



**FACTORS INFLUENCING CUSTOMERS' SATISFACTION ON  
AYAMAS FOOD CORPORATION PRODUCTS**

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DIPLOMA IN BUSINESS STUDY  
DEPARTMENT OF COMMERCE

JUNE 2020

## DECLARATION OF ORIGINALITY

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**In front of us , NOR HANITA BT ADNAN**

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**As our supervisor on this date :**

## **ACKNOWLEDGEMENT**

First , we would like to thanks Allah for giving us some strength to completing this research paper perfectly . The most important things we would like to highlight here is we are grateful to have Pn Hanita bt Adnan as our supervisor that always support and guide us in this research . She always wants us to understand in this subject perfectly because she wants us to understand why we do this research paper . We finally know how to do this research paper with the actual format .

Next , we would like to give special thanks to Dr. Noordini bt Abdullah as our lecturer of Business Project for her professional and untiring guidance from the beginning of this research until the end of it .

Nevertheless, we also like to thank to all the respondent who involved in this research for their consent to spend few minutes to answers all the question .

Last but not least , special appreciation is expressed towards each member of this group as everyone has given all the efforts and times, giving fresh ideas understanding among the group and their cooperation to complete the research as best as we could . Without everyone's sacrifices this research might not work successfully . May Allah compensates all of them with a great reward for their sacrificing in order to finish this research .

May Allah SWT bless all of us .

Thank you .

## **ABSTRACT**

### **FACTORS INFLUENCING CUSTOMERS' SATISFACTION ON AYAMAS FOOD CORPORATION PRODUCTS**

**Abstract** – Nowadays, people emphasized on food quality as a fundamental component to satisfy customers. Factors influencing customers satisfaction is of worth importance in order to know the reasons or the factors which are responsible to create satisfaction among customers. Customer satisfaction is established when brand fulfill the needs and desires of customers. This study was carrying out the factors influencing customers' satisfaction on Ayammas Food Corporation products. The field of the study conducted is related to the factor like food quality, service quality and price that may influence customers satisfaction toward Ayammas Food Corporation. The purpose of this study was to examine the relationship between the independent variable and the dependent variable while looking for the most significant independent variable towards the dependent variable. Quantitative data collection and simple random sampling method were used. This study used primary data collection method and secondary data collection method. Journal and internet research used as secondary data collection. Questionnaire- base survey was used and 160 sets of questionnaires have been distributed by using Google Form to collect the data and being analyse by using Statistical Package for Social Science (SPSS). Descriptive analysis, reliability test, correlation and pilot test were being chosen as data analysis techniques. The findings see that there was a significant relationship between customer satisfaction and food quality, service quality and price. Conclusion and implications of the study are also discussed based on the analysis.

**Keywords** : Customer Satisfaction, Food Quality, Service Quality, Price.

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# **CHAPTER 1 : INTRODUCTION**

## **1.1 INTRODUCTION.**

This chapter acts as an overview for the whole research project. The objective of this research is to understand factors that influenced customer's AYAMAS food Corporation product. We purposely want to investigate whether price, food quality, service quality have a positive sign of customers satisfaction towards Ayamas product. The study consists of eight components including research background, problem statement, research objectives, research questions , significance of study, project limitations, defining of terms of the study and summary of every chapter. This research begins with research background followed by problem statement. Besides that, we also have research objectives and research question to give information why this projects is held. Then significant of the study and project limitations are stated. Lastly, the definition of terms being outline and ended with summary of the chapter.

## **1.2 RESEARCH BACKGROUND**

### **Fast food quality**

Fast food is food designed with a strong priority placed on “speed of service”. Fast food created as commercial strategy to accommodate large numbers of travellers, busy commuters and wage workers who did not have time to sit down and wait for their meal. By making speed of service as the priority, it is advantageous for customers with limited time to have their meal.

Fast food restaurant also known as “quick service restaurant” is a specific type of restaurant that serve fast food meal and have few table service. Menu in fast food restaurant is limited, usually cooked in bulk in advance and kept hot. It is usually for take away though seating may provide. Fast food restaurant typically part of restaurant franchise that provide standardize ingredients.

## **AYAMAS Food Corporation sdn bhd**

The story of AYAMAS began in 1982 when it started its original plant in Kuchai Lama, Selangor as KFC Food Processing Sdn Bhd. Its primary function was to supply quality, nine-piece cut chicken and poultry based products to all Malaysian KFC outlets while remaining products from the processing plant were sold on the open market. AYAMAS was the first company in Malaysia to sell chicken and poultry-based products in an air-conditioned environment and the first to offer an array of chicken roasters and light, chicken-based snacks. On December 1993, the company changed its name to AYAMAS Food Corporation Berhad when it became a public limited company. After a corporate restructuring exercise in 2004, AYAMAS Food Corporation Bhd was renamed to AYAMAS Food Corporation Sdn Bhd. Today it has 27 stores nationwide under the name Kedai AYAMAS. The store markets top quality halal branded chicken that has been hygienically processed and packed in the company's own processing plants. In terms of poultry system, AYAMAS adopted a fully integrated poultry handling system, which consists three tiered setup of farming, processing and marketing. Latest technologies and innovation that has been used, caused AYAMAS to be the leading supplier for raw chicken and frozen food offerings in Malaysia controlling 60% of Malaysia's chilled processed chicken market. To this day, Ayamas is trusted as the top provider for high quality Halal food products in the region and also Ayamas operates in accordance with GMP (Good Manufacturing Practices) requirements and has a HACCP (Hazard Analysis and Critical Control Points). AYAMAS product include chilled whole chicken, further processed product and shelf stable products.

### **Customer satisfaction**

As a key strategic issue for organizations to compete with other companies, strengthening customer satisfaction must take into consideration. Sabir (2014) has stated that, customer satisfaction has become the most significant aspect in the field of business, because satisfied customer have significant impact on the profits of business. Other than that, Lee (2004) stated that customer satisfaction represents the

main indicator of a firm's performance and long term commitment. Hanaysha & Hilman (2015) agreed that customer satisfaction can influence the trust of customers.

### **1.3 PROBLEM STATEMENT**

Customer satisfaction has received significant attention from several marketing practitioners and scholars and is considered as a key indicator of a brand's past, present and future performance (Oliver, 1999). Similarly, Vavra (1997) reported that "customer satisfaction is the leading criterion for determining the quality delivered to customers through the product or service and by the accompanying servicing". Furthermore, Homburg and Stock (2004) described customer satisfaction as the degree to which a product or service fulfil or exceed the expectations of customers. Kottler (2000) defined satisfaction as "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". Customer satisfaction act as leading indicator of consumer repurchase intentions and loyalty. Customer satisfaction is the best indicator of how customer will likely make a purchase in the future.

Asking customer on a scale 1-10 is a good way to see if they will become repeat customer or even advocates. Other than that, customer satisfaction also will reduce negative word of mouth. For a company to eliminate bad word of mouth, company need to measure customer satisfaction on ongoing basis. Tracking in satisfaction will help company to identify either customer are actually happy with company's product or service.

Nowadays, people get busier in their daily life, therefore, they tend to choose fast food to fill up their stomach rather than cook at home or eating at common restaurant. According to Anderson (1994), the price of product or services can affect the degree of satisfaction among customers, because whenever they assess the given value of a purchased product or service, they tend to consider its price". AYAMAS food Corporation offer wide range of prices according to the portion of every meal AYAMAS consumer might bear high price because it is influenced by the raw material used in producing product and of course the production costs including boxes, machinery, utility bills and staff payments. AYAMAS use high technology in production process that are supplied straight from their own farm. The usage of high

technologies in production lead to high in product price because of AYAMAS have to cover the costs in production process..High price that has been stated by AYAMAS might lead to customers' dissatisfaction AYAMAS have to cover such costs to produce fast food. AYAMAS have to ensure all the raw material used in producing product must be quality and follow the standard hygiene as stated by the government to meet customer satisfaction.

Food quality is the most important aspects in the food and beverage industry. It is how company maintain its customer that will lead to brand loyalty and customer retention. Food quality has largely been acknowledge as an important component in operation of any restaurant and therefore, it has a main influence on customer satisfaction and future purchase intention (Namkung & Jang, 2007). Sulek and Hensley (2004) demonstrated that when consumer tend to decide on visiting a fast food restaurant, they are likely to consider food quality, as it plays a key role in reflecting the core attributes of that restaurant. AYAMAS have their own farm to supply raw materials for their products. AYAMAS decided to use a strategic supply method for supplying chicken to ensure the sufficiency of chicken supply that always meet customer demand. AYAMAS face the challenge to attract customer to buy AYAMAS product with sensible prices but with the highest quality of product. Customers' satisfaction also influenced by food presentation , variety of menu , taste freshness and temperature . AYAMAS must take into consideration in how they presenting their food to customers . Customers' first impression of restaurant is created by how food is presented to them . Namkung & Jung (2007) , stated that presentation refer to technique of plating food , decorated attractively to get an eye catching of customer in order to fulfill the customer perceptions of quality .

Parasuraman, Zeithaml and Berry (1994) found out that service quality can be assessed by comparing the expectations of customers against their perceptions of the actual service experience. Other than that, Izogo and Ogba (2015) argued that service quality leads to enhanced customer satisfaction and loyalty as a result of several factors, also recommending SERVQUAL as the best measure of service quality (Hui and Zheng, 2010). SERVQUAL is an instrument proposed by Parasuraman, Zeithaml and Berry (1988) that consists of five dimensions includes tangibles, reliability, responsiveness, assurance and empathy. Tangibles concern the physical facilities appearance, equipment, communication materials and personnel. The ability to

perform the promised service accurately falls under reliability. Responsiveness under take the willingness to help customers and prompt service. Knowledge and courtesy of employees and the ability to inspire trust and confidence falls under assurance. Lastly, empathy includes the caring, individualized attention the firm provides to its customer.

For AYAMAS Food Corporation, three items can be take into consideration to improvise service quality. The first one is the appearance of physical facilities. Physical facilities can be refer as structure and interior surfaces of particular restaurant includes soap, towel dispenser, lighting and air conditioning. Since AYAMAS operates in shop lot, air circulation is quite limited. Since the space is limited, the facilities such as tables and chairs also limited. Second is in terms of parking availability that falls under tangibles variables. Parking availability is low since Kedai AYAMAS usually operates along the shop lot. Therefore AYAMAS have to share the car park space with other shops near it. Customer will find difficulties to park their cars if they want to dine-in in Kedai AYAMAS.

Lastly, operating hours that falls under empathy. Operating hours can be refer as times during which a shop is open for business. Kedai AYAMAS operates for 12 hours, which is between 9am to 9pm which is not really convenience for customer who wants to dine-in for dinner.

#### **1.4 RESEARCH OBJECTIVES.**

1. To determine the effect of food quality, service quality and price on customer's satisfaction towards Ayamas Food Corporation.
2. To identify the most influencing factors that effect customer's satisfaction towards Ayamas Food Corporation.
3. To examine the relationship between factors that influence customer's satisfaction towards Ayamas Food Corporation.

#### **1.5 RESEARCH QUESTION**

1. What are the factors that effect on customer's satisfaction towards Ayamas Food Corporation?
2. Which is the most influencing factor that effect on customer's satisfaction towards Ayamas Food Corporation?

3. What are the relationship between factor that influencing on customer's satisfaction towards Ayamas Food Corporation?

## **1.6 RESEARCH HYPOTHESIS**

### **Research Hypothesis**

**H1** – There is a relationship between food quality and customers' satisfaction.

**H2** - There is a relationship between service quality and customers' satisfaction.

**H3** - There is a relationship between price and customers' satisfaction.

## **1.7 SCOPE OF RESEARCH**

- AYAMAS Food Corporation has been chosen as the first company sells chicken and poultry-based products.
- AYAMAS was founded in 1982 in its region plants in Kuchai Lama, therefore its presence is widely acknowledged by customers.
- Food quality, service quality and price must be taken into consideration since it is the most important factors that influenced customer satisfaction.

## **1.8 SIGNIFICANCE OF THE STUDY**

- This study helps for better understanding of how food quality, service quality and price influenced customer satisfaction on AYAMAS Food Corporation products.
- Through this study, it will contribute to AYAMAS Food Corporation for an improvement in terms of food quality, service quality and price range to increase customer satisfaction that will lead to customer retention.

## **1.9 DEFINITION OF OPERATIONAL TERMS**

**Food Quality :** Food quality was the quality characteristics of food that was acceptable to consumers. This included exterior factors as appearance such as size, shape, colour and stability, texture and flavour; factors such as federal grade standards such as an egg and interior such as chemical, physical, microbial.

**Service Quality :** Service quality refers to a customer's comparison of service expectation as it relates to a company's performance. Service quality is likely capable of meeting customer needs. Customers form service expectations from past experiences, word of mouth and marketing communications.

**Price :** According to Kotler, Suzan Burton and Kenneth Deans (2015) price is the amount the consumer must exchange to receive the offering. The sum of all the values that customers give up to gain to the benefits of a product or service. Price were the money or amount to be paid, in order to get something and value implies the utility of worth of commodity of service for an individual.

**Customer satisfaction :** Customer satisfaction indicated the accomplishment that customers derived from doing business within a firm. In other words, it's how happy the customers are with their transaction and general experience with the company. Customers derive satisfaction from a product or a service based on whether their need is met effortlessly, in a convenient way that customers loyal to the firm. Customer satisfaction is an important step to gain customer loyalty.

## **1.10 SUMMARY OF THE CHAPTER**

In this chapter, the background research of project, problem statement, research question, research objectives and scope of research of Ayamas Food Corporation has been cleared out. This chapter is to give a clear view on factors influencing customers' satisfaction specifically on Ayamas Food Corporation. Customers'

satisfaction is main core for company to continue its activities in providing food and beverage to people. Customers' satisfaction also influence customers' retention. It is important not only for Ayamas Food Corporation, but also for every company in Malaysia to maximally satisfy their customer to ensure the continuous of production of their company that lead to profit gained.



## **CHAPTER 2 : LITERATURE REVIEW**

### **2.1 INTRODUCTION**

In this chapter, the literature review of factors influencing customers' satisfaction on Ayamas Food Corporation where the independent variables and dependent variable is stated.

The literature review was conducted for additional information in terms of definition and concepts. Theoretical framework also stated graphically to show the relationship between the dependent variable and independent variables.

Food quality, service quality and price leave huge impact on customers' satisfaction over the product consumed or service subscribed.

In this chapter, the prominent ideas include customers' satisfaction, food quality, service quality, price, theoretical framework and summary of this chapter.

### **2.2 DEPENDENT VARIABLE**

Dependent variable is the variable where it is being tested and measured in an experiment. Dependent variable is "dependent" on the independent variables. These variables are expected to change as a consequences of an experiment of the independent variables. Dependent variable also known as effect.

#### **2.2.1 CUSTOMERS' SATISFACTION**

Customer satisfaction is a term that is frequently used in business field. It is a measurement on how products or services provided by brand that meet or exceed customers' satisfaction. Satisfaction can be described as the overall evaluation or judgement of customers towards the quality of products or services offered by a service provider (Hui and Zheng, 2010). Customer satisfaction also refer as the overall assessment of customers towards the products or services of a brand and their emotional reactions regarding the capability of that brand in fulfilling some of their needs and desires (Hansemark and Albinson, 2004). Additionally, Kotler (2000)

thought about satisfaction as “a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance in relation to his or her expectations”.

According to Sabir et al. (2014), customer satisfaction has become the most significant aspect in the field of business, because satisfied customer have significant impact on the profits of business. For a business to sustain in the market, it is important for them to take seriously in terms of customers’ satisfaction. If product or service provider does not take into consideration about customers’ satisfaction, customers will stop their purchasing and move to rivals that provide better product and service. It is important for business to satisfy customer because customers’ satisfaction helps business to stand out of the competition. When a brand make a wrong move or fail to satisfy customer, competitors will take this advantage and offer a better product or service thus faced a loss. Previous studies has come to the conclusion that consequences of customer loyalty are very similar to these of customer satisfaction. The possible outcomes of customer loyalty are reducing customers’ quitting, boosting sales (represented by additional purchases of products and services), lower service costs comparing to new clients, positive Word of Mouth leading to acquisitions of new customers, increasing the market share and willingness of loyal customers to pay premium prices. (Khan & Fasih (2014) and Gee et al. (2008))

## **2.3 INDEPENDENT VARIABLES**

### **2.3.1 FOOD QUALITY**

Food quality is the characteristics of food that is acceptable to consumers. External characteristics of food includes the appearance of food, texture of the food and flavour. For internal characteristic, it can be categorized as the ingredients used in making the meal. The quality of food is the main factor in customers’ satisfaction. The food served to customer that meet or exceed customers’ perception has been classified as succeeded in satisfying customers. On the other hand, food served to customers that did not meet customers’ satisfaction tend to be a failure since it cannot at least meet the expectation of customers.

## **RELATIONSHIP BETWEEN FOOD QUALITY AND CUSTOMERS' SATISFACTION**

According to Peri (2006), food quality is an absolute requirement to satisfy the needs and expectations of restaurant customers. Previous studies have examined the attributes to food quality due to the knowing of the importance of food quality in food and beverages business. General description that has been emphasized by previous researchers are on presentation, menu variety, healthy option, taste, freshness and the temperature. Temperature influence how to get the flavor of food has provided; this will be interacting with other sensory properties such as taste, smell and sight (Delwiche, 2004). Kivela et al. (1999) stated that the taste is usually believed to influence restaurant customer satisfaction and future behavior intention. Food presentation is important as it might create first impression of customers toward the restaurants. Therefore it is very importance for food and beverages business to do well in their food presentation. Presentation refers to technique of plating food, decorated attractively to get an eye catching of costumer in order to fulfill the customer perception of quality (Namkung and Jang, 2007).

### **2.3.2 SERVICE QUALITY**

Service quality can be assessed by comparing the expectations of customers against their perceptions of the actual service experience based on Parasuraman, Zeithaml and Berry (1994) study. Service quality is general perspective as the output of service delivery system. Service quality is linked to customers' satisfaction. In business point of view, service quality is an achievement in customer services. Customer will create service expectations from past experience, word of mouth and marketing communication. Customer will compare the perceived service with expected services. If it meet or exceed customers' expectation, then it is a good hint for company that they has served a really good service quality to customer and will continue to improve their service quality. Naik, Gantasala, & Prabhakar (2010); Yeşilada & Direktör (2010) stated that service quality is an outcome of the difference between service expectations and customer perceptions of actual service performance.

## **RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMERS' SATISFACTION**

Izogo and Ogba (2015) argued that service quality leads to enhanced customer satisfaction and loyalty as a result of several factors. Based on the previous studies, Malik (2012) measured the gap between the service expectation and service perception of customers in relation to the service delivered by four service industries (banking, transport, courier and telecommunications) and checked the impact on their satisfaction. His study confirmed that service quality has a positive influence on customer satisfaction. Additionally, Naik, Gantasala and Prabhakar (2010) used SERVQUAL to analyse the gap between the expectations and perceptions of retailing customers to explore the factors that affect their satisfaction. Their study shows that service quality has a positive and significant impact on customer satisfaction.

### **2.3.3 PRICE**

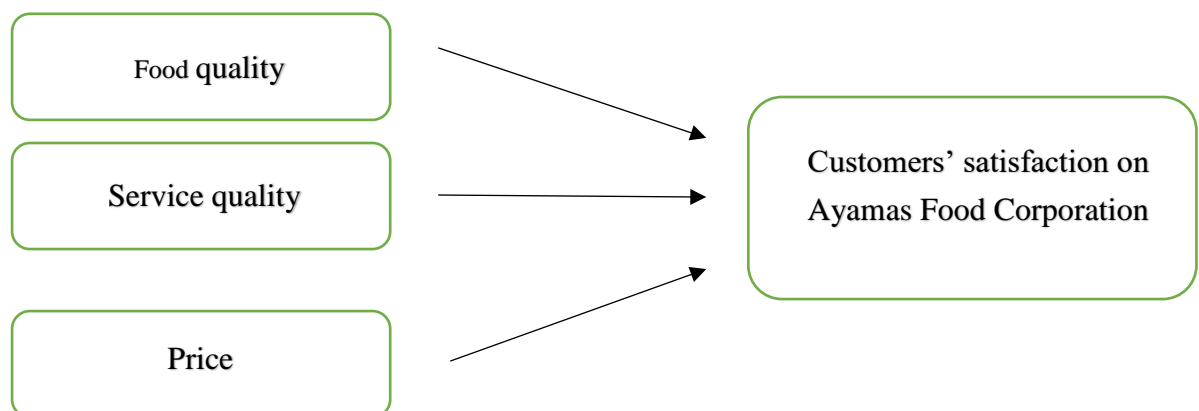
Price is the quantity of payment given by one party to other party as the return for product purchased or service subscribed. Though brands competitively put high efforts in gaining profit, customer tend to reach for products or services that deliver maximum values to them. Bolton et al. (2003) stated that customers are likely to rely on various reference sources to make better judgement such as cost of goods sold, previous prices, and rivals' prices when evaluating price fairness in order to form comparison. Customer will willingly to pay for products or services when they realized that the product or service worth their money. A company or marketing manager needs to consider not only the costs it takes to produce the item, but also the customer's perception on the value of the product when determining the price of products (Hanna and Dodge, 1995).

## **RELATIONSHIP BETWEEN PRICE AND CUSTOMERS' SATISFACTION**

Price of product is factors that directly influence the act of customers' retention or cancelling the buying. The price of a product or service can affect the degree of satisfaction among customers, because whenever they assess the given value of purchased product or service, they tend to consider its price (Anderson et al. 1994). Other than that, Rothenberger (2015) also found that customers' perception of unfair price lead to negative outcomes such as higher degree of dissatisfaction, lower level of repurchase behaviour, negative word of mouth and increased customers' complaints. Price fairness had a significant positive effect on customers' satisfaction (Hermann et al. 2007; Kaura, 2012). Product and service provider should do research whether their customer willingly to pay a high value of price for a high quality product or service or their customers prefer to buy product or service at a cheaper price that meet their requirements. In this case, brands should be extra pre-cautious in terms of competition because competitors will lower their price to get customers' change of brand.

## 2.4 THEORETICAL FRAMEWORK

Based on the journals and literature used in this research as guideline, theoretical framework has been conducted as below:



Hypothesis can be concluded as :

H1: There is relationship between food quality and customers' satisfaction

H2: There is relationship between service quality and customers' satisfaction

H3: There is relationship between price and customers' satisfaction

## **2.5 SUMMARY**

Various research has been done by previous researchers and many factors that influenced customers' satisfaction has been discovered. In this research with limited capacity, investigation has been done specifically on Ayamas Food Corporation. To sum up, food quality, service quality, price and customers' satisfaction, theoretical framework, hypothesis, and summary has been recognized

## **CHAPTER 3 : RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

Methodology is describing an actions to be taken to investigate a research problem and the rationale for the application of specific procedures used to identify, select, process and analyze information applied to understanding the problem. It helps in identifying the research activity accordingly and further specifies and defines the actual concepts of the study. Methodology is defined as the system that includes the methods and principles used in an activity or discipline. Methodology can also be defined as the method or discipline used during a particular study to achieve a certain objective. The content of this chapter will cover the research methodology which are the methods chosen to do the research design, followed by sampling technique, methods of data collection, how the sample was selected, what the instrument use in research and methods of data analysis as how the questionnaire was developed. After that, the sources of both primary and secondary data will be identified. In our study, we use the quantitative method as we find it more fitting to work for this research.

### **3.2 RESEACRH DESIGN**

Based on definition in Wikipedia, research design refers to the whole strategy that has been used to carry out research that defined succinct and logical plan to tackle established research question through the collection, interpretation, analysis, and discussion of data. It is a framework that has been created to find answers to research questions. Descriptive research is a quantitative research method that attempts to collect quantifiable information to be used for statistical analysis in this studies.

In this research, we used quantitative method because according to Borg and Gall (1989), was the detection of casual relationships between variables. Other than that, the information on observed behaviours of sample in quantitative research was gain through statistical data that being collect. The questions are standardized. All respondents are asked exactly the same questions in the same order. It is a structure

answer that only allowing responses which fit into pre-decided categories. Based on (Borg and Gall, 1989; Gall et al., 1996), the collected data will be analyzed in numerical form.

Lastly, this studies was used a questionnaire by google form and have been distributed in general. This is because it is easier and convenient for us to collect from various community behaviours. In addition, this method not only save time but also go green that doesn't need use paper to collect data of respondents.

### **3.3 SAMPLING TECHNIQUE**

Random sampling is a bit of the sampling technique in which each sample has an equal probability of being chosen . A sample chosen randomly is meant to be an unbiased representation of the total .

Appropriate use of methods and plenty respondents are required to obtain samples that represent a population . The selected sample size also plays an important role . The researcher referenced Roscoe (1975 ) describe in the study that the minimal sample size between 30-500 is enough . We follow Roscoe ( 1975 ) as our respondent only 160 .

### **3.4 DATA COLLECTION METHOD**

Data collection is a process of collecting information from all the relevant sources to find answer to the research problem, test the hypothesis and evaluate the outcomes to make the research more reliable and effective. Data collection methods can be divided into two categories which are primary methods of data collection and secondary methods of data collection. For this research, it is a primary method of data collection because researchers used questionnaires to collect the data. Primary data is data originated for the first time by researchers through direct efforts and experience, specifically for the purpose of addressing the research problem. According to Maholtra and Bricks (2007) clarify that questionnaire are an important data collection tool. Moreover, the use of questionnaire is important because they produce an effective and efficient way of gathering data within a very short period. The questionnaire is distributed generally for whom have experienced Ayamas products.



### **3.4.1 Quantitative Method**

Quantitative research methods describe and measure the level of occurrences on the basis of numbers and calculations. Quantitative research can be described as ‘entailing the collection of numeric data and exhibiting the view of relationship between theory and research as deductive, a predilection for natural science approach, and as having an objectivist conception of social reality’. This method is based on random sampling and structured data collection instruments.

### **3.4.2 Primary Data**

Primary data was original and collected with an aim for getting solution to the problem at hand. Primary data sources included surveys, questionnaire, interview and etc. In this research, Questionnaire will be used to collect the data. To collect this primary data, a survey using structured questionnaires was conducted because it involves collecting data on many variables from a large and representative sample of respondents. This method is chosen by the researchers because the outcome of the results is more evident.

### **3.4.3 Secondary Data**

Secondary data is data that is not collected directly by the researchers but instead is gathered by readily available information from other sources. It is the information that has been collected and compiled in the past by someone else. In this researcher, these data are important sources for the researcher because they are previous works from past researcher and they can have used to support the results of the research. In this research, we used journals to find the information about our research. It is very helpful when it comes to obtaining information for the comparison of previous study.

### 3.5 RESEARCH INSTRUMENT

In this research the instrument that involve is questionnaire . Questionnaire is a research instrument that consisting of a series of questions for the purpose of gathering information from the respondents . Questionnaires can be thought of as a kind of written interview. Questionnaire can be proceed by face to face , telephone , computer or post .

This questionnaire are divided into 3 section which is , section A is demographic , section B is likert scale , and section C filling the question with honest opinion .

For section A the question is asking about their identity such as name , age , gender and their race . Next is section B . This section has 4 part which is customer satisfaction , food quality , price and service quality . The method that we used in this section is likert scale to describe their satisfied . Lastly section C . We need opinion from our respondent about AYAMAS company towards them . The question that we ask for opinion are what is the other brand they would buy that have same quality and will they check the background of the company before proceed to buy the product .

For section B we use likert scale . Likert scale is a psychometric scale commonly involved in research that employs questionnaires . A five-point likert scale ranging from ‘strongly agree’ to ‘strongly disagree’ was employed as it has been most recommended by the researchers that it would reduce the frustration level of patient respondents and increase respons rate and response quality( Sachdev,S.B.&Verma,H.V 2004) .The respondent are asked to specify their agreement level to a statement. There five point scale are label as :

- 1- Strongly disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly agree

For section C the method we use is open ended questionnaire . Open ended question are free from survey questions that allow respondents to answer in open text format so

that they can answer based on their knowledge , feelings and their own understanding . It means that the response to this questions is not limited to a set of options .

Alyona Medelyan ,2016 suggest if the researchers use customer satisfaction survey , analysing open-end question will help you understand key reasons behind satisfaction scores .

Table 3.1 : Questionnaire for our research .

<b>Variable</b>	<b>Item</b>	<b>Sources</b>
<b>Service Quality</b>	The staff still serve the customer even when the store is busy	Factors Influencing
	The facilities of the restaurant are in good condition	Customers Satisfaction on
	The speed of service is good	Kenny Rogers Roaster, Viva
	The staff serves the food in accurate time	Mall (2019)
	The staff friendly and greeting with a smile	
<b>Food Quality</b>	Food brands influence food quality	
	Food appearance affect the expected taste	Testing of Effect of Food
	Are you satisfied with the overall quality of the food provided	Quality, Price Fairness & Physical Environment on
	Hygienic processing of food are a quality food	Customer Satisfaction in Fast
	Have a good variety of food	Food Industry
<b>Customer Satisfaction</b>	Are instant or fast food convenient	
	Easy to grab an instant foo in your area	
	Does the packaging of food influences your purchasing intention	Revisiting Customers' Perception of Service
	Is the ingredient of food influence your purchasing intention	Quality in
	I will keep purchasing the food in the future if I'm satisfied with the taste	Fast Food Restaurant

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<b>Price</b>	Should high quality food must be expensive	
	Afford expensive but high quality food	Factors Influencing
	Does the taste of food suits the price	Customers Satisfaction
	The food portion worth it the price	on Kenny Rogers Roaster,
	The price of food is affordable	Viva Mall

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### **3.6 METHOD OF DATA ANALYSIS**

Data analysis is defined as a process of applying statistical or analytical tools and techniques to illustrate and evaluate data and to discover useful information. The data analysis in quantitative research also include statistical procedure, where data is continuously collected and analysed almost simultaneously. In data analysis, some of easiest ways to simplify data were to calculate mean, percentage distribution and frequency distribution. There were several data analysis methods including pilot test, reliability test, descriptive statistic, correlation, and others in the SPSS that suitable for statistical data analysis to analyse the collected data.

#### **3.6.1 Statistical Package for Social Sciences (SPSS)**

For this particular research, the researchers have used the aid of a software called Statistical Package for Social Science (SPSS) to analyse the data gathered effectively. SPSS is a statistical package designed by the IBM Corporation and is widely used by researchers or academicians worldwide. The data analysis process begins after the data has been collected and processed. Once data is collected and sorted using SPSS, the results are interpreted as to make conclusions and summary for the research.

#### **3.6.2 Pilot Test**

In research, a pilot test is a small preliminary study used to test a proposed research study before a full scale performance. The primary purpose of a pilot study is to evaluate the feasibility of the proposed major study. To test the feasibility, equipment and methods, researchers will often use a pilot study, a small-scale rehearsal of the larger research design. Generally, the pilot study technique specifically refers to a smaller scale version of the experiment, although equipment tests are increasingly important part of this sub-group of experiments (Martyn Shuttleworth). It is a potential valuable insight and should not be missing in the pilot study to help the measure the success of the reliability and validity.

For this research, 30 people are selected randomly for pilot test of this study. The pilot test's result showed that the questions in the survey are easily understood by the respondents and they took a relatively short time to answer all the questions given. After all the data been collected from the respondents, they will be organized and tested.

### **3.6.3 Reliability Test**

Reliability in scientific investigation usually means the stability and repeatability of measures, or the ability of a test to produce the same results under the same conditions. Reliability represents the systematic variance of the constructs, ( Olerly and Vokurka,1998). Reliability analysis is a test of Cronbach's alpha to ensure the measurements are free for bias, in order to obtain consistent results (Campbel & cook, 1979). The test of Cronbach's alpha value is appropriate for multi-scaled items and is a perfectly adequate index of the inter- item consistency reliability (Perret et al., 2001). The coefficient alpha value is range from 0 to 1 whereby values less than 0.6 indicate unsatisfactory internal consistency reliability (F. Hair Jr. et al., 2006; Malhotra et al., 1996). It is also the most commonly used measurement for a study that is using multiple Likert questions in a survey or questionnaire that form a scale and if the researchers wish to determine if the scale is reliable. Since we are using questionnaires as our research instrument, it is most suitable to use the Cronbach's alpha to measure the data's reliability.

Table 3.6.3 : Cronbach's Alpha Sekaran, U.

<b>Cronbach's Alpha</b>	<b>Reliability value</b>
Less than 0.6	Poor
0.6 less than 0.7	Questionable
0.7 less than 0.8	Acceptable
0.8 less than 0.9	Good
0.9 and above	Excellent

Source : Sekaran, U., & Bougie, R. (2010)

### **3.6.4 Descriptive Analysis**

Descriptive statistics are data analysis by percentage, frequency and by using Measure of central tendency (MCT) – mean, mode and median. In descriptive statistics, the type of data analysis often involves bivariate analysis using only one variable. Descriptive analysis is used to describe the basic features of the data in the study. They provide simple summaries about the sample and the measures. Together with simple graphic analysis, they form the basis of virtually every quantitative analysis of data. Descriptive analysis is used to present quantitative descriptions in a manageable form. Often in the analysis of data, for demographic factors such as gender and age we often use percentage and frequency. For example, the percentage and number of respondents male and female. With descriptive statistics, there is no uncertainty because we are describing only the people or items that we actually measure. It helps researchers summarize the data and find patterns.

Frequency distribution is a mathematical division with the purpose of obtaining a count of the number of responses connected with different values of one variable and to express these counts in terms of percentage. The purpose of frequency is to demonstrate the values such as numbers and percentages for different categories of a single categorical variable. Besides that, descriptive statistics have been measured on independent variables and dependent variables. The result showed in mean and the highest in mean would determine that the respondents were more likely to think about the importance of particular variables toward their satisfaction.

### 3.6.5 Pearson Correlation Coefficient Test

Pearson Correlation Coefficient is the test statistics that measures the strength in the statistical relationship, or association between variables. It gives information about the magnitude of the association or correlation, as well as the direction of the relationship. If the result shows that the value is equal to 1 then it indicates that the variables have the highest strength of association whereas 0.00 means that there is no correlation whatsoever between the variables. This is because the greater the absolute value of the correlation coefficient, the stronger the relationship.

Tble 3.6.5 : Rules of Thumb about Correlation Coefficient

<b>Size of Correlation</b>	<b>Interpretation</b>
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	Negligible correlation

Source : (F. Hair Jr. et al., 2006)

### 3.7 SUMMARY OF CHAPTER

As a summary, this chapter mainly discusses the research methodology in the research to identify, select, process and analyse the information to create a better understanding about the topic of study. This chapter consists of the research design, sampling technique, data collection method, research instrument and method of data analysis. The analysis data using the Statistical Package for Social Sciences (SPSS), pilot test and reliability test using Cronbach's Alpha are discussed in this chapter. This chapter is significant for the process of analysing gathered data.



## CHAPTER 4 : ANALYSIS

### 4.1 Introduction

This chapter are purposely to focused on data analysis that we've got in our studies. It is also represent the result of the our study from the collected data to the analysis and hypothesis testing. The data has been collected by questionnaire and were analyzed by the Statistical Package for Social Science (SPSS). We distributed the questionnaire by google form since that was the easy way to data of respondents. The goodness measured is determined by analysing factor analysis, reliability analysis on the measurement and descriptive analysis. The final part of this chapter would be focused on hypothesis testing, correlation testing, multiple regression analysis and hierarchical regression.

### 4.2 Demography Profile of Respondents

<b>Respondent's Demographic</b>	<b>Frequency</b>	<b>Percentage (%)</b>	
<b>Age</b>	13 – 17	10	6.3
	18 – 25	118	73.8
	26 - 35	20	12.5
	36 - 45	6	3.8
	46 above	6	3.8
<b>Gender</b>	Male	53	33.1
	Female	107	66.9
<b>Race</b>	Malay	153	95.6
	Chinese	3	1.9

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Indian

4

2.5

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### **Table 4.2 Respondent's Demographic**

As shown in Table 4.1 demographic of respondents, there were 4 categories of age, it is shown that the majority age of the respondents was in the age of 18 – 25, which is (73.8%) or 118 respondents. While the respondents in the age of 13 – 17 were (6.3%) or 10 respondents. For the respondents in the age of 26 – 35 were (12.5%) or 20 respondents. Lastly, the respondents in the age of 36 – 45 and 46 above, it shown the same frequency and percentage, which is (3.8%) or 6 respondents.

Next, the majority gender of respondents was female, which is corresponded to (66.9%) or 107 respondents. Hence, it shown that the minority respondents were male, which is corresponded (33.1%) or 53 respondents. Last but not least, the demographic of respondent's race, Malay was the majority race in this research, which is corresponded (95.6%) or 153 respondents. For the respondents in race of Chinese, the percentage (1.9%) or 3 person only and Indian was (2.5%) or 4 respondents.

### **4.3 Goodness Measure**

Based on (Campbell and cook, 1979), reliability test is a test of Cronbach's alpha that ensures the measurements are free of bias, in order to obtain results. It is means that we want to ensure that the data was free from any mistakes before further research was conducted so that consistent decisions could be made. We used IBM SPSS Statistics 23 for Windows software to test the reliability of the questionnaire instruments. Cronbach's coefficient alpha is the most commonly used measure for internal consistency reliability. Cronbach's alpha value of .7 and above is reliable (Nunnally & Bernstein, 1998). However, according to Uma Sekaran (2003), he suggested that the Cronbach Alpha coefficient is accepted if the test value is 0.5 and would be deemed the lower value of acceptability

<b>Variable</b>	<b>Number of items</b>	<b>Cronbach's Alpha</b>
Service Quality	5	<b>0.795</b>
Customer Satisfaction	5	<b>0.582</b>
Food Quality	5	<b>0.639</b>
Price	5	<b>0.539</b>

**Table 4.3 Result of Reliability Test**

Table 4.2 shows that the result of the reliability test for service quality, customer satisfaction, food quality and price were 0.795, 0.582, 0.639 and 0.539. Based on Uma Sekaran (2003), if the reliability test value above 0.5, it will be acceptable under Cronbach Alpha. Therefore, our study can be can proceed to further analysis.

## **4.4 Research Findings**

### **4.4.1 Service Quality**

<b>Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
The staffs still serve the customer even when the store is busy	4.22	.733
The facilities of the restaurant are in a good condition	4.31	.761
The speed of service is good	4.21	.710
The staffs serves the food in accurate	4.23	.754

The staffs are friendly and greeting with a smile	4.34	.643
---------------------------------------------------	------	------

**Table 4.4.1 Descriptive statistics for Service Quality**

Table 4.3.1 shown that the highest mean score for service quality was “The staffs are friendly and greeting with a smile”, 4.34. However, “The speed of services is good” showed the lowest score, 4.2

#### 4.4.2 Price

Item	Mean	Std. Deviation
High quality food must be expensive	3.94	.963
Afford expensive but high quality food	3.89	.962
The taste of food suits the price	4.26	.740
The food portion worth it the price	4.19	.740
The price of food is affordable	4.27	.670

**Table 4.4.2 Descriptive statistics for Price**

Based on table 4.3.2 “The price of food is affordable” shown the highest mean score, 4.27 and the lowest mean score was in the item of “Afford expensive but hugh quality food”, 3.89.

#### 4.4.3 Food Quality

Item	Mean	Std. Deviation
The food brands influence food quality	4.13	.926
The food appearance affect the expected taste	3.87	.848
Satisfied with the overall quality of the food provided	4.17	.737
The hygienic processing of food are a quality food	4.31	.809
Have a good variety of food	4.09	.867

**Table 4.4.3 Descriptive statistics for Food Quality**

Table 4.3.3 shown that “The hygienic processing of food are a quality food”, 4.31, was the highest mean score, and the lowest mean score,3.87, in the item of “ The food appearance affect the expected taste”.

#### 4.4.4 Customer Satisfaction

Item	Mean	Std. Deviation
Instant or fast food convenient	3.91	.923
Easy to grab an instant food in your area	4.31	.802
The packaging of food influence your purchasing intention	4.11	.866
The ingredient of the food influence your purchasing intention	4.16	.851

I will keep purchasing the food in the future if I'm satisfied with the taste.	4.51	.663
--------------------------------------------------------------------------------	------	------

**Table 4.4.4 Descriptive statistics for Customer Satisfaction**

Table 4.3.4 shown “I will keep purchasing the food in the future if I’m satisfied with the taste”, was the highest mean score, 4.51. However, the lowest mean score was “ Instant or fast food convenient”,3.91.

#### 4.4.5 Pearson Correlation Analysis

		SQ	P	FQ	CS
ServiceQuality	Pearson Correlation	1	.552**	.037	-.054
	Sig. (2-tailed)		.000	.639	.494
	N	160	160	160	160
Price	Pearson Correlation		1	-.035	-.125
	Sig. (2-tailed)			.660	.115
	N		160	160	160
FoodQuality	Pearson Correlation			1	.626**
	Sig. (2-tailed)				.000
	N			160	160
CustomerSatisfaction	Pearson Correlation				1
	Sig. (2-tailed)				
	N				160

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

**Table 4.4.5 Result of Pearson Correlation**

Table 4.4 shown the correlation between the dependent variable (customer satisfaction) and independent variable (food quality, service quality, price) on product of Ayamas Corporation Sdn Bhd. Hair, J. F. (2006) noted that Pearson Coefficient

indicates the direction, strength and significance of the bivariate relationship among all the variables that are measured on interval scale.

Firstly, there was a significant relationship between customer satisfaction and food quality. This is because of the p-value equal to 0.000 and less than alpha 0.05. The value of the correlation was  $r = 0.626$ . It showed a strong relationship between customer satisfaction.

Next, there was no significant relationship between customer satisfaction and price. The value of the correlation, which was  $r = -0.125$ . It was because of the p-value equal 0.000 and less than alpha 0.05.

Finally, there was no significant relationship between customer satisfaction and service quality. This is because of the p-value to 0.000 and less than alpha 0.05. The value of the correlation was  $r = -0.054$ .

#### **4.5 Summary of Chapter**

In conclusion, this chapter obtained the data of this research that has been used by different analysis methods. Firstly, the descriptive data analysis was used to interpret the data on respondents general information such as ages, gender, and race. Next, the data also have been tested by using Pearson Correlation Analysis to determine the strength between two variable. The two variable was dependent variable and independent variable. The dependent variable was customer satisfaction and the independent variables were food quality, price, and service quality. In conclusion, only food quality had positive correlation with customer satisfaction on Ayamas Food Corporation product.

## **CHAPTER 5 : DISCUSSION & CONCLUSION**

### **5.1 Introduction**

In general, this study was conducted to study the factors influencing customers' satisfaction on Ayamas Food Corporation product. This chapter will be discussed about the entire chapter of this study. It will summarize overall of the discussion and conclusion in chapter four. However, in this chapter also will be provided the recommendation and future research about this study.

### **5.2 Discussion**

#### **5.2.1 Discussion of Research Questions**

After all that have been done in this studies, the factors that effect on customer satisfaction towards Ayamas Food Corporation were food quality, price and service quality. The independent variable was followed by the previous research from various author. The previous research that we have been followed was testing the effects of food quality, price fairness, and physical environment on Customer Satisfaction in fast food restaurant by (Jalal Hanaysha, 2016).

Next, the most influencing factor that effect on customer's satisfaction towards Ayamas Food Corporation was food quality. This is because the result of interpretation was positive significant. According to the (Hinkle et al 2003), it was moderate positive correlation and the result of hypothesis was accepted.

Lastly, we will discuss the relationship between factor that influencing on customer's satisfaction towards Ayamas Food Corporation in 5.2.2 discussion of major findings. This relationship were tested by Pearson Correlation Analysis and the result of interpretation was referred from (Hinkle et al 2003)



## 5.2.2 Discussion of Major Findings

### The result

Hypothesis	Result	Rejected/ Accepted
<b>H1</b> : There is a relationship between food quality with customer satisfaction.	<b>r = 0.626</b>	Accepted
<b>H2</b> : There is no relationship between service quality with customer satisfaction.	<b>r = -0.125</b>	Rejected
<b>H3</b> : There is no relationship between price with customer satisfaction.	<b>r = -0.054</b>	Rejected

**Table 5.2 Result of Hypothesis**

Size of correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	<b>Very high positive (negative) correlation</b>
.70 to .90 (-.70 to -.90)	<b>High positive (negative) correlation</b>
.50 to .70 (-.50 to -.70)	<b>Moderate positive (negative) correlation</b>
.30 to .50 (-.30 to -.50) 1	<b>Low positive (negative) correlation</b>
.00 to .30 (.00 to -.30)	<b>Negligible correlation</b>

**Table size of Correlation by Hinkle et al 2003**

The result of hypothesis which presented above were verified by Pearson Correlation Coefficient Analysis. A Pearson Correlation Coefficient value of 0.626 was only found a positive relationship between food quality and customer satisfaction . Table

5.1 by indicates by the value of  $r = 0.626$  (Hinkle et al. 2003) a moderate positive linear relationship between food quality and customer satisfaction which were significant at  $\alpha = 0.01$  (2 – tailed). Some studies also showed that there was a positive correlation between food quality and customer satisfaction (Canny, 2014; Namkung & Jang, 2007; Nasir et al., 2014). Food quality is considered as the main product of restaurants, (Canny, 2014). For this reason, food industry should focus on food quality in order to satisfy their customers and keep their values on the long term. Next, for the relationship between service quality and customer satisfaction, the correlation was  $-0.125$  and according to the (Hinkle et al 2003) the interpretation was negligible correlation. Lastly, there is another negligible correlation in this research and it was the relationship between price with customer satisfaction. The value of interpretation was  $-0.054$ .

### **5.3 Conclusion**

As the conclusion, we successfully conducted this research to study the factors influencing customer satisfaction on Ayamas Food Corporation. The data of this research was collected from randomly people by questionnaire. It is about 160 respondents were collected and the data have been processed and analysed using Statistical Package for Social Science (SPSS). This research, we only focused on food quality, service quality and price of food towards customer satisfaction. It seems like all the independent variable shows the variety results on customer satisfaction in this research.

### **5.4 Recommendation**

Based on the research that has been done, we kindly want to share some recommendation for Ayamas Food Corporation. Firstly, they can constantly and improve their product in terms of food quality, service quality and price. For food quality, they can keep improve in terms of taste, hygienic, food processing, temperature of food and food appearance. This is because to maintain existing customer but also future customer. Based on Namkung and Jang (2007) regarded food quality as a key factor that affects customer overall evaluations toward a restaurant

and repurchase intention. The quality of food is deemed to be evaluated based on the taste, freshness, and how the food is being presented to customers.

However, we suggest that by making customers feel satisfied, by establishing good relationship with customers through efficient customer services would lead toward brand loyalty and simply by keeping the price fairness of services compatible a firm can establish long term profitable relationship with customers. In order to keep performance of Ayamas products, Ayamas Food Corporation should take feedback from their customer related to quality of food and service and take appropriate action to provide better service and quality of food for maintain of long relationship with customer.

## **5.5 Future Research**

This study only discussed a small part of the factors seen by customers in choosing restaurant to eat, service quality, food quality and price. Therefore, hopefully this research able to give benefits to the future research by using samples that involves other larger areas. In addition, the questionnaires were only distributed to a few consumer of Ayamas products. This allowed future researchers to obtain greater responses as well as wider perspectives. Moreover, it was also suggested that all of the variables to be included in future research. Although this would take longer time, but this allowed future researcher to have a better understanding on the demand and requirement of today's customers. Thus, the research would provide wider perspective and improve the scope of research in understanding the factors influencing customer's satisfaction on Ayamas Food Corporation products. Some variable such as promotion and brand could also include as moderator in the framework in order to investigate whether customer get influenced by these factors. Therefore, future researchers who wished to conduct similar research should consider all these factors to obtain more accurate and reliable results.

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## APPENDIX



POLITEKNIK SULTAN SALAHUDDIN ABDUL AZIZ SHAH  
DIPLOMA IN BUSINESS STUDY

FACTORS INFLUENCING CUSTOMERS' SATISFACTION ON  
AYAMAS FOOD CORPORATION PRODUCTS

### SURVEY QUESTIONNAIRE

Dear respondents, We are students from Polytechnic Sultan Salahuddin Abdul Aziz Shah, Faculty of Commerce pursuing a diploma in the Diploma of Business Study. We are conducting research "Factors Influence Customers' Satisfaction on Ayamasa Food Corporation products" for our final project. The objective of this research is to identify the factors that influence customers' satisfaction on Ayamasa.

We sincerely hope that you will spare a few minutes to complete this questionnaire. This survey is strictly for academic purposes and we would like to assure you that all the information collected will remain PRIVATE AND CONFIDENTIAL. We appreciate you for taking the time and effort to complete this survey. Thank you for your cooperation.

NAME	MATRIC . NO
FAIZATUNNUR BT GHAZALI	08DPM18F1062
NURUL AINA BT MD DAUD	08DPM18F1059
NUR NABILAH BT JASREL	08DPM18F1069
NUR HALYSSASYUHADA BT SYAIFUL	08DPM18F1042

# QUESTIONNAIRE

## SECTION A : DEMOGRAPHIC

Please fill in the correct information in the blank space.

Name : \_\_\_\_\_

Age :

13 – 17	<input type="checkbox"/>
18 – 25	<input type="checkbox"/>
26 – 35	<input type="checkbox"/>
36 – 45	<input type="checkbox"/>
46 – above	<input type="checkbox"/>

Gender :

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

Race :

Malay	<input type="checkbox"/>
Chinese	<input type="checkbox"/>
Indian	<input type="checkbox"/>
Others	<input type="checkbox"/>

## SECTION B : LIKERT SCALE

Please rank your opinion on each statement by circle or tick using the scale below

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

No	Questions	Scale
----	-----------	-------

**Customer Satisfaction**

1	Are instant or fast food convenient ?	1	2	3	4	5
2	Easy to grab an instant food in your area ?	1	2	3	4	5
3	Does the packaging of food influence your purchasing intention ?	1	2	3	4	5
4	Is the ingredient of the food influence your purchasing intention ?	1	2	3	4	5
5	I will keep purchasing the food in the future if I'm satisfied with the taste.	1	2	3	4	5

### **Customer Satisfaction**

No	Questions	Scale				
1	Food brands influence food quality ?	1	2	3	4	5
2	Food appearance affect the expected taste?	1	2	3	4	5
3	Are you satisfied with the overall quality of the food provided ?	1	2	3	4	5
4	Hygienic processing of food are a quality food ?	1	2	3	4	5
5	Have a good variety of food ?	1	2	3	4	5

### **Food Quality**

No	Questions	Scale				
1	Should high quality food must be expensive ?	1	2	3	4	5
2	Afford expensive but high quality food ?	1	2	3	4	5
3	Does the taste of food suits the price ?	1	2	3	4	5
4	The food portion worth it the price ?	1	2	3	4	5
5	The price of the food is affordable ?	1	2	3	4	5

**price**

### **Service Quality**



No	Questions	Scale				
1	The staff still serve the customer even when the store is busy ?	1	2	3	4	5
2	The facilities of the restaurant are in good condition ?	1	2	3	4	5
3	The speed of service is good ?	1	2	3	4	5
4	The staff serves the food in accurate time ?	1	2	3	4	5
5	The staff friendly and greeting with a smile ?	1	2	3	4	5

### SECTION C :

Fill the answer by your own opinion and experience.

1. Rank 1 to 5, which rank Ayamans will be in their quality of food?

Extremely Unsatisfied	Unsatisfied	Neutral	Satisfied	Extremely Satisfied
1	2	3	4	5

2. What do you buy first, popular or non-popular food brand ?

Popular       Non-popular

3. In a week, how many times you spend on purchasing instant food or fast food ?

Once a week       Twice a week       More

4. What is the other brand name that you think might be the same as in terms of their quality of food ?

\_\_\_\_\_

\_\_\_\_\_

5. Will you check the background of the food company first before purchasing ?

If yes, why?

\_\_\_\_\_

\_\_\_\_\_

## OUTPUT OF SPSS

### Age

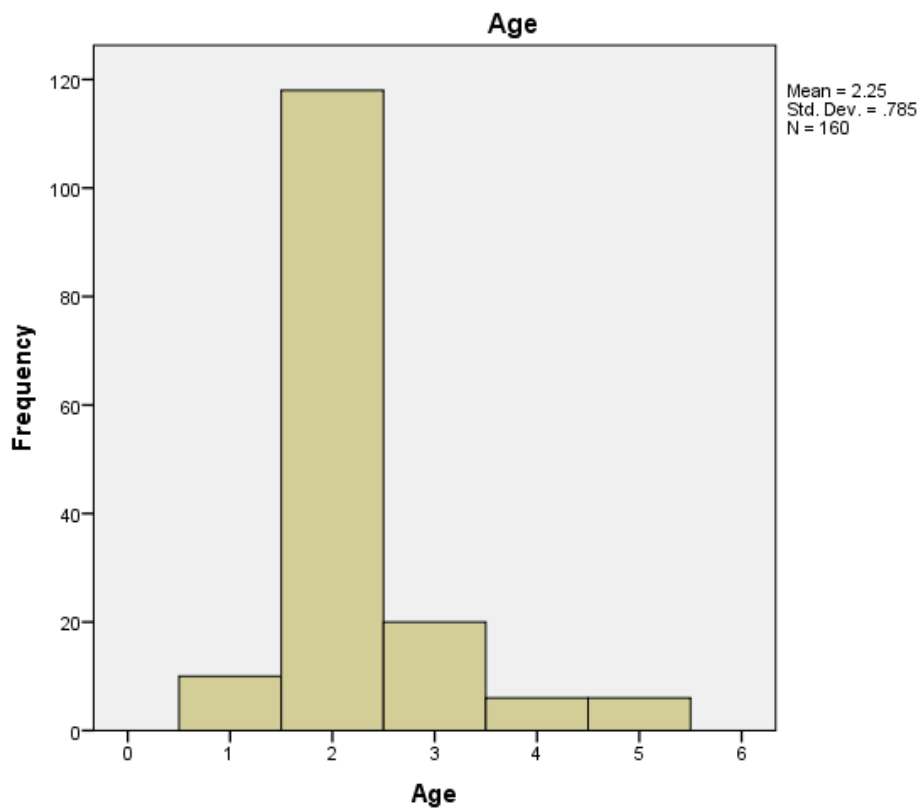
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13 - 17	10	6.3	6.3	6.3
	18 - 25	118	73.8	73.8	80.0
	26 - 35	20	12.5	12.5	92.5
	36 - 45	6	3.8	3.8	96.3
	46 - above	6	3.8	3.8	100.0
	Total	160	100.0	100.0	

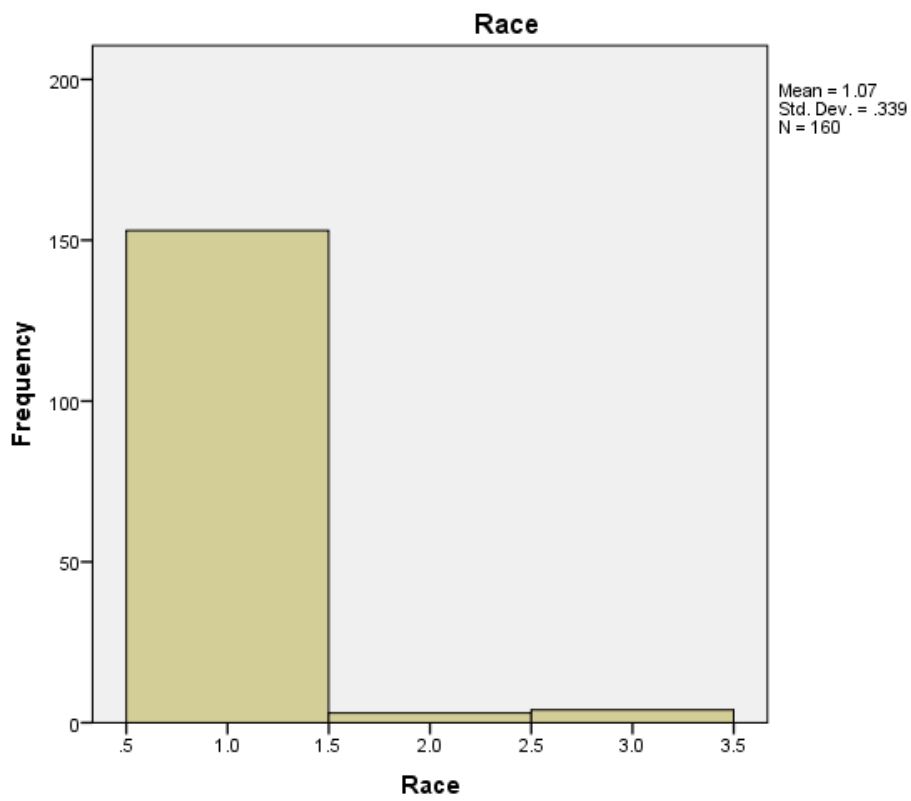
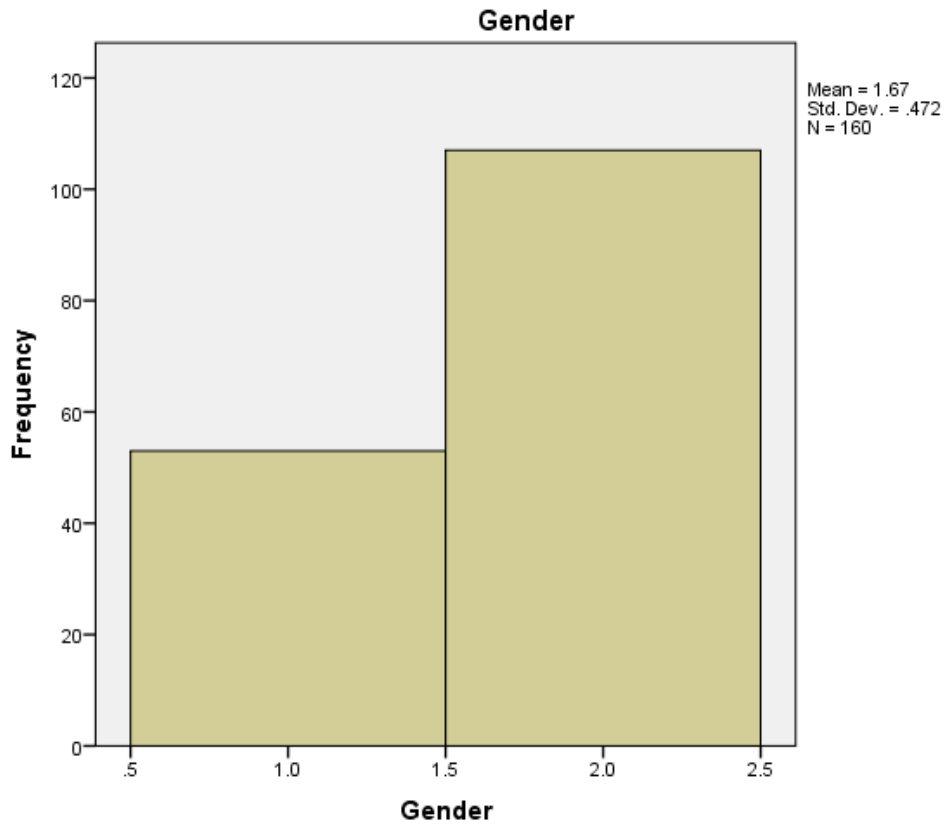
### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	53	33.1	33.1	33.1
	Female	107	66.9	66.9	100.0
	Total	160	100.0	100.0	

### Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	153	95.6	95.6	95.6
	Chinese	3	1.9	1.9	97.5
	Indian	4	2.5	2.5	100.0
	Total	160	100.0	100.0	





### Reliability Test

Variable	Number of items	Cronbach's Alpha
Service Quality	5	<b>0.795</b>
Customer Satisfaction	5	<b>0.582</b>
Food Quality	5	<b>0.639</b>
Price	5	<b>0.539</b>

### Correlations

		SQ	P	FQ	CS
ServiceQuality	Pearson Correlation	1	.552**	.037	-.054
	Sig. (2-tailed)		.000	.639	.494
	N	160	160	160	160
Price	Pearson Correlation	.552**	1	-.035	-.125
	Sig. (2-tailed)	.000		.660	.115
	N	160	160	160	160
FoodQuality	Pearson Correlation	.037	-.035	1	.626**
	Sig. (2-tailed)	.639	.660		.000
	N	160	160	160	160

CustomerSatisfaction	Pearson Correlation	-.054	-.125	.626**	1
	Sig. (2-tailed)	.494	.115	.000	
	N	160	160	160	160

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