

THE STUDY ON THE FACTORS, WHICH DETERMINE SUCCESS IN FOOD AND BEVERAGE BUSINESS IN A CLASS RESTAURANT (MCDONALD RESTAURANT) AND AN ORDINARY COFFEE CHOP (SINN FATT COFFEE SHOP) IN KOTA KINABALU SABAH

Prepared by: Catherine Wong Shiau Ling

ABSTRACT

Researcher has chosen Sin Fatt Coffee Shop and McDonald Restaurant in Kota Kinabalu, Sabah. Sin Fatt Coffee Shop is an ordinary food outlet and McDonald Restaurant is a class food outlet that provide barded product, researcher will make a comparison between these food outlets in order to find out the factors of successful food outlets. This would also allow researcher to seek for businessmen and customers perception towards food outlets with the purpose to enclose the gap between the perceptions.

The model of ‘Five indicators of successful business’ is used as a guide in doing the research. These indicators were mentioned at the first paragraph but these would discuss in more detail in literature review. Besides, the information of 12 criterions used by Health Ministry government officer in Sabah is also used as a guide in setting the questions of evaluation.

Researcher has carried out the research by using the secondary data and primary data. To collect a primary data, researcher has conduct casual observation in both food outlets, interview with the manager of McDonald Restaurant and the owner of Sin Fatt Coffee Shop, and questionnaire distribution.

Other than the results of observation and interview, the analysis for background of respondents, information of respondent who like and dislike to visit these food outlets were carried. Evaluation was also made in order to study whether the evaluation is match to the analysis or not. Chi-square test was carried out in the final part of findings; it was used to test between the factors of like to visit and the items with lowest and highest mean and median from each category of evaluated items. This test allow researcher to see whether there is an association between both attributes or.

The different methods used in findings are to find out the factors of successful business by testing them with different ways. The analysis showed the popular successful factors, evaluation showed whether there outcome is match to the popular factors or not, and the chi-square tests tested on the relationship between the popular factors and selected evaluated outcome.

Conclusion o findings was made which showed a picture for findings, and from the findings, researcher has found out that some gaps between the perceptions for both parties were occurred, therefore suitable recommendation was also made.