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THE ROLE OF CUSTOMER ATTRIBUTE ON CUSTOMER SATISFACTION TOWARD RESTAURANTS IN KELANTAN

By

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LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

CSAT	Customer Satisfaction
F&B	Food and Beverage
FDA	The Food and Drug Administration
FSME	Food Safety Magazine eDigest
UGC	User-Generated Content
eWOM	electronic Word Of Mouth
CDC	Centre of Disease Control and Prevention
TRA	Theory of Reasoned Action
PPMCC	Pearson's Moment Product Correlation Coefficient

ABSTRACT

The determination of this study is about the factor influencing customer satisfaction to the restaurant which is the role of food safety, online review, attitude of restaurant staff, and cleanliness on customer satisfaction among restaurants in Kelantan. Various issues encountered in restaurant management with regard to customer service in order to ensure customer satisfaction to convert customers into returning customers, we need to give them satisfaction that is, make sure they are happy and always offer them a perfect experience. The objective of this study is to examine the role of food safety, attitude of restaurant staff, online reviews and cleanliness on satisfaction among customers in Kelantan. Data will be collected through a questionnaire survey using convenience sampling and will be analyze by the IBM Statistical Package for Social Science (SPSS). The expected findings of this study will indicates the customer attribute that focus on food safety, attitude of staff, online reviews and cleanliness as the key decision variables used for customer satisfaction toward restaurant in Kelantan.

Keyword: Food safety, online reviews, attitude of restaurant staff, cleanliness

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ABSTRAK

Penentuan kajian ini adalah tentang faktor yang mempengaruhi kepuasan pelanggan terhadap restoran iaitu peranan keselamatan makanan, semakan atas talian, sikap kakitangan restoran, dan kebersihan terhadap kepuasan pelanggan di kalangan restoran di Kelantan. Pelbagai isu yang dihadapi dalam pengurusan restoran berkenaan dengan perkhidmatan pelanggan demi memastikan kepuasan pelanggan untuk menukar pelanggan menjadi pelanggan kembali, kita perlu memberi kepuasan kepada mereka iaitu pastikan mereka gembira dan sentiasa menawarkan pengalaman yang sempurna kepada mereka. Objektif kajian ini adalah untuk mengkaji peranan keselamatan makanan, sikap kakitangan restoran, ulasan dalam talian dan kebersihan terhadap kepuasan dalam kalangan pelanggan di Kelantan. Data akan dikumpul melalui tinjauan soal selidik menggunakan pensampelan kemudahan dan akan dianalisis oleh Pakej Statistik IBM untuk Sains Sosial (SPSS). Hasil jangkaan kajian ini akan menunjukkan atribut pelanggan yang memberi tumpuan kepada keselamatan makanan, sikap kakitangan, ulasan dalam talian dan kebersihan sebagai pembolehubah keputusan utama yang digunakan untuk kepuasan pelanggan terhadap restoran di Kelantan.

Kata kunci: Keselamatan makanan, ulasan dalam talian, sikap kakitangan restoran, kebersihan

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The determination of this study is about the factor influencing customer satisfaction to the restaurant which is the role of food safety, online review, staff attitude, and cleanliness on customer satisfaction among restaurants in Kelantan. This chapter also describes the background of the study and covers the main items including the problem statement, research objectives, research question, significance of the study and definition of terms, and lastly the summary of this chapter.

1.2 BACKGROUND OF THE STUDY

Based on an assessment of the relationship between customer expectations and product or service delivery, customer satisfaction was long examined as a one-dimensional notion (Susskind et al., 2018). As a contrary, in the harsh hospitality sector, client happiness has emerged as a crucial element of corporate strategy (Chun & Nyam, 2020). Numerous academics have investigated consumer happiness in the travel, tourism, and food and beverage (F&B) sectors (Uslu & Eren, 2020). Like other industries, the food service sector has also seen a significant rise in the importance of customer happiness as a business concern. Today, in a world where competition is

fierce, maintaining a competitive advantage requires offering top-notch customer service (Mmutle & Shonhe, 2017). Additionally, a good balance between the tangible, such as the food and physical facilities, and intangible, such as the interaction between employees and customers, are some factors that should affect how customers perceive the quality of restaurant service, resulting in customer satisfaction and constructive behavioural intentions in the restaurant industry (Hussein, 2018).

The food, ambiance, and services at the fancy restaurants (Paulose & Shakeel, 2021), and customers are willing to spend more for these upmarket amenities and exceptional offerings (Gupta et al., 2022; Paulose & Shakeel, 2021). Physical characteristics are very crucial for restaurant establishments. Customers can have a suitable distance between them at tables, for instance, and artwork like paintings can assist create a certain vibe (Elite, 2017). It is impossible to overstate the value of the restaurant's menu. Before opening for business, a restaurant should decide on a solid menu selection and create the menu itself. The restaurant's physical structure, interior design, and service philosophy are all held together by the menu, which also and perhaps more crucially, shapes how diners view the establishment. Customers' opinions of the restaurant and their spending at the restaurant may be impacted by the menu's layout and style, order of food items, and level of detail (Schjll & Alfnes, 2017).

Many firms in the restaurant sector use this paradigm to forecast the effectiveness of employee development programmes, especially those that deal with the safe handling of food (Food Safety Magazine eDigest (FSME), 2018; National Restaurant Association, 2017). Farmers, food transportation companies, food suppliers or vendors, and restaurants, to name a few, are all equally responsible for making sure that staff members obtain the necessary training and have the tools they need to perform professions involving the safe handling of food (FDA,2018). To meet requirements for

safe food handling and maintain a sanitary workplace, restaurants are required to interact with local health officials. This is done to protect the public's safety. The Food and Drug Administration (FDA) (2017) recommends that the criteria be based on the Food Code, but agencies have the freedom to create their own review rules, forms used during inspections, and particular criteria that meet or exceed the requirements stated in the Food Code. A restaurant's operating license must be maintained in accordance with these requirements, and employee training must be planned to fulfill the inspection requirements set forth and compulsory by local health officials (Food and Drug Administration (FDA), 2017).

User-generated online reviews are becoming more and more common since they can affect service businesses' business performance and service revolution in addition to customers' product/service evaluations and purchase decisions (Yang et al., 2017). Online hotel and restaurant review sites like Trip Advisor and Yelp are regarded as trustworthy sources of information about products and services that have developed with customer social involvement over the past ten years (Kesgin & Murthy, 2019). However, recent studies have shown that businesses and customers publishing online reviews can risk the legitimacy and openness of these review platforms, posing serious problems for businesses, customers, and review platforms themselves (Lo & Yao, 2019).

Employees are more crucial to offering great services, especially in fancy restaurants where there is a high level of customer interface, communication between customers and staff, and human-oriented service (Erkmen & Hancer, 2019). A company must establish a normal for its personnel in order to guarantee the quality services provided (Meesala & Paul, 2018).

Conversations in the hospitality and tourism industries around the world frequently

center on the topic of cleanliness, which also contains concerns about food safety and lavatory cleanliness (Brockman, 2018). Every aspect of the hospitality and tourism system is affected, counting the cruise industry, hotel, food service, and transportation. For instance, when travelling by air, people may contract diseases if toilet surfaces are not properly cleaned (Brockman, 2018). Given that a restroom is a prominent location among a restaurant's amenities, cleanliness of a restroom is one of the most important criteria for client awareness of the establishment. For instance, uncleanliness in portions of the restaurant to which customers are not permitted may be inferred from dirty toilet seats. Customers will become alarmed if a restroom is unclean. Toilet cleanliness is a crucial sign of a restaurant's general cleanliness and does reflect the entire hygiene of the food service operation (Hunt, 2017).

1.3 PROBLEM STATEMENT

Various issues encountered in restaurant management with regard to customer service in order to ensure customer satisfaction to convert customers into returning customers, we need to give them satisfaction that is, make sure they are happy and always offer them a perfect experience. However, the attitude of employees who do not take responsibility for preparing food in the proper manner can have a negative impact on customers, resulting in food poisoning. Foodborne illness outbreaks caused by improper handling of food during preparation, processing, or storage can affect both food handlers and customers (Regina, 2021). Food poisoning is caused by food handler lack of knowledge, attitude, and adherence to food safety procedures. Parents, staff, and students are served prepared meals by the food handlers. Therefore, it is crucial to comprehend food handlers' perspectives when developing food safety education. By

addressing a wide range of factors, it is possible to reduce the frequency of foodborne diseases in developing countries. In undeveloped countries, outbreaks of food-borne illness are typically caused by the family (Kandari, 2019).

No food safety in food preparation is one of the main ethical issues in food service that affects customer satisfaction with service quality. Since food is something that is provided to customers, it should be prepared with great care. However, it is not adequately maintained, which leads to numerous food difficulties such food not arriving on time, needing to be transported at a specific temperature, or being contaminated. This may result in poor food safety issues in restaurants, such as sick customers. This could be proven by an article from (Diplock et al., 2019) that raw food is frequently contaminated by cooked food, careless handling of prepared food, poor personal hygiene, and inadequate attention to food safety. In many ways, food intended for human consumption becomes contaminated. For instance, problems at home, like storing raw food next to cooked food in the refrigerator, could result in cross-contamination when the food is delivered.

Furthermore, problems in the restaurant's kitchen began to escalate, resulting in customer dissatisfaction when health and hygiene standards were not met. Health and hygiene are important points in food preparation. Things like this happen because the staffs do not wash their hands like medical professionals do. They also frequently overlook important details, such as failing to use required equipment, such as gloves (Andreea Voicu, 2020). Additionally, it happens because garbage cans, floor drains, dining rooms, kitchens, and storage spaces aren't kept clean. This in turn will affect business affairs. Hygiene is a regular activity that is used to maintain health and avoid sickness. Foodborne disease is caused by poor food hygiene awareness and consistent unsafe food handling habits (Lema et al., 2020). Furthermore, foodborne infections are

the result of inadequate hygiene instruction and frequent incorrect food handling behaviors (Adane et al., 2018). As a result, students must wash their hands before making or consuming a meal. Nonetheless, food can get contaminated at any point during the preparation, storage, distributions, processing, and manufacturing processes. Ancient rules encompassed food preparation and food hygiene, implying the significance of hygiene throughout ancient times (Chidziwisano et al., 2020).

The importance of cleanliness in restaurants is critical because providing a safe, nice, and clean environment in a restaurant will help you win client trust. Messy and disorganized environments might sap your restaurant's good spirit. It was investigated that combined effect of service quality criteria, such as meal quality, employee service quality, timeliness, aesthetics, facility comfort, and cleanliness, on customer satisfaction restaurants (Tuncer, 2020). According to the study, all variables, including personnel service quality, have a favourable influence on consumer satisfaction. It had been discovered that service quality had a favourable effect on customer satisfaction using the DINESERV scale (Chun & Nyam, 2020). Similarly, it also had been discovered that service quality parameters like meal quality and employee service quality, influenced consumer happiness (Sharma, 2021).

Online reviews and testimonials are vital to customers because they help them create trust. This is especially true for ecommerce sales because customers cannot question store staff for product details prior to purchasing. However, customer dissatisfaction with the service provided by a restaurant will cause customers to leave less interesting feedback in online reviews and will tarnish the name of a restaurant (Kamburov-Niepewna, 2021). The vast majority of consumers which is 93 percent, influence their purchasing decisions through online reviews (Licata, 2022). A company's success can be determined by the reviews it receives online. Consider the last time you purchased

something from Amazon. One of the first things you probably looked at was the product's overall star rating. That rating is a result of individual web reviews. In fact, shoppers still trust star ratings despite the fact that 42% of Amazon reviews are regarded to be false. In other words, gathering, tracking, and managing consumer feedback should be an important aspect of your digital marketing strategy (Licata, 2022).

1.4 RESEARCH OBJECTIVES

Research is being conducted to determine how satisfied customers are with restaurants in Kelantan. The following are the study's objectives:

RO1: To examine the role of food safety on satisfaction among customers in Kelantan.

RO2: To examine the influence of online reviews on satisfaction among customers in Kelantan.

RO3: To examine the role of staff attitude on satisfaction among customers in Kelantan.

RO4: To examine the role of cleanliness on satisfaction among customers in Kelantan.

1.5 RESEARCH QUESTION

The goal of this research will be discussed in this section which shows a few questions that we will use as research questions to conduct this study. For this study, these will be the following questions which are:

RQ1: What are the relationship between food safety and customer satisfaction?

RQ2: What are the relationship between online review and customer satisfaction?

RQ3: What are the relationship between staff attitude and customer satisfaction?

RQ4: What are the relationship between cleanliness and customer satisfaction?

1.6 SIGNIFICANCE OF STUDY

At the end of this research, it will support us better understand how to meet customer satisfaction through food quality, online reviews, the attitude of restaurant staff and cleanliness, and how to get that quality. The researchers are trying to identify whether food safety, online reviews, the attitude of restaurant staff, and cleanliness effect on customer satisfaction. This study is able to provide benefits and knowledge to the food and beverage community and all individuals involved in business hospitality. This will be able to help others to meet customer satisfaction by using the information from this study. This study can also provide new findings and help restaurant operators know about food safety, online reviews, the attitude of restaurant staff and cleanliness can affect customer satisfaction in fine dining restaurants in Kelantan.

1.7 DEFINITION OF TERMS

1.7.1 Food Safety

Food safety relates to proper food handling methods used for the food preparation, processing, storage, and transportation with regard to the products you deal with in your food business (Hanson, 2021).

1.7.2 Online Review

Online review or electronic word of mouth (eWOM), is a concept that is somewhat comparable to both.

1.7.3 Staff Attitude

The motivational attitude of an employee can be either positive or negative. In the workplace, it may be shown toward certain job responsibilities, goods or services, coworkers or management, or the company as a whole.

1.7.4 Cleanliness

When dining out, the experiences are everything and when choosing a restaurant, customers consider a variety of aspects, including the food and the service. One of the most important factors for dinners is cleanliness.

1.7.5 Customer Satisfaction

Customer satisfaction (CSAT) is a metric used to assess how well a company's goods, services, and general customer experience live up to expectations.

1.8 SUMMARY

Chapter one discusses the role of food safety, online reviews, attitude of restaurant staff and cleanliness on customer satisfaction in fine dining restaurants in Kelantan. In order to satisfy a customer, it is important for the serving teams to take a note that every customer has a different perspective of a good service. Objectives of this study are to examine the role of food safety, attitude of staff, cleanliness and the influence of online reviews. In this study also will determine the relationship of food safety, online reviews, attitude of staff and cleanliness in order to achieve customer satisfaction.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The role of food safety, online reviews, attitude of restaurant staff, and cleanliness on customer satisfaction among restaurants in Kelantan will be discussed in this chapter. From the articles, journal reviews and website from the past studies will be guiding this research to discover the role that can affect the customer satisfaction. In this chapter, we discussed about the variables in this research relating to our research topic. Dependent variable and also independent variable are included in this chapter. Customer satisfaction is dependent variable, and for the independent variables it has food safety, online reviews, attitude of restaurant staff, and cleanliness. From these variables, there is a relationship between all of them and some hypothesis was made based on the variables and also conceptual framework.

2.2 LITERATURE REVIEW

2.2.1 Overview of the Restaurant Industry

It's safe to say that every restaurateur hopes and wishes for the success and profitability of their business. Everyone is interested in learning the key to a company's success, and researchers are interested in coming up with the recipe. Models of crucial

success factors (CSFs) for the establishment and management of new restaurant enterprises have been put forth internationally (Camillo et al., 2008). The perceived failure rate in the restaurant industry is notoriously high. The failure rate in the first year of operation was 26% (Parsa et al., 2005). According to the same report, 61.4% of restaurants fail during the first three years of existence. When a restaurant makes it through its first three years of business, its failure rate dramatically drops. According to English's (1996) theory, the low entry barriers allowed ineffective operators who lacked knowledge, expertise, and capital to enter the restaurant industry, contributing to the industry's high failure rates.

2.2.2 Customer Satisfaction

Customer satisfaction is a crucial business concern because business owners have discovered that receiving favorable client feedback is necessary for a long-term sustainable operation. If a restaurant's patrons have a wonderful dining experience, they might recommend it to others, come back often, or both. Customer satisfaction is a crucial business concern for restaurants, just like it is in other sectors. Restaurants want customers to have the best experience possible to increase the likelihood that they will return. Positive customer feedback is crucial for creating a long-term sustainable company, entrepreneurs have discovered (Chun & Nyam-Ochir, 2020). In order to avoid product contamination, cleanliness is crucial in the food sector. Production is safer in a clean environment since there is less chance of cross-contamination between products or contamination from raw materials.

Marketing is centered on achieving customer happiness. For a variety of reasons, the capacity to please clients is essential. To alleviate cognitive dissonance and

unsuccessful consuming experiences, for instance, it has been demonstrated that disgruntled customers are more likely to complain to the business or seek remedy from them (Oliver, 1987). Such behavior might have severe repercussions if service providers do not properly address it. Customers may turn to unfavorable word-of-mouth in the most severe circumstances of discontent as a way of retaliation. Thus, a dissatisfied client may act as a saboteur to turn off other possible clients to a certain service provider.

2.2.3 Food Safety

The adoption of the organizations and standards that produce a good advantage has been influenced by the rapid subsequent development and intense competition among diverse economic companies. One of the most crucial contemporary arrangements for food corporations is the Food Safety Management System ISO 22000. Public confidence in the food industry is very low, and as a result, food security has emerged as a crucial concern for all parties. One of the strategic assets in competitive forces in a new world marked by dynamic development of consumer demand and evolving international trade norms is the requirement to regulate and improve food quality and safety (Mekimah & Sayad, 2020).

Food safety is much more than just following rules and regulations; it also aims to win over customers' loyalty and happiness by learning what they want right now. Due to the increase in consumer demand, the emergence of substitute options, and the competition among food companies, food safety has become susceptible to shifts in consumer preferences, placing the future of the company's operations in the hands of its devoted customers. It is possible to satisfy customers, develop trust and loyalty with

them, and ensure their loyalty by offering safe, innovative, and high-quality items. Additionally, the environmental element is taken into account by offering green items (Mekimah & Sayad, 2020).

2.2.4 Online Reviews

On the basis of the recognized positive and negative feelings of online reviews, the effects of consumer sentiments on customer satisfaction are measured. It will be possible to undertake more accurate evaluations of the effects of customer feelings on customer satisfaction if the sentiment strengths of online reviews can be determined. Therefore, modeling consumer satisfaction while taking into account the emotion strengths of online reviews is an interesting future research path (Bi et al., 2019).

Compared to polls, internet evaluations are not only more readily available to the general public, simple to gather, inexpensive, spontaneous, passionate, and informative, but they are also easier for businesses to monitor and manage (Cui et al. 2018). Additionally, there are a ton of reviews posted online, and since thousands of customers contributed to them, it may be said that these reviews represent the "wisdom of crowds" (Brown & Reade 2019). Online reviews can therefore be a useful source of information for determining client happiness.

2.2.5 Staff Attitude

High-class executives and businesspeople make up the majority of fine dining patrons because they demand the best possible food and service (Kushwah & Singh, 2021; Shende et al., 2019). These restaurants typically offer a theme-based formal

environment and have well-trained chefs and wait staff to fulfil the demands of affluent consumers (Kala, 2020). Each client must be treated as unique and special by the business, and one method to show empathy for the client is to offer personalised services (Ribeiro & Prayag, 2019).

According to studies, empathy is all about giving consumers the impression that they are the top priority by treating them with great care and attention. This has a big effect on customer satisfaction. The level of client satisfaction in the restaurant business is positively impacted by empathy (Ribeiro & Prayag, 2019; Wu et al., 2020). The attentive handling of customer requests, inquiries, and complaints is the focus of the responsiveness dimension of perceived service quality (Namin, 2017). It can be assessed by looking at how eager personnel are to assist customers, how well restaurants handle complaints, how honestly staff respond to client questions, and how well they handle rush hour traffic in restaurants (Suhartanto et al., 2019). The results of the studies have shown how crucial responsiveness is in standings of marketing services, giving full attention, staying updated, and attending to client demands, all of which have a good impact on the degree of customer satisfaction. The restaurant industry's responsiveness has been linked in the literature to increased customer satisfaction (Suhartanto et al., 2019).

The knowledge of restaurant employees, their ability to communicate with clients, their civility, and the safe delivery of food services to consumers all contribute to the assurance factor in the restaurant sector. According to studies, assurance is the staff's capacity to give customers kind, competent, trustworthy, and friendly services that raise their degree of satisfaction. In the restaurant sector, assurance has been shown to have a favourable impression on consumer satisfaction (Wu et al., 2020).

2.2.6 Cleanliness

Cleanliness of service environments plays a significant role in determining general customer satisfaction, perceived service quality, and customer intention to use a particular service provider again (Pizam & Tasci, 2018). In the restaurant industry, particularly in fine dining establishments, cleanliness and sanitation are of utmost importance. Customers won't want to swarm to a restaurant establishment if it is dirty, regardless of how delicious the food, inventive dishes, and excellent service are. There are several laws and acts that deal with nutrition in the nation, including the Local Government Act of 1976, the Food Act of 1983, and the Food Hygiene Regulations (2009). The following acts specify the general and particular requirements for a food premises regarding maintenance and operation.

When choosing a restaurant, customers will consider a variety of factors. Cleanliness is among the most crucial considerations for customers. Why cleanliness at restaurant important to customers? In restaurant, cleanliness is an important component of customer service. Every customer's dining space will be kept spotless at the fine dining establishment. The tables, chairs, and benches are all thoroughly cleaned and disinfected before guests are seated. Additionally, they guarantee that the linen, glassware, napkins, and cutlery are fresh and clean for each seating. A hygienic restaurant is also significant in making a good first impression on customers and helps increase customer loyalty. It demonstrates the restaurant's concern and desire for patrons to enjoy their meals.

When eating in a restaurant that looks dirty, customers will associate it with poor kitchen hygiene and may worry about the safety of the food they are eating and the risk of having food poisoning. There have been 1,079 cases reported in Kelantan over the past two years and most food poisoning incidents are reported to have occurred in

school canteens, dormitory kitchens, communities and institutions of education (Rozliza, 2022). Therefore, restaurants need to take steps to ensure the cleanliness of the kitchen. For example, always clean the kitchen table and free of dirt. Wipe after use. In addition, sweep and mop the kitchen floor every day or every time you finish using the kitchen. Additionally, they will make sure the sink is cleaned after each use and keep the walls free of cobwebs. Because these pathogens can cause food-borne illness, frequent and thorough cleaning of the kitchen and dining area helps to prevent pathogens from spreading to customers. In addition, restaurant food has been identified as the most likely source of outbreaks of food borne illness: Restaurants were involved in roughly 61% of all reported food-borne illness outbreaks, according to the Centers for Disease Control and Prevention (CDC) 2016 annual report (Dewey-Mattia et al., 2018).

Last but not least, a filthy restaurant shows how the business is run. Unclean facilities will raise concerns about the management of the restaurant as well as questions about the safety of the food. Restaurants should be concerned about the cleanliness of the restrooms in addition to the cleanliness of the food and dining area. The sanitation of the entire food service operation is indicated by how clean the restrooms are, which is a key sign of how clean the restaurant is overall (Hunt, 2017). Therefore, toilets must always be kept spotless, and water pipes must operate without any leaks or clogs.

2.3 HYPOTHESIS

The research's hypothesis is based on the factors of the study, including food safety, online reviews, staff attitudes, and cleanliness, which have an impact on customer satisfaction in Kelantan's restaurant establishments. The following hypothesis was developed and was to be tested based on the study:

- H1: Food safety is positively related to customer satisfaction.
- H2: Online review is positively related to customer satisfaction.
- H3: Attitude of restaurant staff is positively related to customer satisfaction.
- H4: Cleanliness is positively related to customer satisfaction.

2.3.1 Food Safety and Customer Satisfaction

Food handling, processing, and distribution procedures are referred to as "food safety" to ensure that there are no contaminants present that could cause food-borne illnesses. Food safety mentions to the proper food management methods used during food preparation, processing, storage, and circulation when you work with products in the food industry. The following categories can be used to categorise the quality characteristics of food products: food safety, value, packaging, and process characteristics (Mancini et al., 2017). There are still concerns about upholding the integrity of food safety at every link in the food supply chain. Food safety's primary objective is to safeguard consumers from food-borne illness or injury caused by food intake. Food-borne illnesses are a serious threat to the food industry and affect everyone worldwide as a result of poor food safety. These effects are primarily caused by food-borne pathogens, which can include harmful bacteria, fungi, yeasts, parasites, or viruses.

If there are insufficient food safety controls, pathogens are likely to develop. Additionally, it has been determined that the most likely cause of outbreaks of food-borne illness is restaurant food: Restaurants were linked to about 61% of all outbreaks of food-borne illness that were stated in the Centres for Disease Control and Prevention (CDC's) annual report for 2016. (Dewey-Mattia et al., 2018). Holding foods within the suggested time frame, temperature, and cooling process were a few of these considerations. Furthermore, it was discovered that employee hand washing procedures wanted to be improved.

Customers frequently worry about the safety of the food when dining out. The safety of a restaurant was evaluated based on the following factors: staff presentation, observed cleanliness, inspection results, and overall impression. Even though food safety-related problems aren't always discovered right away, consumers do pay care to undercooked and strange-tasting food, as well as external objects in food and food temperature. Customers, particularly in developed nations, have become picky about the food products they purchase; they prefer fresh, healthy foods that need to be handled properly from production through ingesting (Moslehpour et al., 2014; Savelli et al., 2017). More than half of British diners paid attention to the cleanliness and hygienic conditions of restaurants, according to a survey on consumer attitudes (Statista, 2016). The most fundamental standard for assessing food quality is food safety. Additionally, the cleanliness of the restaurants reflected the quality of the food being served.

Customers were worried about the quality of the food and how clean the establishments were. They also based their choice to go back to the restaurant on these various factors. Functional, mechanical, and humanin (HN) clues were proposed as three indicators to evaluate restaurant cleanliness and diners' dining experiences in earlier literature. Food temperature and freshness are relevant functional clues. The

appearance of the dining room, restroom, and interior all provided mechanical hints. Humanin cues, on the other hand, are based on how servers dress and behave when handling food safely. These hints are essential to ensuring client satisfaction and a company's viability.

H1: FOOD SAFETY IS POSITIVELY RELATED TO CUSTOMER SATISFACTION.

2.3.2 Online Review and Customer Satisfaction

Since the invention of the Internet, consumers have used online platforms more frequently. Customer satisfaction is frequently well-defined as a client's general opinion of the calibre of a service or product. Before buying a good or service, customers frequently read numerous reviews (Thomas et al., 2019). Thanks to online reviews, we now have more products to try and compare. In particular, reviews often reveal details about service quality and food safety, allowing potential customers to base their future purchases on the basis of the experiences of others who have used the service or purchased the invention. experience can be more accurately predicted (Beneke et al., 2016). Specifically, the study focused on consumer sentiment expressed in reviews and votes (counting helpful, funny, and cool votes), which was associated with increased likelihood of repeat purchases, restaurant reviews, and more. increased loyalty to, associated with positive reviews on online review platforms. Factors influencing the usefulness of reviews are discussed in previous studies of online product review content (Hong et al., 2017) and how text content analysis can be used to predict product reviews (Lei et al., 2017). But there are relatively few studies about how online reviews affect customers.

H2: ONLINE REVIEW IS POSITIVELY RELATED TO CUSTOMER SATISFACTION.

2.3.3 Staff Attitude and Customer Satisfaction

Service value is one of the big issues that will affect all businesses. Among the service quality that is meant is employee attitude towards customer. The success of businesses in the hospitality sector can be directly impacted by motivating frontline staff to deliver high-quality customer service (Chen et al., 2017). Employees are inconvenienced by problematic, annoying, or rude customers. On the other hand, a cheerful and enthusiastic attitude is more prospective to produce courtesy, emotional involvement, and sincere concern for the happiness and well-being of customers. Customers are frequently interacted with service employees at work because this is their primary responsibility (Torres et al., 2017). Although employee attitude is hard to measure or manage after a certain point, it can have disastrous effects on any business if unnoticed (Emily, 2016). Employee efficiency and quality would be significantly below the required values if they had a bad attitude and low morale, whereas the opposite would be true if they were content with their jobs and the company. From the restaurant context, good behaviour or treatment from employees will have a good effect on customer satisfaction. Therefore, attitude of restaurant staff is positively related to customer satisfaction.

H3: ATTITUDE OF RESTAURANT STAFF IS POSITIVELY RELATED TO CUSTOMER SATISFACTION.

2.3.4 Cleanliness and Customer Satisfaction

What is clear is that some studies have exposed that cleanliness Methodology Results Discussion and conclusions perceptions effect consumers' satisfaction and

revisit intention in restaurants (Kim and Bachman, 2019; Park and Almanza, 2015). Overall customer satisfaction, perceived service quality, and the possibility that a customer will use a specific service provider again are significantly influenced by the cleanliness of the service environment (Pizam and Tasci, 2018). When Americans eat out, they entrust restaurant staff with their tastes, nutrition, and food safety (Barber and Scarcelli, 2009; Cha and Borchgrevink, 2019). Other investigators have emphasized the value of clean restaurants to patrons (Cullen, 2004; Kivela et al., 2000; Knight et al., 2007; Liu and Lee, 2018). More lately, Kim and Bachman (2019) demonstrated that cleanliness in Canadian restaurants was straight connected to customer satisfaction and intent to return. What is evident is that numerous studies have demonstrated that hygiene Results Analysis and recommendations on how perceptions affect diners' satisfaction and likelihood to return to restaurants (Kim and Bachman, 2019; Park and Almanza, 2015; Truong et al., 2017). The FDA Food Code provides guidelines for restaurant cleaning. According to the FDA Food Code, sanitization is necessary for surfaces that originate into contact with food and should be cleaned thoroughly in restaurants. According to the FDA Food Code, "sanitization" is as follows: (FDA, 2017).

According to research on restaurant cleanliness discovered that customers' satisfaction was significantly impacted by a customer's expectation of cleanliness (Chow et al., 2019). Cleanliness is an important analyst of customer satisfaction. Customers are more likely to make additional purchases when they are pleased with the performance of a product or service because it meets their expectations. Studies have shown that positive disconfirmation in a variety of contexts, such as retailing, leadership style, hygiene expectations and experience, online review and opinions, had an impact on consumers' overall satisfaction (Anderson & Sullivan, 1993; Wong and Giessner,

2018; Chow et al., 2019; Lee & Kim, 2020). Additionally, prior research demonstrated that perceptions of performance, for example perceived cleanliness, straight affect satisfaction (Barber and Scarcelli, 2009; Kim and Bachman, 2019; Liu and Jang, 2009; Lockyer, 2003).

H4: CLEANLINESS IS POSITIVELY RELATED TO CUSTOMER SATISFACTION.

2.4 CONCEPTUAL FRAMEWORK

The existing theoretical framework, which contains food safety, online review, attitude, and cleanliness in customer satisfaction, is based on Jay B. Barney Theory of the resource-based view (RBV) 1991. The researcher will focus on Kelantan customer satisfaction of the restaurant in this context. Figure 2.1 shows the framework that was designed to forecast the restaurant characteristic in Kelantan from the perspective of customer satisfaction

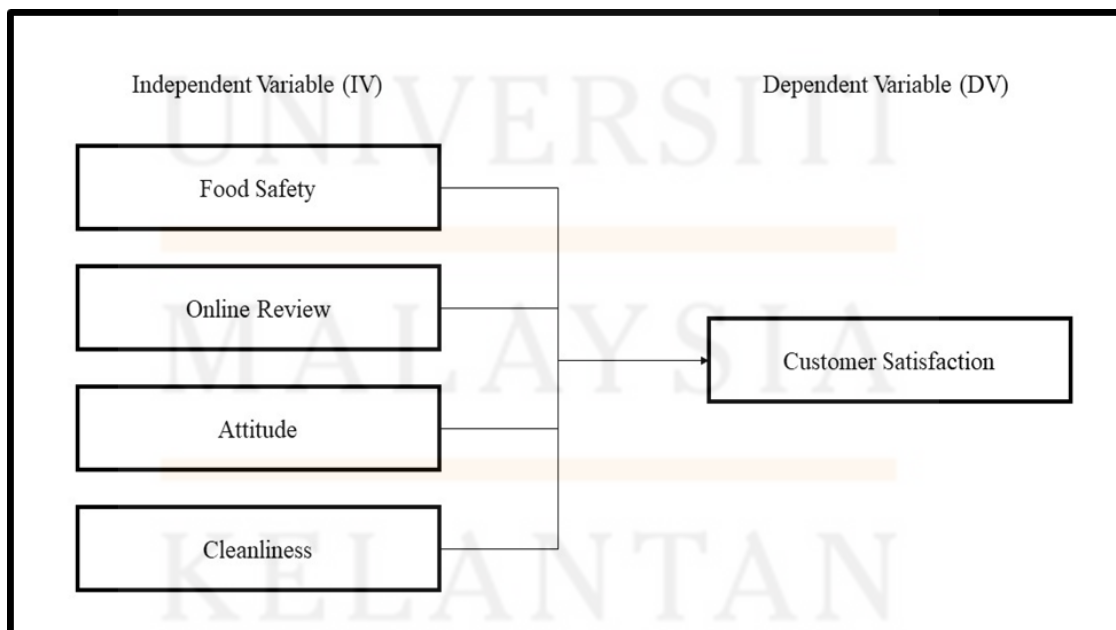


Figure 2.4 Research Framework

Based on the figure 2.4 above, we could find that food safety, online review, attitude, and cleanliness is very important and give big impact in customer satisfaction. This may demonstrate that serious foodborne infections and their causes will result from improper food preparation practises. Infectious or toxic in nature and foodborne illnesses are often brought on by bacteria, viruses, parasites, or chemical substances that enter the body through contaminated food. Chemical exposure can cause acute poisoning as well as long-term disorders like tumour. Many foodborne infections can cause long-term impairment or death. This will have a significant impact on customers since it includes health. If a restaurant appears dirty, guests will link it with poor kitchen hygiene and may be disturbed about the safety of the food they are consuming. In addition, online review can help lead to customer satisfaction. According to research, online reviews can have a significant impact on restaurant revenue. Restaurants that are positively viewed have higher sales; indirectly, improving a restaurant's star rating has a beneficial effect on restaurant sales. Online review from survey through media social and internet can help restaurant managers improve restaurant quality in terms of customer dissatisfaction through customer feedback. Creating a positive work atmosphere is critical for business success, especially in terms of attitude. As a restaurant owner, it can help in business succeed by providing a happy kitchen atmosphere can have a optimistic impact on worker retention and customer satisfaction.

After that, it's all about the experience when eating out. Customers examine a variety of reasons while selecting a restaurant, reaching from the food to the service. Hygiene is one of the most significant attentions for dining. A filthy restaurant reflects the overall manner in which food preparation is carried out. As previously said, seeing a filthy atmosphere raises food safety issues as well as concerns about how well the

restaurant is handled. Customers may come to doubt management's commitment to consumer safety. Every corner of the restaurant space that guests can see and sections that they cannot see should always be cleaned to demonstrate the restaurant manager's commitment to customer safety. Customers will express unhappiness if hygiene is not prioritised.

For the aspect of perspective aspect towards customer satisfaction, it can be seen that it is closely related to food safety, online review, attitude, and cleanliness in restaurant management. Researchers think that it can be considered and improved through how restaurant managers want to change it through online reviews.

2.5 SUMMARY

Based on this chapter, we can conclude that there are many of the research talked about customer satisfaction in restaurant. According to this study, a wide range of factors affect consumer happiness. In today's economy, customer happiness is crucial for business success. The results of the multiple regression analysis show that customers' emotional responses to restaurants are most strongly influenced by cuisine.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

In this part, we would like to discuss about the descriptive analytic and quantitative research methods were used in this study. This study's findings were obtained by the application of computational, statistical, and mathematical methods by the researcher. In this chapter also we will go through research design, population, sample size, sampling method, data collection procedure, research instrument, data analysis and summary.

3.2 RESEARCH DESIGN

Studies come in two types which are quantitative and qualitative. Using case studies, qualitative research examines the connections between data collection, observation based on statistical formulae, and the significance and perception of complex social events like the essence of the human experience. For this study, the researcher will use a quantitative method. Every organization needs quantitative analysis to design ways to grow. When deciding on the future of the organization, analysis, and insight based on concrete numerical data are quite helpful. The differences between the two have huge consequences for the type of conclusions that might be drawn and constructed because there will be numerical data that is both continuous and

distinct, this research will employ a quantitative research technique. The numerical form is another name for quantitative.

3.3 POPULATION

Population that researcher will use in this study is customers in Kelantan. Population mentions to the entire group of people who share particular traits and characteristics. The population can be thought of as the study's intended audience or community of individuals who share the same trait.

The process of selecting a statistically representative sample of people from an interest population is known as sampling. This study is being carried out in Kelantan which the researchers are choosing customer who currently in there to take some time to answering the survey. This survey takes about 229 out of 384 customer.

3.4 SAMPLE SIZE

The term sample size refers to a representative sample of the population. The researcher selects and approaches a group of individuals who share certain characteristics based on a representative population to collect the information needed for research purposes. We used a non-probability sampling approach in our research because we chose a number of customers from Kelantan restaurants as our respondents. To gather the necessary data, a questionnaire was distributed to them (the sample). This method is more important because we are concentrating on a small number of people.

Krejcie and Morgan (1970) recommended a sample size of 384 for a population ranging from 75,000 to 1,000,000,000. Sample sizes more than 30 are suitable for the

majority of investigations, however less than 500 samples are sufficient for most studies (Roscoe, 1975). Tabachnik and Fidell (2007) assert that the accuracy (alpha-value coefficient) or validity (factor analytics) of measurement should consist of at least 300 examples or more, as opposed to a sample of fewer than 50 instances. Gay and Diehl (1992) recommended adopting a sample size of 10% of the population for descriptive studies (Gay & Diehl, 1992). In particular, they advised that the minimum number of observations should be at least five times as many as the variables being assessed, with a ratio of 10 to one being better suitable (Nunnally, 1978).

Salkind (2012) argued that, especially when the research comprises hundreds or even thousands of elements, it is almost impossible to get data from, test, or examine every component of the population. According to the widespread consensus, if the selected respondents can provide considerable insightful or interesting data on the topic under investigation, investigating a sample rather than the full population may yield more accurate results (Sekaran & Bougie, 2010). The study's overall responses are rated as comfortable in at least 300 cases, very good in 500 cases, and extraordinary in 1000 cases (Comrey & Lee 1992; Tabachnick & Fidell 2013). It was recommended that a total of 300 respondents be chosen from the selected restaurant in Kelantan especially. This is due to the researcher's requirement that we need to approach customer of the restaurant.

The study's goal is to determine the role of food safety, online reviews, attitude of restaurant staff, and cleanliness on customer satisfaction in restaurants in Kelantan. To establish a proper and accurate source of data collection, researchers must have a clearly defined target group. In this study, a convenience sample is used to select a predetermined number of respondents using the Tabachnick & Fidell (2013) sampling method.

3.5 SAMPLING METHOD

Sampling is a method that allows researchers to conclude population information on the basis of results from a subset of the population without having to study each individual. In method of sampling, the researchers will pick some elements of populations as the focus of the study. Simple random sampling, sometimes referred to as random sample, was used in this investigation as well. This is because it is the most accurate and sincere method for probability sampling. It is also the strategy that is most frequently utilized for reaching conclusions among a sample population for a variety of applications.

It is possible to divide the various sampling methods into two categories, such as probability sampling and non-probability sampling. By choosing people from the population who are representative of the population, probability sampling is done. When it comes to probability samples, there are four fundamental types of sampling procedures. Simple random, systematic, stratified, and cluster sampling are some of these. Participants are chosen for non-probability sampling procedures based on their availability, convenience, or representation of a characteristic the researcher wants to investigate.

In this study, the researchers selected non-probability sampling techniques which are convenience sampling technique because it is used to select a predetermined number of respondents and very easy to reach them. This study sample is customers who have been to the restaurant. Researchers choose convenience sampling at few restaurants in Kelantan.

3.6 DATA COLLECTION PROCEDURE

The systematic gathering of observations or measurements is known as data collection. Regardless matter whether you are conducting research for business, government, or academic purposes, data collecting enables you to get first-hand information and distinctive insights into your study challenge (Bhandari, 2020).

The step or procedure of collecting, measuring, and analysing accurate insights or elements perceived from observation for the conducted research is referred to as data collection. The research being conducted on the basis of the collected data could be used to evaluate a hypothesis. The majority of data collection cases are essential and significant steps in research. Furthermore, the approach and procedure for data collection differs between studies and research. It all depends on the information needed or the purpose of the research. There are several goals for data collection, but the most important is to certify that the data collected for statistical analysis is reliable, has a lot of information, and can be used for research.

Quantitative research is expressed with numbers and graphs. It is employed to support or challenge theories and presumptions. This research technique can be used to quickly find information about a topic. Common quantitative methods include experimental research, observations measured using a numerical system, and questionnaires with closed-ended questions. Risks in quantitative research include information bias, removed modifiable bias, sampling bias, and selection bias. Qualitative research is expressed through language. It is employed to understand concepts, ideas, or experiences. This kind of research enables you to learn in-depth information on contentious problems that are difficult to comprehend. Interview process with outstanding questions, findings described in words, and research articles that

investigate concepts and theories are all common qualitative methods. Certain research biases, such as the hypothesis, examiner subjectivity, response bias, and a social appeal bias can also occur in qualitative research (Strefkerk, 2019).

Quantitative research was chosen for this research. This research survey used a self-service data collection mode, where respondents were asked to complete the questionnaire themselves. A total of 150 to 180 respondents will be selected to answer the questionnaire in person. They will be given a face-to-face questionnaire at a Kelantan restaurant. After the respondents agree to fill out the questionnaire, the researcher will explain the questionnaire to them. Respondents have no obligation or compulsion to complete the research questions provided. It will be returned after the respondent completes the questionnaire. Because the answers were almost certainly inaccurate and irrelevant, online questionnaires were not used to collect data for this study. The questionnaire emphasizes the intention of the study, the goal of the study, and acknowledges the confidentiality of the respondent's information.

3.7 RESEARCH INSTRUMENT

A research instrument is a device used to gather, quantify, and analyze information pertaining to your study objectives by using questionnaires and interviews as examples. In addition to being a measuring tool, a research instrument also includes observation-designed interviews and questionnaires to get pertinent information from the target respondents on the topic of interest.

In this study, data was gathered through questionnaires to learn more about how to determine the customer satisfaction in restaurant. Quantitative methodologies will be used in this study. The survey questions that will be delivered to respondents are

divided into three section which is section A, section Band section C. Section A includes demographic questions such as gender, age, race, and level of education.

Table 3.7.1: Table of dimension, item, and sources of the questionnaire for the customer

Dimension	Item	Sources
a) Demographic	5 items	Researcher
b) Independent Variable		
i) Food Safety	5 items	Pei Liu (2018)
ii) Online Review	5 Items	Somohardjo, 2017;
iii) Attitude of Staff	3 Items	Wei & Lu, 2013
iv) Cleanliness	4 Items	Seung Ah Yoo (2012)
c) Dependent Variable		
i) Customer Satisfaction	5 Items	Wei & Lu, 2013

Next, respondents will be given a questionnaire in which they will be asked if they agree or disagree. The questionnaire will be administered making use of the five options provided in section B and section C. For Section B it is about the independent variables which are about food safety, online review, attitude of restaurant manager/staff, and cleanliness. Lastly, in section C will be discusses about the dependent variable that are related to the customer satisfaction toward the restaurant. The questionnaire is rated on a 5-point Likert scale which we will use 1 as a strongly disagree followed by 5 as strongly agree.

Table 3.7.1: Likert Scale

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

3.8 DATA ANALYSIS

The analysis of data is the backbone of every study. Analysis of data involves rearranging, editing, analyzing, and reformatting the information at hand. To do this, you need to do intensive analytical processing on the data in order to spot trends, correlations, and other interesting patterns. Data analysis refers to any technique or attempt to transform raw data into a form that is more suitable for use in decision-making and problem-solving, especially when more investigation is required. Data processing is the process of taking raw data from a research study and transforming it into usable evidence. Data analysis is performed with the intention of simplifying the data for the purpose of drawing conclusions.

The method of data analysis is going to be used to investigate the connections and interconnections within the data sets, find patterns and correlations, analyze the data, and manipulate it. The data will be obtained from the respondents who were targeted by the researcher. The statistical software known as SPSS, which stands for the Statistical Package for Social Science, will be used to analyze the results of the survey questions. Analysis of the reliability of the data, analysis of the descriptive data, and analysis of the inferential data are all included in the analysis.

3.8.1 Description Statistics

The term descriptive statistics refers to the approaches used to help explain and comprehend the features of a certain data set by providing a more concise summary of the sample and data size. There is even a sort of descriptive statistics known as the central measure, which consists of mean, median, and mode values that are easily accessible or available in mathematical or statistical computations.

Descriptive statistics can also be used to summarize a specific set of data, which could be a sample of the population or a representation of the entire population. The central tendency measure and the variability measure can be separated into two to be measured. Based on this analysis, gender, age, race, and education level will be describe using the descriptive analysis.

3.8.2 Reliability Test

In research, reliability can be defined as the stability or consistency of a consistent test score. It can even be conceived of as the ability to test or duplicate study findings. A medical thermometer, for example, is regularly used equipment for measuring temperature correctly and consistently. This parable can be illustrated in study to ensure its authenticity. The consistency of test scores over multiple occasions of testing, different editions of the test, or different raters evaluating the test taker's responses is referred to as their dependability. This guide defines numerous words linked with the concept of test reliability.

Test results are trustworthy if they remain constant throughout testing sessions, test iterations, questions or problems measuring the same broad abilities or categories of

knowledge, and scoring methods used by different raters to evaluate test takers' responses. There are several types of dependability. Different types of reliability refer to various types of consistency. Some types of consistency have names that reflect the type of consistency they relate to. "Alternate-forms reliability" refers to the consistency of test takers' performance across different test editions. "Inter-rater reliability" refers to the consistency of the ratings assigned to the same replies (essays, performance samples, etc.) by various raters. The consistency of test takers' performance on different days or times of testing is referred to as "stability" (or "test-retest reliability" in some cases). Respondents may be invited to answer the same survey on the role of food safety, online reviews, attitude of restaurant manager/staff, and cleanliness on customer satisfaction toward restaurants in Kelantan, so that test results may be compared to determine score stability.

3.8.3 Pearson Correlation

For statistical test techniques that quantify a statistical relationship, or correlation, between two variables, as is well known, The Pearson correlation coefficient is used to define continuous variables. What is meant here is the difference between two non-differences and two quantitative variables (intervals/ratios) that coincide with each other. In reality, because it is based on the covariance method, this methodology is commonly considered as the best way for assessing correlations between variables of interest.

Linear correlations are frequently measured using the Pearson correlation coefficient in this manner (r). As a number between -1 and 1, this shows the strength and direction of the link between two variables. If the result is negative, it suggests a negative

relationship between the two enablers, whereas a positive result indicates a good relationship between the two enablers.

3.9 SUMMARY

The researcher will gain a better understanding of the study as determined by the research design, population and sample, sampling technique, instrument, and data analysis through this chapter. The researcher may learn how to use the research design, work, as well as other components, from this study. The questionnaire's administration and potential uses for this study were also made clear in this chapter.

CHAPTER 4

RESULTS & DISCUSSION/ FINDINGS & DISCUSSION

4.1 INTRODUCTION

As noted in the preceding chapter, this chapter generally discusses all of the findings made from the analysis of the data acquired for this research. The process of collecting data from the target population was far from simple; the researcher had to overcome a number of obstacles in order to reach the samples and, more importantly, to ensure that the participants responded to a questionnaire that contained a sizable number of items that were required in order to accurately measure the intended constructs.

4.2 SAMPLE AND RESPONSE RATE

Before analyzing the demographic features of the respondents, it is critical to address the response rate of this study based on the targeted sample and the actual numbers of replies acquired during the data collection process. There were 333 responses. However, four respondents were removed from the list because they did not match the criteria for being considered respondents, leaving just 329 genuine responses.

4.3 RELIABILITY ANALYSIS

One of the most important aspects in determining quality is dependability. Trochim (2006) describes it as the measurements' overall consistency. When all conditions are consistent, the measure is considered highly dependable if it gives similar results. Figures between 0.00 and 1.00 are commonly used to assess the amount of error in a result (Fernley & Fernley, 2017). The consistency with which the examinee performs on the test defines the reliability. The correlation between a test's multiple items must be analyzed using Cronbach's Alpha to determine its internal consistency. The final result should be more than or equal to 0.70. As the Alpha value rises, so does the reliability. The table indicated the value's internal consistency as well as the Cronbach's Alpha scale.

Table 4.3.1: Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.05 > \alpha$	Unacceptable

Table 4.3.2: The results of reliability analysis for the study variables

No of items	Study variable	Cronbach's alpha	Remarks (acceptable/not acceptable)
5	Food Safety	0.909	acceptable
5	Online Reviews	0.951	acceptable
3	Staff Attitudes	0.873	acceptable
4	Cleanliness	0.871	acceptable
5	Customer Satisfaction Toward Restaurants	0.958	acceptable

The reliability analysis findings for the study variables were displayed in the table. The table shows that Food Safety is 0.909, Online Reviews is 0.951, Staff Attitudes is 0.873, Cleanliness is 0.871 and Customer Satisfaction Toward Restaurant is 0.958 which is Dependent Variable. In addition, all of the independent variable items which is Food Safety is 0.909, Online Reviews is 0.951, Staff Attitudes is 0.873 and Cleanliness is 0.871 were acceptable because the score result was over 0.70. The dependent variable, Customer Satisfaction Toward Restaurants, has a value of 0.958 indicating that the variables employed were appropriate and accurate in measuring this variable. In the nutshell, the reliability coefficients for the independent variables in this study according to Cronbach's Alpha were satisfactory and correlated with one another.

4.4 DEMOGRAPHIC PROFILE

The total of 329 respondents is 100% were Malaysian food consumers. The majority of the respondents 52.0% were male. It is because men prefer to eat at restaurant since it is more convenient and faster. Women eat less at restaurants because they prefer to prepare their meals at home. In the sample, 75.4% were in the 22-25 years old age bracket. People between the ages of 22 and 25 prefer to dine at restaurants since they are already aware of the aspects that can provide them with satisfaction as restaurant consumers. 85.7% were Malay. It is because when compared to other races, the majority of people in Kelantan are Malays. 91.8% were single and 56.5% were students. The majority of single persons will eat in restaurant. This is because they believe that eating in restaurant is preferable to cooking at home. It can help to save time and energy. Because most students are unable to cook, they dine at restaurants. They are unable to cook because they are students. For example, the university may not permit cooking in the college or may not have culinary equipment. Table 4.4 illustrated the respondents profile.

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Table 4.4: Respondents' Profile

Item	Frequency (n)	Percentage (%)
Gender		
<i>Male</i>	171	52.0
<i>Female</i>	158	48.0
Age Group		
<i>18-21 years old</i>	46	14.0
<i>22-25 years old</i>	248	75.4
<i>26-29 years old</i>	19	5.8
<i>30 years old and above</i>	16	4.9
Race		
<i>Chinese</i>	30	9.1
<i>Indian</i>	15	4.6
<i>Malay</i>	282	85.7
<i>Others</i>	2	0.6
Status		
<i>Married</i>	27	8.2
<i>Single</i>	302	91.8
Occupation		
<i>Employed</i>	135	41.0
<i>Others</i>	3	0.9
<i>Student</i>	186	56.5
<i>Unemployed</i>	5	1.5
Total	329	100

4.5 DESCRIPTIVE ANALYSIS

Means and standard deviations were calculated for all measured items of job stress, job satisfaction, and organizational commitment, as well as the relationship between the factors that construct the questionnaire's constructs (1 = strongly disagree, 2 = disagree, 3 = neutral, 5 = agree, 6 = strongly agree). The following table displays the analysis' findings:

Table 4.5: Level of Mean

Level	Mean
Strongly agree	4.01-5.00
Agree	3.01-4.00
Neutral	2.01-3.00
Disagree	1.01-2.00
Strongly disagree	0.00-1.00

4.5.1 Food Safety

Table 4.5.1: Descriptive for food safety

No	Item for food safety	Mean	Standard deviation
1	Serving utensils are clean	4.68	0.62
2	Restaurant serves food at the appropriate	4.59	0.66

	temperature (i.e., hot food hot and cold food cold)		
3	Restaurant uses fresh ingredients (i.e., no off-flavour or off-colour foods)	4.56	0.78
4	Tableware is clean	4.59	0.67
5	Restaurant provides information about ingredients and food allergy	4.36	1.09

Table 4.5.1 presents an analysis of the mean and standard deviation of respondents for independent variables of food safety. Item 1 had the highest average score of 4.68, with respondents wholly agreed that clean utensils are important to customer satisfaction. With the lowest average of 4.36 for point 5, respondents tend to agree that customers want to know what ingredients are in the food they eat. From our data set of 329 respondents, most standard deviations are less than 1, indicating that the values are closer to the mean, while standard deviations greater than 1 indicate that the values are more dispersed. is showing.

4.5.2 Online Review

Table 4.5.2: Descriptive for Online Review

No	Item for online review	Mean	Standard deviation
1	I believe that online customer reviews are informative	4.61	0.74
2	I will search for information about the restaurant after reading online customer reviews	4.52	0.76
3	Customer online reviews help me to compare	4.58	0.73

	restaurant		
4	I think the restaurant is worth trying after reading the online customer reviews	4.55	0.73
5	The online review makes me confident in picking the restaurant	4.57	0.76

Table 4.5.2 shows the analysis of the mean and standard deviation of the respondents for the independent variables of the online review. Point 1 achieved the highest average of 4.61. Respondents fully agreed that online reviews greatly influence customer satisfaction and influence their decision to visit a restaurant. The lowest average is 4.52 for point 2, with respondents fairly strongly agreeing that customers will definitely do some research on restaurants, depending on previous customer reviews. From our data set of 329 respondents, most values had a standard deviation of less than 1 and were close to the mean.

4.5.3 Attitude of Staff Restaurant

Table 4.5.3: Attitude of staff restaurant

No	Item for attitude of staff restaurant	Mean	Standard deviation
1	The staff can handle customer's special needs effectively	4.57	0.58
2	The staff can accommodate customer complaints professionally	4.61	0.60
3	The staff has effective communication skill	4.61	0.61

Table 4.5.3 showed the mean and standard deviation analysis of respondents on the independent variable which was staff attitude. Item 2 and 3 has the same score highest mean value which was 4.61, where the respondents strongly agree that effective communication skills and ability to professional accommodate customers complain are one of the important aspects in restaurant. Meanwhile the lowest mean is item 1, with the mean value of 4.57 and it indicates that customers also strongly agreed that able to handle customers special need are essential part of the restaurant. From the data set from 329 respondents with the standard deviation most of the value which lower than 1, indicated the values close to mean.

4.5.4 Cleanliness

Table 4.5.4: Cleanliness

No	Item for variable no 4	Mean	Standard deviation
1	Restaurant cleanliness is important to me evaluating overall restaurant quality	4.85	0.39
2	A dirty restaurant will decrease my overall level of satisfaction	4.80	0.42
3	A clean restaurant will increase my overall level of satisfaction	4.83	0.38
4	I high expectations of cleanliness for high-budget restaurant	4.81	0.41

Table 4.5.4 showed the mean and standard deviation analysis of respondents on the independent variable which was cleanliness. Item 1 score the highest mean value

which was 4.85, where the respondents strongly agree that customer will give good rating for clean restaurant. The lowest mean is item 4, with the mean value of 4.81, where the respondent somewhat strongly agree that customers will be satisfied if a high budget restaurant has a high level of cleanliness. From the data set from 329 respondents with the standard deviation most of the value which lower than 1, indicated the values close to mean.

4.5.5 Customer Satisfaction

Table 4.5.5: Customer satisfaction

No	Item for customer satisfaction	Mean	Standard deviation
1	I would return to this restaurant in the future	4.57	0.64
2	I am satisfied with the restaurant's service quality	4.57	0.65
3	I am very satisfied with my overall experience at this restaurant	4.53	0.70
4	Overall, this restaurant puts me in a good mood	4.56	0.64
5	I will recommending the restaurant to others	4.58	0.70

Table 4.5.5 showed the mean and standard deviation analysis of respondents on the independent variable which was customer satisfaction. Item 5 score the highest mean value which was 4.56, where the respondents strongly agree that satisfied customers will recommend others to come to the restaurant. The lowest mean is item 3, with the mean value of 4.53, where the respondent somewhat strongly agree that customers satisfied because they had a great dining experience at this place. From the

data set from 329 respondents with the standard deviation most of the value which lower than 1, indicated the values close to mean.

The scale for the intention of the hotel workers in Kota Bharu to turnover is derived from the table above by adding the means and standard deviations for the five components. The measuring items' averages ranged from 3.53 to 4.58, and their standard deviations were between 0.64 and 0.70.

4.6 PEARSON CORRELATION ANALYSIS

One of the essential statistical methods for determining the linear relationship between two numerical variables is the Pearson correlation test. This study has two sections: the independent variables, which are three factors that influence turnover intention, and the dependent variable, which measures the attribute of customer on customer satisfaction toward restaurant in Kelantan. The four factors that make up the independent variable are food safety, attitude of staff restaurant, online reviews and cleanliness. The Pearson Correlation is being utilized to provide a more precise measurement with the aim of determining whether the correlation coefficient is significant.

Table 4.6 Show the coefficient range, r

Coefficient range, r	Strength of association
0.91 to 1.0 / -0.91 to -1.0	Very strong
0.71 to 0.90 / -0.71 to -0.90	High
0.51 to 0.70 / -0.51 to -0.70	Moderate

0.31 to 0.50 / -0.31 to -0.50	Small but define relationship/weak
0.01 to 0.30 / -0.01 to -0.30	Slight, Almost negligible

Source: Mukaka (2012)

4.6.1 Correlation Between Food Safety And Customer Satisfaction (H1)

Table 4.6.1 Correlation between food safety and customer satisfaction (H1)

		Food Safety	Customer Satisfaction
Food Safety	Pearson Correlation	1	.791**
	Sig. (2-tailed)		.000
	N	329	329
Customer Satisfaction	Pearson Correlation	.791**	1
	Sig. (2-tailed)	.000	
	N	329	329

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

Table 4.6.1 illustrates the relationship between food safety and customer satisfaction in restaurants in Kelantan. The p value of food safety is 0.000 which was less than a significant level of 0.01. Based on the result there was a significant relationship between food safety and customer satisfaction of restaurants in Kelantan. However, the correlation coefficient of pearson correlation which was 0.791 showed that the relationship between food safety and customer satisfaction of restaurants in

Kelantan is high positive correlation. The null hypothesis was accepted since there was a significant relationship between food safety and customer satisfaction of restaurants in Kelantan.

Based on the result, researchers assumed that food safety highly affects customer satisfaction of restaurants in Kelantan since the correlation value was a high positive correlation. This is because Due to the food safety crisis, food safety is a critical factor in brand image management (Chen et. al, 2021). Although food safety-related issues are not always identified immediately, customers do pay attention to undercooked and off-tasting foods, foreign objects in food and food temperature (Sulek et. al, 2004). Consumers have paid more attention to food safety and changed their food consumption behaviours due to concern about their health care (Al Tarrah et. al, 2021). As the results, the level of customer satisfaction in Kelantan is highly affected by food safety because of their concern or risk of getting ill by consumption of non-safety food.

4.6.2 Correlation Between Online Review And Customer satisfaction (H2)

Table 4.6.2: Correlation between online review and customer satisfaction (H2)

		Online Review	Customer Satisfaction
Online Review	Pearson Correlation	1	.616**
	Sig. (2-tailed)		.000

	N	329	329
Customer Satisfaction	Pearson Correlation	.616**	1
	Sig. (2-tailed)	.000	
	N	329	329

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

Table 4.6.2 illustrates the relationship between online review and customer satisfaction in restaurants in Kelantan. The p value of food safety is 0.000 which was less than a significant level of 0.01. Based on the result there was a significant relationship between staff attitude and customer satisfaction of restaurants in Kelantan. However, the correlation coefficient of pearson correlation which was 0.616 showed that the relationship between online review and customer satisfaction of restaurants in Kelantan is moderate positive correlation. The null hypothesis was accepted since there was a significant relationship between online review and customer satisfaction of restaurants in Kelantan.

Based on the result, the researcher assumed that online review potentially affects customer satisfaction of restaurants in Kelantan since the correlation value was moderate. Due to the development of information technology and the ease of access to the Internet, more and more consumers are sharing their experiences with specific products and services on websites or social media after consuming them. This is because these user generated contents on the internet have a strong impact on customers' experience, satisfaction or re-purchase intention (Xiang et. al, 2015). Therefore, online reviews are perceived as relatively high credibility and important information for the management of the restaurant industry as it influences the formation of overall expectations for the restaurants, such as the taste, service of the menu, etc. (Han, et al.,

2016). As a result online review is moderately affect customer satisfaction of restaurant in Kelantan

4.6.3 Correlation Between Staff Attitude And Customer Satisfaction (H3)

Table 4.6.3: Correlation between staff attitude and customer satisfaction (H3)

Correlations

		Staff Attitudes	Customer Satisfaction
Staff Attitudes	Pearson Correlation	1	.651**
	Sig. (2-tailed)		.000
	N	329	329
Customer Satisfaction	Pearson Correlation	.651**	1
	Sig. (2-tailed)	.000	
	N	329	329

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

Table 4.6.3 illustrates the relationship between staff attitude and customer satisfaction in restaurants in Kelantan. The p value of food safety is 0.000 which was less than a significant level of 0.01. Based on the result there was a significant relationship between staff attitude and customer satisfaction of restaurants in Kelantan. However, the correlation coefficient of pearson correlation which was 0.651 showed that the relationship between staff attitude and customer satisfaction of restaurants in Kelantan is moderate positive correlation. The null hypothesis was accepted since there

was a significant relationship between food safety and customer satisfaction of restaurants in Kelantan.

Based on the result, the researcher assumed that staff behaviour potentially affects customer satisfaction of restaurants in Kelantan since the correlation value was moderate. This is because the behaviour of the servers was important factors that affect the evaluation of the restaurant’s quality (Yoo et. al, 2012). Besides, Human-related attributes were based on servers’ food handling behaviours and their appearance, including employees keeping their fingernails clean, wearing only specific types of allowable jewellery, wearing clean uniforms or protective clothing, wearing gloves while handling RTE foods, and free of symptoms of sickness, such as running nose, coughing, sneezing, etc (Liu P et. al, 2018). As, a result staff attitude are moderately affect customer satisfaction of restaurant in Kelantan.

4.6.4 Correlation Between Cleanliness 4 And Customer Satisfaction (H4)

Table 4.6.4: Correlation between cleanliness and customer satisfaction (H4)

		Correlations	
		Cleanliness	Customer Satisfaction
Cleanliness	Pearson Correlation	1	.363**

	Sig. (2-tailed)		.000
	N	329	329
Customer Satisfaction	Pearson Correlation	.363**	1
	Sig. (2-tailed)	.000	
	N	329	329

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

Table 4.6.4 illustrates the relationship between cleanliness and customer satisfaction in restaurants in Kelantan. The p value of cleanliness is 0.000 which was less than a significant level of 0.01. Based on the result there was a significant relationship between cleanliness and customer satisfaction of restaurants in Kelantan. However, the correlation coefficient of pearson correlation which was 0.363 showed that the relationship between cleanliness and customer satisfaction of restaurants in Kelantan is small but define relationship or weak correlation. The null hypothesis was accepted since there was a significant relationship between cleanliness and customer satisfaction of restaurants in Kelantan.

Based on the result, researchers assumed that cleanliness slightly affects customer satisfaction of restaurants in Kelantan since the correlation value was a small but defined or weak relationship of correlation. However, the cleanliness variables are still affecting customer satisfaction of restaurants in Kelantan. This is because Customers could evaluate a restaurant's food safety attributes by several visible and observable cues, such as the observed cleanliness, as well as the appearance of the dining room and servers, servers' station, restrooms, and inspection results (Henson et. al, 2006). The cleanliness must include all tangible factors, such as physical facilities, equipment, and personnel [23]. Mechanic attributes include non-food contact surfaces, such as clean and well-maintained environments, tableware, and restrooms, as well as

the presence of hand wash lavatory or soap and paper towel dispensers with hot water, soap, and paper towels, air, dryer in the restroom, appropriate lighting intensity in the dining areas, and adequate setup of light shield, and clean serving utensils (Liu et. al, 2018). Therefore, customers' perception of restaurant cleanliness established that personal hygiene in the restaurant, the appearance of the restaurant (Yoo et. al, 2018). As a result, cleanliness slightly affects the customer satisfaction of restaurants in Kelantan.

4.7 CHAPTER SUMMARY

The respondents' demographic profile was reported in this chapter. Four hypotheses that were initially proposed are supported. The results, their implications, and the conclusion will all be covered in the following chapter.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter will elaborate on the conclusions of the analysis from Chapter Four. By examining the set hypothesis with the actual data outcomes, a full discussion of data analysis and conclusions was conducted. The final half of this chapter discusses the study's implications, as well as its limits and recommendations.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 Food Safety

Table 5.2.1 showed research objective 1, research question 1, and hypothesis 1. H1 predicted that food safety is positively related to customer satisfaction. The result of Pearson's Correlation analysis (Table 4.6.1) shows that the first independent variable (food safety) had a high correlation relationship with the dependent variable (satisfaction among customers in Kelantan). Thus, H1 is accepted. This refers to Pearson's Correlation value, the r-value with 0.791 had shown that there is a positive correlation relationship between food safety and satisfaction among customers in Kelantan.

Table 5.2.1: Research Objective 1, Research Question 1 & Hypothesis 1

Research objective 1	To examine the role of food safety on satisfaction among customers in Kelantan.
Research question 1	What are the relationship between food safety and customer satisfaction?
Hypothesis 1	Food safety is positively related to customer satisfaction.

Food safety relates to the right food handling practices used during the manufacturing, storage spaces and distribution of the items you work with in the food service industry (Hanson E. M., 2021). The concern for the reliability of food safety pervades all aspects of the food supply chain. Consideration for the food producing life cycle extends from agriculture to final product packaging and transportation to the customer's table. Controlling food safety necessitates knowledge of what can threaten its quality and stability. Contaminations in your food manufacturing process have a detrimental impact on food safety. The contamination can be brought about by biological, chemical, physical, or radioactive risks, and they can damage all critical points in your business. Foodborne infections and foodstuff-related injuries can arise if food safety is not properly managed and controlled.

Food safety is a critical issue that impacts everyone on the planet (Uyttendaele M, et al., 2016). Many countries around the world are becoming increasingly reliant on the availability and safety of their food supply. As a result, people all over the world are increasingly concerned about food safety; food production should be done safely in order to maximize public health and environmental benefits. Food safety is concerned

with protecting the food supply chain from the entrance, growth, or survival of potentially harmful microbiological and chemical agents.

To conclude, the research objective, which is ‘To examine the role of food safety on satisfaction among customers in Kelantan’ is achieved. While the research question which is ‘What are the relationship between food safety and customer satisfaction?’ is answered.

5.2.2 Online Reviews

Table 5.2.2 showed research objective 2, research question 2, and hypothesis 2. H2 predicted that the online review is positively related to customer satisfaction. The result of Pearson’s Correlation analysis (Table 4.6.2) shows that the first independent variable (online review) had a moderate correlation relationship with the dependent variable (satisfaction among customers in Kelantan). Thus, H2 is accepted. This refers to Pearson’s Correlation values, the r-value with 0.62 had shown that there is a positive correlation relationship between online review and satisfaction among customers in Kelantan.

Table 5.2.2: Research Objective 2, Research Question 2 & Hypothesis 2.

Research objective 2	To examine the influence of online reviews on satisfaction among customers in Kelantan.
Research question 2	What are the relationship between online review and customer satisfaction?
Hypothesis 2	Online review is positively related to customer satisfaction.

Online reviews are becoming a growing component of word of mouth (WOM) (Zhang et al. 2019). Much existing study implies that online reviews give consumers with an unbiased viewpoint on their purchasing experiences (Hu and colleagues, 2011). On the other hand, some people argued that when making one's own rating selection, an individual tends to consider opinions expressed by previous customers on analyze pages of and then adjust their own assessments, accordingly, implying that consumers' online review feedback is possibly socially influenced (Moe and Schweidel, 2012; Schlosser 2005). According to the anchoring impacts in judgement, self-presentation, and social conformity theories, when submitting their own ratings, online reviewers prefer to incorporate other consumers' existing opinions (Adomavicius and colleagues, 2013). However, prior research has provided a limited knowledge of the social impact process of consumers' online review behavior, particularly the characteristics that could impact like increase or decrease this process. There is a dearth of literature regarding experience-oriented hospitality products.

To conclude, the research objective, which is 'To examine the influence of online reviews on satisfaction among customers in Kelantan.' is achieved. While the research question which is 'What are the relationship between online review and customer Satisfaction?' is answered.

5.2.3 Staff Attitudes

Table 5.2.3 showed research objective 3, research question 3, and hypothesis 3. H3 predicted that attitude of restaurant staff is positively related to customer satisfaction. The result of Pearson's Correlation analysis (Table 4.6.3) shows that the first independent variable (staff attitudes) had a high correlation relationship with the

dependent variable (satisfaction among customers in Kelantan). Thus, H3 is accepted. This refers to Pearson's Correlation value, the r-value with 0.651 had shown that there is a positive correlation relationship between staff attitudes and satisfaction among customers in Kelantan.

Table 5.2.3: Research Objective 3, Research Question 3 & Hypothesis 3.

Research objective 3	To examine the role of the attitude of restaurant staff on satisfaction among customers in Kelantan.
Research question 3	What are the relationship between the attitude of restaurant staff and customer satisfaction?
Hypothesis 3	Attitude of restaurant staff is positively related to customer satisfaction.

As a result, earlier research identified restaurant and foodservice outlet service quality as a primary factor of consumer happiness. Employee interaction with customers has a bigger effect on their satisfaction than any other factor. The goal here is on expanding consumers satisfaction by means of strengthening the high standard of quality of service delivered through the customer interaction process (Turkay, O., and Sengul, S., 2014).

Employee behaviour expresses the organization's values and service orientation (Gracia, E., et al., 2010). In this context, staff behaviour is an essential aspect that determines consumer impression of quality and overall satisfaction (S. S. Andaleeb and A. Caskey). However, it was noted that insufficient attention is paid to the investigation of behaviors demonstrated by frontline staff, who play a critical role in producing pleasant client interactions (Baker, M., et al., 2013).

To conclude, the research objective, which is ‘To examine the role of the attitude of restaurant staff on satisfaction among customers in Kelantan.’ is achieved. While the research question which is ‘What are the relationship between the attitude of restaurant staff and customer satisfaction?’ is answered.

5.2.4 Cleanliness

Table 5.3 showed research objective 4, research question 4, and hypothesis 4. H4 predicted that cleanliness is positively related to customer satisfaction. The result of Pearson’s Correlation analysis (Table 4.6.4) shows that the first independent variable (cleanliness) had a high correlation relationship with the dependent variable (satisfaction among customers in Kelantan.). Thus, H4 is accepted. This refers to Pearson’s Correlation value, the r-value with 0.363 had shown that there is a positive correlation relationship between cleanliness and satisfaction among customers in Kelantan.

Table 5.2.4: Research Objective 4, Research Question 4 & Hypothesis 4.

Research objective 4	To examine the role of cleanliness on satisfaction among customers in Kelantan.
Research question 4	What are the relationship between cleanliness and customer satisfaction?
Hypothesis 4	Cleanliness is positively related to customer satisfaction.

It had been discovered that in Canadian restaurants, cleanliness was directly

associated to customer satisfaction and return intentions (Kim, H., and Bachman, J.R., 2019). Various researches had indicated that cleanliness impressions increase consumer satisfaction and revisit intention (Truong, N., et al., 2017). The FDA Food Code governs cleaning in restaurants. The FDA Food Code requires general cleaning of non-food contact surfaces in restaurants, with sanitization necessary for food-contact surfaces. According to the FDA Food Code, "sanitization" is defined as follows: "Sanitization" is defined by the FDA as "the placement of accumulated heat or chemicals on cleaned surfaces that contact food that, when evaluated for efficacy, yields a reduction of 5 logs, which is equal to a 99.999% reduction of a good representation disease microorganisms of public health importance."

To conclude, the research objective, which is 'To examine the role of cleanliness on satisfaction among customers in Kelantan.' is achieved. While the research question which is 'What are the relationship between cleanliness and customer satisfaction?' is answered.

5.3 LIMITATIONS

The procedure of finishing the research demonstrates something positive that yields relevant results throughout the investigation. There are, however, certain inescapable constraints to completing this investigation.

The first constraint is a lack of cooperation from respondents. There is no doubting that it is difficult for researchers to obtain cooperation from respondents because most of them are not serious about answering the questions, while others answer the questions from start to finish. Furthermore, a significant number of intended

respondents refused to complete the questionnaire. Some of them may be uninterested in the topic of the researcher's survey. They believed that answering the survey questions would be a waste of their time because there was no reason for them to do so. Furthermore, some of them may not want to reveal their personal information by answering the inquiry, so they opt out.

After that, we also experienced difficulty in reaching the target number of respondents due to lack of time. Direct connection with respondents, such as interviews or direct measurements, is naturally required during the data collection process. We simply do not have the time to spend with each respondent personally due to time constraints. We also have a hard time finding respondents who are willing to engage in the survey on time and with good coordination. Lack of time can also prohibit us from scheduling possible respondents, especially if they are busy or unavailable at the allotted time.

The next limitation is a lack of resources. One of the challenges we faced while performing this research was a lack of resources, such as cash, equipment which hampered our capacity to conduct extensive research. These constraints may restrict access to technology or facilities required to collect data or test hypotheses.

5.4 RECOMMENDATIONS FOR FUTURE RESEARCH

Some recommendations have been identified for use in the future. Firstly, it will be added better in terms of data analysis where maybe we can make it as a mix method where we will know other factors that will contribute to customer satisfaction directly from customers. It is very likely that advances in data analysis will enable us as researchers to incorporate a variety of methodologies in the future to better evaluate

client satisfaction. Currently, organizations collect data on customer satisfaction using numerous strategies such as surveys, feedback forms, and customer reviews. These strategies, however, frequently rely on indirect metrics or interpretations. We may anticipate advancements in data collection techniques as well as the incorporation of emerging technologies such as natural language processing and sentiment analysis in the future. These developments will enable us to gain vital information directly from customers, allowing us to gain a better knowledge of the elements that influence customer happiness.

After that, as a researcher we can further develop in terms of customer behavior with the intention of recommending to others regarding to quickness to other restaurants. As scholars, we can anticipate additional advances in understanding customer behavior related to restaurant recommendations based on speed, such as contextual investigation in other words, advanced analytics can go beyond simple metrics and into contextual analysis. Businesses can acquire a better understanding of how swift service affects customer satisfaction by combining data on customer preferences, location, time of day, and other pertinent aspects. They can, for example, identify peak times when wait times are larger and make changes to increase efficiency during those times. After that, insights can be extracted from consumer reviews, social media posts, and online debates using natural language processing and sentiment analysis techniques. Businesses can uncover elements that contribute to good or bad recommendations about speed by analyzing the sentiment expressed in these encounters. This data can be utilized to optimize operational procedures and the overall customer experience.

Our investigation will also be spread to other states. As researchers, we will assess our current study approach and make any necessary changes before extending to

new states. Cultural and regional differences may influence customer behavior. Thus, we must account for these variances in future data collecting and analysis. This is because the goal of collecting data from several states is to find any regional patterns or disparities. Look for similarities and differences in client behavior, preferences, and levels of satisfaction. Except for Kelantan, this approach can assist us in gaining more detailed insights for each state.

5.5 SUMMARY

The existing theoretical framework is based on Jay B. Barney's theory of resource-based view (RBV) 1991, and includes food safety, online reviews, attitude, and cleanliness in customer satisfaction. It clarifies the conceptual framework and study hypothesis because the researcher is able to focus on Kelantan customers' pleasure with restaurants in this environment.

According to the data, practically all respondents completed the survey questions on their satisfaction with restaurants in Kelantan. The majority of respondents firmly agreed that customer satisfaction has a significant impact on their satisfaction while selecting a restaurant. Respondents also agreed that food safety, online reviews, staff attitude, and cleanliness all played a role in their overall happiness.

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