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**THE ROLE OF SERVICE, RESTAURANT ENVIRONMENT, FOOD QUALITY,
FOOD HYGIENE AND FOOD PRICING ON CUSTOMERS SATISFACTION IN
FAST-FOOD RESTAURANT**

BACHELOR OF ENTREPRENEURSHIP (HOSPITALITY WITH HONOURS)

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List Of Symbols And Abbreviations

NRA	National Restaurant Association
CSAT	Customer Satisfaction
FDA	Food and Drug Administration
FFB	Fast Food Business
NCERT	The National Council of Educational Research and Training
NRA	National Restaurant Association
WHO	World Health Organization

ABSTRACT

This study tries to identify the customer satisfaction at fast food restaurants in Malaysia is influenced by role of service, restaurant environment, food quality, food hygiene and food pricing. The top customer satisfaction component is also examined in this study. Respondents received an online questionnaire from the researchers. The goal of this study is to examine the elements that influence patron satisfaction at fast food restaurants. Data from respondents was gathered utilising a quantitative method by approaching physically. In order to get more comprehensive results, it is advised that the study area be broadened to include several population samples in subsequent research with customer's experience in Malaysia on fast food restaurant. The sample size of this study is to distribute at least 180 respondents to collect 150 data. A comparable research with other variables that affect customer satisfaction in fast food restaurants might be added in order to get more accurate and trustworthy results.

Keywords : Role of service, Restaurant environment, Food quality, Food hygiene, Food Pricing and Customer Satisfaction

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ABSTRAK

Kajian ini cuba mengenal pasti kepuasan pelanggan di restoran makanan segera di Malaysia dipengaruhi oleh peranan perkhidmatan, persekitaran restoran, kualiti makanan, kebersihan makanan dan penetapan harga makanan. Komponen kepuasan pelanggan teratas juga dikaji dalam kajian ini. Responden menerima soal selidik dalam talian daripada penyelidik. Matlamat kajian ini adalah untuk mengkaji unsur-unsur yang mempengaruhi kepuasan pelanggan di restoran makanan segera. Data daripada responden dikumpul menggunakan kaedah kuantitatif dengan melakukan pendekatan secara fizikal. Bagi mendapatkan hasil yang lebih menyeluruh, adalah dinasihatkan agar kawasan kajian diperluaskan dengan memasukkan beberapa sampel populasi dalam penyelidikan seterusnya dengan pengalaman pelanggan di Malaysia mengenai restoran makanan segera. Saiz sampel kajian ini adalah untuk mengagihkan sekurang-kurangnya 180 responden untuk mengumpul 150 data. Penyelidikan setanding dengan pembolehubah lain yang mempengaruhi kepuasan pelanggan di restoran makanan segera mungkin ditambah untuk mendapatkan hasil yang lebih tepat dan boleh dipercayai.

Kata kunci : Peranan perkhidmatan, Persekitaran restoran, Kualiti makanan, Kebersihan makanan, harga makanan dan statistik pelanggan

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

The goal of this study is to find out what factors influence consumer satisfaction in fast-food restaurants, such as service, restaurant environment, food quality, food hygiene, and food pricing. However, the introduction to this study included several sections in the study's background, problem statement, research objective, research question, and significance. This chapter will also review the definitions of terms used in this study.

1.2 BACKGROUND OF STUDY

The breadth and extent of the American restaurant industry affect nearly every home in the country (Andaleeb et al., 2006). The restaurant industry, is expected employers to generate sales of \$709.2 billion in 2015, have over 14 million employees, and have one million locations (NRA, 2015). Additionally, according to the NRA, the restaurant industry in the US will create 1.7 million additional jobs over the next ten years, increasing the total number of employees to 15.7 million by 2025. (NRA, 2015). Due to its size and substantial effect, the restaurant industry is examined in the current study regarding consumer satisfaction.

The 1980s witnessed a growth in casual dining establishments, making them one of the industry's most common types of restaurants (Rivera et al., 2008). This category provides upscale dining in an inviting setting at pricing lower than any fast food establishment while also providing outstanding service and fast food (Arora, 2012). Fast-service restaurants and quick casual restaurants both have similar designs. However, they focus on delivering superior culinary options and an atmosphere more appropriate for the casual dining market (Ryu et al.,

2010). Because they focus on providing meals quickly and reasonably priced, fast food places are sometimes known as quick-service restaurants (Arora, 2012). The present study's focus on the fast-food restaurant industry. Consider current state of the fast food sector to understand it better. The fast food business has a long, colorful history and impacts many facets of our society, including politics, pop culture, and nutritional trends (Aronica, 2014).

1.3 PROBLEM STATEMENT

According to Zairi (2000), satisfaction is the experience of pleasure and fulfilment of expectations. If the product satisfies the buyer's emotions, the customer will be satisfied. Goods or services that fulfil the customer's expectations in terms of quality and service for which they have paid. As consumer pleasure grows, they become more loyal to the product or brand, and this loyalty helps the company in terms of earnings. Customer happiness is an important component of marketing and plays an important function in the market. Customer happiness is extremely crucial in any business. Your market position will improve if your consumers are satisfied with your services and products. According to Oliver (1981), in his research, consumer happiness is part of marketing and plays an important function in the market. Customer happiness is extremely crucial in any business. This is why businesses seek to appropriately meet their customers' wants and desires.

According to Azim et al., (2014), another aspect where restaurants can gain a competitive advantage is restaurant environment. This environment includes all of the tangible and intangible elements inside or outside the restaurant. The owners and managers must significant financial investment in interior design to improve the physical environment, such as decoration, floor cleaning, and other available accessories. These expenses represent the most significant investment in customer engagement. Furthermore, the environment includes

intangible contextual factors that considerably impact the consumer's perception and the service provider's relative response to his environment (Nguyen & Leblanc, 2002). Temperature, lighting, and music are intangible attributes (Bitner, 1992). Maintaining a restaurant's physical environment should provide a unique customer experience and encourage repeat visits. However, Choi et al. (2013) emphasised that aesthetics, surroundings, functionality, and comfort are important features of the restaurant setting. Academics and restaurateurs have underlined the importance of creating an appealing physical environment in order to enhance and improve client loyalty in the hospitality industry (Ryu & Han, 2010). Existing research has shown that the overall appearance of the restaurant environment has an impact on customer satisfaction (Nasir et al., 2014). According to Canny (2014), a restaurant's physical setting is a significant marketing factor in differentiating itself by providing a pleasant and comfortable environment. As a result, the physical environment has a significant impact on both retaining existing customers and acquiring new customers. It is thought to play a significant role in influencing consumer initial purchase decisions, post-purchase behaviour, and determining consumer happiness (Bitner, 1992).

Food quality is widely recognised as an important aspect in restaurant operations, having a major impact on customer satisfaction (Namkung & Jang, 2007). Many scholars argue that quality of food is crucial for measuring customer engagement and perception of the business. In other words, high-quality food is a critical marketing tool that can be used to attract and keep customers while also ensuring a happy purchase. According to research, customers are likely to examine food quality, which plays a significant part in representing the restaurant's core features. It underlines the importance of food quality in evaluating a restaurant as a whole. Furthermore, Food quality is a critical component that restaurants must provide in order to meet the desires and satisfaction of their consumers (Peri, 2006). According to a thorough assessment of the literature, common aspects of food quality highlight various factors, including food

presentation, taste, cleanliness, and temperature. Food quality is commonly acknowledged as an important part of restaurant performance (Liu & Jang, 2009). Previous research has found the food quality has a direct positive impact on customer satisfaction (Canny, 2014). According to Susskind and Chan (2000) discovered that one of the most important criteria in restaurant customer ratings is food quality. Similarly, Kibera et al. (2000) highlighted the importance of providing nutritious food in restaurants, citing nutritious cuisine as one of particularly important variables in enhancing customer satisfaction. According to Peri (2006), food quality is an important aspect in meeting the diverse expectations and desires of customers. Gagi et al. (2013) discovered that food quality has a significant impact on consumer satisfaction and behavioural intentions.

According to Takeuchi (1983), defines quality as the criterion against which consumers evaluate other things. A product or service's quality can be determined by giving grades, merits, qualities, and so on. Consumers need to distinguish between quality and demand. External consumers' opinions and expectations of service delivery are compared to determine service quality (Gronroos, 1984). Recognising the importance of measuring service quality, many studies utilise it as the most prevalent method of measuring customer happiness (Zeithaml, 1985). A standard and accepted instrument for evaluating and estimating various aspects of service quality is Kurniawan (2010). Furthermore, this is a highly valid and reliable multi-item scale. Many researchers utilise it to learn about service expectations and customer impressions in order to improve service quality.

1.4 RESEARCH OBJECTIVE

1. To examine the influence of service on customer satisfaction in fast food restaurant.
2. To examine the influence of restaurant environment on customer satisfaction in fast food restaurant.
3. To examine the influence of food quality on customer satisfaction in fast food restaurant.
4. To examine the influence of food hygiene on customer satisfaction in fast food restaurant.
5. To examine the influence of food pricing on customer satisfaction in fast food restaurant.

1.5 RESEARCH QUESTIONS

1. To what extent, does the service influence on customer satisfaction in fast food restaurant?
2. To what extent, does the restaurant environment influence on customer satisfaction in fast food restaurant?
3. To what extent, does the food quality influence on customer satisfaction in fast food restaurant?
4. To what extent, does the food hygiene influence on customer satisfaction in fast food restaurant?
5. To what extent, does the food pricing influence on customer satisfaction in fast food restaurant?

1.6 SIGNIFICANCE OF THE STUDY

This study will provide data in fast-food restaurants that are already getting and will continue to expand. This study will also look at customer satisfaction with fast-food restaurant services. According to the research, numerous factors can influence consumer satisfaction with fast-food restaurants, is most important which are the role of service, restaurant environment, food quality, food hygiene, and food pricing. This is since every customer who visits all of these factors will influence the restaurant.

The outcomes of this study revealed the favourable association between the role of service, food quality, restaurant environment, food hygiene, food pricing, and customer happiness and customer willingness to comeback to fast food restaurants. Word of mouth, on the other hand, has minimal beneficial influence on the relationship between customer satisfaction and consumer preference to come to fast food restaurants. The current research also emphasises the significance of the intention to return as a fundamental behavioural reaction in fast food businesses.

1.7 DEFINITION ON TERMS

1.7.1 Customer Satisfaction

Customer satisfaction can be defined as a person's feelings of delight or disappointment as a result of comparing a product's perceived accomplishments and achievements to their expectations (Dudovskiy, 2012). However, the conceptualised service encounter satisfaction model is broken down into three stages: analysis, where peripheral services are identified before the core services are used, core services, which consumers expect more, and service, where interactions take place after.

1.7.2 Food Quality

Food quality is a wide notion that includes all factors influencing customer acceptance of a product, including benefits and drawbacks such as wasting, contamination, false branding, and food safety risks. Contrarily, food safety refers to the assurance that a specific food won't have a negative impact on consumers' health, toxicity, or well-being because it was handled, prepared, manufactured, and stored in accordance with the food standards set by various governments and international organisations. It doesn't include any toxins, pollutants, or additives that aren't allowed (NCERT, 2021).

1.7.3 Food Hygiene

Food safety, commonly referred to as food hygiene, is the practise of handling, preparing, and storing food and drinks in a way that minimises the risk of contracting a foodborne illness (Kamboj et al., 2020). The problems of microbiological, chemical, physical, personal, and on-site hygiene are present across the whole food safety chain, from raw materials to finished goods (Fung et al., 2018).

The World Health Organisation (WHO) defined food hygiene in 1984 includes the circumstances and procedures necessary within the manufacturing, transformation, preservation, distribution, and serving operations to ensure that it is safe, healthy, and fit for human consumption. Furthermore, unsatisfactory conditions in the environment, poor personal hygiene, poor quality and insufficient water supplies, and unsanitary food preparation, preservation, and feeding all increase the likelihood of food contamination and cross-contamination, particularly in lower socioeconomic classes (Kahneman et al., 1986).

1.7.4 Food Pricing

Food prices are the global and regional averages of specific food commodities. Goods prices are not only a key measure of the balance between agricultural production and demand on the marketplace, but they also have a substantial impact on food accessibility and income. The cost of food have an impact not just on consumer affordability, but also on farmer and producer income. Agriculture employs a significant fraction of the population, particularly in low-to-middle-income nations (Rose et al., 2013).

1.7.5 Service

According to Nasir et al. (2014), a service is an intangible good that denotes any action or activity to offer an alternative to another party without entailing the transfer of tangible products from the service provider to the client.

Wong (2004) also found that the quality of the service has a good impact on emotional well-being, which has a favourable impact on both customer satisfaction and the quality of relationships. Additional support for the connections between service quality, customer satisfaction, and loyalty is provided by Tsoukatos and Rand (2006), who also make a difference between emotional and behavioural loyalty. Additionally, (Venetis & Ghauri, 2004) found that consumers' intentions to maintain their relationship with a service provider were impacted by the relevance of service quality on customer loyalty intentions. Through the influencing variables of commitment and dependability, service quality may also have an impact on loyalty (Caceres & Paparoidamis, 2007).

1.7.6 Restaurants Environment

The impact of atmospherics in context is founded on the idea that the design of an environment, including lighting, design, sounds, colour combinations, and temperature, can trigger perception and emotional responses in customers and influence their actions (Dudovskiy, 2012). It also identified three atmospheric dimensions: ambient circumstances, spatial arrangement and functionality, and signs, symbols, and artefacts (Bitner, 1992).

1.8 SUMMARY

Finally, chapter one explains why by presenting the purpose of this study, which will be described in the discussion of the findings. Countless uncertain and certain factors can have the most significant impact on customer satisfaction. Fast food is still popular among all generations. The study examines factors influencing customers' satisfaction with fast food establishment services. The research questions seek to determine customer satisfaction with fast-food restaurant treatment depending on factors like food performance, service quality, and convenience. The following chapter will look into the existing literature on the factors influencing customer satisfaction with fast-food restaurant services, such as quality of food, service quality, and accessibility.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

In this topic discussing the role of service, restaurant environment, food quality, food hygiene and food pricing on customer satisfaction in the fast food restaurant. This chapter is designed to classify the dependent and independent variables of our research topic. There are three independent variables listed in the literature review on the topic of study the role of service, restaurant environment, food quality, food hygiene and food pricing on customer satisfaction in the fast-food restaurant. This chapter will explain the dependent variables, independent variables, relationship between dependent and independent variables, hypothesis, conceptual framework and summary of the chapter.

2.2 LITERATURE REVIEW

2.2.1 Customer Satisfaction

According to Annaraud et al., (2020), there is no universal definition of customer satisfaction in the literature, and customer expectations and perceptions differ. Customer satisfaction signals all customers to choose the best online food delivery services and feedback for sellers to improve their shortcomings. As a result of the customer service, long-term business success was achieved. Feelings of pleasure and well-being are components of customer satisfaction. It arises from receiving the service that the customers perceive. Satisfaction among customers is described as the customer's subjective evaluation of the usage experience, based on a specific relationship between their opinion of it and the product's target characteristics (Rana et al., 2017).

However, the primary reason restaurants survive is the quality of their food. Ingredients, taste, and nutrition considerably influence overall satisfaction and desire to bring to the restaurant (Suhartanto et al., 2018). Whether customers are satisfied or dissatisfied with food delivery services, appealing food performances will quickly increase their desire to purchase. Psychological satisfaction whenever the food order is delivered; their reaction may differ from the promotion image (Marinkovic, 2014).

2.2.2 Service

According to Lovelock et al., (2004), restaurant service quality has recently emerged as a global research topic, with researchers and experts attempting to determine the best method of measuring or improving service quality in the food service industry from various perspectives, such as customer expectation vs. perception, managers, and service providers. A service is a transitory and intangible act or performance offered by one party to another that does not usually result in ownership of any of the factors of production. Service is classified into two types which are tangibles and intangibles. Reliability, empathy, responsiveness, competence, courtesy, credibility, security, access, and communication are the ten tangible domains of service quality. Likewise, role of food quality is thought to be an important determinant of customer satisfaction and loyalty. The satisfaction and loyalty of young customers who most likely like delicious meal options be enhanced by offering higher food and beverages. Per the research, consumers' intent to eat at a restaurant is dependent on the quality of the menu items (Kivela et al., 2000) .

The quantity of research being done on the issue of restaurant service quality has increased in recent years. From a range of perspectives, including management and service provider attitudes, customer expectations, and managers' perceptions, researchers and industry experts are working to determine the best approach to assess or improve service quality in the food service sector. Anything that can be done between people that is essentially immaterial

and doesn't result in the acquisition of property. Its development could or might not be related to a material benefit (Dudovskiy et al., 2012). Services may be broken down into two categories: tangibles and intangibles. The 10 concrete domains of service quality are dependability, empathy, responsiveness, competence, civility, courtesies, credibility, security, access, and communication.

2.2.3 Restaurant Environment

Restaurant environments are created by social influences, including traditions, conventions, social trends, values, and societal expectations of businesses. The word "fast meals" certainly doesn't have a single, agreed definition. It can be interpreted broadly and informally to describe meals that are prepared quickly and supplied upon request (Ali et al., 2016). Fast meals are frequently preferred over dishes made at home because of the quick pace of modern life, simple access to fast food, and increased exposure to its marketing and promotion. Fast food is frequently higher in calories, fat, and sugar. It might be challenging to define fast food or take-away food establishments. Many studies and policies in this field solely take particular items into account.

The physical environment's excellence both satisfies and draws in new consumers. Restaurant surroundings increase revenue and provide patrons a memorable dining experience. Customers evaluate a restaurant's quality based on its cleanliness, unique, inviting ambience, environmental quality, and other ambience-creating features (Adam et al., 2015). In service sectors like restaurants, the influence of physical environment quality on behaviour may be observed.

2.3.4 Food Quality

According to Boo et al., (2012), consequently, food quality is thought to play a vital impact in determining customer experience and loyalty. By delivering enhanced food and

beverages, businesses may improve early adolescents' satisfaction and loyalty as they most probably prefer delicious meal possibilities. In accordance with the research, a restaurant's capacity to draw customers is contingent on the quality of its menu items. Food quality is critical for maintaining and increasing profits by ensuring customer satisfaction.

Food quality is seen as a crucial component of the total dining experience. The most crucial consideration when choosing a restaurant is the food, which has a direct impact on patron pleasure (Ozdemir et al., 2015). Customers rate restaurants depending on the quality of the cuisine, and this determines their loyalty to such establishments. The calibre of the cuisine has an impact on diners' decisions to return to a restaurant (Jin et al., 2012).

2.3.5 Food Hygiene

According to Hwansuk et al. (2010), the study's two main categories determine the selection characteristics and their level of effect on the customer's decision between hygienic and non-hygienic options at the restaurant. Infrastructure, furnishings, cutlery and food quality are all regarded as sanitary factors in restaurants. Non-hygienic factors include pricing, menu variety, cuisine type, ambiance, convenience, location, staff friendliness, operating hours, and service. Infrastructure, furnishings, cutlery, dishes, personnel, and food quality are all regarded as sanitary factors in restaurants (Hwansuk et al., 2010).

2.3.6 Food Pricing

Price is "what the buyer paid to receive the product or services." According Zeithaml (1985). Offering fair rates and deals might help a restaurant get a competitive edge over its competitors. Through price, consumers determine the worth of a good or service (Saxena et al., 2020). The pricing would draw them in and inform them of the value of the item or service. Customers anticipate fast food businesses to have cheap for moderate prices. Therefore, this factor is crucial and could convince them to choose fast food over alternative options.

One of the significant factors that affect consumer happiness is known to be pricing (Saxena et al., 2020). Price is an antecedent of consumer pleasure. Recent research on fast food businesses shows that the price considerably benefits consumer happiness (Singh et al., 2021). Additionally, the cost or value for money while purchasing fast food helps consumer satisfaction (Slack et al., 2020). According to Qin & Prybutok (2008), pricing does not significantly affect consumer satisfaction in fast-food restaurants. Fast food meals are considered less expensive than other eateries, making them negligible, even if the results are conflicting.

2.3 HYPOTHESIS

According to literature review, it shows the issues that affect customer satisfaction in fast-food restaurants are the role of service, restaurant environment, food quality, food hygiene and food pricing. The hypothesis basically sums up the research on the method for figuring out, assessing, and identifying the significant between five independent variables and dependent variables. Therefore, in light of this investigation, the following hypotheses will be investigated for this research:

H1 : Service is positively related with customer satisfaction in fast food restaurant.

H2 : Restaurant environment is positively related with customer satisfaction in fast food restaurant.

H3 : Food quality is positively related with customer satisfaction in fast food restaurant.

H4 : Food hygiene is positively related with customer satisfaction in fast food restaurant.

H5 : Food pricing is positively related with customer satisfaction in fast food restaurant.

2.4 CONCEPTUAL FRAMEWORK

As a result, this paradigm can also be used to explain how independent and dependent variables interact in research. This study's conceptual framework is shown in Figure 2.1.

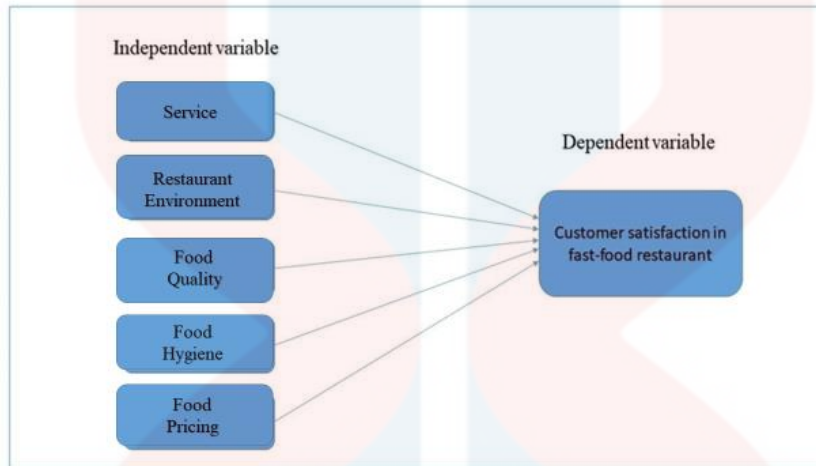


Figure 2.1 Conceptual Framework

The researcher in this study will use the figure to measuring the significant between independent and dependent variables. Independent variables carry out issues that lead to customer satisfaction in fast food restaurant services. This research has five (5) independent variables which is the role of service, restaurant environment, food quality, food hygiene, and food pricing. Furthermore, each independent variable will affect the dependent variable and customer satisfaction.

2.5 SUMMARY

In summary, this chapter identified, examined, and categorised the factors that contributed to consumer satisfaction in fast food restaurants based on prior research. This chapter also includes a description of the study's hypothesis. Last but not least, the conceptual framework is one of the chapter two's main ideas that past study on the research subject has suggested is important.

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This chapter is details about the methodology of this study. Consists of study design, population, sample size, sampling methods, data collection methods, research equipment, and data analysis. This chapter begins with data collection, and sample size development from selected study populations. Next, this chapter describes how to conduct research using research objective-based methods and data collection. Research methodology is a comprehensive approach that includes research population targets and provocative methods for obtaining feedback. The methodology is intentionally a chapter on how to account for survey performance over the course of the study. The main components of research methodology are research method, data collection procedures, sampling techniques, and field research.

3.2 RESEARCH DESIGN

A research design's objective is to make sure that the data collected enables you to address the research topic as clearly and efficiently as feasible quantitative. Fast food companies must first assess customer satisfaction levels to ascertain the degree of satisfaction with certain products and services, as well as discover the essential qualities that consumers value most and assess consumer behavior, in order to do this. Recurring purchases as a result of satisfied customers help businesses grow their clientele and benefit from repeat business. This essay aims to examine how the fast food sector is seen by looking at consumer behaviour, identifying essential elements of perceived value, and measuring customer satisfaction levels. Data will gather using a quantitative research approach in order to properly accomplish the study's goal. It included implementing the survey technique, which will use to gather statistical data about the subjects. According to Creswel (2008), a quantitative research must meet three

requirements namely it must gather and analyses numerical data, measure certain subject matter characteristics, and compare groups or related aspects. The replies from each group were then examined in order to test the hypotheses and respond to study questions. The current study qualifies as a quantitative study since it meets all three requirements. There is no temporal dimension in the current investigation. As permitted by the subject, information was only gathered once at each place, which is dispersed throughout the fast food restaurant in Malaysia. Purposive sampling is a technique employed in this study to choose the most knowing and informed samples. Therefore, a cross-sectional study is more relevant for the current research. According to Namkung et. al, (2008), conducted a similar cross sectional study in the fast food restaurant in Malaysia to determine effects of the role of service, food quality, service quality, and environment in the context of restaurant industry.

3.3 POPULATION

The term population refers to all citizens who live in a country permanently or temporarily. This indicator reveals how many people typically live in a specific location as well as the total population for which you wish to draw study findings (Bhandari, 2020). In this study, the researcher's target population will focus on customers in Malaysia who make purchases at fast food restaurants. Based on the sample size and sampling method, researcher will collect data and information about customer satisfaction by approach, at least 180 respondents to complete this study.

3.4 SAMPLE SIZE

The term of sample size describes the portion of a population necessary to guarantee that there is enough data to make conclusions (Sekaran & Bougie, 2010). According to Kumar et al. (2013), the sample size is the "total number of participants in the sample". It simply indicates how many participants or observations a research will need. Furthermore, according

to O'Leary, (2020), a representative sample size is one in which findings may be applied to the entire population given the sample's characteristics and distribution. Sample size also offers benefits including cheaper expenses, more accurate outcomes, and faster data collecting (Cooper et. al, 2003). However, sample size refers to a population taken from a small group to target a population intended for observation. For this research, the study sample consisted of customer satisfaction on fast food restaurants in Malaysia. This survey will be carried out at random among the people in Malaysia. Therefore, it is crucial to make sure that the sample size chosen for this study is sufficient to produce precise and trustworthy data.

For the purpose of obtaining a proper sample size, this study employed the table created by Krejcie and Morgan Table (1970). This table provide a good answer to the issue of determining sample size by providing researchers with a trustworthy, user-friendly method to exactly estimate the number of participants needed to gather representative data. Referring to the sample size table by Krejcie & Morgan (1970), 384 respondents will be recruited from selected customer experience to provide an appropriate level of confidence for the study. However, the researcher needs to collect data from at least 150 respondents. Therefore, the researcher will find and contributed more respondents such as 180 to 200 respondents for the analysis of the data that will be collected.

Table 3.1 : Krejcie and Morgan's sample size determination

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

Source : Krejcie and Morgan, 1970

3.5 SAMPLING TECHNIQUE

Sampling technique is an action will undergoing based on the statistics analysis for prearranged from the bigger society (Taherdoost, 2016). There have two types of sampling technique which are probability and non-probability. According to Shona et al., (2019), probability sampling be chosen through the random selection of the bigger group of citizens while non-probability sampling is based on the researcher selection from the but not choose randomly. In this research, researcher will choose non-probability sampling to collect the data selection. In this part, researcher will use convenience sampling for complete the research.

Convenience sampling is the selection of a set of samples solely from the population. This is because the researcher will find it easier to collect and manage the data. But it can't speak for the entire population as a whole. Convenience sampling has several benefits, including time and money savings, ease of accessibility, and more precise and detailed information. By requesting the respondent to complete the form, we may finish it within a week, which would help us save time. Additionally, it can make selecting respondents for data and information collection easier for researchers (Bhandari et al., 2020).

3.6 DATA COLLECTION PROCEDURE

According to Simplilearn (2023), data collection procedures are the processes of gathering and analysing accurate information from various sources in an effort to discover solutions to issues, patterns, and possibilities. The methodical process of acquiring findings or values, on the other hand, is referred to as data collection. Data collection allows you to gain first-hand expertise and distinct perspectives on your study issue, whether you are performing research for business, government, or academic purposes (Bhandari, 2020). The data collection approach can be quantitative or qualitative.

Quantitative techniques place an emphasis on statistical measures and in-depth analytical, numerical, or mathematical analysis of data obtained through surveys, questionnaires, and polls, along with using changing previous statistical information with computing capabilities. The goal of quantitative research is to collect numerical data that can be used to generalise across populations or to better comprehend a single event. The purpose of quantitative research is to learn more about society. Researchers will use quantitative methods to observe situations that affect customer satisfaction and objective data that can be effectively communicated using statistics and numbers (Babbie, 2010). Furthermore, in quantitative method, the researcher will use the primary data to collect the information from respondents. Primary data source is a questionnaire in which respondents tick the questions they believe are relevant (Ajayi, 2017). The section has five parts that respondents must evaluate for their answers, and the answer is the data we will collect for the research. The questionnaire is being distributed to all people or customer in Malaysia regarding their satisfaction with fast food restaurants.

In this method, the researcher will print out the questions to be asked to the respondents related to the customer's experience or satisfaction with fast food restaurants. Therefore, the researcher will approach 180 to 200 respondents physically and face to face to collect the data needed in this study

3.7 RESEARCH INSTRUMENT

According to Insight (2020), a study instrument is a device used to collect, acquire, analyse, and assess data from a respondent about their research interests. These instruments are typically employed in education to assess clients, teachers, staff, students, and more. The format of a research instrument may consist of a questionnaire, interviews, surveys, or others. So, the researcher should decide on the tool based on the study conducted in the qualitative, quantitative, or mixed method.

Another tools commonly will be use to collect and analyse data is questionnaires (Taherdoost, 2016). A questionnaire will use to gather information from the respondent. Data will be collect to learn more about the role of service, restaurant environment, food quality, food hygiene, and food pricing on customer satisfaction in fast-food restaurants. The researcher will use a questionnaire with variables to gather the necessary data. First, information about the respondents' demographics will be requested in Section A such as age, gender, religion, and education level. In part B, to measure the independent variable and dependent variable. However, the questions will be adopted from previous studies.

In addition, the Likert scale is a widely used scale that allows respondents to choose whether they strongly agree or strongly disagree with the sequence of statements in each series. However, it includes a Five-Point Likert scale for each section of the questionnaire.

Table 3.2 Five-Point Likert Scale Measurement

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

3.8 DATA ANALYSIS

Data analysis is the most essential element of any research project. Furthermore, data analysis can summarises collected data. It entails interpreting data, correlations, or patterns by analyzing gathered information using logical and analytical reasoning. Researchers will use data analysis to transform data into a narrative and then interpret it to conclude. By using the data analysis method, large amounts of data can be broken down into smaller, more manageable (Schensul et al., 2020). The systematic application of statistical or logical techniques to explain, illustrate, summarise, and assess data is known as data analysis. In addition, to collect the data

and hypothesis the data that collected, the researcher will use the descriptive statistic, reliability test and Pearson correlation. According to Resnik et al. (2003), the various analytic will provide a way of drawing inductive inferences from data and distinguishing the signal from the noise present in data. In various analytic procedures ensure that the signal is distinguished from the noise in data by drawing inductive inferences.

3.8.1 Descriptive Statistics

Descriptive statistics describe the key features of data in a study. The sample and measurements are summarised simply. They serve as the foundation for nearly all data quantitative analyses, as well as basic graphical analyses. Furthermore, descriptive data serve to convey information in such a way that research data generated can be used by others in need. Descriptive statistics and inferential statistics are typically distinct from one another. Simply put, descriptive statistics are used to describe what the data is or what it reveals.

According to William (2022), numerous measures may be used in a research project. Alternatively, we could assess a large number of people using any measure. By using descriptive statistics, we can rationally simplify vast amounts of information. A descriptive statistic provides a concise summary of a large amount of information.

3.8.2 Reliability Test

The concept of test reliability is examined in terms of the items' specific, general, and group aspects, as well as the consistency of scores in these factors from trial to trial. Reliability refers to the degree of accuracy, dependability, or consistency with which a test assesses a trait. However, reliability is not a critical feature of a test and is better understood as existing in different forms for different populations and degrees of the construct being tested. In quantitative research, reliability tests are standard. Validity and reliability are also commonly

used in quantitative research. In addition, terms such as reliability and validity serve as a springboard for further investigation (Golafshani, 2003).

3.8.3 Pearson Correlation

According to Lane (2014), the Pearson correlation method is the most popular technique for using numerical variables. Using the Pearson correlation coefficient, we can enumerate a set of data features. In general, Pearson correlation coefficients represent the strength of direct associations between two continuous quantitative variables, which are represented by the letter 'r'. Its value ranged from -1 to 1. A strong association between two factors is indicated by a positive correlation, while the converse is true for negative correlations. The Pearson correlation coefficient can be used to evaluate statistical hypotheses because it is an inferential statistic. In order to determine whether there is a meaningful association between two variables, researchers can test.

Table 3.3 : The Pearson Correlation

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 define relationship
0.00 to 0.20	Slight, almost negligible

3.9 SUMMARY

This chapter begins with an introduction and identifies the study design. Therefore, in this chapter, we describe the population, sample size of fast food restaurants and further discuss the research methods used. Finally, the study uses quantitative research methods to administer questionnaires and surveys to respondents.

CHAPTER FOUR
RESULT AND DISCUSSION

4.1 INTRODUCTION

The findings of a study of data collected through questionnaires distributed both physically, in-person, and through social media platforms like WhatsApp and Telegram will be covered in this chapter. The Statistical Package for the Social Sciences (SPSS) software programme was used to examine the survey data.

4.2 RESULT OF DESCRIPTIVE STATISTIC

The demographic profile stated in Section A of the questionnaire, as well as the mean and mean values of the dependent and independent variables mentioned in Sections B, C, D, E, F, and G of the questionnaire, were explained using descriptive analysis. All of the information collected set could be described in narrative style or by a simple analysis of data. A deeper understanding of the research can be achieved by using this summary to put the data collected into context and transform it into useful information.

4.2.1 DEMOGRAPHIC PROFILE

Table 4.1 : Respondent's Gender

Gender	Frequency	Percentage
Male	44	28.8
Female	109	71.2
Total	153	100.0

Table 4.1 represent the frequency and proportion of gender by respondents. 153 people responded to this questionnaires and provided responses. Following that, 109 of them were female, making up 71.2% of the group. 44 out of the total responders were male, constituting a ratio of 28.8%. The results of this questionnaire indicate that a higher percentage of female than male answered it.

Table 4.2 : Respondent's Age Group

Age	Frequency	Percent
18-22 years	32	20.9
23-27 years	84	54.9
28-32 years	12	7.8
33-37 years	13	8.5
38-42 years	6	3.9
43 and above	6	3.9
Total	153	100.0

Table 4.2 here shows the age group of all questionnaire on the survey. The 18 to 22 age group was the second highest, which is 32 due to percentage of 20.9 % respondents belonging to this category. According to this, 84 of the respondents were between the ages of 23 to 27 age group. This age group has the highest percentage of 54.9 %. Next, for the age group of 28 to 32, there were 12 respondents who filled this survey and for the percentage is 7.8 %. Following that, 13 (8.5 %) respondents' ages ranged from 33 to 37 years. This age group came in third in our survey. Following that, for the both age group which is 38 to 42 and 43 and above shows the result that their frequency remains the same which is 6 questionnaires with the percentage of 3.9%.

Table 4.3 : Respondent's Race

Race	Frequency	Percent
Malay	132	86.3
Chinese	19	12.4
Other	2	1.3
Total	153	100.0

Table 4.3 displays the race of participants who completed our questionnaire. Malay were represented by 132 (86.3%) among those surveyed. This was the most populous race that responded in the survey. Next, 19 responders (12.4%) were Chinese. This was the race with the most questionnaires completed. The questionnaire was then completed by two Indians. They account for 1.3% of the overall.

Table 4.4 : Respondent's Marital Status

Marital Status	Frequency	Percent
Married	38	24.8
Single	115	75.2
Total	153	100.0

The table 4.4 represent the marital status of all respondents who completed our questionnaires. For this category only have two options which is married that 38 questionnaires who filled by respondents with percentage of 24.8%. While the rest of the respondents are singles who have 115 questionnaires with a percentage of 75.2%.

Table 4.5 Respondent's Occupation

Occupation	Frequency	Percent
Government Sector	14	9.2
Public Sector	18	11.8
Self-employed	30	19.6
Student	91	59.5
Total	153	100.0

Table 4.5 shows the occupations by all respondents to this survey. The sector is government sector completed by 14 questionnaires with percentage of 9.2%. This category has the smallest percentage of the total. This group comprises the smallest proportion of the entire. Following that, 18 (11.8 %) of respondents were from public sector. Next, 30 (19.6 %) of respondents were self-employed. This was the second largest group in the survey. In addition, 91 the students responded to the questionnaire. This group accounted for 59.5% of all respondents and was the most likely to complete the survey.

Table 4.6 : Respondent's Educational Level

Education Level	Frequency	Percent
SPM	16	10.5
STPM	13	8.5
Diploma	26	17.0
Degree	94	61.4
Master	3	2.0
PhD	1	0.7
Total	153	100.0

The educational level of each respondent is shown in Table 4.6. SPM was found in 16 (10.5%) of those surveyed. Following that, 13 people (8.5%) believed in STPM. Then, 26 persons with a Diploma completed this questionnaire. A total of 94 respondents possessed a university degree, according to the results. This group responded to the most questions, accounting for 61.4% of the total. Furthermore, 3 of this responses (2.0%) were master's degree holders. Finally, 1 (0.7%) of those who completed the poll had a PhD. They are the group with the fewest responses.

Table 4.7 : Respondent's Monthly Income

Monthly Income	Frequency	Percent
Less than RM 1500	115	75.2
RM 1501 - RM 3500	29	19.0
RM 3501 – RM5500	0	0
RM 5501 - RM 7500	3	2.0
RM 7501 - RM 9500	4	2.6
More than RM 10 000	2	1.3
Total	153	100.0

The monthly income of all responders are shown in table 4.7. A total of 115 with 75.2% of those questioned were less than RM 1500. This is the highest group in terms of total respondents. Furthermore, a total of 29 respondents have filled out the questionnaires regarding monthly income of RM 1501 to RM 3500. This shows a percentage of 19.0% and it is in the second highest place. Next, for monthly income between RM 5501 to RM 7500 which is a total of 3 respondents. This explains that the percentage for these items is 2.0%. In addition, a total of 4 respondents only filled out the questionnaire given for a monthly income of RM 7501 to RM 9500. So, the percentage for this income is as much as 2.6%. Finally, a percentage of 1.3% was

collected for respondents who have a monthly income of more than RM 10,000. This is due to the fact that 2 respondents filled out the questionnaire. According to these statistics, the survey respondents came from a wide range of income levels and were quite distributed.

Table 4.8 : How Many Times Did You Visit a Fast-Food Restaurant In Month

How Many Times	Frequency	Percent
1 - 3 times a week	34	22.2
More than 3 times a week	17	11.1
once per month	53	34.6
2 - 3 times a month	49	32.0
Total	153	100.0

For the how many times do you visit a fast food restaurant in month is shown in the table 4.8. Some of the respondents answered that there are 34 people that they go to fast food restaurants 1 to 3 times a week. Usually, for this item from students. This situation shows that the percentage is 22.2%. Following that, for more than 3 times a week, the percentage of 11.1% was recorded as only 17 respondents filled out the questionnaire. Next, a total of 53 respondents filled out the survey and obtained a total percentage of 34.6%. This group is the highest compared to the others. Finally, for those who answered 2 to 3 times a month, there were 49 respondents. So, for this percentage shows 32.0%

MALAYSIA
KELANTAN

4.2.2 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLE

Table 4.9 : Range of Mean and Level of Agreement

Range of Mean	Level of Agree
4.51 – 5.00	Strongly Agree
3.51 – 4.50	Agree
2.51 – 3.50	Neutral
1.51 – 2.50	Disagree
1.0 – 1.50	Strongly Disagree

Table 4.9 shows the average range and level of agreement for each item in the questionnaire. The average is between 1.0 and 1.50, quite the opposite. The scores range from 1.5 to 2.50, so the agreement is different. Therefore, the middle range between 2.51 and 3.50 is neutral. This means that the respondent neither agrees nor agrees with the statement on this topic. The range 3.51 to 4.5 is the agreed upon response to the query. Finally, the average scores ranged from 4.51 to 5.00, suggesting a fair level of agreement (strongly agree).

Table 4.10 : Descriptive Analysis Statistic of Service

Item Description	N	Mean	Std. Deviation
The fast-food employees usually provide a good service.	153	4.3529	.83879
The fast food employees offer a fast service.	153	4.2353	.81729
The fast food employees are always willing to help the customers.	153	4.3464	.90554
The fast food employees are always friendly.	153	4.3072	.83730
Average Mean	153	4.3104	

Table 4.10 shows the mean values for each question for the first independent variable, service. The item with the highest average score was "the fast food employees usually provide good service", with an average score of 4.3529, a comfortable measure. The question with the second highest average, also at the contract level, was "the fast food employees are always willing to help the customers." He averaged 4.3464. The next question is " the fast food employees are always friendly." The median is 4.3072. The last question is "the fast food employees offer a fast service." with an average of 4.2353. For many respondents, the average of these four questions indicates a consistent attitude towards these questions. The mean value for these independent variables is 4.310, which is in agreement. Therefore, the majority of respondents agree that the service influences consumers' intentions to visit fast food restaurants.

Table 4.11 : Descriptive Analysis Statistic of Restaurant Environment

Item Description	N	Mean	Std. Deviation
The interior design and decorations of the restaurant are visually appealing.	153	4.4641	.82738
The temperature in this restaurant is comfortable.	153	4.5425	.77788
The restaurant's lighting and colours create a sense of ambience.	153	4.5163	.76179
The seating arrangements in the restaurant are comfortable and give me enough space.	153	4.4837	.76179
The furniture of the restaurant (e.g., dining table, chair) is clean.	153	4.3922	.82107
Average Mean	153	4.4797	

The table 4.11 above shows the mean values for the independent variable of restaurant environment. 'The temperature in this restaurant is comfortable' was the highest mean which is 4.5425. The second is 'the restaurant's lighting and colours create a sense of ambience' and the mean is 4.5163. Next is 'the seating arrangements in the restaurant are comfortable and give me enough space' have a 4.4837 mean. Other than that, 'the interior design and decorations of the restaurant are visually appealing' and the mean was 4.4641. Lastly, the mean was 4.3922 which is 'the furniture of the restaurant (e.g., dining table, chair) is clean'. This suggests that the majority of responders had a strongly agree and agree view about this statement. The average mean is 4.4797. According to the findings of this study, almost all of respondents felt that the restaurant environment is vital in attracting customers to a fast food restaurant.

Table 4.12 : Descriptive Analysis Statistic of Food Quality

Item Description	N	Mean	Std. Deviation
Food is cooked adequately.	153	4.4314	.84109
Food on displayed and served appears fresh.	153	4.4379	.80973
Food is served/displayed at the right temperature.	153	4.3137	.97650
Average Mean	153	4.3943	

Mean food quality is another independent variable in this study, as shown in Table 4.12. The highest average was “food on displayed and served appears fresh” with an average of 4.4379. The second average is 4.4314 which is “food is cooked adequately”. And finally, “food is served/displayed at the right temperature”, with an average of 4.3137. The majority of respondents agreed with this statement. The average food quality score is 4.3943. Therefore, the majority of respondents agree with this statement.

Table 4.13 : Descriptive Analysis Statistic of Food Hygiene

Item Description	N	Mean	Std. Deviation
Staffs do not touch food when serving it.	153	4.3595	.95286
Glasses and cups provided are clean.	153	4.4837	.79558
The work staff demonstrate high standard of personal hygiene.	153	4.4771	.74414
The work staff appearance and uniform are neat and clean.	153	4.4902	.74443
Average Mean	152	4.4526	

Table 4.13 shows the mean scores for the independent variable food hygiene in this study. In this table, the average score is the highest for "The work staff appearance and uniform are neat and clean." The average mean for this statement is 4.4902. Next, the mean for "Glasses and cups provided are clean" was his second score for food hygiene, with an average of 4.4837. Third place was "The work staff demonstrate high standard of personal hygiene", with a median score of 4.4771 for him. These three averages are at a strong level of agreement. This demonstrates that the vast majority of responders completely agree with this argument. However, "Staffs do not touch food when serving it" is one value that is in agreement, with an average of 4.3595. This dependent variable has a mean of 4.4526, which is on a consistent level. Therefore, the majority of respondents agree with the desire to buy fast food. This may be related to the respondents' personal attitudes towards fast food, or their understanding of the survey questions.

Table 4.14 : Descriptive Analysis Statistic of Food Pricing

Item Description	N	Mean	Std. Deviation
This restaurant offers the best possible price plan that meets my need.	153	4.3203	.90068
The food price charged by this restaurant is reasonable.	153	4.3725	.89748
The costs in this restaurant seem appropriate for what I get.	153	4.3399	.91883
Overall, this restaurant provides superior pricing options compared to other service providers.	153	4.4052	.83065
Average Mean	153	4.3595	

Table 4.14 shows the mean value for food pricing. These four average values are at the agree level. The first one is 'this restaurant provides superior pricing options compared to other service providers' with the 4.4052 mean. Second is 'the food price charged by this

restaurant is reasonable' and the mean is 4.3725. Next is 'the costs in this restaurant seem appropriate for what I get' with the 4.3399 mean and lastly is 'this restaurant offers the best possible price plan that meets my need' with the 4.2303 mean. The average mean is 4.3595 in the neutral level.

Table 4.15 : Descriptive Analysis Statistic of Customer Satisfaction

Item Description	N	Mean	Std. Deviation
I think my decision to visit this restaurant was a wise one.	153	4.3735	.92397
This restaurant meets most of my expectations.	153	4.3464	.86845
The overall experience of this fast-food restaurant is satisfying.	153	4.4641	.84313
Average Mean	153	4.3947	

Table 4.15 shows the mean value for customer satisfaction. The highest mean is 4.4641 which is 'the overall experience of this fast-food restaurant is satisfying'. The second is 'I think my decision to visit this restaurant was a wise one' with the 4.3735 mean. And the lastly is 'this restaurant meets most of my expectations' with the 4.3464 mean. These three average values are at the agree level. The average mean is 4.3947 which is in agree level. This shows that the majority of the respondents agree that customers satisfaction was the most important thing to the fast food restaurant.

4.3 RESULT OF RELIABILITY ANALYSIS

Table 4.16 : Cronbach Alpha Coefficient Values (Rules of Thumb for Result)

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source : Cronbach (1951)

Table 4.16 shows Cronbach's alpha sum guidelines. If the value is less than 0.5, the result is undesirable. If the coefficients are often less than 0.6 or more than 0.5, the relationship is bad. Values between 0.6 and 0.7 call into question the strength of the association. If the statistic is 0.7 or less, the relationship is considered acceptable. A good correlation frequency is between 0.8 and 0.9. On the other hand, a Cronbach Alpha score of 0.9 or higher indicates a good level of connectivity.

Table 4.17 : Result for Reliability Analysis of Service

Item Description	N	No. of Items	Cronbach's Alpha
Service	153	4	0.913

The Cronbach's Alpha reliability analysis results are presented in table 4.17 for each independent and dependent variable. The first independent variable is service. This variable has

four items and a Cronbach's Alpha of 0.913, yet it has an unacceptable internal consistency (0.9). This is likely due to researchers continuously refining the independent variable tools and questions in this questionnaire. Second, it may be because the researcher rephrased the question, resulting in respondents agreeing with the question. Finally, some respondents may have followed the instructions when answering the question.

Table 4.18 : Result for Reliability Analysis of Restaurant Environment

Item Description	N	No. of Items	Cronbach's Alpha
Restaurant Environment	153	5	0.926

Table 4.18 shows the restaurant environment is The following independent variable was examined using 5 questions to determine its reliability and validity. The Cronbach's Alpha for this variable is 0.926. This figure has a low internal consistency (0.9). This could be related to the respondents' ethnicity or the fact that the majority of them come from various backgrounds but have similar viewpoints. Furthermore, this may be due to the perspective respondents express about the topic, which may lead to broad agreement.

Table 4.19: Result for Reliability Analysis of Food Quality

Item Description	N	No. of Items	Cronbach's Alpha
Food Quality	153	3	0.910

Food quality was the third part of the study and is presented in Table 4.19. This variable contains his three elements with a Cronbach alpha value of 0.910. This value is also acceptable

from an internal consistency point of view ($\alpha \geq 0.9$). Like his two other independent variables, this variable is also good because most of the respondents agree with a particular statement.

Table 4.20 : Result for Reliability Analysis of Food Hygiene

Item Description	N	No. of Items	Cronbach's Alpha
Food Hygiene	153	4	0.898

The next dependent variable, food hygiene, is based on four things that question its reliability, as shown in Table 4.20. The Cronbach alpha for this variable is 0.898, which seems to have good internal consistency ($0.9 > \alpha < 0.8$). This means that responders are the sole reliable source of information on food hygiene.

Table 4.21 : Result for Reliability Analysis of Food Pricing

Item Description	N	No. of Items	Cronbach's Alpha
Food Pricing	153	4	0.948

The another independent variable is food pricing in table 4.21. This variable contains four elements with a Cronbach alpha value of 0.948. This value is also acceptable from an internal consistency point of view ($\alpha \geq 0.9$). This is largely attributed to a specific group of respondents from different backgrounds who share the same point of view. Moreover, it may be due to the perspective of the respondents on this issue, which may lead to support for all parties regardless of age, race or religion.

Table 4.22 : Result for Reliability Analysis of Customer Satisfaction

Item Description	N	No. of Items	Cronbach's Alpha
Customer Satisfaction	153	3	0.942

Lastly, table 4.22 show the result of dependent variable which is customer satisfaction. This variable contains three elements with a Cronbach alpha value of 0.948. This value is also acceptable from an internal consistency point of view ($\alpha \geq 0.9$). Perhaps this is because the researchers refined the tools and questions in detail for this survey. Second, it may be because researchers rephrased some of the questions, leading to some respondents agreeing. Finally, some respondents may follow instructions when answering questions.

All studies in this study range from good ($0.9 > \alpha \geq 0.8$) to excellent ($\alpha \geq 0.9$) and are considered reliable, albeit with low stability. Finally, the overall reliability test for all variables is 0.980, which is considered excellent for reliability. It probably the researcher's question is well worded so that the respondent can understand it, or because the question is more detailed and the respondent's responses are very positive. I have. Additionally, the respondent's perspective and understanding of the question may lead to very specific answers for some variables.

4.4 RESULT OF INFERENCE ANALYSIS (CORRELATION ANALYSIS)

In research and studies, inferential analysis (correlation analysis) is frequently used to determine variances or correlations between variables. Service, restaurant environment, food quality, food hygiene and food pricing are the independent variables, whereas customer satisfaction toward fast food restaurant is the dependent variable. The coefficient will be used in this study to evaluate the strength of the relationship between the independent and dependent

variables. As a reference, table 4.23 displays the coefficient correlations and the strength of the link based on their values.

Table 4.23 : Interpretation of Pearson Correlation Coefficient Value

Correlation Coefficient Value	Strength of Correlation
$r = 1$	Perfectly Positive
$0.5 < r < 1$	Strongly Positive
$r = 0.5$	Moderately Positive
$0 < r < 0.5$	Weakly Positive
$r = 0$	No Correlation
$-0.5 < r < 0$	Weakly Negative
$r = -0.5$	Moderately Negative
$-1 < r < -0.5$	Strongly Negative
$r = -1$	Perfectly Negative

Hypothesis 1

H1 : There is a relationship between service and customer satisfaction.

Hypothesis 2

H2 : There is a relationship between restaurant environment and customer satisfaction.

Hypothesis 3

H3 : There is a relationship between restaurant food quality and customer satisfaction.

Hypothesis 4

H4 : There is a relationship between restaurant food hygiene and customer satisfaction.

Hypothesis 5

H5 : There is a relationship between restaurant food pricing and customer satisfaction.

Table 4.24 : Relationship of Restaurant Attribute on Customers Satisfaction

		SE	RE	FQ	FH	FP	CS
SE	Pearson Correlation	1	.742**	.854**	.812**	.836**	.826**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	153	153	153	153	153	153
RE	Pearson Correlation	.742**	1	.799**	.839**	.734**	.781**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	153	153	153	153	153	153
FQ	Pearson Correlation	.854**	.799**	1	.850**	.881**	.883**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	153	153	153	153	153	153
FH	Pearson Correlation	.812**	.839**	.850**	1	.806**	.839**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	153	153	153	153	153	153
FP	Pearson Correlation	.836**	.734**	.881**	.806**	1	.894**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	153	153	153	153	153	153
CS	Pearson Correlation	.826**	.781**	.883**	.839**	.894**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	153	153	153	153	153	153

** . Correlation is significant at the 0.01 level (2-tailed).

The association between the dependent variable, customer satisfaction and the five independent variables such as service (SE), restaurant environment (RE), food quality (FQ), food hygiene (FH), and food pricing (FP) are shown in table 4.24. As an outcome, this data shows that all independent factors are significant in relation to the dependent variable.

The relationship between service and customer happiness is depicted in the table above. The explanation for the result 0.826 is that the two variables have a strong positive correlation. This shows that almost all of respondents believe that service has an impact on customer satisfaction.

Furthermore, the table above shows the relationship between restaurant environment as an independent variable and customer satisfaction as a dependent variable. The substantial positive correlation between the two variables explains the 0.781 result. This indicates that many respondents believe that the restaurant environment has an impact on customer satisfaction.

Following that, the table depicts the outcome of the relationship between meal quality and customer pleasure. This association has a correlation of 0.883, indicating a significant positive relationship between two variables. As a result, it is one of the critical components in achieving customer satisfaction in a fast food restaurant.

In addition, the relationship between food hygiene and customer satisfaction are also linked as shown in the table above. It explains that this independent variable has a correlation of 0.839 against the dependent variable. So, it means that these two variables have a strongly positive correlation due to the customer's choice regarding the questionnaire conducted.

Finally, the table above illustrates the relationship between the independent variable of food pricing and the dependent variable of customer happiness. The substantial positive correlation between the two variables explains the result of 0.894. This suggests that many respondents believe there is a strong correlation between food pricing and customer satisfaction.

because it has the highest correlation. As a consequence, the independent variable will have an impact on the dependent variable.

4.5 FRAMEWORK ANALYSIS

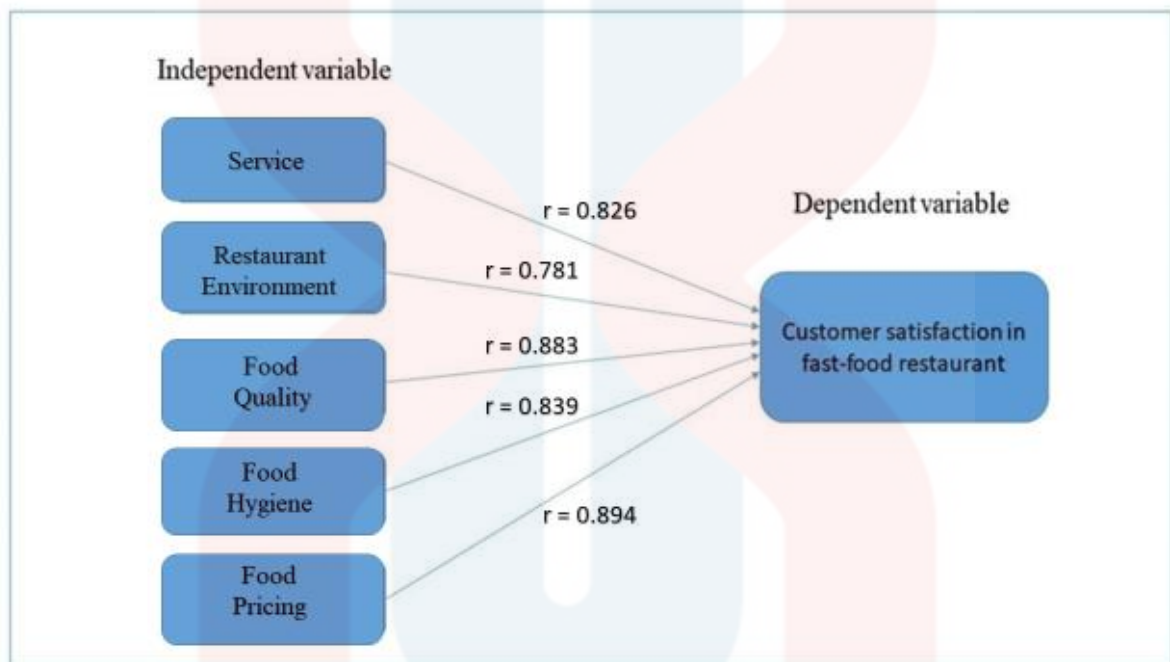


Figure 4.1 : Correlation between service, restaurant environment, food quality, food hygiene, food pricing and customer satisfaction in fast food restaurant

Figure 4.1 shows the data values for the significant independent variables to the dependent variable. The dependent variable, customer satisfaction on fast food restaurant, showed a significant relationship with five independent variables which is service, restaurant environment, food quality, food hygiene, and food pricing. Among these independent variables, food pricing has the highest Pearson correlation value of 0.894 with customer satisfaction, followed by the food quality is 0.883, which is the second highest. Meanwhile, the Pearson correlation value for food hygiene is 0.839. Next, the Pearson correlation for service is 0.826. This independent variable is the second lowest. Lastly, restaurant environment is the lowest among all independent

variables with Pearson correlation of 0.781. Therefore, as a consequence that service, restaurant environment, food quality, food hygiene, and food pricing are five separate elements that have a connection with customer satisfaction on fast food restaurant.

4.6 SUMMARY

This chapter discusses the findings of a study of data acquired by questionnaires distributed via social media sites and physically approach. The questionnaire data was analysed with SPSS, and descriptive statistics were used to explain the demographic profiles, as well as the mean and average mean of the dependent variable and independent variable. The reliability of this study is high, with a total reliability test for all variables of 0.980. Inferential Analysis (Correlation Analysis) was utilised to determine the strength of the relationship between the independent and dependent variables. Table 4.24 displays the coefficient correlations and the strength of the relationship based on their values. Thus, food pricing has the greatest Pearson correlation (0.894) of all the independent variables in this study.

CHAPTER FIVE

CONCLUSION

5.1 INTRODUCTION

With a particular focus on the moderating effects of gender, the aim of this study was to examine how the factors of service, restaurant environment, food quality, food hygiene, and food pricing could affect customer satisfaction. One of the key conclusions was that customer happiness was positively impacted by food pricing and quality aspects. After completing the investigation, the researcher will draw a solid conclusion. This chapter also describes the research's limitations and potential recommendations in relation to this study. As a result of this, the reader can comprehend and use the content as reading for later studies. These findings are consistent with research into fast-food restaurants.

5.2 RECAPITULATION OF THE FINDINGS

Finding of the chapter five was carry out based on the research objective, research question and hypothesis in this study.

5.2.1 RELATIONSHIP BETWEEN SERVICE AND CUSTOMER SATISFACTIO IN FAST-FOOD RESTAURANT

Role of service can influence customer satisfaction when customer visited the fast-food restaurants for purchasing fast food. Role of service showing a positive relationship toward customer satisfaction on fast-food restaurants.

Research Objective (RO)	Research Question (RQ)
To examine the influence of the service on customer satisfaction in the fast-food restaurants.	To what extent, does the service influence on customer satisfaction in fast-food restaurants?

Table 5.1: Research Objective (RO) and Research Question (RQ) on Service

Research question was answering by hypothesis which have a positive related of them. Based on the hypothesis that are carry out, it has strong linked between them which are service and customer satisfaction on fast food restaurant. Therefore, hypothesis showing result where both of them showing a positive relationship with customer satisfaction. This hypothesis also been taken. In average mean, service gains the lowest mean which are 4.31 while according to the Pearson Correlation, service has gained the 0.826.

Armstrong (2012) defines responsiveness as the willingness of a service provider to make modifications for clients and offer services on schedule. The ability to assist clients and deliver fast service is referred to as responsiveness. The level of customer satisfaction is significantly higher when services are provided on time. Iqbal et al. (2010) noted that competent service providers are conscious of this reality. Customer satisfaction may be raised at fast food restaurants when employees are willing to assist customers when necessary. Customer satisfaction is positively connected with responsiveness because satisfied customers are more likely to promote a company to others. Timothy (2012) asserts that while repeat business is not a certainty, it shown that customer satisfaction is a crucial element in retaining clients. One of the main elements that significantly impacts the client is the quality of the service offered.

5.2.2 RELATIONSHIP BETWEEN RESTAURANTS ENVIRONMENT AND CUSTOMER SATISFACTION IN FAST-FOOD RESTAURANTS

Restaurants environment and customer satisfaction are the second research topics in this study. Research objective and research question still playing an important role for answering the study.

Research Objective (RO)	Research Question (RQ)
To examine the influence of restaurant environment on customer satisfaction in fast food restaurant.	To what extent, does the restaurant environment influence on customer satisfaction in fast food restaurants?

Table 5.2: Research Objective (RO) and Research Question (RQ) on Restaurant Environment

For obtaining answer for RQ which are to what extent, does the restaurant environment influence on customer satisfaction in fast food restaurants? A hypothesis has been estimated which are restaurants environment is positively related with customer satisfaction in fast food restaurants. From average mean, restaurants environment is getting 4.48 which is the highest mean while compared to the independent variable such as food pricing and more. Besides that, Pearson correlation are showing a lowest and strongly positive relationship between restaurants environment and customer satisfaction which are 0.781. Therefore, hypothesis is acceptable.

Restaurants may strengthen their competitive edge by concentrating on their restaurant atmosphere, claim Azim et al. (2014). Everything that can be found inside or outside of a restaurant is considered to be part of the atmosphere. As these are the most crucial investments for drawing guests, restaurant management should make significant investments in interior design, furniture, floor cleanliness, and countless other decorations to improve the appearance of the restaurant atmosphere. The outcome should be unique customer experiences and a desire to return

to the restaurant as a result of the establishment's well-kept atmosphere. However, attractiveness, the surrounding region, usefulness, and convenience are also important environmental factors (Choi et al., 2013).

5.2.3 RELATIONSHIP BETWEEN FOOD QUALITY AND CUSTOMER SATISFACTION OF FAST-FOOD RESTAURANTS

Food quality and customer satisfaction are thirdly research topics at this study. Research question and research question also required in this research topics.

Research Objective (RO)	Research Question (RQ)
To examine the influence of food quality on customer satisfaction in fast food restaurant.	To what extent, does the food quality influence on customer satisfaction in fast food restaurant?

Table 5.3: Research Objective (RO) and Research Question (RQ) on Food Quality

Average mean for food quality is same with the customer satisfaction which are 4.39. Pearson Correlation of the food quality are 0.883 which are moderate positive relationship while compared to the other independent variables. For answering it, hypothesis have been producing which are food quality is strongly positive related with customer satisfaction in fast food restaurants. As a result, hypothesis is adopted.

Law et al. (2014) state that research demonstrates a connection between many factors that influence customer satisfaction. They show that food diversity and quality are two essential elements of customer satisfaction. The grade of the ingredients and food that the fast food restaurant serves is shown by the quality of the cuisine. This refers to the food's hygienic qualities,

freshness, and nutritional value as well as the variety of meals that are offered. Additionally, they show how important food quality is to patrons to the extent that even trained employees cannot serve as a viable alternative. Due to the importance of food quality as shown by prior research findings in this field, food quality is viewed as a construct of consumer satisfaction. The standard of the food is what drives the restaurant business. To satisfy client expectations, food quality must be at the highest level. In order to satisfy customer wants and expectations, food quality is a vital requirement. The total dining experience is said to be greatly influenced by the calibre of the food. The quality of the cuisine is the most crucial consideration when choosing a restaurant, and customer happiness is closely related to meal quality. Customer loyalty is influenced by the quality of the food, and customers grade restaurants based on their cuisine.

5.2.4 RELATIONSHIP BETWEEN FOOD HYGIENE AND CUSTOMER SATISFACTION OF FAST-FOOD RESTAURANTS

Food hygiene are the fourthly research topics in this study. Meanwhile, research objective and research question also necessary for more specific.

Research Objective (RO)	Research Question (RQ)
To examine the influence of food hygiene on customer satisfaction in fast food restaurant.	To what extent, does the food hygiene influence on customer satisfaction in fast food restaurant?

Table 5.4: Research Objective (RO) and Research Question (RQ) on Food Hygiene

Research question in food hygiene which are to what extent, does the food hygiene influence on customer satisfaction in fast food restaurant also need respond from hypothesis.

Hypothesis also define that food hygiene is positively related with customer satisfaction in fast food restaurant. Thus, hypothesis is supported. Average mean of the food hygiene is fairly high which are 4.45 and Pearson correlation are 0.839 that are also strongly positive relationship between food hygiene and customer satisfaction.

Fatimah et al. (2011) claim that food hygiene is a fundamental factor influencing consumers' restaurant loyalty and choice, despite the fact that there is still little study on how restaurant customers rate the level of food hygiene. From the standpoint of the customer, the previous study identified four underlying food hygiene characteristics, including food and placement, staff and handling, premises and practises, and ambient fragrances. It demonstrated that cleanliness and hygiene are more essential than quality value. Additionally, it has been found that sanitary factors, notably cleanliness, have a significant impact on consumers' choices of restaurants. The restaurant's cleanliness, the food, the tableware and cutlery, the waiters, the toilets, and the kitchen are just a few of these elements. According to Lee et al. (2012), the relevance of the factors used to gauge the degree of food safety and hygiene varied as well, mostly depending on the consumer's gender, age, income, marital status, level of education, and employment. A few studies highlighted the need of educating consumers on how to assess the level of food safety in restaurants.

5.2.5 RELATIONSHIP BETWEEN FOOD PRICING AND CUSTOMER SATISFACTION OF FAST-FOOD RESTAURANTS

Lastly, food pricing is the last research topic in this study. At the same time, research objective and research question also be essential.

Research Objective (RO)	Research Question (RQ)
To examine the influence of food pricing on customer satisfaction in fast food restaurant.	To what extent, does the food pricing influence on customer satisfaction in fast food restaurant?

Table 5.3: Research Objective (RO) and Research question (RQ) on Food Pricing

From the hypothesis, it was cleared stated that food pricing is positively related with customer satisfaction in fast food restaurant. Hypothesis of the food pricing is empirical. Besides that, average mean is 4.36 which are quite lowest if associated with other such as service. Next, Pearson correlation is the highest which are 0.894 which are currently have strong and positive relationship with food pricing and customer satisfaction.

The results also shown that food price has a significant beneficial influence on customer satisfaction, which is consistent with past research (Gagic et al., 2013). In other words, this study lends credence to the idea that perceptions of pricing fairness are one of the key indicators of consumer contentment in the restaurant industry. Customers really have a propensity to compare numerous brands before or after making a purchase in order to make more accurate assessments of the perceived value and establish their level of enjoyment. According to Kaura (2012), putting thought into pricing concerns and price modifications that might directly affect consumers' opinions is another piece of advice given to restaurant managers. Such procedures are probably to help a restaurant stay competitive and enhance its performance over time.

5.3 LIMITATIONS

The limitations of this study made it challenging for the researchers to complete it. The amount of respondents was one of the many flaws in this study. Not all Malaysians were able to

participate in the study, especially young people who wanted to answer questions and receive questionnaires from researchers. This is due to the fact that some respondents thought it was a waste of time to answer the researchers' questions.

Another drawback of this study is the modest dearth of easily available, reliable data. Although the desired amount of people responded to the survey, the bulk of them had similar backgrounds, which made the results less diverse. These respondents are more likely to provide the same answers because they share similar viewpoints on the subjects. They could also find some of the questions confusing and be unable to choose the most appropriate response.

In addition, the method used to acquire the data is another shortcoming of the study. A Google Form and printed paper copies are the only ways to distribute the questionnaire for this study. Visit a fast food restaurant and seek feedback online and in person. At specific locations, such as restaurants or beverage stores, the researchers were unable to find acceptable respondents and persuade them to participate in the survey.

5.4 RECOMMENDATION

The first suggestion is that in order to increase the credibility of the results, researchers should recruit more respondents. Responders may still collect more information to increase the research's diversity and reliability even though the usual study limit is 384 respondents. Researchers must also make the questionnaire's questions easier to understand so that respondents can respond more quickly and easily. Researchers should make an effort to locate more people who are interested in fast food restaurants online in order to get more accurate data.

The second suggestion is that the researchers should review the definitions of the questionnaire's questions and maybe rewrite some of them. The question's description must be precise and unattractive to respondents, according to researchers. As a result, in order to avoid offending some respondents, researchers must reevaluate the scope of each question. Researchers

must make sure that all of the respondents' regions are covered by the questions in order to enhance respondents' understanding of the questions. Furthermore, to enable respondents to make more accurate and factual conclusions, researchers must design questions that do not intrude too much on their privacy. As a consequence, the reliability of the questionnaire will be improved.

Finally, it is suggested that in order to confirm the validity of the data, researchers should investigate the backgrounds of the respondents. To get more survey participants from varied backgrounds, researchers may visit more sites and institutions. Researchers may choose more respondents of different ethnicities and ages in predetermined locations such as cafés, beverage stores, and so on in order to ensure the reliability of the data source. Additionally, by encouraging people from different backgrounds to complete the questionnaire, researchers may compile respondents who share their class and viewpoints. By making the research findings public and discussing them with real friends and teachers, their accuracy may be significantly improved.

5.5 SUMMARY

As a result, this study was carried out to find out more about the factors that affect patrons' intents to patronise fast food restaurants. Additionally, other academics conducting research on consumers' intentions to patronise fast food restaurants may use this study as a source of inspiration. The findings from the further exploration of the data obtained in Chapter 4 using the Statistical Package for the Social Sciences (SPSS) were used to make conclusions. Therefore, it can be concluded that customer satisfaction in fast food restaurants are moderately influenced by service, restaurant environment, food quality, food hygiene, and food pricing.

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