

# **INTI INTERNATIONAL UNIVERSITY**

## **MASTER OF BUSINESS ADMINISTRATION**

### **Students' Satisfaction with Cafeteria Services at Private University in Nilai Malaysia**

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## Declaration

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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## **ABSTRACT**

This research will show and reveal the factors that influence students' satisfaction toward cafeteria service quality of university in Nilai Malaysia and find out whether these factors really influence students' satisfaction toward cafeteria service quality of university in Nilai Malaysia. This study beneficially improves the service quality and food quality of the cafeteria of university, so as improve students' satisfaction with the cafeteria. The author investigates the students' satisfaction with cafeteria service at private universities in Nilai Malaysia which determine the factors that influence students' satisfaction with cafeteria and how to improve the service quality and food quality of the cafeteria thus improve students' satisfaction. Through adopted SERVQUAL Model and questionnaire survey, 282 data of respondents were collected from INTI International University, Nilai University and Manipal University. Then, these data was analyzed by using SPSS statistical software. Finally, the result of this research is tangible, assurance and responsiveness of cafeteria have the significant relationship with students' satisfaction of cafeteria service quality.

Key Words: Students' Satisfaction, Customers' Satisfaction, Service Quality, SERVQUAL Model

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## CHAPTER 1

### INTRODUCTION

#### 1.0. Overview

This is a research study in determining students' satisfaction with cafeteria services at private universities in Nilai Malaysia. This chapter provides the overview of the research study by providing the rationale and background of study. This chapter is structured into nine parts. Firstly, discussing research background and take about the phenomenon. Next, confirming the problem statement that analyze the gap of this research. Third, designing the research objectives and research questions. Moreover, confirming and describing the scope of study that include population and place, significance of study, limitation. Next, explaining operational definition relation with this research. Finally, designing the organization of all chapters in this research.



### 1.1. Malaysia Higher Education System in Private University

The Malaysia government has been committed to providing students with the best and highest quality education. Malaysia's goal is to become the best higher education country. Malaysia has 170,000 students from 135 countries from Asia, Europe, the Middle East and Africa. Malaysia had 20 public universities, 53 private universities and 6 foreign university branch campuses. According to the ministry of higher education of Malaysia, private education institutions had 484,963 students in 2015 out of 1,156,293 students in Malaysia's higher education institutions that is 46% of total high education students (Mysidc.statistics.gov.my, 2018). Malaysia's public universities are self-governing institutions that funded by the Malaysian government. Malaysia's private universities and colleges are recognized by the government to award their own degrees under the 1996 education institution of higher education act (University of Malaya Act 1961).

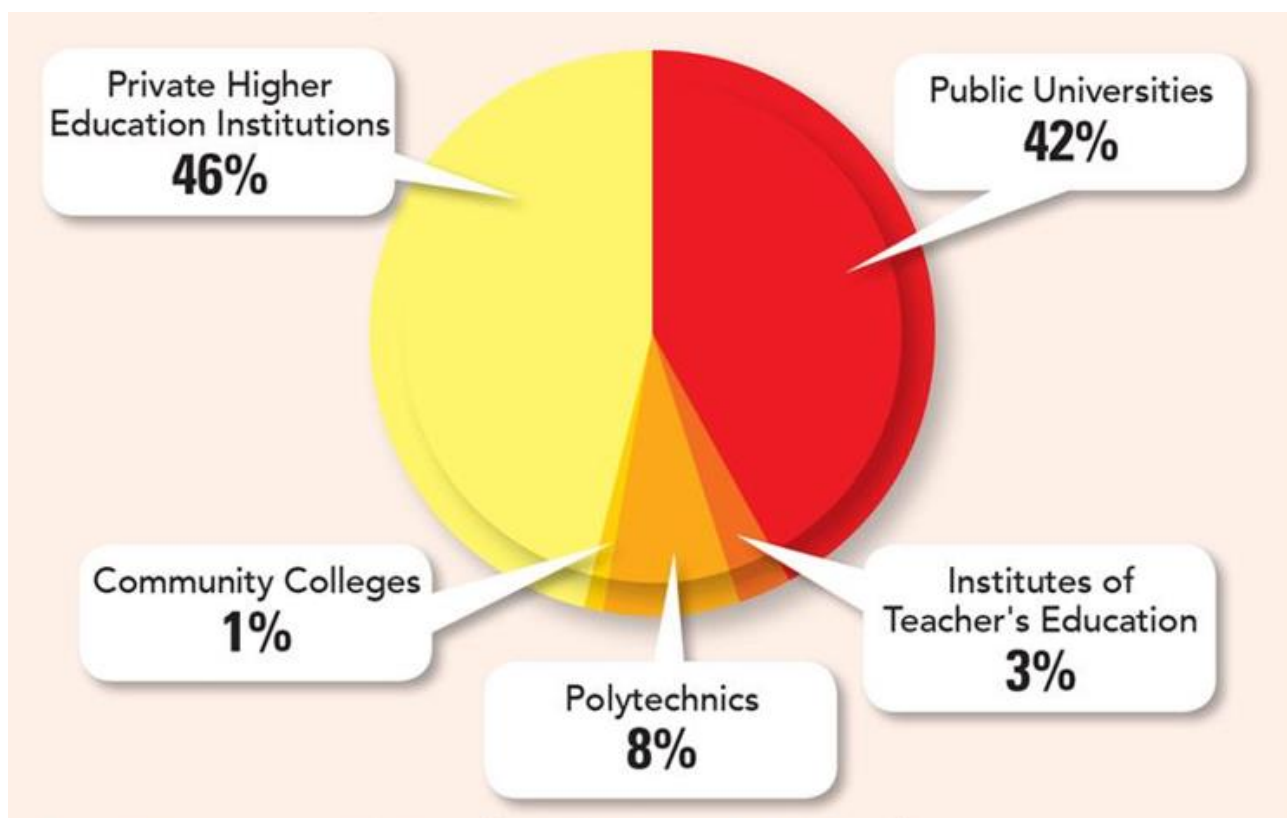


Figure 1. Percentage of Students in Higher Education Institutions in Malaysia by Type  
(Department of Statistics, Social Statistical Bulletin, 2016)

Food service is an important part of the quality of students' university life. The university cafeteria provides variety of food and comfort environments to make students feel at home on university to talk or eat together (Chang, Suki, and Nalini, 2014). In addition, the number of students entering universities is increasing that leading to cause an explosive development of universities' cafeteria market (Grag, 2014). Increasing the competition between the university's internal cafeteria service and the school's external operators, and students' satisfaction with the university's cafeteria becomes crucial to the university (Othman, Salahuddin, and Karim et al., 2014).

In 2017, in order to provide food of healthier to students and staffs, International Medical University Malays launched a health program to turn the cafeteria to be a "healthy cafeteria" that provide a variety of healthy food and a variety of vegetables, and it is a professional chef to cook. In addition, the food sold in university cafes is labeled with a calorie labelling that giving customers better choices. The IMU initiative received an award from Malaysia's health ministry. Establish healthy cafeteria to help and encourage the public to practice healthy eating habits (Malaysia, 2018).

## 1.2. Private University Located at Nilai, Malaysia

Nilai area is one of the well-known high education hub in Malaysia. There are 4 universities at Nilai—INTI International University, Nilai University and Manipal International University.

INTI international University: It founded in 1986 is located in the new town of Nilai that covering 83 acres. The INTI International University is Malaysia's largest, academically advanced, prestigious and supported by Malaysian government private education institution of internationally higher education in Malaysia. INTI International University has seven affiliated colleges that located at Subang, Kuala Lumpur, Penang, and Sabah. INTI International University has two places of food served: cafeteria and dining hall. Cafeteria mainly provides lunch, dining hall provides lunch and dinner. The food served of INTI is mainly Chinese and Malay food that include noodles, chicken rice, mixed vegetable rice, vegetarian dishes, and fruit and so on. The main color of INTI cafeteria is yellow and red that it feels energetic and relaxed, the main color of dining hall is brown that it feel quiet and calm (INTI International University & Colleges, 2018).



*Figure 2. The cafeteria and dining hall of INTI International University (INTI International University & Colleges, 2018)*

Nilai University: Nilai University is one of the famous institutions of high higher education in Malaysia that covering 700 acres. It established in 1997 that local Nilai Sembilan. The University has five faculties which together house 11 departments. The five faculties includes faculty of business, engineering and technology, hospitality and tourism, humanities and social sciences and applied sciences. The food court of Nilai University proved the Malay, Chinese, Indian and Western food. The cafeteria of Nilai University is a trendy and modern cafe that has pasty, cakes, breads and sandwiches. Students can play game of pool or foosball and enjoy some MTV at here (Nilai.edu.my, 2018).



*Figure 3. The cafeteria of Nilai University*

*(Nilai.edu.my, 2018)*

Manipal International University: it established 2011 that located Nilai Sembilan and it offers courses in science, engineering, management and business. Manipal University is a member of the Manipal Global Education Group. The mission of Manipal University provides learners with world-class academic experience and

ensure their overall development. The cafeteria served Chinese, Malay, India and vegetarian. Here also has beverage counter and cafe. In addition, other two food counts offer freshly breads and sandwiches (Miu.edu.my, 2018).



*Figure 4. The cafeteria of Manipal International University (Miu.edu.my, 2018)*

Although the university provide an excellent education for students is important, university students' needs is particularly important with cafeteria of universities (Garg and Kumar, 2017). Some university administrators began to recognize and value on campus to provide comprehensive service concept, and in these services, food service can play an important role (Suchanek, Richter, and Kralova, 2015). If students' food is not attractive to them or unsuitable for their tastes, it may lead to dissatisfaction with the institution (Reza and Daniela, 2013). The satisfaction of

students' satisfaction is an important factor to measure service performance (Radzuan, Thing, and Chuin et al., 2012). Therefore, students' satisfaction with cafeteria services is very important for need of students in university and this research is minimum study in the field.

### **1.3. Issues and Challenges in Cafeteria in Malaysia Higher Education**

The cafeteria is one of the facilities of the university which provides a basic food requirement for the students. Therefore, the cafeteria faces many issues and challenges in Malaysia higher education that the service quality of cafeteria is the important role for students' satisfaction. However, the service quality of many universities' cafeteria is not a satisfactory level that not reached the ideal state of the students, such as the environment isn't clean, not satisfied with the price of food, not satisfied with tables and chairs facilities condition, longer time for waiting food at peak time (Crarnage, Martha, and Conklin et al., 2016). These measures need to be reinforced through cafeterias to improve student satisfaction. In addition, demand of students for food will increase as the number of college students grows. Demand for institutional food services has been growing in Malaysia's university food service because of the new concept of food service, the demand basically happens when a student's preferences change. Meanwhile, restaurant outside university are growing with the number of students raising. If students are not satisfy toward the cafeteria inside of university, they are likely to choose the restaurant outside university that it is the loss for proprietor of cafeteria (Mohaydin, Chand, and Aziz et al., 2017).

### **1.4. Problem Statement**

The cafeteria is one of the facilities of the university which provides a basic food requirement for the students. Therefore, the service quality of cafeteria is the important role for students' satisfaction. However, the service quality of many universities' cafeteria is not a satisfactory level that not reached the ideal state of the students, such as the environment isn't clean, not satisfied with the price of food, not satisfied with tables and chairs facilities condition, longer time for waiting food at peak

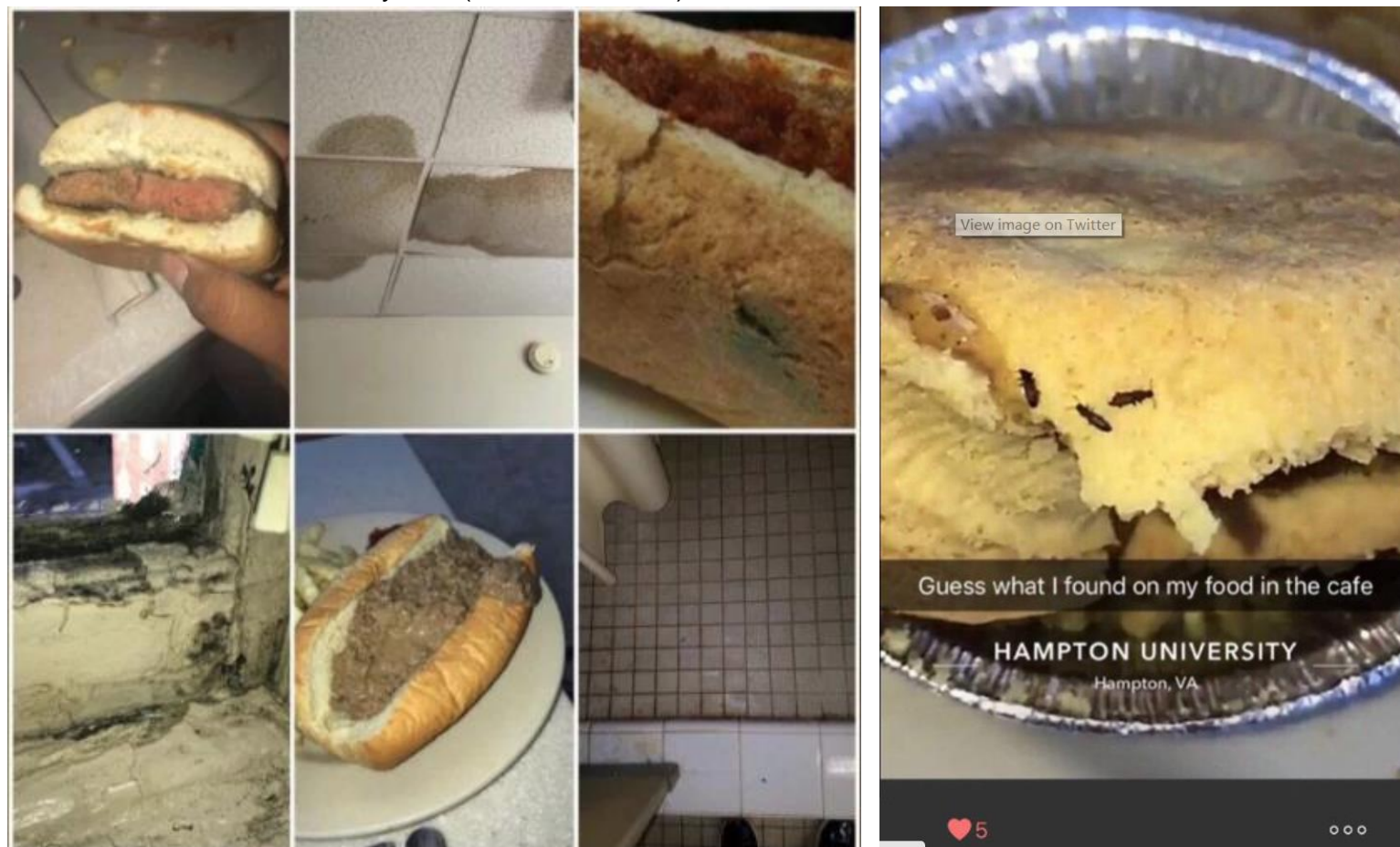
time (Crannage, Martha, and Conklin et al., 2016). Cafeteria of many universities faces a lot of problems:

The Oberlin students think the meals of their university is racist. The food quality of Oberlin cafeteria is not good and cafeteria do not respect the culture of the cuisine of different countries. It is disrespectful to a country's food culture that the cook does not cook the dishes in the right way when cooking the dishes of a country. Based on the reported by Clover Lihn Tran at The Oberlin Review, Oberlin Universities do not respect the cuisine of some Asian countries by modifying their recipes, university cafeteria ignore the cultural dishes of other countries and manipulate the traditional recipes of other countries roughly. In addition, Students in Vietnam say they are disappointed by the traditional Vietnamese food served in the cafeteria. The university marked something completely different as another country's traditional cuisine. For Japanese students, sushi made in the cafeteria is considered not authentic and they use undercooked rice and not fresh fish as a disrespect to Japanese sushi. (The Daily Beast, 2018).



*Figure 5. Japanese sushi of undercooked rice and not fresh fish  
(The Daily Beast, 2018)*

In February, 2018, Hampton University students told social media that their university nobody to handle complaints of unsafe food and sexual assault. Students of Hampton University share photos and video of university cafeterias online. Suspicious objects can be clearly seen in photos and video and some foods are still on sale after moldy. In addition, the Hampton university cafeteria is very humid, and this environment is very conducive to the growth of mold which can make students with asthma and eczema feel very bad (Wtvr.com, 2018).



*Figure 6. Students sharing photos of moldy food served at Hampton University's cafeteria (Wtvr.com, 2018)*



Menus in university cafeteria were often questioned by students that the spelling of names in some menus is difficult for students to understand. Recently, a menu from a local university cafeteria in Malaysia was circulated on social media in Malaysia. This menu lists items in English, but spelling them in Malay. For example, some of the items were; cika coop (chicken chop), fisan cips (fish and chips), lem coop (lam chop), fenfarais (French fries). These misspellings make it difficult for customers to understand what they mean. And students are ashamed of its poor English. Because Malaysia ranks high in English proficiency. According to the English proficiency index Malaysia ranks second in Asia, only behind Singapore and at 14th in the world (Nst.com.my, 2018).



Figure 7. The misspelled menu in university's cafeteria (Nst.com.my, 2018)

Moreover, the unreasonable price of food lead to students are dissatisfied with the cafeteria service. According to Hechinger and Mathewson (2017) reported, the cafeteria of Wellesley College set up next to the lake and costing \$65 million, it has floor-to-ceiling Windows in its cafeteria. There are custom omelet for breakfast, ham sandwiches for lunch, and the dinner main course includes local seafood, as well as desserts and ice cream. Students pay nearly \$12 per meal that almost three times the average cost of cooking in an American home. Students spend 85% more per day in college cafeteria than they do on their own cooking. The students were very dissatisfied toward cafeteria of Wellesley College. They think the food in the cafeteria of university is very expensive. Such food pricing is very unreasonable in the cafeteria of university (Hechinger and Mathewson, 2018).

### **1.5. Research Objectives**

RO1: To determine the significant relationship between assurance and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

RO2: To determine the significant relationship between empathy and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

RO3: To determine significant relationship between reliability and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

RO4: To determine significant relationship between responsiveness and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

RO5: To determine significant relationship between tangible and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

## **1.6. Research Questions**

Determine the factors influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

RQ1: Does assurance influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?

RQ2: Does empathy quality influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?

RQ3: Does reliability influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?

RQ4: Does responsiveness influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?

RQ5: Does tangible influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?

## **1.7. Significant of the Study**

This research will show and reveal the factors that influence customer satisfaction in university cafeteria and find out whether these factors really influence customers satisfaction. This study beneficially improves the service quality and food quality of the cafeteria of university, so as improve students' satisfaction with the cafeteria. The author investigates the students' satisfaction with cafeteria service at private universities in Nilai Malaysia which determine the factors that influence students' satisfaction with cafeteria and how to improve the service quality and food quality of the cafeteria thus improve students' satisfaction.

## 1.8 Operational Definition

### Students' Satisfaction

This is a measure of matching degree of students' expectation and students' expectation. In other words, it is the index that the customer obtains by comparing the perceived effect of a product with its expected value. (Nasim and Khan, 2012).

### Customers' Satisfaction

Customer satisfaction is a product or service that meets the customer's expectations of the quality and service he pays Customer satisfaction is the core of business that many reasons to meet customer needs. Customer satisfaction can be defined by satisfying the customer's expectations of satisfactory parameters (Azila, Suraya, and Zamanira, 2014).

### Service Quality

Service quality refers to customers' expectation of the actual service result and customers' perception of the final result. Service quality can thoroughly evaluated and measured the level of service (Lee, Liaw and Rha, 2016).

### SERVQUAL Model

The SERVQUAL tool is designed specifically to measure service quality, using both the gap concept and the service quality dimension, and is designed to be the organization of any service department. SERVQUAL Model includes five dimensions: assurance, empathy, reliability, responsiveness and tangible (Parasuraman, Zeithaml and Berry, 1988).

## **1.9 Organization of the Study**

In this research is divided into five chapters. The first chapter is the introduction of this study. In this chapter presents the overview on Malaysia higher education system in private university, then put forward background, expound the problem statement that cafeteria of university face issues. Then determine the research objectives and research questions. Last explain the significance of study and operational definitions. The chapter two is literature review. This chapter to collect and read literature about customer's satisfaction, students' satisfaction, service quality and SERVQUAL Model. Reviewing the existing research results, to follow the theoretical to research. Chapter 3 is research methodology. This chapter presents the methodology to be used and collection of sample data. Chapter 4 is results and discussion that through use SPSS to analysis data of survey questionnaires obtain the result and discussion the finding. Last chapter is conclusions and recommendations that base on the finding to make recommendation to cafeteria and present limitation and self-reflection.

## CHAPTER 2: LITERATURE REVIEW

### 2.0. Overview

This chapter would review literatures related to customer satisfaction. Firstly, delimiting customer satisfaction in foreign and Malaysia. Next, separately research four independent variables that assurance, empathy, reliability, responsiveness and tangible. At same time, separately research the relationship between customer satisfaction and four variables. Next, use the theory of reasoned action to support research. Then the framework of this study would be proposed and the specific hypothesis would be also identified as well.

## 2.1. Customer Satisfaction

El-Said and Fathy (2015) stated that customer satisfaction is the core of business. There are many reasons to meet customer needs. Customer satisfaction can be defined by satisfying the customer's expectations of satisfactory parameters (Malik and Danish, 2012). According to Sabir et al., (2014), the customer's idea is a intricacy of mind and ideas that people cannot predicted entirely customers' mind. In business, customer satisfaction is the most important, because when the customer is satisfied, it will provide a lucrative industry for the industry. Customer satisfaction is the most important part of the business because when customers are satisfied for this company that can provide the profitable business for this company. Actually, customer satisfaction refers to customer how to evaluate the products after using the product and compare the products with the competitors of the company (Manjunath and Reginald, 2016).

Jayasankaraprasad and Kumar (2012) found Customer satisfaction of the company's products is a strategic factor for competitive advantage. According to Smith, Sabo, and Auld (2015), Customer satisfaction is the inner desire to satisfy the customer. Customer satisfaction can directly influence customers' demand for slow products. (Manjunath and Reginald, 2016). In today's competitive market, improving customer satisfaction is a way to improve customer loyalty. Due to in the case of high customer satisfaction, the exchange rate of customers is very high (Nadzirah et al., 2013). Previous research has shown that customer satisfaction is important to the food service industry, as it leads to repeated sponsorship, brand loyalty, and the use of word of mouth to attract new customers (Radzuan et al., 2012).

According to Kumar and Bhatnagar (2017) has stated that the customer is the most important part of any business, they have a great influence and influence on the business, including fast-food business, in addition, customer satisfaction is our personal experience of fast food and services, has been regarded as one of the most important aspects. Customer satisfaction is defined as the expectation of the merchant to satisfy the customer (Sabir et al., 2014). Customer satisfaction is the feedback for goods and services, whether or not it needs to customers, or are not satisfied with the

performance of the product, rather than according to the customer's expectation, sometimes customers beyond their expectations on the performance of the product will be more satisfied (Kotler, 2012). In addition, if one aspect of the product and service does not satisfy the customer satisfaction, they cannot be satisfied with the overall performance (Trripathi and Dave, 2016). The challenge for marketers is to deal with the degree of customer satisfaction with the goods they provide. Marketers need to provide products or services to satisfy customer satisfaction (Garg and Kumar, 2017).

In the food industry, By Petzer and Mackay study (2017) indicate that if the product or service meets the customer's needs and needs, it will be satisfied and will be transformed into a loyal customer, thereby increasing the company's customer interest. Sabir et al. (2014) stated that Customer satisfaction is the internal demand of customers, and customer satisfaction can directly influence customers' demand for products. In today's competitive food industry, meeting the needs of customers can help the company get repeat customers (Ntabathia, 2013). If the product or service cannot satisfy the customer's satisfaction, customers will not satisfied with the overall performance. The variables about food that involves price, quality and the value of money. For variables of services that includes the quality, behavior and attitude of staffs. The variables of restaurants that includes decoration and atmosphere. Customer's satisfaction is the current performance of the product and services when provided it to customer or the customer is using (Sabir, Ghafoor and Hafeez et al., 2014).



## **2.2. Service Quality**

Service quality refers to customers' expectation of the actual service result and customers' perception of the final result. Service quality can thoroughly evaluated and measured the level of service. SERVQUAL Model has five main factors that include assurance, empathy, reliability, responsiveness and tangible. Service quality is a standard for evaluating customer expectations and perception of actual products. Ensuring service quality in one of the effective ways to manage business processes and it also obtain high customer satisfaction that can improving the efficiency and competitiveness of the industry. In the food industry, the better the service provided to customers that can get higher the customer satisfaction (Lee, Liaw and Rha, 2016).

### **2.2.1. Assurance**

Assurance refer to the competence and value of services to suggest assurance and self-assurance. It is assure the quality of product and service and make sure employees are trustworthy and customers feel comfortable during trade. This dimension of service quality is very important in the case that the risk is very risk. In the cafeteria of university, assurance can present that the quality of food and beverage, the food and beverage is harmful and nutritious, the spelling of menu is correct and so on. According to Munhurrun (2012) stated that food quality is one of the main factors that influence students' satisfaction. Munhurrun (2012) found that food quality remains a key factor that influence the cognize of students. In order to maintain food quality, proprietor of cafeteria is advised to invest in fresh quality from suppliers. The important relationship between food quality and customers' satisfaction supports the opinion that food characteristics is a factor influence customers choose food. Consistent with this finding, provide fresh, tasty, varied foods and beverage is important criterion for meeting customers' need.

According with Hwang et al. (2013), In the food industry, the quality of food influences customers' satisfaction with food. Furthermore, Hassim (2016) noted that compared with reliable interpersonal services and environmental performance, food attributes are the best predictors of customer satisfaction. When local suppliers often provide

fresh food for students' monthly menus, there are a variety of fresh foods available for students to choose from (Nasir et al., 2014). The satisfaction of college canteens depends about the quality of food, the kinds of food, the food cleanliness and the ambience (Sabir et al., 2014). Furthermore, Mohaydin et al. (2017) found that food quality is the most important factor for customers to locate a particular restaurant. Suchanek et al., (2015) have found that "quality" ranked second in the 12 variables, most of the students pointed out that they will be more often deal with the school food service, in order to improve the quality of the food and beverage and keep the meals in the campus instead of food service. Consequently, due to the importance of assurance in cafeteria, this factor is included into this study.

H<sub>1</sub>: There is significant relationship between assurance and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

### **2.2.2. Empathy**

Empathy is company provides personalized attention to customers. This dimension is staff to meet the need of all customers as much as possible through different concerns and attention of staff for different customers that customers will believe the company has understood their needs which it can improve the customer's trust and satisfaction toward the company. Therefore, empathy can influence the customer's satisfaction toward the company (Daniel and Berinyuy, 2010). In the food industry, empathy refer to staff willing the help customer choose the meal, staff is friendly and polite toward customers, the customers can feel the respect from staff and staff is patience to introduce.

The research result of Munhurrun (2012) presented that the majority of respondents thought that they were not satisfied with the service quality was provided by restaurant staffs. Respondents thought that staff was not friendly when they provided service to customers that staff tended to be the impatient when answered questions from customers. Therefore, it is essential for the proprietor of cafeteria to ensure that their staff are properly trained and developed that to create students' satisfaction toward the service quality of cafeteria. As for catering proprietor, they pay more

attention to providing friendly services and make customers feel valued and concerned. In addition, the restaurant improving visual appeal, food taste, and freshness and providing accurate and reliable services that can help restaurant proprietor meet or exceed customer expectations and improve the recommendation and intentions of repeat customers. Therefore, due to empathy is an important factor for students' satisfaction with cafeteria of university, this factor is included into this study.

H<sub>2</sub>: There is significant relationship between empathy and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

### **2.2.3. Reliability**

Reliability is provide customers with safe and reliable services and enable the organization to accurately fulfill their service commitments to meet customers' expectations and needs. In the food industry, reliability includes reasonable price of food and beverage, correct food and beverage are provided by staff, the menu can be easily understood and restaurants can quickly accept orders and clean the environment of restaurant in a timely. Reliability means restaurant keeping promises for customers (Petzer and Mackay, 2014). According to the results of Lee, Liaw and Rha (2016) that most of respondents prefer restaurant that can quickly accept orders and serve food. Therefore, reliability plays an important role in influencing customer satisfaction.

In addition, reasonable price of food and beverage also fall into this dimension of reliability. The price is an important part of marketing and plays an important role in marketing (Limakrisna and Ali, 2016). Nasir et al., (2014) observes that If prices are considered fair, customers may visit the company again, on the other hand, if they think the price is unreasonable, it will reduce customer satisfaction and lead customers to choose other restaurants. For students, prices are an important role about choosing restaurants because students have limit of economy (Azlia and Suraya, 2014). Due to students like to buy food and drink at a lower price, cost is a major factor in college food service activities. Likewise, Chang, and Nalini (2014)

stated that students will choose to buy food and drink from cheaper off-campus food services if the cost of food and drink is too high for students in college or university campuses. Getting the right monetary value is one of the most important variables, prompting students to return to the food service to satisfy their students (Alias et al., 2016). In another research, customers illustrated that the right value of money was one of the most important factors that encouraged them to visit the food service again (Garg and Kumar, 2017). In some universities, the operators of cafeteria are advised to consider the customers' price concept. It is vital for food service operators to better understand their customers' price expectation and values that can allows them set the reasonable price for right customer group. This will enable cafeteria operators to meet the needs, demand and values of international and local students that influence the students' perception. Therefore, for the purpose of this study, the factor of reliability will be included to verify whether it will have an influence on the customer satisfaction with cafeteria services in private universities at Nilai Malaysia (Lee, Liaw and Rha, 2016).

H<sub>3</sub>: There is significant relationship between reliability and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

#### **2.2.4. Responsiveness**

Responsiveness is also accepted as an independent variable with a significant relationship on customer satisfaction. (Bader, 2017). Responsiveness is means that that the organization can help customers to provide services quickly. This dimension of service quality emphasizes sensitivity and efficiency to solve customer complaints and requirements. In the food industry, customers encounter problems In the process of ordering food and requests, and how long it takes employees to solve the problems of customers, which is the response ability of employees. Responsiveness is a characteristic of employees that indicating their willingness to help customers and provide good and timely services (Jang 2009). Especially in the catering industry, service quality refers to the service level provided by restaurant employees, which depends on the interaction between customers and restaurant employees. These interpersonal service experiences eventually become a way for customers to evaluate service quality and form their overall quality perception of the restaurant. By providing quality services, companies can ultimately improve satisfaction, minimize service failures, and successfully attract and retain customers. Therefore, based on the interaction between customers and employees, it should lead to a high level of service quality of the restaurant, which will lead to customer satisfaction (Phan and Nguyen, 2016). ). Therefore, this study will confirm responsiveness whether influence students' satisfaction with private universities' cafeteria in Nilai Malaysia.

H4: There is significant relationship between responsiveness and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

### 2.2.5. Tangible

Tangible includes actual facilities, equipment and service staff that this dimension of service quality provide tangible factor of service quality assess an organization for customers. For cafeteria of university, tangible refer to the cleanliness of environment of cafeteria, the staff using disposable gloves and hair net, the cleanliness and no chipped of crockery and cutlery, pleasant atmosphere of leading the students and plenty of seats. Petzer and Mackay (2014) result of research showed that the most of respondents said that atmosphere in the university cafeteria was poor, the facilities were poor, the space was small and no seat, the table was dirty and not clean.

According to a survey (Brewer and Rojas, 2015), about 59 percent of customers' value cleanliness more than other factors. Furthermore, every owner of restaurant should make many efforts to make sure that their restaurant cleanliness is meeting the government regulation and expectation of customer (Leblanc and Meyer, 2015). Sabir et al (2014) indicated that cleanliness of restaurant was the number 1 concern for the customer when they walk in a restaurant. Moreover, Trripathi and Dave (2016) found that consumers' satisfaction with the cleanliness of the restaurant was positively correlated with the willingness of customers to return to a particular restaurant. Crarnage et al. (2016) studies have found that a clean and tidy environment is an important factor in evaluating a restaurant's quality, which can influence customer satisfaction, and the researcher assessed restaurant customers' views on service quality through three projects and evaluated food safety and hygiene procedures: the restaurant is clean, the toilet is clean and the food is safe.

A comfortable dining atmosphere can make customers feel good and improve their customer satisfaction and it is crucial, because this factor are directly related to the perception of the customer (Mohaydin et al., 2017). Ambiance of cafeteria plays a big part in customer satisfaction. Purdue University conducted a research and they found out its recent Fred and Mary Ford cafeteria, which provided customer with a modern café ambience and variety of food attracted more students to patronize their dining court (Suchanek et al., 2015). Place with nice ambience which decorated with high-end furniture and good choice of colors is the main factor that will build customer loyalty and getting students to come back time and time again to the dining place (Garg and Kumar, 2017). Ambience is also one of the major factor that will

differentiate your cafeteria business from others (Hassim, 2016). Therefore, operator of cafeteria need to take into account the improvement of the overall dining atmosphere of the restaurant and ultimately improve customer satisfaction. Restaurateurs determine how customers perceive different dining environments and focus on improving the elements that are lacking. By optimizing the design and layout of the restaurant, the most suitable color scheme and furniture (based on the type of establishment) can be realized, and the necessary atmosphere can be created through effective light use. Only some strategies can be mentioned to improve the atmosphere of the restaurant. Therefore, this study will confirm tangible whether influence students' satisfaction with private universities' cafeteria in Nilai Malaysia.

H<sub>5</sub>: There is significant relationship between tangible and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

### **2.3. Customers Satisfaction toward Cafeteria in Private University**

According to Lee, Liaw and Rha (2016) research results presented that the quality of food, the sanitary conditions of the canteen, the environment and the facilities of the cafeteria have a great influence on students' satisfaction with the university canteen. In this study, the researchers found that most students were dissatisfied with the university canteen. In the food service industry, it is also important to consider students' tastes and preferences, because customer satisfaction is the main factor affecting the food industry. Improving service quality will not only improve customer loyalty, but also enhance the reputation of the restaurant and bring more sales and more income in the long run.

In the private university, the students are the main customers of the cafeteria that satisfaction is the greatest benefit, because satisfaction is related to buying loyalty (Manjunath and Reginald, 2016). Therefore, the needs and needs of students must be met so that cafeteria can successfully maintain students' base and financial stability.

In Malaysia, private university is required to provide its potential campus customers with the best overall products and services, this is inclusive but not limited to the quality of their on-campus food services (Demong, Othman, and Bawasa, 2014). In spite of this, the university of food service operators are still trying to please the natural diversity, full of vitality, restricted the campus community, to dissatisfaction with the current campus food service quality continue and this may encourage students to look for alternative dining experiences off campus (Nadzirah, Karim, and Ghazali et al., 2013).

Therefore, there are many researches on these links, and the literature reveals the evidence of the close relationship between customer satisfaction and service quality, other self-service restaurant attributes and repeated purchase intention (Crarnage et al., 2016). Therefore, the purpose of this research is determined the factors that influence students' satisfaction with private universities' cafeteria in Nilai Malaysia.



## 2.4. SERVQUAL Model

Efan(2002) define service quality as a comparison between the expectations of customer service quality and the services actually received. Some researchers have broadly divided the literature on service quality into technical and functional perspectives. From a technical point of view, the nature of the service provided and from a functional point of view, the mode of service provided. Typically, market researchers use a functional perspective when measuring the quality of service in an industry. The main reason is that consumers often view service quality differently than technologists. Therefore, it is not appropriate to use technical methods to measure consumers' satisfaction with service quality. Experts and scientists have provided different research models for measuring service quality. The most famous and most widely used of these is Parasuraman, Zeithaml and Berry (1988) SERVQUAL Model. Parasuraman et. al. mentioned that The SERVQUAL tool is designed specifically to measure service quality, using both the gap concept and the service quality dimension, and is designed to be the organization of any service department. In the original research form, SERVQUAL included 22 project statements in 5 service quality dimensions are presented in seven-point Likert scale. The first is the tangible related to the establishment of physical facilities, equipment and the appearance of personnel. Second, reliability refers to the ability of an organization to reliably and accurately deliver promised services. Third, responsiveness means that service providers are willing to help customers and provide timely services. Fourth, the assurance of employees' knowledge and politeness, and their ability to inspire trust and confidence. Finally, empathy is the caring and personalized attention the company provides to its customers. The basic idea of the SERVQUAL Model is to assess the different between customer's expectations of the service and their perception of the actual service. This difference is called "gap" that follow figure 7 gap 5. This gap 5 is the "perceived service quality". Due to external factor may influence the customers' expectation which is not controlled by service provider. SERVQUAL model is widely used in the service industry to understand the service needs and perceptions of target customers, and to provide enterprises with a set of methods to manage and measure service quality.

Within the enterprise, SERVQUAL model is used to understand employees' perception of service quality, so as to improve service (Parasuraman et al., 1988)

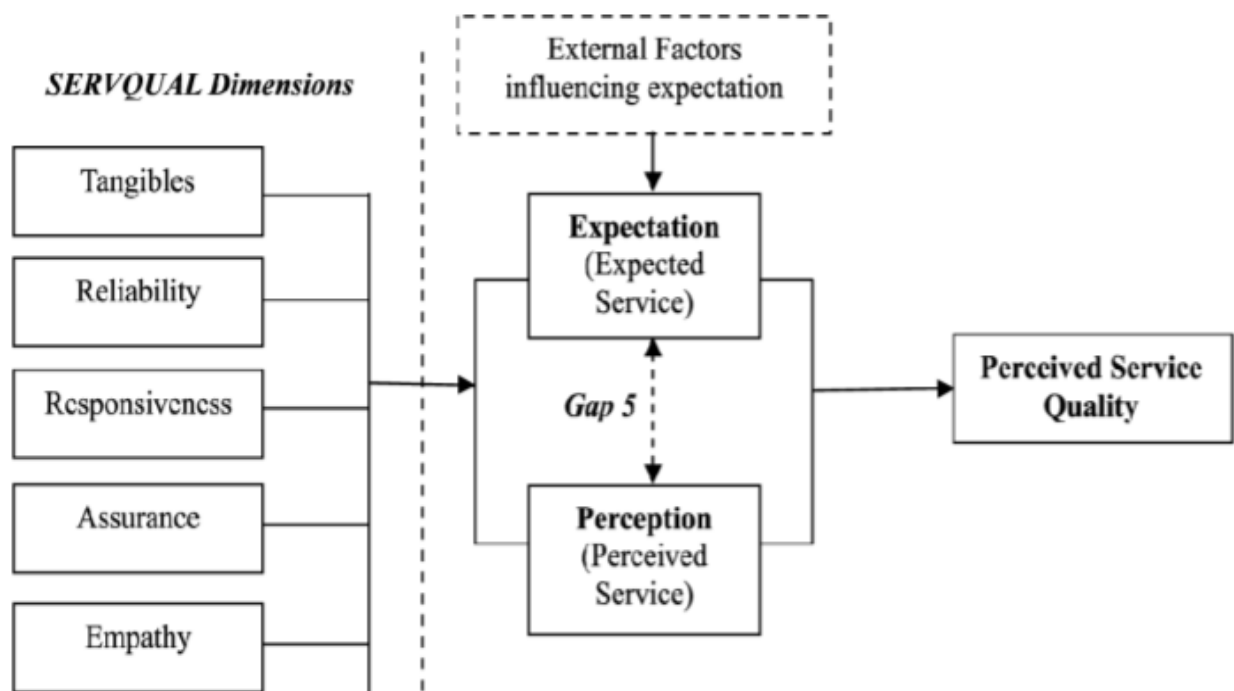


Figure 8. Parasuraman, Zeithaml & Berry's SERVQUAL Model (Parasuraman et al., 1988)

## 2.5. Summary

Overall, the literature review emphasizes the importance of customer satisfaction in the food industry. If a company's products and services meet the needs of its customers and the customer is satisfied, then the company will get a good profit. At the same time, the biggest challenge for marketers is to improve customer satisfaction with products or services. In addition, assurance, empathy, reliability responsiveness and tangible can influence customer satisfaction in food industry. By setting reasonable prices, improving the quality of food, improving the atmosphere of the cafeteria and keeping the environment clean can improve customer satisfaction.

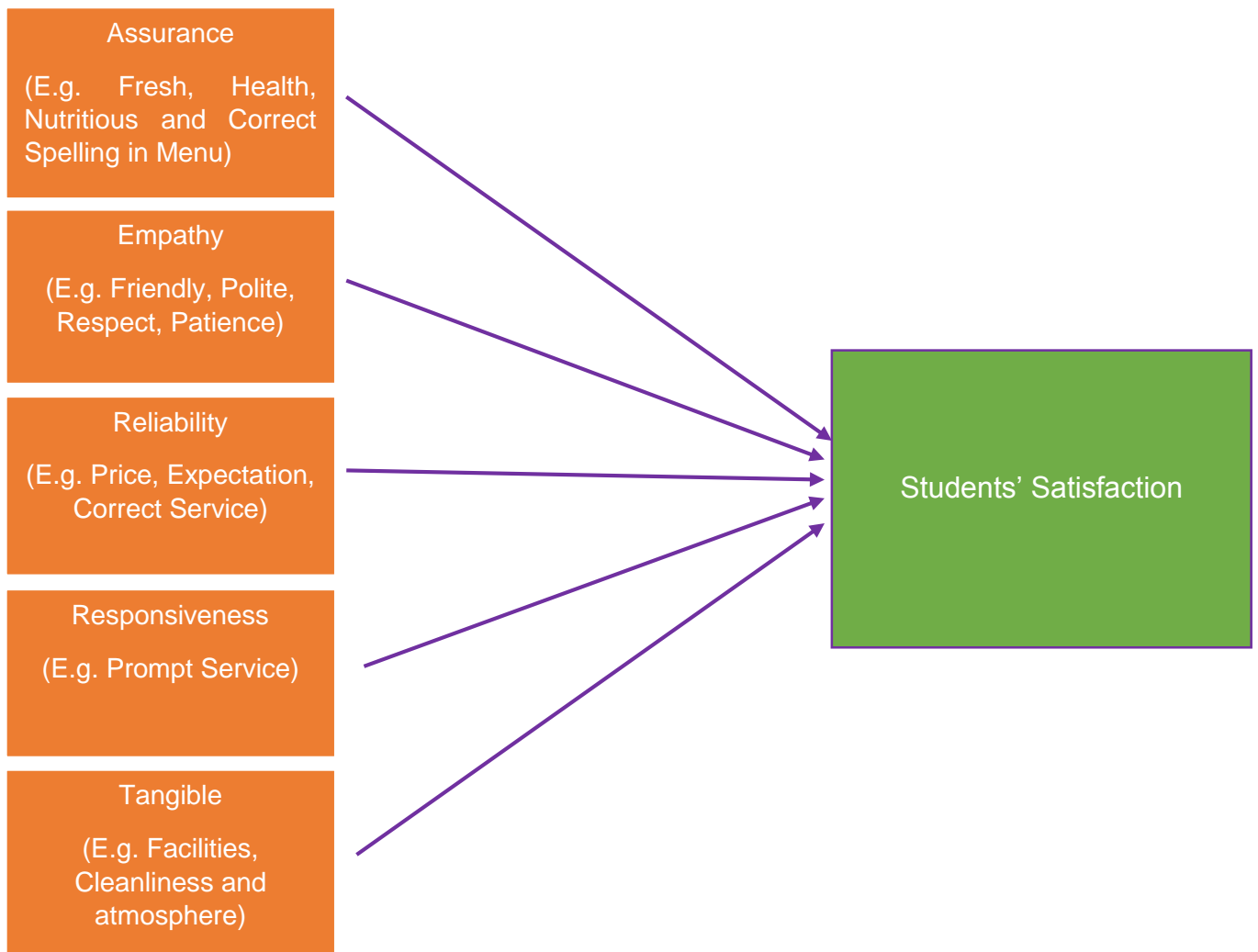
## CHAPTER 3: RESEARCH METHODOLOGY

### 3.0. Overview

This chapter mainly discusses the detail of research methodology. This chapter mainly includes conceptual framework, sources of data, data collection, pilot study and reliability test. Firstly, researcher adopted the SERVQUAL model as the conceptual framework of this model. Then discuss researcher are using both primary and secondary data. Next, data collection includes questionnaire development and sampling frame and techniques. Then, collected 30 respondents to do pilot test that confirm the questionnaire is reliability and respondents can understand the meaning of the questionnaire. Lastly, the discussion on data processing and methodology has been divided into following major sections: reliability test, descriptive analysis, exploratory factor analysis and multiple regression analysis.

### 3.1. Conceptual Framework

As mentioned above, the SERVQUAL model is can be fully explained the factors that influence consumers' satisfaction with service quality. This improved SERVQUAL model that hypothesis has five independent determinants influencing students' satisfaction with the cafeteria services: assurance, empathy, reliability responsiveness and tangible. This study adopted from SERVQUAL Model (Parasuraanman et al., 1988) that will determine five factors that include that assurance, empathy, reliability, responsiveness and tangible whether signification influence with students' satisfaction toward cafeteria service quality of private universities in Nilai Malaysia. In this research, the assurance involves fresh, health, nutritious of food and beverage and correct spelling in menu. The empathy includes friendly, polite, respect and patience of staff when they prove service for customers. The reliability will take about that cafeteria provide reasonable price, correct service to customers. The responsiveness refer to prompt service and the tangible includes the facilities, cleanliness and atmosphere of cafeteria.



*Figure 9. Conceptual Framework*

*Adopted from SERVQUAL model (Parasuraman, Zeitham and Berry, 1988)*

### **3.2. Hypotheses**

H1: There is significant relationship between assurance and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

H2: There is significant relationship between empathy and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

H3: There is significant relationship between reliability and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

H4: There is significant relationship between responsiveness and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

H5: There is significant relationship between tangible and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

### **3.3. Sources of Data**

#### **3.3.1. Primary Data**

In this study, the data were collected mainly through questionnaire. The researcher used two ways to send the questionnaire that include online collected and face-to-face interview with respondents. Researcher collect the data of 384 respondents based on their satisfaction toward cafeteria services quality of private university in Nilai Malaysia.

#### **3.3.2. Secondary Data**

The secondary data of this research from the library in INTI International University and the internet. Some statistical data get from the government statistics department. Some information from journals, articles and published papers about customers' satisfaction and the factors of influencing customers 'satisfaction.

### **3.4. Data Collection**

#### **3.4.1. Questionnaire Development**

Sekaran and Bougie (2013) stated that questionnaire survey is a cheap way to collect data from a large number of potential respondents. It is usually the only way to meet the demand of the researchers and convenient for statistical analysis of results. A good questionnaire can effectively collect the overall performance of the test system and information on specific components in the system. Therefore, this research will use questionnaire survey to collect the data of target population.

In addition, this research use 5-point Likert scale to design answers of questionnaire survey. According to Zikmund et al. (2013), through distributing questionnaires to collect data and respondents were asked to choose from five degrees which are Strong Disagree=1, Agree=2, Neutral=3, Agree=4 and Strongly Agree=5. According to Cooper and Schindler (2013), 5-point Likert scale is better than 7-point, because 5-point Likert scale to provide respondents with enough opinions to choose accurate response, but it not too much to overload.

In this study, there are 30 questions in the questionnaire that include three sections. Sections A has 23 questions of 5-point Likert scale talk about all independent variable that 4 questions of assurance, 5 questions of empathy, 5 questions of reliability, 4 questions of responsiveness, 5 questions of tangible. Sections B has 3 questions of 5-point Likert scale that talk about students' satisfaction with the cafeteria service. Sections C has 4 single choice questions about demographic information.

### **3.4.2. Sampling Frame and Techniques**

This study used the simple random sampling. According to Krejcie and Morgan (1970), the sampling size of this research is confirmed as 384 potential participants in universities at Nilai Malaysia. These number of size sample is enough to produce the analysis and results. The target simple of this research include the students of INTI University, Nilai College and Manipal University. The objective of sampling is can be to fully present the factors influencing student satisfaction according to the demographic date of students in different universities.

### **3.5. Pilot Study**

Zikmund et al. (2013) stated that Pilot test is a small test study that collects data from a small group of respondents before doing large data collection. The purpose of the pilot test is to identify potential problems and make adjustments before collecting large amounts of data. The pilot test was conducted before the actual investigation to ensure the accuracy and reliability of the questionnaire that help researchers collect more accurate data for easier analysis of collected data. According to Sekaran and Bougie (2013), the data size of pilot test is 10% to 20% of the sample size, so this study should collect about 30 questionnaires from the private universities in Nilai Malaysia before the actual investigation.



## **3.6. Data Processing and Methodology**

### **3.6.1. Reliability Test**

Sekaran and Bougie (2013) stated that reliability refers to the degree which the measurement results are consistent if the measurement results are repeated several times. In reliability analysis, consistency is used to analyze the reliability of data collection and internal consistency reflects the consistency of test variables throughout the study (Cooper and Schindler, 2013). According to Zikmund et al. (2013), the closer the value of Cronbach's Alpha is to 1, the higher the internal consistency. The range of Cronbach's Alpha values is as follows Figure 6, the Cronbach's Alpha value is higher 0.7 is acceptable that the factors are reliability. This research is to determine the factors that influence the students' satisfaction toward cafeteria services quality of private university in Nilai Malaysia.

### **3.6.2. Descriptive Analysis**

Descriptive analysis is analysis the data of collection in questionnaire terms. Then, using the frequency distribution to present the value of each items. Through using frequency analysis within SPSS to analysis the demographic of the respondents. In Demographic is to collect the data of characteristics of population to analyze the state of population phenomenon that reveal the nature, rule and developments trend of population phenomenon. In this study, researcher use percentage and value of gender, level of education and nationality of students to analysis the demographic attributes of the respondents of this study.

### **3.6.3. Exploratory Factor Analysis**

According to Cooper and Schindler (2013), factor analysis is a statistical method that used to analyze variability among correlated variables. The purpose of factor analysis is to use a few factors to describe the relationship between multiple factors so as to determine the reliability and validity of the questionnaire (Bryman and Bell, 2015). Through factor analysis, observed variance with large number of variables was explained by small numbers of factors of large number of variables.

In this study, factor analysis to reduce the number of 23 variables to manageable set of items thus extract latent factors to determine the students' satisfaction toward cafeteria service quality. This procedure make the all variables into independent factors.

This study use the Kaisr-Meyer-Olkin (KMO) to measure sampling adequacy According to Cooper and Schindler (2013), Kaiser-Meyer-Olkin (KMO) is a measure of whether the collected data conforms to the factor analysis that the KMO statistics are between 0 and 1. The value of KMO is close to 1 when the sum of the simple correlation coefficients between all the variables is far greater than the partial correlation coefficient (Cooper and Schindler, 2013). The closer the value of KMO is to 1, the direct correlation of variables is the stronger and the more suitable the original variables are for factor analysis, conversely, if KMO value is closer to 0, correlation between variables is the weaker that not suitable for factor analysis (Sekaran and Bougie, 2013). According to Zikmund et al. (2013), the range of value of KMO and result following Figure 6, when  $KMO \geq 0.6$ , the design of questionnaire survey is reasonable and validity, and the result is conducive to better analysis of collected data.

#### **3.6.4. Multiple Regression Analysis**

Multiple regression analysis is the most common form of linear regression analysis Sekaran and Bougie (2013). Multivariate linear regression is used for predictive analysis to explain the relationship between a continuous dependent variable and two or more independent variables. According to Zikmund et al. (2013), multivariate linear regression is more practical to predict or estimate the dependent variable by the optimal combination of multiple independent variables than to predict or estimate with only one independent variable that it is more practical than linear regression (Cooper and Schindler, 2013). Therefore, this research uses the multivariate linear regression to determine the factors that influence students' satisfaction with cafeteria of private in Nilai Malaysia. In this study, the dependent variable tested is students' satisfaction, whilst the independent variable tested is assurance, empathy, reliability, responsiveness and tangible. The formula is as follow:

$$Y = A + b_1 * X_1 + b_2 * X_2 + \dots + b_p * X_p$$

Dependent Variable (Y): Students' Satisfaction

Independent Variable (X): Assurance, Empathy, Reliability, Responsiveness and Tangible

### **3.7. Summary**

In Chapter 3, discussed all the methodology used for this research. Through research design to determine the target population of research and sample size of this study. Moreover, this charter finished the questionnaire design and measurement of study that includes pilot test, preliminary test and hypotheses testing. This chapter are fully prepared for the results of detailed analysis of the questionnaire survey in chapter 4.

## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.0. Overview

This chapter showed the results of study. The questionnaire data was collected through online and filled up questionnaire of hard copy of face to face interview. 89 respondents were interviewed online and 193 respondents filled in questionnaires face to face. The questionnaire data of two hundred and eighty two respondents from INTI International University, Nilai University and Manipal University that include 222 respondents from INTI International University, 30 respondents form Nilai and 30 respondents form Manipal University. These data was analyzed by using SPSS statistical software. First, the analysis discusses the reliability analysis of the data of the respondents. Then discusses the socio-demographic profile of the respondents. Factor analysis determines the factors the influence students' satisfaction with the cafeteria service of private universities in Nilai Malaysia. In addition, the multiple regression analysis the relationship between factors of influencing students' satisfaction and students' satisfaction toward private universities in Nilai Malaysia.

#### 4.1. Pilot Test

**Table 1. Reliability Statistics (30 Respondents)**

Cronbach's Alpha	N of Items
.964	26

(Source: Survey, 2018)

Before this study, researcher did the pilot test that made reliability test of 30 respondents. Its purpose is to determine that everyone in its sample not only understands the questions, but also understands these question in the same way. Follow table 1 reliability statistics of 30 respondents, the Cronbach's Alpha is 0.964 more than 0.7 that mean is the questions of this study is accuracy and reliability. It can continue to collect this study's full data.

#### 4.2. Reliability Test

**Table 2. Reliability Statistics (282 Respondents)**

Cronbach's Alpha	N of Items
.938	26

(Source: Survey, 2018)

Due to the limitations of time were the main limitations of this study which collected only 282 data of respondents and did not reach the previous plan of 384 data. Nevertheless, the research of Ramseook-Munhurrun (2012) used 191 surveys data to analysis perceived service quality restaurant services and the statistic significant is

also obtained. In order to determine the validity of the questionnaire survey, reliability test need be required before other tests. The reliability test is used to measure internal consistency of this study's 30 questions. Follow table 1. Reliability Statistics, Cronbach's Alpha is 0.938 that is more than 0.7 which mean is acceptable that the factors are reliability. There consistency among the SERVQUAL model items. Therefore, this model is reliability and it can fit this study.

### 4.3. Descriptive Statistics

#### 4.3.1. Socio-Demographic Profile

This part is descriptive analysis of socio-demographic profile characteristic that includes gender, profession, faculty, education level and nationality. The table shows that the socio-demographic profile of 282 respondents.

**Table 3. Socio-demographic profile of respondents (n=282)**

<b>Characteristic</b>	<b>Number</b>	<b>Percentage</b>
<b>Gender</b>		
Male	135	47.9
Female	147	52.1
<b>Profession</b>		
Student	282	100
Staff	6	
<b>Level of Study</b>		
Master	54	19.1
Degree	155	55.0
Degree Transfer	9	3.2
Diploma	37	13.1
Foundation/Pre U	27	9.6
<b>Nationality</b>		
Local	203	72.0
International	79	28.0

(Source: Survey, 2018)

Base on table 3 socio-demographic profile of respondents, there are 282 respondents in this study include 135 male respondents (47.9%) and 147 female respondents (52.1%).

In the process of questionnaire collection, there are 6 staffs of university filled up the questionnaire of this study in all respondents. Due to this study is research the students' satisfaction toward the cafeteria services of private universities in Nilai Malaysia. Therefore, before made the data analysis, researcher deleted the data of staffs of university that all respondents are student in this study.

The levels of education of all respondents are categorized five group: master, degree, degree transfer, diploma and foundation/Pre U. The result presented that the most of respondents are degree students that is 155 respondents (55.0%). Secondly large group is master students is 54 respondents (19.1%). And there are 37 diploma students (13.1%) out of all respondents. Moreover, the foundation/Pre U students is 27 respondents (9.6%) and only 9 respondents (3.2%) is degree transfer students.

With regards to nationality of survey that the most of respondents are local students have 203 respondents (72%), 79 respondents are international students (28%).

#### **4.4. Exploratory Factor Analysis**

Exploratory factor analysis (EFA) refers to the statistical technique of extracting common factors from variable groups. Through EFA to identify the component matrix and determine the number of construct and find out the essential structure of multivariate variables and deal with the dimension. Its purpose is to explain the correlation of a set of observable variables by uncovering a small, more fundamental set of unobservable variables hidden under the data. This part is through exploratory factor analysis to uncover the latent factors that influence students' satisfaction toward cafeteria service of private university. The respondents faced the 26 questions on a five point Likert scale about assurance, empathy, reliability, responsiveness and tangible toward services quality of cafeteria's private university.

#### 4.4.1. Measure of Sampling Adequacy

**Table 4. KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.868
Bartlett's Test of Sphericity	Approx. Chi-Square
	1444.746
	df
	91
	Sig.
	.000

Follow table 4. KMO and Bartlett's test. Using the Keiser-Meyer-Olkin (KMO) sampling adequacy and Bartlett's test of Sphericity to measure the sampling adequacy and the relationship between all the variables. The value of KMO is close to 1 when the sum of the simple correlation coefficients between all the variables is far greater than the partial correlation coefficient (Cooper and Schindler, 2013). The closer the value of KMO is to 1, the direct correlation of variables is the stronger and the more suitable the original variables are for factor analysis. When  $KMO \geq 0.6$ , the design of questionnaire survey is reasonable and validity, and the result is conducive to better analysis of collected data. The KMO of this study is 0.868 is between 0.8 and 0.9 that mean is the results of questionnaire is meritorious which can carry out sampling adequacy and factor analysis. In addition, the statistically significant of Bartlett's test of Sphericity is 0 less than 0.05 that has statistical significance and indicating that there is sufficient correlation between variables.

#### 4.4.2. Communality

Communality is the amount of variance that each variable shares with other variables in the data analysis. The communality is the percentage of one variable that represents the correlation with other variables (Aaker et.al., 1998). Follow table 5 communality, the communality's result is between 0.721 and 0.627 and fifth variables is has higher communality that mean this variables are represented through all other factors. In addition, all other variables' communality is lower.



**Table 5. Communalities**

		Extraction
1	The food and beverage serve in the cafeteria is not harmful to health.	.654
2	The store menu in the cafeteria have correct spelling.	.692
3	The food and beverage serve in the cafeteria is nutritious to the body.	.667
4	The staff who serve my meals are friendly and polite.	.700
5	I am treat with respect by the staff at mealtimes.	.721
6	The staff is patience to introduce the food to me.	.661
7	I am well informed about the time of receiving my meal by the staff.	.500
8	Staff serve the correct food and beverage to the consumers.	.704
9	The menu is written in language that are easy to understand.	.648
10	Cafeteria is a clean.	.635
11	The staff using disposable gloves and hair net for hygiene purpose.	.550
12	The crockery and cutlery are clean and no chipped.	.712
13	The atmosphere of the restaurant put me in a good mood.	.627
14	There are plenty of seats in the cafeteria.	.552

(Source: Survey, 2018)

#### **4.4.3. Eigenvalue Criteria**

According to Kaiser (1960), the common criterion for the number of rotation factors is the rule that the eigenvalue is greater than 1. It indicates that the eigenvalue greater than 1 is a reliable factor. In this study, the principal components analysis in data extraction performed six factors that includes tangible, empathy, assurance and reliability. The eigenvalues of these four factors above 1.0 that mean is eigenvalues is considered significant when eigenvalues more than 1.0. Moreover, the total variance explained is 64.454% that more than 50% which is satisfy. Therefore, the result presented that the factor of extraction can explain a specified amount of variance.

#### **4.4.4. Dimensions of Students' Satisfaction toward Cafeteria Services at Private Universities in Nilai Malaysia**

After the varimax rotation of the students' satisfaction 26 questions toward cafeteria service quality of private university in Nilai Malaysia. The factor loading was obtained from the principal component factor analysis. Table 6 showed that 26 questions was factor analyzed that base on the ratio of variance sorts each factor by factor and gives the corresponding name for each factor that can reflect the impression latent factors of students' satisfaction on service quality of cafeteria. This study identified four potential factors that influence students' satisfaction with cafeteria service quality. These four latent factors account for 64.454% of the total variance. The detailed analysis of each factor is as follows:

First factor was tangible, this factor was consisted of five sub-variables that total variance is 20.074%: "the crockery and cutlery are clean and no chipped (0.746). This followed by "the staff is patience to introduce the food to me" (0.728). "The atmosphere of the restaurant put me in a good mood" (0.713). "There are plenty of seats in the cafeteria" (0.676) and "the staff using disposable gloves and hair net for hygiene purpose" (0.622). The result of this factor presented that students' satisfaction on service quality toward cafeteria of private university can be influenced by the tangible.

The second factor was empathy which has total variance of 19.152% and it includes four sub-variables: “The staff who serve my meals are friendly and polite” (0.820). “I am treat with respect by the staff at mealtimes” (0.788). This is followed by “The staff is patience to introduce the food to me” (0.707). “I am well informed about the time of receiving my meal by the staff” (0.606). The results indicated apart from the influence of the tangible, empathy are aware of underlying advantages for students’ satisfaction toward cafeteria service quality of private university.

The assurance was recognized as third factor that consisted of three sub-variables and its total variance is 13.296%: “The food and beverage serve in the cafeteria is not harmful to health” (0.781). This is followed “The store menu in the cafeteria have correct spelling” (0.698). “The food and beverage serve in the cafeteria is nutritious to the body” (0.667)” the result showed that assurance is influence students’ satisfaction toward cafeteria.

The last factor is reliability that consisted of two sub-variables and its total variance is 11.923%. “Staff serve the correct food and beverage to the consumers” (0.794). “The menu is written in language that are easy to understand” (0.763). The result showed that the reliability has influence the students’ satisfaction toward cafeteria.

In addition, all questions about responsiveness were removed after factor analysis that mean is responsiveness is no significant relationship with students’ satisfaction toward cafeteria service quality in this questionnaire.

Table 6. Rotated Component Matrix<sup>a</sup>

Items	Factor Loading			
	F1	F2	F3	F4
<b>Tangible</b>				
The crockery and cutlery are clean and no chipped.	.734			
Cafeteria is a clean.	.724			
The atmosphere of the restaurant put me in a good mood.	.713			
There are plenty of seats in the cafeteria.	.676			
The staff using disposable gloves and hair net for hygiene purpose.	.622			
<b>Variance (percent of explained)</b>	<b>20.074</b>			
<b>Empathy</b>				
The staff who serve my meals are friendly and polite.		.820		
I am treat with respect by the staff at mealtimes.		.788		
The staff is patience to introduce the food to me.		.707		
I am well informed about the time of receiving my meal by the staff.		.606		
<b>Variance (percent of explained)</b>		<b>19.152</b>		
<b>Assurance</b>				
The food and beverage serve in the cafeteria is not harmful to health.			.781	
The store menu in the cafeteria have correct spelling.			.698	
The food and beverage serve in the cafeteria is nutritious to the body.			.667	
<b>Variance (percent of explained)</b>			<b>13.296</b>	
<b>Reliability</b>				
Staff serve the correct food and beverage to the consumers.				.794
The menu is written in language that are easy to understand.				.763
<b>Variance (percent of explained)</b>				<b>11.932</b>
<b>Total percentage of variance</b>				<b>64.454</b>

(Source: Survey, 2018)

#### 4.5. Multiple Regression Analysis

In this study, using the multiple regression analysis to determine the relationship between factors and students' satisfaction toward cafeteria's service quality of private university in Nilai Malaysia. The result presented that adopted the way of multiple regression analysis can analyzed the significant independent variables that influence on students' satisfaction toward service quality of cafeteria of private university in Nilai Malaysia.

Using the multiple regression analysis to test the relationship between the factors and students' satisfaction toward cafeteria's service quality. According to table 7 and table 8, presented the estimated parameters and the statistical significance levels. Follow these three tables, the estimated regression model of four factors includes  $R^2=0.561$ ,  $F(4,277) = 88.511$ ,  $p\text{-value}=0.000 < 0.05$ . Due to F test is significant. Therefore, this model of multiple regression is acceptable in this study.

Follow the table 7, the adjusted R square is 0.555 that mean is 55.5% of the variability on the intention of students' satisfaction toward cafeteria service quality of private university by tangible, empathy, assurance and reliability. The 44.5% of the dependent variability is based on other factors. In this study, the Durbin Watson is 1.668 that from 0 to less than 2 indicate positive autocorrelation the residual is not correlated. Based on the table 9, the tolerance for all factors more than 0.1 and VIF is less than 10. Therefore, the data of this study was no collinearity.

In addition, follow the table 9, the equation for the regression line is:

$$Y = -0.115 + 0.393(\text{Tangible}) + 0.056(\text{Empathy}) + 0.327(\text{Assurance}) + 0.222(\text{Reliability})$$

Due to p-value of Empathy is 0.300 more than 0.05 that the empathy does not have any significant relationship with students' satisfaction toward cafeteria service quality of private university in Nilai Malaysia. So, the empathy did not contribute to the multiple regression model.

Follow table 9, the p-value of tangible is 0.000 less than 0.05 and its  $\beta$  is 0.393, therefore tangible had significant positive regression weights that indicating students really care about the tangible of the cafeteria of university and the tangible has significant influence for students' satisfaction toward cafeteria service quality of private university.

In addition, assurance had significant positive regression weight ( $p=0.000$ :  $\beta=0.327$ ) presented that assurance have significant influence for students' satisfaction toward cafeteria service quality. The result showed that the assurance is an important factor that students' satisfaction toward cafeteria service quality.

Moreover, the p-value of reliability is 0.000 less than 0.05 and  $\beta$  of reliability is 0.222 indicated that students' satisfaction toward cafeteria service quality was influenced by reliability.

**Table 7. Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.749 <sup>a</sup>	.561	.555	.51254	1.668

a. Predictors: (Constant), Reliability Mean, Assurance Mean, Empathy Mean, Tangible Mean

b. Dependent Variable: DV Mean

**Table 8. ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.007	4	23.252	88.511	.000 <sup>b</sup>
	Residual	72.768	277	.263		
	Total	165.775	281			

a. Dependent Variable: DV Mean

b. Predictors: (Constant), Reliability Mean, Assurance Mean, Empathy Mean, Tangible Mean

**Table 9. Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.115	.210		-.544	.587		
	Tangible Mean	.393	.051	.405	7.719	.000	.576	1.735
	Empathy Mean	.056	.054	.053	1.037	.300	.612	1.633
	Assurance Mean	.327	.053	.293	6.172	.000	.705	1.418
	Reliability Mean	.222	.048	.205	4.585	.000	.793	1.262

a. Dependent Variable: DV Mean

## 5.0. Summary

Through 282 students were interviewed by questionnaires from private universities in Nilai area, the results of this study presented that responsiveness and empathy have not significant influence for students' satisfaction toward cafeteria service quality. There is not significant relationship between empathy and responsiveness and students' satisfaction with cafeteria service at private universities in Niali Malaysia. The result indicated that students don not care much about the politeness and friendliness of cafeteria's staff. In other words, the politeness and friendliness of cafeteria's staff is not influence the students' satisfaction for cafeteria service quality of university. In addition, the responsiveness is least influence on students' satisfaction toward cafeteria service quality. Provided prompt, quick service, clean the table on time and services are provided at pre-determined time is not influence the students' satisfaction.

The biggest influence on students' satisfaction is tangible that presented the clean of cafeteria, crockery and cutlery, staff and the atmosphere of cafeteria is valued by the students of university. When the facility of cafeteria is clean and the atmosphere of cafeteria put students in a good mood, students is satisfied with the service quality of cafeteria. The assurance and responsiveness have the significant relationship with students' satisfaction of cafeteria service quality. The health and fresh of food and beverage can improve the students' satisfaction. Moreover, the reasonable price and correct menu spelling and easy to understand also to improve the students' satisfaction for cafeteria.



**Table 10. Summary of students' satisfaction with cafeteria service quality**

Hypothesis	Hypothesis statement	Result
H <sub>1</sub>	There is significant relationship between assurance and students' satisfaction with cafeteria service at private universities in Nilai Malaysia	Fail to Reject
H <sub>2</sub>	There is significant relationship between empathy and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.	Reject
H <sub>3</sub>	There is significant relationship between reliability and students' satisfaction with cafeteria service at private universities in Nilai Malaysia	Fail to Reject
H <sub>4</sub>	There is significant relationship between responsiveness and students' satisfaction with cafeteria service at private universities in Nilai Malaysia	Removal after Factor Analysis
H <sub>5</sub>	There is significant relationship between tangible and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.	Fail to Reject

## CHARTER 5: CONCLUSION AND RECOMMENDATIONS

### 5.1. Conclusion

The results of the study were to identify factors that influence students' satisfaction with the cafeteria service quality of private university in Nilai, Malaysia. The study could help proprietor of university's cafeteria to improve quality of service and food to meet student expectations. In addition, this research helps to improve the quality standards and establish a good reputation of the university which attracts more students to study in the university by improving the service quality of the cafeteria.

According to the literature review, previous research result shown that assurance, empathy, reliability, responsiveness and tangible influence the students' satisfaction toward cafeteria of university. In this study, researcher obtain the result and finding are that tangible of cafeteria is most significant relationship with students' satisfaction. Students most concerned about facilities that crockery and cutlery is no chipped, cafeteria is clean, and the atmosphere put students in a good mood, enough seats and staff disposable gloves and hair net. This finding was supported by Garg and Kumar, (2017) and Brewer and Rojas, (2015) which they found the cleanliness of cafeteria and environment atmosphere can influence the student's satisfaction toward cafeteria of university. Actually, cleanliness is an important factor in meeting of government and state regulation and is also an important factor to meet the food industry quality standard. When customers evaluate the overall quality of a food service, the cleanliness of environment, facilities and staff are considered an important standard. In addition, the atmosphere of cafeteria plays an important part in customers' satisfaction. Cafeteria environment design influenced consumers' food choices and eating behavior, the behavior called personal diet environment to promote health. The physical environment influences the perception of the customer's quality of service. Typically, when students' walks into cafeteria, they first perception is the atmosphere which occurs before any real service or food arrives. Therefore, the emotions generated by the perception environment may influence the customer's response to the actual service and food of the restaurant.

Moreover, the assurance of cafeteria is also significant relationship with students' satisfaction toward cafeteria of university. Students more care that food and beverage, correct spelling of menu and the nutritious of food and beverage. This finding supported by Suchanek et al., (2015) that food quality is one of the main factors that influence students' satisfaction and customers loyalty that also is a key factor in deciding the restaurant. Students pay more attention to the nutrition of food. The variety of menus and nutrient-rich food are conducive to the healthy growth of students that satisfying their needs and improving their satisfaction.

In addition, the reliability is significant influence with the students' satisfaction toward cafeteria of university. Students care the price of food, staff serve the correct food and beverage and the menu easy to understand. This finding supported by the research result of Limakrisna and Ali (2016). For students with limited budgets, the most important factor is the price in choosing food and beverage service providers. The reasonable price and staff serve the correct food and beverage can improve the students' satisfaction and attraction more students.

## 5.2. Recommendation

Based on the above finding, there are some suggestions for cafeteria of university to improve the service quality of cafeteria so as to improve students' satisfaction toward cafeteria of university. The atmosphere of the restaurant is determined by the layout of the restaurant, the interior decoration, and the appropriate internal background music. The background music is an important factor influencing customer satisfaction. The restaurant should have a reasonable decoration and layout, and choose a relaxed and happy music as the background music that will bring students the good mood when eating. In addition, the factors that influence the atmosphere of the restaurant include the packaging of food, the interior design of the restaurant, the size and design of the plate, all of which can influence the perception of the customer. Therefore, the manager of cafeteria should regularly check the facilities of cafeteria make sure that cutlery and other tangible facilities no chipped. Cafeteria establish a reliable cleaning measure is very important that it not only includes physical environmental factors, but also include employees' own hygiene. Therefore, the cafeteria manager asked the staff using disposable gloves and hair net and staffs are required to go to the hospital regularly for a health check to make sure they are healthy and free from infectious diseases.

Moreover, cafeteria of university should provide fresh and nutritious food for students to ensure that students can get enough nutrition in the study and life. So students can enjoy all kinds of fresh food to meet their needs. The overall quality, taste, freshness and attractiveness of food is the measure of food quality. School restaurateurs must understand the needs of students. Adjust the menu in a timely manner, increase the variety of food, and overcome the monotony of long-term meals.

In addition, operator of cafeteria should set reasonable prices and easy-to-understand menus. Operators can control the cost of food purchasing, so that students' dining expenses can be effectively controlled. Food expenses are a very sensitive issue for students. Students are still in the stage of physical growth and development, and they need food to provide nutrition and energy for them. Therefore, there is a contradiction between the economic interests of cafeteria operators and the physical development

needs of students. For example, to ensure the relative stability of food price, to effectively control students' food expenses and to improve the efficiency and quality of use, operator can book futures with suppliers with appropriate prices (such as oil, meat, food, vegetables, spices, etc.).

### **5.3. Limitation of Study**

The limitations of time were the main limitations of this study which collected only 282 data of respondents and did not reach the previous plan of 384 data. The reduction in data may influence the results of the study. Area of this research is only at private universities in Nilai Malaysia instead of covering bigger geographical of Malaysia, so it is not representative of the satisfaction of students in other place. Some of the survey respondents were international students from the different country, due to the different cultures and beliefs of different countries, the results obtained has limitations. In addition, the number of journal articles is limited that doesn't have enough literatures to support the research. The additional limitation is that the number of target groups has limitation that is not representative. Moreover, this research uses the way of questionnaire. The survey results depend on the attitude of the respondents and the spirit of seeking truth from facts. If the respondents do not clarify the meaning and purpose of the investigation, and adopt a perfunctory attitude to answer the question, the result of the investigation is not true and objective.

#### 5.4. Future Directions of Research / Future Research Focus

After this research, some suggestions are propounded for future research. First one is that researcher propound future research will adopt the method of quantitative research the factor of influencing students' satisfaction toward service quality of private universities' cafeteria. Search the Internet for more knowledge and information about students' satisfaction with the university cafeteria, then investigate students' attitudes and intentions towards the university cafeteria and their suggestions on the cafeteria through face-to-face interviews

A second suggestion is to expend the sample size that research a similar study with this study and the results could be replicated in a larger population. Due to this research only conduct the Niali Malaysia, the future research will study students' satisfaction out of Nilai Malaysia even can research students' satisfaction toward cafeteria service quality from public university of Malaysia.

Last one is that suggest future research to conduct another study that find out more factors that influence students' satisfaction toward cafeteria service quality of private university. Duo to the result of data analysis present that adjusted R square is 55.5% that mean is 44.5% of influence students' satisfaction base on other factors. Therefore, future research need to find out the more factors that influence students' satisfaction with cafeteria service quality of private university.

## 5.5. Personal Reflection

In this study, researcher has a deeper understanding of the SERVQUAL Mode. Researchers have read a lot of literature to learn that there are many issues and challenges in today's cafeteria of university. Based on these issues researcher identified factors that influence students' satisfaction with university's cafeteria. And 282 pieces of data were collected in limited time from INTI international University, Nilai University and Manipal University. In this research, researcher learned the most important is how to use SPSS analysis the data of collection. By analyzing the data, some valuable conclusions have been obtained. The researchers also hope that these findings can help universities improve the service quality of the canteen, improve student satisfaction, and enable students to better enjoy the study and life time in the university. With the patient explanation and guidance of Dr. Phuah Kit Teng who helped researcher solve the unknown knowledge and point out the shortcomings of this research. Overall, the process of this study is a valuable and enjoyable experience. Researcher can enable to complete the project with greatest satisfaction from guidance of Dr. Phuah Kit Teng.

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## APPENDIX A

### INTI International University Master of Business Administration Initial Research Paper Proposal

<b>STUDENT NAMA &amp; ID NO.</b>	WU Tong (117014262)
<b>BROAD AREA</b>	Marketing
<b>CONCISE TITLE</b>	Students' Satisfaction with Cafeteria Services at Private University in Nilai Malaysia

#### **Problem Definition**

The cafeteria is one of the facilities of the university which provides a basic food requirement for the students. Therefore, the service quality of cafeteria is the important role for students' satisfaction. However, the service quality of many universities' cafeteria is not a satisfactory level that not reached the ideal state of the students, such as the environment isn't clean, not satisfied with the price of food, not satisfied with tables and chairs facilities condition, longer time for waiting food at peak time (Cranage, Martha, and Conklin et al., 2016). Cafeteria of many universities faces a lot of problems:

The Oberlin students think the meals of their university is racist. The food quality of Oberlin cafeteria is not good and cafeteria do not respect the culture of the cuisine of different countries. It is disrespectful to a country's food culture that the cook does not cook the dishes in the right way when cooking the dishes of a country. Based on the reported by Clover Lihn Tran at The Oberlin Review, Oberlin Universities do not respect the cuisine of some Asian countries by modifying their recipes, university cafeteria ignore the cultural dishes of other countries and manipulate the traditional recipes of other countries roughly. In addition, Students in Vietnam say they are disappointed by the traditional Vietnamese food served in the cafeteria. The university marked something completely different as another country's traditional cuisine. For Japanese students, sushi made in the cafeteria is considered not authentic and they use undercooked rice and not fresh fish as a disrespect to Japanese sushi. (The Daily Beast, 2018).

In February, 2018, Hampton University students told social media that their university nobody to handle complaints of unsafe food and sexual assault. Students of Hampton University share photos and video of university cafeterias online. Suspicious objects can be clearly seen in photos and video and some foods are still on sale after moldy. In addition, the Hampton university cafeteria is very humid, and this environment is

very conducive to the growth of mold which can make students with asthma and eczema feel very bad (Wtvr.com, 2018).

Menus in university cafeteria were often questioned by students that the spelling of names in some menus in difficult for students to understand. Recently, a menu from a local university cafeteria in Malaysia was circulated on social media in Malaysia. This menu lists items in English, but spelling them in Malay. For example, some of the items were; cika coop (chicken chop), fisan cips (fish and chips), lem coop (lam chop), fenfarais (French fries). These meunsmake it difficult for customers to understand what they mean. And students are ashamed of its poor English. Because Malaysia ranks high in English proficiency. According to the English proficiency index Malaysia ranks second in Asia, only behind Singapore and at 14th in the world (Nst.com.my, 2018).

Moreover, the unreasonable price of food lead to students are dissatisfied with the cafeteria service. According to Hechinger and Mathewson (2017) reported, the cafeteria of Wellesley College set up next to the lake and costing \$65 million, it has floor-to-ceiling Windows in its cafeteria. There are custom omelet for breakfast, ham sandwiches for lunch, and the dinner main course includes local seafood, as well as desserts and ice cream. Students pay nearly \$12 per meal that almost three times the average cost of cooking in an American home. Students spend 85% more per day in college cafeteria than they do on their own cooking. The students were very dissatisfied toward cafeteria of Wellesley College. They think the food in the cafeteria of university is very expensive. Such food pricing is very unreasonable in the cafeteria of university (Hechinger and Mathewson, 2018).

### **Research Objective**

RO1: To determine the significant relationship between assurance and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

RO2: To determine the significant relationship between empathy and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

RO3: To determine significant relationship between reliability and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

RO4: To determine significant relationship between responsiveness and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

RO5: To determine significant relationship between tangible and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

### **Research Questions**

Determine the factors influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia.



RQ1: Does assurance influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?

RQ2: Does empathy quality influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?

RQ3: Does reliability influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?

RQ4: Does responsiveness influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?

RQ5: Does tangible influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?

### **Significant of the Study**

This research will show and reveal the factors that influence customer satisfaction in university cafeteria and find out whether these factors really influence customers satisfaction. This study beneficially improves the service quality and food quality of the cafeteria of university, so as improve students' satisfaction with the cafeteria. The author investigates the students' satisfaction with cafeteria service at private universities in Nilai Malaysia which determine the factors that influence students' satisfaction with cafeteria and how to improve the service quality and food quality of the cafeteria thus improve students' satisfaction.

### **Key Words**

Students Satisfaction, Customers' Satisfaction, Service Quality, SERVQUAL Model

### **Organization of the Study**

In this research is divided into five chapters. The first chapter is the introduction of this study. In this chapter presents the overview on Malaysia higher education system in private university, then put forward background, expound the problem statement that cafeteria of university face issues. Then determine the research objectives and research questions. Last explain the significance of study and operational definitions. The chapter two is literature review. This chapter to collect and read literature about customer's satisfaction, students' satisfaction, service quality and SERVQUAL Model. Reviewing the existing research results, to follow the theoretical to research. Chapter 3 is research methodology. This chapter presents the methodology to be used and collection of sample data. Chapter 4 is results and discussion that through use SPSS to analysis data of survey questionnaires obtain the result and discussion the finding. Last chapter is conclusions and recommendations that base on the finding to make recommendation to cafeteria and present limitation and self-reflection.

## Literature Review

### 2.1. Customer Satisfaction

El-Said and Fathy (2015) stated that customer satisfaction is the core of business. There are many reasons to meet customer needs. Customer satisfaction can be defined by satisfying the customer's expectations of satisfactory parameters (Malik and Danish, 2012). According to Sabir et al., (2014), the customer's idea is a intricacy of mind and ideas that people cannot predicted entirely customers' mind. In business, customer satisfaction is the most important, because when the customer is satisfied, it will provide a lucrative industry for the industry. Customer satisfaction is the most important part of the business because when customers are satisfied for this company that can provide the profitable business for this company. Actually, customer satisfaction refers to customer how to evaluate the products after using the product and compare the products with the competitors of the company (Manjunath and Reginald, 2016).

Jayasankaraprasad and Kumar (2012) found Customer satisfaction of the company's products is a strategic factor for competitive advantage. According to Smith, Sabo, and Auld (2015), Customer satisfaction is the inner desire to satisfy the customer. Customer satisfaction can directly influence customers' demand for slow products. (Manjunath and Reginald, 2016). In today's competitive market, improving customer satisfaction is a way to improve customer loyalty. Due to in the case of high customer satisfaction, the exchange rate of customers is very high (Nadzirah et al., 2013). Previous research has shown that customer satisfaction is important to the food service industry, as it leads to repeated sponsorship, brand loyalty, and the use of word of mouth to attract new customers (Radzuan et al., 2012).

According to Kumar and Bhatnagar (2017) has stated that the customer is the most important part of any business, they have a great influence and influence on the business, including fast-food business, in addition, customer satisfaction is our personal experience of fast food and services, has been regarded as one of the most important aspects. Customer satisfaction is defined as the expectation of the merchant to satisfy the customer (Sabir et al., 2014). Customer satisfaction is the feedback for goods and services, whether or not it needs to customers, or are not satisfied with the performance of the product, rather than according to the customer's expectation, sometimes customers beyond their expectations on the performance of the product will be more satisfied (Kotler, 2012). In addition, if one aspect of the product and service does not satisfy the customer satisfaction, they cannot be satisfied with the overall performance (Ttripathi and Dave, 2016). The challenge for marketers is to deal with the degree of customer satisfaction with the goods they provide. Marketers need to provide products or services to satisfy customer satisfaction (Garg and Kumar, 2017). In the food industry, By Petzer and Mackay study (2017) indicate that if the product or service meets the customer's needs and needs, it will be satisfied and will be transformed into a loyal customer, thereby increasing the company's customer interest. Sabir et al. (2014) stated that Customer satisfaction is the

internal demand of customers, and customer satisfaction can directly influence customers' demand for products. In today's competitive food industry, meeting the needs of customers can help the company get repeat customers (Ntabathia, 2013). If the product or service cannot satisfy the customer's satisfaction, customers will not be satisfied with the overall performance. The variables about food that involve price, quality and the value of money. For variables of services that include the quality, behavior and attitude of staffs. The variables of restaurants that include decoration and atmosphere. Customer's satisfaction is the current performance of the product and services when provided to customer or the customer is using (Sabir, Ghafoor and Hafeez et al., 2014).

## **2.2. Service Quality**

Service quality refers to customers' expectation of the actual service result and customers' perception of the final result. Service quality can be thoroughly evaluated and measured the level of service. SERVQUAL Model has five main factors that include assurance, empathy, reliability, responsiveness and tangible. Service quality is a standard for evaluating customer expectations and perception of actual products. Ensuring service quality is one of the effective ways to manage business processes and it also obtains high customer satisfaction that can improve the efficiency and competitiveness of the industry. In the food industry, the better the service provided to customers that can get higher the customer satisfaction (Lee, Liaw and Rha, 2016).

### **2.2.1. Assurance**

Assurance refers to the competence and value of services to suggest assurance and self-assurance. It assures the quality of product and service and makes sure employees are trustworthy and customers feel comfortable during trade. This dimension of service quality is very important in the case that the risk is very high. In the cafeteria of university, assurance can present that the quality of food and beverage, the food and beverage is harmful and nutritious, the spelling of menu is correct and so on. According to Munhurrin (2012) stated that food quality is one of the main factors that influence students' satisfaction. Munhurrin (2012) found that food quality remains a key factor that influences the cognition of students. In order to maintain food quality, proprietors of cafeterias are advised to invest in fresh quality from suppliers. The important relationship between food quality and customers' satisfaction supports the opinion that food characteristics is a factor that influences customers' choice of food. Consistent with this finding, providing fresh, tasty, varied foods and beverage is an important criterion for meeting customers' needs.

According to Hwang et al. (2013), in the food industry, the quality of food influences customers' satisfaction with food. Furthermore, Hassim (2016) noted that compared with reliable interpersonal services and environmental performance, food attributes are the best predictors of customer satisfaction. When local suppliers often provide fresh food for students' monthly menus, there are a variety of fresh foods available

for students to choose from (Nasir et al., 2014). The satisfaction of college canteens depends about the quality of food, the kinds of food, the food cleanliness and the ambience (Sabir et al., 2014). Furthermore, Mohaydin et al. (2017) found that food quality is the most important factor for customers to locate a particular restaurant. Suchanek et al., (2015) have found that "quality" ranked second in the 12 variables, most of the students pointed out that they will be more often deal with the school food service, in order to improve the quality of the food and beverage and keep the meals in the campus instead of food service. Consequently, due to the importance of assurance in cafeteria, this factor is included into this study.

H<sub>1</sub>: There is significant relationship between assurance and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

### **2.2.2. Empathy**

Empathy is company provides personalized attention to customers. This dimension is staff to meet the need of all customers as much as possible through different concerns and attention of staff for different customers that customers will believe the company has understood their needs which it can improve the customer's trust and satisfaction toward the company. Therefore, empathy can influence the customer's satisfaction toward the company (Daniel and Berinyuy, 2010). In the food industry, empathy refer to staff willing the help customer choose the meal, staff is friendly and polite toward customers, the customers can feel the respect from staff and staff is patience to introduce.

The research result of Munhurrun (2012) presented that the majority of respondents thought that they were not satisfied with the service quality was provided by restaurant staffs. Respondents thought that staff was not friendly when they provided service to customers that staff tended to be the impatient when answered questions from customers. Therefore, it is essential for the proprietor of cafeteria to ensure that their staff are properly trained and developed that to create students' satisfaction toward the service quality of cafeteria. As for catering proprietor, they pay more attention to providing friendly services and make customers feel valued and concerned. In addition, the restaurant improving visual appeal, food taste, and freshness and providing accurate and reliable services that can help restaurant proprietor meet or exceed customer expectations and improve the recommendation and intentions of repeat customers. Therefore, due to empathy is an important factor for students' satisfaction with cafeteria of university, this factor is included into this study.

H<sub>2</sub>: There is significant relationship between empathy and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

Reliability is provide customers with safe and reliable services and enable the organization to accurately fulfill their service commitments to meet customers' expectations and needs. In the food industry, reliability includes reasonable price of food and beverage, correct food and beverage are provided by staff, the menu

can be easily understood and restaurants can quickly accept orders and clean the environment of restaurant in a timely. Reliability means restaurant keeping promises for customers (Petzer and Mackay, 2014). According to the results of Lee, Liaw and Rha (2016) that most of respondents prefer restaurant that can quickly accept orders and serve food. Therefore, reliability plays an important role in influencing customer satisfaction.

In addition, reasonable price of food and beverage also fall into this dimension of reliability. The price is an important part of marketing and plays an important role in marketing (Limakrisna and Ali, 2016). Nasir et al., (2014) observes that If prices are considered fair, customers may visit the company again, on the other hand, if they think the price is unreasonable, it will reduce customer satisfaction and lead customers to choose other restaurants. For students, prices are an important role about choosing restaurants because students have limit of economy (Azlia and Suraya, 2014). Due to students like to buy food and drink at a lower price, cost is a major factor in college food service activities. Likewise, Chang, and Nalini (2014) stated that students will choose to buy food and drink from cheaper off-campus food services if the cost of food and drink is too high for students in college or university campuses. Getting the right monetary value is one of the most important variables, prompting students to return to the food service to satisfy their students (Alias et al., 2016). In another research, customers illustrated that the right value of money was one of the most important factors that encouraged them to visit the food service again (Garg and Kumar, 2017). In some universities, the operators of cafeteria are advised to consider the customers' price concept. It is vital for food service operators to better understand their customers' price expectation and values that can allows them set the reasonable price for right customer group. This will enable cafeteria operators to meet the needs, demand and values of international and local students that influence the students' perception. Therefore, for the purpose of this study, the factor of reliability will be included to verify whether it will have an influence on the customer satisfaction with cafeteria services in private universities at Nilai Malaysia (Lee, Liaw and Rha, 2016).

H<sub>3</sub>: There is significant relationship between reliability and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

#### **2.2.4. Responsiveness**

Responsiveness is also accepted as an independent variable with a significant relationship on customer satisfaction. (Bader, 2017). Responsiveness is means that that the organization can help customers to provide services quickly. This dimension of service quality emphasizes sensitivity and efficiency to solve customer complaints and requirements. In the food industry, customers encounter problems In the process of ordering food and requests, and how long it takes employees to solve the problems of customers, which is the response ability of employees. Responsiveness is a characteristic of employees that indicating their

willingness to help customers and provide good and timely services (Jang 2009). Especially in the catering industry, service quality refers to the service level provided by restaurant employees, which depends on the interaction between customers and restaurant employees. These interpersonal service experiences eventually become a way for customers to evaluate service quality and form their overall quality perception of the restaurant. By providing quality services, companies can ultimately improve satisfaction, minimize service failures, and successfully attract and retain customers. Therefore, based on the interaction between customers and employees, it should lead to a high level of service quality of the restaurant, which will lead to customer satisfaction (Phan and Nguyen, 2016). ). Therefore, this study will confirm responsiveness whether influence students' satisfaction with private universities' cafeteria in Nilai Malaysia.

H<sub>4</sub>: There is significant relationship between responsiveness and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

### **2.2.5. Tangible**

Tangible includes actual facilities, equipment and service staff that this dimension of service quality provide tangible factor of service quality assess an organization for customers. For cafeteria of university, tangible refer to the cleanliness of environment of cafeteria, the staff using disposable gloves and hair net, the cleanliness and no chipped of crockery and cutlery, pleasant atmosphere of leading the students and plenty of seats. Petzer and Mackay (2014) result of research showed that the most of respondents said that atmosphere in the university cafeteria was poor, the facilities were poor, the space was small and no seat, the table was dirty and not clean.

According to a survey (Brewer and Rojas, 2015), about 59 percent of customers' value cleanliness more than other factors. Furthermore, every owner of restaurant should make many efforts to make sure that their restaurant cleanliness is meeting the government regulation and expectation of customer (Leblanc and Meyer, 2015). Sabir et al (2014) indicated that cleanliness of restaurant was the number 1 concern for the customer when they walk in a restaurant. Moreover, Trripathi and Dave (2016) found that consumers' satisfaction with the cleanliness of the restaurant was positively correlated with the willingness of customers to return to a particular restaurant. Crannage et al. (2016) studies have found that a clean and tidy environment is an important factor in evaluating a restaurant's quality, which can influence customer satisfaction, and the researcher assessed restaurant customers' views on service quality through three projects and evaluated food safety and hygiene procedures: the restaurant is clean, the toilet is clean and the food is safe.

A comfortable dining atmosphere can make customers feel good and improve their customer satisfaction and it is crucial, because this factor are directly related to the perception of the customer (Mohaydin et al., 2017). Ambiance of cafeteria plays a big part in customer satisfaction. Purdue University conducted a

research and they found out its recent Fred and Mary Ford cafeteria, which provided customer with a modern café ambience and variety of food attracted more students to patronize their dining court (Suchanek et al., 2015). Place with nice ambience which decorated with high-end furniture and good choice of colors is the main factor that will build customer loyalty and getting students to come back time and time again to the dining place (Garg and Kumar, 2017). Ambience is also one of the major factor that will differentiate your cafeteria business from others (Hassim, 2016). Therefore, operator of cafeteria need to take into account the improvement of the overall dining atmosphere of the restaurant and ultimately improve customer satisfaction. Restaurateurs determine how customers perceive different dining environments and focus on improving the elements that are lacking. By optimizing the design and layout of the restaurant, the most suitable color scheme and furniture (based on the type of establishment) can be realized, and the necessary atmosphere can be created through effective light use. Only some strategies can be mentioned to improve the atmosphere of the restaurant. Therefore, this study will confirm tangible whether influence students' satisfaction with private universities' cafeteria in Nilai Malaysia.

H<sub>5</sub>: There is significant relationship between tangible and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

### **2.3. Customers Satisfaction toward Cafeteria in Private University**

According to Lee, Liaw and Rha (2016) research results presented that the quality of food, the sanitary conditions of the canteen, the environment and the facilities of the cafeteria have a great influence on students' satisfaction with the university canteen. In this study, the researchers found that most students were dissatisfied with the university canteen. In the food service industry, it is also important to consider students' tastes and preferences, because customer satisfaction is the main factor affecting the food industry. Improving service quality will not only improve customer loyalty, but also enhance the reputation of the restaurant and bring more sales and more income in the long run.

In the private university, the students are the main customers of the cafeteria that satisfaction is the greatest benefit, because satisfaction is related to buying loyalty (Manjunath and Reginald, 2016). Therefore, the needs and needs of students must be met so that cafeteria can successfully maintain students' base and financial stability.

In Malaysia, private university is required to provide its potential campus customers with the best overall products and services, this is inclusive but not limited to the quality of their on-campus food services (Demong, Othman, and Bawasa, 2014). In spite of this, the university of food service operators are still trying to please the natural diversity, full of vitality, restricted the campus community, to dissatisfaction with the current campus food service quality continue and this may encourage students to look for alternative dining experiences off campus (Nadzirah, Karim, and Ghazali et al., 2013).

Therefore, there are many researches on these links, and the literature reveals the evidence of the close relationship between customer satisfaction and service quality, other self-service restaurant attributes and repeated purchase intention (Crarnage et al., 2016). Therefore, the purpose of this research is determined the factors that influence students' satisfaction with private universities' cafeteria in Nilai Malaysia.

#### **2.4. SERVQUAL Model**

Efan (2002) define service quality as a comparison between the expectations of customer service quality and the services actually received. Some researchers have broadly divided the literature on service quality into technical and functional perspectives. From a technical point of view, the nature of the service provided and from a functional point of view, the mode of service provided. Typically, market researchers use a functional perspective when measuring the quality of service in an industry. The main reason is that consumers often view service quality differently than technologists. Therefore, it is not appropriate to use technical methods to measure consumers' satisfaction with service quality. Experts and scientists have provided different research models for measuring service quality. The most famous and most widely used of these is Parasuraman, Zeithaml and Berry (1988) SERVQUAL Model. Parasuraman et. al. mentioned that The SERVQUAL tool is designed specifically to measure service quality, using both the gap concept and the service quality dimension, and is designed to be the organization of any service department. In the original research form, SERVQUAL included 22 project statements in 5 service quality dimensions are presented in seven-point Likert scale. The first is the tangible related to the establishment of physical facilities, equipment and the appearance of personnel. Second, reliability refers to the ability of an organization to reliably and accurately deliver promised services. Third, responsiveness means that service providers are willing to help customers and provide timely services. Fourth, the assurance of employees' knowledge and politeness, and their ability to inspire trust and confidence. Finally, empathy is the caring and personalized attention the company provides to its customers. The basic idea of the SERVQUAL Model is to assess the different between customer's expectations of the service and their perception of the actual service. This difference is called "gap" that follow figure 7 gap 5. This gap 5 is the "perceived service quality". Due to external factor may influence the customers' expectation which is not controlled by service provider. SERVQUAL model is widely used in the service industry to understand the service needs and perceptions of target customers, and to provide enterprises with a set of methods to manage and measure service quality.



Within the enterprise, SERVQUAL model is used to understand employees' perception of service quality, so as to improve service (Parasuraman et al., 1988)

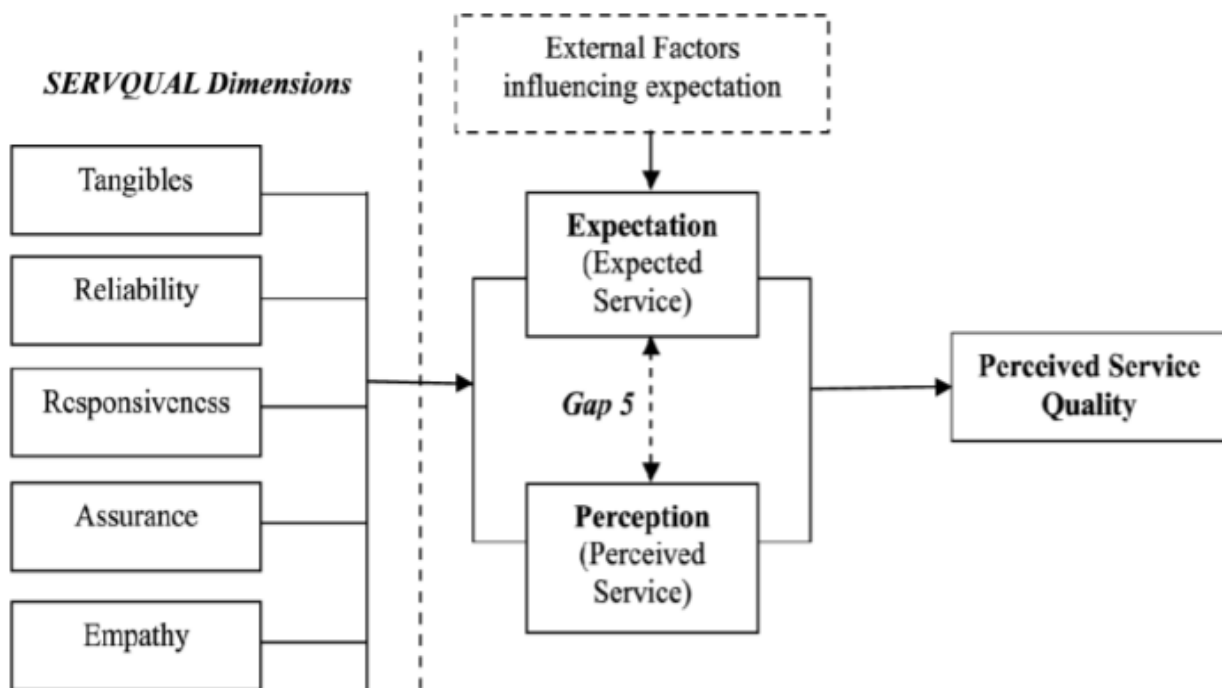


Figure 7. Parasuraman, Zeithaml & Berry's SERVQUAL Model (Parasuraman et al., 1988)

## 2.5. Summary

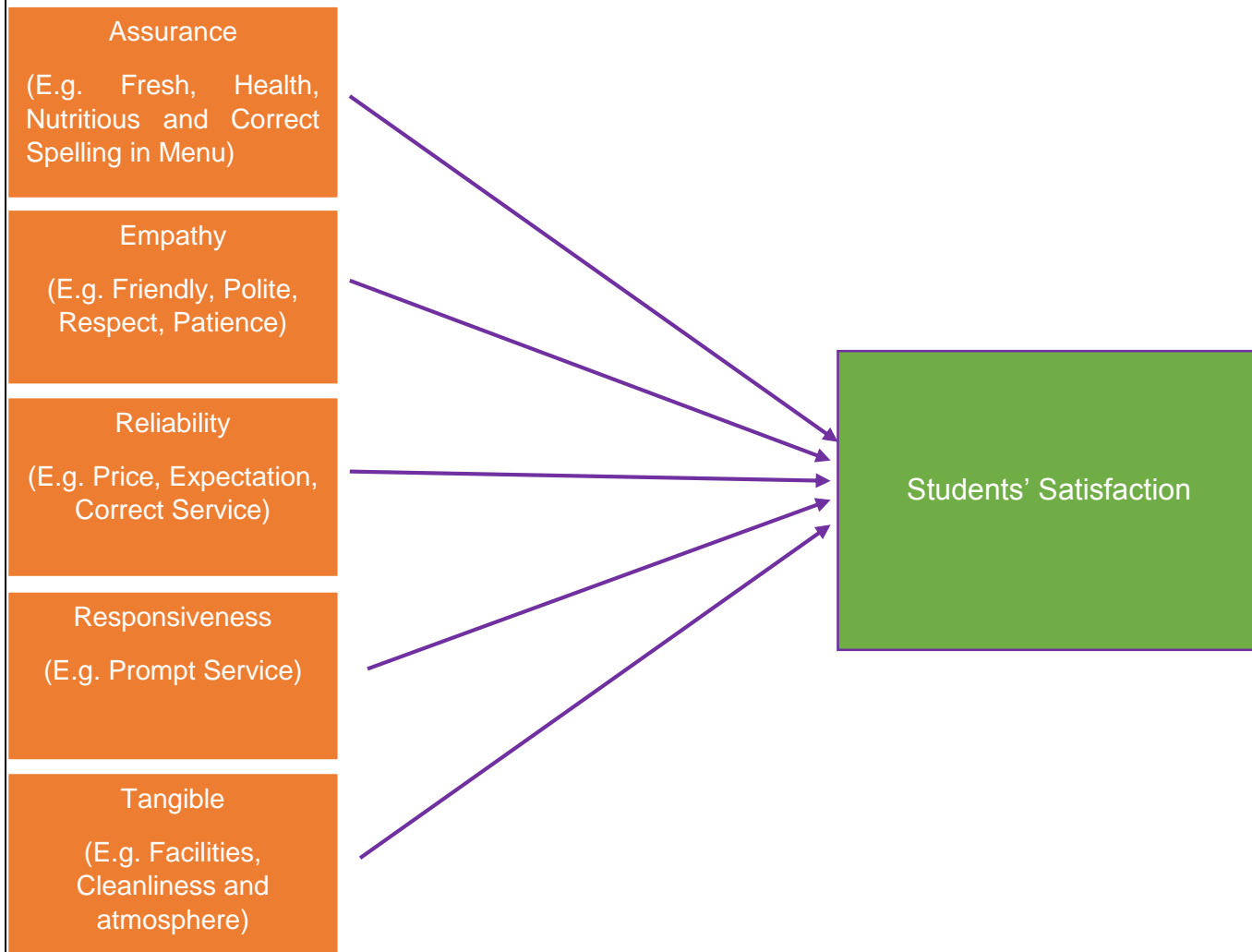
Overall, the literature review emphasizes the importance of customer satisfaction in the food industry. If a company's products and services meet the needs of its customers and the customer is satisfied, then the company will get a good profit. At the same time, the biggest challenge for marketers is to improve customer satisfaction with products or services. In addition, assurance, empathy, reliability responsiveness and tangible can influence customer satisfaction in food industry. By setting reasonable prices, improving the quality of food, improving the atmosphere of the cafeteria and keeping the environment clean can improve customer satisfaction.

## Research Methodology

### 3.1. Conceptual Framework

As mentioned above, the SERVQUAL model is can be fully explained the factors that influence consumers' satisfaction with service quality. This improved SERVQUAL model that hypothesis has five independent determinants influencing students' satisfaction with the cafeteria services: assurance, empathy, reliability responsiveness and tangible. This study adopted from SERVQUAL Model (Parasuraanman et al., 1988) that will determine five factors that include that assurance, empathy, reliability, responsiveness and tangible whether signification influence with students' satisfaction toward cafeteria service quality of private

universities in Nilai Malaysia. In this research, the assurance involves fresh, health, nutritious of food and beverage and correct spelling in menu. The empathy includes friendly, polite, respect and patience of staff when they provide service for customers. The reliability will take about that cafeteria provide reasonable price, correct service to customers. The responsiveness refer to prompt service and the tangible includes the facilities, cleanliness and atmosphere of cafeteria.



Source: Adopted from SERVQUAL model (Parasuranman, Zeitham and Berry, 1988)

### 3.2. Hypotheses

H1: There is significant relationship between assurance and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

H2: There is significant relationship between empathy and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

H3: There is significant relationship between reliability and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

H4: There is significant relationship between responsiveness and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

H5: There is significant relationship between tangible and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

### **3.3. Sources of Data**

#### **3.3.1. Primary Data**

In this study, the data were collected mainly through questionnaire. The researcher used two ways to send the questionnaire that include online collected and face-to-face interview with respondents. Researcher collect the data of 384 respondents based on their satisfaction toward cafeteria services quality of private university in Nilai Malaysia.

#### **3.3.2. Secondary Data**

The secondary data of this research from the library in INTI International University and the internet. Some statistical data get from the government statistics department. Some information from journals, articles and published papers about customers' satisfaction and the factors of influencing customers 'satisfaction.

### **3.4. Data Collection**

#### **3.4.1. Questionnaire Development**

Sekaran and Bougie (2013) stated that questionnaire survey is a cheap way to collect data from a large number of potential respondents. It is usually the only way to meet the demand of the researchers and convenient for statistical analysis of results. A good questionnaire can effectively collect the overall performance of the test system and information on specific components in the system. Therefore, this research will use questionnaire survey to collect the data of target population.

In addition, this research use 5-point Likert scale to design answers of questionnaire survey. According to Zikmund et al. (2013), through distributing questionnaires to collect data and respondents were asked to choose from five degrees which are Strong Disagree=1, Agree=2, Neutral=3, Agree=4 and Strongly Agree=5. According to Cooper and Schindler (2013), 5-point Likert scale is better than 7-point, because 5-point Likert scale to provide respondents with enough opinions to choose accurate response, but it not too much to overload.

In this study, there are 30 questions in the questionnaire that include three sections. Sections A has 23 questions of 5-point Likert scale talk about all independent variable that 4 questions of assurance, 5 questions of empathy, 5 questions of reliability, 4 questions of responsiveness, 5 questions of tangible. Sections B has 3 questions of 5-point Likert scale that talk about students' satisfaction with the cafeteria service. Sections C has 4 single choice questions about demographic information.

#### **3.4.2. Sampling Frame and Techniques**

This study used the simple random sampling. According to Krejcie and Morgan (1970), the sampling size of this research is confirmed as 384 potential participants in universities at Nilai Malaysia. These number of size sample is enough to produce the analysis and results. The target simple of this research include the students of INTI University, Nilai College and Manipal University. The objective of sampling is can be to fully present the factors influencing student satisfaction according to the demographic date of students in different universities.

### **3.5. Pilot Study**

Zikmund et al. (2013) stated that Pilot test is a small test study that collects data from a small group of respondents before doing large data collection. The purpose of the pilot test is to identify potential problems and make adjustments before collecting large amounts of data. The pilot test was conducted before the actual investigation to ensure the accuracy and reliability of the questionnaire that help researchers collect more accurate data for easier analysis of collected data. According to Sekaran and Bougie (2013), the data size of pilot test is 10% to 20% of the sample size, so this study should collect about 30 questionnaires from the private universities in Nilai Malaysia before the actual investigation.

### **3.6. Data Processing and Methodology**

#### **3.6.1. Reliability Test**

Sekaran and Bougie (2013) stated that reliability refers to the degree which the measurement results are consistent if the measurement results are repeated several times. In reliability analysis, consistency is used to analyze the reliability of data collection and internal consistency reflects the consistency of test variables throughout the study (Cooper and Schindler, 2013). According to Zikmund et al. (2013), the closer the value of Cronbach's Alpha is to 1, the higher the internal consistency. The range of Cronbach's Alpha values is as follows Figure 6, the Cronbach's Alpha value is higher 0.7 is acceptable that the factors are reliability. This research is to determine the factors that influence the students' satisfaction toward cafeteria services quality of private university in Nilai Malaysia.

#### **3.6.2. Descriptive Analysis**

Descriptive analysis is analysis the data of collection in questionnaire terms. Then, using the frequency distribution to present the value of each items. Through using frequency analysis within SPSS to analysis the demographic of the respondents. In Demographic is to collect the data of characteristics of population to analyze the state of population phenomenon that reveal the nature, rule and developments trend of population phenomenon. In this study, researcher use percentage and value of gender, level of education and nationality of students to analysis the demographic attributes of the respondents of this study.

#### **3.6.3. Exploratory Factor Analysis**

According to Cooper and Schindler (2013), factor analysis is a statistical method that used to analyze variability among correlated variables. The purpose of factor analysis is to use a few factors to describe the relationship between multiple factors so as to determine the reliability and validity of the questionnaire (Bryman and Bell, 2015). Through factor analysis, observed variance with large number of variables was explained by small numbers of factors of large number of variables.

In this study, factor analysis to reduce the number of 23 variables to manageable set of items thus extract latent factors to determine the students' satisfaction toward cafeteria service quality. This procedure make the all variables into independent factors.

This study use the Kaiser-Meyer-Olkin (KMO) to measure sampling adequacy According to Cooper and Schindler (2013), Kaiser-Meyer-Olkin (KMO) is a measure of whether the collected data conforms to the factor analysis that the KMO statistics are between 0 and 1. The value of KMO is close to 1 when the sum of the simple correlation coefficients between all the variables is far greater than the partial correlation coefficient (Cooper and Schindler, 2013). The closer the value of KMO is to 1, the direct correlation of variables is the stronger and the more suitable the original variables are for factor analysis, conversely, if KMO value is closer to 0, correlation between variables is the weaker that not suitable for factor analysis (Sekaran and Bougie, 2013). According to Zikmund et al. (2013), the range of value of KMO and result following Figure 6, when  $KMO \geq 0.6$ , the design of questionnaire survey is reasonable and validity, and the result is conducive to better analysis of collected data.

#### **3.6.4. Multiple Regression Analysis**

Multiple regression analysis is the most common form of linear regression analysis Sekaran and Bougie (2013). Multivariate linear regression is used for predictive analysis to explain the relationship between a continuous dependent variable and two or more independent variables. According to Zikmund et al. (2013), multivariate linear regression is more practical to predict or estimate the dependent variable by the optimal combination of multiple independent variables than to predict or estimate with only one independent variable that it is more practical than linear regression (Cooper and Schindler, 2013). Therefore, this research uses the multivariate linear regression to determine the factors that influence students' satisfaction with cafeteria of private in Nilai Malaysia. In this study, the dependent variable tested is students' satisfaction, whilst the independent variable tested is assurance, empathy, reliability, responsiveness and tangible. The formula is as follow:

$$Y = A + b_1 * X_1 + b_2 * X_2 + \dots + b_p * X_p$$

Dependent Variable (Y): Students' Satisfaction

Independent Variable (X): Assurance, Empathy, Reliability, Responsiveness and Tangible

#### **3.7. Summary**

In Chapter 3, discussed all the methodology used for this research. Through research design to determine the target population of research and sample size of this study. Moreover, this charter finished the questionnaire design and measurement of study that includes pilot test, preliminary test and hypotheses testing. This chapter are fully prepared for the results of detailed analysis of the questionnaire survey in chapter 4.

**APPENDIX B**  
**RESULT OF SPSS**

**Factor Analysis (Before Remove Questions)**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.931
Bartlett's Test of Sphericity	Approx. Chi-Square
	3599.417
	df
	325
	Sig.
	.000

**Communalities**

	Initial	Extraction
Q1.The food and beverage serve in the cafeteria is fresh.	1.000	.541
Q2.The food and beverage serve in the cafeteria is not harmful to health.	1.000	.629
Q3.The store menu in the cafeteria have correct spelling.	1.000	.628
Q4.The food and beverage serve in the cafeteria is nutritious to the body.	1.000	.621
Q5.The staff willing to help me to choose the meal if I am confuse.	1.000	.598
Q6.The staff who serve my meals are friendly and polite.	1.000	.691
Q7.I am treat with respect by the staff at mealtimes.	1.000	.698
Q8.The staff is patience to introduce the food to me.	1.000	.689
Q9. am well informed about the time of receiving my meal by the staff.	1.000	.510
Q10.Cafeteria is located at the convenient place.	1.000	.470
Q11.The store in the cafeteria serve reasonable food price.	1.000	.549
Q12.Staff serve the correct food and beverage to the consumers.	1.000	.645

Q13.The menu is written in language that are easy to understand.	1.000	.599
Q14.The food and beverage meets my expectation.	1.000	.538
Q15.Cafeteria provides prompt and quick service.	1.000	.576
Q16.The staff clean the table on time.	1.000	.557
Q17.I think the food accord with my taste.	1.000	.541
Q18.Services are provided at pre-determined time.	1.000	.581
Q19.Cafeteria is a clean.	1.000	.610
Q20.The staff using disposable gloves and hair net for hygiene purpose.	1.000	.681
Q21.The crockery and cutlery are clean and no chipped.	1.000	.657
Q22.The atmosphere of the restaurant put me in a good mood.	1.000	.611
Q23..There are plenty of seats in the cafeteria.	1.000	.466
Q24.To what degree would you rate your overall satisfaction with the cafeteria service?	1.000	.687
Q25.To what degree would you rate your level of satisfaction with the quality of cafeteria service at your university?	1.000	.656
Q26.To what degree would you rate your level of satisfaction with the overall experience with the cafeteria service?	1.000	.657

Extraction Method: Principal Component Analysis.



**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.293	39.590	39.590	10.293	39.590	39.590	4.494	17.284	17.284
2	1.649	6.343	45.934	1.649	6.343	45.934	3.213	12.358	29.642
3	1.474	5.670	51.603	1.474	5.670	51.603	2.912	11.199	40.840
4	1.209	4.651	56.254	1.209	4.651	56.254	2.536	9.752	50.592
5	1.062	4.084	60.338	1.062	4.084	60.338	2.534	9.746	60.338
6	.916	3.523	63.861						
7	.826	3.175	67.037						
8	.778	2.993	70.030						
9	.723	2.780	72.810						
10	.652	2.508	75.318						
11	.618	2.377	77.695						
12	.578	2.225	79.920						
13	.561	2.156	82.076						
14	.510	1.961	84.037						
15	.477	1.833	85.870						
16	.464	1.783	87.653						
17	.428	1.648	89.301						
18	.402	1.547	90.848						
19	.391	1.503	92.351						
20	.366	1.408	93.759						
21	.346	1.332	95.091						
22	.304	1.169	96.260						
23	.285	1.095	97.356						
24	.269	1.033	98.389						
25	.222	.853	99.242						
26	.197	.758	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix<sup>a</sup>

	Component				
	1	2	3	4	5
Q1.The food and beverage serve in the cafeteria is fresh.	.691				
Q2.The food and beverage serve in the cafeteria is not harmful to health.					
Q3.The store menu in the cafeteria have correct spelling.					.571
Q4.The food and beverage serve in the cafeteria is nutritious to the body.	.679				
Q5.The staff willing to help me to choose the meal if I am confuse.	.566				
Q6.The staff who serve my meals are friendly and polite.	.553				
Q7.I am treat with respect by the staff at mealtimes.	.560		.578		
Q8.The staff is patience to introduce the food to me.	.668				
Q9. I am well informed about the time of receiving my meal by the staff.	.566				
Q10.Cafeteria is located at the convenient place.	.526				
Q11.The store in the cafeteria serve reasonable food price.	.673				
Q12.Staff serve the correct food and beverage to the consumers.		.580			
Q13.The menu is written in language that are easy to understand.	.503	.516			
Q14.The food and beverage meets my expectation.	.707				
Q15.Cafeteria provides prompt and quick service.	.646				
Q16.The staff clean the table on time.	.619				
Q17.I think the food accord with my taste.	.698				
Q18.Services are provided at pre-determined time.	.647				
Q19.Cafeteria is a clean.	.711				
Q20.The staff using disposable gloves and hair net for hygiene purpose.	.602				

Q21.The crockery and cutlery are clean and no chipped.	.685				
Q22.The atmosphere of the restaurant put me in a good mood.	.728				
Q23.There are plenty of seats in the cafeteria.	.508				
Q24.To what degree would you rate your overall satisfaction with the cafeteria service?	.766				
Q25.To what degree would you rate your level of satisfaction with the quality of cafeteria service at your university?	.696				
Q26.To what degree would you rate your level of satisfaction with the overall experience with the cafeteria service?	.757				

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix<sup>a</sup>

	Component				
	1	2	3	4	5
Q1.The food and beverage serve in the cafeteria is fresh.					
Q2.The food and beverage serve in the cafeteria is not harmful to health.				.752	
Q3.The store menu in the cafeteria have correct spelling.				.612	
Q4.The food and beverage serve in the cafeteria is nutritious to the body.				.592	
Q5.The staff willing to help me to choose the meal if I am confuse.					
Q6.The staff who serve my meals are friendly and polite.			.789		
Q7.I am treat with respect by the staff at mealtimes.			.750		
Q8.The staff is patience to introduce the food to me.			.704		
Q9. am well informed about the time of receiving my meal by the staff.					
Q10.Cafeteria is located at the convenient place.					
Q11.The store in the cafeteria serve reasonable food price.	.583				
Q12.Staff serve the correct food and beverage to the consumers.					.718
Q13.The menu is written in language that are easy to understand.					.719
Q14.The food and beverage meets my expectation.					
Q15.Cafeteria provides prompt and quick service.					
Q16.The staff clean the table on time.		.619			
Q17.I think the food accord with my taste.					
Q18.Services are provided at pre-determined time.		.508			
Q19.Cafeteria is a clean.	.565				
Q20.The staff using disposable gloves and hair net for hygiene purpose.		.766			
Q21.The crockery and cutlery are clean and no chipped.		.658			
Q22.The atmosphere of the restaurant put me in a good mood.	.561				
Q23..There are plenty of seats in the cafeteria.	.635				
Q24.To what degree would you rate your overall satisfaction with the cafeteria service?	.699				

Q25.To what degree would you rate your level of satisfaction with the quality of cafeteria service at your university?

.740

Q26.To what degree would you rate your level of satisfaction with the overall experience with the cafeteria service?

.590

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 14 iterations.

### Component Transformation Matrix

Component	1	2	3	4	5
1	.600	.469	.411	.372	.335
2	.156	-.227	-.326	-.355	.832
3	-.480	.164	.712	-.427	.231
4	-.138	-.713	.341	.561	.204
5	-.605	.439	-.319	.488	.317

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

## Factor Analysis (After Remove Questions)

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.868
Bartlett's Test of Sphericity	Approx. Chi-Square	1444.746
	df	91
	Sig.	.000

### Communalities

	Initial	Extraction
A2.The food and beverage serve in the cafeteria is not harmful to health.	1.000	.654
A3.The store menu in the cafeteria have correct spelling.	1.000	.692
A4.The food and beverage serve in the cafeteria is nutritious to the body.	1.000	.667
E6.The staff who serve my meals are friendly and polite.	1.000	.700
E7.I am treat with respect by the staff at mealtimes.	1.000	.721
E8.The staff is patience to introduce the food to me.	1.000	.661
E9.I am well informed about the time of receiving my meal by the staff.	1.000	.500
Rel3.Staff serve the correct food and beverage to the consumers.	1.000	.704
Rel4.The menu is written in language that are easy to understand.	1.000	.648
T1.Cafeteria is a clean.	1.000	.635
T2.The staff using disposable gloves and hair net for hygiene purpose.	1.000	.550
T3.The crockery and cutlery are clean and no chipped.	1.000	.712
T4.The atmosphere of the restaurant put me in a good mood.	1.000	.627
T5..There are plenty of seats in the cafeteria.	1.000	.552

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.355	38.249	38.249	5.355	38.249	38.249	2.810	20.074	20.074
2	1.344	9.598	47.847	1.344	9.598	47.847	2.681	19.152	39.226
3	1.223	8.735	56.583	1.223	8.735	56.583	1.861	13.296	52.522
4	1.102	7.871	64.454	1.102	7.871	64.454	1.670	11.932	64.454
5	.811	5.792	70.246						
6	.682	4.869	75.115						
7	.642	4.585	79.700						
8	.558	3.986	83.686						
9	.513	3.665	87.351						
10	.410	2.931	90.282						
11	.389	2.781	93.063						
12	.361	2.582	95.644						
13	.318	2.269	97.913						
14	.292	2.087	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix<sup>a</sup>

	Component			
	1	2	3	4
T3.The crockery and cutlery are clean and no chipped.	.746			
E8.The staff is patience to introduce the food to me.	.728			
T4.The atmosphere of the restaurant put me in a good mood.	.713			
T1.Cafeteria is a clean.	.703			
A4.The food and beverage serve in the cafeteria is nutritious to the body.	.686			
T2.The staff using disposable gloves and hair net for hygiene purpose.	.672			
E7.I am treat with respect by the staff at mealtimes.	.656			
E9. am well informed about the time of receiving my meal by the staff.	.651			
E6.The staff who serve my meals are friendly and polite.	.597			
T5..There are plenty of seats in the cafeteria.				
A2.The food and beverage serve in the cafeteria is not harmful to health.		-.540		
Rel4.The menu is written in language that are easy to understand.			.521	
Rel3.Staff serve the correct food and beverage to the consumers.			.502	
A3.The store menu in the cafeteria have correct spelling.				.505

Extraction Method: Principal Component Analysis.

a. 4 components extracted.



**Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
T3.The crockery and cutlery are clean and no chipped.	.734			
T1.Cafeteria is a clean.	.724			
T4.The atmosphere of the restaurant put me in a good mood.	.713			
T5..There are plenty of seats in the cafeteria.	.676			
T2.The staff using disposable gloves and hair net for hygiene purpose.	.622			
E6.The staff who serve my meals are friendly and polite.		.820		
E7.I am treat with respect by the staff at mealtimes.		.788		
E8.The staff is patience to introduce the food to me.		.707		
E9. am well informed about the time of receiving my meal by the staff.		.606		
A2.The food and beverage serve in the cafeteria is not harmful to health.			.781	
A3.The store menu in the cafeteria have correct spelling.			.698	
A4.The food and beverage serve in the cafeteria is nutritious to the body.			.667	
Rel3.Staff serve the correct food and beverage to the consumers.				.794
Rel4.The menu is written in language that are easy to understand.				.763

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 7 iterations.

**Component Transformation Matrix**

Component	1	2	3	4
1	.628	.588	.397	.320
2	-.349	.509	-.606	.502
3	.154	-.612	.039	.775
4	-.678	.143	.688	.213

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

## Descriptive

## Descriptive Statistics

	N	Mean	Std. Deviation
Q1.The food and beverage serve in the cafeteria is fresh.	282	3.39	.922
Q2.The food and beverage serve in the cafeteria is not harmful to health.	282	3.49	.886
Q3.The store menu in the cafeteria have correct spelling.	282	3.72	.789
Q4.The food and beverage serve in the cafeteria is nutritious to the body.	282	3.099	.9642
Q5.The staff willing to help me to choose the meal if I am confuse.	282	3.23	1.158
Q6.The staff who serve my meals are friendly and polite.	282	3.74	.853
Q7.I am treat with respect by the staff at mealtimes.	282	3.76	.809
Q8.The staff is patience to introduce the food to me.	282	3.37	.994
Q9. I am well informed about the time of receiving my meal by the staff.	282	3.35	.970
Q10.Cafeteria is located at the convenient place.	282	3.73	.907
Q11.The store in the cafeteria serve reasonable food price.	282	3.40	1.110
Q12.Staff serve the correct food and beverage to the consumers.	282	3.90	.852
Q13.The menu is written in language that are easy to understand.	282	3.98	.793
Q14.The food and beverage meets my expectation.	282	3.21	1.124
Q15.Cafeteria provides prompt and quick service.	282	3.53	.913
Q16.The staff clean the table on time.	282	3.63	1.079
Q17.I think the food accord with my taste.	282	3.16	1.038
Q18.Services are provided at pre-determined time.	282	3.43	.907
Q19.Cafeteria is a clean.	282	3.34	1.033
Q20.The staff using disposable gloves and hair net for hygiene purpose.	282	2.94	1.108
Q21.The crockery and cutlery are clean and no chipped.	282	3.15	.960
Q22.The atmosphere of the restaurant put me in a good mood.	282	3.01	1.070
Q23.There are plenty of seats in the cafeteria.	282	3.71	1.058
Q24.To what degree would you rate your overall satisfaction with the cafeteria service?	282	3.33	.773
Q25.To what degree would you rate your level of satisfaction with the quality of cafeteria service at your university?	282	3.30	.833
Q26.To what degree would you rate your level of satisfaction with the overall experience with the cafeteria service?	282	3.37	.892
Valid N (listwise)	282		

**APPENDIX C**  
**PROJECT PAPER LOG**

This is an important document, which is to be handed in with your dissertation. This log will be taken into consideration when awarding the final mark for the dissertation.

<b>Student Name:</b>	WU Tong
<b>Supervisor's Name:</b>	Dr. Phuah Kit Teng
<b>Dissertation Topic:</b> Students' Satisfaction with Cafeteria Services at Private University in Nilai Malaysia	

## SECTION A. MONITORING STUDENT DISSERTATION PROCESS



The plan below is to be agreed between the student & supervisor and will be monitored against progress made at each session.

Activity	Milestone/Delivery Date									
Topic Discussion	7 May									
Theory Decision		14 May								
Enhanced Chapter 1 to 3			21 May							
Continue Enhanced the Chapter 2 and 3				30 May						
Prepare Defense Slides					6 June					
Prepare Survey Questionnaires						15 June				
Proposal Defense							2 July			
Chapter 4 & 5 Detail Discuss								27 July		
VIVA Presentation									30 July	
Finalized Project										16 Aug



### SECTION C. RECORD OF MEETINGS

The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.



#### Meeting 1

Date of Meeting	7 May 2018 (Week 1)
Progress Made	<ul style="list-style-type: none"> <li>• Submitted initial research paper proposal to supervisor.</li> <li>• Present proposal and discuss project topic with supervisor.</li> </ul>
Agreed Action	<ul style="list-style-type: none"> <li>• Read up on the MBA project Handbook, Thesis Guidelines.</li> <li>• To improve and gain extra information on literature review</li> </ul>
Student Signature	
Supervisor's Signature	



**Meeting 2**

Date of Meeting	14 May 2018 (Week 2)
Progress Made	<ul style="list-style-type: none"> <li>• Clarified with supervisor to decide which theory to be adopting</li> <li>• Topic and literature review confirmation</li> </ul>
Agreed Action	<ul style="list-style-type: none"> <li>• Improve on problem statement</li> <li>• Enhancing the literature review</li> </ul>
Student Signature	
Supervisor's Signature	



**Meeting 3**

Date of Meeting	21 May 2018 (Week 3)
Progress Made	<ul style="list-style-type: none"> <li>• Workout and amended chapter 1 to 3</li> </ul>
Agreed Action	<ul style="list-style-type: none"> <li>• Re-submit to the proposal (chapter 1 to 3) to supervisor to review</li> </ul>
Student Signature	
Supervisor's Signature	



**Meeting 4**

Date of Meeting	30 May 2018 (Week 4)
Progress Made	<ul style="list-style-type: none"> <li>• Supervisor reviewed and comment on the chapter 1 to 3.</li> <li>• Amending and adding few points in literature review.</li> </ul>
Agreed Action	<ul style="list-style-type: none"> <li>• Continue amending the chapter 2 and chapter 3 based on supervisor guidance.</li> </ul>
Student Signature	
Supervisor's Signature	



**Meeting 5**

Date of Meeting	6 June 2018 (Week 5)
Progress Made	<ul style="list-style-type: none"> <li>• Finalized chapter 1 to 3</li> <li>• Improve proposal defense slides</li> </ul>
Agreed Action	<ul style="list-style-type: none"> <li>• Finalize proposal defense slides</li> <li>• Prepare survey questionnaires for review</li> </ul>
Student Signature	
Supervisor's Signature	

**Meeting 6**



Date of Meeting	15 June 2018 (Week 6)
Progress Made	<ul style="list-style-type: none"> <li>• Questionnaire review with supervisor</li> </ul>
Agreed Action	<ul style="list-style-type: none"> <li>• Enhancement on questionnaires</li> </ul>
Student Signature	
Supervisor's Signature	

**Meeting 7**



Date of Meeting	27 June 2018 (Week 8)
Progress Made	<ul style="list-style-type: none"> <li>• Supervisor guided proposal defense</li> </ul>
Agreed Action	<ul style="list-style-type: none"> <li>• Prepared the proposal defense</li> </ul>
Student Signature	
Supervisor's Signature	





**Meeting 8**

Date of Meeting	2 July 2018 (Week 9)
Progress Made	<ul style="list-style-type: none"> <li>• Proposal defense</li> <li>• Second supervisor gives feedback for enhance</li> </ul>
Agreed Action	<ul style="list-style-type: none"> <li>• Enhance few of chapter 1 to 3</li> <li>• Correction on questionnaires</li> </ul>
Student Signature	
Supervisor's Signature	



**Meeting 9**

Date of Meeting	9 July 2018 (Week 10)
Progress Made	<ul style="list-style-type: none"> <li>• Start data collection</li> </ul>
Agreed Action	<ul style="list-style-type: none"> <li>• Start data analysis once completion of data collection</li> </ul>
Student Signature	
Supervisor's Signature	

**Meeting 10**

Date of Meeting	18 July 2018 (Week 11)
Progress Made	<ul style="list-style-type: none"> <li>• Discussion on data analysis</li> <li>• Detail discussion on chapter 4</li> </ul>
Agreed Action	<ul style="list-style-type: none"> <li>• Complete chapter 4</li> <li>• Start preparing chapter 5</li> </ul>
Student Signature	
Supervisor's Signature	

**Meeting 11**

Date of Meeting	27 July 2018 (Week 11)
Progress Made	<ul style="list-style-type: none"> <li>• Finalize chapter 4 and 5</li> <li>• Discussion on VIVA presentation</li> </ul>
Agreed Action	<ul style="list-style-type: none"> <li>• Finalize the whole chapter 1 to 5</li> <li>• Prepare for VIVA presentation</li> </ul>
Student Signature	
Supervisor's Signature	



### Section D. Comments on Management of Project

#### Student Comments

The dissertations process is challenging and it requires full commitment from the student. Meeting and discussion with my supervisor helped me to improve my thesis from time to time. This project had improved my researching, reading and writing skill tremendously. In addition, my supervisor pointed out my mistakes and explained to me how to correct them. In the data analysis, I encountered challenges, my supervisor patiently explained to me and help me a lot. I am grateful to have a supportive supervisor throughout my thesis. With his support and motivation, I am able to complete my dissertation on time.

#### Supervisor Comments

Wu Tong is a very hardworking student. He willing to learn and take initiative to ask questions whenever he is confuse.  
Overall, he did a very good job in the MBA project.

Signature of Student		Date	9/8/2018
Signature of Supervisor		Date	9/8/2018
Ethics Confirmed		Date	

**APPENDIX D**  
**QUESTIONNAIRE**

**Dear Participants:**

This study is a requirement for the partial fulfilment of Master of Business management program (MBA) at the INTI International University. The purpose of this study is to get **Students' Satisfaction toward Cafeteria Service at Private Universities in Nilai Malaysia.**

This questionnaire is divided into 3 short sections that should take only a few moments of your time to complete. Please respond by ticking the appropriate box or filling in your answers in the blank spaces provided. This is an academic exercise and all information collected from respondents will be treated with strict confidentiality.

Thank you very much for your cooperation.

**Section A:** Directions: Please tick (/) each of the following your perception of University Cafeteria. For each statement following, please circle a number based on a scale from **1 = Strongly Disagree, 2= Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree**

QUESTION		Perceived service performance is				
		Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
1.	The food and beverage serve in the cafeteria is fresh.	1	2	3	4	5
2.	The food and beverage serve in the cafeteria is not harmful to health.	1	2	3	4	5
3.	The store menu in the cafeteria have correct spelling.	1	2	3	4	5
4.	The food and beverage serve in the cafeteria is nutritious to the body.	1	2	3	4	5
5.	The staff willing to help me to choose the meal if I am confuse.	1	2	3	4	5
6.	The staff who serve my meals are friendly and polite.	1	2	3	4	5
7.	I am treat with respect by the staff at mealtimes.	1	2	3	4	5
8.	The staff is patience to introduce the food to me.	1	2	3	4	5
9.	I am well informed about the time of receiving my meal by the staff.	1	2	3	4	5
10	Cafeteria is located at the convenient place.	1	2	3	4	5
11	The store in the cafeteria serve reasonable food price.	1	2	3	4	5
12	Staff serve the correct food and beverage to the consumers.	1	2	3	4	5

13	The menu is written in language that are easy to understand.	1	2	3	4	5
14	The food and beverage meets my expectation.	1	2	3	4	5
15	Cafeteria provides prompt and quick service.	1	2	3	4	5
16	The staff clean the table on time.	1	2	3	4	5
17	I think the food accord with my taste.	1	2	3	4	5
18	Services are provided at pre-determined time.	1	2	3	4	5
19	Cafeteria is a clean.	1	2	3	4	5
20	The staff using disposable gloves and hair net for hygiene purpose.	1	2	3	4	5
21	The crockery and cutlery are clean and no chipped.	1	2	3	4	5
22	The atmosphere of the restaurant put me in a good mood	1	2	3	4	5
23	There are plenty of seats in the cafeteria.	1	2	3	4	5

<b>Section B : Please rate your overall satisfaction of the cafeteria service</b>		<b>Very Low</b>	<b>Low</b>	<b>Moderate</b>	<b>High</b>	<b>Very High</b>
24	To what degree would you rate your overall satisfaction with the cafeteria service?	1	2	3	4	5
25	To what degree would you rate your level of satisfaction with the quality of cafeteria service at your university?	1	2	3	4	5
26	To what degree would you rate your level of satisfaction with the overall experience with the cafeteria service?	1	2	3	4	5

**Section C: Demographic Information :**

**Gender :** Male  Female

**Are you :** Student  Staff

**If student, Level of study :** Master  Degree  Degree Transfer  Diploma   
Foundation/ Pre U

**Nationality:** Local  International

Thank you for your participation and your time.

**APPENDIX E****MBA FINAL PROJECT PRESENTATION SLIDE**

## **Students' Satisfaction with Cafeteria Services at Private Universities in Nilai Malaysia**

Name: Wu Tong  
Student ID: I17014262

Under the Guidance of:  
DR. Phuah Kit Teng  
Senior Lecturer

INTI International University



### **AGENDA**

- Introduction
- Problem Statement
- Research Questions and Objectives
- Significance of Study
- Literature Review
- Theoretical Framework
- Research Methodology
- Conceptual Framework
- Hypotheses
- Demographic Data of Respondents
- Preliminary Analysis (including Pilot Test)
- Hypotheses Testing
- Findings and Discussion
- Recommendations
- Future research
- Q & A





## Introduction / Background of Study

### Malaysia Higher Educational System in Private University

- 20 Public Universities
- 53 Private Universities
- 6 Foreign University Branch Campuses
- In 2017, private universities had 484,963 students (42%)
- The food service is an important part of the university
- The number of university students is increasing that lead to explosive development of universities cafeteria market
- The competition is increasing between the universities' internal cafeteria and external restaurant.

### NYU served 'racially insensitive' Black History Month meal

By Tamar Lapin

February 21, 2018 | 4:28pm | Updated

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## Research Objectives & Research Questions

### General Objective

Determine the factors influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

### Specific objectives

- RO1: To determine the significant relationship between assurance and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.
- RO2: To determine the significant relationship between empathy and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.
- RO3: To determine significant relationship between reliability and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.
- RO4: To determine significant relationship between responsiveness and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.
- RO5: To determine significant relationship between tangible and students' satisfaction with cafeteria service at private universities in Nilai Malaysia

## Research Objectives & Research Questions

### Research questions

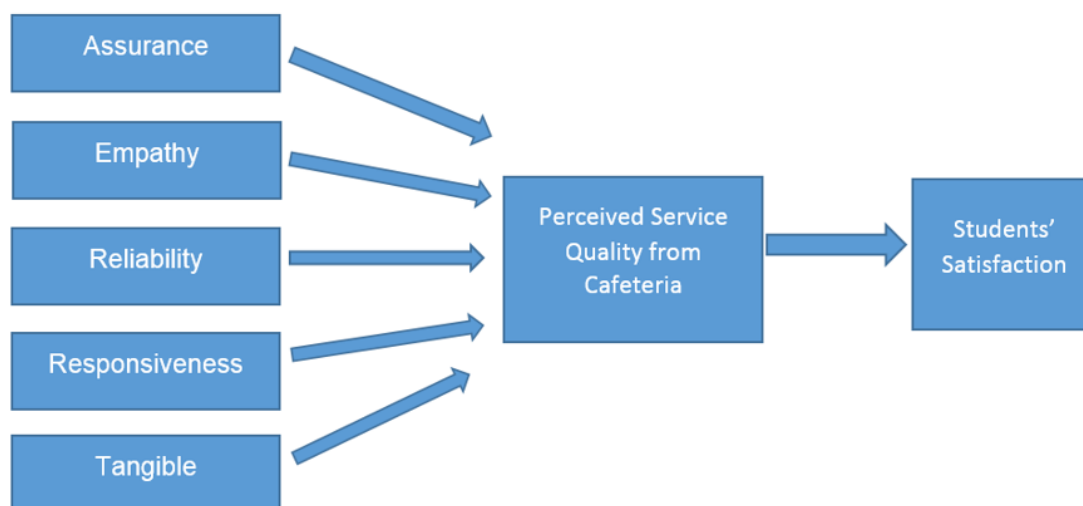
- RQ1: Does assurance influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?
- RQ2: Does empathy quality influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?
- RQ3: Does reliability influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?
- RQ4: Does responsiveness influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?
- RQ5: Does tangible influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia?

## The review of the studies undertaken

Author/ researcher	Title of the work	Theory/ models	Methodology	Outcome of the Study	Remarks / Gaps Identified
Ramseook-Munhurrun , 2012	Perceived Service Quality in Restaurant Service: Evidence from Mauritius	SERVPERF Model	T-test, multiple regression analyses	“Food quality-reliability” dimension was the strongest predictor of customer satisfaction as well as repeat purchase intention and willingness to recommend.	The performance-only measure (SERVPERF) explains more of the variance in an overall measure of service quality than the SERVQUAL instrument
Phan and Nguyen, 2016	An Analysis of Factors Impact on Customer Satisfaction in Vietnam Restaurants: Case of Fast Food Restaurants	SERVQUAL Model	Multiple Regression Analysis	environment elements also have the ability to influence customers before they even experience the actual performances of service providers or service outputs such as food	Service quality is one of the useful methods in order to manage business processes and then guarantee the high satisfaction of customers that motivates the effectiveness and competitiveness of the industry
Jayasankara prasad, et al.,2012	Antecedents and Consequences of Customer Satisfaction in Food & Grocery Retailing: An Empirical Analysis	Confirmation – Disconfirmation Theory	Hypotheses Testing, Regression Analysis, Exploratory Factor Analysis,	The satisfied customers are willing to pay premium for the quality of products and services they receive	Confirmation-disconfirmation on theory stipulates that satisfaction is determined by a comparison between the perception of performance and a cognitive standard

## Conceptual Framework

### SERVQUAL MODEL



Source: Valarie, Parasurama and Leonard, 1988

# Research Methodology

## Sampling frame:

- The sample size of this study is 377 respondents.
- Convenient sampling

## Sources of data collection:

Primary data and Secondary data

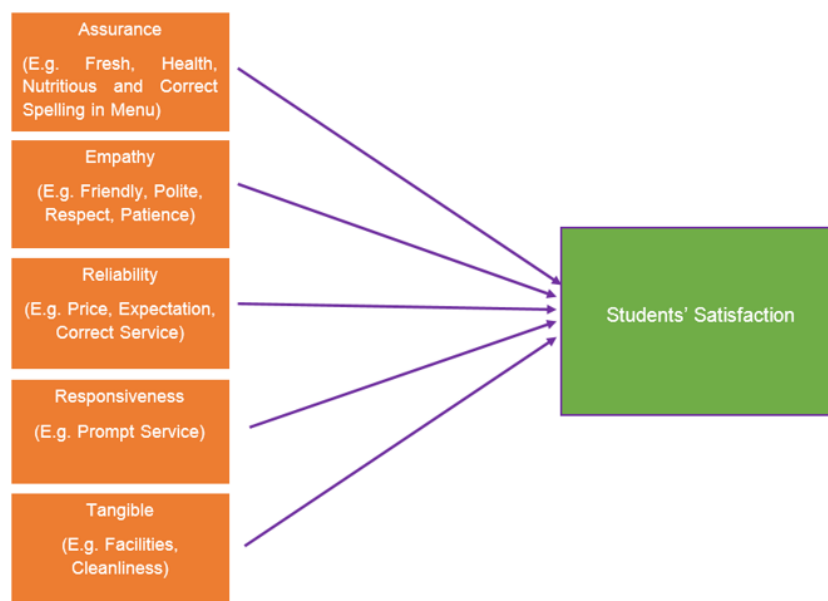
## Mode / method of Data Collection:

The data collection tool used for the research is through survey method

## Analysis Techniques:

- Reliability Test
- Descriptive Analysis
- Exploratory Factor Analysis
- Multiple Regression Analysis

## CONCEPTUAL FRAMEWORK



Source: Adopted from SERQUAL model ([Parasuraman, Zeitham and Berry, 1988](#))

## HYPOTHESES

- H1: There is significant relationship between assurance and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.
- H2: There is significant relationship between empathy and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.
- H3: There is significant relationship between reliability and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.
- H4: There is significant relationship between responsiveness and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.
- H5: There is significant relationship between tangible and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.

## PRELIMINARY ANALYSIS

- Pilot Test

### Reliability Statistics

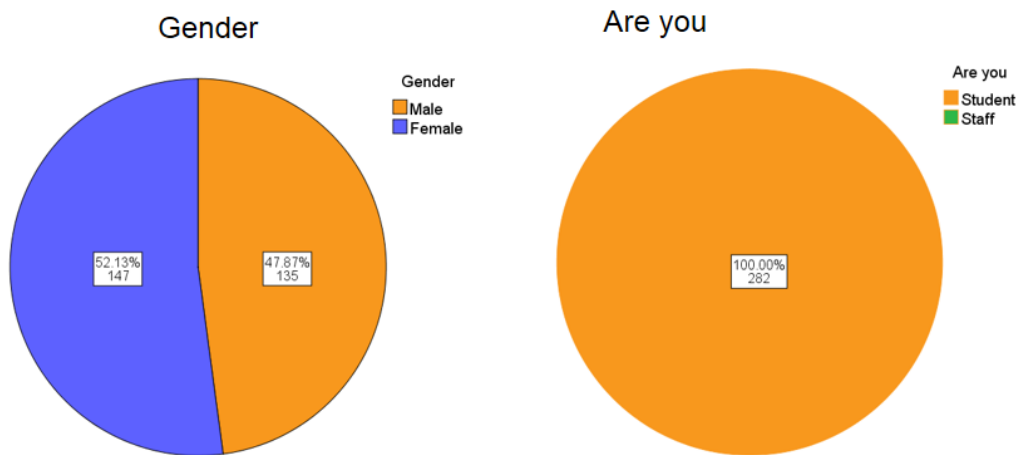
Cronbach's Alpha	N of Items
0.964	26

(Source: Survey, 2018)

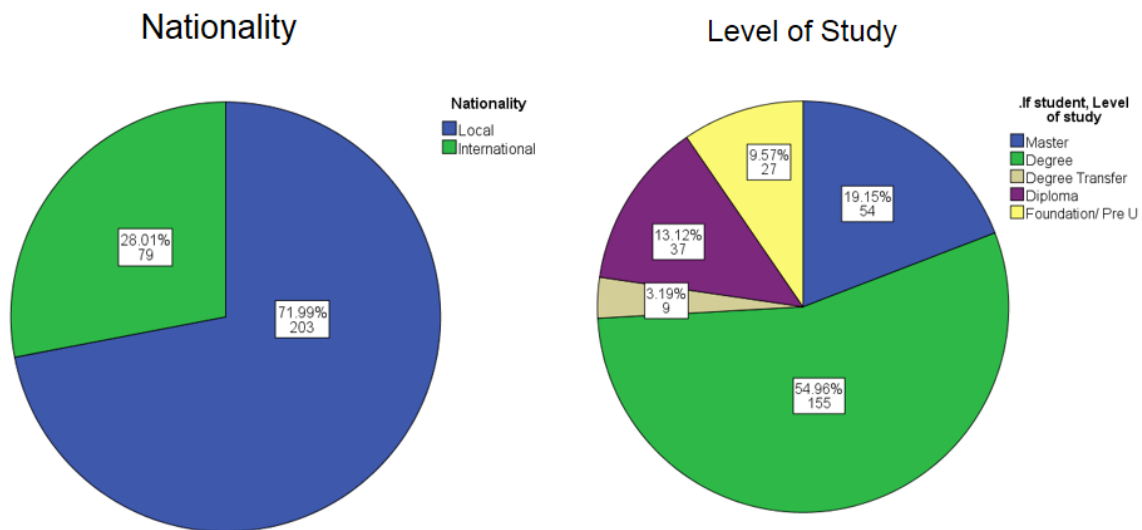
- A pilot test was conducted on 30 respondents

### DEMOGRAPHIC DATA OF RESPONDENTS

Socio-demographic profile of respondents (n=282)



### DEMOGRAPHIC DATA OF RESPONDENTS



## PRELIMINARY ANALYSIS- FINAL DATA

- Reliability Test

### Reliability Statistics

Cronbach's Alpha	N of Items
0.938	26

(Source: Survey, 2018)

- Total sample size of this study is 282

## HYPOTHESES TESTING

### Factor Analysis

In this study, Kaiser-Meyer-Olkin (KMO) sampling adequacy test and Bartlett's test were used to measure the sampling adequacy and the presence of the correlation between all variables.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.868
Bartlett's Test of Sphericity	Approx. Chi-Square	1444.746
	df	91
	Sig.	.000

Rotated Component Matrix <sup>a</sup>				
	Factor Loading			
	F1	F2	F3	F4
<b>Tangible</b>				
The crockery and cutlery are clean and no chipped.	.734			
Cafeteria is a clean.	.724			
The atmosphere of the restaurant put me in a good mood.	.713			
There are plenty of seats in the cafeteria.	.676			
The staff using disposable gloves and hair net for hygiene purpose.	.622			
Variance (percent of explained)	<b>20.074</b>			
<b>Empathy</b>				
The staff who serve my meals are friendly and polite.		.820		
I am treat with respect by the staff at mealtimes.		.788		
The staff is patience to introduce the food to me.		.707		
I am well informed about the time of receiving my meal by the staff.		.606		
Variance (percent of explained)		<b>19.152</b>		
<b>Assurance</b>				
The food and beverage serve in the cafeteria is not harmful to health.			.781	
The store menu in the cafeteria have correct spelling.			.698	
The food and beverage serve in the cafeteria is nutritious to the body.			.667	
Variance (percent of explained)			<b>13.296</b>	
<b>Reliability</b>				
Staff serve the correct food and beverage to the consumers.				.794
The menu is written in language that are easy to understand.				.763
Variance (percent of explained)				<b>11.932</b>
Total percentage of variance				<b>64.454</b>

## HYPOTHESES TESTING

### Multiple Regression Analysis

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.749 <sup>a</sup>	.561	.555	.51254	1.668

a. Predictors: (Constant), Reliability Mean, Assurance Mean, Empathy Mean, Tangible Mean

b. Dependent Variable: Students' Satisfaction Mean

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.007	4	23.252	88.511	.000 <sup>b</sup>
	Residual	72.768	277	.263		
	Total	165.775	281			

a. Dependent Variable: DV Mean

b. Predictors: (Constant), Reliability Mean, Assurance Mean, Empathy Mean, Tangible Mean

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.115	.210		-.544	.587		
	Tangible Mean	.393	.051	.405	7.719	.000	.576	1.735
	Empathy Mean	.056	.054	.053	1.037	.300	.612	1.633
	Assurance Mean	.327	.053	.293	6.172	.000	.705	1.418
	Reliability Mean	.222	.048	.205	4.585	.000	.793	1.262

a. Dependent Variable: Students' Satisfaction Mean Students' Satisfaction



## SUMMARY OF HYPOTHESES TESTING RESULTS

Hypothesis	Hypothesis statement	Result
H <sub>1</sub>	There is significant relationship between assurance and students' satisfaction with cafeteria service at private universities in Nilai Malaysia	Fail to reject
H <sub>2</sub>	There is significant relationship between empathy and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.	Reject
H <sub>3</sub>	There is significant relationship between reliability and students' satisfaction with cafeteria service at private universities in Nilai Malaysia	Fail to reject
H <sub>4</sub>	There is significant relationship between responsiveness and students' satisfaction with cafeteria service at private universities in Nilai Malaysia	Removal after Factor Analysis
H <sub>5</sub>	There is significant relationship between tangible and students' satisfaction with cafeteria service at private universities in Nilai Malaysia.	Fail to reject

## KEY FINDINGS



- Students most concerned about facilities that crockery and cutlery no chipped, cafeteria is clean, the atmosphere put students in a good mood, enough seats and staff using disposable gloves and hair net
- Secondly, students more care that food and beverage, correct spelling of menu, and the nutritious of food and beverage.
- Lastly, the students care staff can serve correct food and beverage, and can easy to understand menu.

## Recommendations

- The cafeteria of university should regularly check crockery, cutlery and other tangible facilities no chipped
- The cafeteria of university keep clean and a pleasant atmosphere for students
- The cafeteria manager asked the staff using disposable gloves and hair net
- The cafeteria should introduce nutrient-rich foods and beverage
- Menus of cafeteria should be spelled correctly and easily understood

## Future Research Direction

- Future research empathy and responsiveness influence the students' satisfaction with cafeteria service at private universities in Nilai Malaysia
- Future research the other factors which 44.5% of the dependent variability

## APPENDIX F

## TURNITIN RESULTS

## MBA Project WU Tong

## ORIGINALITY REPORT

<b>8%</b>	<b>2%</b>	<b>3%</b>	<b>4%</b>
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

## PRIMARY SOURCES

<b>1</b>	<b>Submitted to Coventry University</b> Student Paper	<1%
<b>2</b>	<b>Submitted to Monash University</b> Student Paper	<1%
<b>3</b>	<b>Submitted to University of Southampton</b> Student Paper	<1%
<b>4</b>	<b>Submitted to Segi University College</b> Student Paper	<1%
<b>5</b>	<b>"The 19th International Conference on Industrial Engineering and Engineering Management", Springer Nature America, Inc, 2013</b> Publication	<1%
<b>6</b>	<b>Submitted to University of Greenwich</b> Student Paper	<1%
<b>7</b>	<b>Submitted to Universiti Teknologi MARA</b> Student Paper	<1%
<b>8</b>	<b>"Islamic perspectives relating to business, arts, culture and communication", Springer Nature</b>	<1%

## America, Inc, 2015

Publication

9	Submitted to Berjaya University College of Hospitality Student Paper	<1%
10	<a href="http://www.nst.com.my">www.nst.com.my</a> Internet Source	<1%
11	"Proceedings of the 20th Congress of the International Ergonomics Association (IEA 2018)", Springer Nature America, Inc, 2019 Publication	<1%
12	Submitted to Griffith College Dublin Student Paper	<1%
13	Submitted to The University of the West of Scotland Student Paper	<1%
14	Publication	<1%
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Liang, Yunji, and Lijun Bu. "Research on the

18	Establishment of Evaluation System of E-Commerce Enterprise Value", 2011 International Conference on Management and Service Science, 2011.	<1%
Publication		
19	"Visual Informatics: Sustaining Research and Innovations", Springer Nature America, Inc, 2011	<1%
Publication		
20	Submitted to Wellington Institute of Technology	<1%
Student Paper		
21	Ling Dyana Chang, Mui, Norazah Mohd Suki, and Nalini A. "A Structural Approach on Students' Satisfaction Level with University Cafeteria", Asian Social Science, 2014.	<1%
Publication		
22	citeseerx.ist.psu.edu	<1%
Internet Source		
23	Submitted to Macquarie University	<1%
Student Paper		
24	Submitted to The University of Manchester	<1%
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Student Paper		