



**“A STUDY ON SERVICES QUALITY AND IMAGE ON KFC
SHAH ALAM SECTION 13”**

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TITLE : “A STUDY ON SERVICES QUALITY AND IMAGE ON KFC
SHAH ALAM SECTION 13”

SESSION :

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2. We admitted this outstanding piece of work is our own work except each part we had already explain the sources.
3. We agreed to relinquish the intellectual property of the project to the PSA to meet the requirements for the award of the **Diploma in Business Studies** to us.

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ABSTRACT

This case study is on services quality and image on KFC Sha alam section 13. The study is aimed at to identify on how KFC Shah Alam section 13 handling their customer and boost up their image. The research examined the services quality on food quality and ambiance of facilities. To achieve the study goals, the researcher designed a questionnaire to collect data from randomly selected customers in KFC Shah Alam section 13. From the questionnaires distributed to respondents, we know that how KFC Shah Alam section 13 handle their customer. This study also wanted to help KFC Sha alam section 13 to improve their quality services and also to make up their reputation so that their image is excellent. On top of that we also wanted to know how respondent react when in crowd waiting for food as if they were hungry and also how the employee of KFC Shah Alam section 13 handle the situation.

Kajian kes ini adalah mengenai kualiti dan imej perkhidmatan di KFC Shah alam seksyen 13. Kajian ini bertujuan untuk mengenal pasti bagaimana KFC Shah Alam seksyen 13 mengendalikan pelanggan mereka dan meningkatkan imej mereka. Penyelidikan ini mengkaji kualiti perkhidmatan mengenai kualiti makanan dan suasana kemudahan. Untuk mencapai matlamat kajian, penyelidik merancang borang soal selidik untuk mengumpulkan data dari pelanggan yang dipilih secara rawak di bahagian KFC Shah Alam 13. Dari questionair yang diedarkan kepada responden, kita tahu bahawa bagaimana bahagian 13 KFC Shah Alam menangani pelanggan mereka. Kajian ini juga ingin membantu KFC Sha alam seksyen 13 untuk meningkatkan kualiti perkhidmatan mereka dan juga meningkatkan reputasi mereka agar imej mereka cemerlang. Selain itu, kami juga ingin mengetahui bagaimana reaksi responden ketika orang ramai menunggu makanan seolah-olah mereka lapar dan juga bagaimana pekerja KFC Shah Alam seksyen 13 menangani keadaan.

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CHAPTER 1

INTRODUCTION

In the early 1960s the United States existed as the first local fast food restaurant in the United States to open its branch in Kuala Lumpur. Since then the food services and food quality are always been compare and this is evident with the advent of fast food restaurants such as KFC, Mc Donald's, Pizza Hut and Shakeys around the 70s and early 80s. Customer satisfaction is the key impacts in deciding the administration quality. Besides, customer satisfaction are also been determined by service quality, food quality, ambiance facilities and time preparation. As per past writing there are connection between customer satisfaction and the administration quality measurement that are dependability, affirmation, substantial quality, sympathy and responsiveness (Naushin Zabin Antara, 2015).

So as to accomplish a significant level of customer satisfaction, KFC should serve an elevated expectation of administration quality since client fulfillment are its premise (R.A. Kahnali and A. Esmaili, 2015). The trademark "client is in every case right" featured the significance of customer satisfaction towards the administration quality that were given. This infers that once the client is happy with the administration quality that are given, the clients will be faithful to the administrations. Clients' fulfillment will support the client dependability more through superb assistance quality improvement activities.

Furthermore , customer satisfaction influence decidedly and legitimately to an association's benefit. As (Thu Ha, 2015)they will likewise prompt recurrent buy, brand dependability and help to spread free advancement by listening in on others' conversations. It comprises of five help measurements which are effects, unwavering quality, responsiveness, affirmation and empathy (Parasuraman, 1988). And it always have been, services quality affects to physical offices and visual materials for clients responsiveness and to ability to serve

1.1 BACKGROUND OF RESEARCH

KFC was founded by Colonel Harland Sanders, an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky, during the Great Depression. Sanders identified the potential of the restaurant franchising concept, and the first "Kentucky Fried Chicken" franchise opened in Utah in 1952.

KFC was established by Colonel Harland Sanders, a business visionary who started selling singed chicken from his side of the road eatery in Corbin, Kentucky, during the Incomparable Sadness. Sanders recognized the capability of the eatery diversifying idea, and the main "Kentucky Singed Chicken" establishment opened in Utah in 1952. KFC advocated chicken in the cheap food industry, expanding the market by testing the built-up strength of the burger. By marking himself as "Colonel Sanders", Harland turned into a noticeable figure of American social history, and his picture remains generally utilized in KFC publicizing right up 'til the present time. Notwithstanding, the organization's quick extension overpowered the maturing Sanders, and he offered it to a gathering of financial specialists drove by John Y. Earthy colored Jr. also, Jack C. Massey in 1964.

As we all know, KFC has many challenges to maintain their services quality, while keeping their image as a fast-food store that has a name in the eyes of the world. As McDaniel and Darden, (1987) say in advance a different conceptualization of want. Wants express themselves as products/services (hereafter, products) which are identified for satisfying unfulfilled needs. Therefore, understanding customer satisfaction dimensions, measuring it and taking advantage from these measurements become the urgent need for KFC and establish the mainstream in academic literature about customer satisfaction in the recent past services quality is important to measure because of its significant impacts on firms' long-term performance and also customer purchasing behaviors. In the academics, consistently providing high customer satisfaction is well acknowledged to be associated with higher customer loyalty and enhanced reputation (Wangnheim & Bayon, 2004)

As in this research, the aim is to know if the customer satisfaction were fulfilled by several element which is the services quality, food quality, ambiance of facilities and time preparation for the food. The element is important in order to give a good representation of a high image fast food store and to maintain the customer loyalty. As, (Chang, 2013) which states that there is a positive and significant relationship between customer satisfaction and customer loyalty. The same thing in a study of the retail industry in South Africa has found that there is a positive and significant relationship between customer satisfaction and customer loyalty (Chinomona , 2013)

1.2 PROBLEM STATEMENT

As (Han and Hyung, 2015) said that service quality, is considered as key factors which affect the image of their products and name. Customers' repurchase intentions is the main point of all business. Since KFC Shah Alam section 2 has always been heard that their services is not good enough because of their time flexibility, and food quality. Because of these factors, most of the customers look down on their image and they must improve their skills in order to maximize their reputation

Besides of improving their skills in handling crowd, they must keep the ambiance of their facilities clean as much as possible so that the next customer will be satisfy. If it is not clean, this may result in mood disruption, stress and dissatisfaction or discontent. Some may even withdraw if they feel they could not withstand the situation. (Zainudin and Junaidah Hanim, 2010)

1.3 RESEARCH OBJECTIVE

The objectives of this research are:

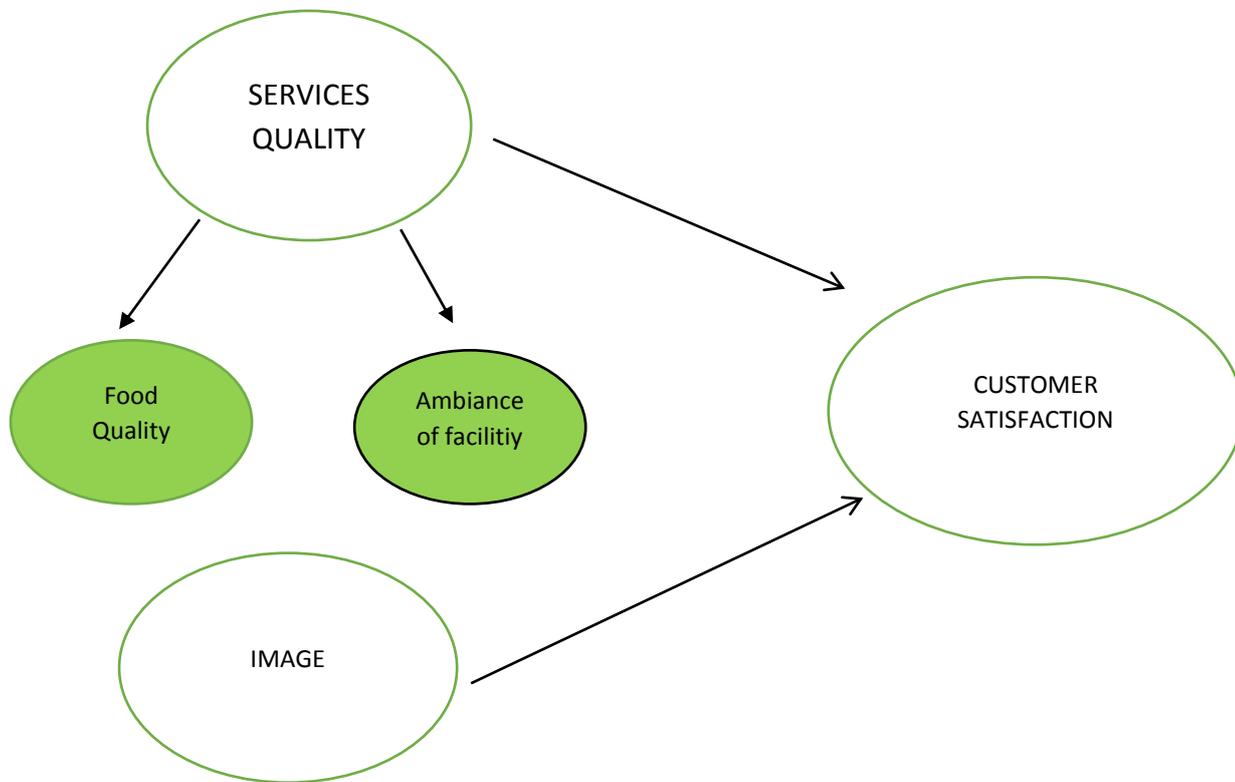
1. To identify factor of services quality at KFC Shah Alam Section 13.
2. To identify factor of image of KFC Shah Alam section 13.

1.4 RESEARCH QUESTIONS

Research question of the study is:

1. What is the factor of services quality at KFC Shah Alam section 13?
2. What is the factor of image of KFC Shah Alam section 13?

1.5 THEORETICAL FRAMEWORK



1.6 SIGNIFICANCE OF THE STUDY

This study aim for KFC Shah Alam, section 13 to improve their employee performance in all aspect by providing useful information for them. Moreover, this research can also help the restaurant to identify their customer purchase satisfaction for future use.

1.7 SCOPE OF STUDY AND LIMITATON

This research focusing on customer who had experience eating and been served at Shah Alam section 13. The time of reviewing are very limited because as we know during this pandemic of covid-19, in order to run the pilot test of the questionnaire is only using google form. All the data that have been collected will not so accurate because it is limited. At the end of the research, the data cannot be generalized to other place and time.

1.8 DEFINITIONS TERMS

1. SERVICES QUALITY

Service quality is a focused evaluation that reflects the customer's perception of specific dimension of service namely reliability, responsiveness, assurance, empathy, tangibles.' Based on the assessment of service quality provided to the customers (Zeithaml, 2003).

Service quality also been defined as the result of consumers' comparison of expected service with the service received. (Parasuraman. 1985). As it has been said, services quality is the most important thing in any business role in order to get the best reputation from the customer.

2. AMBIANCES FACILITIES

Restaurant ambiance is to provide customers a comfortable environment while eating in the restaurant and directly fulfil their expectations (Malaysian Journal of Social Sciences and Humanities, 2020). The ambiance of facilities also is the key element in order to attract customer because it will give satisfaction to the customer when they visited and dine in at the restaurant.

Ambiance facilities also being determine by the conscious designing of space to produce specific emotional effects in buyers that enhance their purchase probability. Ambiance is made up of a set of elements, such as lighting, music, scent and colour. Research in environmental psychology has suggested that ambience have a powerful impact on customer's attitudes, emotions and behaviour.

3. QUALITY OF FOOD

Food quality represents the sum of all properties and assessable attributes of a food item. Usually this is done by the three accepted categories of quality: sensoric value, suitability value and health value . All three deal with assessments, that is, judgements with a subjective component. (C. Leitzmann, 1990)

Food is a core product and it plays a crucial role in the restaurant business. Several researchers have provided strong support that food quality is one of the key factors for success (Du and San, 2005). Empirical evidences reveal that food quality has a significant impact on a firm's long term financial performance due to its ability to create a favourable preference for the firm's products when consumers can differentiate its product quality from others in a meaningful way.

4. IMAGES

Customers prefer to choose products from businesses with images, and they are willing to purchase these products at higher prices (Frombun and Shanley, 1990).

Image not only helps with product identification in general but also helps customers differentiate between products from different brands. That is, brand image plays an important antecedent role in terms of customer perceptions of the quality of products, suggesting product value and thus influencing customer purchasing intentions (Keller, 1993)

1.9 SUMMARY OF THE CHAPTER

In conclusion, the role of services quality and image in restaurant is really important in order to gain more trust and loyalty of the customer. The information and message should also be helpful to KFC in order to boost their sales. This study also reviewed after the researcher found out the problem that KFC shah Alam section 13 facing with their customer. This study also involve 2 research objective to be achieved and has importance to the university itself.

CHAPTER 2

LITERATURE REVIEW

2.1 BACKGROUND

This chapter review is present of customer have a positive satisfaction towards services quality, quality of food, facilities cleanliness and time preparation. As we know this element is very important in interpretation towards customer in order to give a best services. As it has been told by Zeithaml V. (1981) has stated that customers of hospitality often blame themselves when dissatisfied for their bad choice. Employees must be aware that dissatisfied customers may not complain and therefore the employees should seek out sources of dissatisfaction and resolve them. Greenrooms Christia (1982) had illustrated that service quality is what differentiates hospitality establishments, lacking a clear definition of service quality.

However, a few different suggestions of how to define service quality by dividing it into image, functional and technical components. In conclusion if neither one of these element is not been interpret, the customer will have a low satisfaction and will lost their loyalty. Likewise, According to Kotler et al., (2013) creating loyal customers is at the heart of every business, because it is the key to long term marketing success. According to them, creating strong connection with customers is the dream of any marketer specially the service sector. Though, today the service sector gives prominent values to most economies, literature has focused on a limited number of aspect.

2.2 LITERATURE REVIEW

2.2.1 SERVICES QUALITY

According to (Sundho, 2015), all industries identify service quality as a global concept. The objective of service quality is to fulfil the satisfaction of customers toward the services that are given. In addition, the staff must serve customers with kindness and show a good attitude in interacting with the customers. Previous research has stated that the quality of services provided has an influence on customers (Olise, 2015). Thus, if high service quality is given, the result will be higher customer satisfaction

Their demonstrate comprises of eight measurements: common physical environment, Islamic physical environment, nourishment quality, holding up time, staff, handle, Islamic-related skill and halal quality. It also being examined the components that influence the benefit quality of fast-food eateries, considering the relationship between client encounter and add up to quality. They utilized three fundamental measurements to degree the whole quality of eateries: benefit quality, nourishment quality and air quality. In their study on traditional restaurants in Vietnam, examined the relationship between service quality and customer satisfaction to measure service quality in restaurants (Dao, 2015).

Researchers have found difficulties in defining the concept of service quality (Parasuraman, 1985). These difficulties are mainly due to the way the services were produced, consumed and evaluated. On top of that, there were also an argument which is argue that service quality is more complicated than product quality. The physical attribute of products enables errors in the production to be easily detected and thus necessary solutions can be taken immediately to correct the mistakes before they are sold to customers((Gronroos, 1984)

Resulting from the variance in the definitions of service quality, many methods have been formulated to measure service quality. The method that has been develop is 22- item SERVQUAL scale, which consists of five dimensions, namely Tangible, Reliability, Responsiveness, Assurance and Empathy, to measure service quality. The SERVQUAL instrument posits that service quality is the difference between customers' expectation and their perceived perceptions of the actual service, which is known as disconfirmation approach. Based on this approach, the customers' expectation and perceptions are measured after service is provided (Parasuraman. 1985).

2.2.2 QUALITY OF FOOD

Quality of food is a very important element that influences the satisfaction and purchase intentions among customers. The objective of managing food quality is to enhance the image and brand recognition of products and services. According to (Mustapha, 2015), restaurants that display Halal logos represent the practice of healthier lifestyles, which produces effective impacts on the development of the businesses. In enhancing the quality of food, restaurants should provide fresh and well-cooked meals to maintain quality food. Some of study carried out about find out the most variables of nourishment benefit quality. They distinguished two categories of measurements related to items and clients. The category comprised item character, culinary expressions and cleanliness and security (Ko and Su, 2015)

The concept of a food product's quality appears to be closely related to the perception of its being safe. A recent study, investigating the relationship between food quality and food safety, has highlighted that people seem more prone to regard a food product as safe if they consider it as being high quality rather than the opposite (Van Rijswijk, 2008). Concern regarding the safety and quality of food products involves every stage of the production chain.

The definition of food quality is a very subjective matter. Each individual has different perception on food quality as food quality is a heterogeneous term (Alvensleben, 2005). Food quality also defined as a system of product requirements both material and immaterial, related to the product in itself, the production context, the product-packaging system and the product-market system. It also includes the sensory, health, convenience and process dimensions in his definition of food quality (Bredahl, 2003)

Customers are clear about what kind of food quality they want, which has led to the growth of food industry. However, there is still a lack of well-defined concept of food quality. It also claims that the dearth of proper definitions of food quality is because interest in defining food quality was found only among food scientists who formed a minority among those concerned with food quality (Cardello, 1995).

But, above all the say, it have an argument that argued which is quality is generally classified into three dimensions which are search, experience and credence. Search dimensions are related to the quality which can be determined by the customer at the time of purchase while experience dimensions are related to the quality which can be determined only after the purchase (Darby, 1973). Lastly, credence dimensions are related to the quality which customers can never determine neither upon nor post-purchase but with no choice, they have to trust the comments of others.

2.2.3 AMBIANCE OF FACILITIES

The cleanliness of restaurant surroundings must be prioritized to give satisfaction to customers. The objective of restaurant ambiance is to provide customers a comfortable environment while eating in the restaurant and directly fulfil their expectations. (Malaysian Journal of Social Sciences and Humanities, 2020). Ambient conditions affect the five senses of the customers mind. The dimensions of ambient conditions (lighting, scent and temperature) are going to be studied separately. This will allow the researcher to clearly explore effects caused by ambient conditions dimensions one by one.

Should there be a chance that either one dimension has a positive relationship with customer satisfaction and the other one does not have, this can be elaborated clearly by studying each dimension on its own. Hence generalization of effects of ambient conditions on customer satisfaction is minimised since each dimension is measured on its own. However, this is not in line with Gestalt approach. The closest translation of Gestalt is a whole (Holahan, 1982).

Like it has been said by Gestalt, the approach has the sense that, meaning cannot be found from breaking things down into parts, but comes from appreciation of the whole, in other words, holistic (Joseph, 2010). However for the reasons stated above this research is going to study each dimension on its own. Finally it always been important to keep the ambiance of facilities in order to gain customer satisfaction and loyalty.

The ambiance of facilities been divided into aspects of atmosphere (ambiance) into three categories which is attention-creating mediums, message-creating mediums, and effect-creating mediums. Specifically, an attention-creating medium plays an important motivating role in differentiating the restaurant from its competitors. A message-creating medium provides tangible information through which customers can infer the level of quality of the restaurant. That is, the restaurant can communicate with its customers through the environment, which greatly influences customers' dining experiences (Bitner, 1992).

These results were also supported by (Hartline, 1996), who showed that ambient factors become more important in consumer quality expectations when not enough information is available in hotel industry. Lastly, an effect-creating medium stimulates customers' emotional reactions. For example, a restaurant's ambient factors, such as interior design, music, lighting, and aroma, powerfully influence customers' emotions and therefore the formation of their preferences.

It is also been found that the physical environment of a restaurant plays an important role in stimulating potential customers' pre-consumption desires by influencing the customers' feelings. They found that restaurant ambiance also has a positive influence on perceptions of food quality. Moreover, restaurant ambiance encourages customers toward positive purchasing decisions because comfortable interior, pleasant aroma, and nice utensils enable customers to have more favorable perceptions (Matilla, 2007).

2.2.3 IMAGE

Time image of any business is always on the top of the main point in order to maintain the customer satisfaction . By being taking a good care of company image, their reputation will always been on the top of everything. Likewise in this research , a simple example is customer waiting to be served or waiting for numbers to be called in private or public counter service is part of everyday routine and it can be distressing. Waiting time can be defined as unoccupied time, pre-process waits, uncertain waits, unexplained waits, unfair waits, solo waits and group waits. Some study show that they asserted that waiting time in many circumstances gives problems to service providers and it can get intense if the demand for a service is high (Demoulin, 2010).

So as it was say about the example given, if the employee of the company not taking a good care of their customer time, they more likely to lost their customer satisfaction towards their sale and will decreased their image and reputation. As being states, customers prefer to choose products from businesses with images, and they are willing to purchase these products at higher prices (Shanley, 1990)

Image not only helps with product identification in general but also helps customers differentiate between products from different brands. That is, brand image plays an important antecedent role in terms of customer perceptions of the quality of products, suggesting product value and thus influencing customer purchasing intentions (Keller, 1993).

Moreover, well-established image positively affects customers' preferences and usage, trust, and loyalty (Austin, 1999). Asserted that a strong image inspires trust in customers and leads to a positive perception of a product. The level of trust was proportionate to the level of the brand image (Lau & Lee, 1999) Therefore, image has a direct effect on customers' perception of value, their trust, and even their immediate purchasing intentions

2.3 SUMMARY OF THE CHAPTER

The conclusion that has been made is, we have seen that service quality that consist of food quality, ambiance of facilities and image is a key to achieve the customer satisfaction. This have been approved by some journal that being provided in the literature bove..

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

It is a research about customer satisfaction on KFC SHAH ALAM, Section 13. Here in methodology will be doing our further more research on collecting data, exploratory, conclusive and more. Here in methodology there is measures, question design and questionnaire testing to calculate the mean and more. This research has investigated on the part of to know the service quality that give satisfaction, make sure the food quality is always good, to know the facilities cleanliness is always satisfying, and the last part is to know the flexibility of time preparation. Here for each investigation questionnaire will distributed. At methodology helps us to understand the need of customers statistically with proven data that given by customers. . Furthermore the objective of conclusive research is to get insight and understanding of this research on customer satisfaction on KFC SHAH ALAM SECTION 13.

3.2 RESEARCH DESIGN

The type of research design used in this study is descriptive research. Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, how and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables. Unlike in experimental research, the researcher does not control or manipulate any of the variables, but only observes and measures them (Shona McCombes, 2019)

As in general, this research design is suitable for this survey because descriptive research uses surveys to gather data about varying subjects. This data aims to know the extent to which different conditions can be obtained among these subjects. This technique seeks to answer questions about real-life situations. For example, a researcher researching the income of the employees in a company, and the relationship with their performance.

3.3 POPULATION AND SAMPLE SIZE

3.3.1 POPULATION

The population can be defined in terms of geographical location, age, income, sex, race and many other characteristics. In this research, we have choose Shah Alam section 13 as the population in our survey. In 2017 has been stated that shah alam had 760, 028 population and Shah Alam section 13 has the biggest population which is 35% of total overall shah alam population. So as we run the research towards it, we choose only 375 out of 35% so that it will be simple to count.

3.3.2 SAMPLE

A population commonly contains too many individuals to study conveniently, so an investigation is often restricted to one or more samples drawn from it. A well chosen sample will contain most of the information about a particular population parameter but the relation between the sample and the population must be such as to allow true inferences to be made about a population from that sample. Sample is the specific group of individuals that we will collect data from. These elements are known as sample points, sampling units, or observations. Meanwhile, the sample of our research is the people in Section 13, Shah Alam.

Consequently, the first important attribute of a sample is that every individual in the population from which it is drawn must have a known non-zero chance of being included in it, a natural suggestion is that these chances should be equal. We would like the choices to be made independently, in other words, the choice of one subject

will not affect the chance of other subjects being chosen. To ensure this we create a google form to let anyone answer it on their own. A sample so chosen is called a random sample. The word "random" does not describe the sample as such but the way in which it is selected.

3.2.3 SAMPLING METHOD

Besides, in sampling technique we have use non-probability sampling technique to identify the population. We used the non-probability sampling technique because of the population has unknown where total people who came to KFC in Shah Alam section 13 cannot be determined. Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. We conducted an descriptive analysis on KFC Sham Alam Section 13.

For this research, the questionnaires like google form were conveniently distributed to every people in Section 13, Shah Alam. Sampling design and sample size are important to establish the representative for the generalization. If the appropriate sample design is not used, the large sample size will not, in itself, allow the findings to be generalized to the population. The sample size of this research is 375. This sample size is determined based on the rules of (Krijcie and Morgan, 1970). These data were coded and analyzed using SPSS Version 24.0.

Table 3.1

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size Source: Krejcie & Morgan, 1970

Figure 1.1: Krejcie & Morgan sampling size, 1970.

3.4 Instrumentation

Questionnaire

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. In this research the questionnaire will be distributed to random person in Shah Alam Seksyen 13 who have experience in visiting KFC Shah Alam section 13. The respondent will be answering it in a Likert Scale.

Likert scale.

<i>Strongly disagree</i>	<i>disagree</i>	<i>normal</i>	<i>agree</i>	<i>strongly agree</i>
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

Section A: Demographic Question

1. Which age group are you?

- 18-25 years old
- 26-35 years old
- 36-45 years old
- 46-55 years old

2. What is your occupation status?

- Student
- Unemployed
- Career Man
- Retired

3. Marital Status

- Single
 Married

4. Salary per month

- Less than RM1499
 RM1500-RM2999
 RM3000-RM3999
 More than RM4000

Section B: Independent and Dependent Variables

5. How much do you went to KFC per month

- 1-2
 3-4
 4-5
 5 above

6. How much did you spent for your meals on KFC in a month?

- Less than RM199
 RM200-RM299
 More than RM300

Please circle your answer to each statement using 5 Likert scale [(1) = strongly disagree, (2) = disagree, (3) = normal, (4) = agree (5) =strongly agree]

No.	Question FOOD QUALITY	strongly disagree	disagree	normal	agree	strongly agree
1.	Is their food been served still hot?	1	2	3	4	5
2.	Is their food clean and fresh?	1	2	3	4	5
3.	Is their food not soggy and tasty?	1	2	3	4	5
4.	Does their presentation of food satisfying?	1	2	3	4	5
5.	Were their ingredients use to cook the meal is excellent?	1	2	3	4	5
6.	Is their food is well-cooked	1	2	3	4	5
7.	Were their food portion is enough and satisfy your hunger?	1	2	3	4	5

No.	Questions AMBIACE of FACILITIES	Strongly disagree	disagree	Normal	agree	Strongly disagree
1.	Is their quickly clean the table after next customer dine in?	1	2	3	4	5
2.	Is their surrounding workplace clean?	1	2	3	4	5
3.	Is their air fresh?	1	2	3	4	5
4.	Is their meal plate is clean?	1	2	3	4	5
5.	Their physical facilities are visually appealing	1	2	3	4	5
6.	Fast food restaurants reinforced personal hygiene in preparing foods.	1	2	3	4	5
7.	restaurants have modern-looking equipment	1	2	3	4	5
8.	Their employees provide prompt services	1	2	3	4	5

This was an example draft of a pilot survey for obtaining data from customers' experience as well as to determine the problems and limitations of the methodology (Kantanoleon N., Zampetakis L., & Manios T., 2007).

A valid measuring tool will able to give more accurate data. Validity is the degree to which the translations of the aftereffects of a test are justified, which depends on the particular use the test is intended to serve. Reliability estimates evaluate the steadiness of measures, inside consistency of estimation instruments, and reliability of instrument scores (Winterstein, A.G., 2008).

3.5 DATA COLLECTION METHOD

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same. The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed. Regardless of the field of study or preference for defining data (quantitative, qualitative), accurate data collection is essential to maintaining the integrity of research. Both the selection of appropriate data collection instruments (existing, modified, or newly developed) and clearly delineated instructions for their correct use reduce the likelihood of errors occurring.

The data are collected from 2 sources which is primary data and secondary data. Primary data refers to the first hand data gathered by the researcher himself. It is a real-time data collected for addressing the problem at hand. Secondary data means data collected by someone else earlier. Secondary data is one which relates to the past and collected for purposes other than the problem at hand (Ajayi, 2017). Primary data are gathered from the questionnaire that will be distributed to random people in Shah Alam Seksyen 13 who has visited KFC Shah Alam section 13. The questionnaire will be spread online using Google form. The secondary data is collected through journal article and website.

3.5.1 PRIMARY DATA

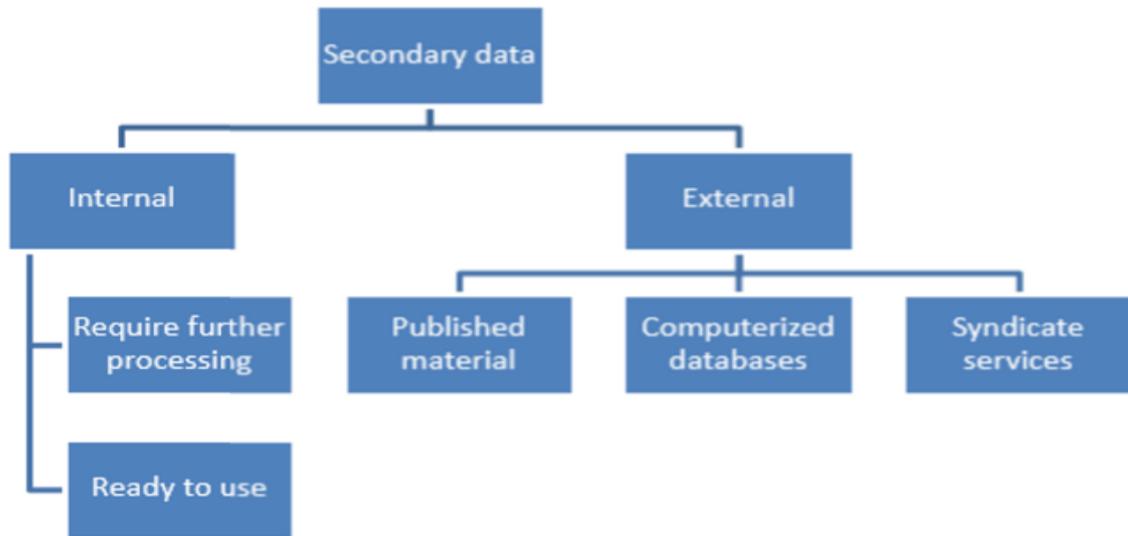
Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources.



Figure 1.2: Primary data

3.5.2 SECONDARY DATA

Secondary data refers to data that is collected by someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.



source : Malhotra, Marketing Research (p.108)

Figure 1.3: Secondary data

3.6 DATA ANALYSIS METHOD

The data that is collected from questionnaire which is selected from random people in Shah Alam, Seksyen 13, will be analyze using SPSS.

CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

This chapter represents the patterns and analysis of results, which are relevant to the research questions. This chapter will further elaborate the output of study based on the SPSS. A pilot test was conducted with the sample size of 30 respondents. The final result of the survey was analysed for 161 respondents from people who has visit KFC Shah Alam Section 13.

4.2 DESCRIPTIVE ANALYSIS

The main defining feature of descriptive analysis is that it is analytics done based on past (historical) data. In practice this is usually communicated in the form of charges and dashboards. Descriptive analysis contrasts with inferential statistic which draws conclusions about a population based on a sample of data.

4.3 RESPONDENT DEMOGRAPHIC PROFILE

The Demographic profile of the respondents has been identified in Section A of the questionnaire. A total of 8 questions were asked to collect data regarding to the respondents' age, gender, place, jobs, income, how much time do they visited and how much they spent at KFC Shah Alam section 13.

PROFILE	FREQUENCY (N)	PERCENTAGE (%)
AGE		
<i>18-25 years old</i>	97	59
<i>26-35 years old</i>	23	14
<i>36-45 years old</i>	26	16
<i>46-55 years old</i>	18	11
DISTRICT		
<i>Taman TTDI Jaya</i>	56	33.5
<i>Metia residence</i>	21	12.5
<i>Laman Sanur</i>	17	9.5
<i>D'Kayangan</i>	28	16.5
<i>Taman Tadisma</i>	12	7
<i>Jalan Polo Air</i>	18	11
<i>Laman Seri</i>	10	5.5
<i>Jalan Bola Sepak</i>	5	2.5
GENDER		
<i>Male</i>	94	56.8
<i>Female</i>	71	43.2
JOB		
<i>Student</i>	105	64
<i>Unemployed</i>	10	6

<i>Career man</i>	50	29.5
<i>Retired</i>	0	0
<i>SALARY</i>		
<i>Below RM1499</i>	112	67.5
<i>RM1500 - RM2999</i>	35	21
<i>RM3000 - RM3999</i>	13	8
<i>RM4000 and above</i>	7	3.5
<i>VISITED KFC/MONTH</i>		
<i>1-2</i>	125	75.5
<i>3-4</i>	39	23.5
<i>4-5</i>	1	0.5
<i>5 and above</i>	0	0
<i>SPENT</i>		
<i>Below RM199</i>	125	75.5
<i>RM200 - RM299</i>	30	18.5
<i>RM300 - RM399</i>	9	5.5
<i>RM400 and above</i>	1	0.5

Table 4.1, Demographic table

As shown at table 4.1, the majority age of these from 18-25 which is more likely to visit KFC Shah Alam section 13.

It also shown that people were most visiting KFC is from Taman TTDI Jaya which has 33.5% and the less one is people who stay at Jalan Bola Sepak which is only 2.5%.

Next is the gender of Male is more compare to female which is 56.8 to 43.2. Besides, it is known that more student were likely to visit KFC and the time visited is 1-2 time per month is the biggest one taking the plot in the table which is 75.5%.

Lastly, we can conclude that the majority people who came to KFC is having a basic salary which is below RM1499 and only spend below RM199.

4.2.2 FREQUENCIES OF SERVICE QUALITY (FOOD QUALITY, AMBIANCE FACILITY) AND IMAGE

4.2.2.1 SERVICE QUALITY (FOOD QUALITY)

	<i>MEAN</i>	<i>STD. DEVIATION</i>
<i>Does the food hot when it is served?</i>	2.49	.888
<i>Do you think the food are fresh and clean?</i>	2.49	.668
<i>Do you think the food are tasty?</i>	2.44	.844
<i>Do you think their presentation of food satisfying?</i>	2.57	.849
<i>Do you think the food portion enough and satisfied?</i>	2.55	.736
<i>Do you think the food are well-cooked?</i>	2.49	.793
<i>Does the food hot when it is served?</i>	2.60	.787

Table 4.2, Services Quality (Food Quality)

In table 4.2 it shown the respondent are tend to answer the question “*Do you think their presentation of food satisfying?*” which has mean that 2.57 which is higher than the other question. It is clearly that people is more concern that food presentation brings out the food quality is the most and will satisfy the customer.

4.2.2.2 SERVICES QUALITY (AMBIANCE OF FACILITIES)

	<i>MEAN</i>	<i>STD.DEVIATION</i>
<i>Do you think they always keep clean?</i>	2.48	.793
<i>Do you think their service is fast?</i>	2.34	.837
<i>Do you think they always have the accuracy of your order</i>	2.30	1.045
<i>Do you think the taste of their food are delicious?</i>	2.38	.676
<i>Do you think their team members are friendly?</i>	2.27	.906
<i>Do you have paid a lot at KFC,Seksyen 13?</i>	2.48	.610
<i>Do you think they always keep their stuff clean?</i>	2.35	1.017
<i>Do you think their environment is clean?</i>	2.42	.797

Table 4.3, Service Quality (Ambiance of Facilities)

The result on table 4.3 shown that respondent tend to answer the question “*Do you think they always keep clean?*” which is has the highest mean 2.48 compared to others question. It is clearly that people are more influence to visit a good and clean place at KFC Shah Alam section 13.

4.2.2.3 IMAGE

	<i>MEAN</i>	<i>STD. DEVIATION</i>
<i>Are their marketing make you attracted?</i>	2.55	.907
<i>Do you think their beverages and food are at reasonable price?</i>	2.61	.747
<i>Do you wish to dine in again?</i>	2.42	.905
<i>Do you think their Operating hours are convenient to all customers??</i>	2.44	.743
<i>Do you think the employees giving personal attention towards you?</i>	2.44	.893
<i>Do the employees served you nicely?</i>	2.56	.735
<i>Do you think you should give a good reputation to this KFC?</i>	2.23	.859
<i>Did you find the menu and marketing always been updated?</i>	2.44	.735

Table 4.4, Image

Table 4.4 result show that respondent were tend to answer question “*Do you think their beverages and food are at reasonable price?*” which has mean 2.61 that is highest above the other question. This is shown that image of restaurant is also depend on the price range of something their eat.

4.3 SCALE OF MEASUREMENT

Scale of measurement refer to ways in which variables or numbers are defined and categorized. Each scale of measurement has certain properties which intern determines the appropriateness for use of certain statistical analyses. The for scale of measurement are nominal, ordinal, interval, and ratio.

4.3.1 REABILITY TEST

	<i>CRONBACH ALPHA</i>	<i>NO. OF ITEMS</i>
<i>SERVICES QUALITY (FOOD QUALITY)</i>	.953	7
<i>SERVICES QUALITY (AMBIANCE OF FACILITIES)</i>	.963	8
<i>IMAGE</i>	.963	8

Table 4.5, Reability test

According to Malhotra (2002), the alpha coefficient below 0.6 portrays weak reliability of the variables. If the alpha coefficient ranges from 0.6 to 0.8, they are considered to be moderate strong. If the alpha coefficient is in the range of 0.8 to 1.0, they are considered to be very strong.

Based on Table 4.7, the results have revealed that the internal reliability of each construct has ranged from .963 to .953. Alpha Coefficient of 0.5 was set as the minimum criterion. Construct of tangibles features had fulfilled the minimum criterion as it portrayed in alpha coefficient. Thus the result of the pilot test has indicated that overall consistency reliability for each construct. The result has shown that services quality (ambience of facilitied) and image had the highest coefficient (.963) while the services quality (food quality) (.953).

4.4 DESCRIPTIVE ANALYSIS

The scale measurement used in this study was 5-point Likert scale. For clarity of explanation, the mean scores were divided into three levels, which are low, moderate and high. Mean values of less than 2.49 was categorized as "low", mean values between 2.50 and 3.49 was categorized as "moderate", while mean values of 3.50 to 5.00 was categorized as "high".

CONTEXT	N	MEAN	STD. DEVIATION
<i>Services Quality (Food Quality)</i>	165	2.52	.704
<i>Services Quality (Ambiance of Facilities)</i>	165	2.38	.754
<i>Image</i>	165	2.46	.731

Table 4.6, Mean score for Services Quality and Image

The mean scores did not indicate any significant differences between services quality and image. From the output in Table 4.8, it is evident that the mean and standard deviations of the two groups were fairly close since there was not much difference between services quality (food quality) (2.52), services quality (ambiance of facilities) (2.38) and image (2.46).

4.4 CONCLUSION

This study examined that people that visited to KFC Shah Alam Section 13, is more likely is student and visited per month is more on 1-2 times only. It also shown that people are more concern about the food quality wich has the more significant mean (2.52) between the ambiance of facilitated and image. So, it can be conclude that Services Quality (food quality) is the main factor to attract customer to visit KFC Shah Alam Section 13.

CHAPTER 5:

DISCUSSION, CONCLUSION AND IMPLICATION

5.1 INTRODUCTION

In the previous chapter, the researchers have obtained results from the data collected. This chapter will discuss on the findings from previous chapter and it contains four parts which are the interpretation of results, limitation, recommendation and conclusion of the study.

5.2 DISCUSSION

5.2.1 DESCRIPTIVE ANALYSIS

Among the 375 questionnaire that distributed randomly to the people that stay at Shah Alam Section 13, 165 were answered by online. All the respondents are male and female because this research is study on the services quality and image at KFC Shah Alam Section 13. For the demographic profile, the range is from 18-25 years old, the respondents were students (64%), unemployed (6%), carrer man (29,5%) and retired (0%). For the gender, female respondents for this research is 43.2% which low than male respondents which is 56.8%. This study is including respondents from 8 district which are the most one is Taman TTDI Jaya that has 33.5% respondent from there.

This research generally to identify any significant difference between services quality and image among people who stay at Shah Alam section 13. The result show there is no significant because the mean result is fairly closed (moderate) but the services quality (food quality) (2.52) are slightly higher than services quality (ambiance of facilitated) (2.38) and image (2.46).

5.2.2 SCALE OF MEASUREMENT

The scale measurement is identified by the reliability test. The Cronbach's alpha was used to examine the reliability among 3 constructs that consist of 23 items. Among the 3 contexts services quality (ambiance of facilities) and image score the highest coefficient (.963), followed by services quality (food quality) (.953). All the reliability analysis result appears reliable of values greater than 0.5 and show all the context are reliable.

5.3 CONCLUSION

From the findings of this research it shows that people that visited to KFC Shah Alam Section 13, is more likely is male and the most respondent were from Taman TTDI Jaya. It also shown that the services quality (ambiance of facilities) and image score the highest coefficient (.963) and the services quality (food quality) (.953). This indicate that customer will attract if the overall element has good impact so that it will keep the customer loyalty and also will increase the image at KFC Shah Alam section 13.

5.4 RECOMMENDATION FOR FUTURE STUDY

After completing this study, the researchers have found out that there is some space for improving the quality of this study in future.

The accuracy and reliability of the result can be improved by expanding the sample size, specifically more than 375 questionnaires. Besides, the time frame of conducting survey should be extended in order for researchers to get sufficient time to distribute and collect from large number of respondent. For the current study, the researchers have only distributed questionnaires in the Shah Alam section 13 which might not be comprehensive enough to represent the whole population. Thus, to

obtain a large of sample size, the researchers can distribute it to all section in Shah Alam as well as other places that allow to make a future research.

In order to make sure the study excellent, researcher can also do a study about how the price of the KFC affect customer intention. It is because has seen that people psychology is determine of what they see and what they wanted at a reasonable and affordable price. The respondent also be able to understand more about the questionnaire that been distribute and will likely to get more accuracy of the result in the end of the day.

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APPENDIX

<i>APPENDIX A</i>	<i>questionnaire</i>
<i>APPENDIX B</i>	<i>Krije and morgan</i>
<i>APPENDIX C</i>	<i>Spss result</i>

APPENDIX A

https://docs.google.com/forms/d/e/1FAIpQLScYaoDln_U5IoUR6rP3RS5GDkxzAihmzuIX6nunJRpQp82qFg/viewform

APPENDIX B

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384
<i>Note: N is Population Size, S is Sample Size</i>					<i>Source: Krejcie & Morgan, 1970</i>				

APPENDIX C

Notes

Output Created		25-NOV-2020 14:39:26
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Input	Data	C:\Users\User\Documents\30 respondent.sav
	Active Dataset	DataSet1
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	Weight	<none>
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	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=gender age marital occupation district salary spent /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=MEANS.
Resources	Processor Time	00:00:00.02
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RELIABILITY
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/STATISTICS=DESCRIPTIVE SCALE
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Reliability

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=gender age marital occupation district salary spent /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
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	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	165	97.8
	Excluded ^a	4	2.4
	Total	169	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.370	7

Item Statistics

	Mean	Std. Deviation	N
gender	1.4364	.49744	165
age	1.3333	.67475	165
marital	1.4364	.49744	165
occupation	1.5879	1.08758	165
district	3.7455	2.99930	165
salary	1.4364	.81369	165
spent	1.2909	.59488	165

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
gender	10.8303	17.081	.110	.364
age	10.9333	15.514	.341	.296
marital	10.8303	17.093	.107	.365
occupation	10.6788	14.122	.303	.269
district	8.5212	7.471	.080	.694
salary	10.8303	14.252	.467	.233
spent	10.9758	15.524	.406	.289

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.2667	17.782	4.21688	7

```

RELIABILITY
/VARIABLES=SWLS1 SWLS2 SWLS3 SWLS4 SWLS5 SWLS6 SWLS7
/SCALE('ALL VARIABLES') ALL
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Reliability

Notes

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Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	165	97.6
	Excluded ^a	4	2.4
	Total	169	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.953	7

Item Statistics

	Mean	Std. Deviation	N
SWLS1	2.4848	.88763	165
SWLS2	2.4848	.66814	165
SWLS3	2.4424	.84357	165
SWLS4	2.5697	.84985	165
SWLS5	2.5515	.73589	165
SWLS6	2.4788	.79317	165
SWLS7	2.6000	.78709	165

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SWLS1	15.1273	16.880	.909	.939
SWLS2	15.1273	19.209	.793	.949
SWLS3	15.1697	17.361	.886	.941
SWLS4	15.0424	17.651	.830	.946
SWLS5	15.0606	18.752	.785	.949
SWLS6	15.1333	17.909	.858	.943
SWLS7	15.0121	18.195	.817	.947

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.6121	24.300	4.92949	7

RELIABILITY

```
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Reliability

Notes

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	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=SWLS8 SWLS9 SWLS10 SWLS11 SWLS12 SWLS13 SWLS14 SWLS15 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	165	97.6
	Excluded ^a	4	2.4
	Total	169	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.963	8

Item Statistics

	Mean	Std. Deviation	N
SWLS8	2.4848	.79331	165
SWLS9	2.3394	.83737	165
SWLS10	2.3091	1.04542	165
SWLS11	2.3818	.67601	165
SWLS12	2.2727	.90637	165
SWLS13	2.4788	.61076	165
SWLS14	2.3515	1.01697	165
SWLS15	2.4242	.79749	165

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SWLS8	16.5576	29.309	.756	.963
SWLS9	16.7030	28.405	.821	.959
SWLS10	16.7333	25.563	.925	.954
SWLS11	16.6606	30.018	.804	.961
SWLS12	16.7697	27.056	.907	.954
SWLS13	16.5636	30.199	.873	.959
SWLS14	16.6909	25.727	.937	.953
SWLS15	16.6182	28.055	.916	.954

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.0424	36.431	6.03582	8

RELIABILITY

```

/VARIABLES=SWLS16 SWLS17 SWLS18 SWLS19 SWLAS20 SWLS21 SWLS22 SWLS23
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

Notes

Output Created		25-NOV-2020 14:52:41
Comments		
Input	Data	C:\Users\User\Documents\30 respondent.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	169
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=SWLS16 SWLS17 SWLS18 SWLS19 SWLAS20 SWLS21 SWLS22 SWLS23 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.06

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	165	97.6
	Excluded ^a	4	2.4
	Total	169	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.963	8

Item Statistics

	Mean	Std. Deviation	N
SWLS16	2.5455	.90698	165
SWLS17	2.6061	.74651	165
SWLS18	2.4242	.90494	165
SWLS19	2.4364	.74319	165
SWLAS20	2.4424	.89273	165
SWLS21	2.5636	.73494	165
SWLS22	2.2303	.85984	165
SWLS23	2.4364	.73494	165

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SWLS16	17.1394	25.852	.812	.962
SWLS17	17.0788	26.780	.884	.957
SWLS18	17.2606	25.340	.879	.957
SWLS19	17.2485	26.944	.865	.958
SWLAS20	17.2424	26.099	.797	.962
SWLS21	17.1212	26.949	.875	.958
SWLS22	17.4545	25.408	.925	.954
SWLS23	17.2485	27.005	.867	.958

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.6848	34.168	5.84537	8

