



Exploring Service Quality Dimensions of Claypot Asam Pedas Malacca

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**EXPLORING SERVICE QUALITY
DIMENSIONS OF CLAYPOT ASAM PEDAS
RESTAURANT MELACCA**

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DECLARATION OF AUTHENTICATION AND OWNERSHIP

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ABSTRACT

This study was to explore service quality dimension of Claypot Asam Pedas Restaurant in Malacca in order to identify whether customers are satisfied or dissatisfied with the services provided at restaurant. Objectives of this study were to identify the level of service quality dimension (reliability, responsiveness and assurance) on customer satisfaction level and to determine the most important dimension of service quality on Restaurant Claypot Asam Pedas. The respondent in this study are referred to customer that buy from Asam Pedas Claypot Restaurant located in Malacca from different level ages. This study was conducted using a quantitative approach where the online questionnaires Google form method was used and distributed to customer Claypot Asam Pedas restaurant. It was applied by adopting the SERVQUAL dimension which are reliability quality, responsiveness quality and assurance quality. By using SPSS 23.0, data collected through questionnaires can be analyze and results obtained discussed in the form of table. Based on result using quantitative approach, customers were satisfied with the service that they received in terms of reliability (high mean score), responsiveness (high mean score) and assurance (high mean score). This means that the research objectives of this study are met.

Keywords - service quality, customer satisfaction, SERVQUAL dimension, reliability, responsiveness, assurance.

ABSTRAK

Kajian ini bertujuan untuk mengetahui dimensi kualiti perkhidmatan Restoran Claypot Asam Pedas di Melaka untuk mengenal pasti sama ada pelanggan berpuas hati atau tidak berpuas hati dengan perkhidmatan yang disediakan di restoran. Objektif kajian ini adalah untuk mengetahui tahap dimensi kualiti perkhidmatan (kebolehpercayaan, responsif dan kepastian) pada tahap kepuasan pelanggan dan untuk menentukan perkhidmatan yang paling penting di Restoran Claypot Asam Pedas. Responden dalam kajian ini merujuk kepada pelanggan yang membeli dari Restoran Claypot Asam Pedas yang terletak di Melaka dari pelbagai peringkat umur. Kajian ini dilakukan dengan menggunakan pendekatan kuantitatif di mana kaedah borang soal selidik dalam talian Google digunakan dan diedarkan kepada pelanggan restoran Claypot Asam Pedas. Ini diterapkan dengan mengadopsi dimensi SERVQUAL iaitu kualiti kebolehpercayaan, kualiti respons dan kualiti jaminan. Dengan menggunakan SPSS 23.0, data yang dikumpulkan melalui soal selidik dapat dianalisis dan hasil yang diperoleh dibincangkan dalam bentuk jadual. Berdasarkan hasil menggunakan pendekatan kuantitatif, pelanggan berpuas hati dengan layanan yang mereka terima dari segi kebolehpercayaan (skor min tinggi), responsif (skor min tinggi) jaminan (skor min tinggi). Ini bermaksud objektif kajian kajian ini tercapai.

Kata kunci - kualiti perkhidmatan, kepuasan pelanggan, dimensi SERVQUAL, kebolehpercayaan, responsif dan jaminan.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Pot that commonly used to cook variety of dishes called claypot allowed us to cooked the foods with moist heat from the juices of the foods as moisture are added to the porous clay. Claypot enables the cooking with moisture foods to be cooked without using quantities of oils, salts and fats as they are often utilized. There are variety types of claypot include terra cotta pots, cazuelas, black/red claypot and mostly restaurant usually use red/black claypot as the composition, size and shapes are all vary, but their purposes are usually the same.

These restaurants that specialize only in claypot are established on 2017. Claypot Asam Pedas Restaurant are located at Aeon Mall Ayer Keroh, Malacca. This restaurant is run by Puan Junaidah Bt Hj Md Yasin and also assisted by 3 experienced workers help to run the business. A variety of menu are available at this restaurant that is served in claypot. For example, the great selling menu that has become customer's choice is Claypot Asam Pedas, Claypot Chicken Rice, and some other side menu. For Claypot Asam Pedas, they serve various type of fish such as Claypot Asam Pedas Ikan Pari, Claypot Asam Pedas Ikan Kembung, Claypot Chicken Asam Pedas and Claypot Asam Pedas Daging Tetel. Other than that, Claypot Chicken Rice is a dish that has its own specialties where it is not like the ordinary Chicken rice. Their rice and chicken are cooked using soy sauce which is why it is the specialty about their Claypot Chicken Rice. Chinese and Malay cuisine is combined and as the results to the Claypot Chicken Rice. Other dishes that are available at this Claypot Asam Pedas Restaurant are Claypot Yee Mee, Claypot Mee Sua, Claypot Mee Bandung and Claypot porridge. Their operation hours are from 9am to 10pm.

1.2 Background study

Restaurant industry is the industry that provides food and beverages. There are various types of restaurant, among them are fast food restaurants such as McDonald, KFC and Pizza Hut, there is also traditional outlets such as sushi bars and fish and chip shop. Next, cafes and coffee shops that provide dessert, pastry and coffee. Other than that, mainstream restaurants which is high street restaurants tend to be affordable price and include many branded and themed chains such as Beta KL, Bijan Bar & Restaurant and Songket Restaurant. Fine dining also one of the restaurant industries, that tend to be more expensive that offer unique dishes and sometimes, more experimental cuisine. Cantaloupe at Troika Sky Dining and Nobu Kuala Lumpur are example of fine dining restaurant. (Warwick Institute for Employment Research, 2010 and Restaurant industry profile 2009) The restaurant has been understood to be non-existent until the end of the 18th century. Sitting in a public restaurant dedicated to ordering meals, with waiters and regular menus is still new concept in a culinary history (The Restaurant, and the Birth of Modern Gastronomy, n.d). Restaurant service operations normally serve food to their customer, but sometime they also may provide entertainment, and other services. They range in size from modest neighbourhood establishment to luxurious restaurants. Whatever their size, they pay full attention to purchasing, preparing, and serving food, and many activities that ensure they meet the expectations of their client. (Background of Restaurants and Food Services)

The **food court** or also known as the dining hall or hawker center (NZ Herald. M 2011) is generally an enclosed plaza or public area that has facilities adjacent to the counters of various food vendors and provides a common area for self-service dining. The food court consists of a number of vendors at food stalls or service counters. Meals are ordered at one of the vendors and then taken to the dining area providing. In addition, food can also be ordered to be packaged and taken home, or work. In this case, the food will be packed, and also there is a tray used by each stall for customer convenience to bring food. This makes the food court as a daily stop for some people (UderhillPaco.2004)

In Malaysia we have Malaysian cuisine and it is defined as cuisine that originates from Malaysia, but is strongly influenced by Chinese, Indian and English cuisine. Malaysian cuisine is very extensive and is the result of its colonial history. The Malay cuisine is very influenced by the cuisine of Indonesia; Malaysian Chinese Cuisine, Malaysian Indian cuisine, is influenced by Tamil and Punjabi cultures; Peranakan cuisine, a mix of Malay and Chinese cooking methods; and Malaysian Colonial Cuisine, which existed because of the British colonialist in Malaysia. All of this has spawned some very interesting street food in the world. (Malaysian Food & Cuisine, 2020)

Malaysian have 14 states and these 14 states has their own cuisine that symbolized their state. Sabah and Sarawak have Tuaran Mee and Kulan Mee. Tuaran Mee or “Golden Noodles” and often referred to as the best noodles in Sabah while Kolo Mee in Sarawak symbolizes the harmonious lives of all the ethnics in Sarawak living together. In East Malaysian there are Kelantan, Terengganu and Pahang. In Kelantan there is “Nasi Kerabu”. The uniqueness of this blue rice and it is served with” budu, lada sumbat, ikan celup tepung” and many more choice. In Terengganu they also have “Nasi Dagang”. These dishes can be eaten with “Kari Ikan Tongkol”. “Tempoyak ikan patin” is the symbolized cuisine for Pahang. In Northern Malaysia, there is Kedah, Perlis and Penang. Kedah have “nasi ulam” while Perlis have Harum Manis with sticky rice”. Harum manis are very big type of mango and expensive. When tourist came to Penang they will seek for “char koay teow”and Perak have “kai si hor fun”. Negeri Sembilan, Melaka and Johor are located at Southern Malaysia. They have “masak lemak cili api”, “asam pedas” and “laksa Johor”. Lastly, Selangor there is Satay Kajang (Alief Esmail, August 31,2018).

1.3 Problemstatement

On 18 March 2020, the Malaysian government has declared a Movement Control Order (MCO), all economic sectors have been ordered to close until the period of MCO expires. This is one of the government's efforts to curb the spread of Covid-19. At the same time the country's economy is also affected within the order to close all business sectors by the Malaysian government, the government cannot generate any income, as well as the people and all sectors of the economy has been directly affected. Many are laid off because companies cannot afford to pay their salaries. As well as those who are self-employed (small traders) such as eateries, grocery stores and barber shops. They cannot any generate income. However, the restaurant industry (has been given permission by the government to operate) is in high demand, this is because they have provided home delivery services, but there are still restaurants that are not in high demand. This indicates that there are other factors that cause the demand for some restaurants to be low such as the Claypot Asam Pedas Restaurant.

As a result of an interview with one of the business owners in Malacca, Pn. Junaidah, the owner of the Claypot Asam Pedas Restaurant, said that her business was also severely affected by this pandemic. She added that she wanted to improve the quality of her service and the level of customer satisfaction provided to her customers. So we conducted a study on the factors that affect the level of customer satisfaction and the level of service quality to help Pn. Junaidah.

Customers are an important element of this business because if there are no customers than a business will not run. So, for any business it is necessary to build customers for business and also build close relationship as it is necessary to grow a strong brand in the market. Profit or loss of a business should take into account the element of customer satisfaction because it can measure business worth as well as business growth so customer satisfaction is very important in any business. (Raja, Osama, Iqra, Naeem and Asad, June 2014) To overcome this problem we need to understand element that influenced customer demand.

In fact, customer satisfaction is the evaluation of customer goods and services in terms of whether according to customers need and wants. Customers will not be satisfied with product service or product performance if it does not meet customer satisfaction and sometimes customers are more satisfied if product performance exceeds their expectation (Kotler P.&.2012). Customer satisfaction is the present performance of the product or services which are providing to it on a specific time or on that time when customers are using to it (Gustafsson et al. 2005). Based on, Hanaysha & Hilman (2015) customer satisfaction can influence the trust of customers. Other than that, Hui and Zheng (2010) also said satisfaction is an overall judgment by the customers on the quality of the product and service provided by the service provider.

The provision of quality of service is also a source of competitive advantage to restaurant.(Chow et al., 2007) The delivery of quality service is an important starting point that can be leveraged to achieve continuous competitive advantage in the restaurant industry.(Jin, Line & Goh, 2013) Brady and Cronin (2001) also said that the quality of service perceived by the consumer where the hierarchical and tiered concepts of the service quality more are adopted as per the overall perception service. Many studies have identified the significant relationship between service quality and customer satisfaction (eg, Cronin, Brandy and Hult, 2000: Omar, 2008) There are five dimensions influencing consumer's expectation of servicequality.

- i. Tangible
- ii. Reliability
- iii. Responsiveness
- iv. Assurance
- v. Empathy

(Parasuraman et al,1988)

1.4 Research Objective

The main objective of this research is to explore service quality dimension on Claypot Asam Pedas Restaurant Malacca.

The objectives of the presents study are:

- i. To identify the level of service quality dimension
- ii. To determine the most important dimension of service quality on Claypot Asam Pedas Restaurant Malacca.

1.5 Research Question

Claypot Asam Pedas Melaka may need to know the level of customer satisfaction towards the restaurant in order to improve the service quality (Responsiveness, Reliability and Assurance). The following question were asked during this research:

- i. What is the level of dimension (Reliability, Responsiveness and Assurance)?
- ii. What is most important dimension of service quality on Claypot Asam Pedas Restaurant Malacca?

1.6 Significance of the Study

This case aims to explore service quality dimension on Claypot Asam Pedas Restaurant that located at Ayer Keroh, Malacca which is the shortage of consumer and demand was the issue that the restaurant current experience. The level of customer's satisfaction must be measured and record the information as an improvement method for the Claypot Asam Pedas Restaurant in order to enhance the service quality in the eatery. In addition, Clay pot Asam Pedas Restaurant is not only a regular restaurant that serves food and beverages because the dishes called Asam pedas is symbolic food of Malacca (food tourism) also as attraction for people to visit Malacca.

Besides that, the research findings were important in many ways. First of all, the researched were benefit to every restaurant that have same issues like Claypot Asam Pedas in terms of improving service quality in order to increase the amount of consumer and demand. Next, the researched were benefit for consumers to choose a restaurant that have a various tourism food, quality of menu and affordable price. The results of this study were expected to help restaurant identify and understanding the issues also implementing the improvement method for service quality in order to meet customer's satisfaction.

1.7 Scope and Limitations of study

Service quality have five dimensions that can be used to measure the level of customers satisfaction which are tangible, reliability, responsiveness, assurance and empathy. As for the Claypot Asam Pedas Restaurant, we used three dimensions of service quality such as reliability, responsiveness and assurance in order to do the research. There were two methods was chosen for this research such as interviewer and questionnaires and determines effective way to solve the issues. In addition, sampling technique that being selected was non-probability sampling which is purposive sampling.

Furthermore, the location of Claypot Asam Pedas Restaurant was at Malacca which is the researched focus more on that states. The food that was provided at the restaurant is a symbolic food of Malacca (tourism food) and it is a must for all Malacca's tourist to have a taste of it. The targeted respondents are Malacca's people who went to eat at the restaurant or tourist who stayed there for one night or more days. Other than that, the customers age environment is between people aged 20 until 55 years old who were students, workers, old citizens and tourist.

1.8 Definition of terms of the study

Service quality can be studied as a phenomenon considered within the perspective of relating customers' their expectations and perceptions regarding to provide service (Yilmaz 2008; Tan. Oriade. & Fallon, 2014).

In order for a company's offer to reach the customers there is a need for services.

These services depend on the type of product and it differs in the various organizations.

“Any intangible act or performance that one party offers to another that does not result in the ownership of anything” (Kotler&Kotler, 2009. p.789). Other than that, service can also define as offer that is intangible by one party to another party in the exchange of money pleasure. As for quality, quality can be defined as the totality of features and characteristic of a products or services that bear on its ability to satisfy stated or implied needs (Kotler et al., 2002, p.831). It also showed that quality is related to the value of an offer which could evoke satisfaction or dissatisfaction on the part of the users and customers. (Zeithaml et al (1990)), service quality in the management and marketing literature is the extent to which customers perceptions of service meet or exceed their expectations, cited in (Bowen & David, 2005.p.340) thus services quality can intend to be the way in which customers are served in an organization which could be good or poor. (Inkumsah, 2011) added that quality of service considerably affects customers satisfaction. Similarly, to that, (Grag, 2014) felt that customer service can inspire customers opinion towards a restaurant. In other words, service quality can be determined by customers' expectation and perceptions of the service provide.

Parasuraman defines service quality as “the differences between customer expectations and perceptions of services, (Parasuraman. 1988), and argued about that measuring service quality as the differences between expected and perceived service was a valid way and also could make management to identify the gaps to what they offered as services. The aim of providing service quality is to satisfy customers.

Customer satisfaction is characterized as an estimation that decides how upbeat customer are with an organization's items, administration, and capacities. Consumer

loyalty data, including reviews and appraisals, can enable an organization to decide how to best improve or changes its product and services. Essentially customer loyalty's is term which implies that how customers anticipate about your item after the utilization of a particular item and how they assess your item in single way and contrast (Kotler p.&.2012)

1.9 Summary ofChapter

This chapter presented the introduction of research, background of research and problem statement. Thus, in research objective and research question does include 3 of SERVQUAL dimension from Parasuraman which is reliability, responsiveness and assurance. Also, it has significance of the study, scope and limitations of the study and definition of terms of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter discussed the literature review related to theories of different authors was discussed to answer and also explain about the research problem. This chapter also explain how each independent variable effects the dependent variable by referring past literature related to the study. Hence, this chapter also explain about factor that effect the level of service quality and customer satisfaction towards service or any product that related.

2.2 Concept /Theory

2.2.1 The Concept of Service Quality

Service quality can be studied as a phenomenon considered within the perspective of relating customers' expectations and perceptions regarding the provided service (Yilmaz 2008; Tan, Oriade, & Fallon, 2014). In order for a company's offer to reach the customers there is a need for services. These services depend on the type of product and it differs in the various organization. "Any intangible act or performance that one party offers to another that does not result in the ownership of anything" (Kotler&Keller,2009, p.789). Other than that, service can also be defined as offer that is intangible by one party to another party in the exchange of money for pleasure. As for quality, quality can be defined as the totality of features and characteristics of a products or services that bear on its ability to satisfy stated or implied needs (Kotler et al., 2002,p.831). It also showed that quality are related to the value of an offer which could evoke satisfaction or dissatisfaction on the part of the users and customers. (Zeithaml et al (1990), service quality in the management and marketing literature is the extent to which customers perceptions of service meet or

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The customer satisfaction depends on how customers perceive service quality (Mohammad Aamir et al., 2010). The exchanging cost doesn't identify with customer satisfaction, anyway the later should be maintained to achieve customer trust and customer unwaveringness (Jawwad Ahmad et al.,2015). Besides that, a fulfilled customers advances informal exchange and helps the specialist co-op to increase positive image (Jawwad Ahmad et al., 2015). At the point when a customer thinks about the real exhibition of the item with the normal presentation, denotes the start of customer satisfaction (Jawwad Ahmad et al.,2015). Furthermore, higher degree of customer satisfaction is made conceivable by redid, explicit and better-customized administration that meet the customer's need and desires (Jawwad Ahmad et al.,2015) Customer satisfaction positive effects the client maintenance, consequently specialist co-ops may need to stress complete fulfillment program trying to hold customer in the serious media transmission market (Joseph et al.,2010).

In reality customer's satisfaction is the customer's assessment of merchandise and ventures in term of whether it is as indicated by the shopper's needs or buyer disappointed with the item benefits or the disappointed with the exhibition of the items and not as per desire for customer is past with their expectations. (Kotler P. and., 2012) and in that even one part of item and administrations isn't meets the customer satisfaction than they can be dissatisfied with the general presentation, in addition to, customers satisfaction is key element to build the brand for the long time as well as develop the brand image of the company with in short time. There is a lot of elements that can be effect customer satisfaction or which can increase the customer satisfaction, such as variety of food (menu), skills, quality, staff quality, behavior and attitude and for the restaurant it also involves the decoration and atmosphere. Moreover, customer satisfaction often transforms into the point of convergence of thought since it is utilized to choose a customer's continue purchasing desire, which is thusly use for the turnover or benefit experience of any business.(A.Garg, J.Kumar Oct 2017) Also customer satisfaction is additionally founded on customer satisfaction, explicitly the information from the customer. (Aghamirian et al., 2015) "The information from the customer is about items, providers and markets" (Aghamirian et al.,2015)

2.2.2 Reliability

Lovelock and Wright (2007) are of the opinion that reliability is the most important factor in customers' evaluation of service quality. Chowdhary and Prakash (2007) agree that of all dimensions of service quality, reliability is of the utmost importance. Reliability influences the assessments of other quality dimensions. Reliability improvements are at the forefronts of service quality enhancement efforts because unreliable service means unfulfilled promises about the attributes observed by the customers towards the service received. Parasuraman (1994) stated that the organization performs the service properly the first time and that shows that the organization trying to fulfill its promises and pay attention to the results. Studies of Lam (2002) placed reliability as the first in the dimensions of the Service Quality Model. Reliability depends on dealing with customers service problems, performing service accurately at the first time, offer timely service and keep records without error. Parasuraman et al., (1988) defined reliability as the most important factor in conventional services.

2.2.2.1 Food Variety(Menu)

Quality affects nature of food and beverage such as taste, smell, freshness, appearance size, shape, colour, gloss, consistency, and texture play a key role in accomplishing or surpassing customer satisfaction and expectation return (Dollah, Mansor, & Mohamaed,2012). In food service businesses, the colour and appearance of the food product affect to be chosen for display and sell by the caterers. These attributes help to draw customer attention and later impact the decision on whether or not to buy. Colour and other appearance features generate customers' first impression in a food service business.

Food and beverage quality is categorized as one of the important elements of customer satisfaction and is an effective indicator of customer's intention to return again to a specific restaurant. Overall quality of the food and beverage products and visual appeal of the food and beverage are categorized under food quality measurement. (A.Garg, J.Kumar, Oct 20, 2017) McCall and Lynn (2008) said that

“the menu is the number one tool and is the purest form of a restaurant's strategic marketing plan”. However, menus initiate the process for customers to visit restaurant. It serves as a first impression and can express a lot about outlet it is highly important that the food service operations have a good variety of choices in their menus that will give its patrons more options to choose from. The good variety of food and beverage is a significant factor that drives customer's satisfaction said A.Garg, J.Kumar (Oct 20, 2017). According to Miller and Pavesic (1996) the menu, when properly designed, can effectively guide patron's attention to the dishes which the operator wants to sell. Other than that, the focus on the theme of the menu becomes important that urges all restaurants to pay attention this study. Menu also is considered an important factor to gain competitive advantage of restaurants or hotels in the market compared to restaurants that have competitive advantage for delivering quality services at reasonable prices and a balanced and healthy amount of food to be served or offered by skilled or experienced workers in this sector.

The menu is assuming huge part in the promoting and selling capacities in restaurants. The performance of the restaurant is positively impacted by a well-designed menu attracts and satisfied customers. Antun and Gustafson (2005), defined the menu as significant factor to influence the customer first impression and expectation. The study found that Customer Information Expectation of Restaurant Menu (CIERM) is influenced by the factor's nutrition information, product information, and food preparation. In regards food, the way food is presented comes before taste.

2.2.3 Responsiveness

Responsiveness refers to the promptness and willingness of staff during the service meetings. This dimension focuses on the attention and appropriateness of handling customers request, inquiries, complaints and problems. Dale (2007) considers responsiveness as a willingness to help customers and provide fast service on an ongoing basis. Parasuraman, A; Zeithaml, V.A; Berry L.L. (1994) stated that responsiveness emphasizes that responsive employees are willing to involve telling the customers exactly when something will be done with unwavering attention to, promoting service and responding in accordance to their request. Responsiveness was ranked as the third dimension in SERVQUAL 1994. Parasuraman et al., (1988) defined responsiveness as the willingness to provide prompt service and to assist customers.

2.2.3.1 Food Quality/Staff Quality

With respect to as services are worried there is more should be engaged while marketing services offering to the next locale or country. There must be a few powers over it since it must be showcased finely and remembering the way of life and customs of other country. Services there can be best offered by understanding the need of worldwide market and the patterns of individuals about the services there.

There may be need of changing some rules or offering while at the same time moving from the nation to another. Services ought to be planned by the requirement of the customers. In the event that we discussing item quality and quality in services individuals are more consideration full to choose the healthy product and require the better condition. In food industry individuals are eating out regularly but they are increment sparing the salary and they use it for the better food and better condition. Customers are the key components for any business provided that you are have no customer than you have no business through the customer. So, for any business is important to assemble the customer for the business just as construct the comfort relationship since it is important to create solid brand in market.

Customer satisfaction is the one component which measure the business worth just as business development so the customer satisfaction is significant in any business since it can lead your business benefit side or misfortune side. It isn't vital each an ideal opportunity to fulfill your customer in light of the fact that distinctive client utilize the item in various style, talk different about the item however most risky thing is the expression of the mouth since you can't stop each individual even you give the best product but they actually contend that item isn't acceptable sometime (Khan2012).

The food court Asam Pedas Claypot service quality there are various things which are straightforwardly and implication identified with the customer satisfaction, for example, the flavour of the item which are exceptionally matter to customer satisfaction in light of the fact that because of taste customer are pick the particular cafe and ready to want the furthers buy and furthermore become the informal exchange for expected customers. In the event that we talk about specialist organization, at that point it must be in a standard structure since customers paying extra for these services (Kim, Park and Jeong, 2004) and the great conduct of the specialist co-op builds up the positive relationship and impressive on the customers which start to lead the pack toward customer satisfaction. (Soderland and Rosegren, 2008).

2.2.4 Assurance

Assurance has been defined as the ability to transfer trust and confidence to customers and the courtesy and knowledge of employees. Parasuraman. A; Zeithaml, V.A; Berry L.L. (1994). Researchers' opinions on the level of assurance between service quality dimensions are varied. Assurance is in the first placed of ranked according to Gronroos (1988) while Parasuraman. A; Zeithaml, V.A; Berry L.L. (1994) ranked assurance in the fourth place. Assurance means providing information to customers in their native language and listening to it, regardless of their educational level, age, and nationality. Parasuraman et al., (1994) state that assurance demonstrate employees' attitudes and behaviour, and staff ability to provide friendly, confidential, courteous and competent services.

2.2.4.1 Skills

As indicated by Maniscalco (2010), soft skills allude to “[a] bunch of characteristics, propensities, character attributes, perspectives and decent behaviour” that everybody has in changing degrees and required for regular daily existence as much as they are required for work. Lorenz (2009) alludes to soft skills as characteristics that make someone a good employee and a compatible co-worker. In any case, as per Gibbons and Lange (2000), the expression “soft skills” is interchangeable with core skill, key capabilities and personal skill. Accordingly, soft skills are the non-psychological capacities that are natural in people and are fundamental for acceptable social connections at the working environment. Soft skill is typically difficult, observe, quantify and measure. Others are amazingly reliable or ready to settle on reasonable choices under pressure. An individual may likewise be able to work with associates from different societies or become familiar with another language rapidly. As per Zedeck and Goldstein (2000), soft skills, for example, managing struggle and assembling and sharing data are exceptionally searched after by associations. Leight et al. (1999) state that work environment capabilities incorporate problem-solving, relational abilities, personal qualities and hardworking attitudes, which are soft skills categories.

2.3 Summary of Chapter

This chapter presented the introduction of literature review, concept of the study which is customer satisfaction and service quality. Other than that, this chapter also contain 3 of SERVQUAL Dimensions from Parasuraman. There are reliability, responsiveness and assurance. Also have, food variety (menu), staff quality/food quality and skill, namely as their dependent variables.

CHAPTER 3

RESEARCH METHRODOLOGY

3.1 Introduction

This chapter shows how to explore service quality dimension of Claypot Asam Pedas Malacca research was carried out in terms of research design, data collection methods, research instruments, sampling techniques and last but not least was the methods of data analysis.

3.2 Research Design

Research design is a course of action of strategies and techniques for collecting, identifying and analyzing the data. Research design also needs a comprehensive investigation to determine the result of the study. In order to conduct the research smoothly and efficiently, all the accessible strategies ought to be thought of and just the most suitable strategy ought to be chosen (Sekaran and Bougie, 2010). As for data collection and data analysis, a structure of this research which is reliability, responsiveness and assurance was utilized as guide.

Furthermore, this study was led using quantitative research approach to collect data from customers who went to the restaurant and bought variety food from it. In addition, we include a set of questionnaires that was directed to ask customers about satisfaction level towards service quality of the restaurant. The aggregate people of this research comprised of 150 respondents who went to Clay pot Asam Pedas restaurant.

Moreover, this information was gathered using a five-point scale in response to statements about these variables (strongly agree = 5 to strongly disagree = 1).

The questionnaires were divided into 4 sections:

- i. Section A : Demographic profiles
- ii. Section B : Reliability
- iii. Section C : Responsiveness
- iv. Section D : Assurance

The five-point likert scale ranging from “strongly agree” to “strongly disagree” was used as it was suggested by the researchers that it would reduce the level of frustration of patient respondents and improve response rate and response quality. (Sachdev, S. B., & Verma, H.V., 2004). It has also been suggested that a five-point scale is more suitable for European surveys (Prentice, 1998).

3.3 Population, Sample Size, Sampling Technique

As indicated by Sekaran and Bougie (2010), the way toward choosing the correct individuals in as representatives of the entire population is called as sampling. Sampling might be characterized as the choice of some aspect of the population based on which a judgement or deduction about the entire population is made. Target population alludes to the particular complete gathering of individuals of relevant to the research project to investigate (Zikmund,2013).

In the research, purposive technique was chosen. Purposive sampling technique is a non-probability sample that is selected based on characteristics of a population and the objectives of the study also it occurs when “elements selected for the sample are chosen by the judgement of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgement, which will result in saving time and money (Black, K.2010). Purposive sampling is also known as judgement, selective or subjective sampling is a sampling technique in which researcher relies on his or her own judgement when choosing members of population to participate in the study. Alternatively, purposive sampling method may prove to be effective when only limited numbers of people can serve as primary data sources due to the nature of research design and aims and objectives.

This study is a quantitative research and a sample of aggregate people of 150 to 200 respondents was determined. The researchers referenced (Roscoe 1975), stating in this study that the minimum sample size between 30 - 500 is adequate. Purposive sampling focused on customer Claypot Asam Pedas at Malacca because to help their identify the level of customer satisfaction towards the restaurants. Claypot Asam Pedas located at Ayer Keroh, Malacca. Area of

Claypot Asam Pedas restaurants is located in a strategic place, which is an city area and is located near to the primary and secondary school, hospitals, police stations and is in a shopping mall. Moreover, it is because purposive sampling can be more realistic than randomization in term of time, effort and cost needed in finding informants (Seidler, 1974; Snedecor,1939).

3.4 Research Instruments

As indicated by Kumar (2011), research instrument of research tool provides the input to the research study and the quality and validity of the findings are solely dependent upon it. Sekaran and Bougie (2010) said appearance of the research tool, introduction to respondents and instructions for completion are considered important while designing question. A questionnaire is a research method that contains several questions related to the topic to be studied and aims to gather information from respondents (McLeod, S.A, 2018). Questionnaires are widely used by researchers to conduct surveys especially in descriptive survey studies. (Borg & Gall, 1983)

In this study, the questionnaire is divided into 4 sections, section A, section B, section C and section D. Section A talks a lot about the demographics of the respondents while section B asks about the responsiveness that contains 5 questions, while section C shows questions about reliability that contains 5 questions also and section D which asks about assurance with the same amount of questions in section B and section C. The scaling techniques for section B, section C, and section D is Likert Scale.

In this research, the Nominal Scale and Likert Scale were selected. Nominal Scale was used for section A (under the basic measurement techniques) consists of assigning items of groups or categories.

The Likert Scale was used for section B, section C and Section D. It is the most widely used scale that has been used in the research. The respondent is asked to specify their agreement level to a statement (Sclove, 2001). The five-point scale can be labeled as:

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

3.4.1 Reliability Test

An approach that can be used to measure reliability is by using Coefficient Alpha (Malhotra, 2006). Cronbach Alpha is calculated through a reliability test where it is an index that shows the internal reliability of each variable. In order to test the reliability, the Cronbach's Alpha coefficient is changed to be adopted accordingly (Malhotra, 2007). Cronbach's Alpha coefficients are the most popular internal indicator used in this study to assess the reliability of the measurement scale used. (Hair et al, 2006: lee, 2001).

Cronbach's coefficient Alpha gives the most is from 0 to 1. The higher the more reliable coefficient is the items in measuring the construct. Nunnally (1978) suggested that the acceptable alpha coefficient levels to maintain items on a scale of at least 0.70 score. According to George, D., & Mallery, P. (2003), it is considered reliable if Cronbach's Alpha is in the range of 0.60 to 1.0. If all the items in a research have a Cronbach's Alpha that is more than 0.7, this research is very stable and acceptable. Table 4.8 shows the general guidelines for interpreting the Reliability Coefficient Alpha size ranging from 0.5 to 0.9 and above.

Table 3.1 George, D., & Mallery, P. (2003) general guidelines for interpreting the Reliability Coefficient Alpha (α)

Reliability Coefficient Value (α)	Interpretation
$\alpha \geq 0.90$	Excellent
$0.90 > \alpha \geq 0.80$	Good
$0.80 > \alpha \geq 0.70$	Acceptable
$0.70 > \alpha \geq 0.60$	Questionable
$0.60 > \alpha \geq 0.50$	Poor
$0.50 > \alpha$	Unacceptable

Source: George, D., & Mallery, P. (2003)

3.4.2 Pilot Test

Pilot test can be defined as preliminary test or study of the program or evaluation activities to try out procedures and make any needed changes or adjustments (Zikmund, 2003). In that regard, researchers need to distribute to a relatively small number of respondents to test the questionnaire. Adequate pilot tests were conducted to check the correctness and the validity of the questionnaires. A total of 40 pilot test samples were distributed from 21st October to 26th October 2020 to a number of respondents in Malacca areas which were customers who came to Claypot Asam Pedas Restaurant.

Hence, the table 3.2 below shows the results of reliability test using Statistical Package for the Social Sciences (SPSS) version 23 for pilot test. The reliability of constructs was tested by using Cronbach's Coefficient Alpha, which range from 0.913 to 0.832 (Details refer to Table 3.2). The results indicate all the variables achieve acceptable level which were in range 0.80 to 0.90 and 0.90 and above.

Table 3.2 Summary of Reliability Analysis (Pilot Test)
Reliability Statistic

	Variables	Cronbach's Alpha	N
Independent Variables	Section B: Responsiveness	.913	5
	Section C: Reliability	.877	5
	Section D: Assurance	.832	5

Source: Data adapted from SPSS version 23

According to the data above, the results of the reliability analysis shows the Cronbach's Alpha for responsiveness (0.913), reliability (0.877) and assurance (0.832) were in range 0.80 to 0.90 which were items used to measure the variables are in a good level. However, Cronbach's Alpha for responsiveness (0.913), hence the items used to measure the variables are in an excellent level.

3.5 Data Collection Methods

Data collection is a process of collecting and estimating data on factors of enthusiasm for a buildup orderly design that enable one to respond to expressed exploration question (responsible conduct in data management). Additionally, data collection methods are means to assemble information as to break down, answer the research question and others to make the research more solid and powerful (Sekaran and Bougie, 2010). In this research, we used primary data and secondary data as our resources of information.

3.5.1 Primary Data

When using primary data, the information that have been collected do have certain reason for the research (“Primary Data and Secondary Data,” 2015). In other word, the primary data collected is a latest and brand new one. The techniques of gathering primary data such as questionnaires, interviews, monitoring, investigation and others.

In this study, quantitative techniques are chosen for essential information assortment performed by using questionnaires. Also, questionnaires is essential devices for gathering and recording data from respondents, which ordinarily inside rather firmly characterized other option. In questionnaires, we used a Likert scale which is a type of ranking scale used to calculate point of view and responses (“Likert Scale Definition and Examples,” n.d.). Survey are famous and productive strategy to gather information utilized by the researchers since they know what precisely what is important and how to assess the intrigued factors (Sekaran and Bougie,2010).

Then, the questionnaires were given out to the aggregate respondents through Google form and it is involved the questions about demographic profiles, reliability, responsiveness and assurance of Claypot Asam pedas Restaurant at Malacca.

3.5.2 Secondary Data

It is a data that is gathered by someone other than researcher. It includes any data from written sources which has not expressly gathered for present research. In addition, the secondary data research does not have to spend a lot of time to collect the information also come up with larger and high-quality databases that would be impossible for any researcher to gather by their own.

Furthermore, secondary data can be obtained from different sources that is journals, articles, magazines, social media, textbook, dictionary, newspapers, encyclopedia and others. As if the research problems demand a secondary data to be gathered, the researcher needs to choose what sort of data the individual in question would utilize and in like manner the person needs to settle on one or different sources information assortment. These information are significant hotspot for the research since they are the past works that had conveyed by past researcher and they can use it to help the consequences of study.

Besides that, sources that we find for the secondary data of the research are articles, journals, and textbook. For the journal, we chose to find journal that have been written by author from the year of 2010 to 2020 that relates to the restaurant industry, restaurant's issues or customer satisfaction.

3.6 SWOT Analysis

Swot Analysis/ Swot Matrix is a technique on strategic on strategic planning that used to help an organization or individuals to identifying the organization Strengths(S), Weakness (W), Opportunities (O) and Threats (T) that are related to how the business plan and how to compete with the competitors. Table below shows SWOT Analysis of Claypot Asam Pedas Restaurant, Malacca.

SWOT Analysis	
Strengths	<ul style="list-style-type: none"> - Has valid license and permits - Strategic location - Already have their own regular customers(history) - Provide delivery service - Provide high quality of product used
Weakness	<ul style="list-style-type: none"> - Rent for the food court is high (highest) - Lack of space - Extra charge of any additional menu - Taking a moderate time to serve to customers as it only has 4 fire stoves (busy) - Located in a mall - Operating hours depend on when the mall opened/closed
Opportunities	<ul style="list-style-type: none"> - High demand - Build loyal customers - Maintain in current assets to find operations with sales income
Threats	<ul style="list-style-type: none"> - Lots of competitors - Staff turnover - Rising costs of ingredients - Uncertainty of economics environment

3.7 Summary of Chapter

In this chapter, it explains the various topics related to research design by using quantitative research approach. Primary and secondary data used for data collection methods. Likert Scale for research instruments, sampling technique by using purposive sampling technique and data analysis method by using pilot test.

CHAPTER 4

RESEARCH FINDINGS

4.1 Introduction

This chapter presents the findings of this study based on research objectives and research questions, which were obtained from the descriptive analyses and reliability test. The chapter starts with the response rate and is supported by demographic data and respondents' profile. Descriptive analyses were executed for each item and variable. It is also describing research findings of this study and summary of chapter.

4.2 Demography Profile of Respondents

Table 4.2 presented the demography profile of respondents. The respondents consisted of 58% (87) female and 42% (63) male respondents. This figure indicates that there were fewer male respondents compare to female respondents. As for the age groups, most of the respondents were in age between 19 to 29 years old with 56% (84), followed by those age between 30 to 39 years old which was 17.3% (26) and aged between less than 18 years old which was 12.7% (19) and followed by those aged between 40 to 49 years old which was 10.7% (16). Another 3.3% (5) respondents were aged 50 years old and above.

In term of race group, majority of the respondents were Malay with 70% (105), followed by Chinese 19.3% (29),Indians and others were 8% (12)and 2.7% (4) respectively. Majority of them were single 62.7% (94) followed by married 32.7% (49) and others 4.6% (7).

The table also shown that, 24% (36) of the respondents were working in the private sector, others with 52.7% (79) and followed by respondents who has been working in government sector which was 23.3% (35).

Table4.1 Demography Profile of Respondents

	Demographic Variable	Frequency	Percentage (%)
Gender	Male	63	42%
	Female	87	58%
	Total	150	100.0
Age	18 years and below	19	12.7%
	19 - 29 years	84	56%
	30 - 39 years	26	17.3%
	40 - 49 years	16	10.7%
	50 years and above	5	3.3%
	Total	150	100.0
Race	Malay	105	70%
	Chinese	29	19.3%
	Indian	12	8%
	Others	4	2.7%
	Total	150	100.0
Marital Status	Single	94	62.7%
	Married	49	32.7%
	Others	7	4.6%
	Total	150	100.0
Occupation	Government Sector	35	23.3%
	Private Sector	36	24%
	Other	79	52.7%
	Total	150	100.0

4.3 Research Finding

There are 20 items in the questionnaire and 5 items for each section. 5 items for demographic profile, responsiveness, reliability and assurance respectively. We using Likert scale and all scale range are from one to five. This questionnaire are being analyse to know the mean and the standard deviation for each section and for each item. For reliability section, most of the respondents agreed that the staff served the

customers food as exactly ordered and they have rate very satisfied in terms of their services, (M= 3.90) is strongly agreed and the least mean (M= 3.45) falls for the food served by the staff to its customers in the time promised are strongly disagree.

For the responsiveness section, the highest mean that have been recorded which is (M= 3.97) is that staff have a good communication and the staff are willing to handle the customers special request is less concerned by the respondents is (M=3.77).

The finding also recorded that in assurance section, the staff provide high awareness towards the hot claypot while serving to its customers is very agreed by the respondents (M=4.09) that gave the highest mean for assurance and the price are worth to pay on their satisfaction of services (M=3.65) is the lowest mean in the items for assurance.

Thus, the overall mean for each dimension are reliability (M= 3.74), responsiveness (M=3.882), and assurance is (M= 3.836). Looking in this study, Claypot Asam Pedas Restaurant's responsiveness is becoming an important factor among the customers. According to Moidunny (2009), the mean score interpretation is as shown as in Table4.2.

Table4.2 Mean Scoring Interpretation

Mean Score	Interpretation
1.00 -1.80	Very Low
1.81 -2.60	Low
2.61-3.20	Medium
3.21 -4.20	High
4.21 -5.00	Very High

Source: Moidunny (2009)

Table 4.3 Mean Scoring of Claypot Asam Pedas Malacca**Mean Scoring**

	Mean	Interpretation	N of Items
Section B: Responsiveness	3.882	High	5
Section C: Reliability	3.74	High	5
Section D: Assurance	3.836	High	5

Source: Data adapted from SPSS version 23

The findings in Table 4.3 shows that responsiveness section has the highest mean (M=3.882), followed by assurance (M=3.836), and the lowest is reliability (M=3.74).

Table 4.4, 4.5, and 4.6 shows the mean scoring for each item in every section. Section B, section C and section D which were include in SERVQUAL dimension (responsiveness, reliability, and assurance). The mean 1.00 until 1.80 indicates that service quality dimensions of Claypot Asam Pedas Malacca at a very low level; the mean 1.81 until 2.60 at a low level; the mean 2.61 until 3.20 at a medium level; the mean 3.21 until 4.20 at a high level, and the mean 4.21 until 5.00 at a very high level. (Moidunny, 2009) The findings show that service quality dimension of Claypot Asam Pedas Malacca at high level for all section.

Table 4.4 Mean Scoring of each item for responsiveness

Responsiveness	Mean	Standard Deviation	N
1. The staff can respond prompt and kindly to your problem	3.92	.886	150
2. The staff have a good communication	3.97	.827	150
3. The staff willing to handle your special request	3.77	.963	150
4. The staff maintain standard of service every time	3.83	.918	150
5. The staff appeared to be well-trained	3.92	.973	150

Table 4.5 Mean Scoring of each item for reliability

Reliability	Mean	Standard Deviation	N
6. How would you rate the restaurant in term of service?	3.90	.833	150
7. Do the staff served your food as exactly order?	3.90	.809	150
8. Do the staff served your food in the time promised	3.45	1.078	150
9. Do the staff usually provide you with an accurate bill?	3.77	.839	150
10. Do you think that the food serve and the price offered is worth it?	3.68	1.064	150

Table 4.6 Mean Scoring of each item for assurance

Assurance	Mean	Standard Deviation	N
11. Does the workers have a good skills to provide to the service?	3.89	.935	150
12. Do you think that the workers aware with the hot clay pot while serving to customer	4.09	.854	150
13. Does the price are worth to pay on their satisfaction of services	3.65	.983	150
14. Do you confident with the workers skills in serving the food?	3.75	.983	150
15. Do you think that the workers provide a good service	3.80	.969	150

This section has complete questionnaire answered by customers of Claypot Asam Pedas Malacca. Table 4.7 shows the information collected and analyse based on the dimensions of service quality of Claypot Asam Pedas Malacca.

**Table 4.7 Information collected based on the service quality dimensions of
Claypot Asam Pedas Malacca**

No.	Item	1	2	3	4	5	Total
		Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	(%)
1	The staff can respond promptly and kindly to your problem	0.7	4.0	21.3	48.7	25.3	100
2	The staff have a good communication	0.7	3.3	15.4	57.3	23.3	100
3	The staff willing to handle your special request	0.7	7.3	28.0	40.0	24.0	100
4	The staff maintain standard of service every time	0	6.0	28.0	41.3	24.7	100
5	The staff appeared to be well-trained	1.2	4.7	23.4	40.0	30.7	100
6	How would you rate the restaurant in term of service?	0.7	2.7	22	53.3	21.3	100
7	Do the staff	0	3.3	22.0	54.0	20.7	100

	served your food as exactly order?						
8	Do the staff served your food in the time promised	4.0	14.0	28.7	38.0	15.3	100
9	Do the staff usually provide you with an accurate bill?	0.7	2.7	31.3	48.0	17.3	100
10	Do you think that the food serve and the price offered is worth it?	2.0	12.7	21.3	41.3	22.7	100
11	Do the workers have a good skills to provide to the service?	1.5	4.0	23.3	44.7	26.7	100
12	Do you think that the workers aware with the hot clay pot while serving to customer	0.7	1.3	18.0	46.0	34.0	100
13	Does the price are worth to pay on their satisfaction of services	1.3	10.0	27.3	42.7	18.7	100
14	Do you	1.3	9.3	21.4	46.7	21.3	100

	confident with the workers skills in serving the food?						
15	Do you think that the workers provide a good service	2.0	4.7	26.7	42.6	24.0	100

Finding from Table 4.7 revealed the above responses from the respondents for each question in the table above. This questionnaire was answered by 150 respondent who are customers of Claypot Asam Pedas Malacca.

4.3.1 Reliability Analysis

An approach that can be used to measure reliability is by using Coefficient Alpha (Malhotra, 2006). Cronbach Alpha is calculated through a reliability test where it is an index that shows the internal reliability of each variable. In order to test the reliability, the Cronbach's Alpha coefficient is changed to be adopted accordingly (Malhotra, 2007). Cronbach's Alpha coefficients are the most popular internal indicator used in this study to assess the reliability of the measurement scale used. (Hair et al, 2006: lee, 2001).

Cronbach's coefficient Alpha gives the most is from 0 to 1. The higher the more reliable coefficient is the item s in measuring the construct. Nunnally (1978) suggested that the acceptable alpha coefficient levels to maintain items on a scale of at least 0.70 score. According to George, D., & Mallery, P. (2003), it is considered reliable if Cronbach's Alpha is in the range of 0.60 to 1.0. If all the items in a research have a Cronbach's Alpha that is more than 0.7, this research is very stable and acceptable. Table 4.8 shows the general guidelines for interpreting the Reliability Coefficient Alpha size ranging from 0.5 to 0.9 and above.

Table 4.8 George, D., & Mallery, P. (2003) general guidelines for interpreting the Reliability Coefficient Alpha (α)

Reliability Coefficient Value (α)	Interpretation
$\alpha \geq 0.90$	Excellent
$0.90 > \alpha \geq 0.80$	Good
$0.80 > \alpha \geq 0.70$	Acceptable
$0.70 > \alpha \geq 0.60$	Questionable
$0.60 > \alpha \geq 0.50$	Poor
$0.50 > \alpha$	Unacceptable

Source: George, D., & Mallery, P. (2003)

Table 4.9 Summary of Reliability Analysis

Reliability Statistic			
	Variables	Cronbach's	N
		Alpha	
Independent variables	Section B: Responsiveness	.900	5
	Section C : Reliability	.877	5
	Section D : Assurance	.883	5

Source : Data adapted from SPSS version 23

According to the data above, the result shows that Reliability Statistic for Cronbach's Alpha for responsiveness (0.900), reliability (0.877) and assurance (0.883). Section that in range 0.900 and above are in excellent level. However, Cronbach's Alpha for reliability (0.877) and assurance (0.883) are in range 0.90 to 0.80 which is in acceptance level.

Chapter 5

5.1 Introduction

For this final chapter, it shows the discussion is about to answer the research question that were stated in the first chapter of the study. Thus, we also provide conclusions that can gain from the study and suggest a recommendation as an improvement for the research. The end of the chapter is future research that encourage other researchers to use this study as a guidance for them.

5.2 Discussion

The purpose of this research was to define the level of customer satisfaction at Claypot Asam Pedas Restaurant with regard to service quality. The basic research question to be dealt with was:

- I. What is the level of dimension (Reliability, Responsiveness and Assurance)?
- II. What is most important dimension of service quality on Claypot Asam Pedas Restaurant Malacca ?

As the primary data gathering method for this analysis, a questionnaire was used. The questionnaire consists of 4 parts using a five-point Liker scale which are demographic profile, reliability, responsiveness and assurance. The questionnaire was handed out to 150 customers of Claypot Asam Pedas Restaurant at Malacca. As a consequence, the data collected was to define and explain the satisfaction level of the customer on these three dimensions of service quality (reliability, responsiveness and assurance). The questionnaire was compiled using the SPSS software and analyze. Five dimensions influence customer perception of service quality are tangible, reliability, responsiveness, assurance and empathy (Parasuraman et al, 1988).

Research Question 1: What is the level of dimension (responsiveness, reliability and assurance)

Reliability is the most significant element in the assessment of service quality by consumers (Lovelock and Wright, 2007). This dimension involves the continuity with which the promised service is fulfilled. The evaluation of other consistency aspects is affected by reliability. In addition, quality affects the essence of food and beverage such as taste, smell, freshness, size of appearance, form, color, gloss, consistency and texture play a key role in achieving or exceeding customer satisfaction and expecting return (Dollah, Mansor, & Mohamaed, 2012). The overall mean score for reliability dimension is $M=3.74$, therefore customers were majority positive about the reliability provided by the Claypot Asam Pedas Restaurant to them. Furthermore, results showed the customers agreed that the restaurant did served a variety of food and beverages and prepared an attractive menu for the customer. In addition, the nutrition that consists from fresh ingredients that were prepared by the restaurant such as vegetables and variety kind of fishes do attract customers and meet the customer's desire also expectation when searching for a nice, delicious and comfort food. A well-designed menu that attracts and satisfied customers positively affects the success of the restaurants.

Responsiveness considered as a desire in the loop to assist customers and provide swift service (Dale, 2007). The attention and promptness in dealing with customer demands, questions, concerns and issues were emphasized in this dimension. The factor of responsiveness leads to a high overall mean score of $M=3.882$. Besides that, responsiveness emphasizes that attentive workers are prepared to tell customers exactly when something will be done with unwavering commitment to supporting quality and acting according to their request (Parasuraman, A; Zeithaml, V.A; Berry L.L. ,1994). Meanwhile, Claypot Asam Pedas Restaurant do paid more attention in order to select a healthier product and requiring better condition on behalf of the customer so that the restaurant can manage the quality of food and staff services very well. Next, individuals eat out regularly in the restaurant industry, but they raise their salary and use it for better food with better condition. The result from the study showed majority of the customers agreed that the employees of the restaurant took care and served the customer proactively and with responsibility. Overall, customers

were satisfied that the restaurant promptly provides the customer's demand and makes effort for it. To conclude, the level of responsiveness dimension are higher comparing to reliability and assurance based on the mean score stated where the highest mean score of the question which is "do staff have good communication" is $M=3.97$. To summarize, every staff need to have a good communication skill in order to perform a good relationship with customers.

Assurance relates to the knowledge and courtesy of staff and their capacity to inspire faith and trust. (Parasuraman et al., 1988). The result showed that assurance dimension contributes high mean score of $M=3.836$. Assurance is characterized as the ability to transfer confidence and trust to clients and the courtesy and knowledge of staff. The opinions of researchers on the degree of assurance between dimensions of service quality are diverse (Parasuraman. A; Zeithaml, V.A; Berry L.L. 1994). Quality assurance is based on providing trust that quality specifications are met. As related to this study, employees of Claypot Asam Pedas Restaurant have a good skills qualification. Lorenz (2009) alludes to soft skills as characteristics that make someone a good employee and a compatible co-worker. The customers agreed that the meal served at Claypot Asam Pedas Restaurant have a balanced nutrition and the dish called Asam Pedas is one of food tourism at Malacca. Apart from that, the customers agreed that the nutrition needs of the customers were noted and followed. Overall, customers were satisfied with the assurance provided by Claypot Asam Pedas Restaurant.

Research Question 2: What is the most important dimension of service quality)

The second research question concerns what is the most important dimension of service quality whether responsiveness, reliability or assurance. The most important dimension of service quality that we can conclude in this study is responsiveness. As stated in the analysis of the first research question for responsiveness dimension considered as a desire on an ongoing basis to assist customers and provide swift service (Dale, 2007). Responsiveness as an important dimension of service quality because total mean score of responsiveness quality is higher mean score (M=3.882) for this research rather than reliability dimension mean score (M=3.74) and assurance dimension mean score (M=3.836). In addition, responsiveness refers to the promptness and willingness of staff during the service meetings. This proves that responsiveness as an important dimension because customer satisfied with quality staff and quality food provided by Claypot Asam Pedas Restaurant. They will become your best customers when you handle all your customers like they are your best customers. To maintain these important clients and turn them into repeat clients. Getting amazing customers support is important. People want to feel that their cash is going to a business that values their company.

5.3 Conclusion

To conclude, the research objectives of this study have been reached. The outcome showed that the customers were pleased with the quality of service offered to them by the Claypot Asam Pedas Restaurant with an overall mean score was (M=3.74) for reliability, responsiveness (M=3.882) and assurance (M=3.836). The results showed that the customers were satisfied with the services they had before in terms of service quality in each dimension which is reliability, responsiveness and assurance. Therefore, the issues that Claypot Asam Pedas Restaurant had been facing was shortage of customer and demand can be resolved as soon as possible because the level of customer satisfaction towards service quality is positive and satisfactory. Meanwhile, the three dimensions that we used to measure the customer's satisfaction level does not affect the shortage of customer and demand because it may happen due to pandemic Covid-19 or it can be measure with another two of SERVQUAL dimension which is tangible and empathy.

5.4 Recommendation

5.4.1 Recommendation towards Claypot Asam Pedas Restaurant

This part will be discuss the recommendations for Claypot Asam Pedas Restaurant in their future used. To increase their sales revenue, Claypot Asam Pedas Restaurant should to improve sales techniques that attract the attention and trust of their customer. Such as making an order for a booking on a wedding day, engagement or any event booking. This is because it can increase the sales volume due to the large quantity of goods sold. In addition, they also have customer data based. This can make it easier to maintain good relationships and trust with customers. Furthermore, they can also make more efforts to advertise their promotions such as advertising platforms on social media, banner displays, catalogs and direct mail to customers so customers will be more aware.

5.4.2 Recommendation towards Aeon Management

Recommendation to Aeon Management for future used. Aeon management allows to use delivery to the customers from the restaurant. There are various types of delivery in the market such as food panda, grab, lalamove and so on where the restaurant can choose the type of delivery service that they will use in their restaurant. If aeon management allow to use delivery, this can make easier for customers who want to buy but have obstacles to come buy directly from restaurant. This service is not only convenient but also able to attract customers to buy because they can buy wherever they are and can save their time.

5.5 Future Research

5.5.1 Scope of SERVQUAL Dimension

Future studies can be improved by including all SERVQUAL Dimension in order to study the entire dimension or future studies can focus the research on the other two dimensions which is tangible SERVQUAL dimension and empathy SERVQUAL dimension that are not studied in this study to complete all the SERVQUAL dimension. If still get good result for all the SERVQUAL dimension, next research can study how strategies that can be improved for each SRVQUAL dimension.

5.5.2 Location

Due to the location of the Claypot Asam Pedas Restaurant is located at Ayer Keroh, Malacca. Area of Claypot Asam Pedas Restaurant is located in a strategic place, which is an city area and is located near to the primary and secondary school, hospitals, police stations and is in a shopping mall. Future researcher can identify if this location can help Claypot Asam Pedas Restaurant to stand out against the competitors. Whether customers prefer Claypot Asam Pedas Restaurant more than other restaurant in that are in the same location. Furthermore, future search can be improved by putting in more time and surveying more

respondents from a greater amount of Claypot Asam Pedas Restaurant, Ayer Keroh in Malacca in order to have a larger sample size. Future studies can identify specific size population of location. Last but not least recommendation for future researcher could also considered using a more accurate or appropriate software to analyze the collected data.

5.5.3 Method of questionnaire

In addition, future studies may consider using questionnaire in two-way methods which is online questionnaire and paper sheet questionnaire. Although online questionnaire have been used but adding methods such as direct questionnaire from customers is also a good idea. But for this method, future studies must consider the current situation due to the pandemic Corona virus (Covid-19) which had a huge impact on the whole country including Malaysia as it is not allowed to cross the state. So because of that, the researchers were not able to conduct the questionnaire directly face to face from customer. Positive effect if future research alert when this pandemic is getting better, they also able to get respondents not only directly face to face from customer but also from tourist because Asam Pedas is a symbolic food for the state of Melaka which is a tourist attraction.

5.5.4 Focus Customer Satisfaction

Next researcher can study to identify according to the level of customers who are satisfied with the service offered by Claypot Asam Pedas Restaurant. This can help to identify the steps or factor that can be taken if this study can track customers by age who give unsatisfactory response to the services offered. Yet, future studies can study other factors that affect customer satisfaction if SERVQUAL service quality dimension shows positive results.

5.6 Summary of Chapter

This segment addressed the outcomes of the research and the findings of the collected data. From the discussion, it is evident that all the study's research objectives were reached. In this report, the identification of the three dimensions of service quality at the level of customer satisfaction was stated. Conclusions of research results, recommendations and future research were also discussed in this chapter.

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APPENDICES

APPENDIX A	Questionnaires
APPENDIX B	Interview with the owner of Claypot Asam Pedas Restaurant
APPENDIX C	Claypot Asam Pedas Restaurant Social Platform
APPENDIX D	Project Gantt Chart
APPENDIX E	Output of SPSS

APPENDICES

APPENDIX A - QUESTIONNAIRES



QUESTIONNAIRE

You are required to answer each of the question

SECTION A

1. Gender:
 - Male
 - Female
2. Age
 - Less than 18 yearsold
 - 19 to 29 yearsold
 - 30 to 39 yearsold
 - 40 to 49 yearsold
 - 50 years old andabove
3. Race
 - Malay
 - Chinese
 - Indian
 - Others
4. Maritalstatus
 - Single
 - Married
 - Others
5. Occupation
 - Governmentsector
 - Privatesector
 - Others

Instruction: Please tick (√) one of the boxes that correspond to your answer to each question

SECTION B

1. VeryDisagree
2. Disagree
3. Neutral
4. Good
5. VeryAgree

Responsiveness

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
The staff can respond prompt and kindly to your problems.					
The staff have a good communication.					
The staff willing to handle your special request.					
The staff maintain standard of service every time.					
The staff appeared to be well-trained.					

Reliability

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
How would you rate the restaurant in term of service on a scale of 1 to 5?					
Do the staff served your food as exatly ordered?					
Do the staff served your food in time promised?					
Do the staff usually provide you with an accurate bill?					
Do you think that the food serve and the price offered is worth it?					

Assurance

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Does the workers have a good skills to provide to the service?					
Do you think that the workers aware with the hot claypot while serving to customers?					
Does the price are worth to pay on their satisfaction of services?					
Do you confident with the worker skills in serving the food?					
Do you think that the workers provide a good service?					

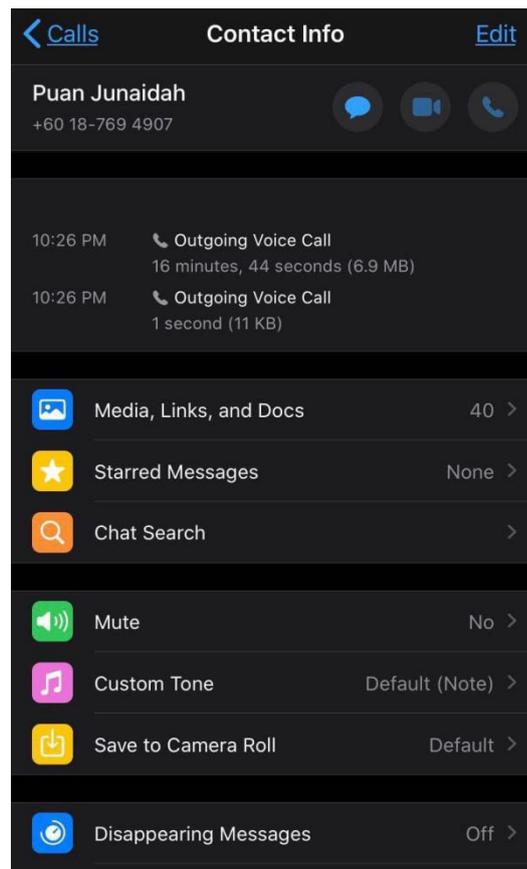
**APPENDIX B - INTERVIEW WITH THE OWNER OF CLAYPOT ASAM
PEDAS RESTAURANT**

APPENDIX B

INTERVIEW WITH THE OWNER OF CLAYPOT ASAM PEDAS RESTAURANT

We have interviewed the owner of Claypot Asam Pedas Restaurant Melaka, Mrs Junaidah Binti Md Yasin where she also agreed that her business was also affected as a result of the Pandemic Covid-19. We have interviewed her on 25th August 2020 at 10:26 p.m. via WhatsApp voice call where the call time has been set by Mrs Junaidah, herself. Duration of calls made last 16 minutes 44 seconds. Some questions have been asked, such as the background of her business, the problems faced by her business and what she want to improve in her business.

The proof of the call is as shown in the picture below.

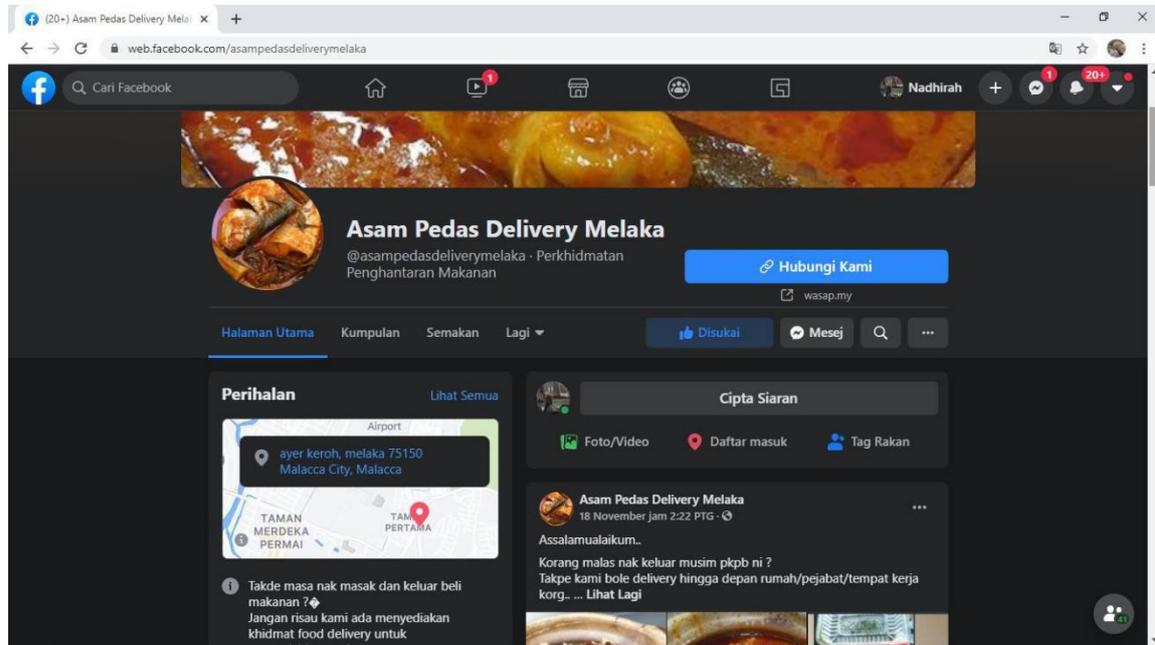


**APPENDIX C - CLAYPOT ASAM PEDAS RESTAURANT SOCIAL
PLATFORM**

APPENDIX C

CLAYPOT ASAM PEDAS RESTAURANT SOCIAL PLATFORM

Facebook pages of Restaurant Asam Pedas Claypot Melaka.



The screenshot shows the Facebook profile page for "Asam Pedas Delivery Melaka". The page header includes the Facebook logo, a search bar with "Cari Facebook", and navigation icons for home, notifications, and a menu. The profile picture is a circular image of a claypot dish. The cover photo is a large image of a claypot dish. The page name is "Asam Pedas Delivery Melaka" with the handle "@asampedasdeliverymelaka" and the description "Perkhidmatan Penghantaran Makanan". There is a blue "Hubungi Kami" button and a "wasap.my" link. Below the profile information are tabs for "Halaman Utama", "Kumpulan", "Semakan", and "Lagi". The main content area is divided into two columns. The left column has a "Perihal" section with a map showing the location "ayer keroh, melaka 75150 Malacca City, Malacca" and a text box that says "Takde masa nak masak dan keluar beli makanan? Jangan risau kami ada menyediakan khidmat food delivery untuk". The right column has a "Cipta Siaran" section with options for "Foto/Video", "Daftar masuk", and "Tag Rakan". Below this is a post from "Asam Pedas Delivery Melaka" dated "18 November jam 2:22 PTG" with the text "Assalamualaikum... Korang malas nak keluar musim pkpb ni? Takpe kami bole delivery hingga depan rumah/pejabat/tempat kerja korg... Lihat Lagi".

APPENDIX D - PROJECT GANTT CHART

OUTPUT OF SPSS

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	7.4	7.4	7.4
female	63	38.9	38.9	46.3
male	87	53.7	53.7	100.0
Total	162	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 18 years old	18	11.1	12.0	12.0
19-29 years old	84	51.9	56.0	68.0
30-39 years old	26	16.0	17.3	85.3
40-49 years old	17	10.5	11.3	96.7
50 years old and above	5	3.1	3.3	100.0
Total	150	92.6	100.0	
Missing System	12	7.4		
Total	162	100.0		

Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay	104	64.2	69.3	69.3
chinese	30	18.5	20.0	89.3
Indian	12	7.4	8.0	97.3
Others	4	2.5	2.7	100.0
Total	150	92.6	100.0	
Missing System	12	7.4		
Total	162	100.0		

Marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid single	93	57.4	62.0	62.0
married	50	30.9	33.3	95.3
others	7	4.3	4.7	100.0
Total	150	92.6	100.0	
Missing System	12	7.4		
Total	162	100.0		

RELIABILITY STATISTIC

Variables	Cronbach's Alpha	N
Responsiveness	.900	5
Reliability	.877	5
Assurance	.883	5