



**CUSTOMER PERCEPTION OF MCDONALD'S
RESTAURANT SERVICE QUALITY IN KOTA
BHARUKELANTAN**

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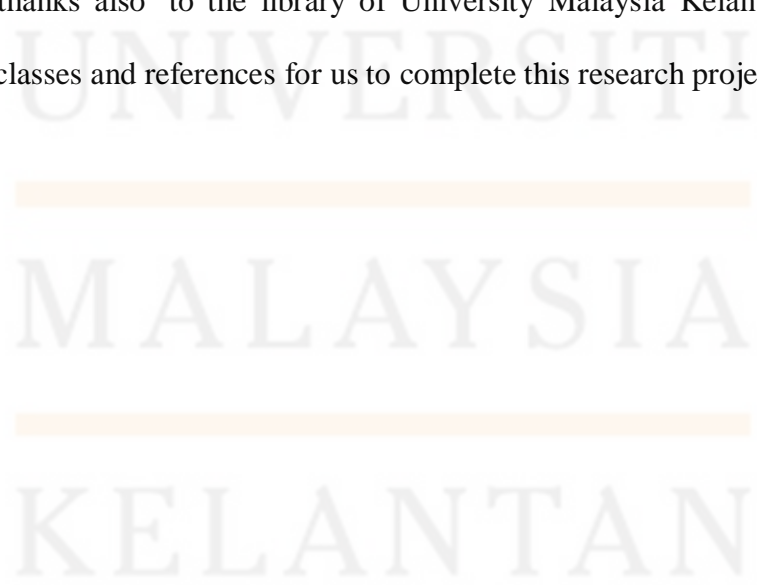


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ABSTRACT

The food and beverages sector in Malaysia is now increasingly active, with an increase in the number of local customers. This will also make the food and beverages industry more vibrant, because many local customers make food like McDonalds as their main food such as breakfast, lunch and dinner, especially for customers who work and among students. The purpose of this study is to see the factors that affect customers' perception of McDonald's restaurant service quality in Kota Bharu, Kelantan. These factors are important in making customers satisfied with service quality. The main data of the study will be collected using a structured questionnaire, and the analysis will be done using SPSS software. The survey will be distributed to 348 respondents from McDonald's customers. The food and beverages industry such as McDonald's is growing rapidly, providing a variety of menus with reasonable prices and convenience features when dining in. Through this study, the researcher sought to find out more about the factors that influence customers' perception of McDonald's restaurant service quality in Kota Bharu, Kelantan.

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ABSTRAK

Sektor makanan dan minuman di Malaysia kini semakin aktif, dengan peningkatan jumlah pelanggan tempatan. Ini juga akan menjadikan industri makanan dan minuman lebih rancak, kerana ramai pelanggan tempatan menjadikan makanan seperti mcdonalds sebagai makanan utama mereka seperti sarapan, makan tengah hari and makan malam terutama kepada pelanggan yang berkerja dan di kalangan pelajar. Tujuan kajian ini adalah untuk melihat faktor-faktor yang mempengaruhi persepsi pelanggan di macdonald's restoran kualiti servis di kota bharu, kelantan. Faktor-faktor ini adalah penting dalam menjadikan pelanggan berpuas hati dengan kualiti servis. Data utama kajian akan dikumpul menggunakan borang soal selidik berstruktur, dan analisis akan dilakukan menggunakan perisian SPSS. Kaji selidik itu akan diedarkan kepada 348 responden daripada pelanggan mcdonald . Industri makanan dan minuman seperti mcdonalds sedang berkembang pesat, dengan menyediakan pelbagai menu dengan harga yang berpatutan dan ciri kemudahan ketika dine in yang diberikan. Melalui kajian ini, penyelidik berusaha untuk mengetahui lebih lanjut tentang faktor-faktor yang mempengaruhi persepsi pelanggan yang macdonald's restoran kualiti servis di kota bharu, kelantan.

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CHAPTER 1

1.1 INTRODUCTION

The background of the study, the statement of problems, research objectives and research questions, significance of the study, definitions of terms, and summaries of the final chapter are covered in the following section. In this chapter the problem statement will discuss by the researcher all about the issues. The goal of this study is to determine customer perceptions with the services provided at McDonald's restaurant in Kota Bharu Kelantan.

1.2 BACKGROUND OF THE STUDY

The economic activities that are characterized by intangibility, heterogeneity, and difficulty in evaluation are the services. However, these characteristics have not prevented the expansion of the services' very broad and comprehensive scope, particularly in emerging economies. Our lives have become dependent on services, particularly those provided by the fast-food business. Food that is speedily produced in a short amount of time is typically referred to as fast food. In India, the use of fast food has dramatically increased. People prefer to consume fried and roasted food, especially teenagers. Numerous researches have shown that people like fast food for its convenience, taste, and ability to provide enjoyment (Hesamedin Askari Majabadi, et al., 2016). However, even though a big portion of the population has a high demand for fast food, excessive fast-food consumption can lead to obesity or cardiac illness (Dowarah L.J, 2020). The degree of service provided by these restaurant chains should be extravagant, making the patrons happy. Consequently, this essay investigates the level of service provided by the renowned fast food restaurant chain, McDonald's. The Service quality model has been utilized in this study to pinpoint any discrepancies between consumers' expectations and impressions of McDonald's. McDonald's

is a Centralized, International Company that competes in the fast-food sector by providing hamburgers, French fries, and other consumable items. The company's key strategies include uniformity, significant growth, and branding. McDonald's has more than 30,000 locations worldwide and operates in more than 121 countries. McDonald's used three main strategies franchising, company-owned outlets, and joint ventures to expand into other nations aggressively and quickly. The management of McDonald's relied on this strategy to help a new way of eating in other markets as the bulk of international restaurants are the result of franchising agreements. Franchises continue to make significant contributions to McDonald's success on a global scale with little risk and maximum rewards. (Mujtaba & Patel. 2007). The purpose of the study is to identify the customers perceptions of McDonald's services and to identify the types of services which available in McDonalds' management whether they are in a good condition that can improve the quality of business or receive criticism from the consumers, among the services provided by McDonald's and the ordering application through apps and technology that makes it easy for customers to access online purchases. Apart from that, is the price and the food quality determined by McDonald's for each of its menus reasonable and can be purchased by everyone.

In addition to the above-mentioned problems, it seems that the atmosphere of McDonald's restaurants prevents client dissatisfaction. The expectancy-disconfirmation model states that a customer's perceptions are a function of their views. They consider customer perceptions to be transactional, meaning that customers are content with a single aspect of service, as opposed to perceived service quality, which is a general evaluation of a service. Overall satisfaction is strongly correlated with and influences overall services, as stated by (Al-Kilani, 2015).

As stated above, since people first started exchanging something of value in exchange for something they needed or wanted, customer happiness has been a crucial component of every trading system. Despite doing everything in its power to increase customer pleasure, firms have little direct control over the process; in addition, customer perception is a significant component of

customer satisfaction. According to (Aymar Raduzzi , J. E. M. (2019) brand personality reveals how consumers perceive the personality aspects of brands and aids in developing deep connections between customers and brands. The value of brand equity can be increased by using a set of distinctive and positive brand perceptions with a well- established brand personality. (Aymar Raduzzi, J. E. M. (2019), brand managers need to create such marketing plans skillfully in order to meet customer wants and forge great relationships with customers. The significance of price, a crucial component of any marketing strategy that is shown to affect customer behavior. Furthermore, businesses in the fast-food sector have always been driven by finding the proper balance between quality and value (Ryu and Han, 2010). Value, or price fairness, thus, determines what a customer's expects and has an impact on customer perceptions. According to the Lemon and Verhoef, (2016) discovered that an expensive product might have a detrimental impact on customer perceptions. In other words, the customer experience suffers if the purchased item was not worth the price. Marketing managers take into account these variables in their quest to strike the ideal balance between price and customers' expectations in order to increase customer perceptions. McDonald's has been criticized and accused of providing unhealthy food in various nations, so it's not only the unfavorable public impression. However, the main issue at hand is that customers continue to purchase fast food despite their unfavorable opinions of McDonald's in terms of its harmful fare.. McDonald's began as a little drive-in restaurant in Pasadena and has expanded to become a fast-food restaurant chain in practically every nation (Sembiring, 2014). But as fast-food establishments proliferate, the competition becomes tougher. Due to this circumstance, McDonald's must raise the standard of client services to benefit the business. The existence of great quality service has an impact on how the consumer perceives the restaurant. To keep up with the competition, environmental and technological developments are likewise happening more quickly (Panday, 2021). Companies must employ a variety of strategies to both attract new clients and prevent existing ones from switching to rival goods. The achievement of consumer loyalty through marketing techniques, in accordance with (Aryani et al., 2011), is one of

the primary goals of marketing activities. Previous research has also concentrated on the quality of food, identifying three essential elements: taste, optimal temperature, and food presentation. According to these studies, the quality of the meal significantly affects customers' happiness. The customers won't be satisfied or won't be as satisfied as they would have been, if the company's service quality expectations are higher than what it really provides if expectations had been met. (Mujtaba, 2007) the aim of this study is to further improve the previous research that has been done before this.

1.3 PROBLEM STATEMENT

All requirements the restaurant faces the challenge of attracting and retaining customers' interest in services. Customers must be satisfied with the restaurant's physical atmosphere. (Tangibles), as well as the competence of the employees to give services (Reliability) required by customers, as well as with caring or good communication with customers (Empathy). The aforementioned issues appear to have an impact on service quality, which in turn affects client happiness.

Customers must be pleased with the restaurant's service quality, the staff's skill in providing the high-quality services that customers expect, as well as the food that is served. The mentioned problems seem to have an effect on the standard of the services provided, which in turn impacts customer perceptions. Food service operators currently confront a number of difficulties, including distribution and regulatory issues, rising food prices, lack of employees and greater operating costs (Bourke & Bates, 2002). Additionally, customers are getting more sophisticated, impatient, and demanding (Stevens et al., 1995). In this sense, establishing competitive advantage, customer perceptions, and loyalty depend greatly on the quality of the foodservice provided. The elements are the speed of service, the quality of the menu selections, the sense of security and safety, and the professionalism of the staff. Overall restaurant cleanliness had a major role in the decision to choose that establishment, followed by the attitudes of the staff and

the calibre of the food on the menu (Voon Boo Ho, 2009).

In addition to the above-mentioned problems, it seems that the atmosphere of McDonald's restaurants prevents client dissatisfaction. The expectancy-disconfirmation model states that a customer's perceptions are a function of their views. They consider customer perceptions to be transactional, meaning that customers are content with a single aspect of service, as opposed to perceived service quality, which is a general evaluation of a service. Overall satisfaction is strongly correlated with and influences overall services, as stated by (Al-Kilani,2015)

As stated above, since people first started exchanging something of value in exchange for something they needed or wanted, customer happiness has been a crucial component of every trading system. Despite doing everything in its power to increase customer pleasure, firms have little direct control over the process; in addition, customer perception is a significant component of customer satisfaction. According to (Aymar Raduzzi , J. E. M. (2019) brand personality reveals how consumers perceive the personality aspects of brands and aids in developing deep connections between customers and brands. The value of brand equity can be increased by using a set of distinctive and positive brand perceptions with a well- established brand personality. (Aymar Raduzzi, J. E. M. (2019), brand managers need to create such marketing plans skillfully in order to meet customer wants and forge great relationships with customers. The significance of price, a crucial component of any marketing strategy that is shown to affect customer behavior. Furthermore, businesses in the fast-food sector have always been driven by finding the proper balance between quality and value (Ryu and Han, 2010). Value, or price fairness, thus, determines what a customer's expects and has an impact on customer perceptions. According to the Lemon and Verhoef, (2016) discovered that an expensive product might have a detrimental impact on customer perceptions. In other words, the customer experience suffers if the purchased item was not worth the price. Marketing managers take into account these variables in their quest to strike the ideal balance between price and

customers' expectations in order to increase customer perceptions. Not only does the public have a poor opinion of McDonald's, but the company has also come under fire and been accused of peddling unhealthy food in a number of nations. Meanwhile, the core of the current problem is that customers' still buy fast foods, even though they have negative perceptions on McDonald's as regards to unhealthy foods. McDonald's began as a little drive-in restaurant in Pasadena and has expanded to become a fast-food restaurant chain in practically every nation (Sembiring, 2014). But as fast-food establishments proliferate, the competition becomes tougher. Due to this circumstance, McDonald's must raise the standard of client services to benefit the business. The existence of great quality service has an impact on how the consumer perceives the restaurant. To keep up with the competition, environmental and technological developments are likewise happening more quickly (Panday, 2021). Companies must employ a variety of strategies to both attract new clients and prevent existing ones from switching to rival goods. The achievement of consumer loyalty through marketing techniques, in accordance with (Aryani et al., 2011), is one of the primary goals of marketing activities.

Previous research has also concentrated on the quality of food, identifying three essential elements: taste, optimal temperature, and food presentation. According to these studies, the quality of the meal significantly affects customers' happiness. The customers won't be satisfied, or won't be as satisfied as they would have been, if the company's service quality expectations are higher than what it really provides if expectations had been met. (Mujtaba, 2007) the aim of this study is to further improve the previous research that has been done before this.

1.4 RESEARCH OBJECTIVES

- 1) To determine the relationship between empathy and customer perception at McDonald's Kota Bharu.
- 2) To determine the relationship between reliability and customer perception at McDonald's Kota Bharu.
- 3) To determine the relationship between tangible customer perception at McDonald's Kota Bharu.

1.5 RESEARCH QUESTIONS

- 1) What is the link between empathy and customer perception at McDonald's Kota Bharu?
- 2) What is the relationship between reliability and customer perception at McDonald Kota Bharu?
- 3) What is the relationship between tangible and customer perception at McDonald's?

1.6 SIGNIFICANCE OF STUDY

This perception of customers toward McDonald's is the topic of this research. In terms of this perception, we know that it is important for the customer's response to McDonald's restaurant to ensure that this product still gets the best ranking. Every factor must be taken carefully, including in terms of price, service quality, food and so on. This study's goal was to determine the benefits of this McDonald's on the customer's perception in terms of academics. This study also examines

the importance of this McDonald's in Kota Bharu to customers from a practical point of view to help them improve. This is to ensure that the customer perception with the McDonald's restaurant according to their opinion. Any restaurant that wants to attract the attention of customers must be ensure and care about the customer's perception.

From a practical point of view, the experience of customers who eat at McDonald's Restaurant at Kota Bharu says that they are satisfied with the food, service and prices set by McDonald itself. This has given rise to loyal customers towards this fast food because their perception of McDonald's is correct according to their own experience. Basically, the relationship between food quality, price, environment and service provides customer perceptions in the food industry, which is proven to be one of the keys to success for the McDonald's brand. Several components about the quality of this food exist, namely in terms of freshness of ingredients, taste, consistency of quality, and appearance. A good perception from customers can automatically maintain a fast-food brand such as McDonald's, gaining a place in the hearts of customers because of their own experience of enjoying the fast food.

As a result of this study, the McDonald's restaurant will have a greater grasp of its patrons' demands. Restaurants that compete fiercely for customers can improve a variety of factors, including food quality, service reliability, and fairness of service quality, by putting into practice strategies that are appropriate for the situation. The results of this study will help restaurant owners understand how customer perceptions of the restaurant and behavior such as repeat business, referrals, and positive word-of-mouth all are influenced by the quality of the restaurant's service. It also can be utilized as a guide for budding restaurant entrepreneurs wishing to get started and academics will benefit from the current study by being able to broaden their research on restaurant service traits, particularly those connected to social aspects.

1.7 DEFINITION OF TERMS

1.7.1 SERVICE QUALITY

A company's service quality can be determined by comparing how well it meets customer expectations. Customers buy services to address needs. They have criteria and assumptions for how a corporation's service delivery meets their demands, either knowingly or unknowingly. A business with great service quality provides clients with services that meet or surpass their expectations.

1.7.2 EMPATHY

Empathy is crucial in customer service, by filling in knowledge gaps, empathy helps businesses engage with the customers more successfully. Socializing between both parties really benefit from empathy. Customers are more inclined to be pleased with the answers presented to them if they feel heard and respected. Customers can have faith in the business and know that these problems will be handled sensitively and sensibly.

1.7.3 RELIABILITY

According to Parasuraman et al. (1985), reliability indicates that businesses provide services accurately the first time. Additionally, it demonstrates how firms try to keep their word and focus on the outcomes. The first dimension of the SERVQUAL service quality model has been designated as reliability.

1.7.4 TANGIBLES

Regarding the concrete aspects of the service, there is a level of service quality. The physical characteristics of the services being offered, such as the way a facility looks, how clean the facilities are, and how the staff members look, are known as tangibles. If you go to a restaurant and discover that your cutlery or table are dirty, it will affect how you feel about the level of service. On the other hand, entering a spotless restaurant with neatly dressed waiters and waitresses would make you feel better about the quality of the service.

1.7.5 CUSTOMER PERCEPTION

Customer perception is what consumers think, feel, and believe about your brand. Here are some tips on creating, enhancing, and influencing it (Inabo, S. 2021). It is crucial for increasing client retention and loyalty as well as brand recognition and reputation.

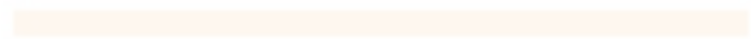
1.8 SUMMARY

The basis for this research is services of the McDonald's restaurant. The researchers will give a succinct overview of the McDonald's services. The goal of this study is to investigate the problems with McDonald's service in Kota Bharu, Kelantan. The importance of both positive and negative tolerance elements in deciding the necessity of this investigation. The purpose of the study is to ascertain whether McDonald's customers are satisfied with the level of service they receive. The researchers will formulate a few inquiries to aid in problem definition and problem-solving strategies. The phrase "quality of service problems" is finally defined. Additionally, actions to raise service standards can benefit the restaurant's reputation for sustainability and social responsibility. Many employees at McDonald's have already made a variety of changes,

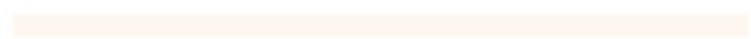
such as enhancing customer happiness through better service. Restaurants can help prevent issues that lead to unhappy customers by altering their strategy or enhancing the calibre of their service.



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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, the study's independent and dependent variables will be covered. It is start by talking about the subjects of service quality which contains empathy, tangibles, and reliability of McDonald. The relationship between the independent and dependent variables will be further explained using a conceptual framework and hypothesis. The summary will bring the discussion to a close.

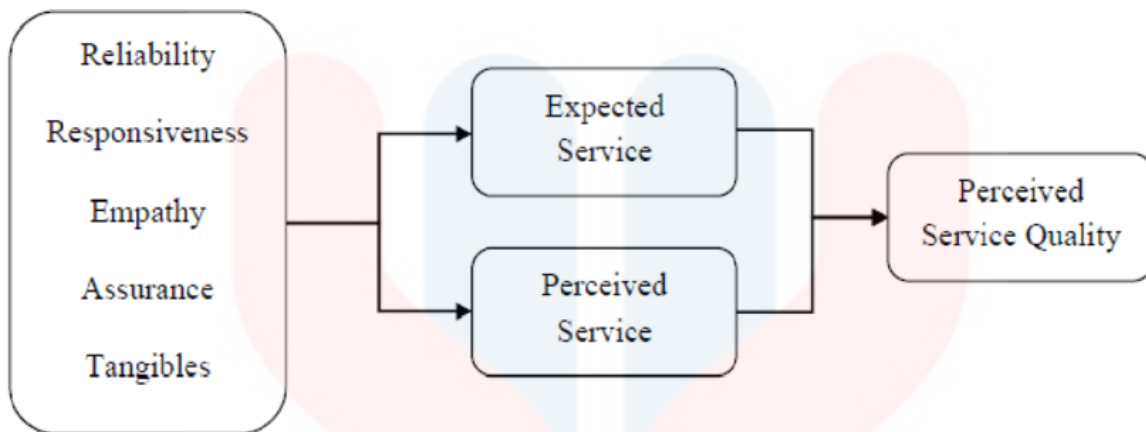
2.2 THEORY

Maintaining the current facilities and the chance to improve the level of service requires superior service excellence and a high level of customer understanding, both of which are critical issues. The value acquired by comparing the customers' impression of the service's quality with what they're expecting is what many researchers who have studied the topic of service quality have called it. Numerous academics have studied the challenges of measuring and managing service quality in light of the growing significance of services quality to compete on the service dimensions of the augmented product. However, due to the intangibility of services, it is more challenging to gauge service quality than product quality (Theories and Concepts of the SERVQUAL Model, 2021), because of this, businesses have a harder time understanding how customers perceive services and assessing the quality of thoseservices.

According to Parasuraman et al. (1985) service quality, is a measurement of how closely the level of service that is provided fits the expectations of the client. Providing exceptional service entails consistently meeting customer expectations. Theories and Concepts of the SERVQUAL Model, (2021), both agreed that Service quality perceptions result from a comparison of customer expectations with actual service performance. The SERVQUAL scale for evaluating service quality was suggested by Theories and Concepts of the SERVQUAL Model, (2021) to support the claim. Since assessment is done on both the method of service delivery and the result of the service, it is complex and challenging to determine the quality of restaurant service. The value derived from consumers' expectations and the value from their evaluations of the actual delivery of the services, according to researchers, varies significantly.

The sustainability of a restaurant is dependent on customer views of the quality of the service, hence it is essential to regularly monitor these opinions. Ehigie.C. Johnson, J. S. K. (2018) demonstrates that customer perceptions are positively impacted by service quality, and that an accounting firm's services have a beneficial impact on those perceptions. Customer impressions are positively impacted by the cost of services relative to the quality of the service. Additionally, service quality is directly impacted by pricing. According to Ehigie C. Johnson and J. S. K. (2018), empathy has a major impact on customersatisfaction since it attends to the unique needs of each client. Additionally, tangibles, reliability, and empathy all have a big impact on how customers perceive brands. This is also consistent with suggestion that service quality may vary significantly between organizations and countries.

Figure 2.1: SERVQUAL model



Source: (Parasuraman et al., 1988)

2.2 CUSTOMER PERCEPTION TOWARDS MCDONALD'S (DV)

A customer's perception, awareness, or consciousness of a business or its products is covered by this marketing notion. To develop a credible image of a specific product, the buyer gathers information about it and interprets it. It refers to this as customer perception. Customers form opinions about products based on what people know in commercials, promotion, user reviews, social media comments, and some other more. Customer perception refers to the thoughts, emotions, and assumptions that consumers have had about the brand. It is crucial for fostering customer retention and loyalty while also increasing brand recognition and reputation. (Parasuraman et. Al 1985)

Customer perception can be utilized to assess the caliber of a good or service. Higher customer perception is thought to be the most direct indicator of an industry's potential earnings. When compared to efficacy, which is judged by how well it satisfies the user's needs, customer perception will come out with the results in feelings of happiness or regret towards the

organization (Lee et al., 2016).

Customer perception is what consumers think, feel, and believe about your brand. It is crucial for increasing customer retention, brand recognition, and loyalty. What a customer thinks about a business is known as customer perception. In relation to a brand and its goods or services, this encompasses their feelings, thoughts, and views. Customer perceptions are also be favorable or unfavorable. Customers' interactions with your brand, goods, or services affect how they perceive them.

2.3 ATTRIBUTES OF SERVICES

2.3.1 SERVICE QUALITY

The standard of service offered by a business is what is referred to as service quality, as is whether the customer perceives that the service matched their goals (Saeidi et al., 2017) According to, Asubonteng et al., (1996) the quality of the service supplied accounts for the discrepancy between the perceived and expected levels of service (Hyun, 2010). The customer won't be satisfied, or at least won't be as happy as they would have been if expectations had been met, when the expected service quality is higher than the service quality that the organization offers (Hamari et al., 2017).

Fast food restaurant service quality, like that of all retail businesses, is crucially significant and a major factor in determining customer happiness as it is among the most critical aspects of a retail customer experience. Another crucial aspect that businesses may use to set themselves apart from rivals is service quality. The friendliness and disposition of the staff, the speed with which meals are served, their attentiveness, their capacity to respond to clients' inquiries, and their promptness in responding to clients' complaints and concerns are important measures of service quality. Due to their primary responsibility for providing. services and consequent direct impact on

service quality, frontline staffs play a crucial role (Jamal and Anastasiadou, 2009).

The significance of service quality in fast food restaurants has been established by prior study (Hau-siu Chow et al., 2007), which also demonstrated that it has a major impact on patron satisfaction. There are three elements in service quality which are Empathy, Tangibles and Reliability.

2.3.2 EMPATHY

Empathy defined as caring, personalized attentions towards customers (Kassie, 2017). The concept of empathy is commonly heard but often misunderstood. This empathy is usually misunderstood by a few people because the word empathy for some of them is commonly used in terms of feeling, namely pity, sympathy, identification, and self-transfer (Carol M Davis, 1990). Empathy is about knowledge based on the customer's name, preferences, and needs, and thus was born the empathy shown in the above way (Kassie, 2017). According to Kassie (2017), to deliver a service of advantage this small and large business is personal in terms of service.

The empathy is only suitable for customers who can understand the server about the food served by the server. For customers who want fast service and don't have to queue, this empathy may not suit them because as we know empathy is a feeling of loyalty, and patience to get something. The service carried out at this Macdonald's restaurant, is about queuing at the counter and it requires a lot of patience. For restaurants that are quite premium, they may want a little special treatment because they pay a relatively high price to enjoy the food at the restaurant. Some of them want a space alone without being disturbed by the waiter to enjoy their meal. In a fine dining setting, empathy can be demonstrated by demonstrating concern during service failures and providing service recovery, or by going above and beyond to meet a customer's specific needs, such as

vegetarian food.

According to Voon Boo Ho, Karen Kueh, Lois Unggah and Raymond Chali (2009) empathy has a significant involves attentive and personalized attention, understanding customer needs and easy access to services and customer perceptions. Next, empathy exists between the brand and a positive relationship and findings also show that there is a connection between awareness, quality, and loyalty (Su 2016). For the fast-food industry, it is more important to know the customer's perception of McDonald's restaurants to ensure that there is a close relationship between the customer and the McDonald's restaurant in Kota Bharu. While according to (Mesay Sata Shanka, 2012), this empathy is had no significant and the level of customer perception shows a negative effect.

Hypothesis 1: *Service quality associated with empathy are positively linked to customer perception.*

2.3.3 RELIABILITY

The level of accuracy and dependability with which a guaranteed service is delivered is how reliability is defined. (Junaid Aftab1, H. S., Qurrat-ul-ain Sultan1, Maryam Qadeer1 2016), claims that reliability is the capacity to deliver the promised service consistently and accurately. Reliability demonstrates the ability of the service provider to provide services in a dependable and accurate manner. In restaurants, reliability is defined as delivering service as promised, delivering meals on time, and charging fair prices for food. It has been observed that dependability is a very important attribute to possess, especially in the fast-food industry. Reliability has to do with how a service provider handles a customer's issue, providing the correct service as requested and at the scheduled time.

The importance of reliability in goods and services has recently been questioned. For example, Fida (2020) believed that where there is significant variation in faults between competing products and customers can distinguish the variation, dependability is likely to drive overall quality. Effective service organizations figure out how to use the inherent flexibility of service production to more than compensate for the difficulties of achieving constant and predictable service quality. The dependability component of service quality may be conceptualized as the process through which a service provider remains obedient in providing services to its clients. (Ehigie C. Johnson, J. S. K.2018), Reliability ensures a service provider's capacity to supply a perceived quality of service consistently. Reliability has an effect on a customer's perception of a company and their trust in it. The reliability aspect of service quality is regarded differently depending on how the people aspect of service quality is perceived. (Ehigie C. Johnson, J. S. K. 2018).

Reliability in products and services has increasingly come under scrutiny. For instance, thought that dependability is likely to influence overall quality in cases where there is a considerable difference in faults between competing products and buyers can tell the difference. Effective service organizations are able to overcome the challenges of providing consistent and predictable service quality by effectively utilizing the inherent flexibility of service production. The ability of the staff to respond to the customer's demand with dependability, accuracy, and promptness is known as reliability. The creation of the menu item, reservations, meal orders, and precise invoicing are all aspects of restaurants' dependability, correctness, and customer service. Therefore, the more dependable the service, the more positively it will affect the quality of the services. (Ardvin Kester S. Ong, Y. T. P., Klint Allen Mariñas , Jehorom Px Alegre Perez, Satria Fadil Persada, Reny Nadlifatin, Thanatorn Chuenyindee , Thapanat Buaphiban, 2022).

Studies have shown that service quality reliability influences customer perception. Saghier (2015) discovered that reliability has no significantly positive effects on hotel industry factors that affect

customer perception. Saufiyudin (2015), for example, revealed that reliability has a substantial link with customer satisfaction in fast food restaurants by studying the moderating effect of customers' gender. Therefore, it is hypothesized that:

Hypothesis 2: *Service quality associated with reliability is positively linked to customer perception.*

2.3.4 TANGIBLES

The term "tangibles" refers to the actual physical characteristics of buildings, machinery, people, and written materials. It includes the menu's appearance and design, as well as restaurant signs and marketing, as well as the condition of the cutlery, crockery, and staff attire (Kassie, 2017). Companies communicate visual and signal quality through tangibles. According to (Kassie 2017), amenities like a well-stocked welcome desk or knowledgeable staff might affect customers' perceptions of the tangible service quality.

In contrast, Akroush (2015) argued in his research that all observable elements of service quality should receive special consideration because they affect client loyalty and have the potential to boost business profits. According to research, studies have indicated that tangibles and customer happiness are not related (Alsayyed et al., 2015). The researcher also found that there was little evidence to support findings. While a study claimed that by examining the moderating impact of customer gender, tangibles have a strong association with customer satisfaction in fast food restaurants (Omar et al., 2016). As a result, the following theory was created:

Hypothesis 3: *Service quality associated with tangible is positively linked to customer perception.*

2.4 RELATIONSHIP BETWEEN EMPATHY, RELIABILITY, TANGIBLES AND CUSTOMER PERCEPTIONS TOWARDS MCDONALD'S

THE RELATIONSHIP BETWEEN EMPATHY AND CUSTOMER PERCEPTION TOWARDS MCDONALD'S

This perception means that customers have a high perception of the food provided in a restaurant. This covers the service, the full operating hours carried out by the restaurant because the comfort of the customer depends on the service and preparation provided by the restaurant to the customer. This matter is considered the main factor to guarantee the level of customer satisfaction and perception of the restaurant owner for an adequate level of service (Voon Boo Ho, Karen Kueh, Lois Unggah and Raymond Chali (2009). Whereas, this empathy is the nature, love, feeling of empathy from individuals given by the firm to its customers. Empathy is the caring individual attention that a firm gives to its customers. A type of relationship exists between empathy and customer perception of McDonald's. Empathy The firm's caring individual attention to its customers McDonald's provides personalized customer service. According to previous research, empathy influences customer satisfaction to some extent (Agbor, 2011).

(Heung et al., 2000) found that rarely was the empathy component connected to QSR. Overall, the data point out that empathy may not be a major factor in determining consumer pleasure and perception. Nevertheless, study results support the notion that there is a link between empathy and customer perception of McDonald's. McDonald's is looking for employees who can give me personal attention. McDonald's provides customers with convenient operating hours.

McDonald's is aware of its customer's unique requirements. McDonald's is always concerned with the needs of its customers (Ni Putu et al., Ira Fachira 2015). The next dimension is empathy. It has

a -0.288 difference. This means that McDonald's near Kota Bharu is still in short supply in terms of providing individual and personal attention to customers, providing convenient operating hours for customers, understanding specific customer needs, and always paying attention to customer needs.

2.4.1 THE RELATIONSHIP BETWEEN RELIABILITY AND CUSTOMER PERCEPTION TOWARDS MCDONALD'S

According to Ngaliman, M. G. E. J., Suharto (2019), assume that reliability has a positive direct effect on customer perception. Asserts that customer perception is positively impacted by reliability. This implies that customer perception can be influenced by the capacity to deliver promised services swiftly, accurately, and satisfactorily. The reliability component of service quality affects how customers perceive a company. According to Ngaliman, M. G. E. J., and Suharto (2019), reliability refers to a company's capacity to deliver services in line with what has been precisely and dependably promised. Reliability has a beneficial impact on customer perception, according to the relationship between reliability and customer perception, will be at its maximum if customers perceive a company as reliable.

The study demonstrates that reliability directly improves customer image. The findings of the study on the three indicators show this. In comparison to the other two indicators, service accuracy and promised services, which suggest that the promised service indicators are indicators that most influence customer perception, the third indicator, which is trustworthy information, has the most value. This state demonstrates whether the capacity to deliver the services promised is better, more precise, and more dependable. The capacity to function consistently and accurately in accordance with the promised service is referred to as reliability. According to, Nor Azian Abdul Rahman, D. N. N. H. A. M., Norashikin Hussein, Syezreen Dalina Rusdi, (2019), reliability is the

capacity to deliver the requested service in a trustworthy and precise manner. In other words, being reliable is having the capacity to carry out the promised services in a trustworthy, accurate, and totally responsible manner, without carelessness or error. The first time a service is provided, it is done right, the accounting is accurate, the records are current, and the timetables are followed. Researchers also think that employees can keep their pledges.

2.4.2 THE RELATIONSHIP BETWEEN TANGIBLES AND CUSTOMER PERCEPTION TOWARDS MCDONALD'S

The excellence of McDonald's services is reflected in the comfortable seats and attractive décor. Physical facilities and equipment at McDonald's are the visible, observable component of the company. Tangibles are widely employed in the service industry to make an impact. Services often have an ethereal feel because they cannot be captured or touched. However, the service is always available. Services are intangible, and at McDonald's, both intangibles and tangibles are part of the marketing mix. McDonald's organizes and decorates their restaurants with high-quality standard items (Yunus, Razak and Ilias, 2013). McDonald's offers tangible products, but the essential services are still of an intangible kind. In the terms of challenges facing any sector of the service business, including McDonald's.

The intangible nature of McDonald's services means that customers cannot physically experience them. This makes it difficult to develop definite, transparent service offerings for clients (Gronroos, 1978). It is difficult to assess service quality due to poor search quality (McDaniel et al., 2012). Similar to this, most of McDonald's services are difficult for clients to assess and understand due to their intangible character. Customers can only feel quality, and service providers can only gain insight into client perception through feedback.

2.5 HYPHOTHESIS

In accordance with the conceptual framework, the independent variables for this study were service quality in empathy, tangibles, and reliability of McDonald. There are the three independent variables that have been presented. Customer perception of McDonald is the Dependent Variables.

H1: There is a positive relationship between empathy and customer perception at McDonald Kota Bharu.

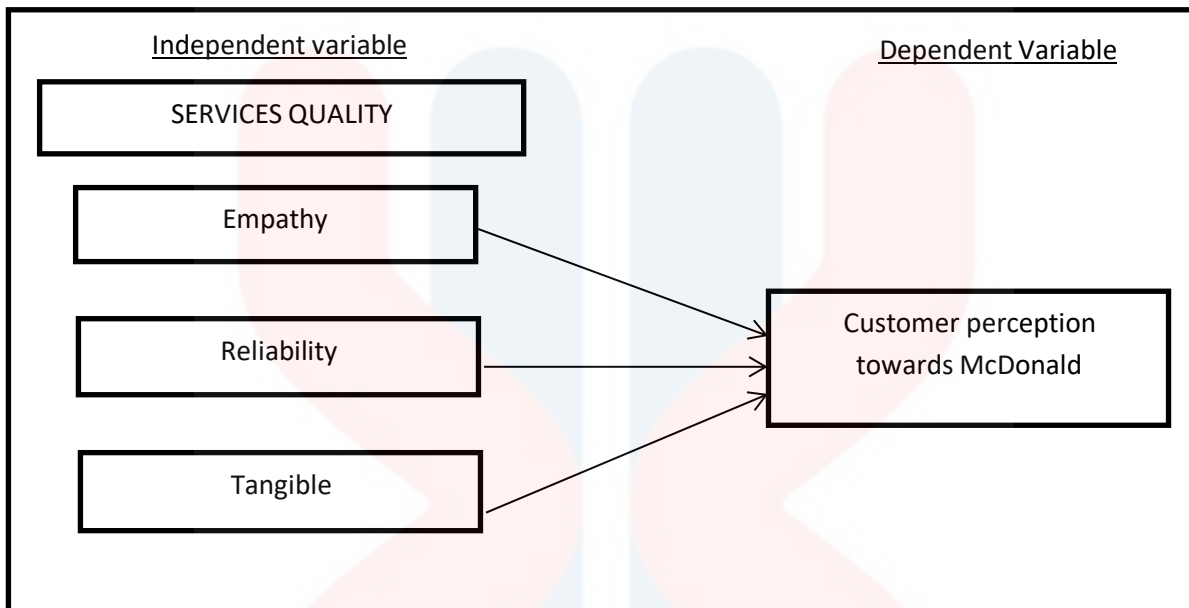
H2: There is a positive relationship between reliability and customer perception at McDonald Kota Bharu.

H3: There is a positive relationship between tangible and customer perception of McDonald Kota Bharu.

2.6 CONCEPTUAL FRAMEWORK

The conceptual framework is as a research method to investigate the connection between customer perception of services quality in empathy, reliability and tangibles of McDonald. There are the three independent variables that have been presented. Customer perception of McDonald is the Dependent Variables.

Figure 2.2 Conceptual Framework customer perception of McDonald's restaurant



Source: Parasuraman et al., (1985)

The independent variable is services quality. Service conformance to customer expectations is measured in terms of service quality. To enhance their services, spot issues as they arise, and more accurately gauge customer perception, service business owners frequently evaluate the quality of the services they offer to their clients. This essay aims to provide readers with a fundamental understanding of service evaluation methods by outlining the many attributes of service quality. (Ramya.N, 2019)

2.7 SUMMARY

In conclusion, the goal of this study was to explain customer perception in greater detail. In addition, the customer perception of McDonald's is influenced by independent variables including services quality in empathy, tangibles, and reliability additionally, the link between each independent variable and the dependent variable the customers' perception of McDonald's is positive, as indicated by the hypothesis. Finally, this study's conceptual framework is based on

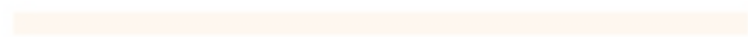
current research, research questions, and research objectives that include independent and dependent variables.



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CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The part is used to collect the data for this study is covered in detail in this chapter. To ensure that the right data is obtained, several steps must be taken. This chapter covers the justification for selecting this research design, the target population, the sample size, the sampling strategy, the data collecting, the research instrument, and the analytical method to carry out this study. The term "research technique" describes the exact steps or methods used to locate, choose, evaluate, and analyse data on a particular topic that the researcher wants to investigate.

3.2 RESEARCH DESIGN

Based on raw data, the researcher used quantitative methods. An experimental or causal study design was produced by the researchers. to solve the research topic. This is because academics are trying to figure out what elements influence client perceptions. The association between reliability, tangibles, and empathy (independent variables), and customer perception towards McDonald's restaurant was investigated in this study (dependent variable). In this study, a self-directed questionnaire will be used to collect data from participants utilizing a quantitative methodology. Answering the research questions but also achieving the research objectives is made easier by the descriptive study design.

3.3 TARGET POPULATION

A population refers to a group of people, not a nation or a collection of people who share some traits. A population is a group of individuals from which samples are drawn to conduct statistical research. Therefore, a population might be defined as a group of individuals with characteristics in common. People from Malaysia who are from the local population are part of the study's target population. The term "population" is not always used in epidemiological research to refer to an entire group of people living inside a set of geographical as well as political boundaries. A research population can be made up of persons who are separated in a variety of different ways (Mensah, 2017).

Most of the Malaysia's population is the study's target population. This sample was chosen include children and adults who participated in the research study love spending money on fast food in general. The purpose of the study is to determine how encouraging amenity features impact patron perception with the caliber of restaurant service. Data is typically gathered using a sample to conduct research on the restaurant's reliability, tangibles, and empathy toward customers in order to learn more about large populations. To determine customer perception and satisfaction with service quality attributes at restaurants, the research population can assist in achieving the study's objectives.

3.4 SAMPLE SIZE

This definition of sample size refers to empirical studies and is an important feature where the purpose is to infer the population from the existing sample related to inference. To generalize from a random sample while avoiding sampling error or bias, the random sample must be sufficiently large. The purpose of this study is to tell how to calculate the correct sample size

in research conducted on customer perception of fast-food restaurants. This review presents a summary of how to calculate survey sample sizes in social research and information systems research (Taherdoost, 2017). Although there are several research showing statistics that represent the calculation of the size, expertise, and sample of this study, still their skills and expertise are very necessary for new researchers to obtain accurate measurement results and will be measured as well as meaningful time points and differences.

There were 384 participants in all for this study, deciding on the sample size for the questionnaire to be completed. This survey used the fast-food restaurants which is McDonalds in Kota Bharu Kelantan. For this survey, only customers who gave website online feedback services. Because Google site is used by people usually compare with others, it was chosen to be the basis for the rating system. The sample size for a census is determined to be the same as the population because data for the entire population is sought. When a study may be divided into many treatment groups, sample sizes for each group may differ in experimental design. The sample size for a census is determined to be the same as the population because data for the entire population is sought. When a study may be divided into many treatment groups, sample sizes for each group may differ in experimental design.

The need for a representative statistical sample is growing in empirical research, hence a trustworthy method for determining sample size must be developed (Krejcie and Morgan 1970) the questionnaire will be sent to respondents who are now participating in or have previously participated in service quality and customer opinion surveys.

Table 3.1: Determine sample size of a known population.

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	1000000	384

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

Source: Krejcie and Morgan (1970)

3.5 SAMPLING METHOD

Numerous sampling techniques exist, and they may be divided into two groups: probability sampling and non-probability sampling. The concept of "probability sampling" is based on the idea that each member of the population has an equal chance of being picked. Sampling is a data collecting method used in academics to examine a topic. Instead of concentrating on just one person, a certain demographic might be studied by looking at the results of a random sample of individuals. (Turner, 2020). In this study, probability sampling and non-probability sampling were the two primary sample techniques. Probability sampling makes use of random samples to enable the drawing of significant conclusions about the overall demography. (Stratton, 2021). According to Taherdoost (2016), non-probability sampling is frequently used in qualitative studies and the production of academic journals. The greatest techniques are those that don't need probability,

such convenience sampling techniques..

Convenience sampling is a non-probability or non-random sampling technique that includes members of the target population who meet certain criteria, such as easy accessibility, geographic location, capacity at a specific time, or willingness to participate, in the study. Furthermore, define convenience sampling as the collection of samples from easily accessible locations or internet services (Turner, 2020). This method which is probability sampling is suitable for collecting data on customer perception of fast food such as McDonald's because we are using quantitative method.

3.6 DATA COLLECTION

Data collection is the method or process of gathering and gathering any required data, information, or variables in a standardized and established manner. There are two sorts of gathering method, secondary data collection techniques and primary data.

This primary data is the researchers obtaining their research information through population interviews, questionnaires and inquiries. In this age of advanced technology, information can also be found online through mobile online, authentic websites, service activities and so on, all depending on the research project carried out by a group of researchers. Primary data is acquired directly from the source of the original data, and it is considered the greatest type of information in this study.

To further investigate this study in more depth, the interviewer will collect all data through online methods. An entire survey will be circulated through social media platforms such as Google search, Google Forms method, WhatsApp, Facebook, Telegram and so on. A research instrument is regarded as trustworthy when the study's results can be duplicated using a similar technique.

Reliability refers to the extent to which findings have stayed consistent over time as well as an accurate portrayal of the entire population investigated. To assess the accuracy of the information provided in an examination or research study, high quality tests are crucial.

3.7 RESEARCH INSTRUMENT

A research instrument is a tool that you can use to collect, measure, and analyze data about your research topics. For this study we are using questionnaire as a tool for our research instrument. The purpose of a questionnaire is to gather data from respondents via the use of a series of questions. In that they gather data, questionnaires are akin to written interviews. They may be completed in person, on the phone, online, or by mail. Questionnaires can be a cost-effective and quick way to assess the behavior, attitudes, preferences, opinions, and intentions of many people.

The questionnaires for this study have five sections: A, B and C. For prevent confusion, the questionnaire is written in two languages English and Malay. The translated questionnaire was sent to a randomly selected Malaysian participant for pilot testing, where it was amended in response to the participant's comment on one unclear statement, and then distributed to other participants without issue.

The closed-ended questionnaire utilized for the analysis is made up of conventional inquiries. The very first benefit of implementing this strategy is that it would be basic and easy to response. Secondly, responders required less time to complete the questionnaire as they did for the open-ended questionnaire Foard et al., (2006). Closed-ended questionnaires are evaluation scales or are recognized as interval scales. Sekaran and Bougie (2009) indicate that interval scales enable researchers in a variety of statistical procedures related to data collecting, including calculating the strength of variances in individual preferences. As previously stated, each instrument in the study

is developing and growing into five sections, with the Likert scale instrument being used to assess level of agreement.

People's feelings, preferences, and attitudes are measured using the Likert scale. According to Hyman (2016), Likert scales are used to measure attitudes or views and feature preset response forms. Many academics questioned whether to use the 3-point Likert scale or the 5-point Likert scale when employing the Likert scale. The Likert Scale is a five-point rating system that lets users make decisions. The information required for this study was gathered through the use of a self-completed questionnaire. Below is a 5-point Likert scale.

A type of psychological reaction scale where its people who rate how much they agree with a research question. on a scale of one to five such as (1) Strongly Agree, (2) Disagree, (3) Neither agree nor disagree, (4) Agree, (5) Strongly Agree. The questions contain sentences, and participants must rate what and how they agreement or disagreement with each one.

Figure 3.1: Likert Scale

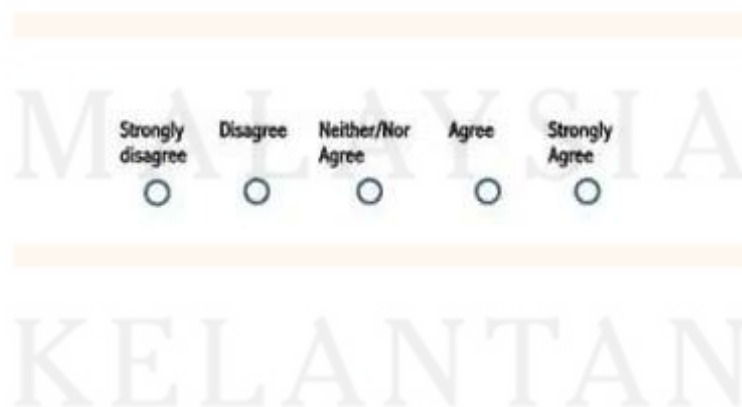


Table 3.2: Breakdown of Measure

Section	Variables	No. of Items	Scale	Sources of Scale
A	Demographic Profile	10 Items	Nominal and Interval scale	Junaedi, D. (2018)
B	Empathy	5 times	Likert Scale 1-5	Hilly, N. R., Shikha Singh, Monica Tariyal (2015).
	Reliability	4 Items		
	Tangible	4 Items		

C	Customer Perception	5 Items		
	Total of Items	28 Items		Harrington (2018)

In Section A, the demographic information of the participants was gathered. Gender, race, age, and the frequency with which people visit McDonald's restaurants were among the questions asked.

Table 3.3: Items Representing Socio-demographical Factors.

ITEMS	Measures
Gender	Male/Female
Race	Malay / Indian / Chinese/Others
Age	Less than 20, 21/29, 30/39, 40-49/ 50 and above
Marital status	Single/ Married
Education Level	Primary / Secondary / Diploma / Bachelor of Degree / PHD
Occupation	Student / Employed / Unemployed / Retired
Have you dined in the McDonald's restaurant?	YES / NO
How often do you eat McDonald's on monthly basics?	1-2 times/ 3-4 times/ 5-6 times/ 7times or more/ Never

What time do you prefer to dine in at McDonald's	Breakfast/ Lunch / Dinner/ Supper
Why do you choose to dine in McDonald's	Fast service/ Good Ambience/ Good quality as in visual materials/ Reasonable price/ Tastes Good/ Others

Section B had three variables which are empathy, tangibles, as well as 13 items that perception of customers at McDonald's restaurant. There are 4 items in the category of reliability, 4 items in the category of tangibles, and 5 items in the category of empathy.

3.7.1 EMPATHY

Empathy is the ability to understand and share the sentiments of another person. Empathy is one of the service attributes that contributes to customer perception in McDonald's restaurants. Table 3.7 lists the questions on empathy factors that will be asked to the respondent.

Table 3.4: Item to Measure Empathy towards McDonald's Restaurants'

	QUESTIONS	SOURCES
1.	McDonalds gives you individual attention	Hilly, N. R., Shikha Singh, Monica Tariyal (2015).
2.	McDonalds has operating hours convenient to all its customers.	
3.	McDonalds has employees who give your personalattention.	
4.	McDonalds has your best interest at heart.	
5.	The employees of McDonalds understand your specific needs.	

Hilly, N. R., Shikha Singh, Monica Tariyal (2015).

3.7.2 RELIABILITY

Reliability is defined as the quality of being trustworthy or consistently performing well. One of customer perception and the impact of service quality towards McDonald's restaurants is reliability.

Table 3.5: Item to Measure Reliability towards McDonald's Restaurants

QUESTIONS	SOURCES
1. When McDonalds promises to do something by a certain time, it does so.	Hilly, N. R., Shikha Singh, Monica Tariyal(2015).
2. When you have a problem, McDonalds shows a sincere interest in solving it.	
3. McDonalds performs the service right the first time.	
4. McDonalds provides its service at the time it promises to do so.	

Source: Hilly, N. R., Shikha Singh, Monica Tariyal (2015).

3.7.3 TANGIBLES

The term "tangible" refers to something that may be sensed with the sense of touch. Solitary of the effects of service quality on client happiness towards McDonald's restaurants is tangible. Table 3.6 indicates the tangible factors inquiry that will be asked to the respondent.

Table 3.6: Item to Measure Tangible towards McDonald's Restaurants'

	QUESTIONS	SOURCES
1	McDonalds has modern looking equipment	Hilly, N. R., Shikha Singh, Monica Tariyal (2015).
2	McDonalds's physical facilities are visually appealing.	
3	McDonalds's reception desk employees are neat appearing.	
4	Materials associated with the service (such as pamphlets or Statements) are visually appealing at McDonalds.	

Source: Hilly, N. R., Shikha Singh, Monica Tariyal (2015).

3.7.4 CUSTOMER PERCEPTION OF MCDONALD'S

The items in Section C were being developed to determine customer Perception in McDonald's restaurants. A few changes have been made to the modified question to present the research objective. Table 3.7 lists articles related to this section.

Table 3.7: Item to Measure Customer Perception towards McDonald's Restaurant

	QUESTIONS	SOURCES
1	I will Recommend the restaurant to other people	Harrington (2018)

2	I will recommend others about the restaurant experiences	
3	Overall, I am satisfied with the experience in McDonald's restaurant	
4	I was satisfied with the service provided from the McDonald's restaurant	
5	I am quite pleased with employees /ability restaurants to answer all of my inquiries clearly and thoroughly.	

Source: Harrington (2018)

3.7.5 RESULTS OF RELIABILITY TEST (PILOT TEST)

The accuracy of a set of scale items and the validity of the questionnaire that was distributed were both tested in this study using a reliability test. Data ranging from 0 to 1 were shown using Cronbach's alpha. The alpha coefficient was described as the Cronbach's Alpha, which is used to assess the dependability of the independent and dependent variables. The values of the Cronbach's Alpha Coefficient for the study's dependent variable (Customer Perception) and independent variables (Empathy, Reliability, and Tangible) are displayed in the tables below. The tables show that all of the independent variables and the dependent variable were greater than 0.6. Consequently, the survey is considered to be legitimate and approved. The strength of association in this research is based on Table 3.8 the rule of thumb about Cronbach's Alpha Coefficient.

Table 3.8: Rules of Thumb about Cronbach's Alpha

Cronbach's Alpha Coefficient	The Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 < 0.9	Very Good
0.9	Excellent

Source: Essential of Business Research Method (Hair et.al, 2003)

3.7.6 EMPATHY

Table 3.9: Reliability Test on Empathy

Variable	Items	Cronbach Alpha	Explanation
Empathy	5	0.602	Moderate

Five questions were utilised in this survey to gauge how customers perceive McDonald's in terms of service quality and empathy. According to Table 3.9, the Cronbach's alpha coefficient for empathy is 0.602, indicating a moderate level of connection. The coefficient found for the Empathy variable's questions is thus accurate.

3.7.7 RELIABILITY

Table 3.10: Reliability Test on Reliability

Variable	Items	Cronbach Alpha	Explanation
Reliability	4	0.733	Good

The reliability in service quality of customers' perceptions of McDonald's was measured in this study using four questions. Table 3.10 demonstrates that the reliability's Cronbach's alpha value is 0.733, indicating a strong degree of correlation. As a result, the coefficient found for the reliability variable inquiries is accurate.

3.7.8 TANGIBLE

Table 3.11: Reliability Test on Tangible

Variable	Items	Cronbach Alpha	Explanation
Tangible	4	0.718	Good

In this survey, four questions were utilised to gauge how customers felt about McDonald's in terms of tangible service quality. According to Table 3.11, Tangible has a Cronbach's alpha coefficient of 0.718, which indicates a strong degree of connection. As a result, the coefficient found for the questions involving the Tangible Variable is accurate.

3.7.9 CUSTOMER PERCEPTION

Table 3.12: Reliability Test on Customer Perception

Variable	Items	Cronbach Alpha	Explanation
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Customer Perception	5	0.834	Very Good
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Five questions were utilized in this survey to gauge customer perception. Cronbach's alpha coefficient for customer perception, which can be seen in Table 3.12, is 0.834, which indicates a very strong strength of association. The coefficient found for the Customer Perception variable's questions is thus accurate.

3.8 DATA ANALYSIS

The programme Statistical Programmers for Social Science (SPSS) version 27.0 will be used by researchers to analyze the primary data. Create tables and pie charts with SPSS, a program-based data processing and analysis window. Researchers were helped by computers to reduce the amount of work needed to gather material and to do quantitative analysis fast and efficiently.. The researcher evaluates quantitative data using descriptive statistics, reliability statistics, Pearson's correlation, and regression.

3.8.1 DESCRIPTIVE STATISTICS

According to Holcomb (2016), descriptive statistical analysis is used to interpret and sum up data from general or representative investigations. However, inferential statistics, a different type of statistics, are needed to draw generalizations about the population from samples. The level of collaboration will be determined by the researchers using descriptive analysis. Researchers can communicate data in a more efficient and understandable way by using descriptive analysis. Level 5 denotes neutrality, scales 6–10 denote the degree of agreement– to–high agreement, and scales 1-4 denote the degree of strongly disagree–to–strongly disagree.

Table 3.13: The relationship between Mean and Level of Agreement

SCALE	RANGE OF MEAN	LEVEL OF AGREE
10	9.51-10.00	Strongly agree ↑
9	8.51-9.00	
8	7.51-8.00	
7	6.51-7.00	Agree
6	5.51-6.00	
5	4.51-5.00	Neutral
4	3.51-4.50	↑
3	2.51-2.50	
2	1.51-2.50	
1	3.0-1.50	
		Disagree

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3.8.2 RELIABILITY TEST

A research instrument is regarded as trustworthy when the study's results can be duplicated using a similar technique. Reliability refers to the extent to which findings have stayed consistent over time as well as an accurate portrayal of the entire population investigated. To assess the accuracy of the information provided in an examination or research study, high quality tests are crucial. A popular measure of test reliability is Cronbach's Alpha. The test length and complexity have an impact on alpha. The fundamental tax-equivalent approach's presumptions should be applied to alpha as a reliability index. In the absence of these presumptions, a low alpha is seen. Since test

length affects test reliability, alpha does not just evaluate test homogeneity or internal consistency. Regardless of whether a test is homogeneous or not, a longer test has a higher dependability. A high alpha value (> 0.90) can indicate redundancy and indicate that the test should be run for a shorter period.

Table 3.14: Rules of thumb about Cronbach's Alpha

Cronbach's Alpha Coefficient	The Strength of Association
< 0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9	Excellent

Source: Hair et.al (2003)

Table 3.14 shows that associations are weak when the coefficient is less than 0.6, but moderate when the coefficient is between 0.6 and less than 0.7. The strength is adequate when the measurements are 0.7 or less than 0.8. An unusually high relationship is indicated by a Cronbach's Alpha coefficient of 0.9, whilst a value of 0.8 to less than 0.9 indicates a very strong connection.

3.8.3 CORRELATION TEST

Correlation analysis, a numerical approach for assessing the overall importance of a relationship between two variables, is used to establish the link between two variables. A high correlation shows a considerable association between several independent variables, whereas a low

correlation shows that the variables are only distantly related. It includes determining the significance of a connection using easily accessible statistical data, and it can take many various forms. The strength of the relationship between independent and dependent variables is measured using the Pearson's correlation coefficient. Determine how to evaluate the strength of the relationship between independent factors and dependent variables by looking at the data in Table 3.15.

Table 3.15: How to interpret the size (strength) of a correlation coefficient.

CORRELATION COEFFICIENT SIZE	INTERPRETION
0.90 to 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0 to 0.30 (-0 to -0.30)	Negligible correlation

Source: Mukaka, M. M. (2012)

The positive correlation coefficient has a range from 0 to 1 in terms of its magnitude and value. When the correlation coefficient size is 1.00, as shown in the example, Table 3.15 demonstrate that the strength of the link between the variables is entirely positive. The

Coefficient value between 0.50 and 1.00 indicates a significant relationship between the two variables. The size of the correlation coefficient shows a highly positive correlation when it exceeds 0.50, whereas values between 0 and 0.50 suggest a somewhat positive association. This connection is indicated by zero. This shows that when the size of the negative correlation is somewhere between 0 and 50 per cent, it has a slightly negative effect. A somewhat negative association with a particular variable can be seen by looking at the absolute value of -0.50. The relationship between the variable's severely negative correlation and the -1.00-correlation coefficient size shows that the variable is the case whenever the correlation coefficient value is between -0.50 and -1.00. The correlation is wholly adverse.

3.9 SUMMARY

The research methodology for this study entails the collection of a small number of data, which will then be analysed using a questionnaire and statistical information grouped into groups. In this chapter, the investigator will go through each component of the study approach. This study will employ a quantitative approach that includes statistical analysis for the purpose of data collection. To collect data, the researcher additionally employs a self-administered.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter's main goal is to explain a study of an online survey that was issued to respondents in order to gather data. The results of the data analysis performed on the survey's 384 participants are discussed in this chapter. The Statistical Package for Social Sciences (SPSS) software, version 27.0, was used to assemble the survey data given to respondents. Descriptive analysis, a reliability test, and Pearson's correlation analysis were used to arrive at the conclusion.

4.2 RESULTS OF DESCRIPTIVE ANALYSIS

The demographic data of the respondents who participated in this research was compiled using a descriptive analysis of the data in Section A.

4.2.1 RESPONDENT'S DEMOGRAPHIC PROFILE

This section explains the respondent's demographic data, including gender, race, age, marital status, education level, occupation, dined in the McDonald's, how often eat McDonald's on a monthly basics, time to dine in at McDonald's and why choose to dine in McDonald's.

4.2.1.1 NUMBER OF RESPONDENTS BASED ON GENDER

The gender distribution of the 384 respondents obtained during the data collection is shown in Table 4.1.

Table 4.1: Frequency Analysis on Respondent's Gender

Gender	Frequency (n)	Percent (%)
Male	162	42.2
Female	222	57.8
Total	384	100.0

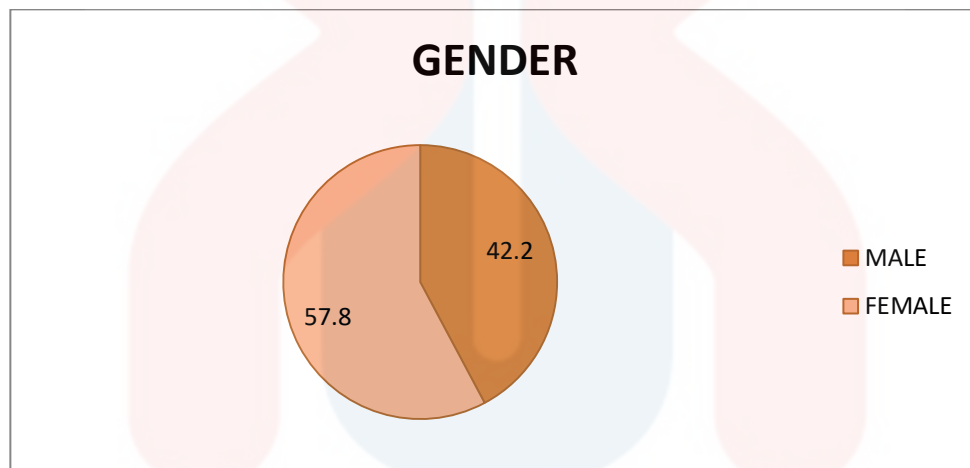


Figure 4.1: The percentage of Gender

The pie chart in Figure 4.1 shows how the 384 respondents' genders were distributed. The pie chart above plainly shows that there were 57.8% (n=222) more female respondents than male respondents, who made up 42.2% (n=162) of the total. Because women were more inclined to fill out the survey than men, there were more female respondents than male respondents. Females were simpler to contact and were more ready to take the time to complete the questionnaire, which made it much easier to collect the data.

4.2.1.2 NUMBER OF RESPONDENTS BASED ON RACE

The Race distribution of the 384 respondents obtained during the data collection is shown in Table 4.2.

Table 4.2: Frequency Analysis of Respondent’s Race

Race	Frequency (n)	Percent (%)
Malay	162	42.2
Indian	118	30.7
Chinese	68	17.7
Others	36	9.4
Total	384	100.0

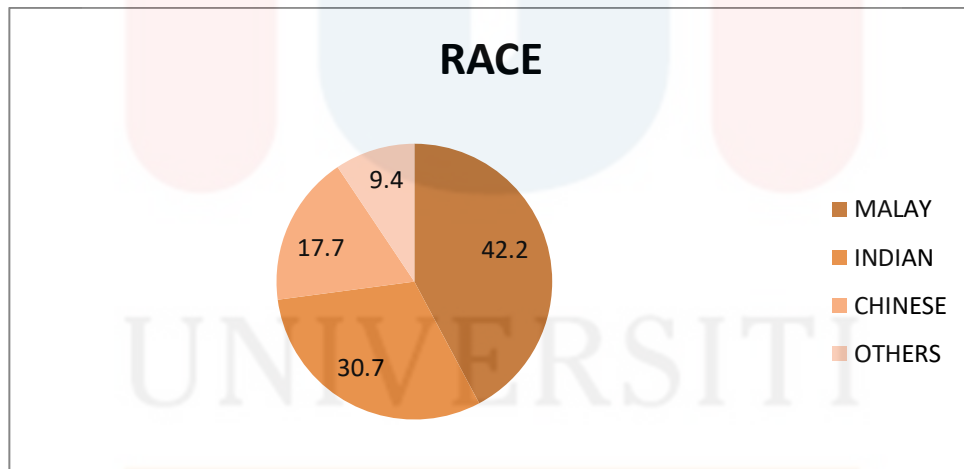


Figure 4.2 Race

Table 4.2 and Figure 4.2 below give the total number of respondents and their percentages broken down by race. Malay, Indian, Chinese, and Other were the four categories into which the respondents were split based on race. According to the poll, 42.2% (n=162) of the respondents who participated in this questionnaire were Malay. Indian was the second-highest group with 30.7% (n = 118). The remaining respondents, who made up 17.7% (n=68) and 9.4% (n=36) of the total, were Chinese and other races. The majority of responders are Malay, which may be a

reflection of the ethnic makeup of Kota Bharu. The survey's lowest response rates are among other races.

4.2.1.3 NUMBER OF RESPONDENTS BASED ON AGE

Table 4.3 presents the age distribution of a total 384 of respondents collected from the data collection.

Table 4.3: Frequency Analysis of Respondent's Age

Age	Frequency (n)	Percent (%)
Less than 20 years old	37	9.7
21-30 years old	191	49.7
31-40 years old	86	22.4
41-50 years old	38	9.9
51 years old and above	32	8.3
Total	384	100.0

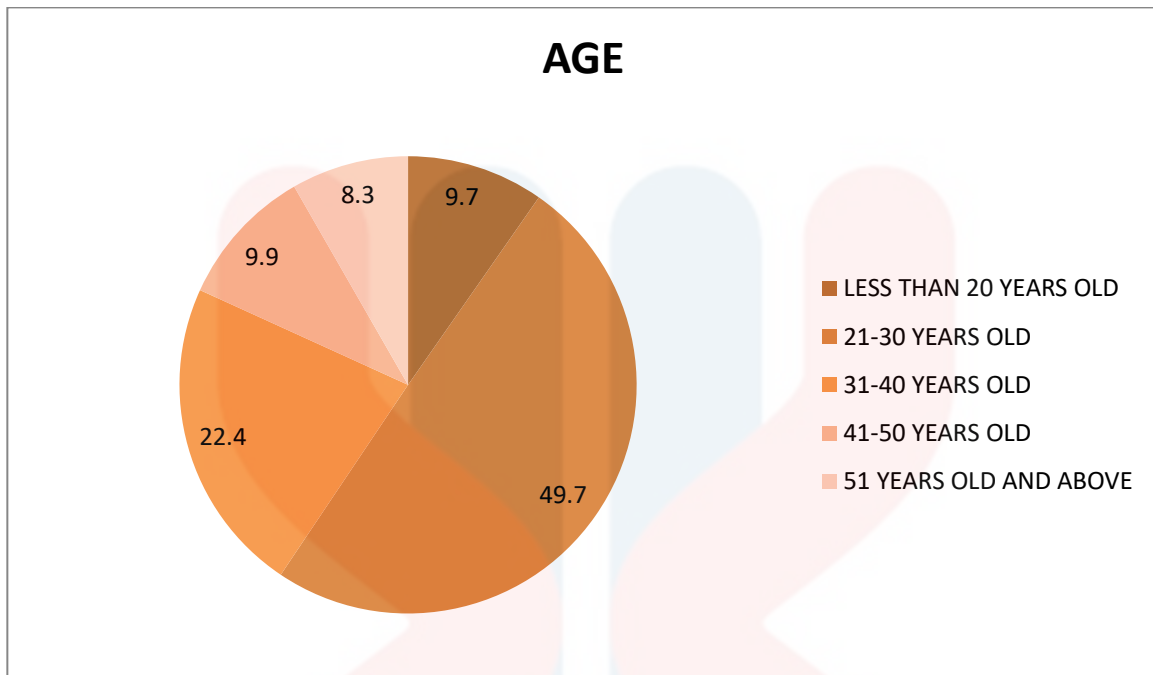


Figure 4.3: Age

The age distribution of the 384 respondents is shown in Figure 4.3. The age range of 21 to 30 had the greatest proportion of responders among these five age ranges, at 49.7% (n=191). The second-highest number of respondents (n=86), or 22.4%, belonged to the 31–40 age range. The age group 41–50 years old (n=38) has the third-highest percentage of respondents with 9.9%, followed by the average age group of less than 20 years (n=37) with 9.7%. Finally, with 8.3% of respondents (n=32), the age group of 51 and older had the fewest responders.

Between the ages of 21 and 30 was the age range with the highest percentage of replies. This may be the case given that the majority of Kota Bharu's pupils were in the same age range as the researchers.

4.2.1.4 NUMBER OF RESPONDENTS BASED ON MARITAL STATUS

Table 4.4 presents the marital status distribution of a total 384 of respondents collected from the data collection.

Table 4.4: Frequency Analysis of Respondent's marital status

Marital status	Frequency (n)	Percent (%)
Single	211	54.9
Married	173	45.1
Total	384	100.0

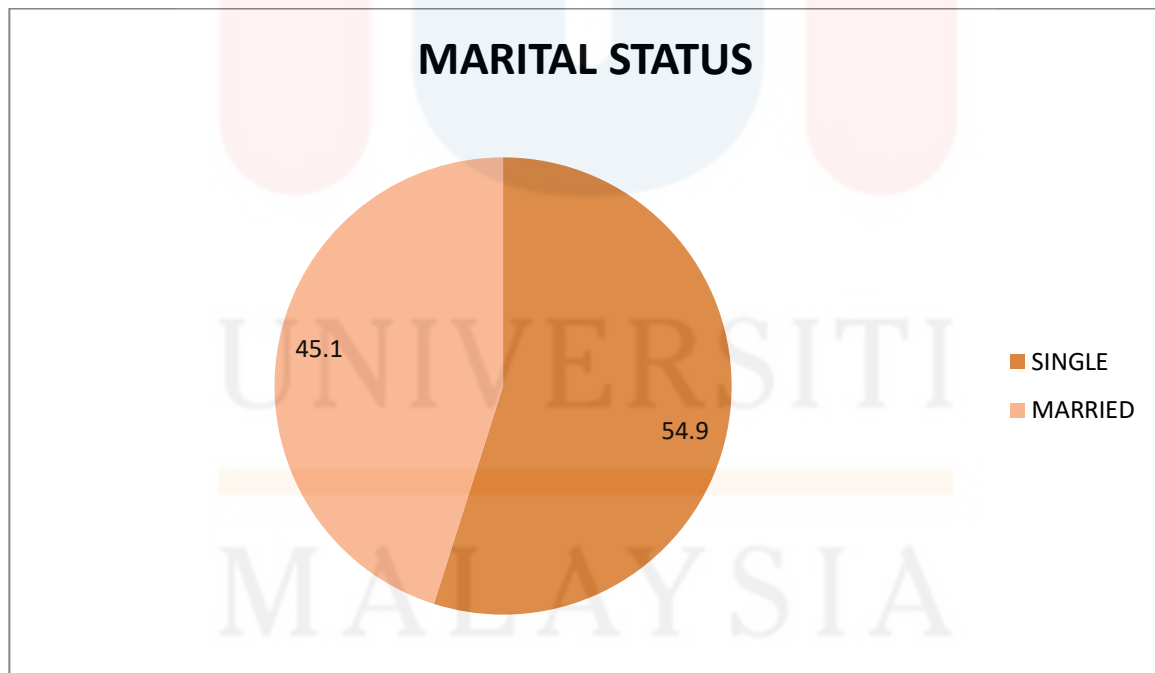


Figure: 4.4 marital status

The marital status of the respondents was shown in Table 4.4 and Figure 4.4. According to the

graph, there were 384 total respondents in this study. The total number of married respondents is 173, with (n= 45.1), while the total number of single respondents is 211with (n=54.9).

4.2.1.5 NUMBER OF RESPONDENTS BASED ON EDUCATIONAL LEVEL

Table 4.5 presents the educational level distribution of a total 384 of respondents collected from the data collection.

Table 4.5: Frequency Analysis of Respondent's educational level

Educational Level	Frequency (n)	Percent (%)
Primary school	2	0.5
Secondary school	82	21.4
Diploma	80	20.8
Bachelor of Degree	163	42.4
Master Degree	41	10.7
Doctor of Philosophy	16	4.2
Total	384	100.0

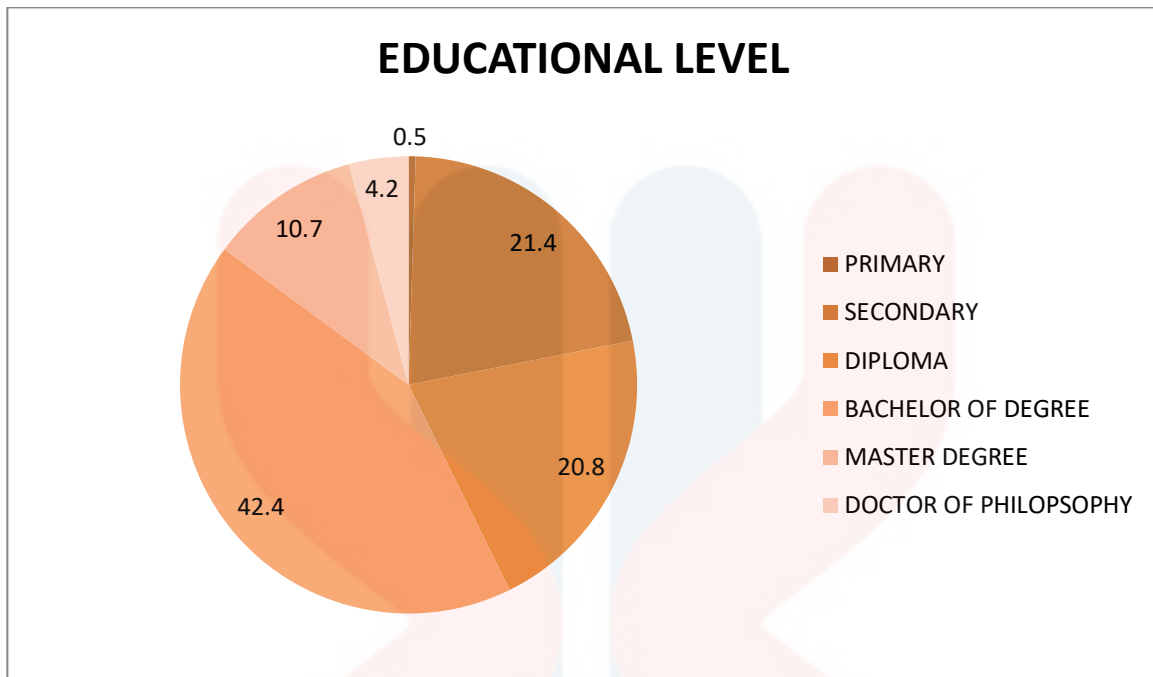


Figure 4.5: Educational level

The years of study for all respondents were displayed in a table and graph. There were 384 responders from various education levels, including the primary, secondary, undergraduate, and postgraduate. According to the graph, the most respondents are from the bachelor of degree, with 163 respondents and a value of 42.4 percent. Next, respondent from diploma is 80 with 20.8% percentage. Respondents from the secondary education level came in second with 82 respondents and a value of 21.4 percent, followed by respondents from the master's degree with 41 respondents and a value of 10.7 percent. Then, the Doctor of philosophy with 16 respondent and value of 4.2%. Finally, primary had the lowest response rate, with 2 people responding for a total of 0.5%.

4.2.1.6 NUMBER OF RESPONDENTS BASED ON OCCUPATION

Table 4.6 presents the occupation distribution of a total 384 of respondents collected from the data collection.

Table 4.6: Frequency Analysis of Respondent's Occupation

Occupation	Frequency (n)	Percent (%)
Student	143	37.2
Employed	185	48.2
Unemployed	26	6.8
Retired	30	7.8
Total	384	100.0

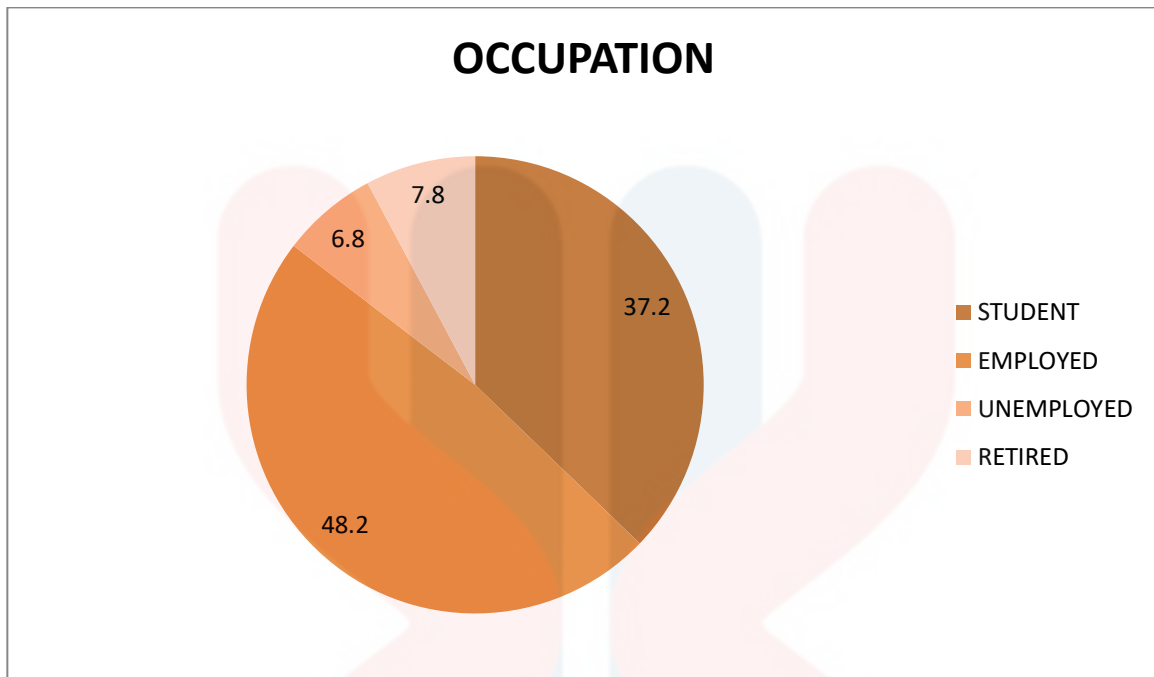


Figure 4.6: Occupation

The total respondents by occupation were shown in Table 4.6 and Figure 6. There were 384 people who responded, and they were divided into three occupations. According to the graph, employed respondents account for the largest percentage of respondents (48.2%) with 185 respondents. Student came in second with 143 replies, accounting about 37.2% of the total. The unemployed, with 26 replies representing 6.8 percent of the total. Finally retired with 30 with 7.8 percent.

4.2.1.7 NUMBER OF RESPONDENTS BASED ON HAVE YOU DINED IN THE MCDONALD'S RESTAURANT

Table 4.7 presents the have you dined in the McDonald's restaurant distribution of a total 384 of respondents collected from the data collection.

Table 4.7: Frequency Analysis of Respondent's have you done in McDonald's.

Have you dined in McDonald's	Frequency (n)	Percent (%)
Have you dined in the McDonald's restaurant?	384	100.0
Total	384	100.0

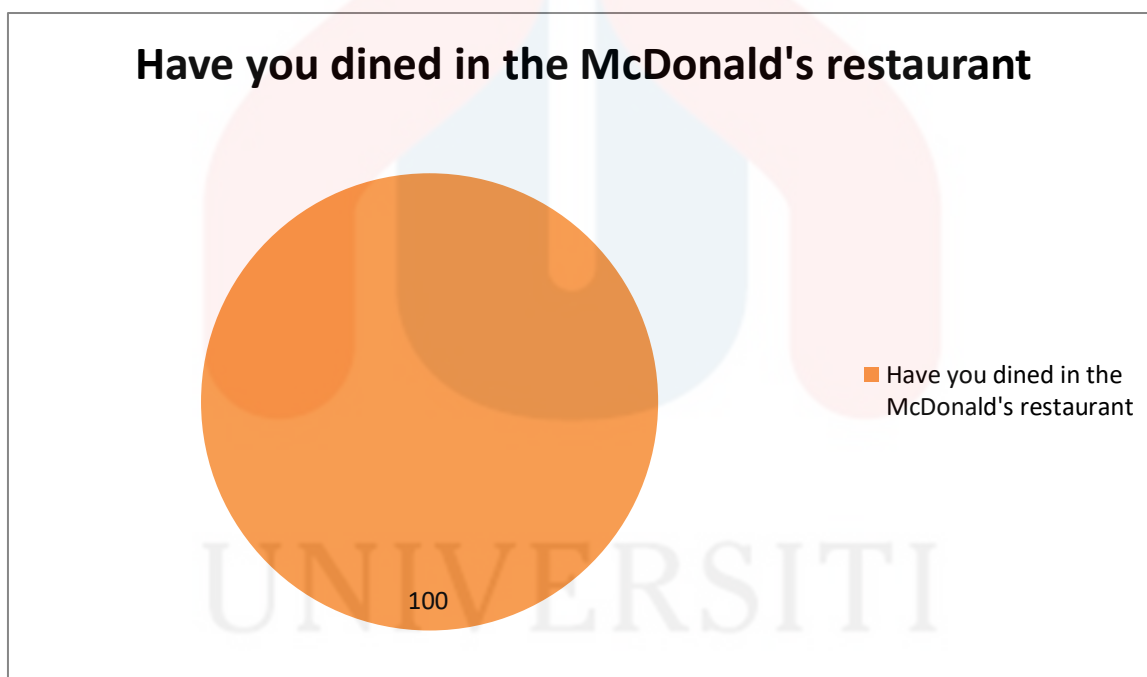


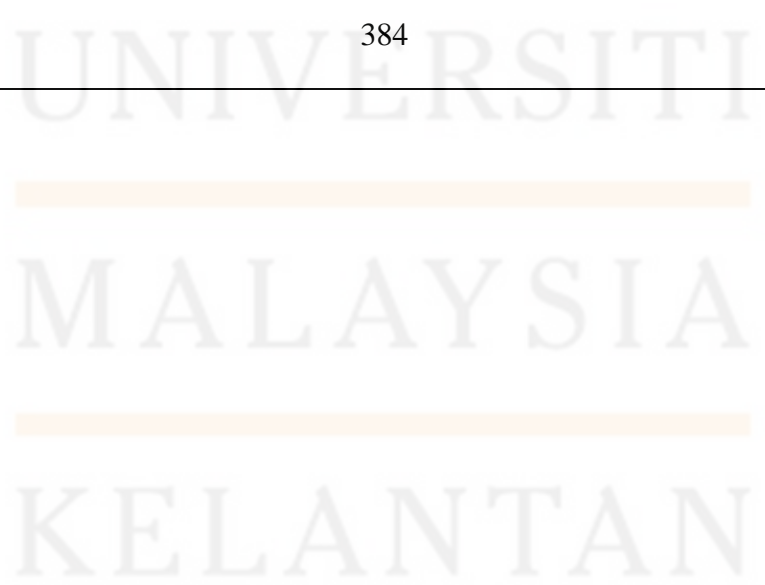
Figure 4.7: All respondents 384 were had dine in at the McDonald's with 100 percent.

4.2.1.8 NUMBER OF RESPONDENTS BASED ON HOW OFTEN DO YOU EAT MCDONALD'S ON A MONTHLY BASICS

Table 4.8 presents the how often you eat at McDonald's on a monthly basic's distribution of a total 384 of respondents collected from the data collection.

Table 4.8: Frequency Analysis of Respondent’s how often you do eat at McDonald's on monthly basics.

How often you do eat McDonald's on a monthly basics	Frequency (n)	Percent (%)
1-2 times	131	34.2
3-4 times	169	44
5-6 times	42	10.9
7 times or more	42	10.9
Never	1	0
Total	384	100.0



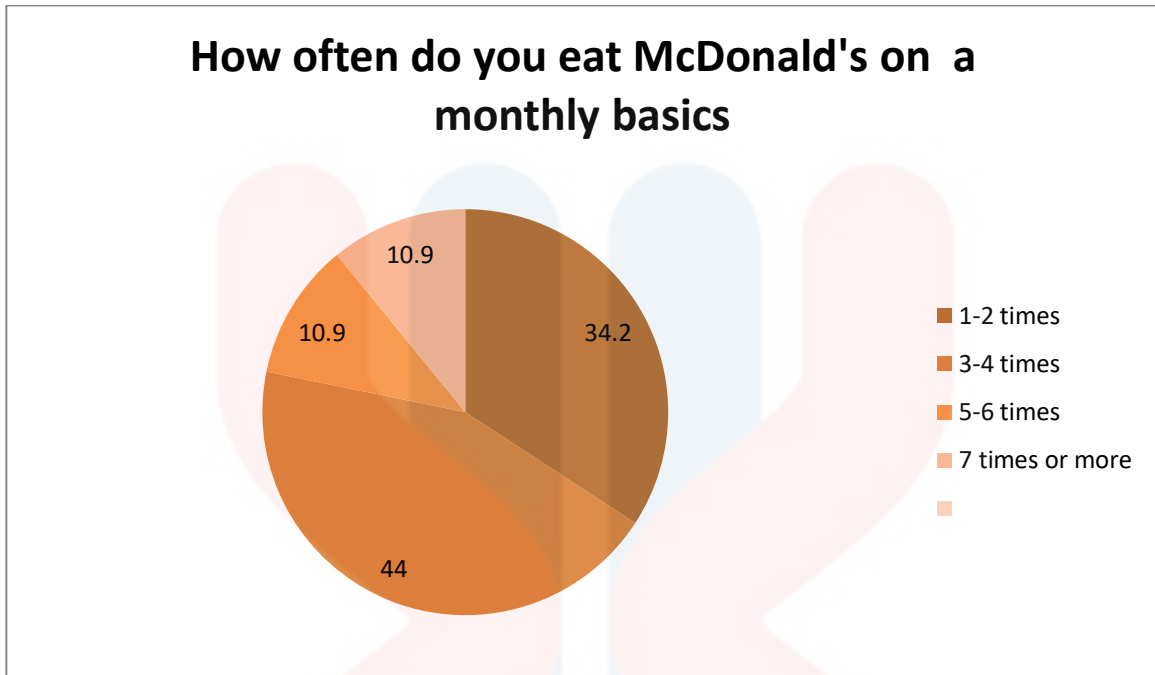


Figure 4.8

The years of How often you do eat at McDonald's monthly for all respondents were displayed in a table and graph. There were 384 responders from various replies According to the graph, the most respondents are 1- 2 times is with 131 respondents and a value of 34.2 percent. Next, respondent for 3-4 times is 169 with 44% percentage. A respondent for the 5-6 is 10.9 percent, with 42. Followed by respondents 7 times and more with 42 respondents and a value of 10.9 percent.

4.2.1.9 NUMBER OF RESPONDENTS BASED ON WHAT TIME DO YOU PREFER TO DINE IN AT MCDONALD'S

Table 4.9 presents the What time do you prefer to dine in at McDonald's distribution of a total 384 of respondents collected from the data collection.

Table 4.9: Frequency Analysis of Respondent’s what time do you prefer to dine in atMcDonald’s?

What time do you prefer to dine in at McDonald's	Frequency (n)	Percent (%)
Breakfast	44	11.5
Lunch	135	35.2
Dinner	175	45.5
Supper	30	7.8
Total	384	100.0

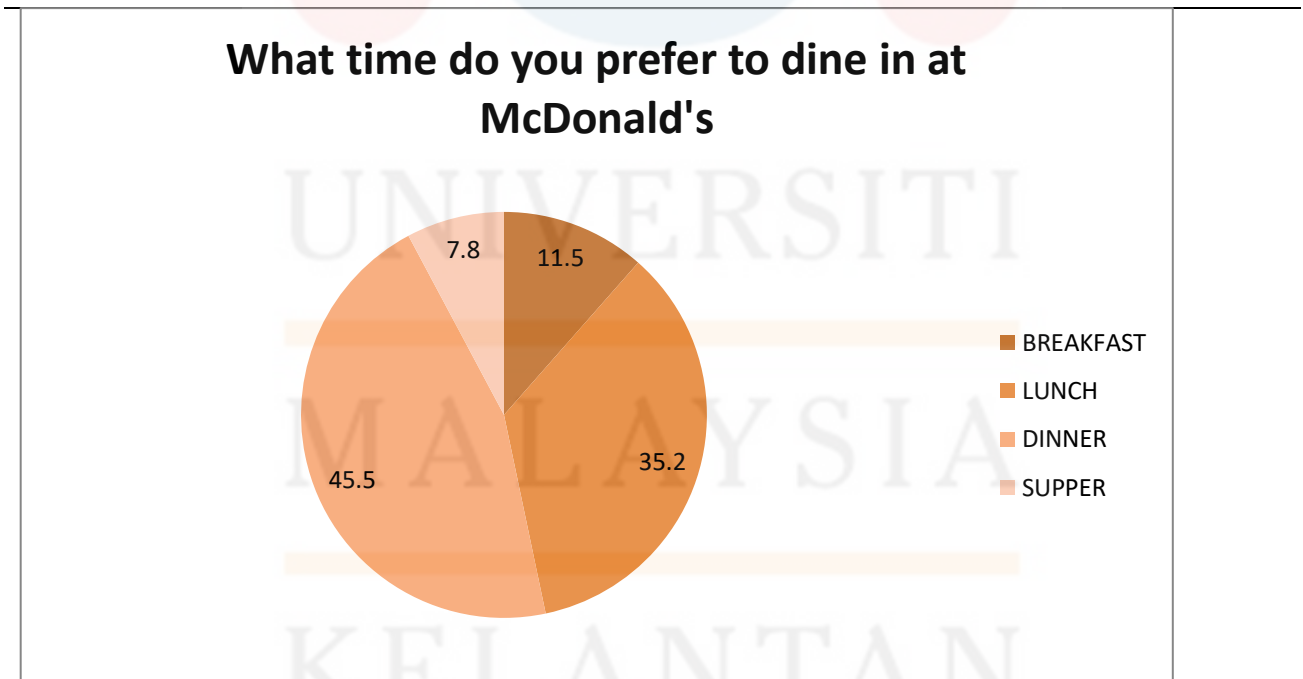


Figure 4.9: what time do you prefer to dine in at McDonald’s.

The years of for all what time do you prefer to dine in at McDonald's respondents were displayed in a table and graph. There were 384 respondents from various replies. According to the graph, the most respondents are Breakfast is with 44 respondents and a value of 11.5 percent. Next, respondent for Lunch is 135 with 35.2% percentage. A respondent for the dinner is 45.5 percent, with 175. Followed by respondents' supper with 30 respondents and a value of 7.8 percent.

4.2.1.10 NUMBER OF RESPONDENTS BASED ON WHY DO YOU CHOOSE TO DINE IN MCDONALD'S

Table 4.10 presents the Why do you choose to dine in McDonald's distribution of a total 384 respondents collected from the data collection.

Table 4.10: Frequency Analysis of Respondent's Why do you choose to dine in McDonald's.

Why do you choose to dine in McDonald's	Frequency (n)	Percent (%)
Fast service	125	32.5
Good Ambience	43	11.2
Good quality as in visual materials	44	11.5
Reasonable price		
Tastes good	34	8.9
Others		
Total	113	29.4
	25	6.5

384

100.0

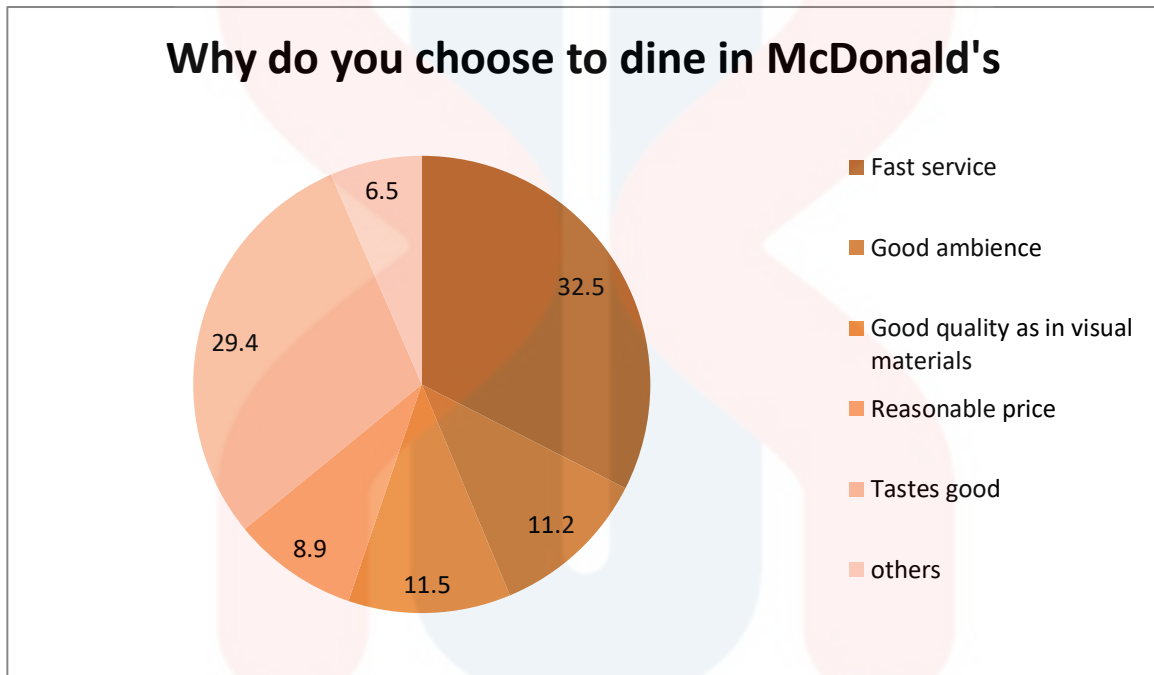


Figure 4.10: Why do you choose to dine in McDonald's.

The years of for all why do you choose to dine in McDonald's respondents were displayed in a table and graph. There were 384 respondents from various replies According to the graph, the most respondents are Fast service is with 125 respondents and a value of 32.5 percent. Next, respondent for good ambience is 43 with 11.2% percentage. A respondent for the good quality as in visual materials is 11.5 percent, with 44. Followed by respondents' reasonable price with 34 respondents and a value of 8.9 percent. Then, tastes good with 113 and the 29. Percent. Finally, others are the lowest which is 25 and the 6.5 percent.

4.2.2 CENTRAL TENDENCIES MEASUREMENT OF CONSTRUCT

Variable measures are used to display frequency distribution, mean, and standard deviation for dependent variable (customer perception) and independent factors (empathy, reliability, and tangible). All of the questions in section B (an independent variable) and section C (a dependent variable) are measured using the SPSS programme, which analyses the data using a five-point Likert scale. A five-point Likert scale with the following values was used to measure every Independent Variable and Dependent Variable item: Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly Agree (SA).

4.2.1 EMPATHY

Table 4.11 presents the Central Tendencies Result of Empathy collected from 384 respondents.

Table 4.11: Central Tendencies Result of the Empathy

Item	Frequency					Mean	Std. Deviation
	SD	D	N	A	SA		
E- McDonald's gives you 1 individual attention. .	8 2.1%	9 2.3%	59 15.4%	204 53.1%	104 27.1%	4.0052	83960
E- McDonald's has operating 2 hours convenient to all its customers	8 2.1%	4 1%	15 3.9%	172 44.8%	185 48.2%	4.3594	78897
E- Best customer service	5	8	42	200	129	4.1458	79133

3	offered at McDonald's restaurant?	1.3%	2.1%	10.9%	52.1%	33.6%		
E-	McDonald's has the best	3	1	48	194	138	4.21	724
4	interest of the customers	0.8%	0.3%	12.5%	50.5%	35.9%		
E-	The employees of	3	1	40	201	139	4.2292	70402
5	McDonald's understand your specific needs	0.8%	0.3%	10.4%	52.3%	36.2%		

The frequency, mean, and standard deviation for the items used to gauge empathy are displayed in Table 4.11. There were six (6) questions measured, and item E2 on the statement "McDonald's has operating hours convenient for all its customers" scored the highest mean (4.3594). The lowest mean, 4.21, was observed for item E4, nevertheless. A declaration that "McDonald's has the best interest of the customers" was made. For item E4, a total of 1 respondents (or 0.3%) selected "disagreed." The average scores for the remaining four (4) items for E1, E3, and E5 were, respectively, 4.0052, 4.1458, and 4.2292.

Since McDonald's in Kota Bharu, Kelantan, operates at times that are convenient for all of its customers, the majority of respondents concur that this statement has the most influence.

4.2.2 RELIABILITY

Table 4.12 presents the Central Tendencies Result of the Reliability collected from 384 respondents.

Table 4.12: Central Tendencies Result of Reliability

Item	Frequency						Mean	Std. Deviation
	SD	D	N	A	SA			
R- 1 McDonalds promises to do something by a certain time, and it does so	4 1%	4 1%	49 12.8%	185 48.2%	142 37%	4.1901	77345	
R- 2 McDonald's shows a sincere interest in solving it when you have a problem	5 1.3%	4 1%	37 9.6%	213 55.5%	125 32.6%	4.1693	74399	
R- 3 McDonald's performs the right service	3 0.8%	4 1%	29 7.6%	201 52.3%	147 38.3%	4.2630	70883	
R- 4 McDonald's provides its service at the time it promises to do so	3 0.8%	3 0.8%	41 10.7%	200 52.1%	137 35.7%	4.2109	72247	

The frequency, mean, and standard deviation for the items used to gauge the students' reliability are displayed in Table 4.12. There were six (6) items tested, and item R3's mean score—4.2630—on the claim that McDonald's provides the correct service—was the highest. 348 of the 384 respondents (or 90.6%) strongly agreed and agreed with question R3 in the survey. However, R2 item measurements had the lowest mean of 4.1693 as a result. The phrase "McDonald's shows a sincere interest in solving it, when you have a problem" was used. The average scores for the remaining four (2) items were 4.1901 for R1 and 4.2109 for R4.

Therefore, the majority of respondents concurred that "McDonald's performs the right service" is the most significant claim because of the convenient hours McDonald's in Kota Bharu, Kelantan, keeps for all of its patrons.

4.2.3 TANGIBLE

Table 4.13 presents the Central Tendencies Result of Tangible collected from 384 respondents.

Table 4.13: Central Tendencies Result of Tangible

Item	Frequency					Mean	Std. Deviation
	SD	D	N	A	SA		
T-1 McDonald's has modern-looking equipment.	4 1%	1 0.3%	15 3.9%	197 51.3%	167 43.5%	4.3594	67093
T-2 McDonald's physical facilities are visually appealing	3 0.8%	3 0.8%	22 5.7%	204 53.1%	152 39.6%	4.2995	68280
T-3 McDonald's reception desk employees are neat appearing	4 1%	1 0.3%	19 4.9%	208 54.2%	152 39.6%	4.3099	67426
T-4 Materials associated with the service (such as pamphlets or statements) are visually appealing at McDonald's	3 0.8%	3 0.8%	33 8.6%	199 51.8%	146 38%	4.2865	65135

The frequency, mean, and standard deviation for the items used to measure the Tangible are displayed in Table 4.13. There were six (6) questions measured, and item T1 had the highest mean, 4.3594, on the statement "McDonald's has modern-looking equipment." 364 of the 384 respondents (94.8%) agreed and strongly agreed with item T1 in the survey. T4 item measurements, meanwhile, had the lowest mean of 4.2865. The assertion that "Materials associated with the service (such as pamphlets or statements) are visually appealing at McDonald's" was made. The four (2) additional elements' respective means for T2 and T3 were 4.2995 and 4.3099.

Since McDonald's offers convenient working hours for all of its customers in Kota Bharu, Kelantan, the majority of respondents concurred that "McDonald's has modern-looking equipment" is the most important statement.

4.2.4 CUSTOMER PERCEPTION

Table 4.14 presents the Central Tendencies Result of the customer perception collected from 384 respondents.

Table 4.14: Central Tendencies Result of Customer Perception

Item	Frequency					Mean	Std. Deviation
	SD	D	N	A	SA		
CP1 I will recommend the McDonald's restaurant to	4	2	47	196	135	4.1875	74487
	1%	0.5%	12.2%	51%	35.2%		

	other people							
CP2	I will recommend others about the McDonald's restaurant experiences	5	4	44	200	131	4.1667	76703
		1.3%	1%	11.5%	52.1%	34.1%		
CP3	Overall, I am satisfied with my experience in McDonald's restaurant.	3	1	18	218	144	4.2995	64342
		0.8%	0.3%	4.7%	56.8%	37.5%		
CP4	I am satisfied with the service provided by the McDonald's restaurant.	1	2	20	205	156	4.3359	62511
		0.3%	0.5%	5.2%	53.4%	40.6%		
CP5	I am quite pleased with employees/ ability of restaurants to clearly and thoroughly answer all my inquiries	4	3	22	204	151	4.2891	70232
		1%	0.8%	5.7%	53.1%	39.3%		

The frequency, mean, and standard deviation for the items used to gauge customer perception are displayed in Table 4.14. Item CP4 on the statement "I am satisfied with the service provided by the McDonald's restaurant" had the highest mean of the six (6) questions tested, 4.3359. 361 of 384 respondents (94%) agreed and strongly agreed with item CP4 out of 384 respondents. While CP2 item measurements had the lowest mean of 4.1667. There was a statement that said, "I will tell others about my experiences at McDonald's restaurants." For the remaining four (4) items for CP1, CP3, and CP5, the corresponding means were 4.1875, 4.2995, and 4.2891..

Therefore, the majority of respondents concurred that the statement "I am satisfied with the service provided by the McDonald's restaurant" had the greatest influence on how customers

perceive McDonald's in Kota Bharu.

4.3 RESULTS OF RELIABILITY TEST

In this study, a reliability test was conducted to evaluate the validity of the distributed questionnaire and the precision of a number of scale items. The data, whose values range from 0 to 1, were shown using Cronbach's alpha. The Cronbach's Alpha, which is used to assess the dependability of the independent and dependent variables, was defined as the alpha coefficient. The Cronbach's Alpha Coefficient values for independent factors (empathy, reliability, and tangible) and dependent variables (customer perception) in this study are displayed in the tables below. All of the independent factors and the dependent variable were over 0.6, according to the tables. The questionnaire has thus been approved and is legitimate. The strength of association in this research is based on table 4.15 the rule of thumb about Cronbach's Alpha Coefficient.

Table 4.15: Rules of Thumb about Cronbach's Alpha

Cronbach's Alpha Coefficient	The Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 < 0.9	Very Good
0.9	Excellent

Source: Essential of Business Research Method (Hair et.al, 2003)

4.3.1 EMPATHY

Table 4.16: Reliability Test on Empathy

Variable	Items	Cronbach Alpha	Explanation
Empathy	5	0.876	Very Good

Five questions were utilised in this study to gauge the customer's view of McDonald's service quality in terms of empathy. According to Table 4.16, empathy has a Cronbach's alpha coefficient of 0.876, which indicates a very good correlation. As a result, the coefficient found for the Empathy variable's questions is reliable.

4.3.2 RELIABILITY

Table 4.17: Reliability Test on Reliability

Variable	Items	Cronbach Alpha	Explanation
Reliability	4	0.903	Excellent

Four questions were used in this survey to assess the consistency of customers' perceptions of McDonald's service quality. Cronbach's alpha reliability value is 0.903, which indicates excellent strength of association, according to Table 4.17. As a result, the coefficient found for the reliability variable inquiries is accurate.

4.3.3 TANGIBLE

Table 4.18: Reliability Test on Tangible

Variable	Items	Cronbach Alpha	Explanation
Tangible	4	0.857	Very Good

Four questions were utilised in this survey to gauge how customers perceive McDonald's in terms of tangible service quality. Table 4.18 demonstrates that Tangible's Cronbach's alpha value is 0.857, indicating a very good level of correlation. As a result, the coefficient found for the Tangible Variable questions is accurate.

4.3.4 CUSTOMER PERCEPTION

Table 4.19: Reliability Test on Customer Perception

Variable	Items	Cronbach Alpha	Explanation
Customer Perception	5	0.920	Excellent

Five questions were utilised in this study to gauge the customer perception variable. Cronbach's alpha coefficient for customer perception, which can be seen in Table 4.19, is 0.920, indicating an excellent strength correlation. As a result, the coefficient found for the Customer Perception variable's questions is accurate.

4.4 RESULTS OF INFERENCE ANALYSIS

The link between the independent and dependent variables is examined using inferential analysis. Customer perception is the dependent variable, whereas the independent variables are empathy, reliability, and tangible. Based on the amount of the correlation, Pearson correlation is used to assess the degree of link and the direction of association between an independent variable and a dependent variable. Additionally, the significance of the correlation coefficient and the identification of the hypothesis that should be accepted or rejected are both determined by Pearson Correlation Analysis. The table 4.20 has shown the rule of thumb about correlation coefficient size. It is represented by r and design in the range of $-1 \leq r \leq 1$. The higher value of r , the higher strength of association between the variables. Hence, the value of r is 0 refers as no correlation relationship among variables (Hair, 2015).

Table 4.20: Rules of Thumb about Correlation Coefficient Size

Coefficient Range (r)	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	Weak
± 0.01 to ± 0.20	Very Weak

(Source: Hair (2015). *Essential of Business Research Method*)

4.4.1 EMPATHY

Table 4.21: Pearson Correlation of Empathy and customer perception

		Empathy	Customer Perception
EMPATHY	Pearson	1	0.543**
	Correlation		
	Sig. (2-tailed)		.001
	N	384	384
CUSTOMER PERCEPTION	Pearson	0.543**	1
	Correlation		
	Sig. (2-tailed)	.001	
	N	384	384

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

H1: There is a significant relationship between Empathy and Customer perception towards McDonald in Kota Bharu, Kelantan.

Table 4.21 indicates the relationship between Empathy and Customer perception towards McDonald in Kota Bharu, Kelantan is moderate positive with correlation coefficient of 0.543. This implies that relationship between impacts of empathy is positive and moderately related to Customer perception towards McDonald in Kota Bharu, Kelantan. The lifestyle p value is .001. As a result, in Kota Bharu, Kelantan, there is a substantial correlation between the influence of empathy and customers' perceptions of McDonald's..

4.4.2 RELIABILITY

Table 4.22: Pearson Correlation of Reliability and Customer perception

		Empathy	Customer perception
Reliability	Pearson	1	0.544**
	Correlation		
	Sig. (2-tailed)		.001
	N	384	384
Customer perception	Pearson	0.544**	1
	Correlation		
	Sig. (2-tailed)	.001	
	N	384	384

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

H2: There is a significant relationship between Reliability and Customer perception towards McDonald in Kota Bharu, Kelantan

Table 4.22 indicates the relationship between Reliability and Customer perception towards McDonald in Kota Bharu, Kelantan is moderate positive with correlation coefficient of 0.544. This implies that relationship between impacts of reliability is positive and moderately related to Customer perception towards McDonald in Kota Bharu, Kelantan. The lifestyle p value is .001. As a result, there is a substantial correlation between the effects of reliability and customers' perceptions of McDonald in Kota Bharu, Kelantan.

4.4.3 TANGIBLE

Table 4.23: Pearson Correlation of Tangible and Customer perception

		Tangible	Customer perception
Tangible	Pearson	1	0.621**
	Correlation		
	Sig. (2-tailed)		.001
	N	384	384
Customer Perception	Pearson	0.621**	1
	Correlation		
	Sig. (2-tailed)	.001	
	N	384	384

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

H3: There is a significant relationship between Tangible and Customer perception towards McDonald in Kota Bharu, Kelantan

Table 4.23 indicates the relationship between Tangible and Customer perception towards McDonald in Kota Bharu, Kelantan is moderate positive with correlation coefficient of 0.621. This implies that relationship between impacts of Tangible is positive and moderately related to Customer perception towards McDonald in Kota Bharu, Kelantan. The p value of lifestyle is .001 Therefore, there is a significant relationship between impacts of Tangible is positive and moderately related to the Customer perception towards McDonald in Kota Bharu, Kelantan

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

4.5.1 EMPATHY

Table 4.24: Relationship between Empathy and Customer perceptions towards McDonald's in Kota Bharu, Kelantan

Research Objective	Results	Interpretation
To determine the relationship between Empathy and Customer perceptions towards McDonald's in Kota Bharu, Kelantan	$r = 0.543, p < 0.01$	Accepted

Hypothesis 1: Empathy

H_1 – There is a significant relationship between Empathy and Customer perceptions towards McDonald's in Kota Bharu, Kelantan.

Table 4.24 showed the Pearson Correlation coefficient between Empathy and Customer perceptions towards McDonald's in Kota Bharu, Kelantan is 0.543. The p-value is 0.01. The relationship between Empathy and Customer perceptions towards McDonald's in Kota Bharu, Kelantan is a moderate positive coefficient. Therefore, this study accepts the H_1 for Hypothesis 1.

4.5.2 RELIABILITY

Table 4.25: Relationship between Reliability and Customer perceptions towards McDonald's in Kota Bharu, Kelantan

Research Objective	Results	Interpretation
To determine the relationship between Reliability and Customer perceptions towards McDonald's in Kota Bharu, Kelantan	$r = 0.544, p < 0.01$	Accepted

Hypothesis 2: Reliability

H₂ – There is a significant relationship between Reliability and Customer perceptions towards McDonald's in Kota Bharu, Kelantan

Table 4.25 shows the Pearson Correlation coefficient between Reliability and Customer perceptions towards McDonald's in Kota Bharu, Kelantan is 0.544, the p-value is 0.01. The relationship between Reliability and Customer perceptions towards McDonald's in Kota Bharu, Kelantan is a moderate positive coefficient. Therefore, this study accepts the H₂ for Hypothesis 2.

4.5.3 TANGIBLE

Table 4.26: Relationship between Tangible and Customer perceptions towards McDonald's in Kota Bharu, Kelantan

Research Objective	Results	Interpretation
To determine the relationship between Tangible and Customer perceptions towards McDonald's in Kota Bharu, Kelantan	$r = 0.621, p < 0.01$	Accepted

Hypothesis 3: Tangible

H₃ – There is a significant relationship between Tangible and Customer perceptions towards McDonald's in Kota Bharu, Kelantan

Table 4.26 showed the Pearson Correlation coefficient between Tangible and Customer perceptions towards McDonald's in Kota Bharu, Kelantan is 0.621. The p-value is 0.01. The relationship Tangible and Customer perception towards McDonald's in Kota Bharu, Kelantan is a moderate positive coefficient. Therefore, this study accepts the H₃ for Hypothesis 3.

4.6 SUMMARY

After using SPSS version 27.0 to investigate the relationships between the variables. The researchers can also draw the conclusion that customers' perceptions of McDonald's Kota Bharu show a somewhat good link connected to service quality between Empathy, Reliability, and

Tangible. The correlation coefficients for empathy (0.543), reliability (0.544), and tangible (0.621) have been used to support the conclusion. Empathy, reliability, and tangible were all independent factors included in this study that were statistically significant. This is because the p value of 0.01 falls within the range of 0.41 to 0.70 and is smaller than the alpha value of 0.01, ($p < 0.01$). The entire chapter describes how researchers utilise reliability analysis, descriptive analysis, and Pearson correlation analysis to assess the data they have obtained.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The findings from the previous chapter's study are used in this chapter. The customer's perspective of McDonald's in terms of restaurant service quality in Kota Bharu, Kelantan, has been further highlighted in this chapter by the analysis of all the factors and the practical demonstration and explanation of all study findings. The finest recommendations for further study have been provided by the researchers based on their results

5.2 RECAPITULATION OF THE FINDINGS

Table 5.1 Results of Hypothesis about Research Objectives

Research Objectives	Hypothesis	Results Supported
To determine the relationship between empathy and customer's perception at McDonald's in Kota Bharu.	Service quality associated with empathy is positively linked to customer's perception.	r = 0.533 yes p < 0.01
To determine the relationship between reliability and customer's perception at McDonald's in Kota Bharu.	Service quality associated with reliability is positively linked to customer's perception.	r = 0.534 yes p < 0.01
To determine the relationship between tangible and customer's	Service quality associated with tangible are positively linked to	r = 0.621 yes p < 0.01

perception at McDonald's in Kota Bharu.	customer's perception.	
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5.2.1 EMPATHY

Table 5.2: Relationship between empathy and customer perception at McDonald's in Kota Bharu

Research Objective 1	To determine the relationship between empathy and customer's perception at McDonald's Kota Bharu
Research Question 1	What is the relationship between empathy and customer perception at McDonald's Kota Bharu?
Hypothesis 1	Service quality associated with empathy is positively linked in customer's perception.

Table 5.2 shows research objective, research questions and hypothesis (H1) for customers' perception at McDonald's in Kota Bharu. The finding of this study shows that the empathy aspects and customer's perception towards restaurant service quality is both (moderate). The data suggest that empathy factors and customer's perception towards restaurant service quality have a moderate positive and significant relationship. Fast food restaurant like McDonald's must make sure that employees understand customer needed by responding their complaints and try to fulfill their needs. Improving service quality by enhanced empathy will result in higher customer's satisfaction (Aidin Namin , 2016).

According to Kassie (2017), to deliver a service of advantage this small and large business is personal in terms of service. The empathy is only suitable for customers who can understand the server about the food served by the server. For customers who want fast service

and don't have to queue, this empathy may not suit them because as we know empathy is a feeling of loyalty, and patience to get something. The service carried out at this Macdonald's restaurant, is about queuing at the counter and it requires a lot of patience. According to Voon Boo Ho, Karen Kueh, Lois Unggah and Raymond Chali (2009) empathy has a significant involves attentive and personalized attention, understanding customer needs and easy access to services and customer perceptions. Next, empathy exists between the brand and a positive relationship and findings also show that there is a connection between awareness, quality, and loyalty (Su 2016).

5.2.2 RELIABILITY

Table 5.3: Relationship between reliability and customer perception at McDonald's in Kota Bharu

Research Objective 2	To determine the relationship between reliability and customer's perception at McDonald's Kota Bharu
Research Question 2	What is the relationship between reliability and customer perception at McDonald's Kota Bharu?
Hypothesis 2	Service quality associated with reliability is positively linked tp customer's perception.

The findings of this study show that the reliability aspects and customer perception towards restaurant service quality IS moderate ($r=0.544$, $n=384$, $p<0.01$). The data suggest that reliability factors and customer perception towards restaurant service quality have a very moderate positive and significant relationship. To penetrate new markets and take a piece of the international fast-food business, they have implemented excellent management and global growth tactics. This case discusses the immense success that McDonald's has had, its best practices in the worldwide food

sector, global growth trends and problems, and the lessons that the company has learnt through its international development. (Mujtaba,2017)

5.2.3 TANGIBLE

Table 5.4: Relationship between tangible and customer perception at McDonald's in Kota Bharu

Research Objective 3	To determine the relationship between tangible customer perception at McDonald's Kota Bharu.
Research Question 3	What is the relationship between tangible and customer perception at McDonald Kota Bharu?
Hypothesis 3	There is a positive relationship between tangible and customer perception of McDonald Kota Bharu.

Determining the link between tangibles and customer perception with McDonald's in Kota Bharu is the third research objective. The data analysis findings in Chapter 4 demonstrate a favorable relationship between tangible and customer perception. The results of the correlation between the independent and dependent variables show that the H3 is reflected. Most respondents concur that customer perception can be influenced by how tangible a service's quality is.

Additionally, respondents concurred that they liked the ambiance at McDonald's in Kota Bharu. The fast-food restaurant not only offers high-quality goods for sale, but it has also been set up and designed in keeping with the setting and theme. The supply of a favorable environment is one of the parts for the target company. As customers are drawn to an atmosphere or environment, it might be advantageous to have a positive atmosphere by producing an effective service.

5.3 LIMITATION

The researchers found it challenging to complete this investigation due to its restrictions. The overwhelming quantity of responders was one of the study's many flaws. To obtain an in-depth understanding or percentages of the population being targeted, a sizable sample of respondents must be questioned. Not all visitors from Malaysia who wanted to participate in the study or fill out a questionnaire could. Researchers must be willing to collaborate with and learn from the chosen responder because it is impossible to predict their conduct or behavior. However, the process of receiving their response proceeds well because a lot of the visitors express their commitment in a polite way.

The results of quantitative research are typically limited, which is the study's second problem. This is essentially the researcher's preferences mostly determine the outcomes. This constrained outcome can be ascribed to the systematic design of the surveys. Frequently, respondents to surveys are provided with little or no chance to explain their answers. As a result, answers can only address the question that was asked. Only three independent variables service quality, empathy, reliability, and tangibles are examined in this study. Customer perception is one of the dependent variables as well. Like the food and retail industries, there are a number of factors that have an effect on or interact with how people perceive a product or service. There are other crucial aspects of this study as well. This was caused by a dearth of resources and recommendations that would have allowed researchers to base their conclusions on other factors.

Additionally, it requires a lot of time. Quantitative research requires manually seeking and acquiring data as well as transforming that data onto a significant level for effective evaluation, in contrast to qualitative research, which also includes analyzing already gathered data. This process

takes a lot of time. Like this, it might take a while to distribute questionnaires to respondents and wait for their responses because most of them would either reply late or not at all. This is since the study's research participants are Malaysian consumers, a sizable demographic group that makes it challenging for the researcher to collect data through interviews. One disadvantage of utilizing an online survey is that the researcher has no means of determining whether the respondents' testimony is truthful. Additionally, employing an online survey might make the data gathering process take longer.

The second limitation is the difficulty of comprehending the collected data. Statistics are created by gathering data from respondents. For a researcher who is not familiar with statistical software like SPSS, this is typically a disadvantage. In addition, data analysis takes time and is challenging. A researcher must turn this knowledge into quantitative data and connect it to a bigger population. If this process is not carried out properly, the result can be incorrect or inaccurate. The study's findings could also be incorrect since a researcher might not have influence over the data they are using and because any setting is likely to change at any point.

A flaw in the study is the fact that knowledge returns are frequently generalized. As mentioned earlier, quantitative research is carried out on a particular segment of a target population instead of the entire population. The findings of this study are subsequently extrapolated to reflect the opinions of a larger population. In a nutshell, the opinions of a very small number of respondents to this poll are seen as typical of the wider public. They are thought to have represented the entire population, even though their convictions may be false or deceptive. The hasty assumption mistake is therefore more prevalent in quantitative research. It may not be the ideal approach to generalize the views of a portion of the population because their perspectives may differ.

5.4 RECOMMENDATIONS

5.4.1 THEORITICAL RECOMMENDATIONS FOR FUTURE RESEARCH

The study examines how McDonald's customers in Kota Bharu see the restaurant positive due to a lack of empathy, tangibles, and dependability. In this study, it was discovered that there was a somewhat positive link between the customer's perception (the dependent variable) and the service quality of empathy, tangibles, and reliability (the independent variable).

Future researchers need to look back at the investigative competencies for future investigations from an academic standpoint. For example, work opportunities for the youth group are fostered. McDonald's can be used as a platform for young people out there to expand their work. They can also learn basic skills that they don't know about to help young people fulfill their potential so that they continue to climb the ladder of work in the industry they are immersed in. Not only at the local level, but they can also even develop further to the international level. What is most important is how they can dive into the McDonald's culture, which places great emphasis on quality in all aspects of its business. Employee recognition is the crucial factor that influences employee engagement and leads to outstanding working performance and ultimately leads to job satisfaction (Gallup, 2020).

5.4.2 METHODOLOGICAL RECOMMENDATIONS FOR FUTURE RESEARCH

Quantitative methodologies are used in this study for the benefit of the research. However, as it takes a new approach and can produce different information, qualitative approaches may be used in future study to uncover information. Utilizing a new approach is done to see if the results differ from those of the preceding researcher. For instance, researchers may not acquire particular data

while using a quantitative approach, but they are more probable to receive correct data when using a qualitative method. In addition, for the next researcher we advise to do research in detail where it is necessary to get respondents who answer the survey physically, that is, respondents who are customers at the McDonald's restaurant itself, to ensure whether customers come more during lunch time, evening, breakfast or even supper.

As a result of the study's discovery that teens and adults make up the majority of McDonald's customers, recommendations are then made for future research to target respondents who are over 20 and 45 but under 50 years old. Particularly college students. Hence McDonald's can be considered as the cheapest and Affordability foods specifically to students and teenagers. McDonald's has long been a popular choice for anyone looking for an affordable, quick lunch. People on a budget, families, and even college students find the brand to be an appealing option because to its recognizable value menu and many promotions. so if the researcher gets information from respondents who like McDonald's, the answers given are more positive and honest.

5.4.3 PRACTICAL RECOMMENDATIONS FOR FUTURE RESEARCH

Based on the results of the study, researchers were able to determine that tangibility has an impact on customer's perception towards McDonald's in Kota Bharu. According to a few studies, the tangibles are the actual features of the restaurant, which are what customers notice initially when they enter. The setting's physical condition and service attitude, according to a recent study by (Hau-siu Chow et al., 2007) investigating restaurant services in the Chinese setting, are the most crucial variables in determining service quality for the restaurant business. Additionally, earlier research (Baker, Grewal & Parasuraman, 1994; Reimer & Kuehn, 2005; Wall & Berry, 2007) identified atmospherics as another crucial component of the out-eating experience and reported that atmospherics influence customers' emotions and expectations regarding service and food

quality.

There are a few recommendations for McDonald's in Kota Bharu to maintain or improve their tangibility. Undisputedly, any restaurant that fails to deliver excellent customer service may lose out on important customers. Therefore, providing exceptional customer service is a necessity for any restaurant. The proprietor of the restaurant is responsible for instructing the personnel on how to focus on pleasing their customers. Ensure that every employee receives the necessary training and is aware of what customers anticipate from the restaurant's service. Besides that, physical environment quality (PEQ) satisfies current customers while luring in new ones. PEQ boosts financial success while giving customers a remarkable experience (Ali et al., 2015). According to research (Adam et al., 2014), customers judge a restaurant's quality based on its cleanliness, uniqueness, cosy welcome, physical environment quality, and other ambiance-creating facilities. Customers will attend the restaurant more often if this is maintained. Additionally, this holds true for all kinds of restaurants.

5.5 SUMMARY

At the conclusion of this chapter, the researchers must discuss the study's objectives in relation to the topic being investigated. In McDonald's in Kota Bharu, this study examines the connections between service empathy, reliability, tangible and customer perception. Based on the examined literature, an analysis framework has been developed.

The link between the independent and dependent variables was the subject of the study. 384 participants completed an online survey for this study. Descriptive statistics, reliability analysis, and correlation analysis were used to collect and analyze the data using the SPSS software. The conclusions drawn from the study are therefore based on reliable data.

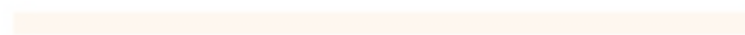
The study's conclusions, which examined the connection between customer perception and the reliability tangible, and empathy of the service provided by McDonald's in Kota Bharu, were highly appreciated.



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APPENDICES

APPENDICES A: QUESTIONNAIRE

CUSTOMER PERCEPTION OF MCDONALD'S RESTAURANT SERVICE QUALITY IN KOTA BHARUKELANTAN

6/23/23, 8:02 PM

CUSTOMER PERCEPTION OF MCDONALD'S RESTAURANT SERVICE QUALITY IN KOTA BHARU KELANTAN

CUSTOMER PERCEPTION OF MCDONALD'S RESTAURANT SERVICE QUALITY IN KOTA BHARU KELANTAN

Dear respondents,

We are undergraduate students of Bachelor Degree in Entrepreneurship (Hospitality) with Honor, from Faculty of Hospitality, Tourism and Wellness (FHPK), University Malaysia Kelantan, Pengkalan Chepa, Kota Bharu, Kelantan. We are currently doing our final year research project and we will be conducting the above study. The purpose of this study is to examine customer perception of McDonald's restaurant service quality in Kota Bharu Kelantan. We believe you are the best person who can give us insights into this study. We are hopeful that you can provide us with the information by completing the questionnaire. Your responses will be kept strictly confidential and will be used for academic purposes only. Thank you for your cooperation.

Sincerely,

ARULVANI A/P REVINDARAN (H20B1101)

ANG YI MING (H20B1087)

SITI NURAI SYAH BINTI ABD.GHAFAR (H20A1947)

FAZZRIN AZIRA BINTI ABD AZIZ (H20B1150)

* Indicates required question.

SECTION A : DEMOGRAPHIC INFORMATION/ BAHAGIAN A: MAKLUMAT DEMOGRAFI

1. GENDER/JANTINA *

Mark only one oval.

Male/Lelaki

Female/Perempuan

2. RACE/BANGSA *

Mark only one oval.

- Malay/ Melayu
 Indian/India
 Chinese/Cina
 Others/Lain-lain

3. AGE/UMUR *

Mark only one oval.

- Less than 20 year old/ kurang daripada 20 Tahun
 21-30 year old/ 21-30 Tahun
 31-40 year old / 31-40 Tahun
 41-50 year old/ 41-50 Tahun
 51 years old and above/51 Tahun ke atas

4. MARITAL STATUS/ STATUS PERKAHWINAN *

Mark only one oval.

- Single/ Bujang
 Married/ Berkahwin

5. EDUCATIONAL LEVEL/ PERINGKAT PENDIDIKAN *

Mark only one oval.

- Primary School / Sekolah Rendah
 Secondary School/ Sekolah Menengah
 Diploma
 Bachelor of Degree/ Sarjana muda
 Master Degree/ Sarjana
 Doctor of Philosophy/ Doktor Falsafah



6. OCCUPATION / PERKERJAAN *

Mark only one oval.

- Student/ Pelajar
- Employed/ Bekerja
- Unemployed / Tidak Berkerja
- Retired/ Bersara

7. Have you dined in the McDonald's restaurant?/ Adakah anda pernah makan di restoran Mcdonald's? *

Mark only one oval.

- Yes/ Ya
- No/ Tidak

8. How often do you eat McDonald's on a monthly basics? Berapa kerap anda makan McDonald's setiap bulan? *

Mark only one oval.

- 1-2 times/ 1-2 kali
- 3-4 times/ 3-4 kali
- 5-6 times/ 5-6 kali
- 7 times or more/ 7 kali atau lebih
- Never/ Tidak pernah

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9. What time do you prefer to dine in at McDonald's/Pukul berapa anda lebih suka *
makan di McDonald's

Mark only one oval.

- Breakfast/sarapan pagi
 Lunch/ makan tengah hari
 Dinner/makan malam
 Supper

10. Why do you choose to dine in McDonald's/ Mengapa anda memilih untuk *
makan di McDonald's?

Mark only one oval.

- Fast Service/ Servis cepat
 Good Ambience/ Suasana yang baik
 Good quality as in visual materials / Kualiti yang baik seperti dalam bahan visual
 Reasonable Price/ Harga berpatutan
 Tastes Good / Rasa sedap
 Others/ Lain-lain

**SECTION B: SERVICE QUALITY IN KOTA BHARU KELANTAN/ BAHAGIAN
B: KUALITI PERKHIDMATAN DI KOTA BHARU KELANTAN**

INSTRUCTION

Choose your answer on scale/ Pilih jawapan anda berdasarkan skala

STRONGLY DISAGREE/ SANGAT TIDAK BERSETUJU

DISAGREE/ TIDAK BERSETUJU

NEUTRAL

AGREE/ BERSETUJU

STRONGLY AGREE/ SANGAT BERSETUJU

11. **EMPATHY/EMPATI** *

McDonald's gives you individual attention/McDonald's memberi anda perhatian individu

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
- Disagree/ Tidak bersetuju
- Neutral
- Agree/ Bersetuju
- Strongly Agree/ sangat bersetuju

12. McDonald's has operating hours convenient to all its customers/ McDonald's mempunyai waktu operasi yang mudah untuk semua pelanggannya *

Mark only one oval.

- Strongly Disagree/ Sangat tidak Bersetuju
- Disagree/ Tidak Bersetuju
- Neutral
- Agree/ Bersetuju
- Strongly Agree/ Sangat Bersetuju

13. Best customer service offered at McDonald's Restaurant?/ Perkhidmatan pelanggan terbaik yang ditawarkan di restoran Mcdonald's *

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Bersetuju
- Disagree/ Tidak Bersetuju
- Neutral
- Agree/ Bersetuju
- Strongly Agree/ Sangat Bersetuju

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CUSTOMER PERCEPTION OF MCDONALD'S RESTAURANT SERVICE QUALITY IN KOTA BHARU KELANTAN

14. McDonald's has the best interest of the customers/ MacDonald's mempunyai kepentingan terbaik pelanggan *

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
- Disagree/ Tidak bersetuju
- Neutral
- Agree/ Bersetuju
- Strongly Agree/ Sangat Bersetuju

15. The employees of McDonald's understand your specific needs/ Pekerja McDonald's memahami keperluan khusus anda *

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
- Disagree/ Tidak Bersetuju
- Neutral
- Agree/ Bersetuju
- Strongly Agree. Sangat Bersetuju

16. **RELIABILITY/ KEBOLEHPERCAYAAN** *

McDonalds promises to do something by a certain time, and it does so/
Mcdonald berjanji untuk melakukan sesuatu pada masa tertentu, dan ia melakukannya

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
- Disagree/ Tidak bersetuju
- Neutral
- Agree/ Bersetuju
- Strongly Agree/ Sangat Bersetuju

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CUSTOMER PERCEPTION OF MCDONALD'S RESTAURANT SERVICE QUALITY IN KOTA BHARU KELANTAN

17. McDonald's shows a sincere interest in solving it, when you have a problem/
McDonald's menunjukkan minat yang ikhlas untuk menyelesaikannya, apabila anda menghadapi masalah *

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
- Disagree/ Tidak bersetuju
- Neutral
- Agree/ Bersetuju
- Strongly Agree/ Sangat Bersetuju

18. McDonald's performs the right service/ McDonald's melakukan perkhidmatan
yang betul *

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
- Disagree/ Tidak Bersetuju
- Neutral
- Agree/ Bersetuju
- Strongly Agree/ Sangat Bersetuju

19. McDonald's provides its service at the time it promises to do so/ McDonald's
menyediakan perkhidmatannya pada masa yang dijanjikan untuk berbuat demikian *

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
- Disagree/ Tidak bersetuju
- Neutral
- Agree/ Bersetuju
- Strongly Agree/ Sangat Bersetuju

20. **TANGIBLE/KETARA** *

McDonald's has modern-looking equipment/ McDonald's mempunyai peralatan yang kelihatan moden

Mark only one oval.

- Strongly Disagree/ sangat tidak bersetuju
- Disagree/ Tidak bersetuju
- Neutral
- Agree/ Sangat bersetuju
- Strongly Agree/ sangat bersetuju

21. McDonald's physical facilities are visually appealing/ Kemudahan fizikal MacDonal'd's menarik secara visual *

Mark only one oval.

- Strongly Disagree/ sangat tidak bersetuju
- Disagree/ Tidak Bersetuju
- Neutral
- Agree/ Sangat bersetuju
- Strongly Agree/ Sangat bersetuju

22. McDonald's reception desk employees are neat appearing / Pekerja kaunter penerimaan tetamu McDonald's kelihatan kemas *

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
- Disagree/ Tidak bersetuju
- Neutral
- Agree/ Bersetuju
- Strongly Agree/ Sangat bersetuju

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CUSTOMER PERCEPTION OF MCDONALD'S RESTAURANT SERVICE QUALITY IN KOTA BHARU KELANTAN

23. Materials associated with the service (such as pamphlets or statements) are visually appealing at McDonald's / Bahan yang berkaitan dengan perkhidmatan (seperti risalah atau kenyataan) menarik secara visual di Mcdonald's *

Mark only one oval.

- Strongly Agree/ Sangat tidak bersetuju
- Disagree/ Tidak bersetuju
- Neutral
- Agree/ Bersetuju
- Strongly Agree/ sangat bersetuju

SECTION C : CUSTOMER PERCEPTION OF MCDONALD'S/ BAHAGIAN C:
PERSEPSI PELANGGAN TERHADAP MCDONALD'S

24. I will recommend the McDonald's restaurant to other people/ Saya mengesyorkan restoran Mcdonald's kepada orang lain *

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
 Disagree/ Tidak bersetuju
 Neutral
 Agree/ Bersetuju
 Strongly Agree/ Sangat bersetuju

25. I will recommend others about the McDonald's restaurant experiences/ Saya akan mengesyorkan orang lain tentang pengalaman restoran McDonald's *

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
 Disagree/ Tidak bersetuju
 Neutral
 Agree/ sangat bersetuju
 Strongly Agree/ Sangat bersetuju

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CUSTOMER PERCEPTION OF MCDONALD'S RESTAURANT SERVICE QUALITY IN KOTA BHARU KELANTAN

26. Overall, I am satisfied with my experience in McDonald's restaurant/ Secara keseluruhannya, saya bепuas hati dengan pengalaman saya di restoran McDonald's *

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
 Disagree/ Tidak bersetuju
 Neutral
 Agree/ Bersetuju
 Strongly Agree/ Sangat Bersetuju

27. I am satisfied with the service provided by the McDonald's restaurant/ Saya bепuas hati dengan perkhidmatan yang disediakan oleh restoran Mcdonald's *

Mark only one oval.

- Strongly Disagree/ Sangat tidak bersetuju
 Disagree/Tidak bersetuju
 Neutral
 Agree/ Bersetuju
 Strongly Agree/ Sangat bersetuju

28. I am quite pleased with employees/ ability of restaurants to clearly and thoroughly answer all of my inquiries/ Saya cukup gembira dengan pekerja/ kemampuan restoran untuk menjawab semua pertanyaan saya dengan jelas dan teliti *

Mark only one oval.

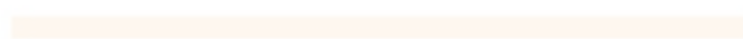
- Strongly Disagree/Sangat tidak bersetuju
 Disagree/ Tidak bersetuju
 Neutral
 Agree/ Bersetuju
 Strongly Agree/ Sangat bersetuju



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