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CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY IN THE FAST-FOOD INDUSTRY AT KOTA BHARU, KELANTAN.

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Abbreviations	
WOM	word of mouth
QSR	Quick Service Restaurant

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

According to Zairi (2000), satisfaction is the feeling of pleasure and expectation fulfillment. Customers will be dissatisfied if the product does not satisfy their feelings, but if the product does satisfy them after use, they will be pleased with the product or brand and will remain loyal to it. Customer satisfaction, in other words, refers to services or products that meet the customer's service and quality standards for which he purchased. If consumer satisfaction grows, they will become faithful to that product or brand, and their loyalty will benefit the business financially. Consumer satisfaction is an important component of marketing and plays an important role in the merchandise.

Customer satisfaction is more important than ever for any business because it will boost your standing in the market if customers are happy with your services or goods. Oliver (1981) asserts in his research that customer happiness is a part of marketing and has an important influence on the market. Customer satisfaction is more important than ever for any business because it will increase your standing in the market if customers are happy with your services or goods. Quality was less of a concern, and customer pleasure was not always respected. However, due to learning and educational environments, customers are informed about all products and businesses nowadays, making it imperative for businesses to adequately satisfy their customers' needs and wishes.

Fast food is a quick, superficial, readily available, and reasonably priced substitute for home-cooked meals, according to the National Institutes of Health (NIH). Additionally, they are high in calories, sugar, salt, and saturated fat. Many fast-food restaurants, according to the National Institutes of Health (NIH), restaurants now provide

cuisine that is lower in calories and fat than their standard menu in an effort to address the growing public knowledge of nutrition issues.

The fast-food industry has benefited greatly in recent years from the lifestyle of Kota Bharu, Kelantan residents. Other factors, such as the rise in nuclear families, exposure to Western food and culture, and the increase in the amount of working women, this had a huge effect on eating habits and the expansion of the fast-food sector. Middle-class young people with plenty of disposable income, according to industry analysts, will spend more money having to eat out at franchised fast-food restaurants. It is expected that demand for ready-to-eat packaged foods will increase significantly in the state. In today's competitive environment, service quality has emerged as one of the key strategic instruments for evaluating customer satisfaction.

1.2 BACKGROUND OF THE STUDY

Customer satisfaction is a metric used to assess how well a company's products or services, as well as the overall customer experience, meet expectations. By showing how well your products or services are received by clients, it reflects the health of your business. According to Thomassen (2003, p. 69), customer satisfaction is "the perception of the customer as a result of consciously or unconsciously comparing their experiences with their expectations."

Customer satisfaction, which reflects our feelings about a company's commercial operations, is usually at the heart of the human experience. Americans typically tell nine people about a positive encounter and sixteen people about a negative encounter. Strong determinants of consumer and customer retention, product and loyalty repurchase are high levels of consumer satisfaction "with enjoyable encounters". The information that often

identifies the factors contributing to a client's or customer's satisfaction with their experience supports the business in duplicating these encounters in the near future. Successful companies often concentrate on enhancing and generating delightful experiences to both retain existing consumers and draw in new ones. Although research reveals that there may be a discrepancy between what businesses assume will satisfy customers and what really does, people still desire rapid and efficient customer service.

Customer satisfaction is crucial since it shows whether your intended demographic supports your actions. According to research, high customer satisfaction boosts brand reputation, customer lifetime value, and customer retention. Additionally significant is customer dissatisfaction. They are able to recognise customer annoyances and make advice backed by information on how to enhance your offering with regard of both functionality and general customer pleasure. There are over ten fast-food establishments in Kota Bharu, Kelantan. McDonald's, KFC, Pizza Hut, Edlee Fried Chicken, MarryBrown, Texas Chicken, Domino's, Pizza, Hot & Roll, Zamburger Kelantan, The Chicken Rice Shop, and others are among them.

1.3 PROBLEM STATEMENTS

This study will be called out and focus more on the customer satisfaction towards the service quality against the fast-food industry. As a result of consumers' evaluation processes, which involve comparing their expectations with the service they believe they have received, service quality is described as the judgement or perception that results (Bhanugopan, 2004:178; Barrows et al., 2012:667; Page & Connell, 2009:564). The nature and traits of the fast-food industry sector have an impact on the amount of customer satisfaction achieved by the service quality that is provided.

Fast food industry has become the number one choice for many people regardless of age and background because it serves a variety of exciting menus and several promotions that keep up with the advancement of the times and new trends. Therefore, the fast-food industry needs to attract more customers to enjoy their foods and services. However, in the advantages that exist in the fast-food industry, they also have their own problems to maintain a strong reputation and continue to provide high-quality products and services. The problem that they face is to maintain the quality of their products and services to ensure the loyalty of their customers. This is because the fast-food sector places a high value on customers' loyalty in order to ensure that its operations are successful and profitable.

The problem faced, which is to maintain the high quality of foods and services, is very important to be handled well in order to ensure that the industry can be managed well and can maximize profits when customers are loyal with the quality of foods and services provided. For instance, in order to prevent customers from feeling uncomfortable when they are in a restaurant, operators must ensure that the environment is in good shape and is always clean and orderly. In addition, the fast-food sector must constantly control the quality of its products by offering goods, fresh foods, and appropriate foods in order to provide customers with the highest service quality. Therefore, to maintain strong performance and raise industry profile, issues that relate to the integrity of the foods and services should be resolved as efficiently as possible.

1.4 RESEARCH QUESTIONS

Significant inquiries have been presented regarding the findings and course in conducting the research:

1. What is the relationship between the tangibility in service quality towards customer satisfaction in the fast-food industry?
2. What is the relationship between responsiveness in service quality towards customer satisfaction in the fast-food industry?
3. What is the relationship between the assurance in service quality towards customer satisfaction in the fast-food industry?

1.5 RESEARCH OBJECTIVES

This research is performed to clarify the importance of the service quality in customer satisfaction. The following objectives:

1. To identify the relationship between tangible in service quality towards customer satisfaction in the fast food industry.
2. To analyse the relationship between responsiveness in service quality towards customer satisfaction in the fast food industry.
3. To explore the relationship between assurance in service quality towards customer satisfaction in the fast food industry.

1.6 SCOPE OF STUDY

In this section will choose the specific people or specific area of someplace where the limits of the research. This study is about the consumer satisfaction considering the level of service in the fast food industry at Kota Bharu, Kelantan. The scope is about discussion study will sharpen and limit those who live in Kelantan and researchers choose society around Kota Bharu as a respondent.

1.7 SIGNIFICANT OF THE STUDY

The fast-food industry has become a highly profitable industry worldwide. Good service quality leads to customer satisfaction and drives the firm more ruthless in the market. The purpose is to elucidate how tangible; responsiveness and assurance can influence the consumer satisfaction at fast food restaurants in Kota Bharu.

The importance of the research for the community is to achieve customer satisfaction because it leads to business loyalty and repurchasing the product. Consumers will buy products that are virtue of their money's, and they will deem the buy worthwhile. Not only that, the information obtained from this research can also be a direction for new fast food restaurant entrepreneurs to establish the business.

For consumer satisfaction, tangibility means measurement by measuring evaluation of customer complaint data, customer churn, and rates of repeat business to make it a tangible advantage. This is because 'tangibles' are defined as aspects of a service that can be 'felt' without buying the service. For example, customers are more likely to expect cleanliness and professional facilities. The appearance of the workers looks neat and tidy, and the content is well written and designed.

Then responsiveness found that customers felt greater satisfaction when they were more responsive to the performance of the service. With this, customers can know that the fast-food industry is listening to them and is actively working to solve the problem. Therefore, the fast-food industry can build trust among peers and create better professional relationships along the way when they are able to deliver goods according to customer expectations with the least waste in terms of raw materials, labor and cost.

Assurance describes the processes taken before and during the customer experience to ensure customer satisfaction which keeps the customer happy. By providing a high-quality service, it will increase customer loyalty and customer retention for the brand. For example, fast food industry workers are polite, show their respect to customers, and be good listeners so they don't get the wrong order. Therefore, we can see that with assurance can help the industry to set and maintain quality standards by preventing problems from starting.

Finally, the government can use the information from this research to improve fast food and stimulate Malaysia's economy for better in future. In the long-term orientation, Malaysia's GDP can be increased, and it will lead to rapid growth of the fast food industry.

1.8 DEFINITIONS OF TERMS

The terms included in this research are service quality in the fast food industry such as tangibility, responsiveness and assurance. Below are the definitions for each of these terms.

1.8.1 SERVICE QUALITY

N., Ramya & Kowsalya, A. & Dharanipriya, K. (2019). SERVICE QUALITY AND ITS DIMENSIONS. The phrase "service quality" combines the pair the phrases "service" with "quality." Any action or function that a single entity can carry out for a different party that is mainly intangible and isn't related to any type of control is referred to as a service. The quality is increasingly regarded as a strategic tool for improving business performance and operational effectiveness. The ability of function providers to effectively meet customer needs while enhancing business performance is referred to as service quality. Furthermore, "quality" is crucial for business success in the service industry. This is a result of people realizing how profitable it can be to grow market share and please customers. (P Suciptawati et al., 2019) According to some researchers and previous researchers, the idea of quality in the service sector is distinct from the idea of quality as it is typically used in the goods sector. These types of solutions are warranted by the fundamental qualities of services, such as their existence, seclusion from resources, diversity, and so on. (Fida et al., 2020) The concept of "service quality" is not a singular concept; rather, it depends on a few factors pertaining to the service and the provider. Some of these qualities include reliability, responsiveness, assurance, and empathy.

1.8.2 FAST FOOD INDUSTRY

Fast food restaurants are seen as being a part of the fast food industry. Most eateries in the sector offer drive-thru options, letting customers make orders without getting out of their cars. They can also dine in if they choose. In the fast-food industry, there are many different restaurant chains. Even while the industry

is generally prosperous financially, it is frequently accused of encouraging obesity. (QUOQUAB et al., 2019) In the restaurant industry, friendly service is the definition of good service. Exceptional service is fostered when staff members actually care about their customers, which is something a restaurant owner should aggressively promote. This goes beyond simply avoiding bad service.

1.8.3 TANGIBLE

Tangible reduces the customer's risk and ambiguity while assessing the quality of the offering (Miller and Foust, 2003). In the literature on marketing, for instance, emphasis has been placed on researching the tactics that marketers might use to improve customers' perceptions of the tangibility of their experiences.

The definition of tangible is the physical features of the service being provided. It includes the menu's appearance and design as well as attire (Kassie,2017). In contrast, (Akroush,2015) the research that all observable elements of service quality should receive special consideration because they affect customer loyalty and have the potential to boost business profits. To ensure the smooth operations of the fast food industry they should have a clear plan and employ a particular strategy while carrying out facility maintenance.

1.8.4 RESPONSIVENESS

(Pakurár et al., 2019) Responsiveness, ability to help customers, and good services. In today's hectic industry, it is critical to respond to customer concerns

and complaints swiftly. Response time is still necessary even if the customer declines to contact you. Respond as soon as you can to at least inform the client that their request is being processed. Being responsive can show your clients that you care about their issue and are actively looking for a solution. (Feriors, 2021) Responsive to customers' needs makes them feel at ease, impresses them, and focuses their attention on the specific fast-food industry. Of course, responsiveness needs to be combined with premium goods and affordable costs. However, customer responsiveness is highly valued and will provide any fast-food firm an advantage over its rivals and other market participants.

1.8.5 ASSURANCE

(Suciptawati, 2019) Making it simple to please consumers is a key component of customer service quality assurance. Making customers happy should be a top concern when 50% of customers say that the customer experience is more important to them now than it was a year ago. Monitoring the calibre of customer interactions is known as customer service quality assurance. They may measure and enhance the performance of your team and the entire support process by conducting regular conversation reviews.

When customers have numerous options are confused confidence is essential when deciding whom to buy from. Consider that you are in charge of an internet store. Since customers are continually inundated with potentially misleading marketing from online retailers, you must consider ways to

differentiate yourself from the competition and earn their trust in such circumstances.

1.10 SUMMARY

This chapter identifies customer satisfaction towards the service quality in the fast food industry at Kota Bharu, Kelantan. This study focuses more on customer satisfaction in the fast food industry. Fast food has become the attraction of today's society. A list of research questions and research objectives that will help produce meaningful and significant findings at the end of this study to help achieve the goal that customer satisfaction should be prioritized in providing quality services.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The study's discussion of the theory and literature pertaining to the fast food industry towards customer satisfaction in Kota Bharu, Kelantan. The study applies several theories that attempt to explain the definition and concept about dependent and study the independent variables and also explore the concept. With this it can be known that there is a framework in the case study that includes the main focus of the study.

Consumer satisfaction is described as "the perception as a result of the customer knowingly or unknowingly contrasting these experiences with his expectations' ' in Thomassen's (2003) thesis. Customer satisfaction is defined further by Kotler & Keller (2008, p. 80) as "the extent of someone's delighted or dissatisfied with how a product actually performed in comparison to his or her expectations." The customer is "very thrilled or even pleasantly surprised" when expectations are exceeded (Kotler & Keller, 2003). Satisfaction is the consumer's reaction to fulfillment. A feature of a good or service, or even the thing itself, is thought to provide a satisfying level of consumption-related fulfillment.

With these existing studies, we can conclude that the prices, product quality, service quality and information quality affect the level of buyer satisfaction towards service quality. It serves as the occurring factors in which we could compute the extent of customer satisfaction of customers in the fast-food industry.

2.2 DEPENDENT VARIABLE

A definite and comprehensible variable. The dependent variable's variation is what the researcher tries to explain. What the researcher measures is the dependent variable of the research study. The dependent variable is not changed by the researcher in contrast to the independent variable. The dependent variable is the measurement or outcome under investigation. The variable that changes as a result of the independent variable's modification is referred to as the dependent variable. It is being measured, and an independent variable decides what it is.

2.2.1 DEFINITION OF CUSTOMER SATISFACTION

In this era of competition, customer satisfaction is seen as a positive impact in the fast-food industry. The degree to which products, services, and customer interactions live up to customer expectations is known as customer satisfaction. Pleasure and well-being are components of customer satisfaction. Customer satisfaction rises when the service meets the user's expectations. Customer satisfaction is a measure of how much a user experience makes you feel good. Next, customer satisfaction is calculated by comparing the user's perceived levels of performance, quality, or other outcomes to an evaluation standard. Satisfaction among consumers is a result of a product meeting the needs, desires, and expectations of customers (Yuniarti 2015). A consumer's total assessment of an experience is how customer satisfaction is calculated. Meeting customer needs results in increased customer satisfaction.

Offering high-quality goods and services, businesses can win customers and win their loyalty. The happiness of customers is one of the company

objectives to be accomplished critically in order to build customers again (Han 2019). Consumers who are satisfied with a product tend to buy it again and stick with it. They also influence other customers favorably by recommending it to them, and they are less sensitive to price. According to Yang et al. (2017), it is possible to determine a consumer's level of satisfaction by observing the difference between their feelings before and after making a purchase of any goods or services. Customers' perceptions of a certain good or service should be considered in order to determine customer satisfaction (Opata et al., 2019). Furthermore, customers who are happy with a product or brand are more inclined to promote it to others and are more likely to keep buying the product rather than moving to a different brand.

Every customer must understand the rejection model to more accurately assess consumer satisfaction. Satisfaction is the result of expected outcomes. The comparison between expectations and the actual performance of a product or service is what determines whether the customer is satisfied. The perceived performance may meet, exceed, or fall short of expectations. Customers who are pleased with a product or service are more likely to buy it again, use it again, and suggest it to others in the future (Suhartanto et al., 2018). If customers believe that a product or service meets their performance expectations, they are more likely to be satisfied (Suhartanto et al., 2018). There are many opinions on the proposed definition for customer satisfaction in this section and customer satisfaction is set as one of the most studied constructs in fast food industry research.

2.3 INDEPENDENT VARIABLE

In this chapter, the study independent and dependent variables will be covered. It is start by talking about the subjects of the service quality which contains tangibles, responsiveness, and assurance of fast-food industry. Using a conceptual framework and hypothesis, the connection between the independent and dependent variables will be further clarified. The summary will bring the discussion close.

2.3.1 TANGIBLE

Tangible reduces the customer's risk and ambiguity while assessing the quality of the offering (Miller and Foust, 2003). In the literature on marketing, for instance, emphasis has been placed on researching the tactics that marketers might use to improve customers' perceptions of the tangibility of their experiences.

The definition of tangible is the physical features of the service being provided. It includes the menu's appearance and design as well as attire (Kassie,2017). In contrast, (Akroush,2015) the research that all observable elements of service quality should receive special consideration because they affect customer loyalty and have the potential to boost business profits. To ensure the smooth operations of the fast food industry they should have a clear plan and employ a particular strategy while carrying out facility maintenance.

2.3.2 RESPONSIVENESS

(Pakurár et al., 2019) Responsiveness, ability to help customers, and good services. In today's hectic industry, it is critical to respond to customer concerns and complaints swiftly. Response time is still necessary even if the customer declines to contact you. Respond as soon as you can to at least inform the client that their request is being processed. Being responsive can show your clients that you care about their issue and are actively looking for a solution. (Feriors, 2021) Responsive to customers' needs makes them feel at ease, impresses them, and focuses their attention on the specific fast-food industry. Of course, responsiveness needs to be combined with premium goods and affordable costs. However, customer responsiveness is highly valued and will provide any fast-food firm an advantage over its rivals and other market participants.

(Suciptawati, 2019) Making it simple to please consumers is a key component of customer service quality assurance. Making customers happy should be a top concern when 50% of customers say that the customer experience is more important to them now than it was a year ago. Monitoring the calibre of customer interactions is known as customer service quality assurance. They may measure and enhance the performance of your team and the entire support process by conducting regular conversation reviews.

When customers have numerous options are confused confidence is essential when deciding whom to buy from. Consider that you are in charge of an

internet store. Since customers are continually inundated with potentially misleading marketing from online retailers, you must consider ways to differentiate yourself from the competition and earn their trust in such circumstances.

2.4 RELATIONSHIP BETWEEN TANGIBLE, RESPONSIVENESS, AND ASSURANCE TOWARDS DV

2.4.1 TANGIBLE

An example of tangible property is something that can be touched (Cheeseman, 2010). Product, furniture and fixtures, electronic equipment, signage, and packaging are the five divisions of tangible property used in the fast food sector. Customer satisfaction towards the service quality in the fast-food industry is very important to improve their company to higher quality. Everyone's first sight when they come to the fast-food industry is the physical look of buildings, machinery, people, and communication tools or tangibility. When everything looks good, customers will be happy to go around to the company. Besides, well-groomed and tidy workers in producing products also influence customer satisfaction either positively or not. The customer's priority is that the things they want and need are guaranteed in all respects, especially cleanliness and quality. Therefore, paying attention to appearance is the most important thing to looking up the values of consumer comfort.

2.4.2 RESPONSIVENESS

The ability of service providers to support clients and provide timely service is referred to as responsiveness. This reflects the staff's ability to deliver programs efficiently and on time. According to earlier studies, responsiveness is the capacity to support customers and render prompt service.

All research is built on the theoretical structure. It is a process-established logically formed, defined, and clarified association connectivity among variables considered important to the problem situation. Every fast-food industry must be responsive toward customers in giving satisfaction to them. These fast-food industries are prepared in a short time and of course, customers need fast delivery service. Staff must respond to the customers' issues and complaints immediately, especially in a hectic environment.

In another case, if customers are hesitant to respond, staff must still be responsive. For example, after an order is taken, staff must respond as soon as possible to inform customers that their request is being processed. This can show the clients that the company cares about their problems and is actively seeking solutions by being responsive. So, it will increase customer satisfaction by being responsive throughout the work.

2.4.3 ASSURANCE

Providing customers with safe, high-quality items will unavoidably lead to happy customers, which will generate favourable reviews, more demand, more sales, and higher profitability. On the other side, poor quality might lead to complaints and irreparable reputational harm. The likelihood of a corporation being the target of scandals, bad press, and complaints decreases when quality is constantly maintained. Instead, eateries will profit from a happy customer base that keeps coming back.

Employee knowledge, politeness, and the capability to inspire confidence or assurance are necessary for the fast-food industry. This is because customers consider the company that has assurance as a high performer in providing their services. Customers are persuaded that they can trust the company when it demonstrates knowledge, whether through the presentation of the company qualifications and industry certifications or through the inclusion of feedback. Customers place their trust in assurance because they have many options when making a purchase. For example, if they want to buy something online but no assurance is provided, they run the risk of being duped. Thus, customers will be satisfied after they know about the company's assurance.

2.5 HYPHOTESIS

In accordance with the conceptual framework, the independent variables for this study were service quality in tangibility, assurance, and responsiveness of the fast-food industry. There are three independent variables that have been presented. Customer satisfaction is the dependent variable.

Hypothesis 1: There is a relationship between the tangibility in service quality towards customer satisfaction in the fast-food industry.

Hypothesis 2: There is a relationship between the responsiveness in service quality towards customer satisfaction in the fast-food industry.

Hypothesis 3: There is a relationship between the assurance in service quality towards customer satisfaction in the fast-food industry.

2.6 FRAMEWORK

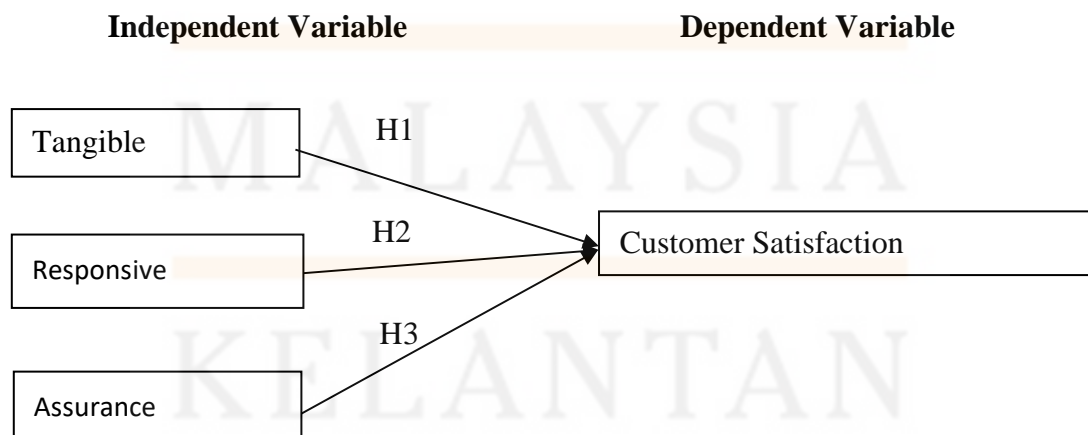


Figure 1.1 Conceptual Framework

The purpose of the research model utilised in this study is to identify the variables that affect patron satisfaction at fast-food establishments in Kota Bharu, Kelantan. Additionally, in Kota Bharu, Kelantan, tangible, responsive, and assurance increase customers' happiness with fast food restaurants, which is utilised to assess the study's main premise.

Using Figure 1.1, the researcher determined the link between the independent and dependent variables. Tangible, responsive, and assurance are the independent variables. Customer satisfaction with Kota Bharu fast food restaurants is the dependent variable. According to the framework, tangible, responsiveness, and assurance are all equally crucial factors that affect customer satisfaction toward fast food restaurants in Kota Bharu, Kelantan.

The initial variable, tangible, can be a powerful motivator for meeting physiological as well as other people's needs and desires. Previous studies have demonstrated that a palpable feature is the way that physical infrastructure, tools, people, and communication materials look. According to several studies (Kivela, 2000; Raajpoot, 2002; Sulek & Hensley, 2004; Namkung and Jang, 2007), a variety of characteristics, including the menu's design, nutritional content and dietary acceptability, flavour, food presentation and appearance, portion size, and temperature, are used to gauge customer satisfaction. The determinants of customer satisfaction toward a fast-food restaurant in Kota Bharu, Kelantan, as presented in this study, are food quality.

Because it involves the employee's reaction and communication skills with the customer, an important indicator of customer satisfaction in the foodservice industry is responsiveness. After experiencing the company's services, customers will search for additional aspects that can increase satisfaction. The findings of Ahmadi Kashkoli et al. (2017) and Uyoga (2018), who found that responsiveness affects customer satisfaction, are in agreement with this one. Previous research defined customer satisfaction as an abstract evaluation formed by comparing expected and perceived performance. Furthermore, tangibility, responsiveness, and assurance are three customer satisfaction factors for fast food restaurants. Brady and Robertson (2001) identify decisive, efficient, and satisfying service as non-physical indicators that influence customer satisfaction and after-service behavior.

The third variable, assurance, is critical for ensuring customer satisfaction. The assurance refers to the employee's knowledge, manners, and the ability of the firm and its employees to place trust and confidence in customers. This dimension is especially important for customer service that considers high-risk service greetings that they are unsure of their ability to evaluate outcomes. Assurance refers to how businesses instill confidence and trust in their employees through their knowledge and courtesy, as well as their ability to adapt these methods. The business seeks to build confidence and loyalty among key contact managers, workers, and consumer in the service context, such as banking, insurance, brokerage, and medical, among others (Zeithaml et al., 2006).

As stated in the definition above, customer satisfaction in fast-food establishments is "the customer's subjective assessment of the consumption experience based on certain associations between the customer's perceptions and objective product characteristics." V. Shapoval, T. Ellis, and A. Pizam (2016). Customer satisfaction is

described as the comparison of a consumer's perceived level of performance, quality, or other results with an evaluation criteria. R.L. Oliver and R.A. Westbrook (1991). A satisfying dining experience might improve a customer's motivation to come again. When customers demand superior core offerings and a high level service in addition to being satisfied with the brand, positive word of mouth (WOM) is generated. RP Jindal and E Sivadas (2017).

2.7 SUMMARY

The chapter gives a comprehensive literature review and is explored, explained as well as highlights the definition, concept and origins of dependent variable which is customer satisfaction and independent variable. This study consists of three (3) independent variables with trust as a moderator variable. The three (3) independent variables are tangible, responsiveness and assurance. The proposed research model on customer satisfaction with service quality conducted by the fast-food industry in Kota Bharu, Kelantan has theoretical implications for this study. This study combines previous literature, especially in customer satisfaction towards the fast-food industry. This study also makes a practical contribution to the fast food industry by determining the factors that influence customer satisfaction and service quality.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter focuses on the procedures found in research. This chapter covers the research design, target population and sample size, sampling method and procedure, data collection, research instrument and research instrument design, and data analysis. In a nutshell, it includes a summary of each process as well as statistical methods for testing hypotheses. Researchers utilized a survey to gather data, followed by analytical methods to find patterns in the data and test the research hypotheses. This chapter determined the best method for data collection. The survey data is used to test the study's hypotheses, which are as follows:

3.2 RESEARCH DESIGN

The design of the study considers the variables that affect the dedicated of fast-food industry services. In this study, a self-directed questionnaire will be used to collect data from participants utilizing a quantitative methodology. A descriptive study on the connection between tangible, assurance and responsiveness for fast food industry can be considered. Answering the research question but also achieving the research objective becomes easier with descriptive research design.

3.3 TARGET POPULATION

Table 3.1: Population by Ethnic Group in Kelantan

	Year
	2020('000)
Total	1792.5
Bumiputera	1731.5
Chinese	44.8
Indian	5.3
Others	10.7

Source: Department of Statistics Malaysia (2020)

Customers in Kelantan are the study's target population. According to the Department of Statistics Malaysia (2020), there are 32.7 million people living in Malaysia as a whole. The total population in Kelantan based on Table 3.1 is 1,792,501 in 2020. The total population includes Bumiputera, Chinese, Indians, and others. The number of residents in Kelantan shows the highest Bumiputera which is 1,731,556 and a percentage of 96.6%. In Malaysia, where there are over 6000 locations, food and beverage franchises have a 32% market share, and the local QSR industry is worth RM 1.8 billion. KFC,

which first entered Malaysia's market in 1973 and now has 447 locations and a 46% market share in the fast food or QSR sector, is the country's largest foreign franchise operator. McDonald's (25%), Pizza Hut (14%), and KFC (46%) are Malaysia's top-performing fast-food retailers (Persatuan Francais Malaysia, 2006). In 2020, Kota Bharu will have 555,757 residents. The population of the Kemumin location which is one of the locations in Kota Bharu is 3673 people, according to data from the official website of the Department of Statistics Malaysia. Since the majority of Kelantan people like to eat fast food, Kota Bharu became the choice of researchers.

3.4 SAMPLING SIZE

The sample size is the number of subjects contained in a study. Researcher will be followed by Krejcie and Morgan (1970) to determine the population of the study which found that the sample size for a population of 86 was 290 people. Therefore, using the Krejcie and Morgan table to determine sample size has created a need that must be supplied.

<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

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

Figure 3.1 Determining Sample Size of a Known Population

Source : Adopted form Krejcie and Morgan (1970)

3.5 SAMPLING METHOD

The two types of sampling methods are probability sampling methods and non-probability sampling methods, according to Alvi (2014). Population sampling that includes components of probability, known opportunities, and a non-zero chance of being selected as the sample's subject is known as probability sampling, and vice versa. Alvi (2014) defines probability sampling as including stratified sampling, cluster sampling, systematic sampling, and multistage cluster sampling. The sampling method used to collect data for this study was simple random sampling. The most basic type of bias-free probability sampling is simple random sampling, according to Malhotra (2010).

According to Marshall (1996), a higher sample size lowers the variance in a random sampling error, but since sampling error is inversely related to the square root, examining larger samples is not particularly useful. In a basic random sample, each respondent in the target population consumers' satisfaction with fast food restaurants has an equal and known chance of being picked as a study sample subject. The objective of simple random sampling is to choose a single sample that accurately represents the population. The research was only carried out in Kota Bharu, Kelantan. Customers in Kota Bharu are the study's target demographic because that is where many fast-food restaurants are located. In summary, Kota Bharu has a population of 363,000 people. All respondents in the Kota Bharu, Kelantan, sample were equally given the questionnaire.

3.6 DATA COLLECTION PROCEDURE

Since a questionnaire survey is the most effective way to gather a lot of data from a sizable population, to improve the response rate for this study, we used it (Creswell, 2014). The procedure of collecting data from all specific sources is important for testing hypotheses, developing solutions to research problems, and evaluating the results of data collection. Primary and secondary data collection methods are two categories of data collection. Once the research problem has been identified and the research design has been decided, data collection activities can begin.

The survey questionnaire was useful for gathering quantitative data for statistics and descriptive analysis, as well as for enabling the research of correlations between variables to fulfil the study's objectives (Saunders et al., 2012). In this study, a questionnaire and secondary sources were used by the researcher to collect data. The survey's questionnaire is divided into parts A, B, C, and D, which together make up its

four sections. All questionnaires were distributed to customers who had bought fast food in Kota Bharu. There are questions in both English and Malay on the questionnaire that was given to the respondents. Before distributing the questionnaire, the researcher obtained the target respondents' permission before visiting Kota Bharu to collect data. Respondents who visited each fast-food location in Kota Bharu received questionnaires. The data was collected after respondents completed all the questionnaires. To assure ethical practice, data collection was done by voluntary submission.

3.7 RESEARCH INSTRUMENT

A quantitative approach is being used to analyze the data gathered in this study. Quantitative research aims to collect numerical data, generalise it across populations, or explain a particular occurrence. In Kota Bharu, Kelantan, the questionnaires were delivered to the intended recipients. Respondents must answer all questions on the questionnaire to collect the necessary information. Section A, Section B, and Section C of the questionnaire will be divided into three sections. When answering the questionnaire, respondents were given closed-ended questions with alternatives to choose from.

Section A required respondents to answer demographic profile questions such as gender, age, years of study, race, level of education, and frequency of going/eating in the fastfood industry. In this section, the nominal scale is used for data analysis. A nominal scale is used to categorise data without assigning a numerical value to it.

Sections B and C make use of the interval and ratio scales. Rating scales are interval scales measured on various scales. The scale's variation can be interpreted. In the case of interval statistics, the ratio scale is the highest level of measurement that possesses

all types of measurement characteristics and can be used for all statistics (Kumar. M, Talib. S. A. & Ramayah. T., 2013). Section B questions are about independent factors like tangible, responsiveness, and assurance. For each factor, there were five questions.

Section C includes five questions that address the dependent variable. Omar, Juhdi, Ahmad, and Nazri (2014); A Parasuraman, Valarie A Zeithaml, L Berry 1988 64 (1), 12-40, 1988; Cronin J. Joseph Jr. and Taylor Steven A. (1992); Pizam A, Shapoval V, Ellis T (2016), have been referred to use questionnaires for this research by measuring the tangible, responsiveness, and assurance of fast-food restaurants, as well as customer satisfaction.

Sections	Variables	Item	Authors
A	Demographic profile	6	Omar, Juhdi, Ahmad & Nazri (2014)
B	Tangible	5	A Parasuraman, Valarie A Zeithaml, L Berry 1988 64 (1), 12-40, 1988;
	Responsiveness	5	Parasuraman, Zeithaml, and Berry (1988)
	Assurance	5	Cronin J. Joseph Jr. and Taylor Steven A. (1992)
C	Customer satisfaction	5	Pizam A, Shapoval V, Ellis T (2016)

Table 3.2 Overview of Research Instrument

3.8 DATA ANALYSIS

Data analysis is the procedure of transferring data obtained into new information that makes the characteristics of data easier to understand, also useful in solving problems. This procedure is also an effective solution to conclude the study research questions. The data gathered will be evaluated using reliability analysis, descriptive analysis, and Pearson correlation analysis.

After that, all of the data will be examined using the most recent SPSS (Statistical Package for Social Science) version. It will help in producing the accurate assessment that is needed in this study. It will also obtain frequency and percentage data. Meanwhile, there are applications that are easy to use. The Statistical Package for Social Research (SPSS) is a statistical package for social research. Almost any type of folder can be turned into a tabular report with graphs and diagrams using SPSS (Statistical Package for Social Sciences).

The primary characteristics of the data in a study are described using descriptive statistics. A brief description of the samples and measurements is given in this study. Along with fundamental graphical analysis, it serves as the foundation for practically all quantitative data analysis. Descriptive statistics are used to convey quantitative information in an understandable way. Researchers may make extensive use of measurements in a study. Researchers can also use any metric to evaluate a huge community of people. With the aid of descriptive statistics, researchers can rationally simplify massive amounts of data. Every descriptive statistic distils a large amount of data into a concise summary (Baksi, 2021).

Reliability is viewed as a scientific criterion to evaluate the calibre of a measurement (Shuib, Perumal, & Lee, 2011). A study's findings must be backed up by precise measurement methods. Because this study used a questionnaire that was created with a five-point Likert scale as a measuring instrument, Cronbach's alpha was used to evaluate internal consistency. According to Tavakol and Dennick (2011), who are cited by How, Yee, Yen, and Meng (2018), a value must be greater than 0.7 in order to be considered acceptable.

Pearson's correlation or correlation coefficient is used to test the strength of the relationship between two variables (Shuib et al., 2011). It is to find whether there is positive correlation, negative correlation or zero correlation between the variables. Since the measurement of variables in this study is an interval scale, this study will employ the Pearson Correlation Coefficient technique, Pearson Correlation analysis will be used to determine the relationship between independent variables such as tangibles, responsiveness and assurance and the dependent variable, customer satisfaction, towards the fast food industry. To find out the relationship between the two variables, if the value is 1, it shows that the two variables are perfectly positive correlation while if the value - 1 means there is a perfect negative correlation. When the value is 0, it indicates that there is no relationship between the two variables.

3.9 SUMMARY

The research methodology for this study required the collection of a small amount of data, which will then be analyzed 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

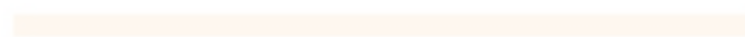
statistical analysis for data collection purposes. In order to collect data, a researcher additionally employs a self administrator.



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CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter deals with data analysis, as well as descriptive analysis, Cronbach's alpha reliability analysis, and Pearson's correlation test. While the descriptive analysis will outline the demographics of the respondents, each inquiry will define and address the research topic. To determine if the sample that was obtained is reliable and accurate, validity is crucial. In order to test its reliability, Cronbach's alpha will be employed. Meanwhile, The Pearson's Correlation method is used to investigate the connection between the determinants (tangible, responsiveness and assurance) on customer satisfaction.

4.2 RESULTS OF RELIABILITY TEST

Table 4.1 Reliability Analysis

Variables	Cronbach's Alpha	N of Items
Tangible	0.852	6
Assurance	0.861	6

Responsive	0.858	6
Customer Satisfaction	0.858	4

No of respondents (n) 384

The next step after testing the reliability for the pilot is to continue with the actual reliability test of the questionnaire that can be used which is 384 selected respondents. Table 4.1 shows the reliability analysis for the three variables of customer satisfaction who visit fast food. The maximum result for responsiveness for Cronbach's alpha coefficient was 0.861, indicating great reliability. While the reliability value of Cronbach's alpha coefficient for tangible and responsive is 0.852 and 0.858 which shows good. However, the satisfaction of customers who visit fast food restaurants shows the same value as responsiveness, obtaining 0.858.

4.3 RESPONDENTS DEMOGRAPHIC

There were 384 collections of questionnaires overall that were given out using an online platform. In this part, the contextual profiles of the responders were visible. This section covers the respondents' background and demographics, including their gender, age, status, race, and frequency of customer visits at fast food restaurants.

Table 4.2: Demographic Profile

Respondent Profile	Classification	Frequency	Percentage
		n = 384	(%)
Gender	Male	161	41.9
	Female	223	58.1
Age	18 – 25	134	34.9
	26 – 35	104	27.1
	36 – 40	87	22.7
	41 and above	59	15.4
Status	Married	164	42.7
	Single	190	49.5
	Others	30	7.8

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Race	Malay	215	56
	Chinese	83	21.6
	Indian	57	14.8
	Others	29	7.6
Frequency of customer visit at fast food restaurant	Once a week	101	26.3
	2 – 3 times a week	89	23.2
	More than 3 times in a week	53	13.8
		141	36.7
	Once a month		

There were 384 collections of questionnaires overall that were given out using an online platform. The respondents' contextual profiles were present in this segment. This section discusses the history and demographics of the respondents, including their gender, age, status, race and frequency of customer visits at fast food restaurants.

A total of 384 respondents were gathered for this study. From Table 4.2, there are 161 (41.9%) respondents representing men, and 223 (58.1%) respondents representing women. It demonstrates that there were more female respondents in this study than there were male respondents.

Table 4.2 shows the age of 384 respondents. Age is divided into 4 categories. The majority of respondents are in the age range of 18 - 25 years, which is a total of 134 (34.9%) respondents. Meanwhile, there are 104 (27.1%) respondents who are under the age of 26-35 years. Next, there are 87 (22.7) respondents in the age range of 36 - 40 years. Finally, there are only 59 (15.4%) respondents in the age range of 41 and above years.

Overall, the majority of respondents are single, which is 190 (49.5%) respondents. Meanwhile, the respondents who are married are 164 (42.7%). Married respondents showed a total of 30 (7.8%) respondents who chose others not to tell their status.

Next, Table 4.2 above shows the race of 384 respondents. The majority of respondents were reported to be Malay, totaling 215 (56%) respondents. For the Chinese and Indians, 83 (21.6%) respondents and 57 (14.8%) respondents respectively. Meanwhile, only 29 (7.6%) respondents reported being of a different race than Malay, Chinese or Indian.

The table shows that among all the frequency groups of customers visiting fast food restaurants, respondents who visit fast food restaurants once a month are the highest, which is 141 (36.7%) respondents. The second highest group is represented by respondents who visit restaurants once a week, which is 101 (26.3%) respondents. There are 89 (23.2%) respondents who visit fast food restaurants 2-3 times a week. The group of respondents who visit fast food restaurants more than 3 times in a week is 53 (13.8%).

4.4 RESULTS OF DESCRIPTIVE ANALYSIS

The mean score from the descriptive analysis is explained in this section. The five-point Likert scale (1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly

agree), was used to calculate the overall mean score, standard deviation, and individual item scores for each variable and item under each variable. The mean score and standard deviation (SD) for each variable are shown in Table 4.41 below.

4.4.1 Overall Mean Score for Variables

Table 4.3: The Overall Mean Score on Each Variable and Dimension

Section	Dimension	N	M	SD
Part 1	Tangible	384	4.42	0.503
Part 2	Assurance	384	4.36	0.519
Part 3	Responsive	384	4.43	0.500
Part 4	Customer Satisfaction	384	4.40	0.562

Based on Table 4.3, the mean score for all the three independent variables which are tangible, assurance and responsive score (M=4.42, SD = 0.503), (M=4.36, SD =

0.519) and (M=4.43, SD = 0.500) respectively. The mean score for dependent variable, customer satisfaction scores (M=4.40, SD = 0.562).

4.4.2 TANGIBLE

Table 4.3.1: Descriptive Analysis for Independent Variable, Tangible

Statement	n	Mean	SD
Is it easy for customers to park their vehicles in the parking lot provided?	384	4.49	0.719
Are the toilets provided by the restaurant well maintained?	384	4.32	0.728
Does the restaurant provide a comfortable place to eat for customers?	384	4.44	0.614
Do fast food restaurants provide clean food to customers?	384	4.41	0.648
Is the displayed menu list easy for customers to understand to order food?	384	4.49	0.587
Does the process of ordering food save the customer's time?	384	4.37	0.677

Based on Table 4.3.1, tangible consists of four (6) questions. The mean score for the five (6) questions in social capital ranged from 4.32 to 4.49. The highest query 'Is it easy for customers to park their vehicles in the parking lot provided?' and 'Is the displayed menu list easy for customers to understand when ordering food?' (M=4.49, SD=0.719) and (M=4.49, SD=0.587). Next, 'Does the restaurant provide a comfortable place to eat for customers?' (M=4.44, SD=0.614), followed by 'Do fast food restaurants provide clean food to customers?' (M=4.41, SD=0.648) and 'Does the process of ordering food save the customer's time?' (M=4.37, SD=0.677). The lowest query is 'Are the toilets provided by the restaurant well maintained?' (M=4.32, SD=0.728).

4.4.3 ASSURANCE

Table 4.3.2: Descriptive Analysis for Independent Variable, Assurance

Statement	n	Mean	SD
Do customers feel comfortable dealing in fast food restaurants?	384	4.50	0.600
Are customers confident to order food at a fast food restaurant?	384	4.37	0.608

Do customers feel safe making payment transactions at fast food restaurants?	384	4.35	0.661
Are employees at fast food restaurants always polite to customers?	384	4.30	0.751
Do employees follow the correct SOP as an employee at a fast food restaurant?	384	4.32	0.751
Do fast food restaurant employees have good knowledge to answer customer inquiries?	384	4.32	0.662

To elaborate, the mean for the first item is the highest which is ‘Do customers feel safe making payment transactions at fast food restaurants?’ is authentic scored (M=4.50, SD = 0.600). The mean score for five items is ‘Are customers confident to order food at a fast food restaurant?’ (M=4.37, SD = 0.608). The next mean score for an item is ‘Do customers feel safe making payment transactions at fast food restaurants?’ (M=4.35, SD = 0.661). Next score of mean in this table is ‘Are employees at fast food restaurants always polite to customers?’ (M=4.30, SD = 0.751). Lastly, there are two least equal means: ‘Do employees follow the correct SOP as an employee at a fast food restaurant?’ and ‘Do fast food restaurant employees have good knowledge to answer customer inquiries?’, the two items have been scored (M=4.32, SD = 0.751) and (M=4.32, SD = 0.662).

4.4.4 RESPONSIVE

Table 4.3.3: Descriptive Analysis for Independent Variable, Responsive

Statement	n	Mean	SD
Can part-time workers in fast food restaurants help maintain the speed of service to customers?	384	4.52	0.625
Can part-time workers in fast food restaurants help maintain the quality of service to customers?	384	4.40	0.614
Are workers in fast food restaurants sensitive to customer needs?	384	4.34	0.741
Will the workers at the fast food restaurant be able to meet the demands of the customers?	384	4.41	0.648
Did the customer receive the food order within the specified time?	384	4.40	0.734
Are customers satisfied with the service provided by the fast food restaurant?	384	4.40	0.621

There are six (6) items related to refugees in part 3 of section D of the questionnaire. The six (6) substances have mean scores ranging from 4.34 to 4.52. The highest to lowest score was stated as ‘Can part-time workers in fast food restaurants help maintain the speed of service to customers?’ (M=4.52, SD=0.625). The next mean lower than highest is ‘Will the workers at the fast food restaurant be able to meet the demands of the customers?’ (M=4.41, SD=0.648). Besides, this table shows that three mean the same like ‘Can part-time workers in fast food restaurants help maintain the quality of service to customers?’ (M=4.40, SD=0.625), ‘Did the customer receive the food order within the specified time?’ (M=4.40, SD=0.734) and ‘Are customers satisfied with the service provided by the fast food restaurant?’ (M=4.40, SD=0.621). Finally, ‘Are workers in fast food restaurants sensitive to customer needs?’ show the mean lowest has been scored (M=4.34, SD=0.741).

4.4.5 CUSTOMER SATISFACTION

Table 4.3.4: Descriptive Analysis for Dependent Variable, Customer Satisfaction

Statement	n	Mean	SD
Are customers satisfied with the problem-solving approach made by fast food restaurant employees?	384	4.50	0.697
Is the time taken by employees very efficient in solving customer problems?	384	4.36	0.664

Are employees quick to respond to customer problems?	384	4.36	0.691
Do employees provide good customer service?	384	4.38	0.630

Referring to Table 4.3.4, there are five (4) items under aesthetic. The most highly rated outcome was ‘Are customers satisfied with the problem-solving approach made by fast food restaurant employees?’ (M=4.50, SD=0.697). Secondly, ‘Do employees provide good customer service?’ (M=4.38, SD=0.630). The last score of means has to be an item which is ‘Is the time taken by employees very efficient in solving customer problems?’ and ‘Are employees quick to respond to customer problems?’ (M=4.36, SD=0.691) and ‘Is the time taken by employees very efficient in solving customer problems?’ (M=4.36, SD=0.664).

4.5 RESULT OF PEARSON’S CORRELATION COEFFICIENT ANALYSIS

The relationship between independent variables is examined using Pearson's Correlation Coefficient analysis: tangible, responsiveness and assurance with the dependent variable: customer satisfaction in the fast food industry. Based on the amount of the correlation, Pearson's Correlation is used to assess the strength of a relationship between an independent variable and a dependent one. The table below displays the magnitude of the relation as well as the researcher's correlation coefficients.

Correlation Coefficient(r)	Strength of Relationship
(0.91 to 1.00) or (-0.91 to 1.00)	Very Strong
(0.71 to 0.90) or (-0.71 to 0.90)	Strong
(0.51 to 0.70) or (-0.51 to -0.70)	Medium
(0.31 to .50) or (-0.31 to -0.50)	Weak
(0.01 to 0.30) or (-0.01 to -0.30)	Very Weak
0.00	No correlation

Table 4.4 : Coefficient Correlation and Strength of Relationship

Hypothesis 1

H1: There is a significant relationship between tangible service quality towards customer satisfaction in the fast food industry.

CORRELATIONS			
		Tangible	Customer Satisfaction
Tangible	Pearson Correlation	1	.512
	Sig. (2-tailed)		.000
	N	384	384
Customer Satisfaction	Pearson Correlation	.512	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Table 4.4.1: Correlation Analysis for Hypothesis 1

Table 4.4.1 shows a correlation value of 0.512, it is possible to identify the concrete aspects of service quality that influence customers' attitudes about the fast food business. This demonstrates that there is a favorable correlation between physical

consumer happiness and customer satisfaction with the fast food sector. Customer satisfaction has a significant value of 0.000, which is less than the significant value of 0.001. The relationship between tangible and customer satisfaction with the fast food industry is therefore significant. H1 is therefore supported.

Hypothesis 2

H2 : There is a significant relationship between assurance in service quality towards customers satisfaction in fast food industry.

CORRELATIONS			
		Assurance	Customer Satisfaction
Assurance	Pearson Correlation	.669	.563
	Sig. (2-tailed)	.000	.000
	N	384	384
Customer Satisfaction	Pearson Correlation	.563	.669

	Sig. (2-tailed)	.000	.000
	N	384	384
**Correlation is significant at the 0.01 level (2-tailed)			

Table 4.4.2: Correlation Analysis for Hypothesis 2

Table 4.4.2 shows that in Kota Bharu, Kelantan, there is a 0.563 correlation between quality assurance and customer satisfaction for the fast-food industry. This implies that among customers who have had dining experiences at fast food restaurants, there is a very strong and significant connection between assurance and customer pleasure. A significant level of 0.01 is exceeded by the significant value of assurance, which is 0.000. As a result, in Kota Bharu, Kelantan, there is a high correlation between assurance and consumer satisfaction with the fast food industry. H2 is therefore supported.

Hypothesis 3

H3: There is a significant relationship between responsiveness in service quality towards customer satisfaction in the fast food industry.

CORRELATIONS

		Responsiveness	Customer Satisfaction
Responsiveness	Pearson Correlation	.531	.633
	Sig. (2-tailed)	.000	.000
	N	384	384
Customer Satisfaction	Pearson Correlation	.633	.531
	Sig. (2-tailed)	.000	.000
	N	384	384
**Correlation is significant at the 0.01 level (2-tailed)			

Table 4.4.3: Correlation Analysis for Hypothesis 3

shows a correlation value of 0.633, indicating a positive relationship between customer satisfaction and responsiveness in the fast food industry. This suggests that

responsiveness and customer satisfaction are strongly related among consumers who have had dine-in experiences at a fast food restaurant in Kota Bharu, Kelantan. Responsiveness has a significant value of 0.000, less than the 0.01 level of moderate significance. As a result, there is a considerable link between employee and consumer satisfaction in Kota Bharu, Kelantan's fast food industry. H3 is therefore supported.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

This research of the literature examines the relationship between client happiness and service quality in the fast food sector in Kota Bharu, Kelantan. The study's considerable association between assurance, responsiveness, and tangible aspects of service quality in the fast food industry.

Hypothesis	Pearson's correlation results
H1: There is a significant relationship between tangible service quality towards customer satisfaction in the fast food industry.	r = 0.100, p < 0.01 Strong

H2: There is a significant relationship between assurance in service quality towards customer satisfaction in the fast food industry.	$r = 0.669$, $p < 0.01$	Strong
H3: There is a significant relationship between responsiveness in service quality towards customer satisfaction in the fast food industry.	$r = 0.531$, $p < 0.01$	Strong

Table 4.5 : Shows the summary for hypothesis testing in this study

Based on table 4.5 showed that the hypothesis of customer satisfaction with the level of service quality in the fast food business at Kota Bharu, Kelantan, was evaluated using Pearson's correlation analysis. All offered hypotheses were accepted at the 0.01 level of significance. Additionally, the conclusion demonstrated that tangible, assurance, and responsiveness, three independent factors, had a very strong and high positive association with customer satisfaction, supporting the entire hypothesis.

4.6 SUMMARY

Frequency analysis, descriptive analysis, reliability analysis, and Pearson Correlation Coefficient analysis results are defined in Chapter 4. In the fast food industry in Kota Bharu, Kelantan, these variables were discovered to be important and positively associated to consumer satisfaction with the service quality. All hypotheses are also supported because the p-value is less than 0.05.

CHAPTER 5

5.1 INTRODUCTION

This chapter tells about the findings of the study in chapter four where they are linked to previous studies, their conformity or nonconformity with the basic theory of the study and past literature and possible reasons for the results. Specifically, this chapter reanalyzes the inquiry and research aim presented in chapter one. This review is done to assess whether the research questions have been responded and the objectives of the research have been attained. Not only that, this chapter also presents a discussion on the findings of the study in relation to previous studies on buyer satisfaction with service quality in the fast food industry in Kota Bharu, Kelantan.

The first chapter is the introductory chapter that discusses the background of the study to be conducted, the research problem, objectives, importance, limitations and scope of the study, concepts and definitions of related words and the framework of the study. Next, chapter two is a literature review that theoretically discusses the steps that support the research study. Some of the literature will be used as a basis for the formation of research models. Chapter 3 is methodology where it is about the methodology used by the researcher in implementing this research. It aims to expound how analysis is managed, data is obtained and analyzed to get correct data. Chapter 4 is results and discussion. In this chapter we used a questionnaire to get data and analyzed the data to get the percentage of the translation strategies used by them. Chapter 5 is the conclusion of the last chapter in the study. In this chapter, the researcher abridge briefly all the discussions and research findings that have been done based on the previous chapters.

5.2 RECAPITULATION OF THE FINDINGS

The main research findings are summarized in this chapter. The purpose of this research has also been stated in the previous chapter. The results here are consistent with the aims of the study.

5.2.1 DISCUSSION ON OBJECTIVE 1

Table 5.1: Discussion on objective 1 (Tangible)

Research objective 1	To identify the relationship between tangible in service quality towards customer satisfaction in the fast-food industry.
Research question 1	What is the relationship between the tangibility in service quality towards customer satisfaction in the fast-food industry?
Hypothesis 1	There is a relationship between the tangibility in service quality towards customer satisfaction in the fast-food industry.

The initial goal of this study, as indicated in Chapter 1, is to determine the relationship between concrete service quality and customer satisfaction in the fast-food industry. Based on the data gathered and presented in Chapter 4, there is a considerable correlation between customer satisfaction and the tangibility of service quality in the fast-food industry. The first independent variable offers the physical facilities' look in relation to customer service quality. The link between the independent and dependent variables

yields the H1 reflection as a result. The majority of respondents concur that the facilities affect how satisfied they are with their visits to fast-food establishments. The respondents also concurred that using the menu on display can save them time and money when placing meal orders. The services provided can meet their needs and desires as well as their satisfaction. According to Nambisan et al., 2016, it requires minimizing the waiting duration for all interactions between the customer and the service provider. Rather, institutions should provide prompt and professional feedback on failures. This is intended to recommend alternative actions in meeting customer needs.(Lee et al., 2000).

5.2.2 DISCUSSION ON OBJECTIVE 2

Table 5.2: Discussion on objective 2 (Responsiveness)

Research objective 2	To analyse the relationship between responsiveness in service quality towards customer satisfaction in the fast-food industry.
Research question 2	What is the relationship between responsiveness in service quality towards customer satisfaction in the fast-food industry?
Hypothesis 2	There is a relationship between the responsiveness in service quality towards customer satisfaction in the fast-food industry.

The second research goal examines how customer satisfaction in the fast-food industry is related to responsiveness in service quality. The data analysis findings in Chapter 4 demonstrate a favorable relationship between responsiveness in service quality

and customer satisfaction in the fast-food industry.. The results of the correlation between the independent and dependent variables show that the H2 is reflected. The majority of replies concur that part-time employees in fast food outlets can contribute to preserving the quickness of customer service. The majority of respondents believed that part-time employees would contribute to maintaining the level of customer service. The majority of defendants concur they were expected to receive their food order within the allotted time and are happy with the fast food restaurant's service. They also agreed that fast food restaurant employees are capable of handling consumer expectations and responsive to their needs. greatly affects participants' intentions to participate again. Nambisan et al. (2016) analyze that responsiveness is important to improve customer perception of the quality of service provided by fast food restaurants. Nambisan summarized responsiveness as four important actions: personal attention to customers, immediate service, an active readiness to assist guests, and personnel availability when needed. According to Bahadur et al., 2018, service providers go out of their way to make customers feel valued during interactions.

5.2.3 DISCUSSION ON OBJECTIVE 3

Table 5.3: Discussion on objective 3 (Assurance)

Research objective 3	To explore the relationship between assurance in service quality towards customer satisfaction in the fast-food industry.
Research question 3	What is the relationship between the assurance in service quality towards customer satisfaction in the fast-food industry?

Hypothesis 3	There is a relationship between the assurance in service quality towards customer satisfaction in the fast-food industry.
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The third goal of the study is to investigate how customer satisfaction in the fast-food industry relates to assurances of service quality. According to the results of the data analysis in Chapter 4, there is a correlation between customer satisfaction and service quality assurance in the fast-food industry. It demonstrates that H3 captures the association between the independent and dependent variables. The majority of respondents concur that they feel secure conducting business with and paying for meals at fast food establishments. They also concur that staff members at fast food restaurants are consistently courteous to patrons, giving them the confidence to place an order. The findings demonstrate that customer satisfaction improves the likelihood that they will become self-satisfied when they visit fast-food restaurants. Wu et al. (2015), explain that the competencies and skills possessed by employees help to instill trust and confidence in customers. This will create a feeling of safety and comfort during the service delivery process. Customers are more likely to return if they trust the staff's capacity to do their job. Elmadag et al. (2008), list factors that trigger empathy such as competence, politeness, positive attitude, and effective communication as the most important factors in securing customers.

5.3 LIMITATIONS

Common research limitations occurred during this study such as the time to administer the correct questionnaire respondents and help respondents towards a better

understanding of the questions. Since all research studies are faced with some limitations, the limitations for this study will be presented.

The first limitation of the report is that the study was conducted only in the Kota Bharu zone. This is because it is close to the researcher's residence. So, the research will be done easily. However, researchers need to work harder and spend more efficient time to complete the research based on the time because the research area is very wide.

Then, limited access to journals and articles related to that topic. This is because some databases must pay to approach the articles that help with this research. Although, it was beyond the capabilities of a student. Moreover, there are only a few local articles linked to this subject published so this report needs to depend more on overseas articles.

Respondents who refused to answer the questionnaire. The researcher used a Web-based survey questionnaire. The researcher spread the google form link via. But not everyone cares to answer that question. Maybe because of a busy daily schedule or maybe there are people from multiple races who don't understand Malay. This has resulted in several respondents misunderstanding or misinterpreting the survey questionnaire. They can answer questions relying on their intuition, feelings and guesswork to finish the survey. Most respondents refused to get an explanation to give the right answer.

5.4 RECOMMENDATIONS

There are several suggestions to overcome the limitations mentioned above and to improve further studies.

First, future researchers are recommended to expand the study area where it is necessary to cover two places. This is intended to facilitate the researcher to carry out the study. In addition, future researchers can use different survey methods to conduct their research like face-to-face interviews that may allow respondents to be more involved and get a deeper insight from them for the study.

Moreover, future researchers need to learn technical skills to get free access to journals and articles. Future researchers must learn technical skills to gain free access such as attending seminars. Not only that, future researchers are suggested to provide language diversity in the questionnaire. The survey instrument is available in Malaysian. In order to collect a more diverse sample, survey instruments may be designed in several languages such as English, Mandarin and Tamil. As Kelantan is a multi-racial country, a collection of responses from various ethnic groups will give more realistic results. Therefore, the researcher does not need to take time to further explain the meaning of the question and hence the researcher may have the opportunity to collect accurate answers from the respondents. This will help the respondents to understand all the questions carefully and provide more reliable results.

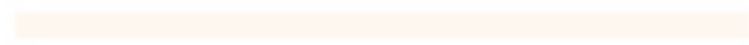
5.5 SUMMARY

This study was conducted to get a well understanding of customer satisfaction in fast food restaurants by examining quality of service. Customers are satisfied with the quality of service. Not only that, they are also pleased to perform tasks according to customer requests. All of these independent variables are supported by customer satisfaction in the fast food industry. The findings of this study are discussed extensively in this chapter. Next, this chapter summarizes the tasks completed in this research by

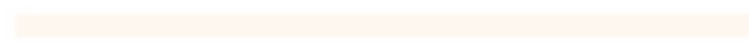
reporting the hypothesis test, answering the research questions and achieving the objectives of the study. Additionally, this chapter also outlines some limitations and recommendations. This study concludes with the contribution of the study and some recommendations for future research.



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