

APPROVAL

I hereby confirm that I have examined this project paper entitled:
Factors Influencing People Acceptance towards Catering Service

By
Muhammad Ikmal Hisyam bin Md Ali

I hereby acknowledge that this project paper has been accepted as part of fulfillment for
the
Bachelor Degree of Technopreneurship with Honors (BTEC)

Signature :

Supervisor : DR. NOR AZAH BINTI ABDUL AZIZ

Date :

Signature :

Panel : DR. SITI NORBAYA BINTI YAHAYA

Date :

FACTORS INFLUENCING PEOPLE ACCEPTANCE TOWARDS CATERING
SERVICE IN MELAKA

MUHAMMAD IKMAL HISYAM BIN MD ALI

Report is submitted in fulfillment of the requirement for Bachelor Degree of
Technopreneurship with Honors (BTEC)

Faculty of Technology Management and Technopreneurship Universiti Teknikal
Malaysia Melaka

JUNE 2018

DECLARATION

I, MUHAMMAD IKMAL HISYAM BIN MD ALI

“I admit that this report is a product of my own work except the citation for each which I
have mentioned the sources”

Signature :

Name : MUHAMMAD IKMAL HISYAM BIN MD ALI

Date :

DEDICATION

This research paper is lovingly dedicated to my mother, Puan Noormilina Binti Harun and my father Md Ali Bin Zainal, who has been my constant sources of motivation and also given unconditionally support with my studies. I am honored to have both of them as my parents. Thank you for giving me a chance to prove and improve myself through all my walk of life. To all my family members thank you for believing me for allowing me to further my studies. Lastly, a special thanks to my supervisor, panel and my fellow friends for helping me throughout the project towards accomplishing my final year project.

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim,

Alhamdulillah, thanks to Allah, whom with his willing give me the strength to successfully conduct my research and for sustaining my efforts to complete this research which entitled “Factors That Contribute to The Participation of Youth to Become Agropreneur” in fulfillment the compulsory requirements of Universiti Teknikal Malaysia Melaka (UTeM) and Faculty of Technology Management and Technopreneurship (FPTT).

A special gratitude I give to my final year project supervisor, Dr. Nor Azah binti Abdul Aziz, whose contribution in stimulating suggestions and encouragement helped me to coordinate my research especially in writing this report from the initial until final of my research. Additionally, I would like to thank my panel, Dr. Siti Norbaya Binti Yahaya, for giving valuable comments for my research improvement. Not to forget, I am deeply indebted to my friend, Syazwani Binti Mohd Tohir for continuously being supportive throughout conducting this research which many times did oscillate.

Lastly, my deepest thanks and appreciation also goes to my family members for their kind cooperation and endless encouragement and to all those who provided me the possibility to complete this report.

Thank you.

ABSTRACT

In conjunction with higher demand of food service industry, hospitality sector has always been the choice of people when they want to conduct any occasions or functions. Realizing this issue, the food handlers inclined their service quality in order to offer only the best for customers. In that way, they can increase customer acceptance and satisfaction towards their service. Therefore, the signal is the need to assess the factors influencing people acceptance towards catering service. In quantitative research, the research strategy is to distribute questionnaire forms which was designed based on the research objectives. A total of 384 usable questionnaires were analyzed. Statistical techniques such as descriptive analysis, reliability analysis, multiple regression analysis and Pearson correlation analysis were used in this study. The multiple regression analysis results showed that teamwork in hospitality, food quality management and selection of menu positively influenced the people acceptance towards catering service. However, food safety was found not have any significant relationship with the people acceptance towards catering service. Hence, this research provides useful and valuable information for hospitality sector to accelerate the service in order to increase customer acceptance and satisfaction in the future.

Keywords: Food Safety, Teamwork in Hospitality, Food Quality Management, Selection of Menu, People Acceptance, Catering Service, Food Industry

ABSTRAK

Berikutan permintaan industri perkhidmatan makanan yang lebih tinggi, sektor makanan sentiasa menjadi pilihan orang apabila mereka mahu menjalankan sebarang majlis atau fungsi. Menyedari masalah ini, para pengendali makanan meningkatkan kualiti perkhidmatan mereka untuk menawarkan hanya yang terbaik untuk pelanggan. Dengan cara itu, mereka dapat meningkatkan penerimaan dan kepuasan pelanggan terhadap perkhidmatan mereka. Oleh itu, adalah menjadi keperluan untuk menilai faktor-faktor yang mempengaruhi penerimaan orang terhadap perkhidmatan catering. Dalam penyelidikan kuantitatif, strategi penyelidikan adalah untuk mengedarkan borang soal selidik yang direka berdasarkan objektif penyelidikan. Sejumlah 384 borang soal selidik yang boleh digunakan dianalisis. Teknik statistik seperti analisis deskriptif, analisis kebolehpercayaan, analisis regresi berganda dan analisis korelasi Pearson digunakan dalam kajian ini. Hasil analisis regresi berganda menunjukkan bahawa kerja berpasukan dalam perhotelan, pengurusan kualiti makanan dan pemilihan menu secara positif mempengaruhi penerimaan orang terhadap perkhidmatan catering. Walau bagaimanapun, keselamatan makanan didapati tidak mempunyai hubungan yang signifikan dengan penerimaan orang terhadap perkhidmatan catering. Oleh itu, penyelidikan ini memberikan maklumat berguna dan berharga untuk sektor makanan untuk mempercepatkan perkhidmatan untuk meningkatkan penerimaan dan kepuasan pelanggan pada masa akan datang.

Kata kunci: Keselamatan Makanan, Kerja Sama dalam Hospitaliti, Pengurusan Kualiti Makanan, Pemilihan Menu, Penerimaan Orang, PerkhidmatanKatering, Industri Makanan.

TABLE OF CONTENT

CHAPTER	TITLE	PAGE
	APPROVAL	i
	DECLARATION	iii
	DEDICATION	iv
	ACKNOWLEDGEMENT	v
	ABSTRACT	vi
	ABSTRAK	vii
	TABLE OF CONTENT	viii
	LIST OF TABLES	xii
	LIST OF FIGURES	xiii
	LIST OF APPENDICES	xiv
CHAPTER 1	INTRODUCTION	1
	1.1 Background Of Study	2
	1.2 Problem Statement	3
	1.3 Research Questions	4
	1.4 Research Objectives	4
	1.5 Scope, Limitations and Key Assumption	4
	1.6 Importance of the Study	5
	1.7 Summary	6
CHAPTER 2	LITERATURE REVIEW	7
	2.1 Definition of Catering Service	8
	2.2 Public Acceptance	9

CHAPTER	TITLE	PAGE
2.3	Analysis of the Factors Influencing People Acceptance towards Catering Service	10
2.3.1	Food Safety	10
2.3.2	Teamwork in Hospitality	11
2.3.3	Food Quality Management	12
2.3.4	Selection of Food	13
2.4	Current Issues on Food Handling Service	14
2.5	Theoretical Framework	15
2.6	Relationship between People Acceptance and Food Service Quality	16
2.7	Proposed Theories	16
2.7.1	Behavioral Decision Theory	17
2.7.2	Theory of Reasoned Action (TRA)	19
2.8	Hypothesis Development	20
2.9	Summary	21
CHAPTER 3 RESEARCH METHODOLOGY		
3.1	Research Design	23
3.2	Methodological Choices	24
3.3	Primary Data and Secondary Data Resources	24
3.4	Sampling Location	25
3.5	Data Analysis	25
3.6	Research Strategy	25
3.7	Population and Sampling Selection	28
3.8	Time Horizon	29
3.9	Pilot Testing	29
3.10	Summary	30

CHAPTER	TITLE	PAGE
CHAPTER 4 RESULT ANALYSIS		
4.1	Introduction	31
4.2	Pilot Test	32
4.3	Descriptive Statistical Analysis	33
4.3.1	Gender	33
4.3.2	Age	34
4.3.3	Monthly Wages	35
4.3.4	Highest Education Level	36
4.3.5	Experience Using Catering Service	37
4.3.6	Occasions that Respondents Used Catering Service	38
4.4	Descriptive Analysis	40
4.4.1	Food Safety	40
4.4.2	Teamwork in Hospitality	42
4.4.3	Food Quality Management	43
4.4.4	Selection of Menu	44
4.4.5	People Acceptance towards Catering Service	45
4.5	Multiple Regression Analysis	46
4.6	Pearson Correlation Coefficient	49
4.7	Hypothesis Verification	51
4.7.1	Hypothesis 1	51
4.7.2	Hypothesis 2	52
4.7.3	Hypothesis 3	52
4.7.4	Hypothesis 4	53
4.8	Summary	53
CHAPTER 5 CONCLUSION AND RECOMMENDATION		
5.1	Introduction	54
5.2	Summary of Findings	55
5.3	Limitation of the Study	56

CHAPTER	TITLE	PAGE
5.4	Contribution of the Study	57
5.5	Recommendation for the Study	58
5.6	Conclusion	58
	REFERENCES	60
	APPENDICES	63

LIST OF TABLES

TABLE	TITLE	PAGE
3.1	Table for Determining sample Size from a Given Population (Krejcie & Morgan)	28
3.2	Rule of Thumb for Reliability Analysis	30
4.1	Reliability Analysis	32
4.2	Respondent's Gender	33
4.3	Respondent's Age	34
4.4	Monthly Wages	35
4.5	Highest Education Level	36
4.6	Experience of Using Catering Service	37
4.7	Occasions that Respondent's Used Catering Service	38
4.8	Food Safety	40
4.9	Teamwork in Hospitality	42
4.10	Food Quality Management	43
4.11	Selection of Menu	44
4.12	People Acceptance towards Catering Service	45
4.13	Model Summary	46
4.14	ANOVA	47
4.15	Coefficient	47
4.16	Thumb of Rules of Correlation Coefficient	49
4.17	Pearson Correlation	50

LIST OF FIGURES

FIGURE	TITLE	PAGE
2.1	Independent and Dependent Variable	15
2.2	Lens Model (Brunswik, 1952)	18
2.3	Theory of Reasoned Action (TRA)	19
3.1	Research Strategy	26
4.1	Respondent's Gender	33
4.2	Respondent's Age	34
4.3	Monthly Wages	35
4.4	Highest Education Level	36
4.5	Experience of Using Catering Service	37
4.6	Occasions that Respondents used Catering Service	39

LIST OF APPENDICES

APPENDIX	TITLE	PAGE
A	Gantt Chart - PSM 1	63
B	Gantt Chart - PSM 2	63
C	Questionnaire Survey	64

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will introduce the factors influencing people acceptance towards catering service. It will state the significance of the study in order to clarify and to provide more understanding towards the research. It will also provide all the research objectives, research aims and problem statements for this particular research title. Actually, there is no coherent conclusion on the main factors of customer satisfaction. Scholars cannot reach agreement on which are causes and which are effects, whether there exists direct relationship between them, nor which is part of which. It could be the prices, the public relations, the services or the freshness of ingredients. Catering services are connected with spare time. Spare time is, in fact, the time which we have “saved” or “gained”(Dąbrowska, 2011). Catering services serve to free or use our spare time. It is more likely to free our spare time. For example, when a catering service is used for food preparation during an occasion, it will save the time of the organizer. They can work on any other things instead of food preparation. The level of consumption of these services influences the standard and quality of life of contemporary societies. One may also say that this market, which is becoming more and more difficult due to increasing competition, motivates businesses to engage increasingly sophisticated activities in order to draw consumers’ attention.

1.1 Background of Study

When discussing about people acceptance, it is closely related to satisfaction of user of a product or service. Customer satisfaction can be defined as influence of repurchase intentions and behavior which lead to a business future revenue and profit. The focus of the hospitality industries are service quality and people satisfaction as both are directly linked with profits. That is why most companies are aware about the importance of the service quality and are compelled to assess and improve their service quality as an effort to gain more customers (Qin & Prybutok, 2009).

Catering is a service which provides single event-based food services (Ghezzi & Ayoun, 2013). There are so many factors that can affect a customer decision in accepting a food service. People tend to use catering service during occasions because it is convenient and comprehensive service. The service provides all kinds of services such as place setting, cooking, plating, serving, until the dishwashing process. In other words, catering service changes raw food to end product and to be served to the customers. This service is really time-saving and highly reasonable.

The comprehensive approach by the caterers is really accepted in today's market. Food service is a big market today, and customers are more sophisticated and prefer a higher variety of types of food. Thus, their wants and needs must be met so that food service can be successful and maintain a sound customer base and financial stability. On the other hand, customers are money and the caterers need to satisfy dietetic needs, which is worth research from the perspective of service quality and customer satisfaction.

1.2 Problem Statements

The significance of why the researcher studied the title because there are several issues related to it. For example the issue of food poisoning among food handlers and bad service and quality of food served to the customers. The issues exist were expected to decrease the demand and supply of this industry. Ironically, this industry is expanding at a significant rate due to its excellent performance. People still accept this industry and the demand of this industry is increasing as it is really time-saving and providing wide selection of food, accorded to the local appetite.

For example, in a few years back, there were several issues on food poisoning among caterers. Research has been carried out between 1998-2000 and in 100 food poisoning cases, the majority of them caused by inadequately trained staff (Worsfold & Griffith, 2003). The practice of personal hygiene is not implemented since there is no standardization of hygiene practice. There are possibilities of contamination of food due to lack of hygiene practice especially on hands.

However, we can see that the food handlers are slowly gaining the customers trust after a few years, showing the confidence of customers towards them. This shows that food poisoning is not an issue anymore and the food handlers need to follow the regulations and standards of Hazard Analysis and Critical Control Points (HACCP). It also shows that the food handlers managed to bounce back to break the old stigma.

1.3 Research Questions

1. What are the factors that influence the people acceptance towards catering service?
2. What is the relationship between factors and people acceptance towards catering service?
3. What is the most determinant factor that influences the people acceptance towards catering service?

1.4 Research Objectives

1. To identify the factors influencing people acceptance towards catering service
2. To determine the relationship between factors influence and people acceptance towards catering service
3. To find the most determinant factor that influences the people towards catering service

1.5 Scope, Limitations and Key Assumptions

The scope of this study is focusing on service entrepreneurship where the main focus is to evaluate the main reasons of people acceptance towards a catering service and food handlers. Based on the research title, the study is to determine the factors influencing people acceptance towards catering service. The quantitative research method will be used where the respondents play a major role in this research by answering interview questions and questionnaire provided. The respondents are responsible in providing adequate and comprehensive information for this research.

The limitations in the study are the audience, the venue and the time. First, the target audience to be approached is specified to married couples who had ever used the catering service during their wedding ceremony. Next, the limitations are specified to place where the respondents are living in Bandar Hilir, Melaka. Then, the time constraint set according to Gantt chart where the data needs to be gathered during week 7 of lecture.

The researcher assumes that all the respondents will give correct and honest answers in the questionnaires. It will produce accurate data for the research. The research is assumed to finish according to the Gantt chart that is attached in the appendix section. The researcher expects to complete gathering data in the time given.

1.6 Importance of the Study

The importance of this research is to obtain understanding on factors influencing people acceptance towards catering service. By conducting this research, it hopes to help food handlers especially catering services on the reason of customers' acceptance and satisfaction towards their business and to improve their service in the future in order to satisfy the customers' needs.

Furthermore, the researcher wants to study the most determinant factors that influenced the people acceptance towards catering service. The result obtained at the end of the study will reveal the most determinant factor.

1.7 Summary

This chapter describes the direction of the study. The introduction briefly explains about the overview of catering service and factors influencing people acceptance towards it. The problem statements, research questions and research objectives are stated in this chapter. The research will be conducted in accordance with the chapter sets.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In this chapter, there are a few literature reviews of the previous research and study which are related to the factors influencing people acceptance towards catering service in Melaka. All the related studies will be used as references in conducting this issue. Besides, the critical review of literature may be necessary for researchers to develop a clear understanding of insight into previous work related to the research questions and objectives. This chapter will begin with the definition of catering service which is the dependent variable for the study and followed by the factors that influenced people acceptance towards catering service. The catering service that wanted to be studied is more focusing on food service during events and functions, which are very familiar in this country. The provision of this service is highly acceptable due to many factors. The research will discover the factors of public acceptance towards catering service.

2.1 Definition of Catering Service

Catering is a service of providing single event-based food services. The catering businesses generally have the necessary equipment to transport meals to scheduled events and prepare food at off-site locations. In this industry, banquet halls with catering staffs are included (Ghezzi & Ayoun, 2013). Catering service is an all-rounded service because it is not only providing food for functions or events, but also providing services and places for event.

The catering industry has always been diverse. However the size and scope has increased dramatically by the changes in society. The overall term “catering” now encompasses many types of businesses although all of them have something in common which is providing a service related to food. The significant growth of this industry can be seen locally and globally where people started to believe in the food service by many reasons. When it comes to food, it is not just about the taste, but the services and the convenience provided are among the considerations.

Generally, catering has been associated with non-profit or institutional catering, including workplace canteens, hospitals and schools. Catering is an individual or company, who in recognition of financial reward, will undertake to administer, control and direct a specified catering operation within the guidelines stipulated by the company (Wilson, 1998). In an easy word, a catering service company will be given a contract or tender to manage and operate food provision service in a specific place as requested by the client at a period which is agreed by both parties.

Catering service can also be described as providing meals to people who either work at a certain location or for reasons which are not normally associated purely with pleasure (Wilson, 1998). Thus taken into account are industrial, commercial and public service workplaces, education, establishments, medical facilities and so on. Meanwhile in Malaysia, the catering service always related to many functions such as wedding ceremony, thanksgiving and major festivals.

2.2 Public Acceptance

Acceptance can be defined as the action of consenting to receive or undertake something offered. When discussing about public acceptance, it closely related to experience and satisfaction. It is how the products or services meet the customer's expectation. There are so many criteria that can be taken into account when discussing about meeting the customer satisfaction. In food business, tasty is not enough to win customers' hearts. Firms that provide superior service quality also have a more satisfied customer base (Qin & Prybutok, 2009).

Public acceptance in this industry is viewed as influencing repurchase intentions and behavior, which leads to revenue and profits of an organization in the future. As a result of the direct link with profits the service quality and customer satisfaction issue has become a main point of the food service industries. In order to attract customers, more and more companies are compelled to assess and improve their service quality (Qin & Prybutok, 2009).

2.3 Analysis of The Factors Influencing People Acceptance Towards Catering Service

2.3.1 Food Safety

Food safety is one of the main criteria of people acceptance towards this service. Food hygiene consists of two main parts which are personal hygiene of food handlers and the equipment hygiene level.

Personal hygiene is one of the crucial practices in successful food service. When discussing about hygiene, it always starts with hands where the most used body parts in handling food. Hands should be washed after using the restroom, coughing, sneezing, eating, drinking, and using tobacco products (Ghezzi & Ayoun, 2013). To prevent food contamination of food, equipment, utensils and linens, clean uniform is also vital. The low level of personal hygiene among food handlers has been identified as a risk factor in spreading food illnesses.

This kind of practice will surely gain customers trust towards food service and of course increase the demands of the food service. The customers are surely very particular about what they consume. Any misconduct in food safety will cost the customers trust towards the food business. It is important to target all members of the workplace in order to improve caterers' hand hygiene practices (Ghezzi & Ayoun, 2013). This encompasses to the enforcement of a business where they are concern about the practice of food hygiene such as wearing proper gloves, face mask and washing hands before handling food.