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**FACTORS THAT INFLUENCING CUSTOMER'S  
SATISFACTION TOWARD FOOD TRUCKS IN KOTA  
BHARU, KELANTAN**

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## ABSTRACT

The food truck began in Malaysia in 2014 when a new food truck arrived that offered menu items from restaurants at a lower price and affordable. People have acknowledged that food truck service is one of the most attracting services today. Therefore, the purpose of this study examined the relationship between customer satisfaction on the food quality, service quality and price and value toward food trucks in Kota Bharu, Kelantan. In this study, quantitative research was utilized to collect the data. A total of 384 responds was collected through the online questionnaire. The data was analysed using SPSS software. Findings indicated that customer satisfaction was influenced by three factors which are service quality, food quality and price and value of the foods. This study contributes to the existing theory and practice by providing deep understanding about the factors that affecting customer satisfaction toward service quality, food quality and price and the value toward food trucks in Kota Bharu, Kelantan.

**Keywords:** Customer satisfaction, food quality, service quality, price and value, food truck, online questionnaire, SPSS.

## **ABSTRAK**

'Food truck' bermula di Malaysia pada tahun 2014 apabila 'food truck' menawarkan pelbagai pilihan menu dengan harga yang murah dan berpatutan. Orang ramai telah pun mengenalpasti dan mengakui perkhidmatan lori makanan adalah salah satu perkhidmatan yang menarik pada masa sekarang. Oleh itu, tujuan kajian ini adalah untuk meneliti hubungan antara kepuasan pelanggan terhadap kualiti makanan, kualiti perkhidmatan lori makanan yang disediakan dan harga serta nilai terhadap 'food truck' di Kota Bharu, Kelantan. Dalam kajian ini, kuantitatif analisis telah diguna untuk pengumpulan data. Sebanyak 384 responden terkumpul melalui soal selidik atas talian. Data juga telah dianalisis melalui SPSS iaitu Statistical Package for Social Science aplikasi. Dapatan kajian menunjukkan bahawa kepuasan hati pelanggan adalah dipengaruhi oleh tiga faktor iaitu kualiti makanan, kualiti perkhidmatan dan harga serta nilai terhadap 'food truck' tersebut. Kajian ini telah menyumbang kepada kemunculan teori and amalan sedia ada dengan memberikan pemahaman yang mendalam tentang faktor-faktor yang mempengaruhi kepuasan hati pelanggan terhadap kualiti makanan, kualiti perkhidmatan dan harga serta nilai terhadap 'food truck' di Kota Bharu, Kelantan.

**Kata kunci:** kepuasan hati pelanggan, kualiti makanan, kualiti perkhidmatan, harga serta nilai, trak perkhidmatan, SPSS.

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**LIST OF SYMBOLS AND ABBREVIATIONS**

**Symbols and abbreviations**

DV	Dependent variables
IV	Independent variables
RO	Research objectives
RQ	Research questions
H	Hypothesis
SPSS	Statistical Package for social science



# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

This chapter examines issues concerned the foundation from investigation. The problem statement is an important point because it is more about the topics selected. Next, the research goal is to know the study's objective and the conceptual framework does a good job of explaining how independent and dependent variables connect with one another. Other than that, scope of study contains the clarification of what data or subject is being broken down. It is trailed by a clarification of the research.

### 1.2 BACKGROUND OF THE STUDY

Due to urbanization and globalization, both developed and developing nations has been changed over the past few decades (gallian, 2007). Eating out has become more and more popular as a result of the lack of time for the act of preparing and eating food, as well as the rising desire for food variety, availability, and accessibility (Naska, 2015). One of the global sectors with the quickest growth rate has been the hospitality business. According to Laghom (2004), the institution in the hospitality business produced the service that was provided to customers. Statistics of Canada (2012) revealed that the restaurants were actively involved in preparing food and collecting orders from customers. People's attention has led to a tremendous growth in this field

of meals and drinks of the hospitality industry. Hence, the food and beverage industries come in a wide variety. For instance, restaurants, kiosks, catering, and food trucks. According to Food trucks (2014), the food truck business model is traveling from one location to another while selling meals and cooking within a sizable van that is outfitted with cooking equipment. The food truck industry is expanding every year, growing more and more (Choi et.al, 2020). The growing industry of food trucks is experiencing tremendous growth at the same time that food consumption outside the home is rising, and it now constitutes one of the highest performing foodservice categories. The Picking a spot helps the business achieve its sales goal point per day is one of the abilities to manage business, prompted certain people being of the opinion that food trucks are the effective foodservice functioning.

The culinary arts have seen a rise in the popularity of the food truck sector, especially in the West (Ibrahim, 2011). Consumer demand for a variety of foods at reasonable prices is one of the factors driving the growth of the food truck sector (Yoon & Chung, 2018). According to Cai (2016), one of the blessings of going for walks in an outdoor restaurant commercial enterprise is the convenience of gaining capable clients claiming will get right of entry to the undertaking without a good deal of effort. Moreover, meals truck customers' cognizance of dietary intake, comfort and pride from the intake experience, which has developed to be taken into consideration as a socializing activity (Aued et al., 2019). Ibrahim (2011) claims that meal vans offer much less problem and cost than everyday eating places seeing that customers no longer want to fear reservations or parking. The many products to draw clients include those that are exceptional for middle-class consumers, like Western cuisine, pizza rolls, and other beloved local delicacies. (Esparze et al., 2014). The variations of common local foods also could be one of the main attracting of food's uniqueness

among local people. For instance, *cendol*, *tau fu fah*, Ramlee burger and *luk-luk* (Ragavan, 2014).

In 2014, Malaysia has been introduced and began a food truck services when a new food truck arrived that offered menu items from restaurants at a lower price (Durai, 2016). Before until the conclusion of 2016, there were about five hundreds food trucks, including those that were part of government agencies and departments for food truck entrepreneurs and freelancers (Ishak, 2016). The government as well saw food trucks as being best possibility to swap out hawkeyed through the year of 2020 due to their increased efficiency, attractive appearance, and mobility (Bernama, 2015). The growth of street hawkers, food trucks, and night markets in Malaysia served as the inspiration for the development of the country's large supporting F&B sectors (Julaila Abd Rahman et al, 2019). In terms of food truck business, when an entrepreneur wants to open a new restaurant with little risk and little cost, food trucks have grown to be a popular option in Malaysia. Compared to running a restaurant, operating a food truck is less expensive (Kah Boon Lim et al, 2019).

The food truck sector in Malaysia is comparable to the junk food sector. The Malaysian government has promoted this sector by legalizing the operational strategy of licenses and regulations for food trucks. A standard criteria approach for launching a food truck business has been laid down by the Malaysia Small Medium Enterprise Corporation (SME Corp. Malaysia) to attract more young entrepreneurs to work in this sector. Malaysia is renowned for its wonderful and genuine tourist attractions. The Food Truck At Food Park Company has the potential to establish itself as a new tourist destination, which would boost Kelantan's economy. Due to its strategic location, Kelantan is found the location on the East Coast of Peninsular Malaysia, side by side of Thailand to the north, the States of Perak, Terengganu, and Pahang to the

west, and the Federal Territory of Pahang to the south. Kelantan is one of the states in Malaysia that is well-known for its scenic location and natural attractions (Sufahani, 2013). There is a distinctive variety of food in Kota Bharu and Kelantan. Due to this, the variety by the global menu is a draw for the food truck industry, where the truck is a big vehicle outfitted with equipment to cook and sell food that travels daily from one place to a key location (Ibrahim, 2011). Based on Tourism Intelligence Network (2015) claims that the use of local cuisine in company items has encouraged the trend of food trucks. Food that is consumed within 100 miles of the manufacturing facility is known as local food (Hodges e.al, 2014). The reason for this is that consumers desire items that are consistent with their daily lives and that exhibit freshness, enhanced flavours, increased nutritional qualities, and vitamin content. According to study, buyers have knowledge of the benefits of eating locally sourced foods and are willing to pay a higher price for it. The development in the popularity of contemporary food trucks among customers in Kota Bharu, Kelantan, has consequently resulted in a wide variety of effects and feedback on customer satisfaction. Hence, how well a good or service satisfies and surpasses a client's standards referred to as customer satisfaction (Homburg & Stock, 2004). Therefore, this paper examines the customer satisfaction toward food trucks in Kota Bharu, Kelantan.

### 1.3 PROBLEM STATEMENT

The number of restaurants is now growing annually in Malaysia due to the country's rapid development. Additionally, people's acceptance of food trucks grew. Generally, the existence of food trucks probably comes with a few problems. Based on statistical study, Statics Research Department in 2018, KFC (82.81%), McDonald's (81.34%), Pizza Hut (57.18%), Domino's (46.38%), Subway (45.23%), Secret Recipe (42.39%), and Chicken Rice Shop (27.79%) are the restaurants that Malaysians are most likely to select. In the service sector, quality is usually viewed as one of the most crucial factors affecting existing support and pleasant intention of word-of-mouth behaviour (Andaleeb & Conway, 2016).

The crucial business factors that have remarkable impact on how a company maintain the customers based on customer care and effective service. Customer happiness is believed to come through providing high-quality services. As a result, client loyalty and retention will rise. (Suciptawati et.al 2019). Based on a recent study of Yu sam and Leng Hui (2019), customers will shift to competitor's products if businesses don't respond effectively to service difficulties because the majority of committed customers tend to depend more on good service than good products. In addition, it is necessary to understand the perspectives since consumers depend on their purchasing decisions on their impression and assessments of the quality of foods (Frewer, 2008). The understanding and experiences on how consumers effected food truck vendors on how consumers from their purpose visit food trucks to make the most of the industry's growth. In the hospitality industry, increased customer happiness, visit.

Intention and greater profitability have all been linked to superior service quality. The latest growth in the food truck market has increased customer expectations as

well as competition levels. This challenge includes not only other food trucks but also regular restaurants with comparable menus and themes (Myrick, 2016). However, there is still little conversation about service quality in the food truck industry.

According to Peri (2006), the good expectations on customers toward food vendors is an absolutely needed. Another issue is that the variety of food served by food vendors must maintain the quality of food and always come up with new ideas to satisfy customers (Sugianto & Sugiharto, 2013). Superior food quality can satisfy and retain consumers and provide a great shopping experience (Hanaysha, 2016). Customer satisfaction is strongly influenced by food quality, according to existing literature that offers empirical support for this claim (Hidayat et al., 2020). Because consumer happiness and the decision to presubscribe are mainly determined by the quality of the food (Abdullah et al., 2018). According to Mayliza (2019), the level of food's quality and the way it is served to the client affects their level of happiness. Buyer contentment is greatly influenced by the accepted norm of the meal, especially its temperature, cleanliness, appearance, and nutritional status (Kannan, 2017).

Based on Ibrahim et.al (2018), consumers prefer price into considerations while making a purchasing session. In the food service industry, customers will be satisfied if they pay a reasonable price and receive high quality meals. Customers prefer less expensive food prices, especially students and young professionals who make average salaries. They choose to purchase food from food trucks since they can deliver them with top notch foods and services that come at an affordable price (Ahmad et.al, 2018). As reported by Hanaysha et.al (2016), fairness in pricing has a considerable favourable effect on client devotion. Among the most crucial elements inside food industry for determining customer happiness is perceived pricing fairness. Before or after making a purchase, consumers evaluate various brands being capable of decide



on the one considered worth and gauge their degree regarding contentment. To grow stronger client loyalty, it is necessary to create superior price strategies and effective pricing systems. Pricing issues and price changes need to receive extra attention because they might directly affect customer expectations. These actions are more likely to aid a restaurant in maintaining its competitiveness and improving its long-term outcomes.

#### **1.4 RESEARCH OBJECTIVE**

The research objective is as follow:

- 1) To identify the relationship between service quality and customer satisfaction towards the food trucks in Kota Bharu, Kelantan.
- 2) To identify the relationship between food quality and customer satisfaction towards the food trucks in Kota Bharu, Kelantan.
- 3) To identify the relationship between price and value and customer satisfaction towards the food trucks in Kota Bharu, Kelantan.

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## 1.5 RESEARCH QUESTIONS

According to research question, few research questions are created such as:

- 1) What is the relationship between service quality and customer satisfaction towards the food trucks in Kota Bharu, Kelantan.
- 2) What is the relationship between food quality and customer satisfaction towards the food trucks in Kota Bharu, Kelantan.
- 3) What is the relationship between price and value and customer satisfaction toward the food trucks in Kota Bharu, Kelantan.

## 1.6 SIGNIFICANCE OF THE RESEARCH

Because of the existence of this study, the food trucks industry in Kota Bharu, Kelantan will gain knowledge of the standard of service quality, food quality and price and value. The outcome analysis will be nice for the food truck industry to decide on a more efficient technique to deliver the service quality, food quality and price and value.

### **To Academic researcher**

The study aims to give details acknowledge and state all the requirements' data to new researcher related to food trucks sector. This will enable people to further study about the research related to food trucks.

### **To Food Trucks Industry**

The research's findings are essential due to the benefits to food truck sector also the entrepreneur and consumer. Then, in response to consumer demand, the food truck

sector permits the launch of food truck entrepreneurs who will establish, develop, and maintain customer happiness. The research might be effective for people who interested and food truck entrepreneurs to create an effective marketing plan that will address future customer needs.

### **To Consumer**

This research may also advance the understanding of consumers about study and is used as a direction for potential consumers in order how to select and judging the food and beverage sector. This study will provide rightful data about food trucks, particularly for Kota Bharu consumers. Therefore, the researcher has offering knowledge on Kota Bharu consumers towards the food trucks industry which the elements affecting consumer satisfaction with the food truck sector, for instance.

## **1.7 DEFINITION OF TERMS**

The terms listed below are defined operationally for the purpose of clarification and common understanding:

### **1.7.1 Customer**

Purchasers and buyers is compulsory components of in any food truck's business. They may be consumers or business to business clients (Peppers & Rogers, 2011). The existing of product and service is high likely to become a conclusion toward customers' problems (Griffin, 2005).

### **1.7.2 Customer satisfaction**

Customer satisfaction is a measurement of the degree to which an organization's offerings, client care, and general expertise rank match consumer demands, according to the Zendesk consumer Experience Trend Report (2022). It indicates the condition of the organisation by showing how effectively its goods or solution connects with clients.

### **1.7.3 Food truck**

Street food evolved into food trucks that have now for ages helped keep cities exciting in all kinds of cultures (Wessel, 2012). Usually, the trucks have equipment and materials for making food (Fennekin and Dermer, 2017). Additionally, customers reported that food trucks satisfy their needs for quick services, quality cuisine, variety that differs from food preparation and a comfortable environment (Conner, 2011)

### **1.7.4 Service quality**

Based on the most recent Abo Baker, service quality refers to an organization's capacity to satisfy customers through the identification of service requirements, specification and qualities that go above and beyond the expectation of customer.

### **1.7.5 Price and value**

Price and value refer to the cost (value) of the meal and the level of service provided by the food truck operators (Garg, 2017).

## 1.8 SUMMARY

The research's foundation was is described within this section. The objectives and questions for researching that was addressed in the findings and discussion. A clear acknowledge about the food truck business can benefit this research project to find particular knowledge which is to study the factors effecting customer satisfaction toward food trucks in Kota Bharu, Kelantan. Three aspects were food trucks, service quality, food quality and price and value. Some questions have been provided by the researcher regarding to food trucks in Kota Bharu, Kelantan. For the following chapter, the available research on the degree of consumer satisfaction with food trucks.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter presented the variables that affect the customer satisfaction toward food trucks in Kota Bharu, Kelantan. In this study, customer satisfaction with food trucks by locals is the dependent variable, and the independent variables are service quality, food quality and price. The chapter followed with hypotheses, conceptual frameworks, and conclude with chapter summaries.

#### 2.2 DEPENDENT VARIABLES

The straight thinking that began with facts consider as a dependent variable, links that fact to a particular circumstance (producing a further piece of proof), and next implies precise forecast regarding it circumstance that variations in the independent variable. Dependent variables are not altered; instead, they are tracked for changes that are thought to be caused by modifications in the independent variable. Consequently, the aimed of the present investigation is the customer satisfaction toward food trucks in Kota Bharu Kelantan.

## 2.2.1 The customer satisfaction toward food trucks

### Food truck

The Malaysian food truck industry demonstrated improvement in the recent years mostly people in Malaysia. When heard about the food trucks, everyone gets the picture already based on what kind of food truck (Ibrahim, 2011). Food trucks might serve as a platform for social interaction when we knew that used a social media that people are following with today. Additionally, the current administration offers a variety of regulations and guidelines designed to assist young entrepreneurs, which has promoted the expansion of this convenience store industry (Ismail et al., 2018). Customers like purchasing from food trucks because of the selection, affordability, and local taste.

According to Southern Nevada Health District, (2010), it is claimed that the services offered by food trucks can be represented by their food service trailers. Food storage, handling or preparation has enclosed space by the mobile food unit and enable to park onto an open road. Additionally, it has provided it positive attention that corporation will exist A network to facilitate the planning, manufacturing, and sales of goods in portable feeding outlets of foods and beverages to purchasers.

According to Shepherd (1990), Food choice is acknowledged by two reasons. Firstly, industry's desire to market the food items and secondly, the food chosen must be alert to the people's diet and nutrition. The option of the foods influenced through a number in variables. Certain components related about what was served, the

person deciding, as well as the exterior socioeconomic environment. The elements of flavour, texture and appearance must be aware because people will perceive some of the food's composition and concentration (Sobal & Wansink, 2007). This provides the foods' taste and texture, appearance, and fragrance altered customers' perceptions of the cuisine served by food trucks.

### **Customer satisfaction**

Satisfaction with client's gauges whether with the good or service satisfies or surpasses a client desires (Homburg & Stock, 2004). As stated by Rahim et.al (2015), since service quality is seen as the basis of consumer contentment, service providers must give a remarkable of service to obtain a potency of consumer happiness. Customer satisfaction is a key success of the component of firms to maintain their advantage in the market and has an important effect on repeat business, word-of-mouth advertisement, and purchasing intention (Zhang et.al 2013). Precedent research has demonstrated that high- quality goods and services are necessary to satisfy customers (Padma & Austuti, 2016). As a result, when consumers can find satisfaction in products and services and a company's performance satisfies their expectations, both parties' benefit (Santouridis & Trivellas, 2010).



## 2.3 INDEPENDENT VARIABLE

Bevans (2020) explained that an independent variable is a variable that can be manipulated to investigate its effects in experimental research. It is called "independent" since it is not affected by other variable in the research. An independent variable in the meantime an explanatory variable that describes of outcome. Determinant variables can also be used to foresee the value of the dependent variable and the right-hand side variable appears on the right side of the regression model. The term is used primarily in statistics, where changes in the independent variable can be used to forecast or explain changes in the dependent variable.

### 2.3.1 Food Quality

In contrast to other considerations like a healthy diet, good health, beauty, and general convenience, consumers are becoming increasingly choosy about the quality of the things they buy. Food quality is a very individualized issue that varies from person to person and should be considered in light of changing consumer preferences, statutory requirements, and recent advances in quantitative measurement. The processes for packing and creating goods, as well as the mechanism for selling those products should be considered when examining the concept of food quality. (Margherita, 2010).

Food quality is described as a mix of product attributes or characteristics that are significant in influencing the degree of the product's attractiveness to a consumer. As stated by Janaga Seladorai & Noor Azimin Zainol, (2016) food quality is influenced by both internal

and external influences. While outward factors are more concerned with size, color, texture, and flavor, internal aspects will largely concentrate on nutrition, chemical, and physical concerns. that the factors that most significantly influence how consumers select foods and evaluate food quality (Radzuan, 2020). According to Ibrahim and Mustapha, (2018). beyond defining characteristics, cleanliness, price, and value are determined to be very essential factors of food quality. Therefore, quality must come first to influence client satisfaction. In earlier investigations, several food quality attributes were looked at. Taste, healthy substitutions, freshness, presentation, ingredient quality, safety, portion control, halal, nutrition, menu variety, aroma, temperature, new menu items, hygiene, real food, and texture are a few of them (Noor Azimin Zainol & Janaga Seladorai, 2016).

### **2.3.2 Service Quality**

According to this analysis, client satisfaction depends on expectations and perceived performance. The expectation of the service quality impacted the how customer react toward the service in food trucks, so that fixed everything and enhanced more service's performance toward food vendor. A process for packing and creating goods, as well as the mechanism for selling those products. Service quality refers to how well a business meets the high standards of its clients. Managing and improving service quality enables a business to make more money while also ensuring that its consumers are happy (Indeed Editorial Team, 2021). According to certain investigations, customer happiness with the level of business took precedence over customer contentment with how well-prepared the meal

appears. The importance in terms of high-quality service has increased as a vital component in bringing both fresh prospects and keeping those who already exist who would be profitable. Only when the customer's unique needs are addressed can food truck services develop customer loyalty.

### **2.3.3 Price and Value**

Value-based pricing, a method of determining fees, basing fees mainly on how much they are thought of a product by the consumer. Value pricing puts the needs of the consumer first, thus businesses set their prices based on what they think their customers should pay for a product (Andrew Bloomenthal, 2022). Due to their limited financial resources, students frequently look for low pricing when choosing food service providers in cafeterias. This has an impact on their decisions. Similarly, according to Nadzirah et al. (2013) found that because few opportunities available to learners, in the day-to-day running of academic dining services, budget is a key factor. The affordable pricing makes the consumer will be satisfied with regards to the worth that they buy as well as the worth of the good. In addition to increasing customer satisfaction, an adequate price policy is going to render it easier to adjust costs once it is needed.

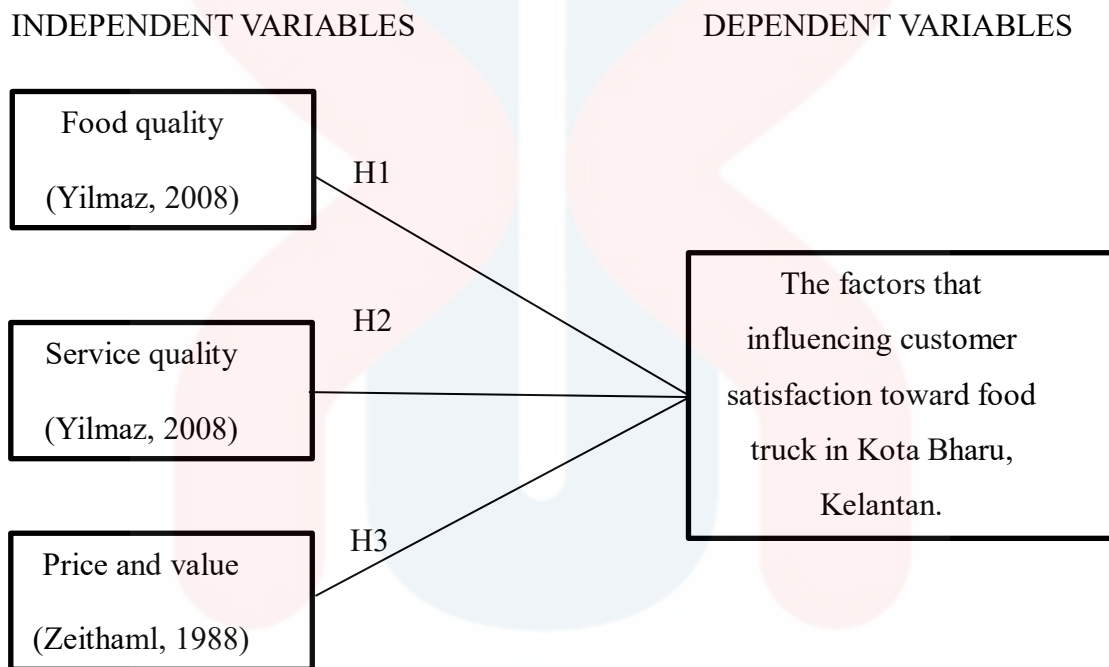
According to Kotler and Armstrong (2012), the charges of product and service called price. The whole amount that exchanged for the benefits of used the product and the services. The scale of consumer value is viewed of the benefits experienced by the customer as well as its sacrifice. The execution of this sacrifice is consistent with the exchange procedure, including transaction fees and the risk of the company's products. From this point forward, there will be dissatisfaction when the ratio value between the financial sacrifices made by the customers and

the items provided by the corporation does not meet the expectations of the customers. In contrast, customers will experience such satisfaction when the value is appropriate or exceeds their expectations. Another concept related to customer value is that it refers to how the consumer feels about the value and benefits of the toothpaste in relation to the price they are willing to pay.



## 2.4 CONCEPTUAL FRAMEWORK

A research framework in order to identify the relationship between the customer satisfactions on food trucks in Kota Bharu, Kelantan. Furthermore, food quality and service quality, price and value determine the level of satisfaction in Kota Bharu, Kelantan technique was applied towards this research to evaluate hypothesis.



**Figure 2.4 Conceptual frameworks on customer satisfaction toward food trucks in Kota Bharu, Kelantan.**

The figure shows the relationship between food and service quality, price and value and the level of customer satisfaction on food trucks in Kota Bharu, Kelantan. The satisfaction of food truck has been influenced by the factors of independent variable. As opposed to that, the dependent variable (DV) was the level of customer satisfaction on food trucks in Kota Bharu, Kelantan. Three out were present. Independent variables (IV) that were figured out in this research project which were food and service quality, physical

environment quality and price and value. Food and service quality, customer pleasure and service quality have long been acknowledged as being crucial for growth and survival in the current tough industry (Ramya et al, 2019). Meanwhile for pricing and value, according to Cazz Consulting (2021) value is the real, long-term worth or benefit of a product, whereas price is just a measurement of what someone is willing to pay for it.

## **2.5 HYPOTHESIS**

The hypothesis of the research is based on the factors which are food and service quality, and price and value are the customer satisfaction of food trucks in Kota Bharu, Kelantan. Considering the research, the expressed and evaluated hypothesis:

H1: There is a relationship between food quality and the customer satisfaction toward food trucks in Kota Bharu, Kelantan.

H2: There is a relationship between service quality and customer of satisfaction toward food trucks in Kota Bharu, Kelantan.

H3: There is a relationship between pricing and value and the customer satisfaction toward food trucks in Kota Bharu, Kelantan.

## 2.6 SUMMARRY

Overall, the research literature was examined in this chapter. It focuses on the degree of purchaser satisfaction with food trucks, which makes sense given the dependent variables. This is because the food truck sector wants to increase customer satisfaction by conducting ongoing surveys on the calibre of the food and services offered, as well as their pricing and value. The research also provides examples of the conceptual framework and main hypotheses of the study.

## CHAPTER 3

### METHODOLOGY

#### 3.1 INTRODUCTION

The primary goal of the research is to look at factors that influenced customer satisfaction on food trucks in Kota Bharu, Kelantan. The research methodology utilized to complete this report, the target population, the sample size, the sampling process, the data collection, the research instrument, the data analysis, and the chapter description are all completed. The research project's main structure along with this section goes into detail on data collection methods.

#### 3.2 RESEARCH DESIGN

The objective of a research design is to create a suitable foundation for a research project. Considering the study technique chosen determines how pertinent data for a study will be acquired, it is a crucial choice in the research design process. A research design could be qualitative, quantitative and hybrid. Numerous research techniques, procedures, and study designs are available to researchers, including scientific analyses, surveys, correlational research, and furthermore, investigations with several comments. Research design also includes data collecting data measurements the right techniques and data analysis.

To uncover the characteristics that contribute to consumer satisfaction, this research project of food truck business was conducted research using surveys



research was carried out done on analyse elements which impact client fulfilment toward food truck services in Kota Bharu, Kelantan. Collecting and analysing information derived from a variety of resources in an organized manner is called quantitative research (SIS International, 2018). Based on Rahi (2017), quantitative strategy for data research, predefined methods and searching from samples from the target population are the used to conduct the research based on survey questionnaire which in the form of closed ended questions. To make respondents understand and able to answer the survey, the researcher provided the simple sentence and presentation of the question arranged neatly. Therefore, this quantitative descriptive analysis is vital for identifying the key drivers of consumer satisfaction with food truck services.

### **3.3 POPULATION**

The interest of the study population is the population that will be examined in this study. Population is the target group of respondents, which is the group to which the study's conclusion will be generalized (Air Asian, 2003). A population is a collection of goods that have been grouped together based on a common characteristic. The population of this study is about customer satisfaction on food trucks in Kota Bharu, Kelantan.

The target audience of this study is all customers who have experience with food truck food, the service used, and the price offered there in Kota Bharu, Kelantan. This investigation focuses more on the population of local purchasers to pupils, employees in the government and the corporate community that possess such knowledge purchasing meals by food truck in Kota Bharu, Kelantan. The

age range for the study's target population is eighteen and above which possess expertise using food trucks service. The local consumers were chosen by the researcher because they have different experiences about service quality, food quality and views on the set price. The majority of local consumers in Kelantan were attracted by food truck service because of numerous varieties of genuine local food and fast food in Kelantan.

### **3.4 SAMPLE SIZE**

A certain amount of individuals in a study is referred to as sample size. The sample is the respondents who are randomly selected to represent a population. It will form smaller communities that have the same characteristics taken from the population. The sample size for this study is depending on factors that have an influence customer satisfaction on food trucks in Kota Bharu, Kelantan. A sample size for this study was determined by using a Roscoe rule of thumb theory. The majority of behavioural studies, according to Roscoe (1975), should have a sample size more than 30 and less than 500. This rule of thumb theory are relevant for this type of e-survey like a questionnaire that has been spread to gain data for this research.

### 3.5 SAMPLING METHOD

According to Henry (2016), the two primary categories of sampling techniques are probability sampling and non-probability sampling. Non-probability sampling was used for the study on the factors of consumer satisfaction with food trucks in Kota Bharu, Kelantan. The researchers emphasized convenience sampling for data collecting.

Convenience sampling was going to be employed in this research since it is a rapid, straightforward method with a wide range of options (Etikan, 2016). The study wanted to concentrate on customers who have used food truck services to buy meals in Kota Bharu, Kelantan, applying this sampling technique.

The majority of customers who visited food trucks use digital devices like computers and phones. The respondents was chooses will be chosen randomly from any Kota Bharu resident who has previously used the services of food trucks to purchase meals.

The survey was created with Google Forms and disseminated over social media channels like WhatsApp and Telegram. Google forms and social media had helped the researchers has more information responses.

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### 3.6 DATA COLLECTION PROCEDURE

There are two different types of data which are primary data and secondary data. The process of gathering and analysing information on important factors is known as data collection. It took place in a known setting where the participants or the subject of the research were required to provide responses to the study's questions and hypotheses as well as an assessment of its findings. The researcher was concentrating on gathering the first kind of data, which is the primary data, for this study.

Primary data is the initial and authentic information that the investigator gathers to fulfil requirements of investigative work. This information was gathered from authentic sources, including the study's respondents and the researchers' points of view. It is not derived from any journal or other piece of written work. To begin with, the researcher selects the survey and questionnaire methods to gather the research's data. One way to collect basic data one of two ways: quantitatively or qualitatively. Data that is based on analytical and numerical calculations is known as quantitative data. For the quantitative data, information was gathered using the correlation approach, relapse, and a questionnaire with a closed- ended question. The researcher used a Google Form to gather information for this project.

In addition, employing a google form will made it much simpler for researchers to analyse the data because the system will automatically translate the data into graphs or charts that contained all the crucial details, they need to do their research. The cost and time required to do the research can be decreased by the researchers by using the goggle form. The questionnaire does not need to be printed and distributed by the researchers to the respondents. In general, the most useful method for data collection is to use a goggle form. To get respondents, the Google form link is going to be posted on the internet sites among them are WhatsApp, Instagram, and Facebook. Apart from

it, in order to attract the widest possible consumers, the investigators will further post the questionnaire on the survey website.

### 3.7 RESEARCH INSTRUMENT

A questionnaire approaches the procedure was utilized to gather primary information necessary for this research as part of the research process. A questionnaire is a form of research tool that consists of a set of predetermined questions and helps in data gathered from respondents. In this framework, methodological questions, the factors of customer satisfaction of food trucks in Kota Bharu, Kelantan, our specific emphasis, as well as their thoughts on how to improve the business sector, are presented. All of the respondents received this survey in addition to a cover letter outlining the goals and importance of our study. In addition, respondents were allowed to participate in this survey voluntarily and without being forced by anyone. The identity of the respondents was also kept confidential to give them comfort and freedom to express their views freely in this poll.

Additionally, the survey has a modified Likert scale and multiple-choice style. The questionnaire will use a five-point Likert scale. Multiple-choice questions are important for respondents to decide whether they agree or disagree with any statement of the incentive object. A five-point Likert scale, ranging from 1 to 5, was used for each component.

**Table 3.6: Measurement of Likert scale**

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

The first section of the questionnaire was based on the respondents' personal information, namely demographic status, including age, gender, race, and marital status. To protect the respondent comfort and security, their name is not necessary. The questions in this section are regarded as being closed-ended, meaning that responders must provide their own responses. The set of questions in Part 2 pertain to general knowledge.

The final Part 3 will developed the measurement for this study. It consisted of 4 parts, each with 7 questions regarding an independent variable. In order to increase customer loyalty, Section A deals with service delivery, Section B deals with customer service, and Section C deals with food quality. What affects them and their ratings? Each item in this section is graded on a Likert scale of 1 to 5, with 1 denoting strongly disagree, 2 denoting disagree, 3 denoting neutral, 4 denoting agree, and 5 denoting severely disagree. The degree of agreement is determined using the Likert Scale technique. A popular measure called the Likert Scale enables respondents to estimate the quantity they agree or disagree with each argument.

Part 4 conducted the consumer satisfaction with the food application, which serves as the study's dependent variable. Additionally, considered the connections between culinary applications and customer pleasure. What is Malaysia's value of employing food applications?

**Table 3.6.1: Overview of Research Instruments.**

Sections	Variables	Item	Authors
A	Demographic profile	4	Asyraf Shaare and Nur Shahruliza Muhammad (2018)
B	Service Quality	5	Siti Nurhanifah Sulong, et.al (2015)
	Food Quality	5	Siti Nurhanifah Sulong, et.al (2015)
	Price and value	5	Siti Nurhanifah Sulong, et.al (2015)
C	Customer satisfaction toward food trucks	4	Choong, Kwee et.al (2020)

### **3.8 DATA ANALYSIS**

The Statistical Package for Social Science (SPSS) version 26.0 was used to analyse the data obtained from the Google Form used for data collecting. The data was analysed using descriptive statistics, such as mean, median, mode, and frequencies. Pearson Correlation was employed in the data analysis Pearson correlation analysis.

### 3.8.1 Descriptive Analysis

Data simplification was done using descriptive analysis. In order to follow the phenomena, formulate research questions, and develop hypotheses based on observed data, a descriptive approach is crucial (Loeb et al., 2017). The descriptive analysis was performed to examine the demographic distribution of the respondents' frequencies. The frequency of the questions that the respondents have responded to is another thing to look at.

The purpose of descriptive analysis is to summarize the sample and describe how many data were collected for the investigation. The response collected information about their gender, race, age, monthly income, job status, marital status, and intent to use the food online application again in exchange for their patronage. Descriptive statistics may then be used to analyse the responses, assisting in achieving the study's goal.

### 3.8.2 Reliability Analysis

Measurement of the test results' consistency or stability is done through reliability analysis (Statistics How to, 2016). The pilot test was carried out using the reliability analysis.

To assess the dependability of the google form that was used for the actual survey, a pilot test using sample google forms was carried out. Pilot research should be carried out, according to Alegre, Lapiedra, and Chiva (2006), in order to increase the validity of the materials.

The reliability test was utilized to determine the validity of the instrument. The Cronbach's alpha coefficient was employed in the study's



reliability test. The scales produced reliability increases with score, demonstrating a strong degree of item-to-item association. Additionally offered are facts on the scale's validity and the relationships between its many components.

### 3.8.3 Correlation Analysis

The research has identified the association between the independent and dependent variables. The test's goals are to decide which research hypothesis should be accepted or rejected and whether the coefficient was statistically significant. Customer satisfaction was the dependent variable in this study, and the independent factors were service quality, food quality, pricing, and value.

**Table 3.8: Rules of Thumb about Cronbach's Alpha Coefficient**

Absolute value of r	Strength of the correlation
$\pm 0.91$ to $\pm 1.00$	Very strong
$\pm 0.71$ to $\pm 0.90$	High
$\pm 0.41$ to $\pm 0.70$	Moderate
$\pm 0.21$ to $\pm 0.40$	Small but define relationship
$\pm 0.01$ to $\pm 0.20$	Sight, almost negligible relationship

The table provided general guidelines for Cronbach's Alpha coefficient to characterize the correlation coefficient. The correlation coefficient, abbreviated as r, ranges from 1.0 to -0.01. The relationship will be completely positive if the

value of  $r$  is 1.0 and completely negative if the value of  $r$  is -0.01. If  $r$  is equal to 0, it means there is no link between the variables.

### **3.9 SUMMARY**

Consequently, more information is provided about the study design, target audience, sample size, sampling strategy, data collection, research instrument, and data analysis. The technique has been applied specifically to the kinds of data and analysis that have been given, and the quantitative methods have been described. With the use of this little resource, quantitative researchers can properly scope projects and guarantee that the work is transparent and credible. In this chapter, the questionnaire's creation process and potential applications for this study are also covered.

## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.1 INTRODUCTION

The results and discussion from the data analysis utilizing a Google Form-created questionnaire are described in this chapter 4. Descriptive, reliability, and inferential analyses were performed on the questionnaire data. Statistical Package for the Social Sciences (SPSS) was utilized in a software programme to analyse the survey data.

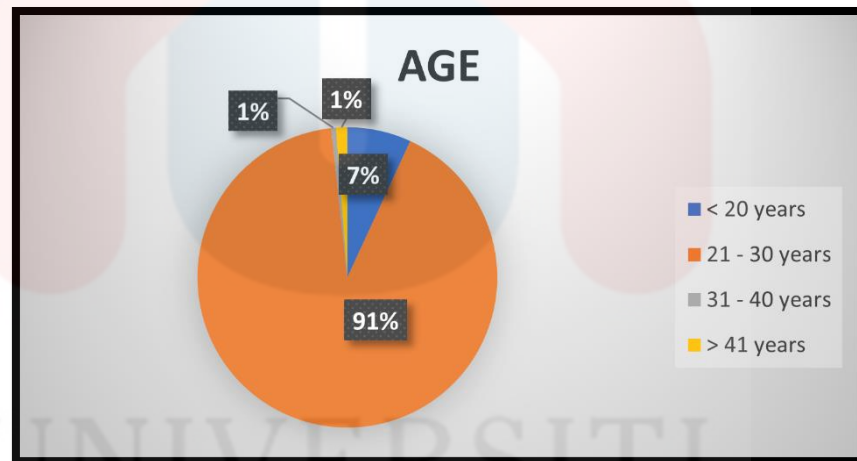
#### 4.2 DEMOGRAPHIC ANALYSIS

Frequency analysis was part of fundamental analysis of customer satisfaction toward food trucks. Data from Part A of the questionnaire contains demographic questions about gender, age, education level, income level, customers who have experience buying food at food trucks and how often to buy food from food trucks. The demographic profile of the respondent was given in the form of a table and a pie chart.

#### 4.2.1 AGE

**Table 4.1: Number of Respondent by Age**

Age	Frequency	Percent (%)
<20 years	26	6.8
21 – 30 years	346	90.1
31 – 40 years	2	0.5
>41 years	10	2.6
<b>Total</b>	<b>384</b>	<b>100</b>



**Figure 4.1: Percentage Respondents by Age**

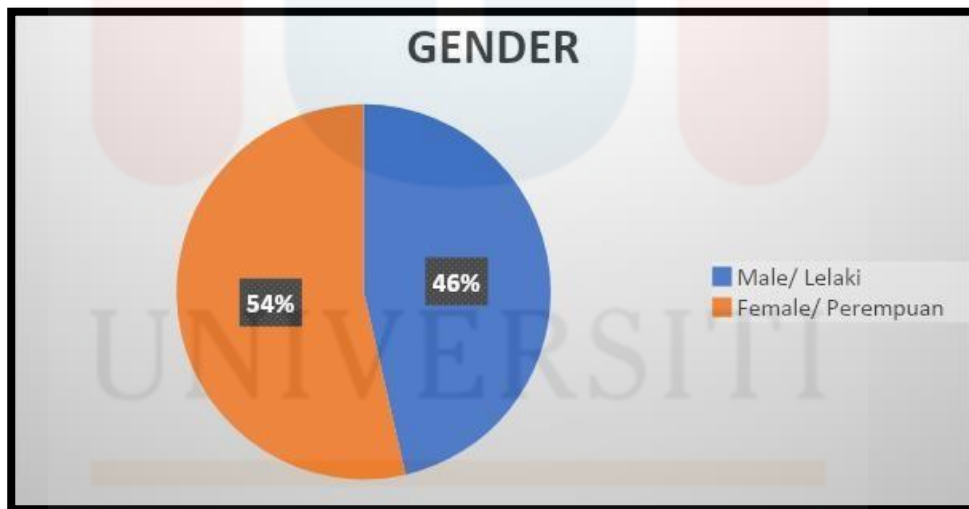
Table 4.1 and Figure 4.1 reveal the age of the respondents. The total respondent for this study was 384 individuals, ages from 20 years and below (26 respondents), 21 to 30 years (346 respondents), 31 to 40 years (2 respondents), and 41 years and above (10 respondents). Figure 4.1 shows the percentage age of the respondents. Percentage of respondents the ages 20 years and less is (6.8%). Percentage between the ages of 21 to 30 years (90.1%), the ages 31 to 40 years (0.5%) and the ages 41 years and above (2.6%).

The highest age group was 21 to 30 years (91%), meanwhile for the lowest age group 31 to 40 years (0.5%).

#### 4.2.2 GENDER

**Table 4.2: Number of Respondents by Gender**

Gender	Frequency	Percent (%)
Male	178	46.4
Female	206	53.6
<b>Total</b>	<b>384</b>	<b>100</b>



**Figure 4.2: Percentage Respondents by Gender**

Table 4.2 and Figure 4.2 shows the gender of the respondents. The total number of male respondents was as many (178 people), as well as the overall female respondents as many (206 respondents). In this survey, the percentage of male respondents (46%), while the percentage of female respondents (54%).

4.2.3 Income

Table 4.3: Number of Respondents by Income

Income	Frequency	Percent (%)
<RM 600	299	77.9
RM 601 – RM 1000	29	7.9
RM 1001 – RM 2000	32	8.3
RM 2001 – RM 3000	11	2.9
RM 3001 – RM 4000	4	1.0
>RM 4001	9	2.3
<b>Total</b>	<b>384</b>	<b>100</b>

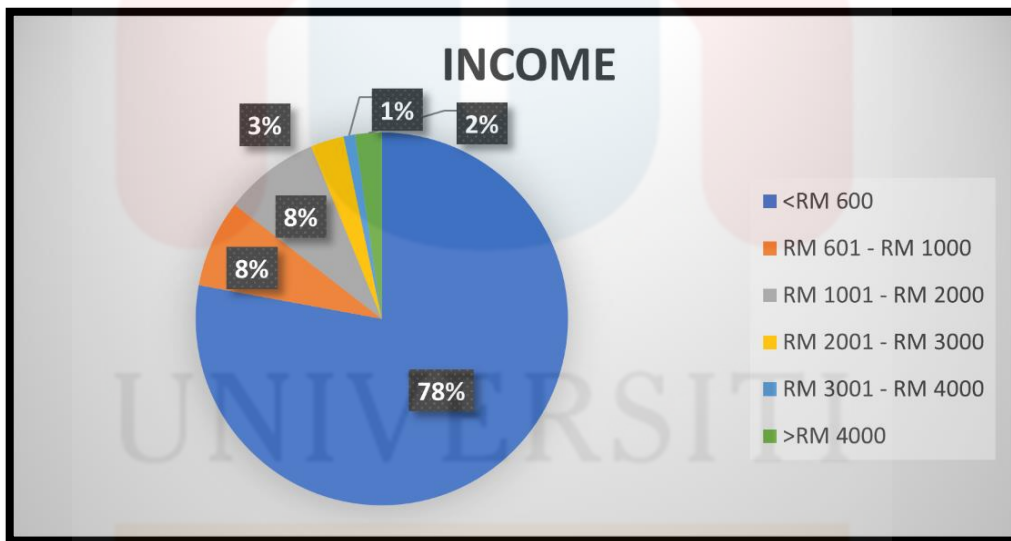


Figure 4.3: Percentage Respondents by Income

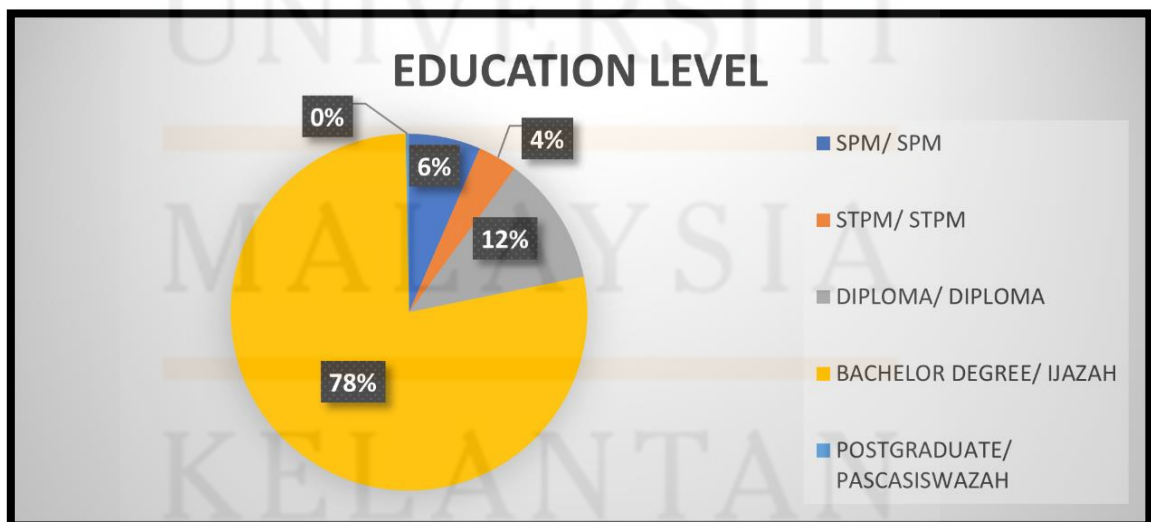
Table 4.3 and Figure 4.3 show the total of responders for every class of income. The best total number of respondent’s income by RM 600 and less (299 respondents). Then, the total number of respondents by income RM 601 to RM 1000 (29 respondents), income by RM 1001 to RM 2000 (32 respondents), RM 2001 to RM 3000 (11 respondents),

income by RM 4000 and above (9 respondents). The lowest total number of respondents income by RM 3001 to RM 4000 (4 respondents). The percentage respondents by income RM 601 and less (77.9%), percentage by income RM 601 to RM 1000 (7.6%), RM 1001 to RM 2000 (8.3%), RM 2001 to RM 3000 (2.9%), RM 3001 to RM 4000 (1.0%), and RM 4000 and above (2.3%).

#### 4.2.4 EDUCATION LEVEL

**Table 4.4: Number of Respondents by Education Level**

Education level	Frequency	Percent (%)
SPM/ <i>SPM</i>	25	6.5
STPM/ <i>STPM</i>	14	3.6
DIPLOMA/ <i>DIPLOMA</i>	45	11.7
BACHELOR DEGREE/ <i>IJAZAH</i>	299	77.9
POSTGRADUATE/ <i>PASCASISWAZAH</i>	1	3
<b>Total</b>	<b>384</b>	<b>100</b>



**Figure 4.4: Percentage Respondents by Education Level**

Table 4.4 and Figure 4.4 displayed the overall amount of individuals who responded from various education levels. Almost all of the people who responded resided in a Bachelor degree with a percentage of 77.9% (299 respondents) and followed by respondents from Diploma with 11.7% (45 respondents). There were 6.5% (25 respondents) from SPM, 3.6% (14 respondents) from STPM respondents, and 0.3% (1 respondent) currently from Postgraduate.

#### 4.2.5 Experience buying food at food truck.

**Table 4.5: Number of Respondents By Experience Buying Food at Food Truck.**

Do you have any experience buying food at food truck	Frequency	Percent (%)
Yes	382	99.5
No	2	5
<b>Total</b>	<b>384</b>	<b>100</b>



**Figure 4.5: Percentage of Respondents experience buying food at food truck.**

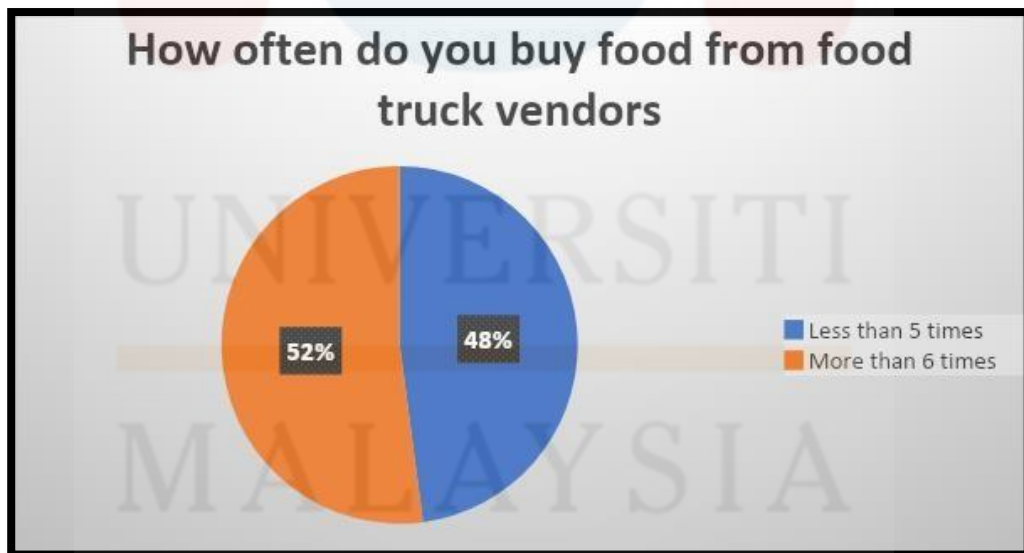


Table 4.5 and Figure 4.5 reveal the experience of respondents buying food at a food truck. The total number of Yes respondents was (382 respondents), and total number of No respondents was (2 respondents). In this survey, (99.5%) of the 382 respondents were Yes, nonetheless, the remainder (0.5%) were No.

**4.2.6 Often buy food from food truck vendors.**

**Table 4.6: Number of Respondents By Often Buy Food from Food Truck Vendors.**

How often do you buy food from food truck vendors	Frequency	Percent (%)
Less than 5 times	184	47.9
More than 6 times	200	52.1
<b>Total</b>	<b>384</b>	<b>100</b>



**Figure 4.6: Percentage Respondents by Often Buy Food from Food Truck Vendors.**

Table 4.5 and Figure 4.5 reveal the often of respondents buying food from food truck vendors. The total number of less than 5 times respondents was (184 respondents), and the total number of more than 6 times respondents was (200 respondents). In this survey, (47.9%) of the 382 respondents were less than 5 times, while the remaining (52.1%) were more than 6 times.

### **4.3 DESCRIPTIVE ANALYSIS**

In a descriptive analysis, the mean and average mean of the dependent variable as well as the independent variables provided in section B have been used to define the demographic profiles in the questionnaire's Section A. The gathered data set might be described or given a straightforward quantitative summary. With the help of this summary, the data gathered was analysed and used to better understand the study.

#### **4.3.1 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLES**

The mean and average mean of the dependent and independent variables have both been reported using descriptive analysis. Each statement was examined to see what it means and how widely agreed upon it is to be interpreted.

**Table 4.7: Range of Mean and Level of Agreement**

<b>Range of Mean</b>	<b>Level of Agreement</b>
4.21 - 5.00	Strongly Agree
3.41 - 4.20	Agree
2.61 - 3.40	Neutral
1.81 - 2.60	Disagree
1.00 - 1.80	Strongly Disagree

Table 4.7 displays the five mean ranges and the degrees of agreement for each value range. The range from 1.81 to 2.60 is to disagree, while the range from 1.00 to 1.80 having the least amount of acceptance, which strongly disagrees. There is neutral agreement at a level between 2.61 and 3.40. A range of 3.41 to 4.20 indicates agree, and a range of 4.21 to 5.00 indicates strongly agree.

**Table 4.8: Descriptive Analysis of Service Quality**

Descriptive analysis	Mean	Std. Deviation
1. Knowledgeable and attentive food truck staff is a valuable asset for one's success.	4.31	0.682
2. Immediate responses to customer needs are paid attention to by the entrepreneur's food truck.	4.24	0.714
3. The employees are able and willing to give the detailed information about the menu, ingredients, and method of preparation.	4.31	0.729
4. The friendly and welcoming service is essential more customers.	4.22	0.864
5. Food trucks provide quality service.	4.25	0.727
<b>Total</b>	4.27	0.743

Table 4.8 showed the mean values of independent variables, including service quality. The highest mean value of 4.31 for the item “Knowledgeable and attentive food truck staff is a valuable asset for one's success” has strongly agree as to its agreement level, followed by “The employees are able and willing to give the detailed information about the menu, ingredients and method of preparation” with 4.31 mean value and has strongly agree as to its agreement level. Next would be “Food trucks provide quality service” with mean value 4.25 and “Immediate responses to customer needs are paid attention to by the entrepreneurs' food truck” with the mean value which is 4.24 and has strongly agree as the agreement level. The slightest mean value is 4.22 for the statement

“The friendly and welcoming service is essential to attract more customers” with the agreement level being strongly agreed.

The average mean for service quality was 4.27 which indicated that the agreement is strongly agree. The results showed that a large percentage of respondents think this factor affect the customer satisfaction in food truck in Kota Bharu Kelantan is service quality. The customer believes that eating from a food truck save their time and is already comfortable with what they are able to provide.

**Table 4.9: Descriptive Analysis of Food Quality**

Descriptive analysis	Mean	Std. Deviation
1. The freshness of food in the food truck is nice.	4.40	0.719
2. The food presentation in the food truck is attractive.	4.25	0.736
3. Tasty and delicious food is a factor that is very important for food truck customers.	4.32	0.707
4. The freshness of ingredients and ingredients is a concern when I want to eat at a food truck.	4.45	0.706
<b>Total</b>	4.36	0.717

Table 4.9 showed the mean values of independent variables, food quality. According to the declaration, the most elevated median “The freshness of ingredients and ingredients is a concern when I want to eat at a food truck” with a 4.45 mean value and its agreement level is “strongly agree”. The following is “The freshness of food in the food truck is nice” with a 4.40 mean value followed by “Tasty and delicious food is a factor that is very important for food truck customers” with a 4.32 mean value.

The degree to which these two declarations is strongly agree. The most minuscule median value equals 4.25 for the declaration “The food presentation in the food truck is attractive” where the degree of consensus is strongly agreed.

The average mean value of origin is 4.36, with a "strongly agree" consent level. This illustrates that most people of respondent's whenever it involves gaining the approval of customers, appreciate considered genuineness of food truck held around Kota Bharu.

**Table 4.10: Descriptive analysis of Price and Value**

Descriptive analysis	Mean	Std. Deviation
1. The food provided must be worth the value of money paid.	4.31	0.682
2. The cost in the food truck seems appropriate for what I get.	4.24	0.714
3. Cheap prices for food are important even if it doesn't taste good.	4.24	0.729
4. Menu in food trucks must be easily readable and detailed.	4.22	0.864
5. Possible and affordable prices enable us to meet customer's expectations and needs.	4.25	0.727
<b>Total</b>	4.25	0.743

Table 4.10 showed the mean values for independent variables, price and value. The highest mean value goes to the statement “The food provided must be worth the value

of money paid” with a 4.31 mean value and the agreement level is “strongly agree”. The next 4.25, 4.24 and followed by 4.22 with the statement “Possible and affordable prices enable us to meet customer's expectations and needs”, "The cost in the food truck seems appropriate for what I get”, "Cheap prices for food are important even if it doesn't taste good" and “Menu in food trucks must be easily readable and detailed” hence, possessing everything “strongly agree” and how much of cooperation. Price and value has an average mean of 4.25 and a level of agreement of "strongly agree."

**Table 4.11: Descriptive Analysis of Customer Satisfaction**

Descriptive analysis	Mean	Std. Deviation
1. The employees are very welcoming and friendly toward customers.	4.35	0.711
2. I’m hankering after some of my favourite foods.	4.33	0.656
3. I am satisfied with the food quality at food trucks.	4.38	0.663
4. I am satisfied with the price of hipster food.	4.37	0.685
<b>Total</b>	4.36	0.679

Table 4.11 showed the mean value for dependent variables which is customer satisfaction. The highest mean value of 4.38 goes to the statement “I am satisfied with the food quality at food trucks.” and the agreement level is “strongly agree”. The second highest 4.37 mean value goes to “I am satisfied with the price of hipster food” followed by “The employees are very welcoming and friendly toward customers” with the mean 4.35 and the agreement level which is strongly agree and “I'm hankering after some of

my favourite foods.” with the mean value which is 4.33. The agreement level for these statements is still “strongly agree”. The average mean value for dependent variables is 4.36, with “strongly agree” as the agreement level.

#### 4.4 RELIABILITY

According to Nawi et al, (2020), to measure the dependable of the questionnaire, reliability analysis is one of the procedures that the researcher used. The data was tested using Cronbach’s Alpha analysis to ensure that the reliability and interior reliability of the information. Outright reliability and relative need to be analysed. The use of reliability and consistency are compulsory to have the capability to discriminate between people who have different levels of ability. In order to persistently measure something, a method has been used which is reliability. Thus, to achieve the great and reasonable result under the same circumstances, the same method was needed, and it was considered reliable (Middleton, 2019). The table below showed the Rules of Thumb of Cronbach’s Alpha coefficient size according to Hair et al (2007).

**Table 4.12: Rules of Thumb for Cronbach’s Alpha Coefficient Size**

Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very good
0.9	Excellent

Source: Hair et al. (2007)



Based on table 4.12, the Rule of Thumb about Cronbach's Alpha Coefficient size was illustrated above. The column at the right side contained the strength of association of the reliability analysis based on the left side of the table.

#### 4.3.1 Result of Reliability Cronbach's Alpha for independent Variable (IV) and Dependent Variable (DV)

**Table 4.13: Reliability of Statistics of The Independent Variable (IV) And Dependent Variable (DV) For 384 Respondents.**

<b>Item</b>	<b>Number of Item</b>	<b>Cronbach's Alpha Coefficient</b>	<b>Strength of Association</b>
Service quality	5	0.832	Very good
Food quality	4	0.797	Good
Price and Value	5	0.832	Very good
Customer satisfaction	4	0.758	Good

Table 4.13 above indicates the overall value of Cronbach's Alpha Coefficient for the independent variable and dependent variable in this study. In general, it can be said that all variables exceeded 0.750. Therefore, the result showed the questionnaire was reliable and approved.

There were five questionnaires used in measuring service quality toward customer satisfaction on food trucks in Kota Bharu. The cronbach's Alpha result was 0.832 have proven to be very good and outstanding result based on the question given to the respondents. Thus, the coefficient obtained for the question is that service quality was reliable.

Next, four questions were distributed to measure the second independent variable is food quality towards customer satisfaction on food trucks in Kota Bharu, Kelantan. The result was proven good based on the analysis by Cronbach's Alpha Coefficient which indicated 0.797. That means, the questions given to the respondents are well read and related. Therefore, the coefficients obtained for the food quality were also acceptable.

The last independent variable is price and value toward customer satisfaction on food trucks in Kota Bharu, Kelantan using five questionnaires to measure the data. The result showed that based on the test Cronbach's Alpha Coefficient, the strength of the association is very good, 0.832 and it is still considered reliable. To conclude, the coefficient of determination was accurate.

Then, four questions were used to measure the dependent variable for Customer satisfaction on food trucks in Kota Bharu, Kelantan. The result of Cronbach's Alpha Coefficient is 0.758 and it is acceptable with good strength in association. In general, the coefficient found in this variable is acceptable and reliable. Lastly, it shows that the questionnaire created and distributed to the 384 respondents are totally trustworthy and enable to carry out the research. All things considered it has been established through reliability that the respondent comprehended the offered question, and it was acceptable.

## 4.5 PEARSON CORRELATION ANALYSIS

Pearson correlation analysis was utilized to assess the statistical significance link or association between two continuous variables which is independent variable (IV) and dependent variable (DV). The aim of this study was to see the effect on customer satisfaction based on food quality, service quality and price and value. The covariance could determine the method used for the relationship between variables of interest. The existence of correlation, the researchers knew the independent variables (IV) and dependent variable (DV) are associated with.

### 4.5.1 Discussion Based on Research Objective.

The Pearson correlation coefficient consisted of the linear relationship of two factors. Population parameter,  $\rho$  and  $r$  for a sample statistic are the factors. Because of this, the correlation coefficient consisted of a hypothesis test which needed a sample of data and evaluated a statement about the population from the sample that was collected. Null hypothesis and alternative hypothesis which in stand for non-linear relationship between variables with  $\rho = 0$  and a linear relationship between variables  $\rho \neq 0$  representatively. Consequently, if there is no linear, it will be complicated to calculate the correlation coefficient. In general, the coefficient of was estimated on a scale and incentive in value range -1 through 0 to + 1. Below are the representations of statistical correlation coefficient scale and the strength of relationship.

**Table 4.14: statistical measures of correlation coefficient interpretation**

<b>Correlation Coefficient</b>	<b>Strength of Relationship</b>
0.90 to 1.0, (-0.90 to -1.0)	Very high positive (negative) correlation
0.70 to 0.90, (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70, (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50, (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.50, (-0.00 to -0.30)	Negligible correlation

**Source by Mukaka and MM. (2012)**

In this section, three theories are put forth. The first theory focuses on the connection between customer happiness and service quality. The second one is the link between the calibre of the food and consumer contentment, and the third is the link between the cost and value and consumer pleasure. All those hypotheses are related to food trucks in Kota Bharu, Kelantan.

**4.5.1 Relationship between service quality and customer satisfaction on food trucks in Kota Bharu, Kelantan.**

**H1- There is a relationship between service quality and customer satisfaction on food trucks in Kota Bharu, Kelantan.**

**Table 4.15: Source Data (2023)**

		<b>Correlations</b>	
		Service quality	Customer satisfaction
Service quality	Pearson	1	.519**
	Correlation		
	Sig. (2-tailed)		<.001
	N	384	384
Customer satisfaction	Pearson	.519**	1
	Correlation		
	Sig. (2-tailed)	<.001	
	N	384	384

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

Table 4.15 showed that the Pearson Correlation in p-value is <.001 which showed a significant relationship between service quality and customer satisfaction. The relationship is moderate positive correlation indicated by the value of correlation coefficient is 0.519. Consequently, shows in positive value. Therefore, the H1 of this study is acceptable and proved an alternative hypothesis that there is a linear relationship between service quality and customer satisfaction.

#### 4.5.2 Relationship between food quality and customer satisfaction on food trucks in Kota Bharu, Kelantan.

H2. There is a relationship between food quality and customer satisfaction on food trucks in Kota Bharu, Kelantan.

**Table 4.16: Source Data (2023)**

		Correlations	
		Food quality	Customer satisfaction
Food quality	Pearson Correlation	1	.584**
	Sig. (2-tailed)		<.001
	N	384	384
Customer satisfaction	Pearson Correlation	.584**	1
	Sig. (2-tailed)	<.001	
	N	384	384

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

Table 4.16 showed the data using Pearson correlation coefficient in p-value is less than 0.001. It showed the significance relationship between food quality and customer satisfaction on food trucks in Kota Bharu, Kelantan. The value correlation coefficient is 0.584 which conveys to moderate positive correlation. All the analysis indicates in positive value. Therefore, the H2 of this study is acceptable that there is a linear relationship between food quality and customer satisfaction.

**4.5.3 Relationship between price and value and customer satisfaction on food trucks in Kota Bharu, Kelantan.**

**H3: There is a relationship between price and value and customer satisfaction on food trucks in Kota Bharu, Kelantan.**

**Table 4.17: Source Data (2023)**

		Price and value	Customer satisfaction
Price and value	Pearson Correlation	1	.519**
	Sig. (2-tailed)		<.001
	N	384	384
Customer satisfaction	Pearson Correlation	.5194**	1
	Sig. (2-tailed)	<.001	
	N	384	384

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

Table 4.17 shows that the Pearson correlation in p-value is <0.001. It proved the remarkable relationship between price and value and customer satisfaction. The relationship shows moderate positive correlation indicated by the value used in correlation coefficient is 0.519, there is still proven positive value. Thereupon, the H3 of this study is accepted and there is a linear relationship between price and value and customer satisfaction, so it was considered as an alternative hypothesis.

**Table 4.18 served the summary of the findings of this study. Hypotheses that have been evaluated and tested will be further elaborated as below:**

**Table 4.18 Summary Result of Pearson Correlation Coefficient**

	Hypothesis	Result		Conclusion
		R	$\rho$	
<b>H1</b>	There is a significant relationship between service quality and customer satisfaction on food trucks in Kota Bharu, Kelantan	= 0.519** * Moderate positive	=<0.001	H1: accepted/ alternative hypothesis
<b>H2</b>	There is a significant relationship between food quality and customer satisfaction on food trucks in Kota Bharu, Kelantan	= 0.584** *Moderate positive	=<0.001	H2 : accepted/ alternative hypothesis
<b>H3</b>	There is a significant relationship between price and value and customer satisfaction on food trucks in Kota Bharu, Kelantan	= 0.519** *Moderate positive	=<0.001	H3 : accepted/ alternative hypothesis

Hypothesis 1 (H1) proposed that service quality has a moderate positive relationship with the customer satisfaction on food trucks. Based on the data recorded in Pearson's correlation coefficient revealed that  $r = 0.519$   $p = <0.001$ . Consequently, hypothesis 1 (H1) is accepted whereby service quality is positively significant with the customer satisfaction of food trucks in Kota Bharu, Kelantan. Thus, hypothesis 2 (H2) shows that food quality proved to be positively related with the customer satisfaction on food trucks.



The finding analysis reported in table above using Pearson's correlation coefficient revealed that the  $r = 0.584$ ,  $p = <0.001$ . That means the results of the hypothesis 2 (H2) are reliable and accepted whereby food quality is positively noteworthy with customer satisfaction on food trucks in Kota Bharu, Kelantan.

Last but not least, hypothesis 3 (H3) indicates the price and value which required a moderate positive relationship with the customer satisfaction on food trucks. Based on the table above, the data recorded in Pearson's correlation coefficient which  $r = 0.519$   $p = <0.001$ . Therefore, the results of the hypothesis 3 (H3) are acceptable and reliable moderate positives according to the price and value and the customer satisfaction on food trucks in Kota Bharu, Kelantan.

As a result, there is a significant relationship between service quality, food quality and the price and value towards customer satisfaction on food trucks in Kota Bharu, Kelantan.

#### 4.6 SUMMARY

The statistics gathered for this study show that food trucks are being accepted by consumers. A total of 384 people participated in the above poll. The bulk of responders are students, but a minority fall into another group, according to the results. The mean score for service quality is 1.69, which is a descriptive analytical statistic, is greater than the second-highest mean score for food quality, which is 1.71, according to the analysed data. Price and value descriptive analysis statistics have the third highest mean score 1.60, while customer satisfaction descriptive analysis data have the last highest mean score 1.83. The greatest Pearson Food quality has a substantial connection of 0.802 with service quality and customer satisfaction, followed by food quality at 0.881, and low price and value correlation at 0.514. As a result, there is a strong positive association between the value and price of the meal and the quality of the service. A moderately positive association exists between customer acceptability and perceived genuineness.

## CHAPTER 5

### CONCLUSION

#### 5.1 INTRODUCTION

This chapter covered every discussion and conclusion related to any issues or steps that have been taken by the researcher to accomplish the thesis namely "The Factors of Customer Satisfaction towards Food Trucks in Kota Bharu, Kelantan". Regarding the title, there are three relationships between customer satisfaction with food quality, customer satisfaction with service quality, and customer satisfaction with price and value. Additionally, this chapter also explained recapitulation on findings, described the limitations, and provided some recommendations based on the findings.

#### 5.2 RECAPITULATION OF THE FINDINGS

The purpose of this study was to determine how consumer satisfaction with food trucks in Kota Bharu, Kelantan, was influenced by service quality, food quality, prices, and value. In Kota Bharu, Kelantan, this study was primarily concerned with how consumer satisfaction with food trucks was influenced by the quality of the service provided, the quality of the food served, and how much it costs. One of the most important constructs has been regarded to be consumer satisfaction, according to Morgan et al. (1996) and McQuitty et al. (2000). In this particular case, primary data was gathered using a questionnaire approach to collect feedback from

respondents. The discussion of a recapitulation of the findings from the previous chapter's (Chapter 4) research, which was based on the research's objectives, questions, and hypotheses. 384 respondents were chosen as part of the sample rule of thumb.

These analyses of data include Roscoe's rule of thumb, a reliability test, descriptive analysis, and Pearson correlation coefficient. The alpha of the Cronbach for all factor scales was in the range of 0.876 to 0.959. As stated by Heale, & Twycross, (2015) these scales are considered to be strong as a Pearson correlation coefficient below 0.3 means a weak correlation, medium is 0.3 to 0.5, and strong is 0.5. In this analysis, the link between the dependent variable and the independent variables was described in terms of the strength associations using the Pearson correlation.

### 5.2.1 Relationship between Service Quality and customer satisfaction towards food trucks in Kota Bharu, Kelantan.

Research question 1 of this study identifies the influence of service quality towards customer satisfaction on using food trucks in Kota Bharu, Kelantan. This is also to resolve the first hypothesis and objective. The research objective, questions and hypotheses are shown in Table 5.1.

**Table 5.1: Research Objective 1 and Research Question1**

No	Research Objective (RO)	Research Question (RQ)
1	To identify the relationship between service quality and customer satisfaction towards the food trucks in Kota Bharu, Kelantan.	What is the relationship between service quality and customer satisfaction towards the food trucks in Kota Bharu Kelantan?
<b>H1: There is a significant relationship between service quality and customer satisfaction on using food trucks in Kota Bharu, Kelantan.</b>		

To respond to RQ1, Chapter 4 evaluated the findings of hypothesis H1. In Kota Bharu, Kelantan, H1 revealed a connection between service quality and consumer satisfaction with using food trucks. According to the study, the association between service quality and relationship strength is likewise at a modest level ( $r=0.584$ ,  $n=384$ ,  $p<0.001$ ). Additionally, it meant good customer service and satisfaction when patronising food trucks in Kota Bharu, Kelantan proved to be positive relationship with each other. The customer is satisfied if the performance meets or surpasses their expectations. Service quality refers to how well a business meets the high standards of its clients.

Managing and improving service quality enables a business to make more money while also ensuring that its consumers are happy (Indeed Editorial Team, 2021).

### **5.2.2 Relationship between Food Quality and customer satisfaction towards Food Trucks in Kota Bharu, Kelantan.**

This study's second research question examines the relationship between food quality and consumer satisfaction when it comes to the use of food trucks in Kota Bharu, Kelantan. This is also to resolve the second hypothesis and objective. The research objective, questions and hypotheses are shown in Table 5.2.

**Table 5.2: Research Objective 2 and Research Question 2**

<b>No</b>	<b>Research Objective (RO)</b>	<b>Research Question (RQ)</b>
<b>2</b>	To identify the relationship between food quality and customer satisfaction towards the food trucks in Kota Bharu, Kelantan.	What is the relationship between food quality and customer satisfaction towards the food trucks in Kota Bharu, Kelantan?
<b>H2: There is a significant relationship between food quality and customer satisfaction on using food trucks in Kota Bharu, Kelantan.</b>		

To respond to RQ2, the findings of hypothesis H2 were examined in Chapter 4. In Kota Bharu, Kelantan, H2 revealed a connection between food quality and customer satisfaction while using food trucks. According to the results of the study, food quality and relationship strength are both at a moderate level ( $r=0.519$ ,  $n=384$ ,  $p0.001$ ). In Kota

Bharu, Kelantan, it has been demonstrated that meal quality is positively notable and correlated with customer happiness.

In terms of taste, amount, cleanliness, value, heat, well-being, and dietary habits, that forms the core of the nutritional value of dishes and drinks. A set of both tangible and intangible product needs pertaining regarding the actual goods, the place of production, the procedure for wrapping the good, and the network for selling it should be considered when examining the concept of food quality (Margherita, 2010).

### **5.2.3 Relationship between Price and Value and customer satisfaction on using food trucks in Kota Bharu, Kelantan.**

Research question 3 of this study has been identified the influence of price and value towards customer satisfaction on using food trucks in Kota Bharu, Kelantan. This is also to resolve the third hypothesis and objective. The research objective, questions and hypotheses are shown in Table 5.3.

**Table 5.3: Research Objective 3 and Research Question 3**

<b>No</b>	<b>Research Objective (RO)</b>	<b>Research Question (RQ)</b>
<b>3</b>	To identify the relationship between price and value and customer satisfaction towards the food trucks in Kota Bharu, Kelantan.	What is the relationship between price and value and customer satisfaction toward the food trucks in Kota Bharu, Kelantan?
<b>H3: There is a significant relationship between price and value and customer satisfaction on using food trucks in Kota Bharu, Kelantan.</b>		

To respond to RQ3, the findings of hypothesis H3 were examined. H3 believes that the cost and quality of the meal would increase consumer happiness. The statement that there is a correlation between price and value and customer satisfaction while utilising food trucks in Kota Bharu has been proven to have strength based on the analysis done, Kelantan. Based on the study conducted, the outcome showed that price and value of food is the same level with the service quality relationships which is at a moderate level of strength of relationship ( $r=0.519$ ,  $n=384$ ,  $p<0.001$ ).

The affordable pricing makes the consumer will be satisfied with the standard of the item and the price they paid. A reasonable price range will not only boost client satisfaction, but it will also make increases in costs are easier to implement as required. Value pricing puts the needs of the consumer first, thus businesses set their prices based on what they think their customers should pay for a product (Andrew Bloomenthal, 2022).

### 5.3 LIMITATIONS

The research that has been carried out to some extent presents a challenge for academics. There were numerous contributions to ensure the success of doing this research however still have some limitations that make it tough for the researcher to complete this study. One of the limitations of this study is that the researcher only focused on the respondent who lives in Kota Bharu, Kelantan. A lot of participants chose not to answer the survey questions since they had no stake in doing so. This caused the researcher to have must wait an extended period to reach the target quantity of responses for this study. In addition, they also think that answer the questions through google form could waste their time.



Next is the limitation of the study is to collect data through social media which is google form. Difficulties may arise if responders are unclear about the inquiries included within the tedious form. This is because respondents are unlikely to seek help or contact us if they are unsure about the questionnaire. As a result, it's probable that interviewees' incomplete responses may lead to erroneous information gathered from interviewees. Additionally, some responders might prefer reacting in an interview because they can directly ask questions that are poorly understood.

Finally, the study's main shortcoming is that participants lack expertise in assessing customer happiness with food at food trucks. This may be due to certain participants believing that purchasing food from a food truck requires no positive feedback from consumers as long as they are merely purchasing standard fare like biscuits, liquid, and so forth. Some respondents do not always buy food at food trucks because they are less interested in the food that is sold that way. Some respondents also think that customer satisfaction is only based on the quality of the food, whether it is tasty or not, without thinking that there are many other factors that can be given to evaluate customer satisfaction. Therefore, a number of respondents answered the question posed with doubt.

#### **5.4 RECOMMENDATIONS**

Based on this research, a conceptual framework was created to investigate the relationship between each variable that has been selected to gain the data analysis and the result in this study. This research has proved the independent variables which indicate service quality, food quality also the price and the value.

These independent variables had shown the significant and positive relationship between customer satisfactions on food trucks in Kota Bharu, Kelantan. In order to improve the research in the future study, the future researcher carried the few of recommendation.

One of the recommendations to enhance more about this study is to focus on a larger population of a variety of places rather than focusing on one palace only. To illustrate, extend the research of the survey to Malaysia not only in Kelantan. By doing so, focusing the respondent in Kota Bharu, Kelantan only is kind of complicated and takes much time to do with the questionnaire. Not only that, extend the survey throughout Malaysia to be able to acquire more information of the respondents like various age, incomer, level education, marital status and so on. As a result, it is easier to get as soon as possible the answer of the survey and complete the questionnaire without any doubt, lacking time and of course obtaining more precise data. Consequently, more respondents from different countries in Malaysia will be more aware about benefits using the food trucks and aware of the existence of food trucks.

Another recommendation is how the researcher reached the respondents by meeting them and reached them personally. This is because some of the respondents did not have much information and knowledge about the questionnaire when filling in the survey online so this method will help respondents to understand the question given very well and also give benefits to researchers to obtain the data as well. Thus, the data collected from online surveys may be unreliable. In order to make the data reliable, open questions of depth interviews with respondents are much help and the best way of achieving high quality of data. In further, using the method of in-person meeting rather than

writing in a survey, people are more willing to share. In order to get the best, the role of a researcher needs to be taken care of like a well-prepared interview which has appropriate soft skills, and the participants are ready for engagement. The comfortable interview accommodates detailed discussion. At the same time, researchers also are able to observe the expression and feeling of the respondents.

The last recommendation for future study is enhancing the understanding of service quality and food quality in the context of the food and beverages industry. This study has the potential to add to the depth of knowledge about the factors of customers' satisfaction with the food truck industry. This can be as a result of the fact that owners of food trucks constantly remember that providing clients with high-quality service is essential to operating a successful business and being able to maintain the existing customers and acquire more customers in the future. Apart from that, understanding more the service quality can eliminate customer's doubt of the business. Higher service quality and the quality of running the food trucks business convince the respondents to purchase a particular product.

## 5.5 SUMMARY

The research was based on a sample database of the factors that influence customer satisfaction on using food trucks in Kota Bharu, Kelantan. The research needed to ascertain the link between client satisfaction and factors like food quality, service quality, and value to the purchaser. The results illustrate the relationship between customer satisfaction with service quality, food quality and price and value were a linear relationship.

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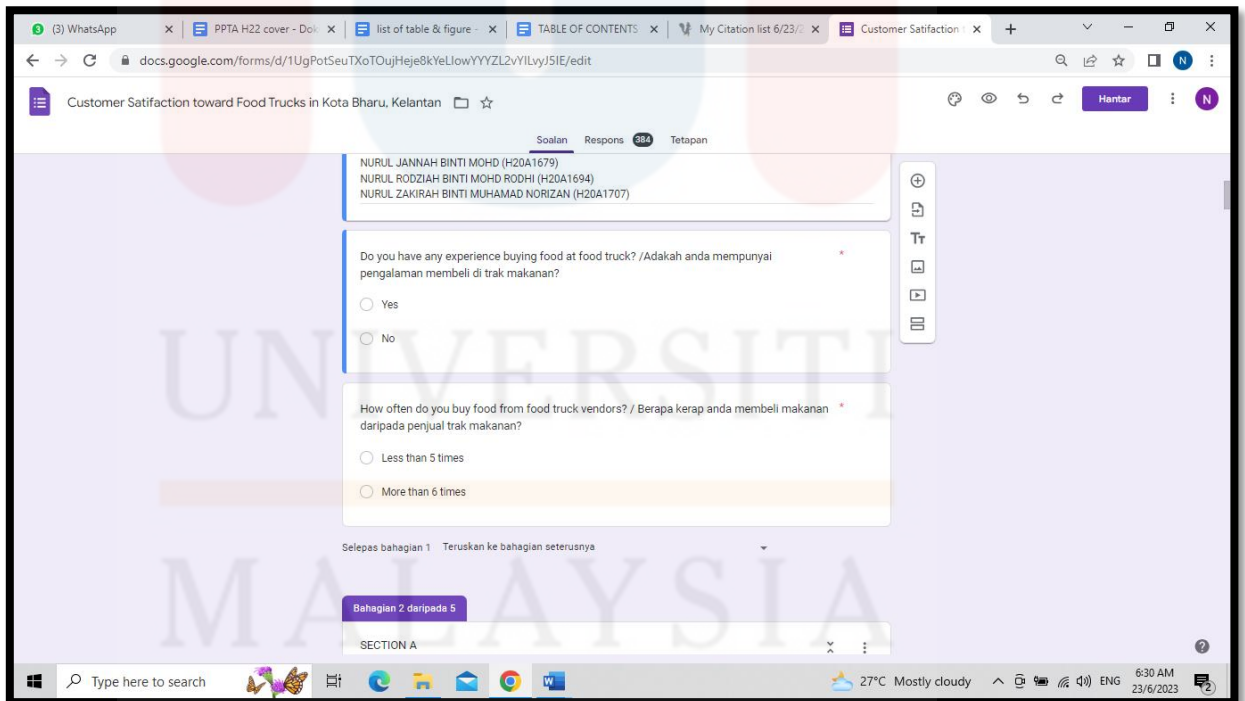
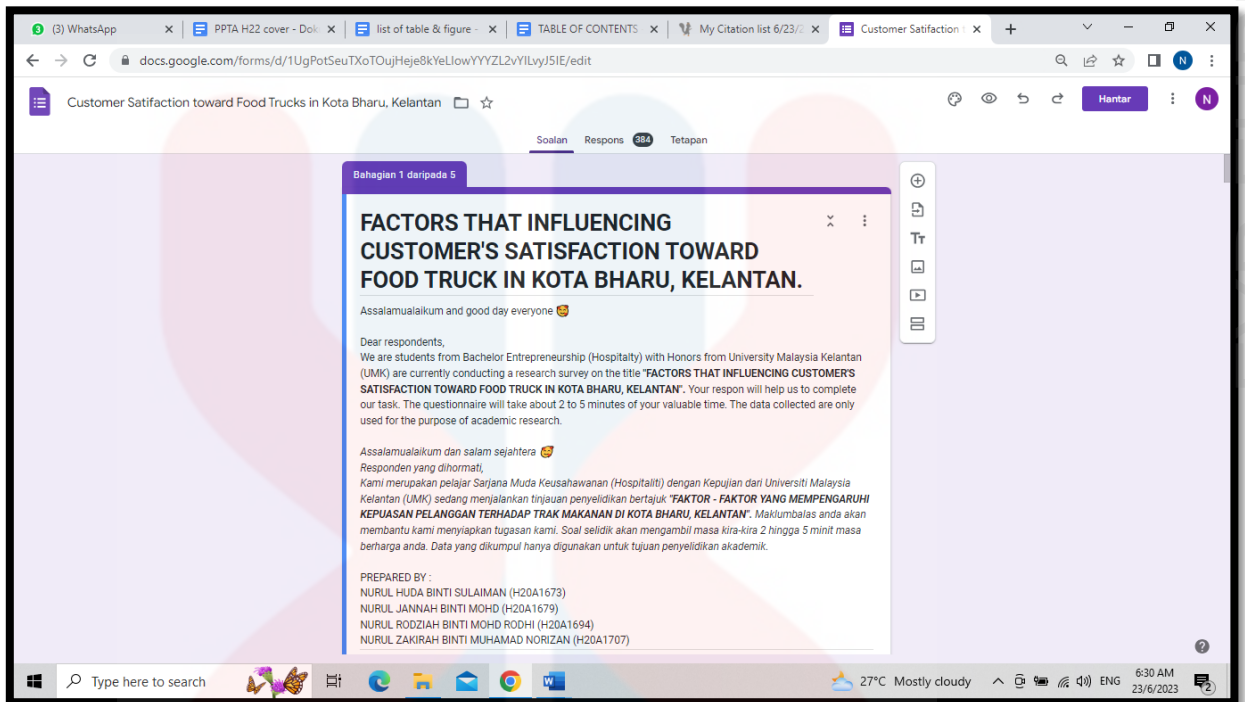
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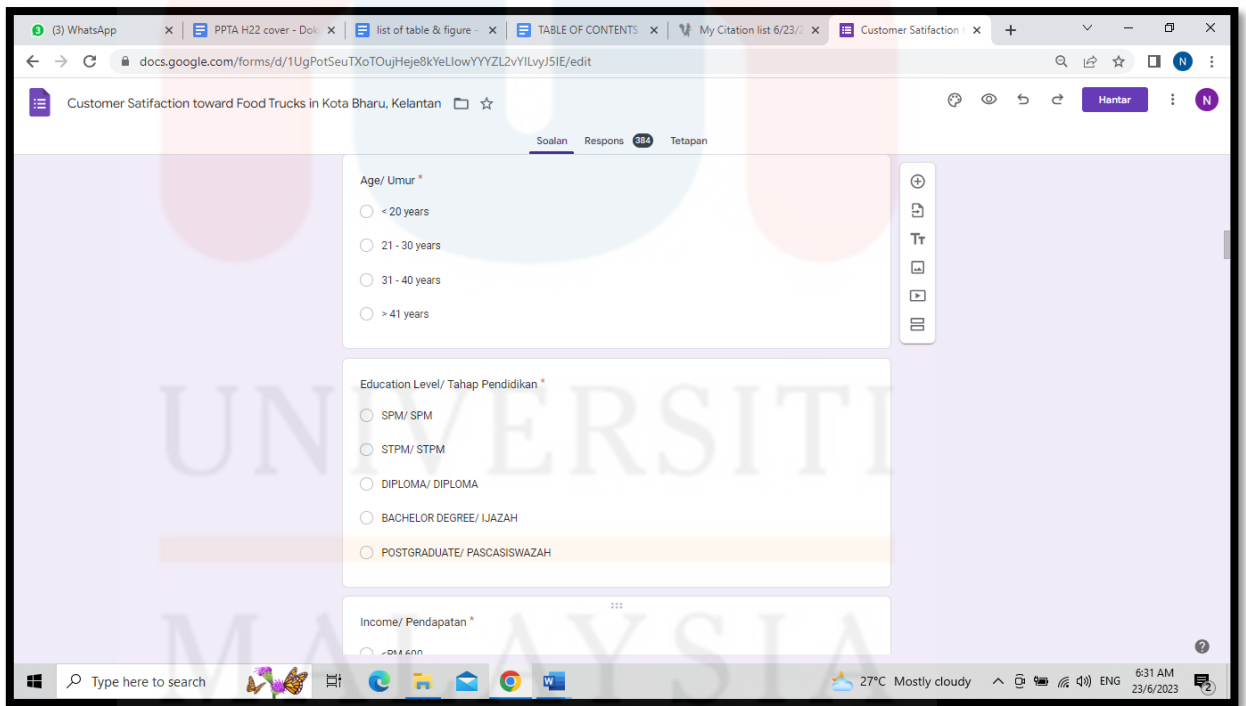
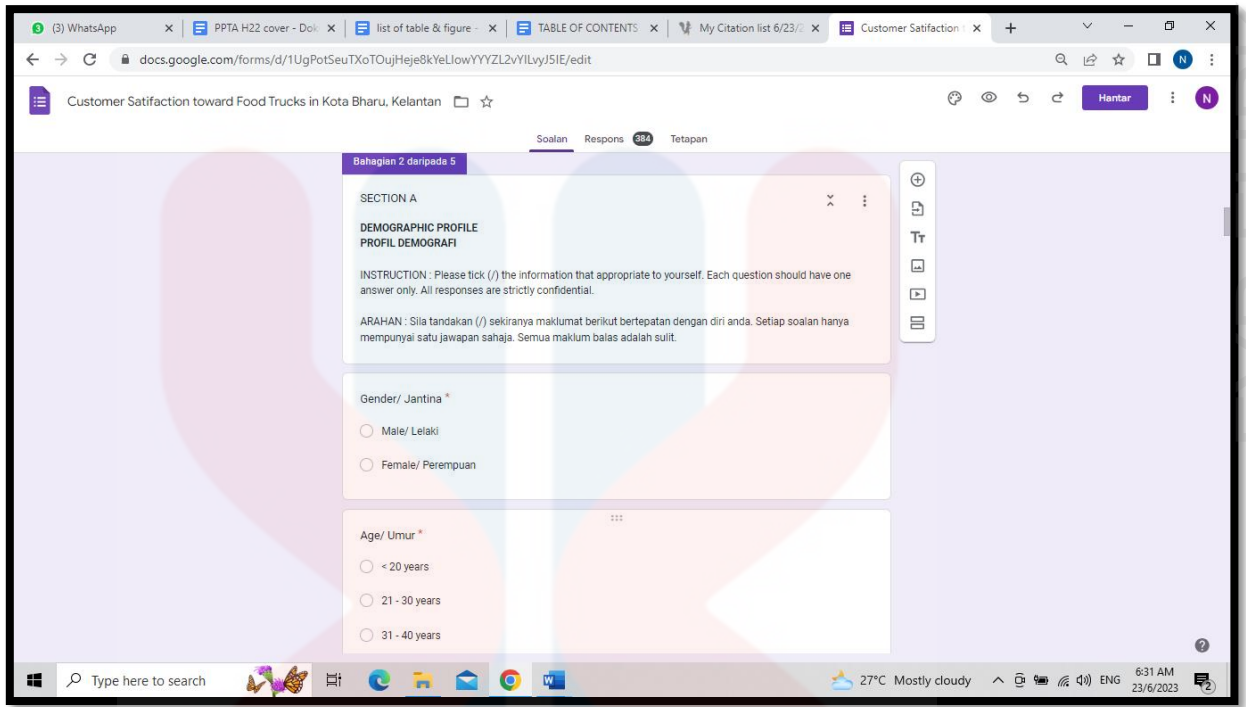
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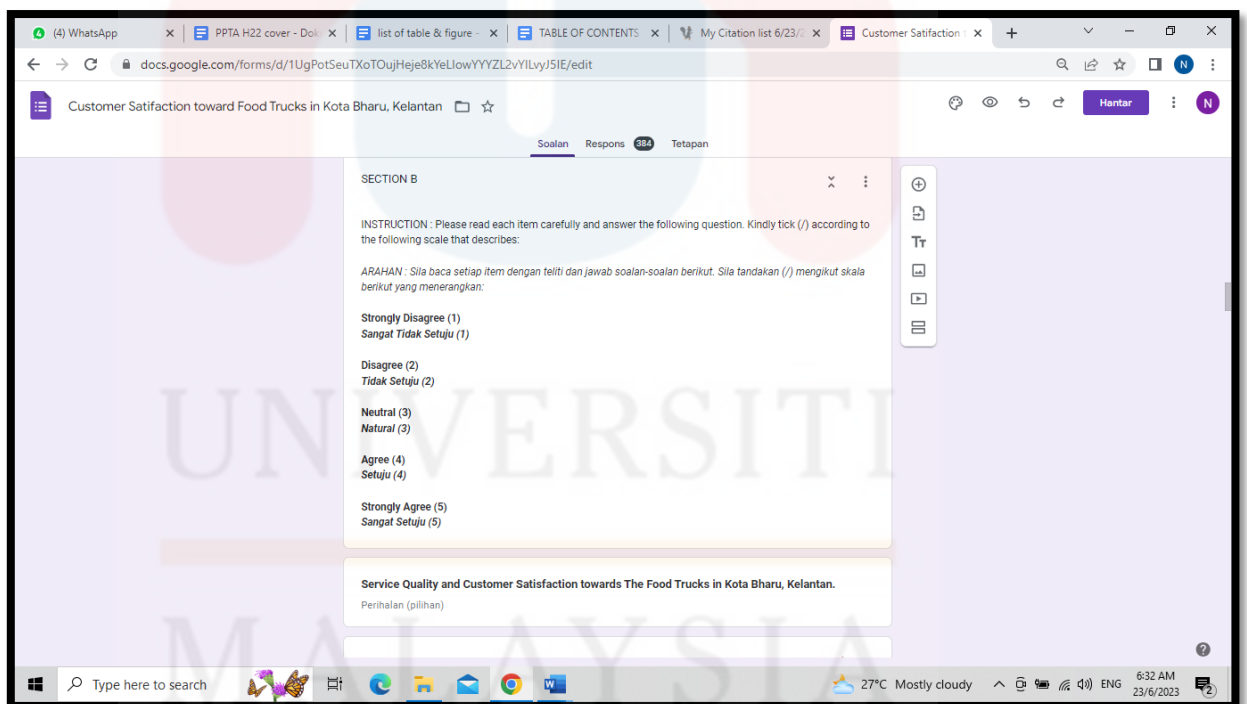
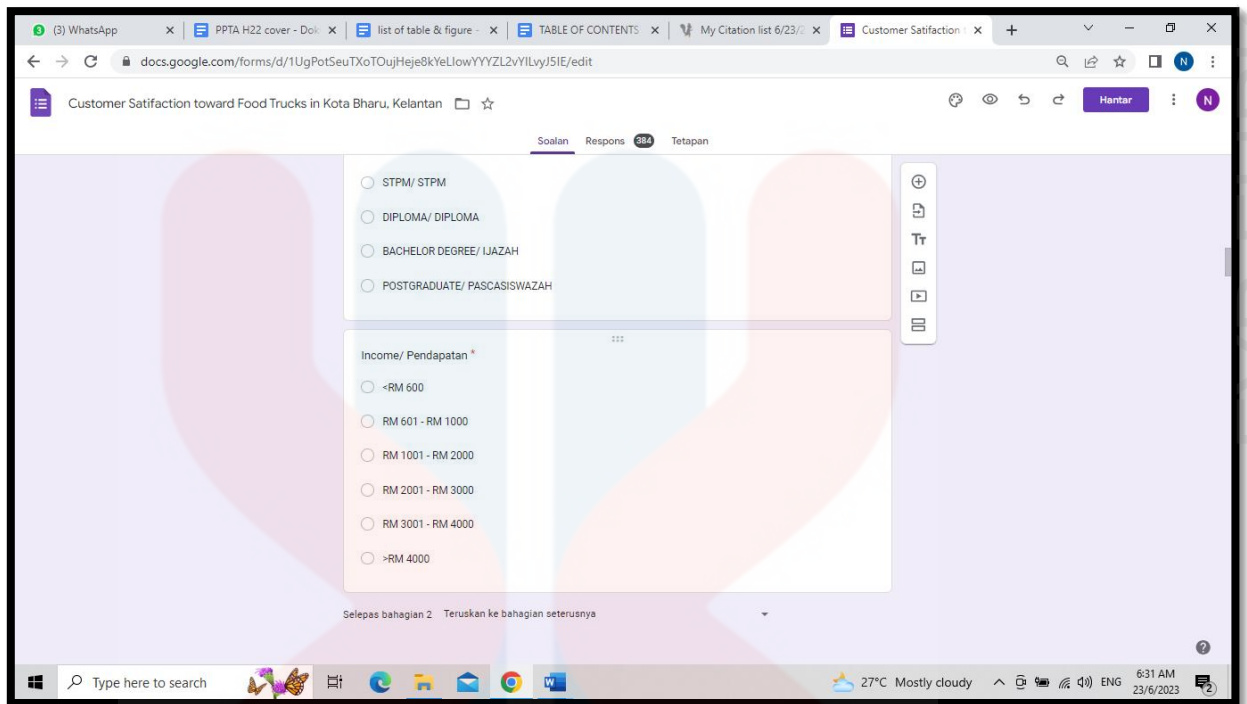
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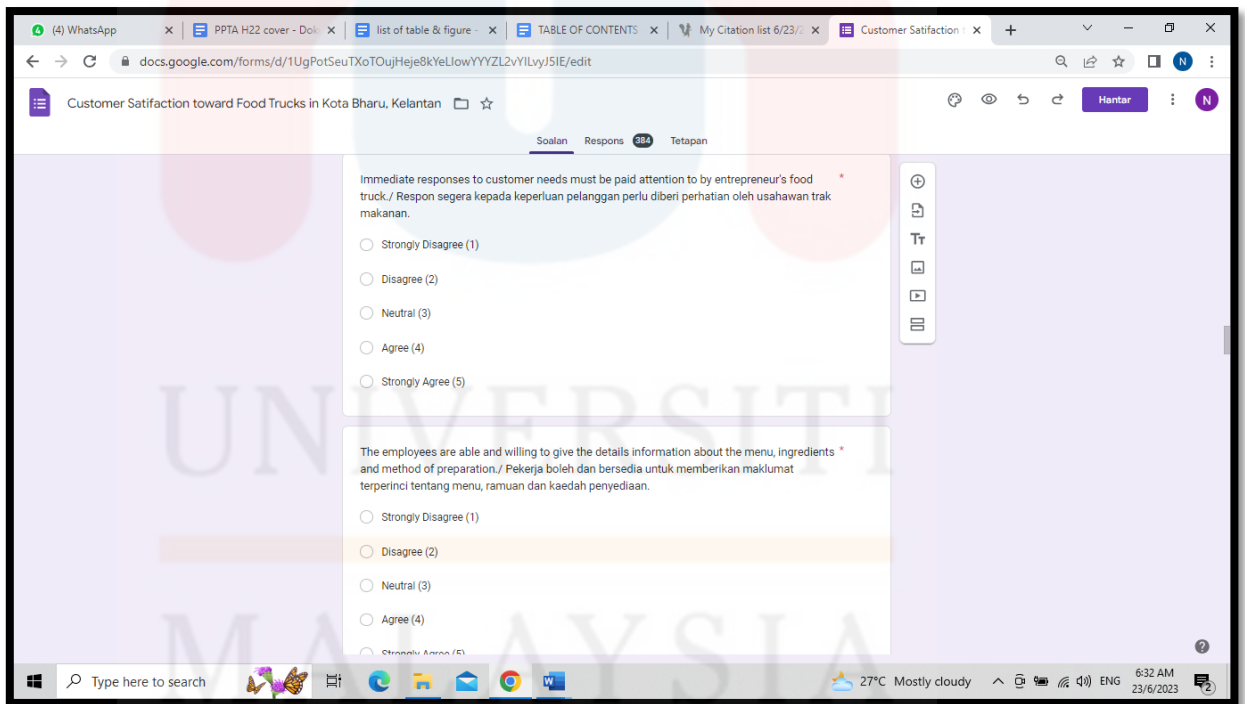
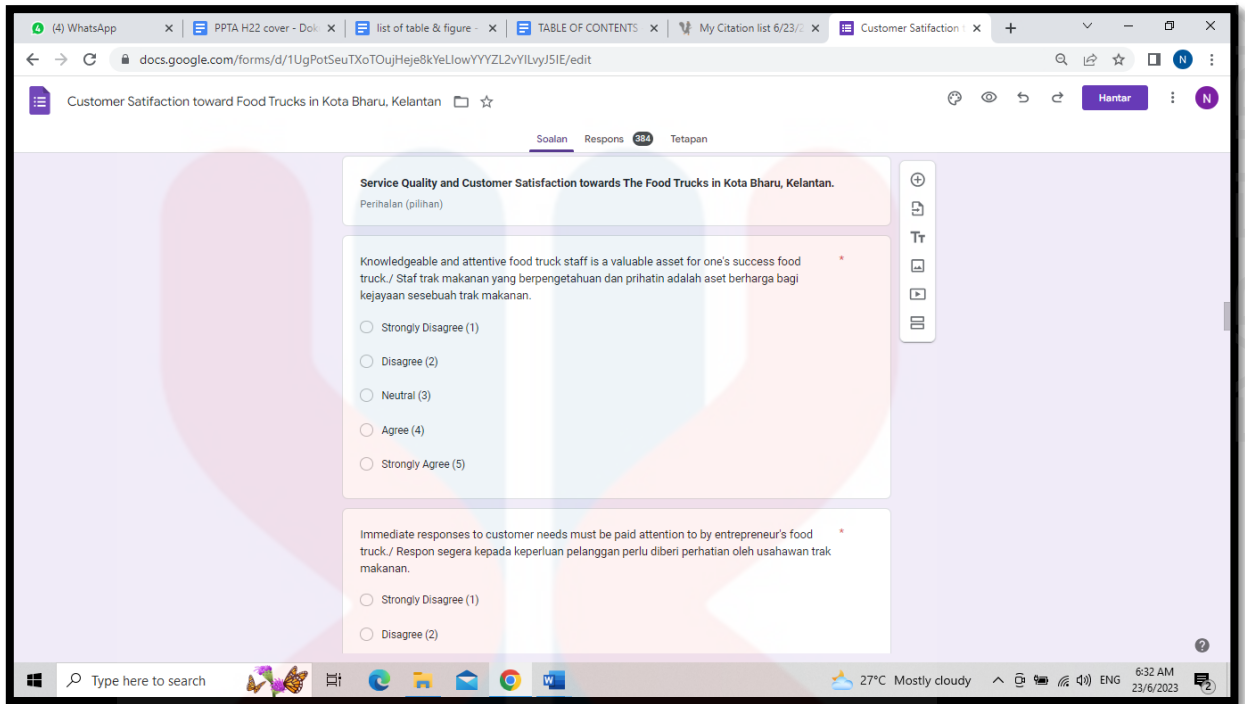
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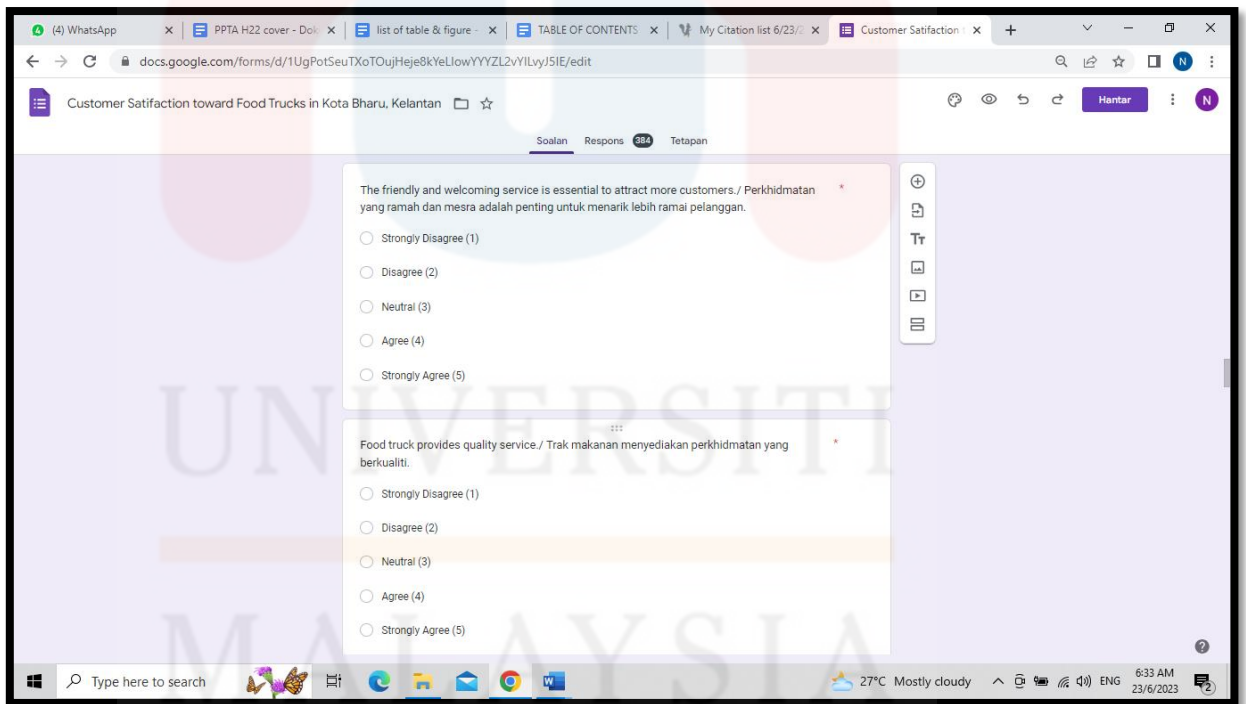
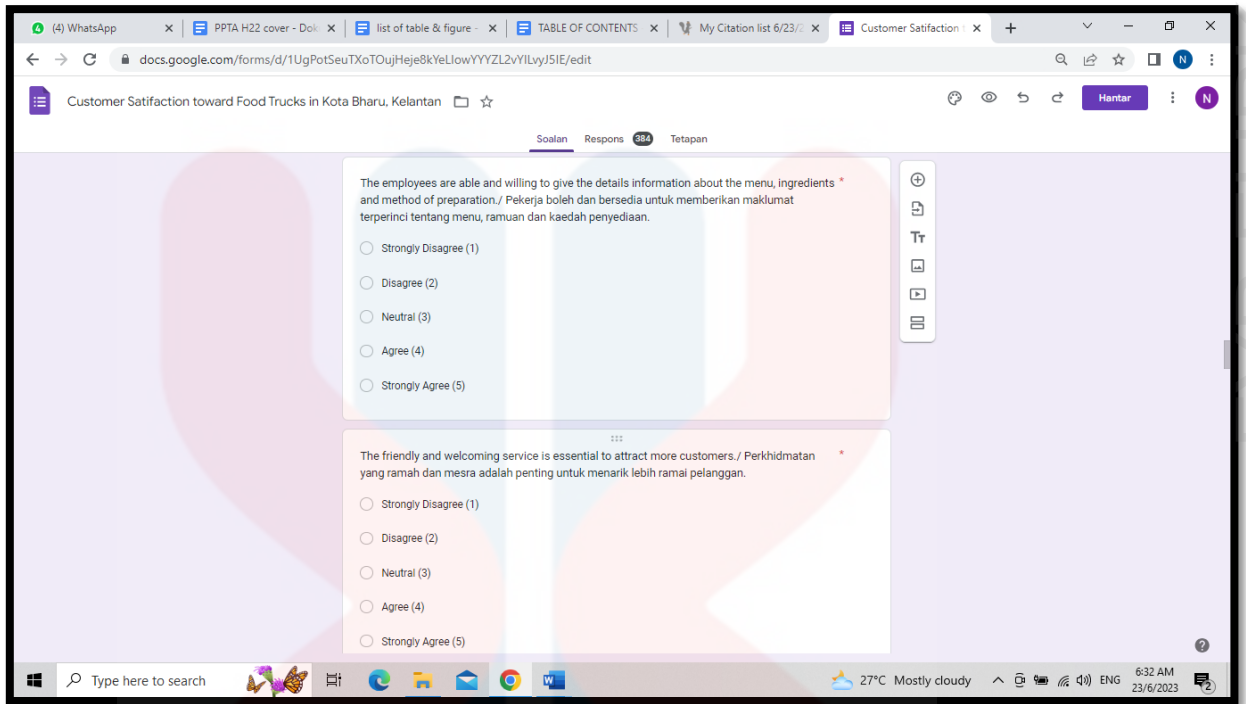




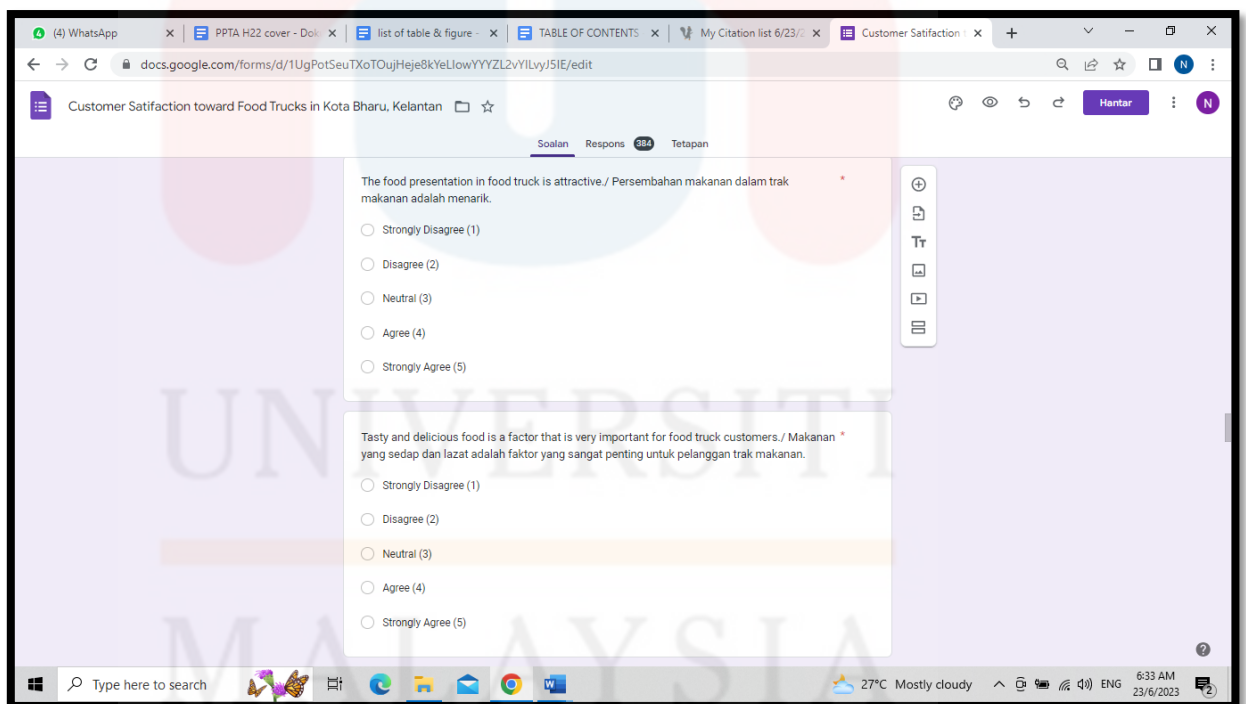
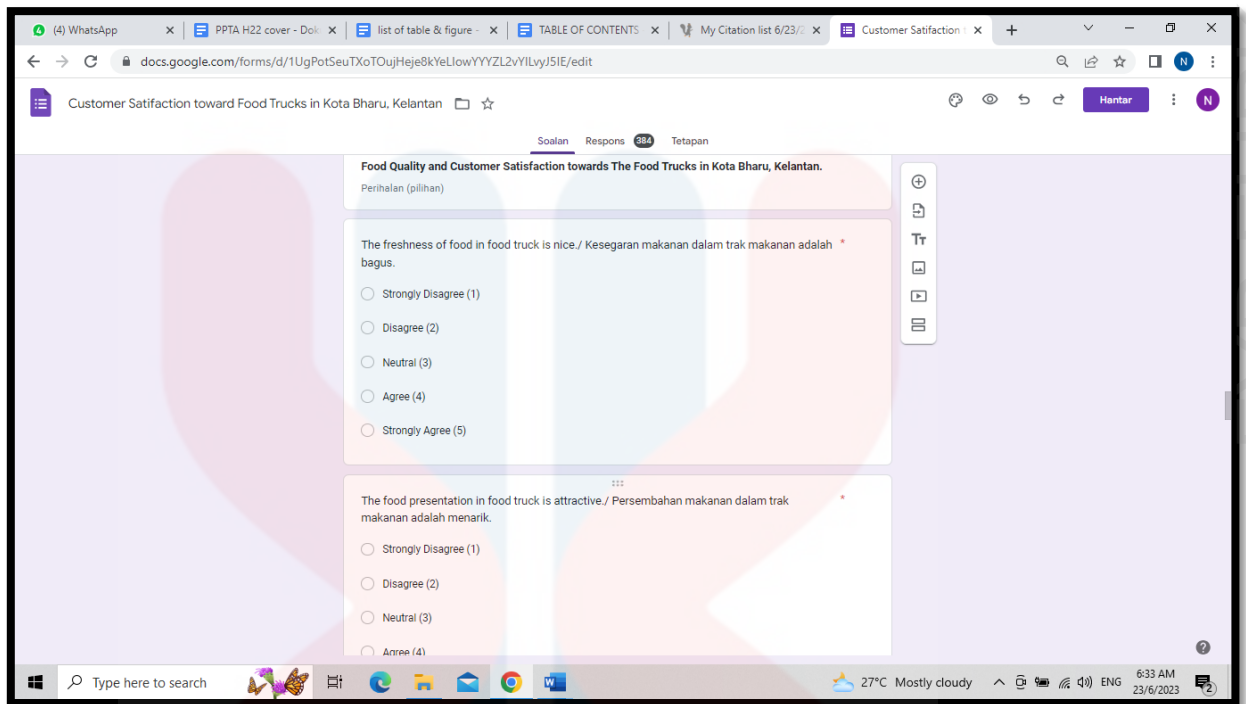




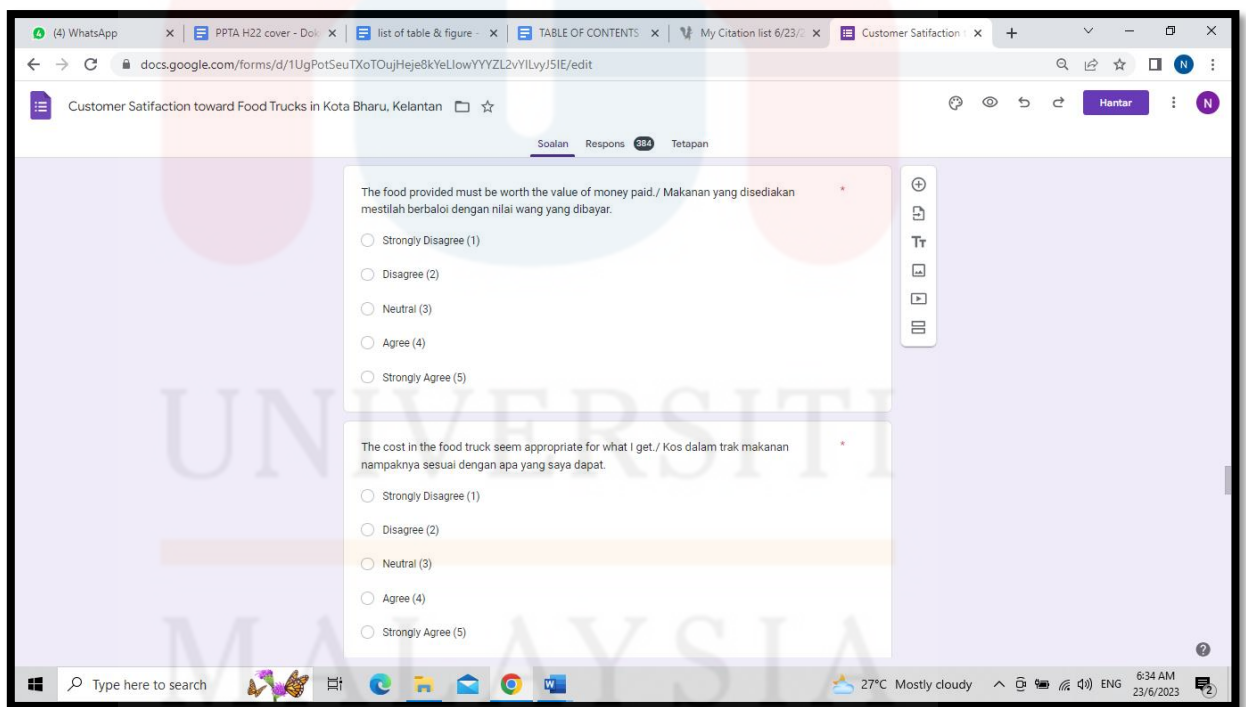
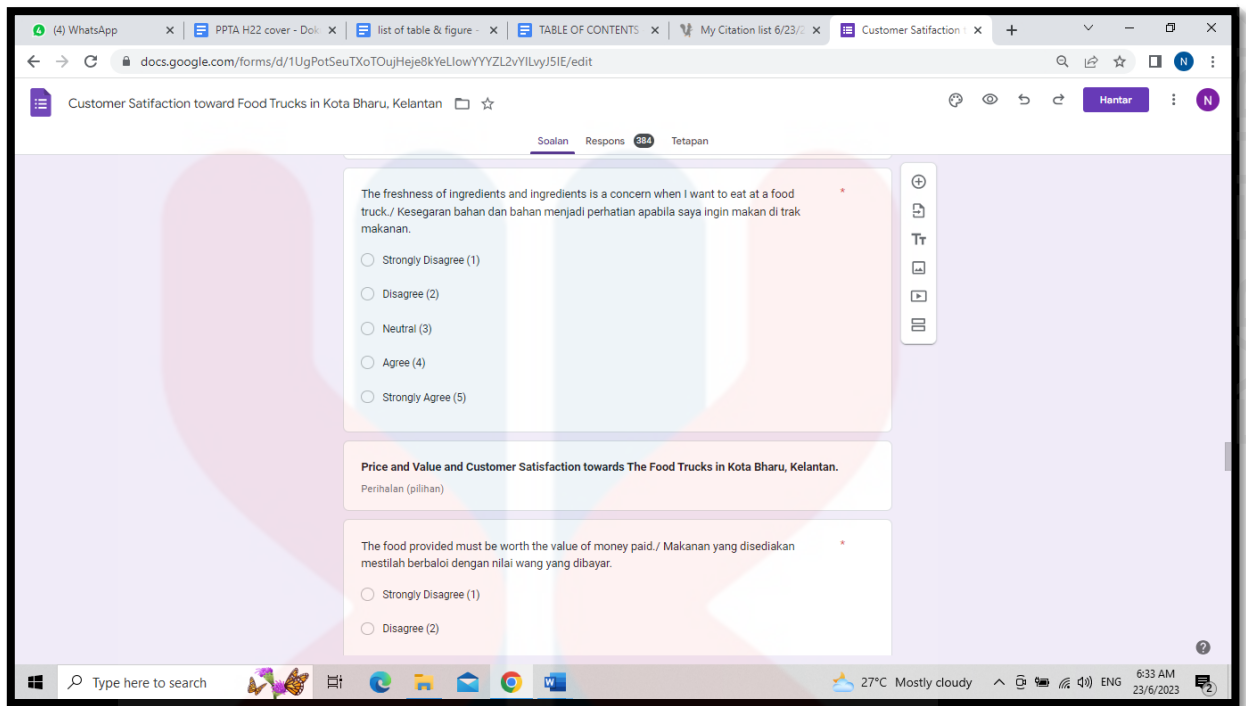




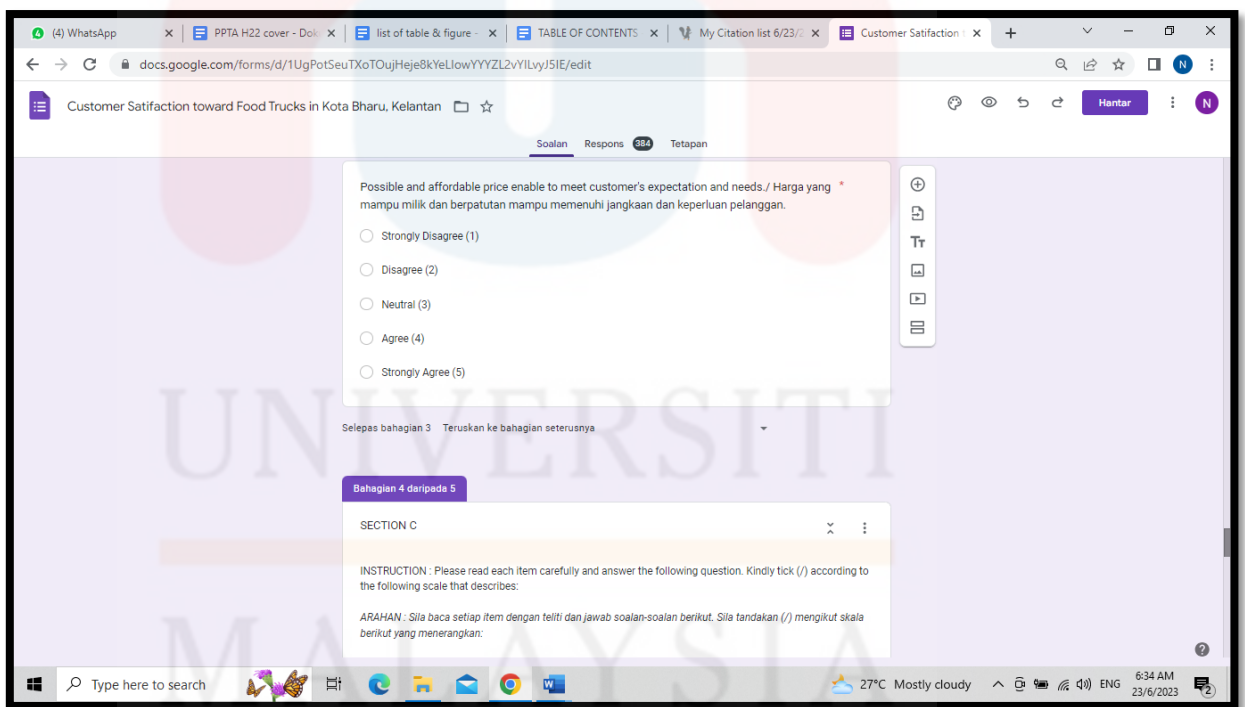
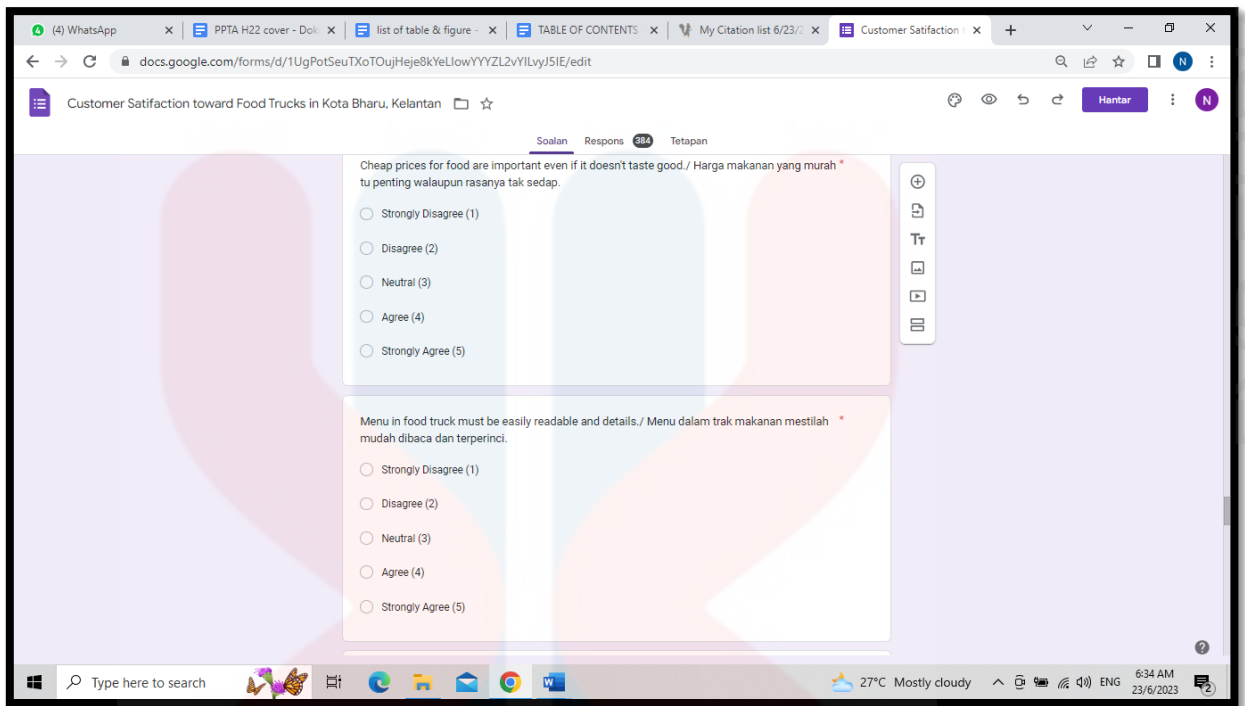
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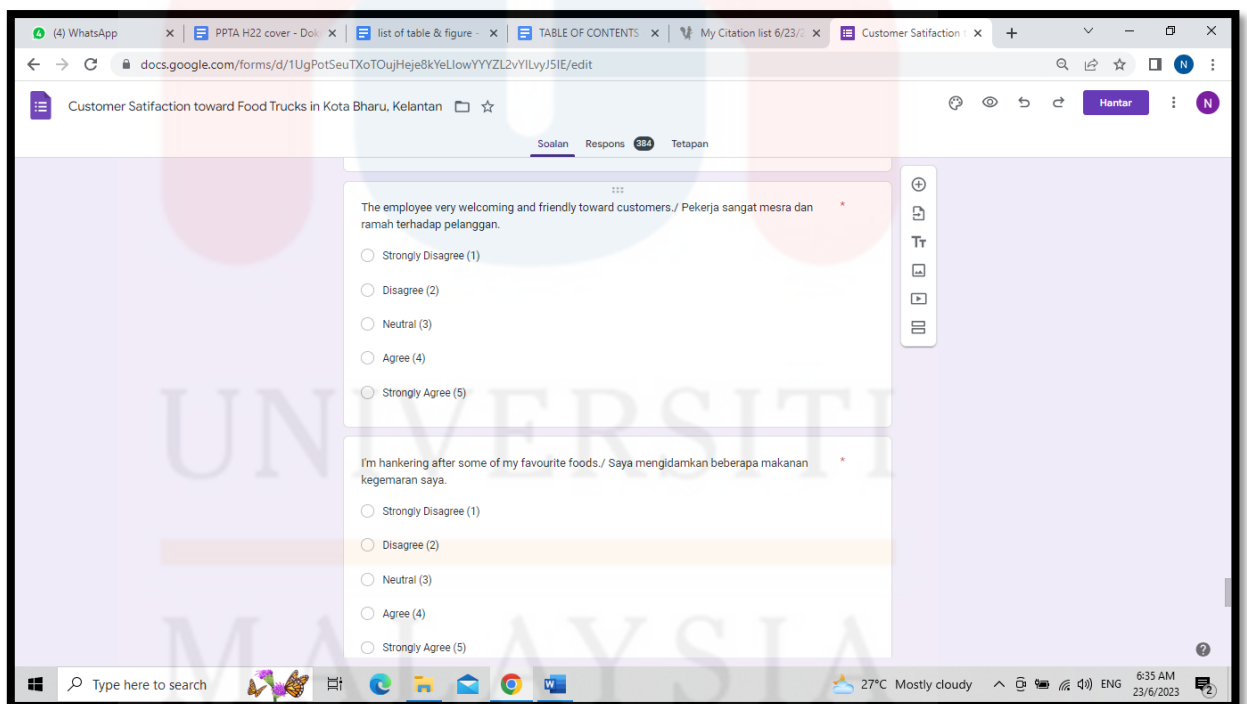
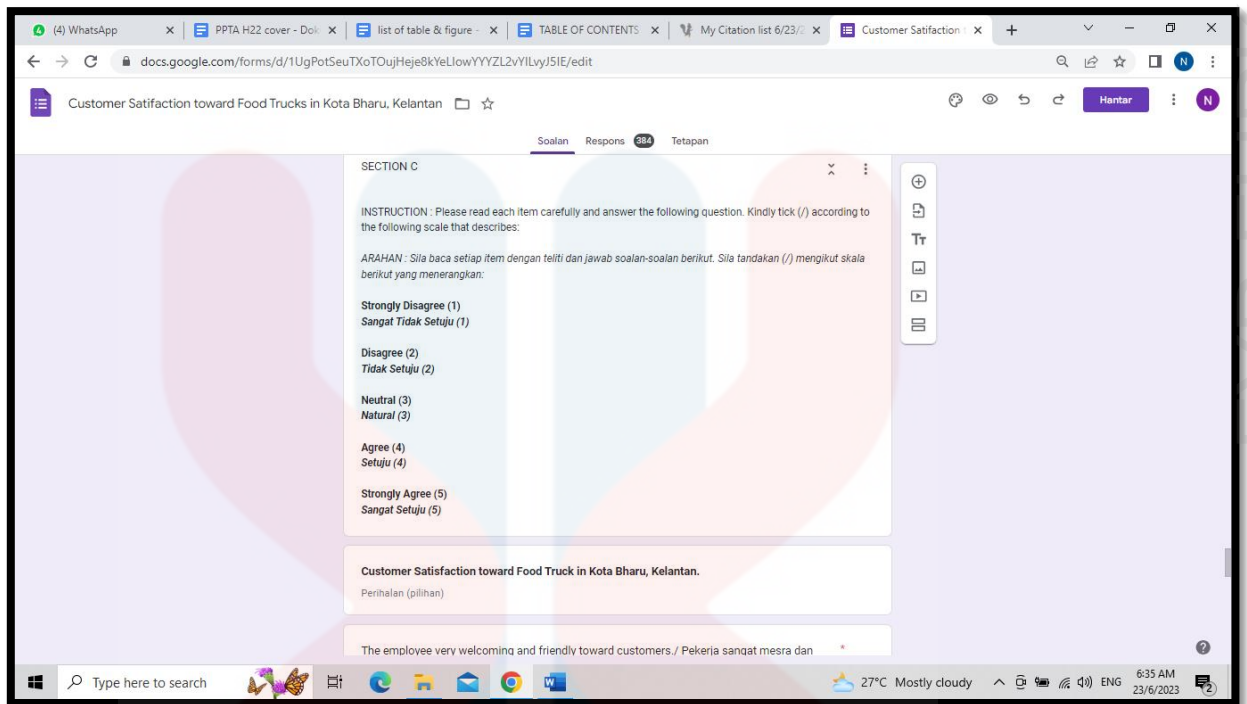


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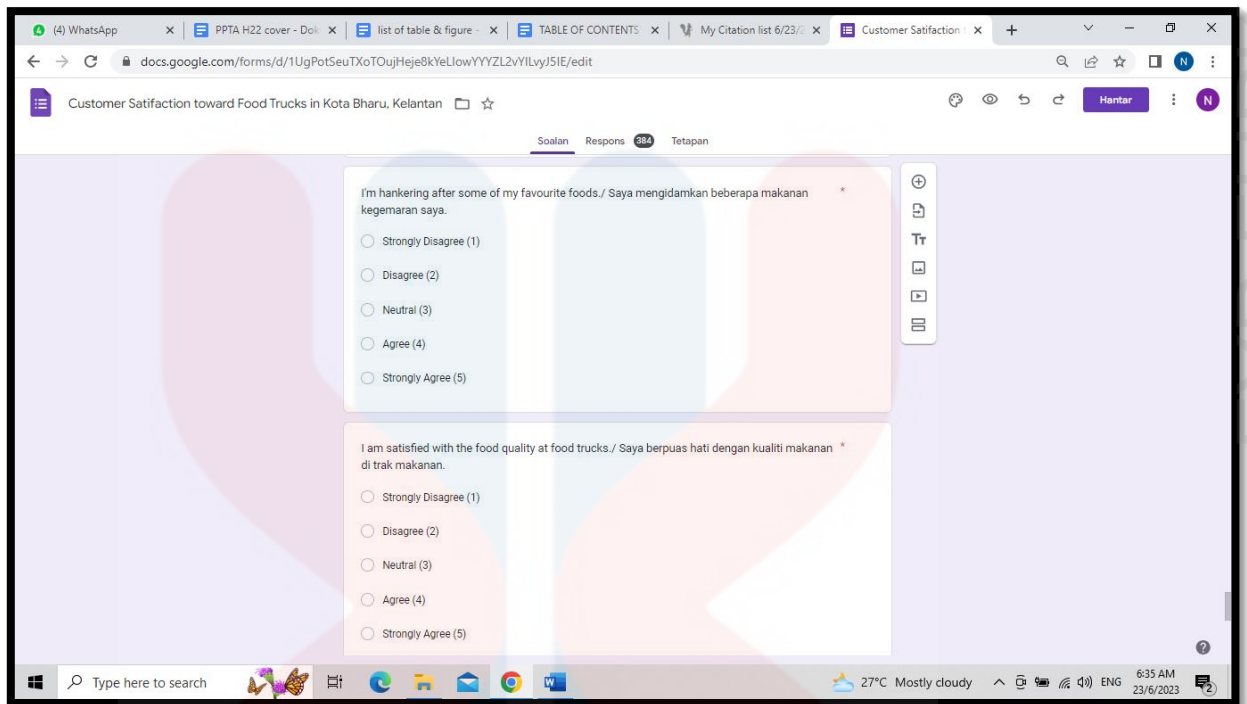
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