



**THE IMPACT OF SUPPLY CHAIN
MANAGEMENT TOWARDS CUSTOMERS
SATISFACTION AT DOMINOS**

MUHAMMAD RAFIQ BIN PAPA SULE	08DPI18F1053
DEANNAH NUR ADILA BINTI RUSDI	08DPI18F1056
NOR ASMIDA BINTI KLANA	08DPI18F1054
MOHAMAD ADAM MUKHRIZ BIN MOHD RUSHDI	08DPI18F1043

**DIPLOMA IN INTERNATIONAL BUSINESS
DEPARTMENT OF COMMERCE**

NOVERMBER 2020

DECLARATION

We hereby declare that:

(1) This undergraduate research project is the final result of our own work and that acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in any application for any other degree or qualification of this or any other institutes of learning.

(3) Equal contribution has been made by each group member in the process of completing the research project.

Name of Student:	Student ID:
MUHAMMAD RAFIQ BIN PAPA SULE	08DPI18F1053
DEANNAH NUR ADILA BINTI RUSDI	08DPI18F1056
NOR ASMIDA BINTI KLANA	08DPI18F1054
MOHAMAD ADAM MUKHRIZ BIN MOHD RUSHDI	08DPI18F1043

ACKNOWLEDGE

It is our pleasure to express our sincere gratitude to our supervisor, Dr Aziam , for her support throughout the research process. She had devoted his valuable time and efforts in patiently guiding us to complete this project. Her wide knowledge and logical way of thinking have proved and created great value for us. Besides, her understanding, encouraging and personal guidance have provided the good basis for this project. Therefore, we would like to convey our special thanks to her for her assistance and encouragement.

Besides, we would like to thank Politeknik Sultan Salahuddin Abdul Aziz Shah Commerce Department for giving us the opportunity to conduct this research project. It enabled us to learn and gain more experience on conducting a research.

Furthermore, we would like to give a special thanks to the ones who have helped us in distributing the questionnaires. During the process of the research project, the respondents have given their valuable feedback for the questionnaire. Also, we would like to thank all respondents, who spent their valuable time in filling out the questionnaire. With the help and support of respondents, we have successfully completed the questionnaire.

We have to thank ourselves, the group members who have been coordinative and cooperative with each other throughout the whole research project. Once again, we share our sincere gratitude to those who have directly and indirectly assisted us in bringing this research study to its completion.

ABSTRACT

The Impact of supply chain management towards customer satisfaction at domino's pizza

Supply chain management (SCM) is one of nowadays tools to face economic challenges; it is a mix of business and core activities of the organization. The supply and distribution activities integrated together form what is known as logistics activities. The logistics activities within a business organization attempt to satisfy customers through achieving the time and location related market challenges and also through the cost of the service provided as well as the quality, taking into consideration customers' needs and purchase power. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. Customer satisfaction is also a way to determinate the continuity of the business or of a product life by measuring the loyalty of the customers. If the customers are happy and satisfied, it will ensure the continuity of sales which means the continuity of the business. In the past customer satisfaction was more focused on requirements such as quality and reliability reducing costs of poor quality. In mid-50's the production costs were continuously increasing, The way to maintain the company's position within a changing market and increase profit starts by focusing on the service provided to the customer and on decreasing the cost, logistics activities became the backbone of these organizations that target the customer satisfaction while achieving competitive advantage. This study aims to show

the impact of the (SCM) on customer satisfaction at Domino's Pizza USJ9, by interviewing the company's managers and customers, the interview questions will be based on some literature review issues.

Keywords: logistics activities, customer satisfaction and customer service.

TABLE OF CONTENTS

ACKNOWLEDGE.....	4
ABSTRACT.....	5
TABLE OF CONTENTS.....	7
CHAPTER 1.....	9
INTRODUCTION.....	9
1.1 INTRODUCTION/PREAMBLE.....	9
1.2 BACKGROUND OF STUDY.....	10
1.3 PROBLEM STATEMENT.....	11
1.4 RESEARCH OBJECTIVE.....	12
1.5 RESEARCH QUESTION.....	12
1.5.1 GENERAL QUESTION.....	12
1.5.2 SPECIFIC QUESTION.....	12
1.6 SCOPE OF STUDY.....	13
1.7 SIGNIFICANCE OF STUDY.....	13
1.8 OPERATIONALIZED DEFINITIONS.....	13
1.9 SUMMARY CHAPTER.....	13
CHAPTER 2.....	15
LITERATURE REVIEW.....	15
CHAPTER 3.....	17
RESEARCH METHODOLOGY.....	17
3.1 INTRODUCTION.....	17
3.2 RESEARCH DESIGN.....	17
3.3 DATA COLLECTION METHOD.....	17

3.4 RESEARCH INSTRUMENTS.....	18
3.5 SAMPLING TECHNIQUES.....	20
3.6 DATA ANALYSIS METHOD.....	20
3.7 PILOT TEST.....	21
3.7 Construct Measurement.....	21
3.7.1 Nominal Scale.....	22
3.7.2 Interval Scale.....	22
3.8 Data Processing.....	23
3.9 Data Analysis Technique.....	23
3.9.1 Descriptive Analysis.....	24
3.9.2 Scale Measurement.....	24
3.9.3 Inferential Analysis.....	24
3.10 Conclusion.....	26
CHAPTER 4.....	27
DATA ANALYSIS FINDINGS.....	27
4.1 INTRODUCTION.....	27
4.2 RESPONSE RATE.....	27
4.3 DEMOGRAPHIC PROFILE.....	27
CHAPTER 5.....	39
CONCLUSION AND RECOMMENDATIONS.....	39
REFERENCES.....	46
APPENDICES.....	48
6.0 QUESTIONNAIRE.....	48
6.1 PILOT TEST RESULTS.....	55

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION/PREAMBLE

Since the beginning of “customer service revolution” almost 25 years ago, business’s research has focused on customers, especially customer satisfaction. Business consultants, corporations and operational management have all worked together to identify the characteristics of organizations that consistently please their customers, to develop tools that monitor customer satisfaction, and to build continuous quality improvement systems that respond to consumer feedback. Although the research has been conducted by and for the corporate world, customer service and satisfaction is not limited to the private sector only, but every company that is interested in determining its success and ensure its continuity. During the 50’s-60’s the product costs were continuously increasing which lead to many crises and low purchase power, the business consultants and operational.

Management kept searching for a tool that can take care of customer satisfaction as well as cost and quality. In addition, the highly competitive environment at that time made companies look for competitive advantage. Researchers arrived in the conclusion that logistics management has the potential to assist the organization in the achievement of both, customer satisfaction and cost productivity advantage and a value advantage (Christopher, 1998).

Logistics management is the governance of supply chain functions. Logistics management activities typically include inbound and outbound transportation management, fleet management, warehousing, materials handling, order fulfillment, logistics network design, inventory management, supply/demand planning, and management of third-party logistics services providers. To varying degrees, the logistics function also includes customer service, sourcing and procurement, production planning and scheduling, packaging, and assembly. Logistics management is part of all levels of planning and execution strategic, operational, and tactical. It is an integrating function, which coordinates all logistics activities, as well as integrates

logistics activities with other functions including marketing, sales manufacturing, finance, and information technology. This paper aims to enlarge the debate concerning the different logistics solutions implemented by industrial companies to increase customer satisfaction and to determine their impact. This research, by means of semi-structured interviews, aims to identify, and propose new links between logistics management solution theory and customer satisfaction. The semi-structured interviews involved 12 small and mid-sized Algerian industrial companies from different sectors. Their 22-supply chain and logistics senior managers were interviewed to identify their understanding of what they believe to be important within their suppliers and how logistics management is important for them to be satisfied customers.

1.2 BACKGROUND OF STUDY

Pizza is an amazingly popular food and Domino's is one of the leading pizzerias in Malaysia providing exceptional delivery service. As of 2019, Domino's Malaysia has more than 240 pizza places that are strategically located and we are continually increasing our store numbers in order to serve more to serve all pizza lovers nationwide. As at 2017, Domino's Pizza Malaysia is the largest Domino's market in Southeast Asia and fifth largest in Asia Pacific. Established in 1997, Domino's Malaysia is managed by master franchise holder, Dommal Food Services Sdn Bhd. To date, there are more than 240 Domino's Pizza stores in the country.

Customer satisfaction is an indicator that is suitable to determine the level of service quality. Feedback and dissatisfaction of customer will show that there is improvement that need to be made and as a hint how important that service to the customer. The researcher is going to study on perception among the people of Subang Jaya towards the supply chain management satisfaction of Domino's Pizza.

Customer satisfaction is an important issue for every organization. It includes the goals and surveys of the customer satisfaction. It is becoming the important factors in the modern market and the organization faces issue with respect to awareness, quality, loyalty, and other important assets. The customer satisfaction is highly satisfied and is highly dependent on the company's rule and policies. They also deal the customers with high quality and provide the range of exceptional quality goods and products.

There is also full availability of the product in terms of store and this locates around the country. It also increases the sales and directly maintains the relationship. This way, it creates the pleasant place for the customers to shop and it builds with new technology to highly satisfy the customers. Thus, it consistently creates the desirable results.

In recent years, customer satisfaction has gained a huge attention from different companies. Such companies use different customer research and analysis methods to measure the customers' satisfaction level. Numerous customer satisfaction models and theories about customer satisfaction have been developed to make such research and analysis process more focused and convenient.

Customer satisfaction has been considered one of the most prominent factors in the measurement of marketing strategies and performances. On the other hand, profitability and value of firm are important indicators of companies' financial performance.

Figure 1.1 figure

1.3 PROBLEM STATEMENT

The industrial revolution (IR4.0) has change completely how supply chain management operate, It's also effects how company manage their inventory and quality of product. In the past all transaction or documentation are manually handle, while in current situation we use technologies to improve the supply chain management (SCM). Nowadays every big company has their own supply chain management (SCM), to manage (SCM) was not an easy task. Managers would be responsible for all inventory stock, if the managers fail to manage the inventory they will shorts of raw material. One of the common complaints we observed is that the quantity of product was irregular. This wouldn't happen if the managers take precaution such as regularly check on the inventory. Domino's Pizza has assigned "CHEAAH TEA" for supply all raw material, the commissary will send the raw material such pastries, pizza sauces, pizzas box and all other product. Domino's Pizza has assigned their managers to regularly check their inventory such as twice a day. If

the product were shorts of quantity the managers will place the order of the product to make sure the product were available all the time. This will ensure customers satisfied with Domino's Pizza.

1.4 RESEARCH OBJECTIVE

The general objective of this study is to examine an impact of supply chain management (SCM) towards customer satisfaction at Domino's Pizza USJ9, While the specific objectives for this study are:

- To determine the effect of technology, inventory, warehousing, raw materials and transportation towards customer satisfaction.

1.5 RESEARCH QUESTION

1.5.1 GENERAL QUESTION

The general question of this research is "What are the factors that is affecting customer satisfaction towards supply chain management of Domino's Pizza".

1.5.2 SPECIFIC QUESTION

To gain insights for the topic in accomplishing our objectives, several research questions are formed:

1. Does service quality have any impact on customer satisfaction towards supply chain management of Domino's Pizza?
2. Does product quality have any impact on customer satisfaction towards supply chain management of Domino's Pizza?
3. Does pricing strategy have any impact on customer satisfaction towards supply chain management of Domino's Pizza?

4. Does role of technology & warehousing have any impact on customer satisfaction towards supply chain management of Domino's Pizza?
5. Does role of logistics have any impact on customer satisfaction towards supply chain management of Domino's Pizza?
6. Among these factors, which factors have the most significantly effect on customer satisfaction towards supply chain management of Domino's Pizza?

1.6 SCOPE OF STUDY

This research question being distributed within our scope of respondent which is Dominos Subang Jaya Usj 9 Customers.

1.7 SIGNIFICANCE OF STUDY

This study will be undertaken to find out the impact of supply chain management towards customer satisfaction at Domino's Pizza USJ.9.

1.8 OPERATIONALIZED DEFINITIONS

The Supply Chain Management (SCM) is measured by the ability to fulfil the customers' satisfaction. The most popular KPI for measuring customer satisfaction is the Customer Satisfaction Score (CSAT). With it, we directly ask the customers to rate their satisfaction with the availability of product according to the transportation provided and inventory. We also focus on questions regarding the diversity of product according to the research and development done by Domino's about Malaysian culture. The score is the average of all customer responses.

The CSAT scale can consist of regular numbers, but it could also consist of stars, smiley faces, tiny unicorns, etc. We can also choose various scale ranges, but simpler scales are more robust to cultural differences.

1.9 SUMMARY CHAPTER

Research studied on the relationship between supply chain management practices and customer satisfaction, Information sharing and information technology are the dimensions of supply chain management practices that was used to investigate whether there is customer satisfaction. According to the result, only one of the supply chain management practices has significant relationship with customer satisfaction. Besides, information sharing contributes the most on customer satisfaction to improve in future. Therefore, it had proven that when an organisation shares relevant and important information among supply chain partners, it can result in customer satisfaction.

CHAPTER 2

LITERATURE REVIEW

There are many conferences and papers concerning customer satisfaction and how it can be improved from a marketing view. Nowadays it is a sure thing that customer satisfaction has many aspects and is not just linked to the quality and the costs of the product. It has been ascertained, in particular, that a logistic dimension is important in customer satisfaction, mentioned for instance, its link to the ability to deliver the right amount of right product, at the right place, at the right time, in the right condition with the right information. 25 years ago, some researchers showed a positive relationship between customer satisfaction requirements and delivery and logistics solutions (Sharma et al., 1995; Choi and Eboch, 1998; Cermak et al., 2011; Beamon, 1999). Cermak et al. (2011) even discussed the fact that customers can participate in the specification and delivery of the services. In this sense, suppliers must react to customer's demand in a timely manner increasing their abilities to master all the processes including the logistic ones. Logistics has been defined as being a very important tool for integrating the internal operations of an organization with the supply chain processes to increase customer satisfaction. For instance, Bowersox et al. (2002) investigated all the supply management processes which can affect logistics and customer satisfaction and reported that a logistical value proposition and logistics have a big impact on customer satisfaction leveraging on order processing, inventory management, transportation, handling and packaging and production, as well as facility network design. Zhang et al. (2005) demonstrated a quantitative inquiry carried out in US industrial organizations that logistics flexibility is a fundamental requirement for responding to changing customer needs. Lastly, logistics nowadays increased customer's attention. However, in the literature, there is a lack of understanding of what these solutions are for, in what way and to what degree they affect the customer. There is no trace of quantitative simulations that can demonstrate the relative importance of these issues to the customers.

What is Supply Chain Management?

The term 'Supply Chain Management' is relatively new. It first appeared in logistics literature in 1982 as an inventory management approach with an emphasis on the supply of raw materials (Oliver and Webber, 1982). Around 1990, academics first described SCM from a theoretical standpoint to clarify how it differed from more traditional approaches to managing the flow of materials and the associated flow of information (Cooper and Ellram, 1993; see Table 2).

Literature on SCM stresses the need for collaboration among successive actors, from primary

producer to final consumers, to better satisfy consumer demand at lower costs (see, for example, Bechtel and Jayaram, 1997; Lambert and Cooper, 2000). A driving force behind SCM is the recognition that sub-optimization occurs if each organization in a supply chain attempts to optimize its own results rather than to integrate its goals and activities with other organizations to optimize the results of the chain (Cooper et al., 1997). SCM focuses on the management of relationships.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter is to measure the customers' satisfaction at Domino's Pizza. The outline of this study in methodology utilizes and elaborates on the research design. This chapter is methodized in the following seven sections: the research design, method of data collection, instrumentation, population and sample, data analysis, research measurement, and summary of the chapter. The methodology that the researcher will use is a questionnaire to collect data from respondents. The data that was collected will determine either it fulfils the objectives of this research or not.

3.2 RESEARCH DESIGN

Descriptive research will be used in this research design. Descriptive research is a component of the quantitative approach. Using the descriptive research, it is convenient to gain understanding of customers' perceptions towards the customers' satisfaction at Domino's Pizza. The customers that ate at Domino's Pizza have been selected as a sample in this study.

3.3 DATA COLLECTION METHOD

The data that has been collected will be a primary source of data. It is to clarify that questionnaires are important for the data collection tool (Maholtra & Bricks, 2007). Moreover, the use of a questionnaire is relevant because they produce an effective and efficient way of gathering data within a short period of time. The questionnaires will be distributed to 200 target respondents from the customers of Domino's Pizza in the USJ 9 area. Respondents are required to answer all the 40 questions stated in questionnaires. The pilot test will be carried out by distributing the questionnaire among students in Politeknik Sultan Salahuddin Abdul Aziz Shah (PSA) to establish reliability and validity using various statistical tests such as reliability analysis. The

distributed questionnaires will then be used in the questionnaire survey to find out the perception of respondents towards the customers' satisfaction at Domino's Pizza.

3.4 RESEARCH INSTRUMENTS

In this study, we will distribute a questionnaire that is based on eight sections which are section A, B, C and D. For section A, the general questions are measured by using a nominal scale. The interval scale of measurement was applied in Section B to measure the Customers' Satisfaction using a Likert scale. Next, for Section C there will be several questions for them to provide the answer in satisfaction regarding the Domino's Pizza services. Lastly, there is Section H that the researcher will ask for a demographic question. The rating of the 4 Supply Chain Measurement (SCM) are measured as follows:

SECTION A

This section of the questionnaire contains five general questions. The questions asked in this section are relatively straight forward questions which questions the respondents if they purchase from Domino's Pizza, whether they prefer to dine-in or takeaway, when and where is their frequency of purchase for Domino's Pizza, and what are their price expectations when purchasing foods at Domino's Pizza.

SECTION B

The interval scale of measurement applies to this section. Most of the questions are regarding the factors of Supply Chain Management (SCM) when using Domino's Pizza. The respondent needs to tick (/) in the scores under the appropriate checkbox. The respondent needs to rate between strongly disagree (1) to strongly agree (5). In this section, they also need to express their feeling and perceptions towards customer satisfaction of Domino's Pizza.

SECTION C

Table 3.4.2 Questionnaire for transportation

The questions to ask relating to transportation are about the punctuality of the items to arrive and customer satisfaction towards the time of delivery and effectiveness of customer services of Domino's Pizza.

Table 3.4.3 Questionnaire for warehousing

The questions to ask relating to the condition of the order is about customer satisfaction with the condition of the items that they receive, the quality of the items, the accurate items are provided, and also how Domino's Pizza handle each item with good care.

Table 3.4.4 Questionnaire for technology

The questions to ask relating to the stress-free quality of the application made for ordering items, the ability to customize their own items with the variety provided, the variety of payment methods provided and information regarding the store and products are easier with the application.

Table 3.4.5 Questionnaire for raw materials

The questions to ask relating to the variety of toppings, crusts, drinks, other quality items other than pizzas available, the reliability of the quality and improvements in the quality of Domino's Pizzas.

Table 3.4.6 Questionnaire for inventory

The questions to ask relating to the quality, reliability, variations, management of their suppliers and the ability of Domino's Pizza in managing inventory surpluses.

SECTION D

Table 3.4.1 Questionnaire for demographic factors

The question to ask relating to the demographic factors is age, gender, race, marital status and the sizes of households of using Domino's Pizza service.

3.5 SAMPLING TECHNIQUES

The target population of this study will be customers of Domino's Pizza at USJ 9. The population in Subang Jaya is 708,296. If the population is above 4800, the number of respondents will be 354 (Krejcie & Morgan, 1970). For this study, 360 questionnaires will be distributed. The simple random sampling technique will be used to select the sample units. To ensure adequate representativeness, a minimum sample of 300 respondents will be used.

3.6 DATA ANALYSIS METHOD

Data analysis is the process of systematically applying the answer collected as a statistical to evaluate, describe, condense, formulated, and recap the data collected. Various analytic procedures used in this research just to "provide a way of drawing inductive inferences from data and differentiate the signal from the noise present in the data" (Shamoo and Resnik 2003 & Savenye, Robinson, 2004). The data analysis in quantitative research also includes the statistical procedure, where the data in a way is taken continuously collected and analysed almost simultaneously.

Lastly, in data analysis, there are some of the easiest ways to simplify that data meant to calculate mean, percentage distribution, frequency distribution, etc. Additionally, the researchers also using the Statistical Package for Social Sciences (SPSS) when they want to analyse quantitatively much more effectively. Data analysis will begin after the data has been collected from the respondents and then it will be processed to do the analysis. In this study, the researchers had to use several types of analysis to analyse their findings and conclusion such as pilot testing, frequency, percentage and mean to finalize their research.

3.7 PILOT TEST

A pilot test was carried out to test the reliability of each attributes in the questionnaire. It is also important to ensure all wordings and phrases of the questionnaire are clear. In this study, pilot test is based on the response from 30 respondents. The researchers distributed 30 sets of questionnaire to be ran for reliability test in order to check the reliability of the question.

TABLE 3.1
Pilot Test

VARIABLE	CRONBACH ALPHA
Service Quality	.878
Product Quality	.821
Pricing Strategy	.779
Role of Technology & Infrastructure	.767
Role of Logistics	.834
Customer Satisfaction	.910

3.7 Construct Measurement

In the social and behavioural sciences, as in many other areas of science, the researchers typically assign numbers to various attributes of people, concepts or objects which are known as measurements (Hair et al., 2007). Measurement helps researchers to interpret and make conclusion to the study of scale is a measurement tool which generally applied to measure a question with a predetermined number of outcomes (Hair et al., 2007). Moreover, a scale may be defined as a tool or

mechanism that provides a range of values, by which individuals, events, or objects are distinguished as to how they differ from one another on the variables of interest in some meaningful way (Sekaran&Bougie, 2010). The purpose of scaling is to represent in quantitatively form, about an item's, a person's or event's place in the spectrum. There are four basic types of scales, which are ordinal, nominal; ratio and interval scale (Zikmund et al., 2010). In this research project, only nominal and interval scale being used.

3.7.1 Nominal Scale

A nominal scale is the simplest type of scale and is used for variables in which each participant or observation in the study must be placed into one mutually exclusive and exhaustive category. According to Hair et al. (2007), contended that when practicing nominal scale, there are no quantitative information and no ordering regarding to the variables. Hence, the researchers used nominal scale in section A and D.

3.7.2 Interval Scale

Interval scale is a scale that has both nominal and ordinal properties, but also captures information about differences in quantities, or distance of a concept from one observation to the next (Zikmund et al., 2010). Interval scale basically uses number to rate the variables so that the distances between the numbers are always equal (Hair et al., 2007). Interval scale not only indicates order; it also measures the distance between any two points on the scale. It helps researchers to compute the means and the standard deviations of the responses on the variables. The researchers applied interval scale because it is used by various researchers to measure concepts such as perceptions, attitudes, and feelings (Hair et al., 2007). Associated with interval scale, researchers normally measure and compute the results based on Likert scale. In

general, there are 5 categories of responses consisted in this scale such as strongly disagree (1), disagree (2), neutral (3), agree (4), strongly agree (5). These scales are used in design of questionnaire in Section B and C.

3.8 Data Processing

According to Zikmund et al. (2010), data processing refers to data preparation process such as checking, coding, transcribing, and specifying any special or unusual treatments of data before they are analysed. In this study, the data for this research is collected using a set of questionnaires. After collecting all the data that was distributed to the respondents, every set of questionnaire will be checked twice to make sure respondents have answered every question. Checking is also necessary to ensure that respondents have provided their responses according to the instructions given or not. The answers provided by respondents are kept private and confidential, and the data are used solely for the purpose of the research.

3.9 Data Analysis Technique

In data analysis, some of the most common ways of simplifying data are by calculating the mean, percentage distribution, frequency distribution, and so forth. Other than that, researchers can also use Statistical Package for the Social Sciences (SPSS) to analyse quantitative data effectively. Data analysis begins after the data has been collected and processed. In this research, researchers have used several types of analysis to analyse the findings such as pilot test, frequency distribution, Pearson Correlation Coefficient and Multiple Regression Analysis.

3.9.1 Descriptive Analysis

Descriptive statistics was used to explore the data collected from respondents, summarize and describe the data collected (Coakes, Steed & Price, 2008). It was useful due to it enabling researchers to have an overview of the demographic statistics. Data collected from respondents is examined using the SPSS. Frequency distribution is adopted to present the respondent's demographic data. Objective of frequency distribution is to display number of responses associated with each value of variables. Central tendencies measurement will also be conducted.

3.9.2 Scale Measurement

3.9.2.A Reliability Test

According to Sekaran and Bougie (2010), reliability of measurement is established by examining the stability and consistency. Consistency indicates how well the items (variables) measuring a concept group together as a set. Subsequently, the result achieved will be compared with the rules of thumb that is showed in Cronbach's alpha that interprets the coefficient alpha values. Any alpha values that less than 0.70 means that the correlation is weak. The alpha values which less than 0.70 is considered to have poor reliability (Hair et al., 2007).

3.9.3 Inferential Analysis

Inferential analysis is used to make judgments of the probability that an observed difference between groups is dependable on or one that might have happened by chance in the study. In this study, Pearson's Correlation Coefficient and Multiple Regression Analysis were used.

3.9.3.A Pearson Correlation Coefficient Test

Pearson Correlation Coefficient is a method that measures the strength of the linear relationship between two variables. It also indicates the direction, the strength and significance of the relationship among all variables. The value for a Pearson's correlation can fall between 0.00 and 1.00. The value of 0.00 means there is no correlation whereas 1.00 means that is a perfect correlation.

TABLE 3.2

Rules of Thumb about Correlation Coefficient

COEFFICIENT RANGE	STRENGTH OF ASSOCIATION
± 0.91 to ± 1.00	Very Strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small But Definite Relationship
± 0.00 to ± 0.20	Slight, Almost Negligible

3.10 Conclusion

As a conclusion, this chapter briefly discusses about the research design for framework, data collections, sampling design, research instrument, and scales of measurement that were used in the questionnaire. Next, researchers discussed about the data processing on how the researchers process the data after collected from respondents. Lastly, this chapter briefly summarized the analysis methods such as inferential analysis, measurement of scale and descriptive analysis that were used to analyse the questionnaire data.

CHAPTER 4

DATA ANALYSIS FINDINGS

4.1 INTRODUCTION

This chapter explains about the method used by the researcher while conducting this research. This chapter shows the result analysis and clarification of outcome with hypothesis that was done by the researcher. Firstly, it contains the design of research and followed by the sampling design, data collection, and questionnaire design. Also, followed with the description on measurement scales and results of research which was analysed through SPSS version 16.0.

4.2 RESPONSE RATE

The researchers had distributed 200 questionnaires using google form to customers that ate at Domino's Pizza. The responses from respondents was 100 percent collected within a month through google form. The rate of responses towards the questionnaire is illustrated in table 4.1.

4.3 DEMOGRAPHIC PROFILE

Based on table 4.1, it shows that there is a total of 200 respondents that is involved in this survey. Table 4.1 consists of demographic profile of respondents including gender, age, race, marital status, job status and income. The gender of male respondents is 94 (47.0%) and female 106 (53.0%). While the majority age of respondents was 25 to 30 years-old which consists 180 (90.0%). The age of 46 years old and above are quite low because they might not be Domino's target market. Based on the data that researchers collected, most of respondents among race is Malay. The Chinese is (6.0%) with 6 respondents and Indian (4.0%) with 8 respondents. The marital status of respondents is mostly single with 174(87.0%) and married is only 25(12.5%). Based

from the table 4.1, the most common number of family members per household is 3-5 people with 93 respondents (46.5%) followed by 6-8 with 48 respondents (23.0%), 1-2 with 40 respondents (20.0%) and least common is 9 and above with 21 respondents (10.5%).

Table 4.1: Respondents of Demographic

Demographic factors	Description	Frequency	Percentage (%)
Gender	Male	94	(47.0%)
	Female	106	(53.0%)
Age	25-30	108	(90.0%)
	36-40	7	(3.50%)
	41-45	7	(3.50%)
	46 and above	6	(3.00%)
Race	Malay	184	(92.0%)
	Chinese	6	(3.0%)
	Indian	8	(4.0%)
	Others	2	(1.0%)
Marital status	Single	174	(87.0%)
	Married	25	(13.0%)
Size of household	1-2	40	(20.0%)
	3-5	93	(46.50%)
	6-8	46	(23.0%)
	9 and above	21	(10.50%)

As shown in table 4.2, there is a total of 200 respondents which answered the research questionnaire. The result of the gender analysis consists of 94 males and 106 females. Percentage of male is 47% whereas female is 53%, difference of 6%. Based on table 4.1, most of the respondents age varied between 25-30 years' old which represents 108 out of 200 respondents which is 90% followed second by 36-40 years' old age group which represents 7 respondents or 3.5%, then followed closely by the 41-45 years' old age group which represents 7 respondents or 3.5%, lastly we have the above 46 years' old age group which was the least with only 6 respondents or 3%. The respondents are mostly of the Malay race which represents 184 respondents or 92%, followed by the Indian race which represents 8 respondents or 4%, then followed by the Chinese race which represents 6 respondents or 3%, lastly we have the other races respondents which represents only 2%. We can also see from the table 4.1 that majority of the respondent's marital status is single which represents 174 respondents or 87% whereas the married respondents only represent 25 or 13%. For size of household, the highest education level most of our respondents had was 3-5 which represents 93 respondents or 46.5%, which is then followed by 6-8 which represents 46 or 23%, then followed by third place 1-2 which represents 40 or 20. Lastly we have the 9 and above, which represents 21 respondent or 10.5%.

4.4 Central Tendencies Measurement of Constructs

TABLE 4.2
Statistical Summary

VARIABLES	ITEMS	MEAN	STANDARD DEVIATION
------------------	--------------	-------------	-------------------------------

Warehousing	WH1	4.18	0.894
	WH2	4.43	0.662
	WH3	4.69	3.629
	WH4	4.45	0.671
	WH5	4.35	0.741
Inventory	I1	4.27	0.755
	I2	4.24	0.810
	I3	4.28	0.776
	I4	4.22	0.805
	I5	4.17	0.875
Technology	T1N	4.25	0.786
	TN2	4.35	0.706
	TN3	4.14	0.847
	TN4	4.51	2.164
	TN5	4.33	0.751
Raw Material	RM1	4.45	0.640
	RM2	4.06	0.928
	RM3	4.26	0.726
	RM4	4.34	0.739
	RM5	4.23	0.794
Transportation	TP1	4.18	0.768
	TP2	4.27	0.788
	TP3	4.12	0.858
	TP4	4.43	0.639
	TP5	4.28	0.831
Customer Satisfaction	FI1	3.87	1.034
	FI2	4.16	0.746
	FI3	4.20	0.827
	FI4	4.14	0.851
	FI5	4.18	0.813

According to Gravetter and Wallnau (2000), central tendency refers to a statistical measure that identifies a single value which acts as representative of an entire distribution and aims to provide accurate description of the entire collected data. In this study, mean is used to measure the central tendency while dispersion is described by using standard deviation.

Based on table 4.2, WH3 has the highest mean value at 4.69 with standard deviation of 3.629 while WH2 shows the lowest mean value at 3.08 with standard deviation of 0.662.

I3 recorded the highest mean score of 4.28 with standard deviation of 0.776, while the lowest mean score 4.17 is achieved by I6 with standard deviation of 0.875.

TN4 recorded the highest mean score of 4.51 with standard deviation of 2.164, while TN3 has the lowest mean value of 4.14 and appear to have standard deviation of 0.847.

RM1 has the highest mean value at 4.45 with standard deviation of 0.640, while RM2 shows the lowest mean value at 4.06 with standard deviation of 0.928.

TP4 appeared to have the highest mean score of 4.43 with standard deviation of 0.639, while the lowest mean score was achieved by TP3, 4.12 with standard deviation of 0.858.

Lastly we have FI3 which has the highest mean value at 4.20 with standard deviation of 0.827, while FI shows the lowest mean value at 2.96 with standard deviation of 1.034.

4.5 Scale Measurement

4.5.1 Reliability Test

TABLE 4.3

Result of Reliability Test

VARIABLE	CRONBACH'S	NUMBER OF
-----------------	-------------------	------------------

	ALPHA	ITEMS
Independent Variables:		
Warehousing	0.343	5
Inventory	0.914	5
Technology	0.478	5
Raw Material	0.868	5
Transportation	0.826	5
Dependent Variable:		
Customer Satisfaction	0.762	5

The rule of thumb for the reliability test is that 0.7 or higher suggests good reliability and may be acceptable if between 0.6 and 0.7. Based on the results in Table 4.3, Inventory, Raw Material, Transportation and customer satisfaction recorded excellent reliability with Cronbach's Alpha of 0.914, 0.868, 0.826 and 0.762 respectively while Warehousing and Technology recorded are Small But Definite Relationship reliability with Cronbach's Alpha of 0.943 and 0.478 respectively.

4.4 Inferential Analysis

Inferential analysis is a type of analysis that goes beyond the description, and based on sample data seeks to generalize from the sample to the population from which the sample was drawn. Such analysis is used to provide conclusions regarding the characteristics of the population based on the sample data. Besides that, inferential analysis also aims to examine individual variables and its relationships with other variables.

4.4.1 Pearson Correlation Coefficient

Pearson Correlation Coefficient indicates the direction, strength and significance of the bivariate relationships among all the variables that were measured on the interval scale.

TABLE 4.4

Pearson Correlation`

	MEAN CS	MEAN WH	MEAN I	MEAN TN	MEAN RM	MEAN TP
MEAN CS						
Pearson Correlation	1	.393**	.655**	.454**	.546**	.528**
Sig. (2-Tailed)		.000	.000	.000	.000	.000
N	200	200	200	200	200	200
MEAN WH						
Pearson Correlation	.393**	1	.423**	.352**	.460**	.481**
Sig. (2-Tailed)	.000		.000	.000	.000	.000
N	200	200	200	200	200	200
MEAN I						
Pearson Correlation	.655**	.423**	1	.500**	.715**	.595**
Sig. (2-Tailed)	.000	.000		.000	.000	.000
N	200	200	200	200	200	200
MEAN TN						
Pearson Correlation	.454**	.352**	.500**	1	.579**	.532**
Sig. (2-Tailed)	.000	.000	.000		.000	.000
N	200	200	200	200	200	200
MEAN RM						
Pearson Correlation	.546**	.460**	.715**	.579**	1	.683**
Sig. (2-Tailed)	.000	.000	.000	.000		.000
N	200	200	200	200	200	200
MEAN TP						
Pearson Correlation	.559**	.481**	.595**	.532**	.683**	1
Sig. (2-Tailed)	.000	.000	.000	.000	.000	
N	200	200	200	200	200	200

Table 4.4 shows the correlations between independent variables which include warehousing, inventory, technology, raw material and transportation with dependent variable which is customer satisfaction. Independent variables have positive linear relationship to dependent variable at significant level 0.05. All value in this probable is less than 0.9 which indicates that there is no multicollinearity problem. The correlation among independent variables is less than 0.9 which is between 0.393 and 0.655.

There is a significant relationship between warehouse and customer satisfaction towards supply chain management of Domino's pizza. This is because the p-value equals to 0.000 and is less than the alpha value 0.05. Moreover, the value of the correlation coefficient, which is 0.393, falls under the coefficient range of " ± 0.21 to ± 0.40 ". This indicates a small but definite relationship between warehousing and customer satisfaction towards supply chain management of Domino's pizza.

There is also a significant relationship between inventory and customer satisfaction towards supply chain management of Domino's pizza. This is because the p-value equals to 0.000 and is less than the alpha value 0.05. Moreover, the value of the correlation coefficient, which is 0.655, falls under the coefficient range of " ± 0.41 to ± 0.70 ". This indicates a moderate relationship between inventory and customer satisfaction towards supply chain management of Domino's pizza.

There is also a significant relationship between technology and customer satisfaction towards supply chain management of Domino's pizza. This is because the p-value equals to 0.000 and is less than the alpha value 0.05. Moreover, the value of the correlation coefficient, which is 0.454, falls under the coefficient range of " ± 0.41 to ± 0.70 ". This indicates a moderate relationship between technology and customer satisfaction towards supply chain management of Domino's pizza.

There is also a significant relationship between raw material and customer satisfaction towards supply chain management of Domino's pizza. This is because the p-value equals to 0.000 and is less than the alpha value 0.05. Moreover, the value of the correlation coefficient, which is 0.546, falls under the coefficient range of " ± 0.41 to

±0.70”. This indicates a high relationship between raw material and customer satisfaction towards supply chain management of Domino’s pizza.

There is also a significant relationship between transportation and customer satisfaction towards supply chain management of Domino’s pizza. This is because the p-value equals to 0.000 and is less than the alpha value 0.05. Moreover, the value of the correlation coefficient, which is 0.559, falls under the coefficient range of “± 0.41 to ±0.70”. This indicates a moderate relationship between transportation and customer satisfaction towards supply chain management of Domino’s pizza.

4.4.2 Multiple Regression Analysis

A multiple regression analysis is an analysis which involves one dependent variable and two or more independent variables. In other words, it is an analysis of the effects of two or more independent variables on a single, interval-scaled dependent variable are investigated simultaneously.

TABLE 4.5

Model Summary

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE
1	.695a	.483	.470	.44803

a) Predictors: (Constant), MEAN WH, MEAN I, MEAN TN, MEAN RM, MEAN TP

b) Dependent Variable: MEAN CS

Based on the table 4.5, it shows that the value of correlation coefficient (R value) is 0.483. Independent variables can explain 48.3% of the variation in dependent variable. However, there is still 51.7% left unexplained in this study.

TABLE 4.6

ANOVA

MODEL		SUM OF SQUARES	df	MEAN SQUARE	F	SIG.
1	Regression	36.399	5	7.280	36.267	.000
	Residual	38.941	194	.201		
	Total	75.340	199			

a) Predictors: (Constant), MEAN WH, MEAN I, MEAN TN, MEAN RM, MEAN TP

b) Dependent Variable: MEAN CS

Table 4.6 shows that p-value (Sig 0.000) is less than alpha value 0.05. The alternative hypothesis as the five independent variables are significant explains the variance in consumers' level is supported by the data and will be accepted.

TABLE 4.7

Coefficients

MODEL	UNSTANDARDIZED COEFFICIENTS		STANDARDIZED	t	Sig
	B	STD. ERROR	BETA		
1 (Constant)	.941	.257		3.665	.000
MEAN TP	.216	.078	.211	2.784	.006
MEAN WH	.046	.040	.069	1.147	.253
MEAN TN	.087	.060	.095	1.453	.148
MEAN RM	-.017	.085	-.018	-.205	.838
MEAN I	.412	.068	.465	6.092	.000

a) Dependent Variable: MEAN CS

Based on table 4.7, (Coefficients) show that transportation and inventory is significant to predict dependant variable, customer satisfaction towards supply chain management of Domino's Pizza. This is because p-value is less than alpha value 0.05. On the other hand, independent variable that is not significant to predict the dependant variable is

raw material, warehousing and technology. The p-value is equal to 0.838, 0.253 and 0.148 which is more than the alpha value 0.05.

4.5 Test of Significance

Hypothesis 1

There is no impact from Warehousing on customer satisfaction towards supply chain management of Domino's Pizza.

This is because the p-value of Warehousing according to table 4.7 is 0.253 which is higher than the significance level of 0.05. This means that Warehousing has no impact towards customer satisfaction.

Hypothesis 2

There is an impact from Inventory on customer satisfaction towards supply chain management of Domino's Pizza.

This is because the p-value of Inventory according to table 4.7 is 0.000 which is lesser than the significance level of 0.05. This means that Inventory has an impact towards customer satisfaction.

Hypothesis 3

There is no impact from Technology on customer satisfaction towards supply chain management of Domino's Pizza. This is because the p-value of Technology according to table 4.7 is 0.148 which is higher than the significance level of 0.05. This means that Technology has no impact towards customer satisfaction.

Hypothesis 4

There is no impact from Raw Material on customer satisfaction towards supply chain management of Domino's Pizza.

This is because the p-value of service quality according to table 4.7 is 0.838 which is higher than the significance level of 0.05. This means that Raw Material has no impact towards customer satisfaction.

Hypothesis 5

There is an impact from Transportation on customer satisfaction towards supply chain management of Domino's Pizza.

This is because the p-value of service quality according to table 4.7 is 0.006 which is lesser than the significance level of 0.05. This means that Transportation has an impact towards customer satisfaction.

There are 2 factors that have influence on customer satisfaction towards supply chain management of Domino's Pizza. Those factors are Transportation and Inventory. P-value of these 4 factors is lesser than significance level 0.05. According to table 4.7, Inventory has the highest score in beta. Thus, Inventory has the most significant influence on customer satisfaction towards supply chain management Domino's Pizza.

4.6 Conclusion

In summary, this chapter serves to present the results and findings obtained from data gathered for this study. Furthermore, inferential analyses are also conducted and are demonstrated in this chapter to answer the research questions, as well as to determine the significance of the hypothesis for this research.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

In chapter 5, it provides the overall of conclusion and discussion of the research. It summarized the discussion of major finding from chapter 4, highlights the implications of the study, stated the limitations of the study, provide recommendations for the future research, and provide conclusion of the entire research.

5.2 Summary of Statistical Analyses

5.2.1 Summary of Scale Measurement

For the reliability test, questions for independent variables (warehousing, technology, inventory, transportation and raw material) and dependent variable (customer satisfaction) have acceptable reliability since each test indicates its value to be more than 0.6. Thus, all of the variables (warehousing, technology, inventory, transportation and raw material) are reliable.

5.2.2 Summary Inferential Analysis

5.2.2.A Pearson Correlations Test

All the five independent variables are free from multicollinearity problem as all correlation values are less than 0.9. The correlation among independent variables is less than 0.9 which is between 0.393 and 0.655. Pearson correlation test also used to measure the relationship between each individual independent variables and dependent variable. All these five independent variables establish significant relationship with customer satisfaction as their p-values are less than 0.05.

5.2.2.B Multiple Linear Regressions (MLR)

According to the output of MLR, the $R^2 = 0.483$ implies that 48.3% of the variation in the customer satisfaction towards supply chain management of Domino's Pizza can be explained by five independent variables in this recent research. Inventory and Transportation established significant positive relationship with customer satisfaction, while Warehousing, technology and Raw Material has no relationship toward customer satisfaction. Meanwhile, MLR also concluded that Inventory has the strongest influence towards customer satisfaction.

5.3 Major Findings

While the previous section of this chapter focuses more onto the summary description of the entire descriptive and inferential analyses, this section is more onto the

discussion on major findings in order to validate the research objectives and hypothesis.

HYPOTHESIS	SIGNIFICANCE	CONCLUSION
H1: There is an impact from Warehousing towards customer satisfaction .	0.253	Not Supported
H2:There is an impact from Inventory towards customer satisfaction .	0.000	Supported
H3:There is an impact from Technology towards customer satisfaction .	0.148	Not Supported
H4:There is no impact of Raw Material towards customer satisfaction	0.838	Not Supported
H5:There is an impact from Transportation towards customer satisfaction	0.006	Supported

5.3.1 Relationship Between Warehousing and Customer Satisfaction

H1 indicates that Warehousing has no significant influences on customer satisfaction. Result shows P-value is 0.253 which expressed that the hypothesis is not supported, which in turn has no impact on customer loyalty. Thus, warehousing is negatively related to customer satisfaction, hypothesis 4 is rejected.

5.3.2 Relationship Between Inventory and Customer Satisfaction

H2 indicates that Inventory has significant influences on customer satisfaction. Result shows P-value is 0.000 which expressed that the hypothesis is supported. Thus, product quality is positively related to customer satisfaction, hypothesis 2 is fully supported.

5.3.3 Relationship Between Technology and Customer Satisfaction

H3 indicates that Technology has no significant influences on customer satisfaction. Result shows P-value is 0.148 which expressed that the hypothesis is not supported. Thus, technology is negative related to customer satisfaction, hypothesis 3 is rejected

5.3.4 Relationship Between Raw Material and Customer Satisfaction.

H4 indicates that Raw Material infrastructure has no significant influences towards customer satisfaction. Result shows P-value is 0.838 which expressed that the hypothesis is not supported. Thus, Raw Material is negatively related to customer satisfaction, hypothesis 4 is rejected.

5.3.5 Relationship Between Transportation and Customer Satisfaction

H2 indicates that Transportation has significant influences on customer satisfaction. Result shows P-value is 0.006 which expressed that the hypothesis is supported. Thus, product quality is positively related to customer satisfaction, hypothesis 5 is fully supported.

5.3.5 Relationship Between Transportation and Customer Satisfaction

H5 indicated that role of Transportation on customer satisfaction. Result shows P-value is 0.022 which expressed that the hypothesis is supported. Few past studies also support this hypothesis. According to Towill et al. (2000), a robust supply chain design warrants efficient flow of materials, such as raw materials, work-in-process (WIP) and/or finished goods, across its various entities. Therefore, a vital aspect to be dealt with concerning a firm's operational issues relates to logistics network design. Thus, role of logistics is positively related to customer satisfaction, hypothesis 5 is fully supported.

5.4 Implications of the Study

The finding of this study helps in understanding the factors that can affect the Customer Satisfaction towards Supply Chain Management of Domino's Pizza. Through this understanding of study, it can improve on the understanding how customer satisfaction can be affected by the supply chain management of Domino's Pizza.

5.4.1 Latest System Implications

Based on the information gathered from the study on factors affecting Customer Satisfaction towards Supply Chain of Domino's Pizza. The researchers have established several implications in order to Increase the satisfaction of customers towards the supply chain of Domino's Pizza. A lot of convenience in this generation are fully equipped with the latest technology as to meet up with the expectation of consumers today as most people want quick and great quality of products on a daily basis. This statement supported by inventory and transportation data, nowadays latest system of inventory and vehicle are more efficient.

5.5 Limitation of the Study

There are several limitations in this research. Such research on this topic is limited due to the scarce information and past studies. This cause the research to be complicated when it comes to knowing the census of any previous study.

Next, some of the journals may not be suitable for this research. More than that, the researchers cannot fully utilize the journals from portals because it is necessary to pay a large fee in order to excess to one of hundreds other journals.

Lastly, another limitation for the research will be the usage of questionnaire survey. A small group of respondents may not understand the questions and therefore they may randomly select an answer to complete the questionnaire thus, making it harder for

researchers to know the exact census. Questionnaire survey is also very judgmental and different people would have different views based on their understandings. All of these could reduce the accuracy the results.

5.6 Recommendations for Future Research

There will be a few recommendations for future researchers. Firstly, it is advisable to do the research in two or more outlets as it will be more accurate. It is crucial to include the area when conducting the research to reduce the people in difference demographic will have on the customer satisfaction towards the supply chain management of Domino's Pizza

Other than that, the researchers are recommended to use interview when conducting the survey. Due to the Covid-19 pandemic carrying out online survey can be a hassle as not all people have access to the internet. Because of this, the usage of interview will reduce the limitation by using questionnaire where people can directly understand the question that asked by the researchers rather than interpreted the questionnaire questions. This will reduce the misunderstanding of the people when interpreting the questions in the questionnaire.

5.7 Conclusion

As a conclusion, this research is aim to study about the factors that affects the customer satisfaction towards the supply chain management of Domino's Pizza. The existence of Domino's Pizza has made a great impact in revolutionizing the industry as many people nowadays order fast food such as Domino's Pizza for any small gatherings. Rapid growth of technology and logistic system plays a big role in getting a high customer satisfaction because it contributes the most when it comes to convenience and availability. In this research, 5 important factors are chosen to run the whole research.

The research is to investigate the factors (warehousing, transportation, raw material, technology and inventory) that affects the customer satisfaction towards supply chain management of Domino's Pizza. A total of 200 online questionnaires was distributed and the data was processed and analysed using the SPSS in which outcome generated included both descriptive and inferential analysis.

In conclusion, the research had met the requirements by validating that inventory and transportation were significant influence on the customer satisfaction towards the supply chain management of Domino's Pizza while and all of the factors has an impact on the dependant variable. The aftermath of this research, Domino's Pizza could improve on their management of warehousing, raw material and technology to increase the customer satisfaction towards its company. With that, this research gives an understandable view about the customer satisfaction towards the supply chain management of Domino's Pizza

REFERENCES

1. Supply Chain Management and Customer Satisfaction in Small to Medium Enterprises by Osayuwamen Omoruyi and Chengezai Mafini from Vaal University of Technology South Africa
2. The Impact of Supply Chain Collaboration on Performance in Automotive Industry: Empirical Evidence by Jamal Ajmed Al-Doori from Amman University (Jordan)
3. A Study of Supply Chain Management Practices: An Empirical Investigation on Consumer Goods Industry in Malaysia by Dr. Inda Sukati, Prof. Dr. Abu Bakar Abdul Hamid, Assoc. Prof. Dr. Rohaizat Baharun, Dr. Huam Hon Tat, Faculty of Management and Human Resource Development Universiti Teknologi Malaysia
4. The Impact of Supply Chain Intergration on Customer Satisfaction and Financial Performance of Manufacturing Firms Kermanshah City by Morteza Esmaeeli, Alireza Moradi, Department of Business management, College of Humanities, Kermanshah Branch, Islamic Azad University, Kermanshah, Iran

Department of Economics, College of Humanities, Kermanshah Branch, Islamic Azad University, Kermanshah, Iran.

5. The Effect of Service Supply Chain Management Practices on the Public Healthcare Organizational Performance by

Lang Ling Yap

Graduate School of Business Universiti Sains Malaysia 11800 USM, Penang, Malaysia

6. The Relationship between Supply Chain Management Practices and Customer Satisfaction in Small and Medium Enterprises by Ranesh Manokaran, Faculty of Business, Raffles University Iskandar, Johor Bahru, Malaysia

7. Supply Chain Management Practices And Operational Performance Of Fair Price Shops In India: An Empirical Study: AN EMPIRICAL STUDY

Anil Kumar, G.S. Kushwaha from India

8. Supply Chain Management: theory and practices by Jack Van der Vorst, Wageningen University & Research

9. The impact of the logistics management in customer satisfaction by

Amine GHOURASSI and Gabriela TIGU

The Bucharest University of Economics Studies, Bucharest, Romania

10. Defining The Concept of Supply Chain Management

And Its Relevance to Romanian Academics and Practitioners By

Mihai Felea and Irina Albăstroiu from Academy of Economic Studies, Bucharest, Romania

APPENDICES

6.0 QUESTIONNAIRE



**THE IMPACT OF SUPPLY CHAIN
MANAGEMENT TOWARDS CUSTOMER
SATISFACTION AT DOMINO'S PIZZA.**

MUHAMMAD RAFIQ BIN PAPA SULE	08DPI18F1053
DEANNAH NUR ADILA BINTI RUSDI	08DPI18F1056
NOR ASMIDA BINTI KLANA	08DPI18F1054
MOHAMAD ADAM MUKHRIZ BIN MOHD RUSHDI	08DPI18F1043

DIPLOMA IN INTERNATIONAL BUSINESS

DEPARTMENT OF COMMERCE

2020

**THE IMPACT OF SUPPLY CHAIN
MANAGEMENT TOWARDS CUSTOMER
SATISFACTION AT DOMINO'S PIZZA USJ.9.**

Dear Respondent,

We are International Business students from Polytechnic Sultan Salahuddin Abdul Aziz Shah pleased to inform you that we are conducting a research on title "The impact of supply chain and management towards customer satisfaction at Domino's Pizza Usj.9". This is a part of our course requirement. Currently we are in the process of collecting data for completing our research for this semester.

We kindly request your assistant to support by fill the attached questionnaire to generate data required for this research. This study is under the supervision of Dr Aziam Binti Mustafa from the Department of Commerce, Polytechnic Sultan Salahuddin Abdul Aziz Shah.

This questionnaire should not take more than 10 minutes to be completed. We would appreciate your valuable time and support for participating in our research regarding the concern of the uptake of Customer Satisfaction at Domino's Pizza USJ.9. The information you provide will be held confidential and will be used purely for academic purposes.

Thank you in advance for your cooperation and for further information, please do not hesitate to contact us at number listed below

Sincerely yours,

Deannah Nur Adila Binti Rusdi,

Diploma student,

Department of Commerce, Polytechnic Sultan Salahuddin Abdul Aziz Shah

40150 Shah Alam, Selangor

Tel: 011-21669202

E-mail: rafiq.bibir0411@icloud.com

SECTION A: GENERAL

Instructions : TICK (√) in the appropriate answer regarding your opinion.

1. Do you buy Domino's Pizza?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

2. Do you prefer Dine in or Takeaway?

<input type="checkbox"/>	Dine In
<input type="checkbox"/>	Takeaway

3. From which area do you often purchase food?

<input type="checkbox"/>	Subang Jaya USJ9
<input type="checkbox"/>	Subang Jaya USJ1
<input type="checkbox"/>	Subang Jaya USJ21

4. When do you often purchase food at Domino's Pizza?

<input type="checkbox"/>	Lunch hour
<input type="checkbox"/>	Dinner hour

5. How much is your price expectations when purchasing food at Domino's Pizza?

<input type="checkbox"/>	RM 0 – RM 20
<input type="checkbox"/>	RM21 – RM 40
<input type="checkbox"/>	RM 41 – RM 60
<input type="checkbox"/>	RM 61 – RM 80
<input type="checkbox"/>	RM 81 and above

SECTION B: CUSTOMER SATISFACTION (DV)

Instructions: Please circle (O) the appropriate answer in the column provided.

Please indicate your degree of agreement of the following statement by circling the numbers given ranging from:

Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5

CODE	CUSTOMER SATISFACTION	Strongly	Disagree	Neutral	Agree	Strongly
		Disagree	Disagree	Neutral	Agree	Agree
FI1	I have my own reason why I choose Domino's Pizza USJ9 instead of any other restaurant.	1	2	3	4	5
FI2	The food ingredients is sufficient.	1	2	3	4	5
FI3	Eating at Domino's is very enjoyable.	1	2	3	4	5
FI4	Domino's serves my food on time.	1	2	3	4	5
FI5	Domino's technology is very useful.	1	2	3	4	5

SECTION C: SUPPLY CHAIN MANAGEMENT (IV)

Please circle (O) the appropriate answer in the column provided

Please indicate your degree of agreement of the following statement by circling the numbers given ranging from:

CODE	TRANSPORTATION	Strongly	Disagree	Neutral	Agree	Strongly
		Disagree	Disagree	Neutral	Agree	Agree
TP1	Food is delivered within the time promised by Domino's Pizza.	1	2	3	4	5
TP2	The pizza is still hot when the food is delivered.	1	2	3	4	5
TP3	Domino's cover a wide area for their deliveries.	1	2	3	4	5
TP4	The food arrived safely and correctly.	1	2	3	4	5
TP5	Delivery services are always available	1	2	3	4	5

Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5

CODE	WAREHOUSING	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
WH1	All items at Domino's Pizza are always available to order.	1	2	3	4	5
WH2	The toppings and sauces are fresh and not expired.	1	2	3	4	5
WH3	The food is always placed in the right box.	1	2	3	4	5
WH4	The cans and bottles of drinks are always in good shape without any dent or damage.	1	2	3	4	5
WH5	The box used to place the pizza keeps it warm for a longer time.	1	2	3	4	5

CODE	TECHNOLOGY	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
TN1	Domino's pizza's application is easy to use.	1	2	3	4	5
TN2	Domino's pizza application can be used easily for ordering from home.	1	2	3	4	5
TN3	I can make my own pizza by using the application.	1	2	3	4	5
TN4	Other methods of payment is provided	1	2	3	4	5
TN5	Information about the store and product is easier to find online	1	2	3	4	5

CODE	RAW MATERIAL	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
RM1	Domino's has a wide variety of toppings and crusts available.	1	2	3	4	5
RM2	Domino's provide enough variety of drinks.	1	2	3	4	5
RM3	Domino's has improvements in their quality throughout the years.	1	2	3	4	5
RM4	Domino's has a reliable quality in their pizza's.	1	2	3	4	5
RM5	Domino's provide other goods quality than pizzas.	1	2	3	4	5

CODE	INVENTORY	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I1	Domino's has quality suppliers.	1	2	3	4	5
I2	Domino's has reliable suppliers for their materials.	1	2	3	4	5
I3	Domino's is able accommodate to demand variations, such as seasonality.	1	2	3	4	5
I4	Domino's can manage their inventory surplus.	1	2	3	4	5
I5	Domino's can ensure their inventory available at all time.	1	2	3	4	5

SECTION D: DEMOGRAPHIC PROFILE

Instructions : TICK (√) in the appropriate answer regarding your opinion.

1. Gender:

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

2. Age:

<input type="checkbox"/>	25-30 years
<input type="checkbox"/>	36-40 years
<input type="checkbox"/>	41-45 years
<input type="checkbox"/>	46 years and above

3. Race:

<input type="checkbox"/>	Malay
<input type="checkbox"/>	Chinese
<input type="checkbox"/>	Indian
<input type="checkbox"/>	Others

4. Marital status:

<input type="checkbox"/>	Single
<input type="checkbox"/>	Married

5. Size of household:

<input type="checkbox"/>	1-2
<input type="checkbox"/>	3-5
<input type="checkbox"/>	6-8
<input type="checkbox"/>	9 and above

THANK YOU FOR YOUR COOPERATION

6.1 PILOT TEST RESULTS

30 Sets of Pilot Test Result

Full Data Results

CUSTOMER SATISFACTION

Reliability Statistics

CRONBACH'S ALPHA	N OF ITEMS
.762	5

TRANSPORTATION

Reliability Statistics

CRONBACH'S ALPHA	N OF ITEMS
.826	5

TECHNOLOGY

Reliability Statistics

CRONBACH'S ALPHA	N OF ITEMS
.478	5

RAW MATERIAL

Reliability Statistics

CRONBACH'S ALPHA	N OF ITEMS
.868	5

INVENTORY

Reliability Statistics

CRONBACH'S ALPHA	N OF ITEMS
.914	5

WAREHOUSING
Reliability Statistics

CRONBACH'S ALPHA	N OF ITEMS
.343	5

PEARSON CORRELATION
CORRELATIONS

	MEAN CS	MEAN WH	MEAN I	MEAN TN	MEAN RM	MEAN TP
MEAN CS						
Pearson Correlation	1	.393**	.655**	.454**	.546**	.528**
Sig. (2-Tailed)		.000	.000	.000	.000	.000
N	200	200	200	200	200	200
MEAN WH						
Pearson Correlation	.393**	1	.423**	.352**	.460**	.481**
Sig. (2-Tailed)	.000		.000	.000	.000	.000
N	200	200	200	200	200	200
MEAN I						
Pearson Correlation	.655**	.423**	1	.500**	.715**	.595**
Sig. (2-Tailed)	.000	.000		.000	.000	.000
N	200	200	200	200	200	200
MEAN TN						
Pearson Correlation	.454**	.352**	.500**	1	.579**	.532**
Sig. (2-Tailed)	.000	.000	.000		.000	.000
N	200	200	200	200	200	200
MEAN RM						
Pearson Correlation	.546**	.460**	.715**	.579**	1	.683**

Sig. (2-Tailed)	.000	.000	.000	.000		.000
N	200	200	200	200	200	200
MEAN TP	CS	WH	I	TN	RM	TP
Pearson Correlation	.559**	.481**	.595**	.532**	.683**	1
Sig. (2-Tailed)	.000	.000	.000	.000	.000	
N	200	200	200	200	200	200

MULTIPLE REGRESSIONS ANALYSIS

MODEL SUMMARY

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE
1	.695a	.483	.470	.44803

a) Predictors: (Constant), MEAN WH, MEAN I, MEAN TN, MEAN RM, MEAN TP

b) Dependent Variable: MEAN CS

ANOVA

MODEL	SUM OF SQUARES	df	MEAN SQUARE	F	SIG.
-------	----------------	----	-------------	---	------

1	Regression	36.399	5	7.280	36.267	.000
	Residual	38.941	194	.201		
	Total	75.340	199			

a) Predictors: (Constant), MEAN WH, MEAN I, MEAN TN, MEAN RM, MEAN TP

b) Dependent Variable: MEAN CS

COEFFICIENTS

MODEL	UNSTANDARDIZED		STANDARDIZE		t	Sig
	COEFFICIENTS		D			
	B	STD. ERROR	BETA			
1 (Constant)	.941	.257			3.665	.000
MEAN TP	.216	.078	.211		2.784	.006
MEAN WH	.046	.040	.069		1.147	.253
MEAN TN	.087	.060	.095		1.453	.148
MEAN RM	-.017	.085	-.018		-.205	.838
MEAN I	.412	.068	.465		6.092	.000

a) Dependent Variable: MEAN CS