

A STUDY OF THE DINING EXPERIENCE IN UMS CAFETERIA: THE SATISFACTION AND DISSATISFACTION DIMENSIONS



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ABSTRACT

The paper reports the findings of customer dining experience attributes by extending Herzberg's dual factor theory. The objectives of the paper are to identify the dining experience attributes in UMS cafeterias, and subsequently link these attributes to Herzberg's dual factor theory. Data collection is conducted using focus group and Profile Accumulation Technique (PAT), which involved 11 final year undergraduate students in focus group, and 51 undergraduate students in PAT. The findings reveal that dining experience attributes consist of personal experiential aspects and functionality/ performance of service providers. The personal experiential aspects can be termed as intangible elements whilst "functionality of service providers" can be termed as more tangible elements. In addition, this suggests that experience attributes can be interpreted into satisfiers and dissatisfiers in accordance with Herzberg's dual factor theory. Satisfiers are experience attributes associated with personal experiential aspects that derived from the combination of good food with great experience of service quality in a comfortable environment with majestic sea view. Dissatisfiers are experience attributes that related to the performance and availability of facilities by the service providers' performance (instrumental/ functionality aspects). The dissatisfiers are made up of the close type café, poor facilities, untrained staffs, poor maintenance, and low food quality. The Perception Profile of UMS Cafeteria is developed to display both positive and negative service aspects that build up the dining experience of the customers. This study has strong implications to provide the operators guidelines to improve the performance of the cafeterias.



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ABSTRAK

KAJIAN MENGENAI PENGALAMAN MENJAMU SELERA DI KAFETERIA UMS: DIMENSI KEPUASHATAN DAN KETIDAKPUASHATAN

Kajian ini mengkaji pengalaman para pelanggan yang berjamu selera di kafeteria dengan menghubungkan kaitkan dengan teori Herzberg dua faktor. Tujuan kajian ini adalah menentukan tahap penjamuan selera di kafeteria UMS, and mengiatkan faktor-faktor tersebut kepada teori Herzberg. Data dikumpul dengan kumpulan fokus (focus group) dan "Profile Accumulation Technique (PAT)". Seramai 11 orang responden dari tahun akhir pengajian universiti mengambil bahagian dalam kumpulan fokus and 51 orang lagi menjawab PAT. Keputusan yang diperolehi menggambarkan faktor-faktor yang mempengaruhi tahap penjamuan selera boleh dikategorikan ke dalam dua kumpulan iaitu pengalaman individu dan, fungsi dan pencapaian servis yang ditawarkan. Faktor penentuan kepuasan pelanggan yang didapati adalah kesedapan makanan, persekitaran yang baik, servis yang membanggakan serta pemandangan laut yang cantik. Manakala, faktor penentuan ketidakpuashatian pula fokus pada bangunan kafe tertutup, kekurangan kemudahan asas, staf tidak terlatih, dan makanan yang tidak berkualiti. Profil Persepsi Kafeteria UMS juga dihasilkan untuk menggambarkan aspek servis positif dan negatif yang menyumbangkan kepada pengalaman menjamu selera di kafe UMS. Kajian ini juga berfungsi sebagai panduan untuk meningkatkan pencapaian kafeteria.



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