in consumer expectations, legislative needs and new developments in instrumental analysis. The concept of food quality should be analysed as a system of product requirements both material and immaterial related to the product in itself, the production context, the product- packaging system, and the product-market system. (Margherita, Debora Scarpato, 2010).

Food quality is defined as a “combination of attributes or characteristic of a product that have significance in determining the degree of acceptability of the product to a user” (Noor Azimin Zainol & Janaga Seladorai, 2016). The food quality has two factors includes external factors and internal factors. External factor is major appearance, size or colour, texture and flavours and internal factors will major focus to nutrition, chemical and physical. That the factors are most important to influence

consumer select the food and evaluate food quality (Radzuan, 2020). According to (Ibrahim, Mustapha, 2018), they also found that the food quality is a more important attribute than any other identifiable characteristics such as cleanliness, price, value, and convenience. Quality plays a vital role in shaping and influencing customer satisfaction.

Mensah and Mensah, 2018 found that customers choose food quality as the primary factor in achieving customer satisfaction. There are various attributes of food quality which had been discussed in past researches. These includes taste, health options, freshness, presentation, quality of ingredients, safety, portion, halal, nutrition, menu variety, aroma, temperature, innovative menu items, hygiene, authentic food and texture (Noor Azimin Zainol and Janaga Seladorai, 2016).

Service quality can be studied as a phenomenon considered within the perspective of relating customers' expectations and perceptions regarding the provided service (Yılmaz 2008; Tan, Oriade, & Fallon, 2014). Inkumsah (2011) added that the quality of service considerably affects customer satisfaction. Similarly, Garg (2014) felt that customer service can inspire customer opinion towards a restaurant. In other words, service quality can be determined by customers' expectations and perceptions of service. The same service can be seen as low quality by a customer and as high quality by another customer, depending on the customer's perception of the service offered. Consequently, this variance prompts to a more confusing and opposing business environment, which results in difficulty to measure service quality. Tan, Oriade, and Fallon (2014) likewise specified that this intangible element was one of the vital components in service quality. Service quality is difficult and complex to be measured because services are intangible. The intangible facets could be the employees' performance, their responsiveness towards customer's problems or issues, thoughtfulness, and politeness of the employees to the customers. It is very important for the food and beverage service providers to upgrade the quality of service provided to the customers at the food truck.

Service quality is considered a key element in the restaurant sector, bearing in mind that dining in restaurants is essentially a social event. In some studies, it was found that service quality was more important than food quality in dining satisfaction. According to (Yuksel and Yuksel, 2002) suggested that service quality has a significant

effect on dining satisfaction at an aggregate market level and particularly for adventurous or healthy food seekers. Furthermore, the quality of the service has been nowadays measured with respect to the customers' expectations and insights towards the offered service. Kucukaltan declared that different customers can judge differently the same food service, and this is mainly related to the customers' opinions regarding the food service provided. If the offered service does not meet or is less than the customers' expectations, then the perceived service quality will be low; if it does exceed the customers' expectations, then the perceived service quality will be high. Abo-Baker described service quality as the organization's ability to satisfy the customers, within the determination of specifications, characteristics, and requirements of service that gratify the desires and needs of customers and exceed their expectations. In the higher education milieu, according to Kim et al. Tan et al. specified that this intangible element is one of the vital components in service quality. Because services are intangible, it is difficult to measure them. Moreover, the employees' especially in-service quality plays a vital role in the success of foodservice outlets. The interaction between cafeteria staff and customers, such as friendly gestures, e.g., greetings and high levels of responsiveness, cleanliness, and quick service, is important as it influences satisfaction with the service quality. Customer are not limited to on-campus food service quality, as they are aware of surrounding food service quality

### **2.3.3 PRICE AND VALUE**

In cafeteria service, it is noteworthy that students have restricted financial resources that influence their choices and decisions of picking food service operations, as they continually seek reasonable prices, due to limited budget. Similarly, Nadzirah et al. (2013) found that cost is the primary factor in university foodservice operations since students have limited funds. According to Nadzirah et al, (2013) foodservice operators should ameliorate their menus through reconsidering their prices and thus ensuring customers are using the university cafeteria and not any off-campus foodservice operators. Several studies have been carried out by many researchers on price fairness or price and value. Price fairness means the judgment of whether an outcome or the process to reach an outcome is reasonable or acceptable. In the same vein, the price to be paid for service determines the level of quality is demanded. He

also stressed that the price (value) of the meal and service are equally important when compared to other service dimensions (Garg, 2017) The appropriate atmosphere can make the food, service quality and entire dining experience appear to be better (Raman, Chinniah, 2011; Norhati, Hafisah, 2013). All these elements are most crucial and have a direct association with the customer's perception.

## **2.4 SUMMARY**

Overall, this chapter provides a better understanding on the dependent variables, which is how food truck business wants to developed satisfaction among food truck's customer which is through survey on food and services quality, physical environment quality and price and value.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter is clearly defining the methods used to conduct the study as well. The researchers explain on how the necessary data and information to address the research objectives and questions was collected and analysed. Elements which are described in this topic are research design, data collection methods, research instruments, sampling techniques and data analysis method. This study is conducted wholly descriptive and correlative using questionnaires. Questionnaires also distributed among the customers of Tapak Urban Street Dining, Seksyen 9, Shah Alam, Selangor. Tapak Urban Street Dining is fast becoming a dining haven for those who want to hang out with friends after work. Tapak Urban Street Dining Seksyen 9, Shah Alam, Selangor starts its operation on 12 December 2019.

#### **3.2 RESEARCH DESIGN**

As this study seeks to identify the factors that contribute to customer satisfaction towards food truck business. According to Haliza Mohd Said (2018), a quantitative using survey has been conducted to analyse the factors that affect customer satisfaction towards food truck services. Questionnaires are considered as the most appropriate method for data collection process. The questionnaires were in the form of closed-ended questions. The arrangement of the questionnaires was set very simple and easy for the respondent to understand. According to Carrier Williams (2007), quantitative research emerged around 1250 A.D and was driven by investigators with the need to quantify data. The data were collected starting from September to October 2020. These are the customer satisfaction towards food truck business.

### **3.3 DATA COLLECTION METHOD**

The present study is descriptive in nature as it seeks to study the customer's satisfaction towards food and services quality, physical environment quality and price and value in the food truck industry in Shah Alam, Selangor. Data usually can be gathered through one more method. Carefully select the method of gathering the data is a must by considering a few perspectives like outcome and result got from this method so that the research only can be carried out invalid and recognized. Secondary data are consisting of information that already exist somewhere having being collected for some purpose. In order to ensure that valid and trusted research, it normally will use both primary and secondary data. The data collection process which is conducted by the researchers is to distribute the questionnaire to study the population. The study population is food truck business in Tapak Urban Street Dining Section 9, Shah Alam. Questionnaires to the food quality, service quality, physical environment and price and value towards the food truck business. The data obtained later collected and analysed to meet the study objectives.

### **3.4 RESEARCH INSTRUMENT**

Research instruments are tools developed by researchers to achieve their stated objectives when carrying out a research study. In other words, research instrument is designed tools that aid the collection of data for the purpose of analysis. The questionnaires are a complete set of Google form aims to get certain and particular information. In additions, it is also an important of worksheets practiced in any field of research.

<b>CODE</b>	<b>CONTENT</b>	<b>SOURCE</b>
<b>FSQ</b>	<b>FOOD AND SERVICE QUALITY</b>	
FSQ1	How do you rate the consistency of food taste?	
FSQ2	How do you rate the freshness of the food provided?	
FSQ3	How do you rate the food taste and flavour?	
FSQ4	How do you rate the presentation of the food?	
FSQ5	How do you rate the variety choice of food provided?	
FSQ6	How do you rate the portion size for every pack?	
FSQ7	How do you rate the healthy food option provided?	Siti Nurhanifah
FSQ8	How do you rate the source organic or sustainably farmed ingredients that have used in the food?	Sulong1, et. al
FSQ9	How do you rate the cleanliness of the equipment that has provided?	
FSQ10	How do you rate the appropriate temperature to serve foods that have been provided?	
<b>PQ</b>	<b>PHYSICAL ENVIRONMENT QUALITY</b>	NorAzureen
PQ1	Cleanliness of the floor are satisfactory	Rozekhi,Shahril
PQ2	Food truck's exterior decoration and colour attract customer	Hussin,Ashraf Siddik Khan Abd Rahim
PQ3	The food truck is peaceful, noise free and has wide parking area.	Siddiqe
PQ4	Appropriate environment for family gathering	
<b>PVQ</b>	<b>PRICE AND VALUE</b>	
PVQ1	The food price charged by the food truck is reasonable	
PVQ2	This place offers the best possible price plan that meets my needs	Dipesh Karki & Apil
PVQ3	The costs in this food truck seem appropriate for what I Get	Panthi

Table 3.1 The Section of The Instrument And its Sources

## **3.5 POPULATION AND SAMPLING TECHNIQUES**

### **3.5.1 POPULATION**

Population may be in some circumstances initiated. In other words, one or more with any number of subjects, such as individual actions can then be identified and or implemented based on patients, individual steps in a process, individual items or the identified comparative population characteristic and the like. Population data for detailed description a relatively large number of subjects associated with two or more populations over time. By utilizing these techniques, unidentified comparative data visualization techniques are described for represent population characteristics and possibilities associated within population data these populations can be identified and addressed. (John R. Holmen, Park City, UT (US: 2014). The population of this study is 481,654 from Shah Alam, Selangor.

### **3.5.2 RESEARCH SAMPLE**

The sample is the subset of the population. The target population for this study is customers from Shah Alam, Selangor. The population of this study is 481,654 customers with sample size of 382 customers from Shah Alam, Selangor that having meals at Tapak Urban Street Dining Section 9, Shah Alam. Thus, a probability sampling, which using a simple random sampling were used. According to Kumar, Talib and Ramayah (2013) simple random sampling is whereby each member of the population has an equal and known chance of being the subject of the sample.

Thus, this study employs a sample size of 300 which is Tapak Urban Street Dining considered sufficient for successful quantitative analysis. Due to the huge number of customers, data collection becomes difficult for entire population because of limited time and budget (Radzuan, Thing, Chuin and Yuan, 2020).



### 3.6 DATA ANALYSIS METHOD

This form of analysis is just one of the steps that must be completed when conducting a research experiment. Data from various sources is gathered, reviewed and then analysed to form some sort of finding or conclusion.

Data analysis can provide a number of facts that exists as a result of filtering and calculation of the amount of information that has obtained through the questionnaire completed. The data which obtained by the researchers is process using Microsoft Office, Microsoft Excel and the IBM ‘Statistical Package for The Social Sciences’ (SPSS). The data gathered from respondents through Google Forms will be arranged and summarized in SPSS according to three group of the study as mentioned earlier: foods and services quality, physical environment quality and price and value. The researcher then analysed and interpreted the information provided by the informants to find out the level of mean for each group in according with the objectives of the study. The researcher would change the results that have been obtained into a form that is easier to be understood.

Below are the Score Mean Level table that adopted from Kosnin and Lee (2008)

<b>MEAN VALUE</b>	<b>LEVEL</b>
1.00 – 2.33	Lower
2.34 – 3.67	Medium
3.68 – 5.00	High

Table 3.2 Score Mean Level

### 3.7 PILOT TEST

#### 3.7.1 Reliability of the questionnaire

The researcher using reliability to find out the pilot test. The reliability of a questionnaire is greatly influenced by the quality of the constructed questionnaire. If the questionnaire is of a good quality, normally the reliability coefficient will increase. Vice-verse if the questionnaire is less good, less obvious and less of quality, reliability will decrease. Therefore, to strength and reliability of the findings of the questionnaire, researchers will first test the questionnaire using the pilot test.

Table 3.3 Cronbach's Alpha general rules of Size Coefficient (Mahlangu & Kruger2015)

<b>Alpha Coefficient Range</b>	<b>Strength of Relation</b>
<0.6	Poor
0.6 < 0.7	Moderate
0.7 < 0.8	Good
0.8 < 0.9	Very Good
0.9	Excellent

The researchers distributed questionnaires to respondents in Shah Alam, Selangor. After obtaining answers given by the respondents, the researchers evaluate the reliability of the survey questionnaire using Cronbach's Alpha statistic.

**Table 3.4 Reliability Coefficients for Each Variable (N=30)**

<b>Variables</b>	<b>No. of Items</b>	<b>Item Deleted</b>	<b>Cronbach's Alpha</b>
Food and Service Quality (Level of Satisfaction)	8	0	0.778
Physical Environment Quality (Level of Satisfaction)	5	0	0.700
Price and Value (Level of Satisfaction)	3	0	0.937

According to Tugrul U. Daim (2013). For the scientific studies, one of the most important criteria is the reliability of questions that is asked to the respondent, because it affects the results of the study. For this reason, before analysing the results, reliability of the questionnaire is tested. The reliability test (Cronbach's Alpha) was undertaken for the pilot test on Section B, C, D and E.

As rules of thumb, values which were above 0.6 were considered acceptable and 0.8 is the most appropriate and acceptable stated by Pallant J., (2011). To say that a data is reliable the Cronbach's Alpha (CA), a value should be more than 0.7. According to the Azizul, Jamaludin; Albatat, Ahamad (2019) the result of Cronbach's Alpha value shown that is higher than 0.7 are considered acceptable and reliable results, we were trusted not to change the original means of the questions and this was proven with the tremendous of coefficient values because of the questionnaire is adopted based on previous studies, adapted process being implement, and a few amendment have

been done on the wording of the items so we will be using these constructs separately in the analysis.

Based on the table appended all variable that addressed in the questionnaire achieved reliability of 0.7 above to the fact that the items in the questionnaire is reliable because had already been used and tested by other researchers in the same field of study. More or less this result also showed that the questionnaire is understandable and align with the situation.

The coefficient alpha for the dimension of Food and Service Quality coefficient values is 0.778 which is Good, Physical Environment Quality coefficient values is 0.700 which is Moderate. Price and Value coefficient values is 0.937 which is Excellent. Because of the questionnaire is adopted based on previous studies, adapted process being implement, and a few amendments have been done on the wording of the items. The amendments were trusted not to change the original means of the questions and this was proven with the tremendous of coefficient values.

### **3.8 SUMMARY**

This chapter discussed the population, sample, methods and procedures used to conduct the research. Besides, the descriptions of the finding make pursuit to any item for each aspect. The data that were collected are then analysed and discussed and the results are displayed. The research methodology used to meet the research questions that have made in chapter 1.

## **CHAPTER 4**

### **RESULT AND FINDINGS**

#### **4.1 INTRODUCTION**

In this chapter, the result of questionnaire survey will be analysed using Statistical Package for Social Sciences (SPSS). It is important to analyse the data collected in order to solve the research questions. SPSS is a data management and analysis program which design to do statistical procedures like analysis, including descriptive statistics as well as sophisticated inferential statistical procedures. A frequency analysis was run and data were cleaned to ensure that data were correctly coded and entry. Descriptive statistics that consist of means, percentages and frequencies. The result will be present in tables. Lastly, the chapter is concluded with a summary on research finding.

#### **4.2 RESPONSE RATE**

Researcher distributed questionnaires using Google form to population around Shah Alam. 300 questionnaires were answered, representing 78.5% response rate. The response rate considered realistic. The 300 questionnaires were deemed usable for further analysis.

#### **4.3 RELIABILITY & NORMALITY ANALYSIS**

The reliability of each item in the instruments was measured using the Cronbach's Alpha Coefficient. Each dimension of the questionnaire was calculated separately to facilitate clear understanding. The reliability analysis is then conducted to derive the consistency of a measuring instrument in measuring whatever concept it is

measuring. Reliability of measure is an indication of the stability and consistency with which the instrument the concept and helps to assess the “goodness” of a measure.

**Table 4.1: Reliability Coefficients for Each Variable (N=300)**

<b>Variables</b>	<b>No. of Items</b>	<b>Item Deleted</b>	<b>Cronbach's Alpha</b>
Food and Service Quality (Level of Satisfaction)	8	0	0.883
Physical Environment Quality (Level of Satisfaction)	5	0	0.837
Price And Value (Level of Satisfaction)	3	0	0.919

As rules of thumb, values which were above 0.6 were considered acceptable and 0.8 is the most appropriate and acceptable stated by Pallant J., (2011). Based on the table appended all variable that addressed in the questionnaire achieved reliability of 0.8 above to the fact that the items in the questionnaire is reliable because had already been used and tested by other researchers in the same field of study. More or less this result also showed that the questionnaire is understandable and align with the situation. The coefficient alpha for the dimension of Price and Value pursuing high coefficient values of 0.919, followed by the Food and Service Quality in the second place with the coefficient values of 0.883. Physical Environment Quality with the reliability of 0.837.

**Table 4.2: The Assessment for Normality of Data Distribution**

<b>Variables</b>	<b>Skewness</b>	<b>Kurtosis</b>	<b>Distribution Statuses</b>
Food & Service Quality	-0.541	1.532	Normal
Physical Environment Quality	-0.238	-0.243	Normal
Price And Value	-0.338	-0.397	Normal

Table 4.2 describes the results of the normality test for the constructs in the measurement model. The results of the main assumption in the maximum likelihood Estimation (MLE) method, which is based on skewness and kurtosis. Both skewness and kurtosis can be analysed through descriptive analysis. Acceptable value of skewness falls between -3 and +3, and kurtosis is appropriate from a range of -10 to +10 when utilizing SEM (Brown, 2006).

#### **4.4 FACTOR ANALYSIS**

The factor statistics were also calculated for each items and variable to investigate their level among the respondents. The three levels of categories according to the mean consist of low (1.00 – 2.33), medium (2.34 -3.67) and high (3.68 – 5.00) (Kosnin and Lee, 2008)

Below are the Score Mean Level table that adopted from Kosnin and Lee (2008)

**Table 4.3: Mean Score Level**

<b>MEAN VALUE</b>	<b>LEVEL</b>
1.00 – 2.33	Lower
2.34 – 3.67	Medium
3.68 – 5.00	High

#### **4.4.1 DEMOGRAPHIC PROFILE**

**Table 4.4: Profile of Respondents (N=300)**

<b>Demography</b>		<b>Frequency</b>	<b>Percentage %</b>
Gender	Male	62	20.7
	Female	238	79.3
Race	Malay	279	93.0
	Chinese	7	2.3
	India	7	2.3
	Other	7	2.3

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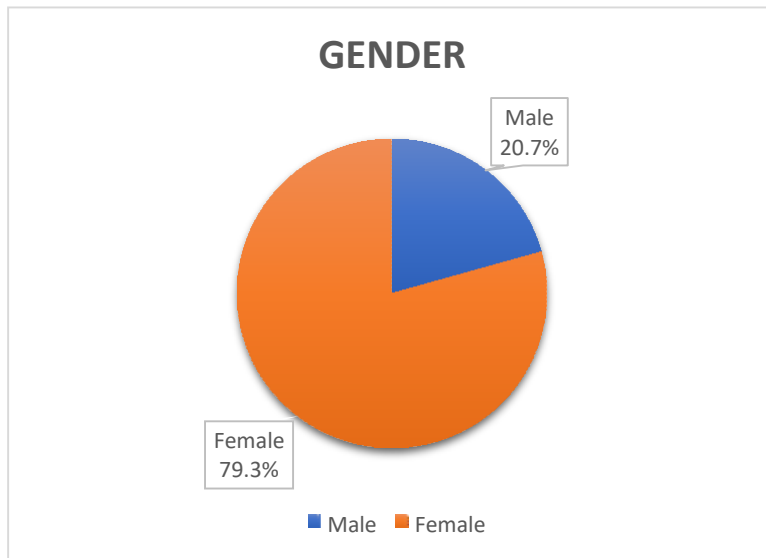


Figure 4.1 Gender of Respondents

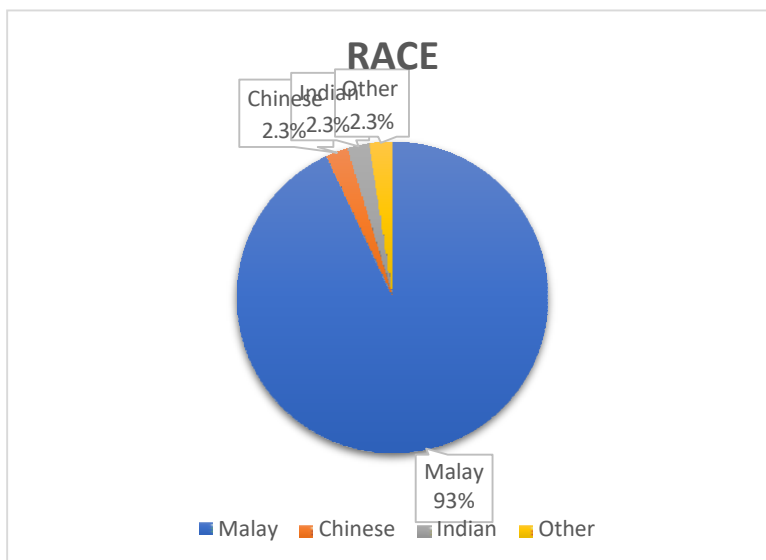


Figure 4.2 Race of Respondents

Based on Table 4.4, the total numbers of 300 respondents were collected from the population around Shah Alam, Selangor. By referring to the table, the demographic based questions were divided into 2 categories which include gender and race.

For the aspect of gender, the majority respondents were females which represent 79.3% or 238 respondents, while the remaining respondents were males which consist of 20.7% or 62 respondents.

While for the aspect of race, the majority respondents are Malay which consists of 93.0% or 279 of total respondents. It is followed by the Chinese, India and other race of respondent which consists of 2.3% or 7 respondents.

#### 4.4.2 FOOD AND SERVICE QUALITY

**Table 4.5: Descriptive Statistics for Food and Services Quality(N=300, Mean=4.0042)**

<b>Items</b>	<b>Mean</b>	<b>SD</b>	<b>Level</b>
FSQ1 The food served by food truck is fresh	3.89	0.859	High
FSQ2 The food served by food truck are tasty and favourable	4.18	0.765	High
FSQ3 The food served by food truck is interesting	4.38	0.742	High
FSQ4 There are variety of food options in food truck business	4.34	0.825	High
FQ5 The food size for each package is according to the customer's desire	3.89	0.893	High
FQ6 There are a variety of nutrition's foodoptions in food truck business	3.58	1.033	Medium
FQ7 The equipment used in food truck is clean	3.80	0.871	High
FQ8 Each type of food is stored and prepared in the appropriate food truck temperature	3.97	0.859	High

Table 4.5 shows the descriptive statistics for the Food and Service Quality variable. Overall the food and service quality of food truck services provider is at a high level (Mean=4.0042). Out of the 8 items, 7 items scored a high-level mean. Among these high levels of means, item on the “the food served by food truck is interesting” (Mean=4.38) has the highest mean. This means that the respondents were satisfied with the food served by food truck. The moderate level item is on “there are a variety of nutrition’s food options in food truck business” (Mean=3.58).

#### 4.4.3 PHYSICAL ENVIRONMENT QUALITY

**Table 4.6: Descriptive Statistics for Physical Environment Quality (N=300, Mean=3.8833)**

<b>Items</b>	<b>Mean</b>	<b>SD</b>	<b>Level</b>
PE1 The cleanliness of the food truck area is satisfactory	3.92	0.868	High
PE2 Food truck’s exterior decoration and colour attract customer	4.38	0.728	High
PE3 The food truck environment are peaceful, noise free and has wide parking area	3.68	1.102	High
PE4 Seat and table arrangement in food truck area is sufficient	3.55	1.092	Medium
PE5 Food truck area is appropriate environment for family’s customer	3.63	1.159	Medium

Table 4.6 shows the descriptive statistics for the Physical Environment Quality variable. Overall, the physical environment quality of food truck services provider is at a high level (Mean=3.8833). Out of the 5 items, 3 items scored a high-level mean. The item that highest level of physical environment quality is item on the “food truck’s exterior decoration and colour attract customer” (Mean=4.38). This means that the respondents were satisfied with food truck’s exterior decoration and colour. There are two items that scored medium level mean and the lowest level item in medium level mean is on “seat and table arrangement in food truck area are sufficient” (Mean=3.55).

#### 4.4.4 PRICE AND VALUE

**Table 4.7: Descriptive Statistics for Price and Value (N=300, Mean=3.7044)**

<b>Items</b>	<b>Mean</b>	<b>SD</b>	<b>Level</b>
PV1 The food price charged by the food truck is reasonable	3.62	1.039	Medium
PV2 Food truck offers affordable price that fulfil customer desire	3.70	0.987	High
PV3 The price of the food offered by food truck is commensurate with the quality of the food	3.80	0.912	High

Table 4.7 shows the descriptive statistics for the Price and Value variable. Overall, the price and value of food truck services provider is at a high level (Mean=3.7044). Out of the 3 items, 2 items scored a high-level mean. The item that highest level of price and value is item on the “the price of the food offered by food truck is commensurate with the quality of the food” (Mean=3.80). This means that the respondents were satisfied with the price of the food offered by food truck is

commensurate with the quality of the food. The item that scored medium level mean is “the food price charged by the food truck is reasonable” (Mean=3.62).

#### **4.5 SUMMARY**

This chapter summarize respondent’s demographic profile that have been analyse by using descriptive analysis. Overall, the level of food quality and service quality, physical environment quality and price and value of customer satisfaction towards food truck services provider is at high level. We will discuss further about the reason and assumption for this result in the next chapter.

## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

#### **5.1 INTRODUCTION**

This chapter will discuss in details about result carried out in chapter 4 and also discuss on the discussion, conclusion and recommendations for the future research. In this research, instrument method is one set of questionnaire that distribute to the customer that has used the food truck services.

#### **5.2 DISCUSSION MAJOR FINDING (SIGNIFICANT)**

This chapter discusses the statistical result in chapter 4. The recapitulates main finding of the study and discuss in the next section. Recommendation for future research will be highlight for future use.

##### **5.2.1 FACTOR ANALYSIS**

The descriptive analysis is results derived from the previous chapter shows that the majority respondents were female .Majority of the respondent race were Malay which consists of 93.0% or 279 of total respondents.

Next, the numbers of respondent are 300 around Shah Alam, Selangor.

##### **5.2.1.1 CUSTOMER SATISFACTION TOWARD FOOD AND SERVICE QUALITY AT FOOD TRUCKS**

Based on analysis result, researcher found that food and service quality is at high level. The food quality has two factors includes external factors and internal factors. External factor is major appearance, size or colour, texture and flavour and internal factors will major focus to nutrition, chemical and physical. That the factors are most important to influence consumer select the food and evaluate food quality

(Radzuan, 2020).Next, Garg (2014) felt that customer service can inspire customer opinion towards a restaurant. In other words, service quality can be determined by customers' expectations and perceptions of service. The same service can be seen as low quality by a customer and as high quality by another customer, depending on the customer's perception of the service offered.

Besides that, also based on analysis above, the food served by food truck is interesting affect the customer satisfaction with mean value state the highest than others. There are various attributes of food quality which had been discussed in past researches. These includes taste, health options, freshness, presentation, quality of ingredients, safety, portion, halal, nutrition, aroma, temperature, innovative menu items, hygiene, authentic food and texture ( Noor Azimin Zainol and Janaga Seladorai, 2016).Lastly, There were the rate there are a variety of nutrition food options in food truck business is in the moderate level while others are at high level.

#### **5.2.1.2 PHYSICAL ENVIRONMENT QUALITY**

Based on analysis result, researcher found that physical environment quality is at high level.Physical environment has a positive relationship with customer satisfaction since it affects customers emotionally (Hulten, 2011).Physical environment quality that refers to ambiance of food truck, layout and visible signage do have significant influence on the perceptions of the consumers according to Han & Ryu (2009).Therefore, physical environment quality plays a major role in satisfying customer needs on food truck industry.

Based on analysis above the respondents were satisfied with the food truck's exterior decoration and colour with mean value state the high than others.Rojas and Camarero (2008) gave credit to beautiful and attractive layout of restaurant that allure customers to repeat their coming then place with nice ambience which decorated with high-end furniture and good choice of colours is the main factor that will build customer loyalty and getting students to come back time and time again to the dining place (Food and Service Director, 2005).Other than that, image and good perception on the restaurant industry can be built up (Ryu & Jang, 2007). Lastly, there were seat and table arrangement in food truck area are sufficient is the lowest score.

### **5.2.1.3 PRICE AND VALUE**

Based on analysis result, researcher found that price and value is at high level. According to Ibrahim, Mustapha, (2018), purchase decision that made by students will consider about the price. The good value of price, portion size, reasonable price and overall value of dinning is categorized into price based on the studies of Garg, A., and Kumar, J. (2017). Moreover, price has been considered as an important element in explaining customer behaviours (Rozekhi, Hussin, Siddiqe, (2016)

The price of the food offered by food truck is commensurate with the quality of the food affect the customer satisfaction toward the food truck the mean value state the highest mean level than others. In the same vein, the price to be paid for service determines the level of quality is demanded. (Nadzirah et al 2013). Furthermore, in the food service industry, reasonable price with good food quality value can contribute to customer satisfaction itself Ibrahim, Mustapha, (2018). Lastly, the food price charged by the food truck is reasonable in the moderate of mean score.

### **5.3 RECOMMENDATION**

The study's has suggested several directions for other researchers in the future research. There are a few recommendations for the researchers in the future:

- 1) Future research are recommended to draw a large sample size to generate a more accurate and representative manners (Lim et al, 2011). This research helped the food truck seller to maintain the food and quality services to gain the loyalty customers to their services.
- 2) More opportunities for future research in developing new objective to develop indicator of level customer satisfaction towards food truck services.
- 3) MBSA need to provide the data base of customers that went to the food truck for the next researchers to do the research about the food truck services.



## 5.4 CONCLUSION

As a conclusion, this research is basically study about the factor that affect customer satisfaction towards food truck services in Shah Alam, Selangor. The results revealed that food and service quality, physical environment quality, price and value absolutely influenced customers satisfaction towards food truck services as well. The food truck is not just composed of the food or menu it is offering, it is a combination of many factors which in turns paves a way for satisfaction of the customers who visit these food truck.

Firstly is about the level of customer satisfaction on food and service quality towards food truck. In previous chapter, the analysis show that the food and service quality is at higher level which is mean 4.0042. That means that the respondents were satisfied with the food and service quality that food truck serve to the customer. They have to maintain their position and retain their customers and gain loyalty by making them as satisfied as possible.

Next is the level of customer satisfaction on physical environment quality towards food truck. In previous chapter, the analysis show that the physical environment quality is also at higher level which is mean 3.8833. That means that customer were comfort with the environment, layout, cleanliness of the food truck and food truck should maintain it and make customers feel calm and will always come to the food truck again.

Furthermore, about the level of customer satisfaction on price and value towards food truck. In previous chapter, the analysis show that the price and value is also at higher level which is mean 3.7044. That means the price and value that food truck gave was very good, reasonable and affordable. Seller of the food truck must give best price with the best value. So that customer will be loyal to it and would come again and with positive word of mouth, refer to other people as well.

Last but not least, MBSA need to provide the data base of customers that went to the food truck for the next researchers to do the research about the food truck services.

## **5.5 SUMMARY**

Overall, the findings can be conclude that the factor that affect customer satisfaction towards food truck services is high which customers were satisfied with the service that food truck gave to them that consist of food and service quality, physical environment quality, price and value.

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