

Title of Thesis	The Study Of Customer Perception of The Quality of Chained Coffee Shop In Miri
Name	Fergiee Frederick
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, KL)
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ABSTRACT

Customer's perception is very important for coffee shops business. This is because customer's satisfaction is one of the most important key for successful business and thus in order to have their satisfaction meet, getting to know their perception is needed. This research aims to identify customer's perception towards the quality of chained coffee shops in Miri area. The researcher adopted quantitative research method and have use a self-designed questionnaire for data collection. The results will be collected and analyzed by statistical method.

The study indicated that store atmosphere influenced a lot in customer perception towards the quality of a coffee shop. Not only are that, the quality of product served, the brand and reputation of the store also other factors that influenced the customer's perception. Besides that, the study also revealed the other factors that influenced customer perception towards coffee shop's quality is the cleanliness of the store and an interesting product packaging. Other than that, the study also indicates that having more friendly and knowledgeable employees, more useful facilities and provide swift but precise services for customer is another influential factor that affects customer's perception towards the quality of a coffee shop.

From the results, the researcher suggests several recommendations for implementation. The recommendations include maintaining the quality served as well as the welcoming store atmosphere in every coffee shops. Other than that, it is also recommended that the coffee shops should continuously serve their customer with the best product quality and extra effort in marketing and promoting the store while maintaining a good reputation. Besides that, it is also recommended that coffee shops should keep their store clean and to have interesting product packaging in order to keep their customer coming back for more. Another recommendation are that the coffee shop should have more useful facility installed in their store

and the managers should provide training to their employees as well as encourage them to serve customer with quick but precise services.

Future research can focus on investigating customer's perception towards quality of chained coffee shops in whole Malaysia. Not only that, future researcher can also conduct the research based on the comparison study such as comparison of races and age group.