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**MEASURING PERCEIVED SERVICE QUALITY TOWARDS CUSTOMER  
LOYALTY IN MALAYSIA'S FAST FOOD RESTAURANTS**

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## APPENDIX B: DECLARATION

### DECLARATION

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## LIST OF SYMBOLS AND ABBREVIATIONS

### Abbreviations

QSR	Quick Service Restaurant
KFC	Kentucky Fried Chicken
MCD	McDonalds
SERVQUAL	Service Quality
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package for the Social Science
S	Sample Size
N	Population size
IBM	International business machine corporation
STPM	Pre- university examination in Malaysia
SPM	Malaysia certificate of education



## ABSTRACT

This research investigates the relationship between tangibility, reliability, assurance, empathy, and responsiveness in identifying customer loyalty towards fast food restaurants in Malaysia. Next, to investigate the question, the researcher used the quantitative study method by conducting an online questionnaire to 384 respondents according to the model (Krejcie & Morgan, 1970) to represent Malaysians total population of 32.78 million people. The quantitative research method was selected and questionnaire was used as the research instrument to collect data. Convenience sampling method was used and 384 respondents were evaluated in this study. The data was collected using Google form and questionnaire. The data collected is analyzed by using Statistical Packages for Social Science Version 24 (SPSS Version 24) software based on descriptive statistic, reliability analysis, and correlation analysis. The researcher's analysis showed that the reliability item had a higher Crobach's Alpha data than the other items, so that the relationship between reliability and customer loyalty towards fast food restaurants in Malaysia is highly emphasized with score 0.874 from respondent which shows a very good level. In conclusion, service quality has an impact on customer loyalty to restaurants if it is practiced correctly, wisely and ethically. Therefore, researchers call on new researchers to study the service quality shown by local restaurants that sell local food.

**Keywords:** tangibility, reliability, assurance, empathy, responsiveness, customer loyalty, service quality.

## ABSTRAK

*Penyelidikan ini mengkaji hubungan antara kewujudan, kebolehpercayaan, jaminan, empati, dan responsif dalam mengenal pasti kesetiaan pelanggan terhadap restoran makanan segera di Malaysia. Seterusnya, untuk menyasat persoalan tersebut, pengkaji menggunakan kaedah kajian kuantitatif dengan menjalankan soal selidik dalam talian kepada 384 responden mengikut model (Krejcie & Morgan, 1970) bagi mewakili jumlah penduduk Malaysia seramai 32.78 juta orang. Kaedah kajian kuantitatif dipilih dan soal selidik digunakan sebagai instrumen kajian untuk mengumpul data. Kaedah persampelan kemudahan telah digunakan dan 384 responden telah dinilai dalam kajian ini. Data dikumpul menggunakan borang Google dan soal selidik. Data yang dikumpul dianalisis dengan menggunakan perisian Statistical Packages for Social Science Version 24 (SPSS Version 24) berdasarkan statistik deskriptif, analisis kebolehpercayaan, dan analisis korelasi. Analisis pengkaji menunjukkan item kebolehpercayaan mempunyai data Cronbach's Alpha yang lebih tinggi berbanding item lain, sehingga hubungan antara kebolehpercayaan dan kesetiaan pelanggan terhadap restoran makanan segera di Malaysia amat ditekankan dengan skor 0.874 daripada responden menunjukkan tahap yang sangat baik. Kesimpulannya, kualiti perkhidmatan memberi kesan kepada kesetiaan pelanggan terhadap restoran sekiranya ia diamalkan dengan betul, bijak dan beretika. Oleh itu, penyelidik menyeru penyelidik baharu untuk mengkaji kualiti perkhidmatan yang ditunjukkan oleh restoran tempatan yang menjual makanan tempatan.*

***Kata kunci: ketara, kebolehpercayaan, jaminan, empati, responsif, kesetiaan pelanggan, kualiti perkhidmatan***

## CHAPTER 1

### INTRODUCTION

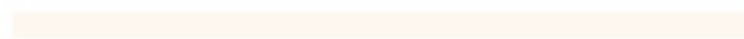
#### 1.1 BACKGROUND OF THE STUDY

Fast food restaurants are typically referred to as quick service restaurants (QSR) in the industry. These restaurants stand out due to their focus on fast food cuisine and scant table service. Fast-Food restaurants often have a small menu and sell food that follows the "sweet-meat diet". According to Bender (2001), fast food is a general term for a limited range of foods suitable for assembly line technology, usually burgers, pizza, chicken, or sandwiches. Food is produced by cooking and keeping it warm in big amounts in advance, preparing and packaging it to order, and then offering it mostly for takeaway, though sit-down meals may be provided. Fast food restaurants are typically a part of a restaurant chain or franchise that provides individual restaurants with standardized ingredients or partially produced items and delivers them via a regulated delivery channel. In general, the world knows the existence of this fast food restaurant. There are many fast food restaurant companies today such as KFC, Mc Donald, Subway and others. Those fast food companies are the largest and most numerous in the world. Every country in the world, including Malaysia, has its franchise and restaurants are multinational corporations. With the existence of this fast food restaurant, it makes it easier for the residents to buy and have food to eat at a reasonable price and value. In addition, fast food restaurants are also easy to find, they are everywhere such as supermarkets, airports, restaurants and study areas.

According to A.C. Nieselen (2005), 59% of the adult population eats at a fast food restaurant at least once a week. This is due to the convenience of fast food restaurants that



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adapt to busy lifestyles, as well as the concept of easy access to various fast food restaurants in the market. Fast food is now available in restaurants, shopping malls, airports, schools and universities, gas stations, and hospital cafeterias. With a high-quality and varied Western menu, a modern and comfortable atmosphere with air conditioning, and efficient catering service, fast food restaurants have successfully raised consumer awareness.

## **1.2 PROBLEM STATEMENT**

Fast food has become the restaurant of choice for many people regardless of age and background because it provides a variety of interesting menus and various promotions that are in line with the changing times and current trends. Therefore, fast food restaurants can attract customers to enjoy their food and service. In addition to the advantages found in fast food restaurants, there are also problems faced by them to ensure that fast food restaurants can always care the quality of their food service. The problem that the researcher face is to retain the quality of food and service at once ensure the loyalty of customers. This is because customer loyalty is important to ensure that a fast food restaurant can run their business well.

Problem of maintaining the quality of food and service is critical to ensuring that the restaurant can run smoothly and profitably if customers are content with and loyal to the quality of food and service. Service quality, for example, means that operators must ensure that the restaurant environment is in good condition and always clean to prevent customers from feeling uncomfortable when they are in the restaurant. In addition, in terms of food quality, fast food restaurants must always ensure the quality of their food to achieve customer loyalty by providing good, fresh and suitable

food for customers. Today, fast food restaurants receive many negative complaints about service, whether in terms of food or service itself. For example, the fast food restaurant that is KFC accepts complaints that the size of chicken is getting smaller. Therefore, problems related to the quality of food and service must be resolved as best as possible in order to maintain good performance and increase restaurant profits. With that being the case, the researcher came up with the idea of wanting to study why this fast food restaurant received such an encouraging response among the Malaysian population. More specifically, the researcher did not study all aspects of this quick service restaurant, but he wanted to study the aspect of measuring perceived service quality in terms of customer loyalty in Malaysian quick service restaurants.

### **1.3 RESEARCH OBJECTIVE**

This research is aiming the objectives successfully:

1. To identify the attribute of service quality in influencing customers to visit fast food restaurants.
  - a) To identify the relationship between tangibility and customer loyalty towards fast food restaurants in Malaysia.
  - b) To identify the relationship between reliability and customer loyalty towards fast food restaurants in Malaysia.
  - c) To identify the relationship between assurance and customer loyalty towards fast food restaurants in Malaysia.
  - d) To identify the relationship between empathy and customer loyalty towards fast food restaurants in Malaysia.
  - e) To identify the relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia.

#### **1.4 RESEARCH QUESTION**

1. Is there any relationship between tangibility and customer loyalty towards fast food restaurants in Malaysia?
2. Is there any relationship between reliability and customer loyalty towards fast food restaurants in Malaysia?
3. Is there any relationship between assurance and customer loyalty towards fast food restaurants in Malaysia?
4. Is there any relationship between empathy and customer loyalty towards fast food restaurants in Malaysia?
5. Is there any relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia?

#### **1.5 SCOPE OF THE STUDY**

This study investigates the relationship between customer loyalty and perceived service quality in a quick service restaurant. Services are highly valued and growing in developing countries. Services are referred to as an economic activity that provides value and benefits to customers. Apart from that, quality is usually defined by customers. This is because customers have the power of buying. In order to maintain a long relationship with the customers, staff and companies must focus to fulfill the needs of customers. Clearly, service quality is given more importance to the companies. The researcher chose this title because they want to do research on the quality of service given to customers at fast food restaurants, whether it is good or not. This study looked at how customer loyalty in restaurants is impacted by both service and food quality. The purpose of this study is to evaluate the relationship between fast food customer loyalty and service quality.

## 1.6 SIGNIFICANCE OF THE STUDY

This study looks at how important fast food restaurant service quality is to Malaysians. Based on the five aspects of tangibility, reliability, assurance, empathy, and responsiveness, the perceived service quality of fast food restaurants is investigated in this section. The researchers use a lot of material such as social media and technology to study customer satisfaction that leads to customer loyalty. In addition, the study clarifies the issues that fast food restaurants face. Fast food restaurants are one of the main places for millions of people to get something to eat. Fast food restaurants indeed have numerous advantages and disadvantages for everyone. This study focuses on the relationship between fast food restaurant customer loyalty and the quality of the food and service. This study aims to assess customer loyalty to fast food in relation to the level of service.

### I. Fast Food Restaurant Operator

This study will give advantage to the fast food restaurant operator. This is because fast food restaurants can improve their operator in terms of taking orders, serving customers and others. Other than that, it is also important to make effective strategies to attract more customers.

### II. Food & Beverage Industry in Malaysia

This research recognized that the Food & Beverage industry in Malaysia will give the highest effect for everyone. This is because the fast food industry provides a good service in order to satisfy the customer. Besides, it is able to expand on a large scale which can also attract the customers and get the advantages.



### III. Customers of Fast Food Restaurant

This study will help in showing the target market or customers who will buy food at fast food restaurants. In addition, this study will also observe the service quality applied by companies and fast food workers to provide a valuable experience or otherwise to customers. In order to determine whether or not this service quality can result in customer loyalty.

### IV. Future Researcher

This study will help and predict the development in the field of fast food restaurants. This is because it can identify every advantage and disadvantage found in fast food service to meet the demands and needs of customers. Therefore, with the existence of this study, it will ensure that the field of fast food restaurants is progressing and growing.

## 1.7 DEFINITION OF TERMS

The terms used in this research are quality of service, quick service restaurant, tangibility, reliability, safety, empathy, and responsiveness. Below are the definitions for each of these terms.

### 1.7.1 SERVICE QUALITY

An organization's service quality can be determined by comparing how well it meets the needs of its customers. Customers buy services based on what their customers anticipate from them. In addition, service quality is important in achieving the performance and goals of the restaurant or organization. An example of service quality is courtesy and respect for customers.

### **1.7.2 FAST FOOD RESTAURANT**

A quick-service restaurant, also referred to as a QSR in the business, is a style of eatery that serves fast meals and offers minimal table service. The quick-service restaurant business is growing rapidly in this decade. Some multinational companies are aggressively opening their business in other countries. These companies include McDonald's, KFC, Pizza Hut and Subway.

### **1.7.3 TANGIBILITY**

The definition of tangibility is the physical features of the service being provided. Other than that, the communication materials. As a proof, the cleanliness in fast food restaurants is the appearance of the personnel. Therefore, tangibility is important in the service quality to make the fast foods restaurant's goals achieve and increase.

### **1.7.4 RELIABILITY**

Reliability is important in business. The reason is that customers expect to receive the same excellent quality from the company every time they make a purchase. For example, customers will believe what they see in the advertisement, and they will accept that they can get the same as in the advertisement. Therefore, it is important for any company to have a process in place to ensure this advertising. In addition, it is important for companies to be considered reliable by their customers.

### **1.7.5 ASSURANCE**

The level of competence, courtesy, and ability to engender confidence in service providers is referred to as assurance. Customers feel safe when they make financial transactions in restaurants because the employees are well-mannered, knowledgeable, and friendly. The intended assurance is an assurance from various services in fast food restaurants, whether from hospitality services or food services. For example, the customer orders food that needs to be cooked, and the food takes 10 minutes to cook. Staff will ask customers to wait for 10 minutes for the food to be ready. The guarantee is that the waiting time and the food is only 10 minutes as informed by the staff.

### **1.7.6 EMPATHY**

Employees in customer service must understand and delve into their customers' ideas and feelings, which necessitates empathy. In addition, empathy can help companies to communicate better with their customers by bridging the gap in understanding. This is because empathy plays a big role in helping to create a positive interaction between the two parties. When customers feel they are valued and listened to, they are more likely to be satisfied with the solution that the employee suggests to them. Indirectly, customers will feel assured and trust the service.

### **1.7.7 RESPONSIVENESS**

The responsiveness to assist clients and deliver fast service is responsiveness. For instance, it is crucial to address client questions and complaints right away. If staff are willing to help customers when needed, fast food establishments can indirectly achieve customer satisfaction. Customer satisfaction and referrals are both

positively correlated with responsiveness. The avoidance of keeping clients waiting for no obvious cause is another illustration of responsiveness. The business places a high value on responsiveness. This is because clients will trust our service and company if we are responsive. Therefore, employees must prioritize the needs of the consumer.

## **1.8 SUMMARY**

The researcher presents an overview of assessing perceived service quality in terms of customer loyalty in Malaysian fast-Food restaurants in this chapter. Customers of fast food restaurants are subject to a variety of influences. Customer loyalty can be achieved by restaurants through perceived service quality, product quality, and customer pleasure. In Malaysia, this study intends to investigate the relationship between fast food restaurant loyalty and level of service. The researcher, on the other hand, defines research terms before explaining the introduction, research context, problem statement, research aim, research question, and study importance.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

In chapter two, this study concentrated on finding and reviewing prior research that was relevant to the study's issue, which was the service offered by fast food restaurants. The researcher also learns about the relevant ideas related to the study's topic, which is Malaysia's relationship between fast food restaurant service quality and customer loyalty. Researchers also developed a conceptual framework to better understand the study as a whole and show the relationships between all variables. There are five independent variables in this chapter: tangibility, reliability, assurance, empathy and responsiveness from SERVQUAL of Parasuraman. Finally, the hypothesis for the six variables is further explained in this chapter by addressing past empirical studies by researchers.

#### **2.2 OVERVIEW OF FAST FOODS INDUSTRY IN MALAYSIA**

The consumer behavior and marketing literature explains that the level of purchase satisfaction is strongly influenced by individual intentions and behavior. (Brunner et al., 2008; Kang et al., 2015). Customer satisfaction is an important factor for customer loyalty to fast food restaurants. Therefore, fast food restaurants provide high quality service to ensure their customers' loyalty all the time. Moreover, customer satisfaction in a service business or a particular brand plays a key role in determining customer loyalty. (Han et al., 2018). Since customers will always choose the best restaurant to satisfy their needs, customer satisfaction must always come first, especially in the fast food market. In determining customer loyalty, customer satisfaction is more

important than other factors, especially for service businesses such as restaurants. In the hospitality industry, higher perceived value makes customers feel better and more satisfied. Increased satisfaction ultimately guarantees lasting customer loyalty. (Ali et al., 2018; Ryu & Han, 2010).

The fast food restaurant industry is a complex business that is constantly growing rapidly and advancing worldwide. Therefore, in Malaysia many people choose to enjoy the food found in fast food restaurants because the service provided is usually faster and easier than in other restaurants. In addition, the food provided can also attract the interest of various ethnic groups in Malaysia regardless of age. In addition, fast food restaurants need to focus mainly on customer retention and satisfaction to ensure that their management runs smoothly, because in the restaurant industry it is important to build relationships with our customers and provide them with excellent service (Saleem & Raza, 2014). Services are invisible and cannot be quantified and counted. Restaurants deliver food to their customers. Food service correlates with reliability and speed of delivery. In the fast food restaurant industry, customer sentiment, perception, and expectations are more important in attracting loyal customers. Both visible and invisible factors are important to customer loyalty. The type of food that can be enjoyed and the type of service that can be provided are important factors in customers choosing and continuing to patronize a restaurant (Clark & Wood, 1998; Han et al., 2018).

Nowadays, there are different types of restaurants that have improved to attract customers' interest and satisfy them to advance their business. Therefore, the competition between restaurant operators is also intensifying to keep restaurants in the market in Malaysia. The customer has access to a variety of products as a result. Fast food restaurants serve and accommodate their customers in a market that is incredibly competitive.

Therefore, fast food restaurants need to build strong relationships with their customers (Mason et al., 2016; Muttaz et al., 2013). With a strong relationship between customers, fast food restaurants can further increase the loyalty of customers towards the services and products offered. Good customers usually become loyal customers (Carranza et al., 2018; Espinosa et al., 2018; Nguyen et al., 2018). According to Waal & Heijden (2016). They proposed eight behavioral themes related to customer loyalty, but did not mention specific factors such as atmosphere, environment, and location related to customer satisfaction and loyalty in fast food restaurants. Customers' self-perception of service quality and food quality is the main factor leading to customer satisfaction in the fast food industry (Carranza et al., 2018; Shamah et al., 2018).

## **2.3 ATTRIBUTES OF SERVICE QUALITY**

An independent variable is a Variables that are independent and not modified by other variables. For example, the respondent's age may be an independent variable. Other than that, the independent variable is important in this research because determining cause and effect is one of the parts of scientific research.

### **2.3.1 TANGIBILITY**

Tangibility is known as the customer's perspective of the service provider and how its services (including staff, equipment and physical visibility) can be evaluated (Endara et al., 2019). In fact, researchers in Santos (2002) found that service providers are often inspired by specific information about how they experience their services, which also improves their company's image. Since services are tangible, customers may compare the services they receive to determine how well they meet their expectations. This phrase

refers to the outward appearance of buildings, furnishings, personnel, and communication tools. The drive-thru is one of the most well-liked varieties of fast food establishments.

This is because a drive-thru can save time and energy. In fact, sales through the drive-thru window account for almost 50 percent of total sales for all 167 MacDonald's Drive – Through restaurants.

### **2.3.2 RELIABILITY**

The second independent variable is reliability. According to Drost (2011), Reliability is "the extent to which a measurement is reproducible when made by different people on different occasions and under different conditions. It is claimed using alternative means of measuring structure or skill State". Reliability is the ability to reliably and accurately deliver promised performance. Reliability means quick service restaurants deliver on their promises in pricing, problem solving and delivery service. Customers do business with fast food restaurants that deliver on their promises, especially regarding service outcomes and core service attributes. All fast food restaurants need to understand their customers' expectations of authenticity. For example, customers have expectations for the food they will receive. This is because they see food advertisements and expect to get the same food as the advertisement. Fast food restaurants that don't offer the core services that customers are looking to buy are letting customers down in the most direct way.

### **2.3.3 ASSURANCE**

The next independent variable is assurance. According to Marshall et al. (2003), assurance is defined as competence and courtesy shown to customers. Assurance is a dimension identified by Parasuraman et al. (1988) Inspire trust and confidence in the knowledge, courtesy and competence of your staff. This dimension is important for service providers. Assurance is defined as an employee's knowledge of the company and



its employees' courtesy and competence, which inspires trust and confidence. This aspect can be particularly important for services that customers think have a high potential for improvement or that they may or may not be able to evaluate. According to Hayes (2020), it is intended to improve the quality of information for individual decision makers and may include analysis of various financial transactions and documents, including but not limited to contracts, loans, and financial websites. Specify. In this way, information users can be reassured that the basis for their decisions is reliable and information risk is minimized. In addition, the individuals that serve as the company's point of contact with the customer, such as the marketing division, might embody trust. Employees therefore recognize the importance of instilling trust in their customers in order to gain a competitive advantage to retain them. Customers who trust the fast food restaurant do not have any doubt and will always go to the restaurant. Indirectly, the performance of the restaurant will increase.

#### **2.3.4 EMPATHY**

Then, the next independent variable is empathy. Empathy is related to the capacity to demonstrate interest and individual attention, as well as whether or not an organization cares about and supports its users individually. Sensitivity, accessibility, and an attempt to comprehend consumer needs are all examples of empathy. With empathy, people, especially the staff who are working in fast food restaurants have the ability to communicate an accurate understanding of another's feelings. This is one of the most important roles in traditional services, so a record of accuracy must be kept (Yang et.al. 2004). The staff will treat customers well such as serving politely and asking customers to sit while waiting for the food to be ready. Other than that, empathy is an added benefit that increases confidence and trust and increases customer loyalty. In this competitive world, customer expectations are getting higher and higher, and it is the fast

food restaurant's responsibility to do whatever is necessary to meet those expectations. Otherwise, customers who don't get personalized service will look elsewhere.

### **2.3.5 RESPONSIVENESS**

Responsiveness refers to whether a provider is willing to take care of its users and provide attentive service with accurate and prompt responses. This affects the availability of institutional staff to support users and provide services promptly.

Other than that, ready to help customers and provide quick service. According to Bahia and Nantel (2000) the researchers considered SERVQUAL and most of its measurements to be the best known and widely accepted measure for indicating service quality, but rejected responsiveness and lacked survey reliability. Claimed to be lacking. This dimension places a strong emphasis on being diligent and precise when responding to customer requests, questions, complaints, and issues. Customers are informed through responsiveness how long they will have to wait for assistance, a response to their query, or troubleshooting. Flexibility and the capacity to modify services in accordance with client demands and preferences are also aspects of responsiveness. Avoiding keeping consumers waiting for no apparent reason is an illustration of responsiveness. In this content, Fitzmmons (2006) responsiveness is recommended to be the ability to help customers take immediate action.

## **2.4 RELATIONSHIP BETWEEN TANGIBILITY, RELIABILITY, ASSURANCE, EMPATHY AND RESPONSIVENESS AND CUSTOMER LOYALTY TOWARDS FAST FOOD RESTAURANT IN MALAYSIA**

In addition to the points mentioned before, the researchers also studied the importance of the five dimensions of the Parasuraman concept, namely tangibility, reliability, assurance, empathy and responsiveness to further relate this concept to service quality and customer loyalty in the context of fast food restaurants in Malaysia. Next, the analysis based on these 5 concepts can be a very useful material for researchers to study how efficiently and productively they handle the products and services provided by fast food restaurants. In the meantime, these five concepts help researchers identify more important dimensions of service quality for businesses and obtain strategies used by fast food restaurants to maintain customer loyalty to always visit their restaurants.

For the chain restaurants in Thailand, the study found that specificity has a significant impact on customer satisfaction Polyorat & Sophonsiri (2010). Tangibility was found to have the strongest impact on service quality. Moreover, although the research by Kaura, Durga Prasad, & Sharma (2016) indicated that tangibles do not significantly affect customer loyalty, several research findings indicate that tangibles are crucial precursors of customer satisfaction. Customers in fast food restaurants examine the tangibles linked with the services they receive in order to determine the perceived quality of the services because the services are tangible. It describes the outward appearance of facilities, furnishings, personnel, and communication tools. A customer who receives subpar service will undoubtedly be displeased. Customer loyalty to return to restaurants stems from customer satisfaction with the quality of service provided by fast food restaurants. To assess the association between tangible objects and levels of

customer loyalty in Malaysian fast food restaurants, the following hypotheses are proposed in this study.

Additionally, Abdullah & Rozarion (2009) discovered that customers are more loyal when they believe the information is very reliable. For instance, most product advertisements shown in fast food restaurants are identical to the real item. Being able to fulfil customers' desires and thoughts in accordance with their requests and instructions is a key component of fast food restaurant reliability. Customers would undoubtedly feel unsatisfied with the service if the level of reliability is inadequate. To investigate the impact of service quality reliability on the degree of customer loyalty in Malaysian fast food restaurants, we formulated the following hypothesis.

Next, based on the study of Omar, Ariffin, & Ahmad (2016), the assurance aspect of the SERVQUAL model has the most positive impact on customer retention. Additionally, various studies confirm that guarantees are positively and significantly correlated with customer retention (Huang, 2012). The level of assurance can be appreciated if the service quality associated with the fast food restaurant enforces a culture of politeness and customer friendliness to satisfy and retain customers at the fast food restaurant. Therefore, this study presents the following hypotheses to determine the effect of SERVQUAL guarantee on the level of customer loyalty to Malaysian fast food restaurants.

Besides, empathy, followed by reliability, responsiveness, assurance and tangibility, is the component that has the most impact on customer loyalty in five quality test services, according to a study by Al Khattab & Aldehayyat (2011). The most crucial factor in forecasting how customers would evaluate the overall service quality of hotels is empathy, (Al Khattab & Aldehayyat,2011). In the context of fast food restaurants, if

service quality shows concern for behavior and concern for customers, the level of empathy will be high and it may make customers happy and make customers loyal to visit the restaurant again in the future. In order to explore the relationship between empathy in service quality and the degree of customer loyalty at fast food restaurants in Malaysia, the following hypothesis is put forth.

Finally, the SERVQUAL model has shown that responsiveness is the key factor influencing customer satisfaction Shanka, (2012). Additionally, a number of earlier research discovered that timeliness is a factor that has a large and favourable impact on customer satisfaction Namin, (2017). With the existence of customer satisfaction, it may also affect customer loyalty to the restaurant. In the context of fast food restaurants, responsiveness is about how fast and how efficient the service is to deliver their service. If the service is very responsive to customer requests, the service provided is considered satisfactory. Therefore, the following hypothesis proposed in study is to investigate how far the relationship between the responsiveness in service quality provided at fast food restaurants and the level on customer loyalty that goes to fast food restaurants in Malaysia.

## **2.5 HYPOTHESIS**

A hypothesis may be testable based on what the researcher anticipates the results of the investigation to be. A hypothesis is also a belief that is accepted as true for a reason, even when its veracity has not yet been established. This study also explains the relationship between two variables. It may be understandable and clear. The researchers can also see how the independent and dependent variables are related.

H1o: There is no relationship between tangibility and customer loyalty towards the fast food restaurants in Malaysia.

H1a: There is a relationship between tangibility and customer loyalty towards the fast food restaurants in Malaysia.

H2o: There is no relationship between reliability and customer loyalty towards the fast food restaurants in Malaysia.

H2a: There is a relationship between reliability and customer loyalty towards the fast food restaurants in Malaysia.

H3o: There is no relationship between assurance and customer loyalty towards the fast food restaurants in Malaysia.

H3a: There is a relationship between assurance and customer loyalty towards the fast food restaurants in Malaysia.

H4o: There is no relationship between empathy and customer loyalty towards the fast food restaurants in Malaysia.

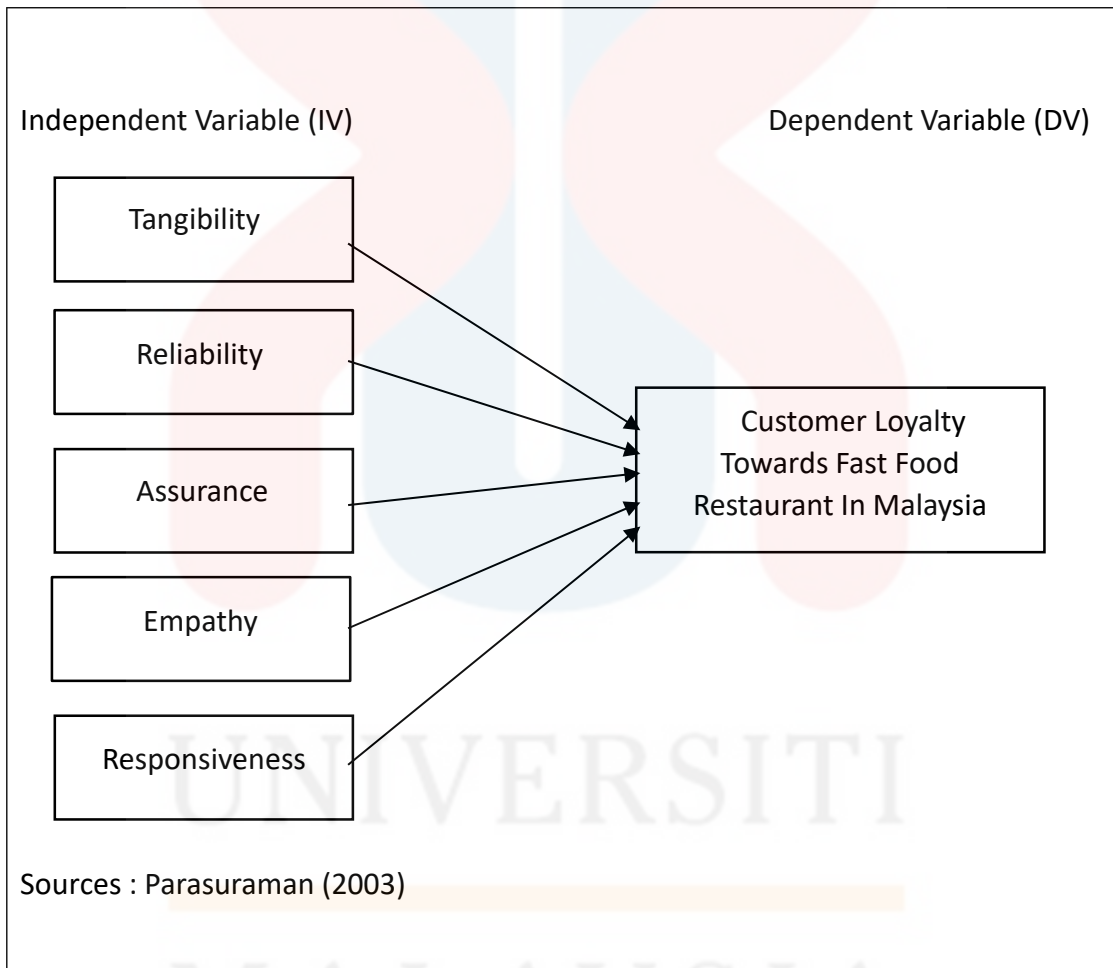
H4a: There is a relationship between empathy and customer loyalty towards the fast food restaurants in Malaysia.

H5o: There is no relationship between responsiveness and customer loyalty towards the fast food restaurants in Malaysia.

H5a: There is a relationship between responsiveness and customer loyalty towards the fast food restaurants in Malaysia.

**2.6 CONCEPTUAL FRAMEWORK**

Figure 2.1 shows a conceptual framework to measure perceived service quality in Malaysian fast food restaurants in terms of customer loyalty. Customer loyalty in Malaysian fast food restaurants is the dependent variable for this study, and the independent variables in service quality that conclude are tangibility, reliability, assurance, empathy, and responsiveness.



### **Figure 2.1: Conceptual Framework**

Figure 2.1 will explain the relationship in this study between the independent variables and dependent variable. The researcher makes many assumptions about the context-based relationship between the variables. The study reveals customer loyalty to Malaysian fast-food restaurants as the dependent variable (DV), while tangibility, reliability, assurance, empathy and responsiveness as the independent variables (IV). This figure shows that the relationship between the variables is closed.

## **2.7 SUMMARY**

After sifting through a large body of literature and gathering information, this study seeks to examine the service quality through customer loyalty in Malaysian fast food restaurants. This combination allows the researcher to develop the framework to evaluate and compare the effect of each variable on service quality. Besides, to evaluate the service quality this research tries to choose the appropriate dimension based on previous literature. In this study, there is five empirical evidence that outperforms the SERVQUAL scale across which is tangibility, reliability, assurance, empathy and responsiveness.



## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

Research methodology includes the methods and approaches used to achieve research goals and objectives. Research methodology makes the research conducted more systematic and the research process more targeted. The researchers outline the study's methodology in this chapter. The research design, study population and sample size, sampling strategy, data collection process, research instrument, and data analysis are all covered in this chapter. This chapter begins by establishing observations, data collection and developing a sample size from the population selected by the researcher. Then, this chapter explains how to conduct a survey using methods and data collection based on research objectives. Research methodology is a large level of approach, which will include the target population of the study and also how to get feedback.

#### **3.2 RESEARCH DESIGN**

The technique and framework that the researcher will select to carry out a particular study design is known as the research design. This study design framework will help the researcher to find the appropriate method for the topic and successfully complete the study. According to Trochim (2015), research design is like glue that will help to stick research studies together, because it is used to build research. In this study, the research design used is the quantitative research method. Moreover, the quantitative approach is

the most selective research method suitable for conducting this research. This method is a structured way to measure and collect data from different sources. Meanwhile, this method also has statistics and mathematical tools to determine the results. In addition, quantitative can be determined by the relationship between the cause of the issue and the factors affected by the issue. Based on Oxford Fajar (2013), this quantitative method can be developed through a questionnaire or face-to-face interview. In this study, the researchers will use online platforms more to conduct questionnaires and quantitative methods because they can be disseminated on a large scale.

### **3.3 POPULATION**

A population is a group of things or people that are known to have certain traits in common. According to Kumar, Talib, and Ramayah (2013) show that researchers can classify populations as a group of individuals, events, or things that are of interest for study. In this study, the researcher wants to investigate the opinion of the Malaysian community on the subject of this study. According to the National Statistics Department in 2021, the population of Malaysia is estimated to be 32.78 million people. In conclusion, the researcher should get as many respondents as possible to answer the questionnaire in order to continue the study to completion.

### 3.4 SAMPLE SIZE

Sample size can be used to observe every number to determine the estimate given the population. The purpose of this study is to determine the impact of service quality on customer loyalty in Malaysian fast food restaurants. The target population of this study consists of all individuals who can participate in the study. The sample size is critical to the research design because it allows the researcher to extrapolate demographic information about population from the sample statistics. What matters here is not the percentage of the test population, but the goals of the researcher and the forms of statistical manipulation to be used in data analysis (Taherdoost, 2016). In this study, the researcher discovered that the survey uses quantitative methods in research. The researcher used (Krejeie & Morgan, 1970) as a model in this study. According to this model, the sample size will be recognized from the population in Malaysia which is 32.78 million. Since, all of the total respondents is 384 in forms would be spread as the sample size.

Table 3.2: Table for determining Sample Size for a population

Sources: Krejcie and Morgan, (1970)

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

Note.—*N* is population size. *S* is sample size.

Source: Krejcie &amp; Morgan, 1970

### 3.5 SAMPLING METHOD

Sampling is a method of selecting a number of cases from all cases in a given group or population. Sampling is a research strategy in which data are collected from a portion of a population in order to make inferences about the population as a whole. "Population" in this sense is often referred to as "universe." According to Sedgwick (2013), there are two types of sampling methods that can be used to describe research participants: Random samples (sometimes called probability samples) and non-random samples (sometimes called non-probability samples). Thus, the number of people is large, a technique used by the researcher in the survey, and the population is a random sample that is not a probability sample.

Convenience sampling is defined as a method used by researchers to collect market research data from a pool of readily available respondents. Data collected using this sample is used exclusively for scientific research purposes. This sampling approach relies on criteria such as ease of contact, ease of contacting the group, willingness of respondents to participate, low cost, inexpensive methods, and ease of conducting the survey.

Other than that, the questionnaires are to be prepared for all individuals participating. This sample is conducted for 384 respondents in which all people can participate as the researcher wants to collect data from all people across Malaysia. The target population is Malaysian people. Overall, this method is related to the survey.

### 3.6 DATA COLLECTION

The process of acquiring and measuring data for a study using standardized, recognized methodologies is known as data collection. Based on the information acquired, an investigator might evaluate his or her hypothesis. Regardless of the field, data gathering is often the first and most important step. Depending on the type of information needed, many ways to data collection are utilized in many study domains. There are many ways to collect data for research.

For this research, the researchers will use primary data method. Primary data is data that has never been seen before. Primary data are the original results of research. Collecting and analyzing primary data is usually more time-consuming and tedious than studying secondary data. There are two types of primary data collection methods, quantitative and qualitative. In this study, the researchers will collect the data by using questionnaires. This is because the researcher's research method is quantitative. Furthermore, surveys are also cheaper compared to other methods and easy to monitor because it is standardized.

Quantitative data are data about numerical variables. used to verify or put to the test theories and premises. Establishing generalizable facts about a subject is possible with this research technique. Common quantitative procedures include experiments, quantitatively recorded observations, and finished investigations. The researchers will use an online way to gather data for this investigation.

### 3.7 RESEARCH INSTRUMENT

Research instrument used in research is one that is used to gather, quantify, and examine data relevant to the researcher's area of interest. There are 4 types of research instruments, namely tests, surveys, scales, questionnaires or even checklists. The instruments that researchers will use are questionnaires. A questionnaire consists of a number of questions or items intended to elicit data regarding the attitudes, experiences, or opinions of the respondents. Apart from this, questionnaires are the main method of collecting quantitative data. The advantage of the questionnaire is the researchers can gather a lot of data in less time. Furthermore, questionnaires like google form are quick and cost effective. Respondents may complete the questionnaire without disclosing their identity.

In this study, the questionnaire is divided into two sections. Section A will consist of the demographics of the respondents' including gender, age, ethnic, status, highest educational level and occupation. Meanwhile, section B comprises the customer's perception on the extent of agreement in the application of the service quality dimensions towards customer loyalty in Malaysia's fast food restaurants. The next section B aims to determine the relationship between tangibles, reliability, assurance, empathy, and responsiveness in relation to customer loyalty in fast food restaurants in Malaysia. Section B questions will be addressed using five Likert - type scales to determine the extent of responses with numerical equivalent and interpretation (Jalagat et al., 2017): 1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree and 5 = strongly disagree.



Figure 3.1: Likert Scale

Section	Variables	No. of items	Scale
A	Demographic	6 items	Nominal
B	Customer Loyalty in Malaysia's Fast Food Restaurant.	4 items	Likert Scale 1-5
C	Tangibility Reliability Assurance Empathy Responsiveness	4 items 4 items 4 items 4 items 4 items	Likert Scale 1-5
	Total of the Items	30 items	

Table 3.3 : Breakdown of Measure

### 3.8 PILOT STUDY

A pilot study and randomized controlled trial of the mindful self-compassion program, Neff & Germer, (2013). A pilot study, also known as a "feasibility study," is a small-scale preliminary study carried out before to large-scale quantitative research in order to thoroughly examine the possibility of a prospective project. Pilot studies are an essential component of the research process. Before the primary study, researchers can assist in identifying design concerns and assessing the feasibility, practicability, resources, time, and cost of a study. As a result, prior to data collection, the researcher will send the questionnaire to 30 respondents. The pilot study must be carried out in order to test the dependability and validity of the questions that will be asked of the actual respondents.



### **3.9 DATA ANALYSIS**

Data analysis is a method of evaluating information through scientific and intellectual thinking in order to examine all parts of the information provided. This type of inspection is just one of the numerous means when it is directed to an exploration test that it must be completed. Information from various sources is collected, reviewed and categorized to determine the outcome or final type. There are a variety of explicit information research techniques, some of which include information mining, content review, business insight, and information perception. The statistical tool Social Sciences Version 24 (SPSS) is used to analyze the data acquired in this investigation. This IBM SPSS version 24 is a comprehensive set of statistical tools for processing statistical data and producing a variety of findings in order to answer the objective study.

#### **3.9.1 Descriptive Statistics**

In research, descriptive statistics are used to characterize the basic properties of data. It provides a concise summary of cases and metrics. It serves as the foundation for practically all quantitative data analysis, along with simple graphical analyses.

Inferential statistics and descriptive statistics are typically distinct from one another. Researchers that use descriptive statistics do so to concisely explain what the data reveal or suggest. Researchers seek to get inferences outside of the primary data using inferential statistics. For instance, inferential statistics are used by academics to attempt to infer populations from sample data. As an alternative, researchers employ inferential statistics to assess if differences between groups that have been identified are reliable or if they are more likely to have occurred by chance during the study. Thus, academics employ inferential statistics to derive inferences about more general ideas from data.

### **3.9.2 Reliability Test**

The reliability coefficient, which estimates the coefficient Cronbach Alpha, is checked to obtain and gain the reliability of measuring customer satisfaction in fast food restaurant to indicate that an instrument is without bias and ensures that it is consistent to measure different items at different times. Reliability of measure indicates stability of instrument and consistency in concept measurement (Sekaran, 2003).

### **3.9.3 Pearson Correlation Coefficient**

Pearson's correlation coefficient also knows the correlation coefficient product moment. Represented by  $r$  in the example. Coefficients are measured on a non-uniform scale and values are taken in the range -1 to 0 to +1. Also, there was a positive correlation when the sign of the correlation coefficient was positive. If the correlation coefficient is negative, there was a negative correlation (Philip, 2012).

## **4.0 SUMMARY**

Finally, this survey was conducted to investigate the satisfaction and attitude of Malaysians towards fast food restaurant products and services. Enlightening and connection approaches are utilized to test the theory and finishes of this examination. Using Pearson relationship and unwavering quality tests, this data will be transported and dissected. The subsequent section will execute the results of the information inquiry.

## CHAPTER 4

### DATA ANALYSIS

#### 4.1 INTRODUCTION

In this chapter, the researcher will conduct reliability analysis, frequency analysis, descriptive analysis, and Pearson correlation analysis. The researcher collects 384 data from respondents for this study. Statistical Package for The Social Sciences (SPSS), version 26, has been used to analyze the data after it has been collected, to put it clearly.

The information, derived through the questionnaire, is accurate. The data collected has been represented in numeric with the use of the SPSS website and it is explained in detail. In this study, the reliability test is one option to discuss the pilot test which is to know that the question is valid for the variables. Then, frequency analysis was used to look at the respondents' demographics. The questionnaire's scale values for section B, the dependent variable, and section C, the independent variable, were evaluated using a descriptive analysis. Next, the Pearson correlation identifies the relationship between tangibles, reliability, assurance, empathy, responsiveness and customer loyalty in Malaysia's fast-food restaurants.

#### 4.2 RESULT OF RELIABILITY TEST

The dependability of the surveys was evaluated using reliability analysis. The researcher ran a pilot test with 30 participants to determine how it would function before distributing the real questionnaire to 384 participants. This is to know that the questionnaires are reliable and validity of the variable. This test is to ensure that reliable whether the test score is consistent, usable, or repeatable, and is a function whose score is independent of measurement error.

**Table 4.1 Rules of Thumb of Cronbach's Alpha coefficient size**

<b>Alpha Coefficient Range</b>	<b>Strength of Association</b>	<b>Strength of Association</b>
< 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

Sources: Hair et al. (2007)

Table 4.1 was obviously overall consistency (pilot test) for the dependent and independent variable. The pilot test was done to 30 respondents before it was released to 384 respondents through an online survey approach. The Cronbach's alpha score of the reliability of the questionnaire should not be less than 0.6 and it is classified as low reliability.

**Table 4.2: Result of reliability coefficient Alpha for the Dependent Variable and Independent Variable.**

<b>Variable</b>	<b>Number of items</b>	<b>Cronbach's alpha coefficient</b>	<b>Strength of association</b>
Customer loyalty in Malaysia's fast-food restaurants	4	0.841	Very good
Tangible	4	0.853	Very good
Reliability	4	0.874	Very good
Assurance	4	0.858	Very good
Empathy	4	0.825	Very good
Responsiveness	4	0.865	Very good

Table 4.2 above is a measure about the reliability of pilot test analysis for dependent and independent variables. From Cronbach's alpha the researcher can conclude that the questionnaire is more than 0.6 which were considered as good and reliable. Therefore, the result showed that the test can be used and it can be accepted in this study. Next, there were four questions in the dependent variable which is customer loyalty in Malaysia fast food restaurants. The result of Cronbach's Alpha coefficient that showed in this section is 0.841 which indicated as very good. Thus, the coefficients obtained for the questions in variable

were reliable and supported. In reliability analysis have five variables of Independent Variables. There were four questions were used in measuring the tangibles variable. Table 4.2 above showed that Cronbach's Alpha result for this question was 0.853 which resulted is very good. Then, the coefficient obtained for the questions in personal variable were reliable. The second variable in Independent Variables is reliability and have four questions correctly, thus the Cronbach's Alpha value for these sections is 0.874 and the remark is very good. The other Independent Variables is assurance and empathy which is have four questions also. Therefore, the coefficient obtained for these questions were also reliable. The result in Cronbach's Alpha is 0.858 and 0.825 and it is very good. Responsiveness was identified as the last in Independent Variables and has four questions in this section. Besides, the coefficient obtained from the result is 0.865 and it is very accepted. Last, all of the reliability has proven that the respondent understood the questions very well and accepted in this research.

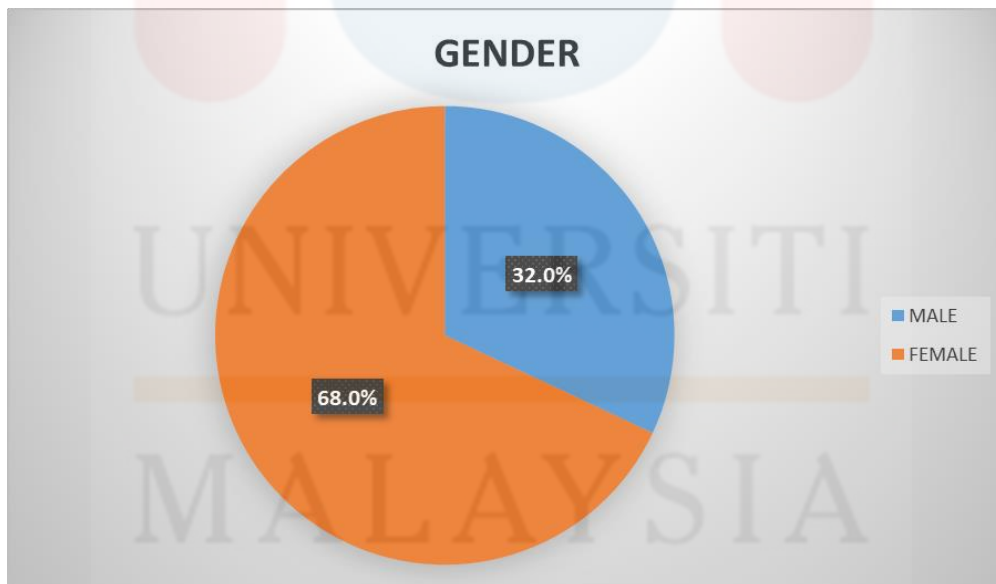
#### **4.3 RESULT OF FREQUENCY ANALYSIS**

Frequency analysis is used to determine and distinguish the precise number of responses obtained for each category of the demographic variable from the overall sample size of this study. There are several demographic questions in section A, including ones on gender, age, race, marital status, highest educational level and occupation.

### 4.3.1 Gender of The Respondents

**Table 4.3 : Number of Respondents by Gender**

<b>GENDER</b>			
<b>GENDER</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>	<b>CUMULATIVE PERCENTAGE (%)</b>
Male	123	32.0	32.0
Female	261	68.0	100.0
<b>TOTAL</b>	<b>384</b>	<b>100.0</b>	



**FIGURE 4.1 : Percentage of Respondents by Gender**

The gender of the 384 respondents are displayed in Table 4.3 and Figure 4.1. There are 261 female respondents or 68% of all respondents and 123 male respondents, or 32%

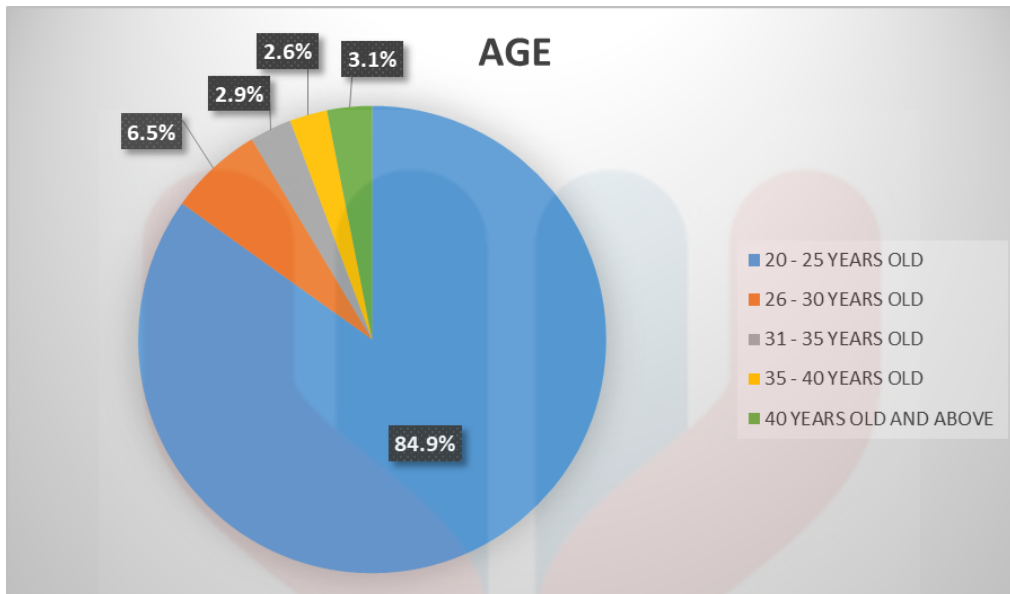
of the total response. Most responders that always visit fast food restaurants are female, with 68% of the total.

#### 4.3.2 Age of The Respondents

**Table 4.4 : Number of The Respondents by Age**

AGE			
AGE	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
20 – 25 years old	326	84.9	84.9
26 – 30 years old	25	6.5	91.4
31 – 35 years old	11	2.9	94.3
35 – 40 years old	10	2.6	96.9
40 years old and above	12	3.1	100.0
<b>TOTAL</b>	384	100.0	





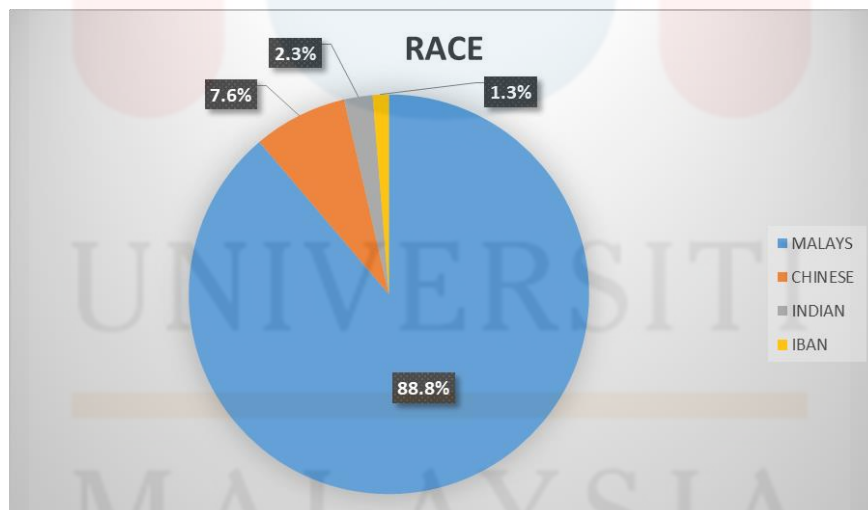
**Figure 4.2 : Percentage of The Respondents by Age**

Table 4.4 and Figure 4.2 shows the overall age group of respondents. The age group 20-25 has been 326 respondents (84.9%) followed by 25 respondents (6.5%) in the age group 26-30, 11 respondents (2.9%) in the age group 31-35, 10 respondents (2.6%) in the age 35-40 group and 12 respondents (3.1%) aged 40 and older. According to the findings, around 84.9% of respondents and representing most respondents are in the ages of 20-25 who visit fast food restaurants.

### 4.3.3 Race of The Respondents

**Table 4.5 : Number of Respondents by Race**

RACE			
RACE	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
Malays	341	88.8	88.8
Chinese	29	7.6	96.4
Indian	9	2.3	98.7
Iban	5	1.3	100.0
<b>TOTAL</b>	<b>384</b>	<b>100.0</b>	



**Figure 4.3 : Percentage of The Respondents by Race**

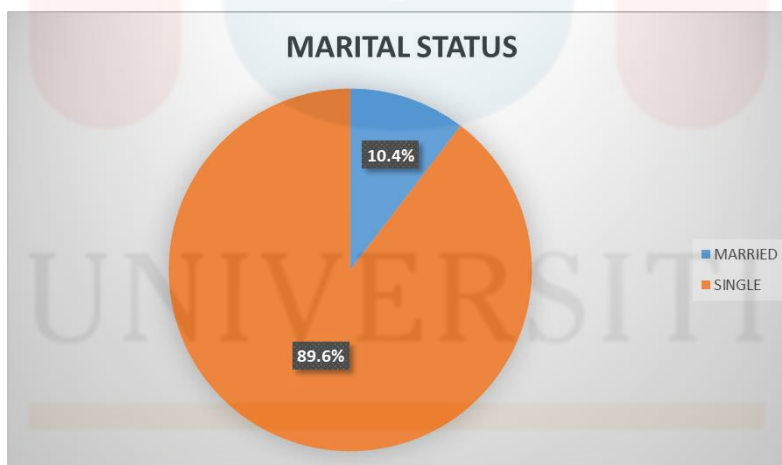
The race of the 384 respondents is shown in Table 4.5 and Figure 4.3. Malays, Chinese, Indian and Iban groups are presented. 341 respondents or 88.8% were Malays. They were followed by 29 respondents or 7.6% who were Chinese, 9 respondents or 2.3% who were Indian

and 5 respondents or 1.3% who were Iban. The data shows that 341 Muslims represent 88.8% of Malays respondents who visit fast food restaurants.

#### 4.3.4 Marital Status of The Respondents

**Table 4.6 : Number of Respondents by Marital Status**

MARITAL STATUS			
MARITAL STATUS	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
Married	40	10.4	10.4
Single	344	89.6	100.0
<b>TOTAL</b>	<b>384</b>	<b>100.0</b>	



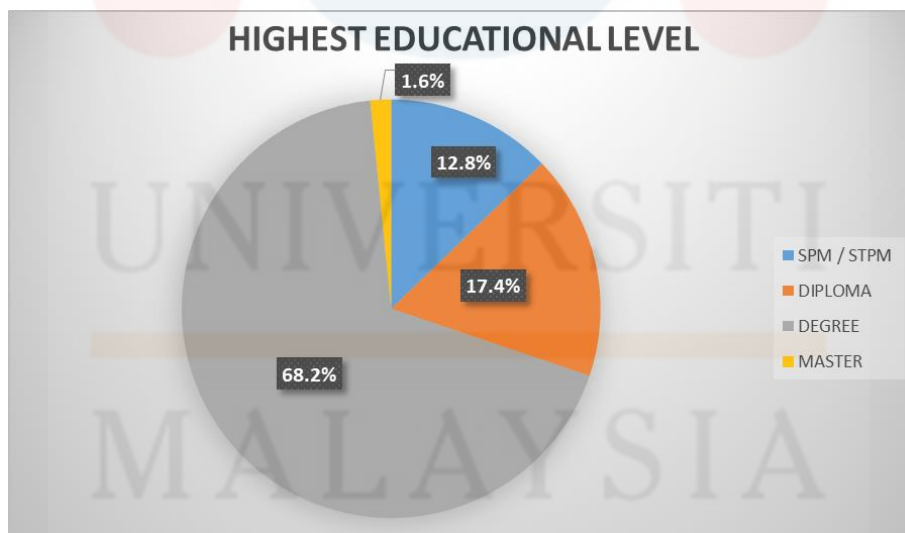
**Figure 4.4 : Percentage of The Respondents by Marital Status**

The marital status of 384 respondents is shown in Table 4.6 and Figure 4.4 . 40 respondents (10.4%) are married, while 344 respondents (89.6%) are single. According to the study's findings, a total of 344 persons or 89.6% of single respondents, expect to visit fast food restaurants.

### 4.3.5 Highest Educational Level of the Respondents

**Table 4.7 : Number of The Respondents by Highest Educational Level**

HIGHEST EDUCATIONAL LEVEL			
HIGHEST EDUCATIONAL LEVEL	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
SPM / STPM	49	12.8	12.8
Diploma	67	17.4	30.2
Degree	262	68.2	98.4
Master	6	1.6	100.0
TOTAL	384	100.0	



**Figure 4.5: Percentage of The Respondents by Highest Educational Level**

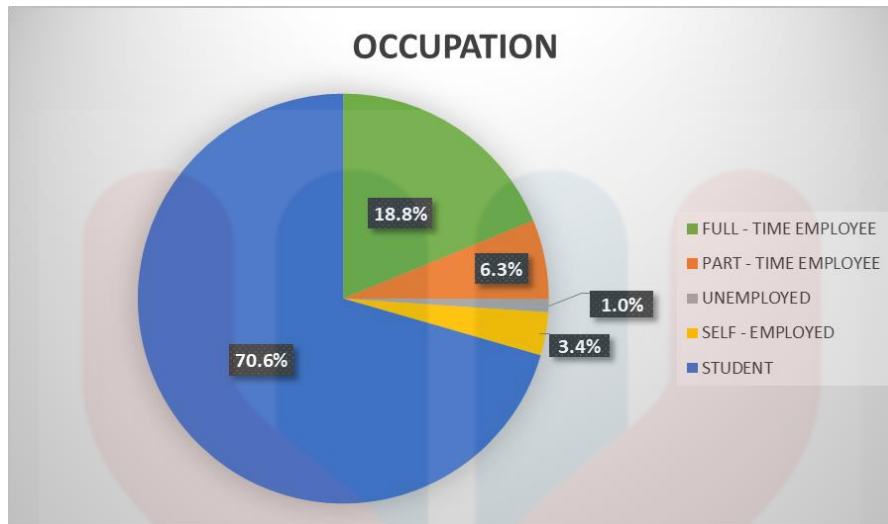
Table 4.7 and Figure 4.5 analyzed the respondents by highest educational level. Educational background includes SPM/STPM, Diploma, Degree and Master. Respondents with SPM/STPM 49 represented 12.8%, followed by 67 respondents (17.4%) from

Diploma, 262 respondents (68.2%) from those with a Degree education and 6 respondents (1.6%) with Master. The result shows that 68.2% of the respondents from an educational background with a Degree visit fast food restaurants.

#### 4.3.6 Occupation of The Respondents

**Table 4.8 : Number of The Respondents by Occupation**

<b>OCCUPATION</b>			
<b>OCCUPATION</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>	<b>CUMULATIVE PERCENTAGE (%)</b>
Full-Time Employee	72	18.8	18.8
Part-Time Employee	24	6.3	25.0
Unemployed	4	1.0	26.0
Self – employed	13	3.4	29.4
Student	271	70.6	100.0
<b>TOTAL</b>	<b>384</b>	<b>100.0</b>	



**Figure 4.6 : Percentage of The Respondents by Occupation**

Table 4.8 and Figure 4.6 shows the respondents by occupation. The total number of respondents is 384 respondents. Respondents for full - time employee is 72 respondents equal to 18.8%, respondents for part - time employee is 24 respondents equal to 25.0%, respondents unemployed is 4 equal to 1.0%, respondents for self - employed is 13 respondents equal to 3.4% and the last respondents is students with the 271 respondents equal to 70.6% who were involved in this research.

**4.4 RESULT OF DESCRIPTIVE ANALYSIS**

This study calculated the mean and standard deviation for survey parts B and C.

**4.4.1 INDEPENDENT VARIABLE AND DEPENDENT VARIABLE**

Table 4.9: INDEPENDENT VARIABLE

Variables	N	Mean	Standard Deviation
Tangibility	384	1.83	0.65
Reliability	384	2.10	0.75
Assurance	384	1.95	0.68
Empathy	384	1.95	0.66
Responsiveness	384	1.89	0.68

Table 4.9 summarized the total number of responses as well as the mean and standard deviation of the independent and dependent variables. The highest mean for the independent variables was reliability, which was 2.10%. With the same score of 1.9%, the second greatest variable was assurance and empathy. The mean score for responsiveness is 1.89%, and the lowest score is 1.83% for tangibility.

#### 4.4.2 Tangibility

Table 4.10: Relationship between tangibility and customer loyalty in Malaysia's fast food restaurants.

No	Item Description	N	Mean	Standard Deviation
1	The fast food restaurant has an attractive design layout.	384	1.8281	0.78
2	The fast food restaurant has a clean environment.	384	1.8698	0.82
3	The fast food restaurant provides comfortable dining area.	384	1.8307	0.76
4	The fast food restaurant's employees are well-groomed	384	1.8047	0.77

Table 4.10 shows the mean and standard deviation analyses for the independent variable, tangibility. The second item, 'The fast food restaurant maintains a clean

environment,' received the highest mean score of 1.8698. followed by the third item (1.8307), the first item (1.8281), and finally the fourth item, 'The fast food restaurant's employees are well-groomed,' which is 1.8047. The majority of respondents strongly agree with the second item; nevertheless, the second item has the highest standard deviation, which is 0.82.

#### 4.4.3 Reliability

Table 4.11: Relationship between reliability and customer loyalty in Malaysia's fast food restaurants.

No	Item Description	N	Mean	Standard Deviation
1	The fast food restaurant's employee show sincere interest in solving customer's problem.	384	2.0521	0.89
2	The fast food restaurant's employee provides services at the time promised.	384	2.0625	0.83
3	The fast food restaurant's employee maintains error-free records.	384	2.1432	0.90
4	The fast food restaurant's employee performs the service right the first time.	384	2.1432	0.89



The mean and standard deviation analyses of respondents on the independent variable, reliability, is shown in Table 4.11. Item 3 and item 4 had the highest mean score which is 2.1432, these two items get the same mean score. Next, the item 2 named ‘The fast food restaurant's employee provides services at the time promised’ was the third higher mean score which is 2.0625. Lastly, is the first item as the respondent believe that ‘The fast food restaurant's employee shows sincere interest in solving customer's problem’ are the lowest one which is 2.0521.

#### 4.4.4 Assurance

Table 4.12: Relationship between assurance and customer loyalty in Malaysia's fast food restaurants.

No	Item Description	N	Mean	Standard Deviation
1	The fast food restaurant's employee able to instill confidence in customers.	384	1.9297	0.78
2	Customers feel safe in their money transactions.	384	1.9010	0.78
3	Employees are courteous to the customer at all times.	384	2.0391	0.84
4	Employees have the knowledge to answer customer's questions.	384	1.9505	0.82

Table 4.12 displayed the results of the Likert scale in terms of mean and standard deviation for the 'Assurance' independent variable (IV). The third item, 'Employees are respectful to the customer at all times,' has the highest mean score for this independent variable (IV), which is 2.0391. Followed by item 4 with the mean score 1.9505. Next the third highest mean score is the first item which is 1.9297. Lastly, the lowest mean score is the second item which is 1.9010.

#### 4.4.5 Empathy

Table 4.13: Relationship between empathy and customer loyalty in Malaysia's fast food restaurants.

No	Item Description	N	Mean	Standard Deviation
1	The fast food restaurant have convenient operating hours for all.	384	1.7682	0.76
2	Employees give personal attention to customers.	384	2.1120	0.92
3	Employees have customers best interests at heart.	384	1.9948	0.80
4	Employees have a good understanding on customer's needs.	384	1.9557	0.77

Table 4.13 displays the mean and standard deviation analysis of responses on the dependent variable, customer satisfaction with empathy. The highest mean score from this independent variable (IV) is 2.1120, which comes from the second item, 'Employees pay personal attention to clients'. The third item, 'Employees have the best interests of the customers in mind.' earned the second highest mean score of 1.9948, followed by item 4 with 1.9557. Finally, the first item, titled 'The fast food establishment has easy operating hours for all.' has the lowest mean score of 1.7682.

#### 4.4.6 Responsiveness

Table 4.14: Relationship between responsiveness and customer loyalty in Malaysia's fast food restaurants.

No	Item Description	N	Mean	Standard Deviation
1	The fast food restaurant's employees will inform to customers when services will be performed.	384	1.8776	0.80
2	The fast food restaurant's employee offers prompt services to customers.	384	1.8802	0.77
3	The fast food restaurant's employees are always willing to help customers.	384	1.9323	0.79
4	The fast food restaurant's employees readily respond to customer's request.	384	1.8620	0.82

Table 4.14 displays the mean and standard deviation analyses for the independent variable, responsiveness. The third item, 'The fast food restaurant's employee is always happy to help customers.' received the highest mean score of 1.9323, followed by the second item (1.8802) and the first item (1.8776). Lastly, the fourth item named 'The fast food restaurant's employee readily responds to customer's request.' is the lowest mean score which is 1.8620.

#### 4.5 RESULT OF PEARSON CORRELATIONS

The Pearson Correlation Coefficient study, which examined the statistical relationship or association between the Independent Variables (IV) and the Dependent Variable (DV), was one of the main analyses. This research aims to ascertain whether there is a relationship between the Dependent Variable of consumer loyalty to Malaysia fast food restaurants and the Independent Variables of Tangibility, Reliability, Assurance, Empathy, and Responsiveness. If a link between the variables is there, the researchers must ascertain its strength and direction.

Hypothesis 1: Tangibility

H1o: There is no relationship between tangibility and customer loyalty towards fast food restaurants in Malaysia.

H1a: There is a relationship between tangibility and customer loyalty towards fast food restaurants in Malaysia.

Table 4.15: Pearson Correlation of Tangibility and customer loyalty in fast food restaurants in Malaysia.

		Customer	Tangibility
Customer	Pearson Correlation	1	.630**
	Sig. (2-tailed)		0
	N	384	384
Tangibility	Pearson Correlation	.630**	1
	Sig. (2-tailed)	0	
	N	384	384

The Pearson Correlation, the significant value, and the total number of respondents are all shown in Table 4.15. The p-value is 0.000, which is less than the level of significance of 0.01. As a result, the null hypothesis H1o for hypothesis 1 has been disregarded in this study. The correlation coefficient of 0.630 revealed a significant but unequivocal association between tangibility and customer loyalty in Malaysian fast food restaurants.

#### Hypothesis 2: Reliability

H2o: There is no relationship between reliability and customer loyalty towards fast food restaurants in Malaysia.

H2a: There is a relationship between reliability and customer loyalty towards fast food restaurants in Malaysia.

Table 4.16: Pearson Correlation of reliability and customer loyalty in fast food restaurants in Malaysia.

		Customer	Reliability
Customer	Pearson Correlation	1	.483**
	Sig. (2-tailed)		0
	N	384	384
Reliability	Pearson Correlation	.483**	1
	Sig. (2-tailed)	0	
	N	384	384

Table 4.14

The Pearson Correlation, the significant value, and the total number of respondents are all shown in Table 4.16. The p-value is 0.000, which is less than the level of significance of 0.01. As a result, the null hypothesis H2o for hypothesis 2 has been disregarded in this study. The correlation value of 0.483 demonstrated a substantial yet conclusive link between reliability and customer loyalty towards fast food restaurants in Malaysia.

Hypothesis 3: Assurance

H3o: There is no relationship between assurance and customer loyalty towards fast food restaurants in Malaysia.

H3a: There is a relationship between assurance and customer loyalty towards fast food restaurants in Malaysia.

Table 4.17: Pearson Correlation of assurance and customer loyalty towards fast food restaurants in Malaysia.

		Customer	Assurance
Customer	Pearson Correlation	1	.552**
	Sig. (2-tailed)		0
	N	384	384
Assurance	Pearson Correlation	.552**	1
	Sig. (2-tailed)	0	
	N	384	384

The Pearson Correlation, the significant value, and the total number of respondents are all shown in Table 4.17. The p-value is 0.000, which is less than the level of significance of 0.01. As a result, the null hypothesis H3o for hypothesis 3 had been disregarded in this study. The correlation value of 0.552 indicated a significant but not definitive association between assurance and customer loyalty towards Malaysian fast food restaurants.

#### Hypothesis 4: Empathy

H4o: There is no relationship between empathy and customer loyalty towards fast food restaurants in Malaysia.

H4a: There is a relationship between empathy and customer loyalty towards fast food restaurants in Malaysia.

Table 4.18: Pearson Correlation of empathy and customer loyalty towards fast food restaurants in Malaysia.

		Customer	Empathy
Customer	Pearson Correlation	1	.565**
	Sig. (2-tailed)		0
	N	384	384
Empathy	Pearson Correlation	.565**	1
	Sig. (2-tailed)	0	
	N	384	384

The Pearson Correlation, the significant value, and the total number of responders are shown in Table 4.18. The p-value is 0.000, which is less than the level of significance of 0.01. As a result, the null hypothesis H4o for hypothesis 4 had been disregarded in this study. The correlation coefficient of 0.565 revealed a significant but not definitive association between empathy and customer loyalty towards Malaysian fast food restaurants.



### Hypothesis 5: Responsiveness

H5o: There is no relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia.

H5a: There is a relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia.

Table 4.19: Pearson Correlation of responsiveness and customer loyalty towards fast food restaurants in Malaysia.

		Customer	Responsiveness
Customer	Pearson Correlation	1	.599**
	Sig. (2-tailed)		0
	N	384	384
Responsiveness	Pearson Correlation	.599**	1
	Sig. (2-tailed)	0	
	N	384	384

The Pearson Correlation, the significant value, and the total number of respondents are all shown in Table 4.19. The p-value is 0.000, which is less than the level of significance of 0.01. As a result, the null hypothesis H5o for hypothesis 4 was ignored in this study. The correlation coefficient of 0.599 revealed a significant but not definitive association between responsiveness and customer loyalty towards Malaysian fast food restaurants.

#### 4.6 SUMMARY

In the conclusion, all the variable relationships found that five hypotheses in this study are accepted. All the independent factors show various correlation coefficients with the dependent value, which is 0.853 for tangibility, 0.874 for reliability, 0.858 for assurance, 0.825 for empathy and 0.865 for responsiveness. Tangibility has the greatest value of the independent variable, with a value of 0.874. In this study, the values from the analytical data show how independent factors interact with the dependent variable. Finally, in Malaysia's fast food restaurants, there is a considerable relationship between measuring perceived service quality and customer loyalty.

## CHAPTER 5

### CONCLUSION

#### 5.1 INTRODUCTION

The researcher will explain the recapitulation of research findings, research limitations, recommendations, and conclusions in Chapter 5. This chapter will summarize the findings and discussion needed for the research questions based on the analysis that the researcher made earlier. The researcher also highlighted some recommendations for further research that can help serve as a reference to them.

**5.2 RECAPITULATION OF THE STUDY FINDING**

TABLE 4.20: RECAPITULATION OF THE STUDY FINDINGS

	RESEARCH OBJECTIVES	RESEARCH QUESTIONS	FINDINGS
1	To identify the relationship between tangibility and customer loyalty towards fast food restaurants in Malaysia.	Is there any relationship between tangibility and customer loyalty towards fast food restaurants in Malaysia?	Tangibility statistically analyzed had a strength association relationship with customer loyalty towards fast food restaurants in Malaysia.
2	To identify the relationship between reliability and customer loyalty towards fast food restaurants in Malaysia.	Is there any relationship between reliability and customer loyalty towards fast food restaurants in Malaysia?	Reliability dominantly had a good relationship with customer loyalty towards fast food restaurants in Malaysia.

3	To identify the relationship between assurance and customer loyalty towards fast food restaurants in Malaysia.	Is there any relationship between assurance and customer loyalty towards fast food restaurants in Malaysia?	Assurance has statistically analyzed the significant relationship with customer loyalty towards fast food restaurants in Malaysia.
4	To identify the relationship between empathy and customer loyalty towards fast food restaurants in Malaysia.	Is there any relationship between empathy and customer loyalty towards fast food restaurants in Malaysia?	Empathy has a statistically high affecting in relationship with customer loyalty towards fast food restaurants in Malaysia.
5	To identify the relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia.	Is there any relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia?	Responsiveness had a statistically reliable value in relationship with customer loyalty towards fast food restaurants in Malaysia.

### **5.2.1 The relationship between tangibility and customer loyalty towards fast food restaurants in Malaysia.**

Reliability analysis shows four (4) items used to measure whether tangibles are acceptable or not. Following the completion of the questionnaire, it was determined that this tangible item was acceptable, with a Cronbach's Alpha value of 0.853. The Pearson Correlation study results demonstrate a substantial association between tangibles and customer loyalty in Malaysia's fast-food restaurants, with  $p = 0.000$  at a significant level of  $r < 0.01$ . As a result, hypothesis 1 (H1) is supported because there is a significant association between tangibles and customer loyalty to Malaysian fast food restaurants. It also supports with statement, tangibility is known as the customer's perspective of the service provider and how its services (including staff, equipment and physical visibility) can be evaluated (Endara et al., 2019).

### **5.2.2 The relationship between reliability and customer loyalty towards fast food restaurants in Malaysia.**

Reliability analysis shows four (4) items used to measure whether reliability is acceptable or not. After the questionnaire was answered, it was found that the reliability item was acceptable and the highest of Cronbach's Alpha data is a value of 0.8874. The Pearson Correlation study results demonstrate a substantial association between reliability and customer loyalty in Malaysia's fast food restaurants, with  $p = 0.000$  at a significant level of  $r < 0.01$ . As a result, hypothesis 2 (H2) is supported since there is a substantial association between reliability and customer loyalty in Malaysian fast food restaurants. It also supports the statement, according to Drost (2011), Reliability is "the extent to which a measurement is reproducible when made by different people on different occasions and under different conditions.

### **5.2.3 The relationship between assurance and customer loyalty towards fast food restaurants in Malaysia.**

Reliability analysis shows four (4) items used to measure whether assurance can be accepted or not. After the questionnaire was answered, it was found that this assurance item was acceptable with a Cronbach's Alpha value of 0.858. The results of the Pearson Correlation analysis show that there is a significant relationship between assurance and customer loyalty in Malaysia's fast food restaurant with  $p = 0.552$  at a significant level of  $r < 0.01$ . Therefore, hypothesis 3 (H3) is supported because there is a significant relationship between assurance and customer loyalty towards fast food restaurants in Malaysia. It also supports with statement, assurance is a dimension identified by Parasuraman et al. (1988) Inspire trust and confidence in the knowledge, courtesy and competence of your staff.

### **5.2.4 The relationship between empathy and customer loyalty towards fast food restaurants in Malaysia.**

Reliability analysis shows four (4) items used to measure whether empathy is acceptable or not. After the questionnaire was answered, it was found that the empathy item was acceptable with a Cronbach's Alpha value of 0.825. The results of the Pearson Correlation analysis show that there is a significant relationship between empathy and customer loyalty in Malaysia's fast food restaurant with  $p = 0.565$  at a significant level of  $r < 0.01$ . Therefore, hypothesis 4 (H4) is supported because there is a significant relationship between empathy and customer loyalty towards fast food restaurants in Malaysia. It also supports with statement, this is one of the most important roles in traditional services, so a record of accuracy must be kept (Yang et.al. 2004).

### **5.2.5 The relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia.**

Reliability analysis shows four (4) items used to measure whether responsiveness is acceptable or not. After the questionnaire was answered, it was found that the responsiveness item was acceptable with a Cronbach's Alpha value of 0.865. The results of the Pearson Correlation analysis show that there is a significant relationship between responsiveness and customer loyalty in Malaysia's fast food restaurant with  $p = 0.599$  at a significant level of  $r < 0.01$ . Therefore, hypothesis 5 (H5) is supported because there is a significant relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia. It also supports with statement; an example of responsiveness is avoiding keeping customers waiting for no apparent reason. In this content, Fitzsimmons (2006) responsiveness is recommended to be the ability to help customers take immediate action.

## **5.3 LIMITATIONS**

Limitation is the possible flaws that are strongly associated with the chosen research design and the methods of the data analysis (Theofanidis & Fountouki, 2019). There are several limitations that the researcher highlights in this study.

The first limitation that has been discovered is difficult in getting respondents who want to provide information related to the study. Difficulty in obtaining respondents who are willing to provide information related to a study is a common limitation encountered in this research. This limitation can have various underlying reasons and be particularly challenging in finishing this research. This is because respondents face time constraints. People are often busy with their daily lives and commitments, making it difficult for them to allocate time to participate in



answering the questions in the google form even if the time taken to answer is only 2 to 3 minutes. For example, there was one respondent who did not have time to answer the questionnaire because he went to work in the morning and returned late at night. Furthermore, several respondents believed that addressing the researcher's question would be a waste of their time. Other than that, lack of interest. Some potential respondents may be less interested in participating in the study. They may not consider the research topic as relevant or may not see any personal benefit in engaging in this research.

For the last limitation is the data obtained from the respondents cannot be ascertained that it is accurate or not. The accuracy of data obtained from respondents is indeed a common limitation in research and data collection. Respondents may provide inaccurate or misleading information for various reasons. They may have difficulty remembering details accurately, feel social pressure to provide socially desirable responses, or deliberately manipulate data for personal gain. For example, in section A, which is demographics, it is possible that a few respondents did not answer accurately. Respondents did not answer correctly in the question of age or actual occupation. Furthermore, respondents may misinterpret the questions or the goal of the research, resulting in erroneous responses. Language barriers, confusing questions, and complex survey tools are all potential sources of misinterpretation by respondents. In addition, inaccurate information is also from dishonesty or non-response from the respondent. Some respondents may intentionally provide false information or choose not to answer certain questions. Indirectly, it will affect the accuracy of the data.

## **5.4 RECOMMENDATIONS**

In this section the researchers would like to give suggestions to future research, aiming to help them conduct deep research in measuring perceived service quality towards customer loyalty in Malaysia's fast food restaurant.

### **5.4.1 Recommendation for future research**

First recommendation is that the study of perspective studies on the importance of ensuring customer loyalty in business. This is because the importance of ensuring customer loyalty is that it can help a business grow more rapidly. In addition, research related to this topic will also give awareness to entrepreneurs to focus on customer loyalty. In addition, they can also do research on customer loyalty not only in the field of fast food, but they can also do research related to other businesses such as hospitality, transportation and telecommunications. Researchers can also conduct research to educate entrepreneurs on the need of offering good products and services to their customers in order to ensure customer loyalty to the items and services they offer. In addition, the researcher can also provide some of the best steps in ensuring customer loyalty. For example, giving promotions to customers, creating a member card system, and so on. Therefore, customers will be more interested in choosing the products or services provided because they feel valued and get various benefits when they are loyal to the products and services offered. For the second recommendation, future research needs to use appropriate methods to obtain information related to customer loyalty. Researchers can obtain information by using quantitative methods, which is by conducting surveys. This will help the researcher in obtaining data about the research being conducted. In survey questions, researchers need

to prepare questions that are appropriate to the study being conducted to facilitate respondents to provide accurate information to help them complete the study. In addition, the survey questions also need to be disseminated well in order to obtain a sufficient number of respondents to conduct their research. Researchers can use google form to prepare their questions. This is easier and more productive to make it easier for respondents to answer the questions obviously. Therefore, it is advisable that future researchers will use the suggestions given to help them in conducting research in ensuring customer loyalty.

## **5.5 CONCLUSION**

In conclusion, the study focuses on the service quality towards customer loyalty in Malaysia fast food restaurants based on the responses that 384 respondents provided through a google form. The most important elements for study goals were identified by the researchers as tangibility, reliability, assurance, empathy and responsiveness as an important factor that must be present in ensuring customer loyalty in fast food restaurant services. Based on the statement of problems found in this study, there are several things that fast food restaurant operators need to do in order to overcome this problem in order to increase customer loyalty to their products and services.

Finally, all the data collected while completing this research suggest that most of the aims of this study and the hypothesis set are adequate and acceptable. Therefore, it is apparent that this study can be used to help boost customer loyalty in fast food restaurant services.

Therefore, it is hoped that all of the data presented throughout the study will serve as useful reference material for future researchers, students, and the general public for their upcoming projects related to measuring perceived service quality towards customer loyalty in Malaysia fast food restaurants.

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## APPENDIX



UNIVERSITI  
MALAYSIA  
KELANTAN

### ***MEASURING PERCEIVED SERVICE QUALITY TOWARDS CUSTOMER LOYALTY IN MALAYSIA'S FAST FOOD RESTAURANTS.***

### ***MENGUKUR KUALITI PERKHIDMATAN YANG DIPERSEPSIKAN TERHADAP KESETIAAN PELANGGAN DI RESTORAN MAKANAN SEGERA MALAYSIA***

Assalamuallaikum and good day everyone,

Dear respondents,

We are Bachelor Entrepreneurship (Hospitality) student with Honors from University Malaysia Kelantan (UMK) are currently conducting a research survey on the title "MEASURING PERCEIVED SERVICE QUALITY TOWARDS CUSTOMER LOYALTY IN MALAYSIA'S FAST FOOD RESTAURANTS". Your responds will help us to complete our task. The questionnaire will take about 2 to 5 minutes of your valuable time. The data collected are only used for the purpose of academic research.

*Assalamuallaikum dan salam sejahtera,*

*Responden yang dihormati,*

*Kami merupakan pelajar Sarjana Muda Keusahawanan (Hospitaliti) dengan Kepujian dari Universiti Malaysia Kelantan (UMK) sedang menjalankan tinjauan penyelidikan bertajuk "MEASURING PERCEIVED SERVICE QUALITY TOWARDS CUSTOMER LOYALTY IN MALAYSIA'S FAST FOOD RESTAURANTS". Jawapan anda akan membantu kami menyiapkan tugas kami. Soal selidik akan mengambil masa kira-kira 2 hingga 5 minit masa berharga anda. Data yang dikumpul hanya digunakan untuk tujuan penyelidikan akademik.*

**SECTION A: DEMOGRAPHIC**

**BAHAGIAN A: LATAR BELAKANG**

1. Gender:

Jantina:

Female  
*Perempuan*

Male  
*Lelaki*

2. Age:

Umur:

20-25

26-30

31-35

35-40

40 ABOVE  
*40 KEATAS*

## 3. Ethnic:

Etnik:

Malays

*Melayu*

Chinese

*Cina*

Indian

*India*

Others

*Lain-lain*

## 4. Marital Status:

Status Perkahwinan:

Married

*Berkahwin*

Single

*Bujang*

## 5. Highest Education Level:

Peringkat Tahap Pendidikan:

SPM/STPM

Diploma



- Degree
- Master
- PHD
- Others

6. Occupation:

Pekerjaan:

- Full time employment  
*Pekerjaan sepenuh masa*
- Part-time employment  
*Pekerjaan Sambilan*
- Unemployment  
*Penganggur*
- Retired  
*Pesara*
- Student  
*Pelajar*

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**SECTION B: To identify customer loyalty in Malaysia's fast food restaurants**

**BAHAGIAN B: Untuk mengenal pasti kesetiaan pelanggan di restoran makanan segera di Malaysia.**

**Instruction:** Please read each item carefully and answer the following question. Kindly tick (✓) according to the following scale that describes:

**Arahan:** Sila baca setiap item dengan teliti dan jawab soalan – soalan berikut. Sila tanda (✓) mengikut skala berikut yang menerangkan:

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<b>Strongly Agree</b> <i>Sangat Setuju</i> <b>(1)</b>	<b>Agree</b> <i>Setuju</i> <b>(2)</b>	<b>Neutral</b> <i>Neutral</i> <b>(3)</b>	<b>Disagree</b> <i>Tidak Setuju</i> <b>(4)</b>	<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i> <b>(5)</b>
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<b><i>To identify customer loyalty in Malaysia's fast food restaurants</i></b> <i>Untuk mengenal pasti kesetiaan pelanggan di restoran makanan segera di Malaysia.</i>						
NO	STATEMENT <b>KENYATAAN</b>	1	2	3	4	5
1.	Food quality has a positive impact on customer loyalty. <i>Kualiti makanan mempunyai kesan positif terhadap kesetiaan pelanggan.</i>					
2.	Convenience has a positive impact on customer loyalty. <i>Kemudahan mempunyai kesan positif terhadap kesetiaan pelanggan.</i>					
3.	Price and value have a positive impact on customer loyalty. <i>Harga dan nilai mempunyai kesan positif terhadap kesetiaan pelanggan.</i>					
4.	The frequency with which customers come to a fast food restaurant has a positive effect on customer loyalty. <i>Kekerapan pelanggan datang ke restoran makanan segera memberi kesan positif terhadap kesetiaan pelanggan.</i>					

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**SECTION C: To identify the relationship between tangibles, reliability, assurance, empathy and responsiveness towards customer loyalty in fast food restaurant in Malaysia.**

***BAHAGIAN C :Untuk mengenal pasti hubungan antara nyata, kebolehpercayaan, jaminan, empati dan responsif terhadap kesetiaan pelanggan di restoran makanan segera di Malaysia.***

**Instruction:** Please read each item carefully and answer the following question. Kindly tick (✓) according to the following scale that describes:

***Arahan:*** Sila baca setiap item dengan teliti dan jawab soalan – soalan berikut. Sila tanda (✓) mengikut skala berikut yang menerangkan:

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<b>Strongly Agree</b> <i>Sangat Setuju</i> <b>(1)</b>	<b>Agree</b> <i>Setuju</i> <b>(2)</b>	<b>Neutral</b> <i>Neutral</i> <b>(3)</b>	<b>Disagree</b> <i>Tidak Setuju</i> <b>(4)</b>	<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i> <b>(5)</b>
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<b>TANGIBLES</b>						
<b>NYATA</b>						
<b>NO</b>	<b>STATEMENT</b> <b>KENYATAAN</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	The fast food restaurant has an attractive design layout. <i>Restoran makanan segera mempunyai reka bentuk yang menarik.</i>					
2.	The fast food restaurant has a clean environment <i>Restoran makanan segera mempunyai persekitaran yang bersih.</i>					
3.	The fast food restaurant provides comfortable dining area. <i>Restoran makanan segera menyediakan ruang makan yang selesa.</i>					
4.	The fast food restaurant's employees are well-groomed. <i>Pekerja restoran makanan segera berpakaian kemas</i>					

<b>Strongly Agree</b> <i>Sangat Setuju</i> <b>(1)</b>	<b>Agree</b> <i>Setuju</i> <b>(2)</b>	<b>Neutral</b> <i>Neutral</i> <b>(3)</b>	<b>Disagree</b> <i>Tidak Setuju</i> <b>(4)</b>	<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i> <b>(5)</b>
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<b>RELIABILITY</b>						
<b>KEBOLEHPERCAYAAN</b>						
<b>NO</b>	<b>STATEMENT</b> <b>KENYATAAN</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	The fast food restaurant's employee show sincere interest in solving customer's problem. <i>Pekerja restoran makanan segera menunjukkan minat yang ikhlas dalam menyelesaikan masalah pelanggan.</i>					
2.	The fast food restaurant's employee provides services at the time promised. <i>Pekerja restoran makanan segera menyediakan perkhidmatan pada masa yang dijanjikan.</i>					
3.	The fast food restaurant's employee maintains error-free records. <i>Pekerja restoran makanan segera mengekalkan rekod tanpa ralat.</i>					
4.	The fast food restaurant's employee performs the service right the first time.					

	<i>Pekerja restoran makanan segera melakukan perkhidmatan dengan betul pada kali pertama.</i>					
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<b>Strongly Agree</b> <i>Sangat Setuju</i> <b>(1)</b>	<b>Agree</b> <i>Setuju</i> <b>(2)</b>	<b>Neutral</b> <i>Neutral</i> <b>(3)</b>	<b>Disagree</b> <i>Tidak Setuju</i> <b>(4)</b>	<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i> <b>(5)</b>
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<b>ASSURANCE</b>						
<b>JAMINAN</b>						
NO	STATEMENT <b>KENYATAAN</b>	1	2	3	4	5
1.	The fast food restaurant's employee able to instill confidence in customers. <i>Pekerja restoran makanan segera dapat menanamkan keyakinan kepada pelanggan.</i>					
2.	Customers feel safe in their money transactions. <i>Pelanggan berasa selamat dalam transaksi wang yang dilakukan.</i>					
3.	Employees are courteous at all times. <i>Pekerja sentiasa berbudi bahasa.</i>					
4.	Employees have the knowledge to answer customer's questions. <i>Pekerja mempunyai pengetahuan untuk menjawab soalan pelanggan.</i>					



<b>Strongly Agree</b> <i>Sangat Setuju</i> <b>(1)</b>	<b>Agree</b> <i>Setuju</i> <b>(2)</b>	<b>Neutral</b> <i>Neutral</i> <b>(3)</b>	<b>Disagree</b> <i>Tidak Setuju</i> <b>(4)</b>	<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i> <b>(5)</b>
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<b>EMPATHY</b>						
<i>EMPATI</i>						
<b>NO</b>	<b>STATEMENT</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>KENYATAAN</b>					
1.	The fast food restaurant have convenient operating hours at all. <i>Restoran makanan segera mempunyai waktu operasi yang mudah untuk semua.</i>					
2.	Employees give personal attention to customers. <i>Pekerja yang memberi perhatian kepada pelanggan.</i>					
3.	Employees have customers best interests at heart. <i>Pekerja mempunyai kepentingan terbaik pelanggan di hati.</i>					
4.	Employees understanding customer's needs					

	<i>Pekerja memahami keperluan pelanggan.</i>					
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<b>Strongly Agree</b> <i>Sangat Setuju</i> <b>(1)</b>	<b>Agree</b> <i>Setuju</i> <b>(2)</b>	<b>Neutral</b> <i>Neutral</i> <b>(3)</b>	<b>Disagree</b> <i>Tidak Setuju</i> <b>(4)</b>	<b>Strongly Disagree</b> <i>Sangat Tidak Setuju</i> <b>(5)</b>
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<b>RESPONSIVENESS</b>						
<i>RESPONSIF</i>						
NO	STATEMENT <b>KENYATAAN</b>	1	2	3	4	5
1.	The fast food restaurant's employee inform to customers when services will be performed.  <i>Pekerja restoran makanan segera maklum kepada pelanggan apabila perkhidmatan akan dilaksanakan.</i>					
2.	The fast food restaurant's employee offers prompt services to customers.  <i>Pekerja restoran makanan menawarkan perkhidmatan segera kepada pelanggan.</i>					
3.	The fast food restaurant's employee always willing to help customers.  <i>Pekerja restoran makanan sentiasa sedia membantu pelanggan.</i>					
4.	The fast food restaurant's employee readily respond to customer's request.  <i>Pekerja restoran makanan bersedia bertindak balas terhadap permintaan pelanggan.</i>					