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FACTORS THAT INFLUENCE CUSTOMERS SATISFACTION TOWARD FAST FOOD RESTAURANT IN KOTA BHARU

By

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ABSTRACT

Alongside the expansion of the food service sector, Malaysia's selection of ethnic restaurants is growing. Since Malaysia is a multicultural nation, ethnically diverse cuisine is a typical occurrence there. Fast food outlets are by far the most popular type of dining establishment in Malaysia. This study looked into the relationship between fast food restaurant quality and patron satisfaction in Kota Bharu. Because of the rapidly shifting market conditions in the food industry, there is a strong need for quality service, which necessitates improved customer satisfaction, which will increase restaurant sales. This study's objective is to assess Kota Bharu, Kelantan's physical operational environment, food and service quality, and customer happiness. Any type of fast-food restaurant was regarded as quick in this study. In order to acquire relevant information for the survey and to better understand the relationships between variables and customer re-intention, a quantitative technique in the form of a questionnaire is used. Customers who frequented a sample of Kota Bharu's fast food restaurants provided the data. To analyze the collected data, descriptive statistics and Pearson correlation analysis were employed. Respondents received a total of 384 questionnaires. The results of the study show that although food quality has a moderate relationship with customer retention, the other three criteria of service quality, physical operational environment, and food quality have a significant association with it. These findings support past studies by indicating that the environment has an impact on customer intentions. The industry now has knowledge about Kota Bharu's fast food restaurant patrons' re-intention. This information will give the sector a competitive edge and enable it to adjust to client retention. In order to examine and identify new causes, it is recommended that more aspects be taken into account in future studies.

Keywords: Fast-food Restaurants, Customer Satisfaction, Food Quality, Service Quality, Physical Operating Environment

ABSTRAK

Di samping pengembangan sektor perkhidmatan makanan, pilihan restoran etnik Malaysia semakin berkembang. Memandangkan Malaysia adalah sebuah negara berbilang budaya, masakan yang pelbagai dari segi etnik adalah perkara biasa di sana. Restoran makanan segera merupakan bentuk perniagaan makan yang paling biasa di Malaysia. Kajian ini menyiasat hubungan antara kualiti masakan dengan kepuasan pelanggan di kedai makanan segera di Kota Bharu. Iklim pasaran industri makanan yang cepat berubah menentukan bahawa permintaan pelanggan yang tinggi untuk perkhidmatan berkualiti memerlukan kebahagiaan pelanggan yang lebih besar, yang akan meningkatkan jualan restoran. Matlamat kajian ini adalah untuk menilai persekitaran operasi fizikal, kualiti makanan dan perkhidmatan, dan kepuasan pelanggan di Kota Bharu, Kelantan. Untuk kajian ini, sebarang jenis pertubuhan makanan segera dianggap pantas. Teknik kuantitatif, dalam bentuk soal selidik, digunakan untuk tinjauan untuk mengumpulkan data yang berkaitan untuk lebih memahami hubungan antara pembolehubah dan niat semula pelanggan. Data datang daripada pelanggan yang sering mengunjungi kedai makanan segera yang dipilih secara rawak di Kota Bharu. Statistik deskriptif dan analisis korelasi Pearson digunakan untuk meneliti data yang telah dikumpul. 384 soal selidik telah dihantar kepada responden secara keseluruhan. Tiga faktor kualiti makanan, kualiti perkhidmatan dan persekitaran operasi fizikal mempunyai perkaitan yang tinggi dengan niat semula pelanggan, walaupun kualiti makanan mempunyai hubungan yang lemah, menurut penemuan kajian. Keputusan ini menunjukkan bahawa persekitaran mempengaruhi niat pelanggan, yang konsisten dengan penyelidikan terdahulu. Kajian ini telah memberi pengetahuan industri tentang hasrat semula pelanggan ke restoran makanan segera di Kota Bharu. Pengetahuan ini akan membantu industri menyesuaikan diri dengan niat semula pelanggan dan memperoleh kelebihan daya saing. Akhir sekali, adalah dicadangkan bahawa faktor tambahan dipertimbangkan dalam kajian masa depan untuk menyiasat dan mendedahkan punca tambahan.

Kata kunci: Restoran Makanan Segera, Kepuasan Pelanggan, Kualiti Makanan, Kualiti Perkhidmatan, Persekitaran Operasi Fizikal

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

The global fast-food market has been growing steadily since 2017 at a pace of 4.2% (Becker, Lee & Nobre, 2018; Cho, 2021), and in 2022, the industry is expected to have a net worth well above US\$690 billion (Zion Market Research, 2019). The rise of busy lifestyles, technology, and urbanisation have all had a significant impact on how many people live, including those in developing nations. Along with this quickly evolving technology, eating habits have also changed. More and more people today depend on ready-to-eat foods to support their business-supported livelihoods (Mehdi, Raza & Riza, 2022). Iqbal (2020) asserts that despite the fact that the globalisation of food and cuisine is primarily a twentieth-century event, there have been clear trends towards proto-globalization in the production, distribution, and consumption of food across earlier historical eras.

According to Shaban and Alkazemi (2019), fast food is defined as food that is consumed quickly and food from international fast-food chains, however Kee et al. (2012) define fast-food restaurants as those that offer quick service of meals. Malaysia's fast-food restaurant market is growing and being adapted to suit regional dietary requirements. Due to its unique characteristics, fast-food restaurants can be distinguished from other types of eateries. These characteristics include quick service, minimal customer interaction, and affordable costs (Chian, 2020).

In Malaysia, fast food chains including Marry Brown, McDonald's, Pizza Hut, and Subway are highly known. Each year, the overall number of fast-food outlets has dramatically expanded. In Malaysia, the first fast food restaurants opened their doors in the 1970s and early 1980s. With a capital of RM 24,300.00, A&W was the first fast food chain to be introduced in Malaysia in 1963. KFC began operations in Kuala Lumpur in 1972 with a capital investment of RM 60,000.00 and quickly expanded, eventually having 11 locations as opposed to A&W's six at the time (Kee et al., 2021). The largest restaurant chain in Malaysia is run by QSR brands, the master franchise of KFC and Pizza Hut, based on market share and the number of locations (The Malaysia Reserve, 2018). According to market share, KFC (45%) and Pizza Hut (23%) lead the fast-food retailing and quick service industries in Malaysia (QSR Brands, 2018).

The hospitality sector is now regarded as a successful one, especially as more and more customers value quality over quantity. In a customer-focused industry like the hospitality sector, service is important. It was asserted that the hospitality industry's service quality was fiercely competitive in achieving client happiness. Customer pleasure has been linked to success and superior service. The two most crucial components of a corporation are service quality and client pleasure. The company can effectively and accurately increase its reputation thanks to its method of joy (Yee, 2021). In order to compete with local restaurants and generate more profit, Western fast-food companies, according to Zhong and Moon (2020), must pay more attention to price, service quality, food quality, and physical surroundings. Customer satisfaction is significantly impacted by a restaurant's level of service, food, and ambiance. Keeping customers happy is essential since it can lead to repeat business and more revenue.

This study intends to reduce the gap by investigating how customer satisfaction in fast food outlets is affected by the three dimensions of restaurant service quality (food quality, service quality, and physical environment quality) (Simpong et al., 2022).

1.2 PROBLEM STATEMENT

Fast food restaurants are spread worldwide nowadays, with every corner in the world bounds to have any sorts of familiar fast-food names that people know of: Kentucky Fried Chicken (KFC), McDonald's, Pizza Hut, and many others that continued to be commercialized. These restaurants are well-known for serving dishes at a mass scale and only needed to be heated before served to the customers, as well as offering the meals at a decent price. For this research, a few problem statements have been made to further understand the scopes of the research and making it more specific to other communities that may in need for information:

The meal quality is one of the issues raised by happy customers who visit fast-food restaurants. Fried chicken, French fries, and chicken nuggets are just a few of the processed foods that must be deep-fried before being delivered to consumers in fast food restaurants. Many customers believed that fast food restaurants only utilized oil when preparing meals. On the other side, some of them advised fast-food outlets to properly dispose of the grease. Many customers express dissatisfaction when they found their meals to be soggy and too oily, as well as finding unexpected items such as older burnt flour flakes or strands of hair among their food (Fuhrman, 2018). From this, it can be concluded that food quality can be considered as a determinant in influencing customers toward fast food restaurants in Kota Bharu.

Therefore, the problem statement for this research paper the service quality. Zeithaml (1998) spoke of service quality as customers' judgement toward a product's name through their acts of service as well as their excellence and duty. Employees in the fast-food industry are often hired through advertisements, and many of them have little to no actual training in food service. As such, employers have to rely on older workers to teach the younger employees, which may result in slower customer service. Furthermore, how do the employees act during peak hours, such as the lunch rush? Customers also often have to wait for a long time to make their orders, pick up their meals and eat, thus wasting more time than expected to have a decent meal. And so, it can be deduced that service quality may be a factor in influencing customers toward fast-food restaurants in Kota Bharu.

Physical environment quality is also a challenge when it comes to observing client happiness with fast-food businesses. Regardless of the situation, the fast-food restaurants need to be kept tidy and create an inviting atmosphere (Ghafoor and Rajput, 2020). Most restaurants only have small amounts of tables and chairs, thus can only accommodate a certain number of customers at a time. Besides, many fast foods that are prepared or served to customers are put in small plastic containers, wrappers or paper bags to save cost and time, which is reasonable but more often than not, customers will leave their waste as soon as they finished eating and left after making their payment. Are the employees quick enough to clean up the mess and allow other customers to have their seats? If there is food spilled on the floor, will the workers be fast enough to keep it clean? This shows that physical environment quality is a part of factors that influence customer satisfaction toward fast food restaurants in Kota Bharu.

The three selected factors, which are food quality, service quality, and physical environment quality, can be used as factors to determine customer satisfaction towards fast-food

restaurants in Kota Bharu, according to a number of previous studies of a similar nature, including those by Nguyen et al. (2019), Gahfoor and Rajput (2020), and Abd Ghoni et al. (2021).

1.3 RESEARCH OBJECTIVES

Our group establish a few objectives to be achieved at the end of this research paper:

- i. To examine the relationship between service quality and customer satisfaction.
- ii. To examine the relationship between food quality and customer satisfaction.
- iii. To examine the relationship between physical environment quality and customer satisfaction.

1.4 RESEARCH QUESTIONS

The research questions we came up with are as follows:

- i. What is the relationship between service quality and customer satisfaction?
- ii. What is the relationship between food quality and customer satisfaction?
- iii. What is the relationship between physical environment quality and customer satisfaction?

1.5 SIGNIFICANCE OF THE STUDY

According to the study's subtitle, which describes the variables that affect patrons' satisfaction with Kota Bharu's fast food establishments, the researcher has looked at how changes to the independent variables, which are the determinants consisting of food quality, service quality, and environment, affect the dependent variable, which is the customer's intention to return. The findings of this study have provided a clear image of what to anticipate from fast food restaurants for the researcher, the food and beverage industry, and potential customers in Kota Bharu.

1.6 DEFINITION OF TERMS

Service Quality

Since it involves more employee obligations to support efforts in providing services to clients, service quality is a subjective problem. According to Shafiq, Mostafiz, and Taniguchi (2019), service quality is a subjective issue as a result of this.

Food quality

According to Jun et al. (2017), the consumer requested that the dish provide at least adequate nutrients for their body. Food quality is also influenced by how things are packaged and sealed (Yormirzoev et al., 2019).

Physical environment quality

The physical environment in restaurants is crucial for retaining consumers, boosting their likelihood to make another purchase, and raising their total financial performance (Githiri, 2017). Even some research makes the supposition that a person's physical surroundings can influence their level of happiness and quality of life. Customers' perceptions of the physical environment will be positively impacted by the interior design, as will their level of happiness (Gong and Yi, 2018; Wu and Cheng, 2018).

1.7 SUMMARY

This chapter has discussed the context of the research study as well as the elements influencing fast food businesses' capacity to please customers in Kota Bharu. Along with other subjects relevant to the investigation, the chapter also discussed the research objectives and research questions. The significance of the study has been further discussed, and this chapter's conclusion offers additional definitions of important terms. In the literature review of the next chapter, earlier research and the current study are covered in great detail.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The purpose of this study is to determine how fast-food businesses in Kota Bharu can improve their customer satisfaction. The first section of this chapter provides information on fast food in Kota Bharu since that is the study's primary focus with regard to consumer satisfaction with fast food. The drivers of consumer revisit intention for fast food, including food quality, service quality, and atmosphere, are discussed at the end of this chapter in order to determine their relationships and investigate the most important elements that influence customer revisit intention.

2.1.1 FAST FOOD IN MALAYSIA

There probably won't be a single, universally accepted definition for the term "fast foods." When used informally and widely, it can refer to meals that are provided on demand and made ready in a short length of time. Due to the quick pace of life today, the ease of availability to fast food, and the increasing exposure to fast food marketing and advertising, fast foods are typically preferred over dishes made at home. Fast food frequently has higher calorie, fat, and sugar content. It might be challenging to categorize fast food and takeaway restaurants. Numerous studies and policies in this area concentrate only on particular foods. However, there is an increasing interest

in using zoning to limit fast-food outlets in order to protect and promote community health. Ministry of Health of Malaysia has defined "fast foods" as "foods that are prepared in large quantities, following standardized procedures and served rapidly in restaurants commonly known as fast food restaurants, which usually advertise their services through the electronic and print media". Because it raises the risk of diet-related chronic diseases, eating fast food is a bad dietary habit. We are interested in finding out more about the sociodemographic characteristics, body mass index for age, eating meals out from home propensity, and dietary intake of Malaysian teenagers who frequently consume fast food. (All parties, 2021; Lim Kuang Hock; Cheong Siew Man)

KFC first opened its doors in Malaysia in 1973 on Jalan Tunku Abdul Rahman. Since the late 1970s and early 1980s, most fast-food restaurants have grown and gained community acceptance. The list of ingredients is unknown to the president of the KFC corporation. Those who know must sign a strict confidentiality agreement. Colonel Sander's recipe, according to KFC, contains eleven secret herbs and spices (Vila, 2020). KFC branches are classified into three types: drive-thru restaurants, restaurants in shopping malls, and restaurants only.

Its first branch opened in 1982 in Bukit Bintang. McDonald's now has more than 260 branches in Malaysia after 35 years of operation. McDonald's has created job opportunities for over 12,000 Malaysians in addition to providing fast food that caters to Malaysian tastes (Company News, 2017).

Fast food is practical for folks with busy schedules. However, eating fast food in excess might result in obesity. A whopping 84% of Malaysian students consume fast food, and they routinely skip meals and snack instead of getting the appropriate amount of nutrients. Fast food is defined as "hot food, such as hamburgers, that is either quickly cooked or already cooked and thus served quickly in a restaurant." Fast food culture has been spread throughout the world by the fast-

food industry, and fast-food restaurants have prospered and grown despite rising awareness of the harmful health impacts of diets rich in fat, salt, and sugar. Over the past three decades, fast economic development, urbanization, and the influence of Western culture have significantly changed Malaysians' way of life. Due to the country's rapid economic expansion and adjustments in employment patterns, Malaysia's eating habits underwent a substantial transformation in the 1980s. This transition paved the way for the fast-food industry's explosive rise in the 1990s. The Malaysian Department of Statistics reports that there were 1621 fast-food outlets in Malaysia in 2010 and 2597 in 2015. (Roslinda Isa and all, 2019)

Overconsumption of fast food is typically linked to an increased risk of noncommunicable diseases like diabetes and hypertension. Fast food is frequently high in fat, salt, and sugar and low in fibre and vital micronutrients (Cheong et al., 2019). Furthermore, fast food is frequently consumed in large portions and is frequently associated with carbonated beverages, which can result in an excessive calorie intake and a higher risk of overweight and obesity (Cheong et al., 2019).

2.2 INDEPENDENT VARIABLES

According to McLeod (2019), variables are names given to experimental causes during an investigation. The independent variable (IV) can be interpreted as a variable that can stand on its own, yet plays a huge role to the dependent variable as it determines the result for said experiment or investigation. For our research, we manage to find a few important independent variables that are linked to our case study such as:

2.2.1 FOOD QUALITY

Food quality is a major role in creating people's experience within a restaurant, thus influencing customers to be satisfied with the premise and making possible revisits in the future. This is further confirmed by the fact that food quality ensures the needs and expectations of customers are met. According to Liu and Jang (2009), food quality also includes food safety, food preparation, food freshness and presentation and food tastiness in its category. For food safety, it relates to the practices of handling ingredients used in the creation of the food and whether it meets the regulated or standardized quality in food preparation (Violetta Njunina, 2021). The five human senses are important for food presentation, as it also have to appeal to customers who considers takeaway meals from fast food restaurants to be just as presentable as dining in the premise, from the packaging to the customer service made by the employees in the restaurant. And finally, the taste, smell and condition of the food are the aspects for customers to see whether the food is worth their money or not, and either creating the sense of satisfaction or else.

In fast food restaurants, many prefer to have their meals as takeaways since the restaurants often have a fixed spot and number of seats available and thus, couldn't afford to serve as many customers in the premise at a time. This practise has been around for a while, but since clients can now order food online and have it delivered to their house within a certain amount of time due to the Covid-19 epidemic, it has grown enormously. From this point forward, customers start to be more concerned about the condition and safety of the delivered food, and as a result, fast food businesses are influenced by the customers' behavior and work to make their meals as safe as possible. Within Kota Bharu, people especially working people and university students find pleasure at such convenient service and often either make revisits or re-orders at the fast-food restaurants for enjoyment, satisfaction or self-indulgence.

According to Abd Ghoni et al. in 2021, there is a connection between the quality of the food and customers' happiness with fast food restaurants in Kota Bharu. It is asserted that there is a correlation between consumer satisfaction with fast food outlets in Kota Bharu and the standard of the cuisine they serve.

2.2.2 SERVICE QUALITY

Service quality is essentially a review of customer patronage while being in a restaurant. According to Zeithaml (1988), the service given to the customers is regarded as an important aspect in a restaurant as it may draw out customer satisfaction, and alongside Parasuraman and Berry, Zeithaml created a procedure scale that can measure service quality which is aptly named SERVQUAL. In their study, Parasuraman, Zeithaml & Berry (1988) noted that there are five major aspects that lead to customer service satisfaction, which are reliability, tangibility, responsiveness, assurance and empathy. However, SERVQUAL was subjected to many criticisms and other variance of the process were created afterward such as the SERVPERF (Cronin & Taylor, 1992), and later on the DINESERV (Stevens et al., 1995) scale measurements are used for restaurant services.

According to Parasuraman (1988) and Baker (1994), two important factors of service quality that can later effect customer satisfaction are the appraisal of attribute performance and the cognitive evaluation of the client on the service. Nikolich (1995) then proposed that the performance during service delivery that is the interaction between customers and service providers will result in service quality evaluation and was supported by Brady & Robertson (2001) who implied that small service cues and after-service actions can influence customer pleasure whilst being in the restaurant.

According to Karamustafa and Ulker (2020) and Nguyen et al. (2018), service quality and atmosphere play important roles in a customer's happiness and propensity to return to a restaurant. The familiarity and courtesy of the staff at fast food restaurants may cause customers to feel accepted. Loyal customers are remembered and given their preferred meals as soon as possible, and they are happy with the services received from the staff and frequently come back for more. The full extent of the service offered to customers can then be utilized to determine service excellence within a restaurant setting because to this indirect link that passes between the two parties.

The research done by Abd Ghoni et al., 2021 supports this claim. After that, the relationship between service quality and patron satisfaction with fast food businesses might be hypothesis.

2.2.3 PHYSICAL OPERATING ENVIRONMENT

Older research theses frequently stated that both customers and operators did not place much importance on a fast-food restaurant's physical operating environment, including the building's appearance, colors used, taglines, and various forms of entertainment (Othman, Zahari, Jalis, Radzi & Izzat, 2009). The concern on food hygiene back then was not as critical as today's standards, as seen with the creation of Kentucky Fried Chicken (KFC) by Colonel Harland Sanders back in 1952, where he went around the United States of America to promote and sell his fried chicken recipe nearby a petrol station. However, as years went by, customers too began to be conscious of the environment of their meals were prepared especially with the cases of food-borne diseases such as food poisoning that appear for the past recent years. Othman et al., (2009) considered that since globalization occurred and fast-food restaurants creating numerous

franchises around the world, customers now expect and think of the restaurants to be more than just a place to eat.

Customers who may only visit a fast-food restaurant briefly want to be welcomed by a tidy, friendly atmosphere. A fast-food restaurant's physical setting creates an initial impression. Customers' perceptions of the quality of the food are also influenced by other factors, such as the level of service (Parasuraman, Zeithaml & Berry, 1988; Rys, Fredericks & Luery, 1987; Wall & Berry, 2007; Omar, Juhdi, Ahmad & Nazri, 2014). Customers are happier when a restaurant's surroundings are in good physical condition, according to Lim (2010) and Chang (2000), who both agreed with this statement.

Next, Abdul Rahman et al., (2019) said that the most important factor that influence customer satisfaction toward fast-food restaurants is the physical operating environment, with customers often feel satisfied with features like a wide space, eye-pleasing designs, cleanliness of the building, decent noise control and good air quality in a premise. Other things such as music, lighting and decoration also create a sense of comfort for customers and giving out a positive outcome which making customer to consider revisit to the restaurant in the future. Othman et al., (2018) suggested that keeping the same environment for a restaurant is important to ensure the state of familiarity among customers, and drastic changes are often rare to be implemented unless stated directly from the higher-ups of the fast-food franchise owners.

Ryu & Han (2010) found that many researchers consider the physical operating state of a restaurant is paid highly by restaurant managers, thinking it is important to reinforce and increase satisfaction among customers in the fast-food industry and stated that customers can make their judgement toward the service delivered by the restaurant from the visual presentations to the customer such as lighting, furniture placement, design and the atmosphere. In 2011, Ryu and Han

deduced that physical operating environment of any restaurant is an important factor that can change consumer perception and behavior, including customer satisfaction. For example, fast food restaurants may be suitable places for entertainment purposes but not as much to customers who wish to enjoy a soothing dining experience. Mc Donald's and KFC restaurants often have a room for birthday celebrations or playground for young children, making such restaurants a perfect place for families and friends to gather and spend time together.

This is in line with a prior study (Nawi et al., 2022) that found a connection between the physical environment and pleasure. The following hypothesis is put forth: There is a significant correlation between the physical working environment of a fast-food restaurant and customer satisfaction with fast food restaurants in Kota Bharu.

2.3 DEPENDENT VARIABLE

In order for the dependent variable to be significant on its own, it must be connected to other independent variables. It is not self-sufficient. Since our research focuses on the factors that influence customers' attitudes towards fast food establishments in Kota Bharu, customer satisfaction is the dependent variable in our analysis.

2.3.1 CUSTOMER SATISFACTION TOWARD FAST FOOD RESTAURANTS IN KOTA BHARU

Customer satisfaction is often used as a dependent variable in various food and beverages (F&B) industry research thesis and models in which its intention is perceived as a possible outcome

of how customers will act toward a premise in the future (Hanif, Hafez, & Riaz, 2010). According to Khayyat and Heshmati (2012), customer satisfaction is the reaction and judgement from customers toward a given service and also acted as an overall assessment toward the provided service. Thus, customer satisfaction is important to business profits (Sabir, Ghafoor, Hafeez, Akhtaar, & Rehman, 2014) and fulfil the customers' needs and wants (Hapsari, Clemes, & Dean, 2016).

Since repeat business is one of the most crucial elements in the business world, it is regarded as a sign of client satisfaction. A previous research thesis said that the entire cost of acquiring a new client for a product is around five times more than that of retaining an existing one, while the cost of acquiring 10 new consumers is lower than that of retaining one existing customer (Yan, Wang, & Chau, 2015). Kim, Ng, and Kim (2009) claim that customer satisfaction is extremely important for the food and beverage industry since it promotes repeat business, brand or product loyalty, and the recommendation of new customers. According to Lee (2004), a company's performance and dedication, as well as the purchasing habits of its consumers, are highly correlated with its customers' satisfaction levels.

According to Marinkovic (2019), within the hospitality business, clients desire psychological fulfilment, which is derived from emotional and social contact throughout the eating experience in a restaurant, in addition to a specific state and quality of food served. Therefore, while food plays a big role in generating customer satisfaction, other factors like customer service, ambiance, lighting, and noise management can enhance this pleasure and consequently motivate patrons to return to restaurants. As a result, whether a restaurant serves fine dining or fast food, the three independent variables we identified—food quality, service quality, and physical

operational environment—are crucial factors that affect patron satisfaction and desire to return (Kim, Lee, Kim & Ryu, 2011).

2.4 STUDY SETTING

To suggest that Malaysians, especially members of Generation Z, enjoy fast food would be an understatement. Fast food and meal delivery are becoming into the new standard and fueling the growing food delivery industry even before the Covid-19 outbreak, according to reputable recent surveys and studies. Major food industries, like fast food, are under pressure to raise food quality as people become more conscious of their health (Segmanta, 2021). According to Mahidin (2021), Kelantan's rate dropped from 5.6% to 1.1% from the previous year. The Services sector decreased by 1.0%, while Agriculture contributed 23.1% to Kelantan's economic structure. The hotel, food, and beverage, and real estate and business services subsectors also performed poorly (-8.0%, 2019: 6.6%), which contributed significantly to the 1.0% (2019: 4.9%) fall in the service sector. However, the government services sub-sector, which made up 36.5% of Kelantan's service sector, increased to 4.0% in 2020 from 3.1% in 2019, which helped to offset the sector's overall expected loss.

Given the popularity of veganism on social media, it is not surprising that many restaurants offer vegan menu options. There are increasingly more options for plant-based food in eateries. Even KFC is considering adding plant-based choices to its menu. Fast food restaurants are currently providing a greater variety of delivery options, and this trend will continue until 2023. Artificial intelligence (AI) is being used across all industries, and fast-food outlets are following

suit. To aid in decision-making, the menu from the previous visit will occasionally show up on the screen (Team, 2022).

Table 2.1: List of Fast-food Restaurants in Kota Bharu

Fast-food Restaurants	Total Outlet in Kota Bharu
KFC	9
Mc Donald's	7
Pizza Hut	14
Domino's Pizza	6
Texas Chicken	4
A&W	2
Marry Brown	3
Secret Recipe	5
The Manhattan Fish Market	1

Source: fast-food Restaurants Website

2.5 CONCEPTUAL FRAMEWORK

Independent Variable

Dependent Variable

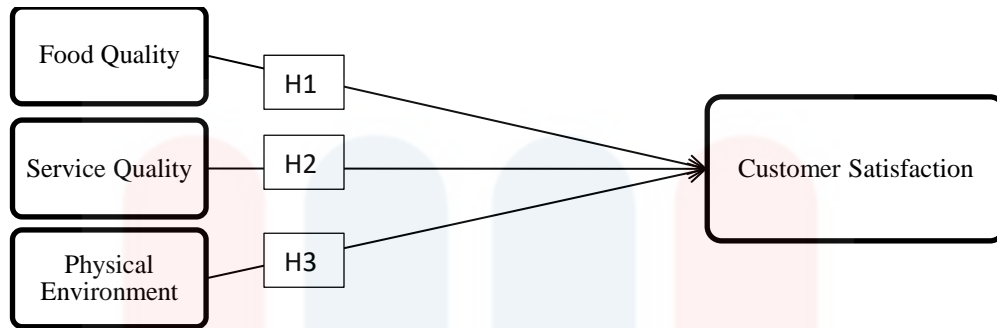


Figure 2.1: Conceptual Framework

Source: Framework adopted from Zhong & Moon (2020)

The goal of this study's research methodology is to identify the factors that influence patron satisfaction at fast food establishments in Kota Bharu. Additionally, the physical atmosphere, food quality, and service quality all affect how satisfied customers are with the fast-food restaurant in Kota Bharu that was employed in this study to test the theory.

The researcher identified the association between the independent variable and dependent variable based on Figure 2.1. The physical environment, the quality of the cuisine, and the level of service are the independent factors. Customer satisfaction at a fast-food restaurant in Kota Bharu is the dependent variable. The framework demonstrates that the level of customer satisfaction with fast food outlets in Kota Bharu is equally influenced by meal quality, service quality, and physical surroundings.

The first aspect of food quality can be a substantial and essential motivator for meeting one's own and other people's physiologic needs and goals. According to Fabryanto and Bernarto (2018), the quality of the items significantly influences customer satisfaction. Prior to and following the use of the product, customers will compare their perceptions of specific food quality attributes (Serhan & Serhan, 2019). How customers decide to make purchases will depend on their

overall evaluations of the efficacy of goods or services (Zhong & Moon, 2020). The 2007 study by Namkung and Jang reveals the variables that determine product quality as well as the connections between overall food quality, consumer satisfaction, and brand loyalty. Food presentation, food variety, healthy options, food flavor, food freshness, and food temperature are determining variables for product quality.

Service quality is a further variable for this investigation. In the foodservice industry, an employee's response and interpersonal communication skills are crucial indicators of client demand. Only high-quality service can keep clients coming back. Additionally, good service leaves a favorable impression in the minds of customers. Only when a customer uses the services flawlessly and decides to come back can you read their thinking. Customer's perceptions are influenced by several aspects of amenities, attractions, and service standards (Hasan., et al 2018).

Additionally, the third independent variable that was noticed was the physical surroundings. Environment is crucial in delivering a positive customer experience and also depicts the physical environment or atmospheric factors, which have a larger potential for being used by customers as concrete clues to form opinions. According to Zhong and Moon (2020), a restaurant's "physical environment" includes all tangible and intangible elements inside and outside, such as the temperature, lighting, aroma, noise, atmosphere, and music. He added that a clean physical environment might aid a restaurant in retaining current clients as well as luring in new ones. The general configuration, style, ornamentation, and aesthetics make up the physical environment of the organization. According to current research, one of the most important elements influencing behavior intention, satisfaction, and attraction is the physical environment (Chuong., 2020).

2.6 HYPOTHESIS

H1: There is significant relationship between service quality and customer satisfaction toward fast food restaurant in Kota Bharu.

H2: There is significant relationship between food quality and customer satisfaction toward fast food restaurant in Kota Bharu.

H3: There is significant relationship between environment physical quality and customer satisfaction toward fast food restaurant in Kota Bharu.

2.7 SUMMARY

For this chapter's dependent variables, the researcher selected fast food restaurant patron pleasure. The physical atmosphere, service quality, and meal quality are the three independent variables that the researcher used. This study found that customer satisfaction is affected by the likelihood that any or all of the independent factors will materialize. The three independent variables, according to the study, will have a big impact on how satisfied customers are with fast food restaurants. The chapter that followed discussed the many techniques that the researchers used to analyze the study's results. The researcher constrained the scope of their investigation to provide a superior study output. A recognized technique is used to quantify the information that was obtained.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter emphasizes the actions that were taken during the research. This chapter covers the following topics: research design, target population, sample size, sampling procedure, data collecting, research instrument and instrument design, and data analysis. In essence, it gives an overview of each step as well as the statistical techniques applied to assess the hypotheses. Researchers used analytical techniques to look for patterns in the data after conducting a survey to collect the data needed to evaluate the research hypotheses. This chapter identified the most effective technique for data collection. The following are the study's hypotheses, which are tested using the survey data:

H1: There is significant relationship between food quality and customer satisfaction toward fast food restaurant in Kota Bharu.

H2: There is significant relationship between service quality and the customer satisfaction toward fast food restaurant in Kota Bharu.

H3: There is significant relationship between environment and the customer satisfaction toward fast food restaurant in Kota Bharu.

3.2 RESEARCH DESIGN

The term "research design" describes the overarching approach the researcher chooses to bring together the many parts, such as how, when, and where to conduct the study, in a coherent and logical manner to address the research topic, so ensuring effective issue resolution. The blueprint describes how to collect data and how to measure and analyze it (Trochim and Donnelly, 2006). Quantitative approaches were used to gather all of the study's data through questionnaires. The analysis's objective is to assess how well Kota Bharu's fast food outlets serve their patron.

Rahi (2017) claims that a quantitative technique is used while doing research using a survey questionnaire, together with pre-defined instruments and sample selection from the target demographics.

In this study, the researcher found that fast food restaurants in Kota Bharu wanted their customers to be satisfied. In order to explain the findings, descriptive research was employed to gather information from respondents using questionnaires.

A research design's objective is to explain the data collected in order to provide the clearest possible response to the original question (Da De Vaus, 2001). Furthermore, descriptive research is typically conducted on a larger population scale and is capable of answering what, when, who, where, and how of a situation.

3.3 TARGET POPULATION

Table 3.1: Population by Gender Group in Kota Bharu

	Year
	2023

Total	1741597
Men	893847
Women	847749

Source: Department of Statistics Malaysia (2023)

One of the sectors in the modern economy with the quickest growth is the fast-food sector. Due to the quick pace of modern life, people spend a lot of time outside. They get dependent on fast food outlets rather than cooking their own meals as a result (Kelantan, Malaysia Perangkaan, 2023). Customers in Kota Bharu are the research's target population. According to Table 3.1 from the Department of Statistics Malaysia (2023), Kota Bharu had 1741597 people living there in 2023, while the entire population of Malaysia was expected to be 32.9 million. Men and women are both included in the population.

The responders were given a questionnaire in order to gather data. The study's findings were derived from data by computing the amount and percentage for each necessary attribute for this study utilising pie charts, graphs, and mean scales. All parties engaged, both directly and indirectly, are anticipated to benefit from this study.

Additionally, they usually go out to eat with their loved ones and close friends. As a result, there is an increasing need for fast food restaurants in the market. People in fast-paced nations, like the United States of America, are always searching for new eateries to satiate their palates. According to statistics, the American fast-food industry brought in almost \$200 billion in sales annually in 2015, up from \$6 billion the year before (An, 2016, 97). The analysis predicts that during the following two years, this revenue will rise by up to 2.5%.

3.4 SAMPLE SIZE

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

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

Figure 3.1: Determining Sample Size of a Known Population

Source: Adopted from Krejcie and Morgan (1970)

The sample size to illustrative of the respondents who customer satisfaction toward fast food restaurant in Kota Bharu according to Krejcie and Morgan (1970) in determining sample size would be 384 based on Figure 3.1 above. Therefore, a total of 384 respondents is spread through the population in Kota Bharu.

3.5 SAMPLING METHOD

For the research topic, the questionnaire method is used to gather information regarding the factors that led to customer satisfaction toward fast food restaurants in Kota Bharu.

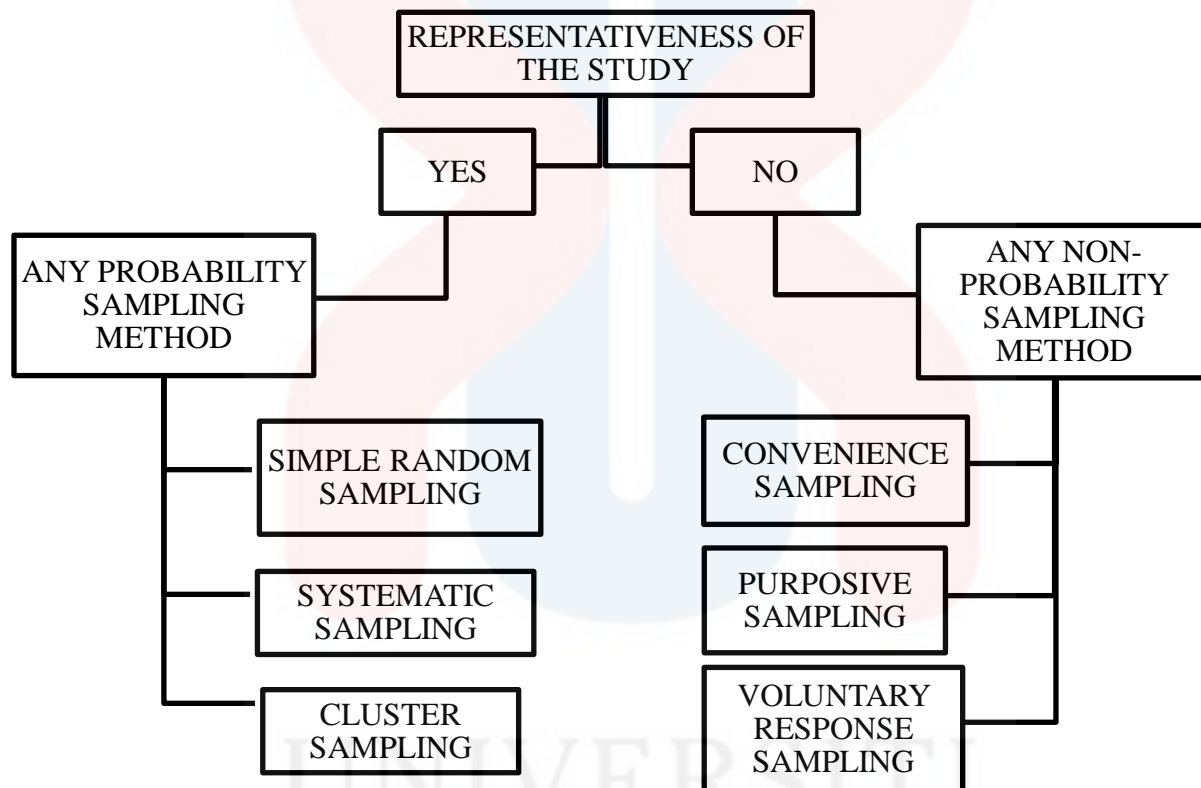


Figure 3.2: Choice Points in Sampling Design

Source: Authors' own creation

According to Abduli, Rahman, Rahaman, Tabash, and Salamdazeh (2022), there are two main types of sampling techniques: probability sampling techniques and non-probability sampling techniques. Sampling is a technique that can be used to conduct research by smaller groups and provide reliable information for larger groups by selecting the methods that will yield the best

results, such as a small fraction of the population in the research study target. In order to reduce the time and money that are typically associated with creating and disseminating surveys, probability sampling is utilized.

In the study to connect factors that influence customer satisfaction toward fast food restaurants in Kota Bharu, simple random sampling is implemented as the sampling method. The simple random sampling is the most basic form of probability sampling and it can be used without forming any great difficulty along the way since it operates on whoever that answers the questionnaire within the given time frame will have their information and answers gathered for data collection. Abduli et al. (2022) also mentioned that using larger numbers of targets will be troublesome to both quantitative and qualitative researchers.

By employing the simple random sampling strategy, each member of the target population in Kota Bharu, Malaysia, has an equal and known probability of being chosen as the subject of the sample. In Kota Bharu, Malaysia, which would have 1,620,600 residents in 2018, the research study is being undertaken, in brief. The inhabitants of Kota Bharu are the study's target population because there are numerous fast-food restaurants in the area, including McDonald's, Pizza Hut, KFC, and Domino's Pizza. The ideal sample size for a research study, according to Krejcie & Morgan (1970), is 384 people per million people in the population.

It can be concluded that since the representative of this study is important, the probability sampling type is chosen, with the simple random sampling method is selected on the basis of 'first-come, first-served' where the first few numbers of respondents will be the number of data collected in the time frame given. The study agrees that about 300 people is enough to be picked as respondents for the questionnaire about factors that influence customer satisfaction toward fast-food restaurants in Kota Bharu.

3.6 DATA COLLECTION

Obtaining accurate and reliable information on the study's state is essential for planning the field study (Lethbridge, Sim, & Singer, 2005). Data collection is the process of gathering facts from all pertinent sources in order to solve the research problem, confirm the theory, and assess the results. Primary data collection methods and secondary data collection methods are the two types of data gathering.

Data for this study were gathered by the researcher using a questionnaire and secondary sources. A questionnaire, in the words of Kumar, Talib, and Ramayah (2013), is a collection of questions or other guidelines used to gather data from respondents. The three sections that make up the questionnaire are Sections A, B, and C. At fast-food establishments, all questionnaires are distributed to regular customers. The questionnaire given to the respondents is multilingual and contains questions in both Malay and English. The researcher circulated Kota Bharu to gather the data, first getting the target respondent's permission before distributing the questionnaire. Respondents who frequent fast-food restaurants received the surveys. The data is gathered when the respondent has completed the entire questionnaire. Personal questionnaires were obtained from respondents by researchers in order to secure the information obtain.

3.7 RESEARCH INSTRUMENT

A quantitative strategy is applied in this study to collect the data. The quantitative approach is preferred because it regularly appears in questionnaires and focuses on categorising numerical

data, generalising the data into populations, or explaining a particular issues. Therefore, it is the best method for discovering the elements that affect patron satisfaction with fast food establishments in Kota Bharu. The target respondents who got questionnaires in Kota Bharu, Malaysia, must respond to every question in order to collect data.

The questionnaire will be divided into three sections: Section A, Section B, and Section C. For responders to complete the questionnaire, close-ended questions with multiple-choice answers are offered in each section.

Respondents are asked to provide information in Section A about their demographics, including their gender, age, race, monthly income, marital status, and frequency of weekly visits to any fast-food restaurant in Kota Bharu. Without providing a precise numerical value, the nominal scale is utilised to group the data into predetermined, indeterminate groups in Section A.

For Section B, the interval scale is employed. The rating scale, which is measured on many scales, is also referred to as the interval scale. Scale 1 denotes "poor," and scale 5 denotes "outstanding," giving a numerical interpretation to the variations along the scale. The Section B questions for fast food establishments in Kota Bharu relate to areas of independent research studies such as the calibre of the food, the calibre of the service, and the calibre of the physical environment. Five questions make up Section B, one for each factor.

For Section C, the ratio scale is used to measure the customer satisfaction toward fast food restaurants in Kota Bharu. The ratio scale possesses the characteristics of nearly all type of statistical measurements (Kumar, Talib & Ramayah, 2013). Section C also has five questions for respondents to answer. Many previous research with the same topic had used the ratio scale in their study, such as Abd Razak, Amin, Hasbullah, and Nordin (2021), as well as Ghoni, Majid, Hassan, Shafii, and Rojiei (2021).

Sections	Variables	Question Items	Authors
A	Demographic profile	6	Omar, Juhdi, Ahmad & Nazri (2014)
B	Food Quality	5	Yusof, Ibrahim, Muhammad & Ismail (2016)
	Service Quality	5	Yusof, Ibrahim, Muhammad & Ismail (2016); Othman, Zahari, Jalis, Radzi & Izzat (2009)
	Environment	5	Lim (2017)
C	Customer Revisit Intention	5	Othman, Zahari, Jalis, Radzi & Izzat (2009)

Table 3.2: Overview of Research Instrument

3.7.1 RESEARCH INSTRUMENT DESIGN

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

Figure 3.3: Likert's Five-Point Scale

Source: Adopted from Guttentag, D., Smith, S, Potwarka, L., & Havitz, M., 2017; Tomoko & David, 2013

Using the Likert Scale, a form of psychometric response scale that is often presented in five points, respondents can indicate how much they agree with a statement. Five points make up the scale, with one signifying "Strongly Disagree" and five "Strongly Agree." Because the reliability measures climb as the Likert Scale's number rises beyond five points, a total of five, six, or seven scales have been recommended for the majority of study conceptions and questionnaires

(Carmines and Zeller 1979; Hinkin, 1998). The five-point Likert scale allows respondents to provide the lowest and easiest value scale for answer reliability while also providing the respondents with the clearest option of replies. Higher scales will produce better results, but because respondents may become confused by the different options, the information gathered from these questionnaires may not be totally accurate. The scale, which is based on Figure 3.2, is used in Section B of the questionnaire.

3.8 PILOT TEST

Prior to gathering data, Saunders, Lewis, and Thornhill (2007) recommended that questionnaires be pilot tested. The goal of pre-testing is to hone the questionnaire so that respondents will have no trouble responding to the questions and researchers will have no trouble recording the results. Additionally, Saunders et al. (2007) noted that 10 responders are the required minimum to run a pilot test. To assess the validity of the questionnaire in this study, a pilot test is carried out with 30 chosen respondents from students, families, and close friends who were happy with fast-food restaurants in Kota Bharu.

3.9 DATA ANALYSIS

This study used the programme Statistical Package for Social Science (SPSS), version 24, to analyze the data that was collected. The programme SPSS employs descriptive analysis and correlation to explain the relationship between independent and dependent variables. SPSS can be

used to turn the data received from Kota Bharu respondents into insightful data. The program's rapid processing of large amounts of data aids in the completion of intricate statistical analyses by academics. The reliability analysis benefits the researcher and facilitates the data analysis procedure as a result. The three types of data analysis are reliability analysis, descriptive analysis, and Pearson's correlation coefficient.

3.9.1 RELIABILITY ANALYSIS

Table 3.3: Cronbach's Alpha Coefficient Range

Cronbach's Alpha Range	Level of Reliability
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha > 0.4$	Unacceptable

Sources: Adopted from George & Mallery (2016)

Researchers can examine the characteristics of measuring scales and the scale-component items using reliability analysis. Test an evaluation tool's reliability to see how consistently reliable its results are. Cronbach's Alpha is one model that assesses internal consistency dependability based on the mean inter-item correlation. George and Mallery (2016) claim that a value of 0.4 or less is undesirable while a value of 0.9 or more is considered to be a credible result. The reliability

of an item's internal consistency is higher when the value is close to 1. The graph above shows the recommended Cronbach's Alpha Coefficient Range.

3.9.2 DESCRIPTIVE ANALYSIS

The gathered data is reviewed and reported in terms of mean, median, and mode using descriptive analysis, which can be used at all measurement levels. While interquartile range and standard deviation might indicate how respondents respond to a certain questionnaire issue. As a result, it is used to identify and look into the factors that influence customer satisfaction at fast food establishments in Kota Bharu. The study's average score and its interpretation are explained in the table below.

Table 3.4: Interpretation for Mean Score.

Mean Score	Interpretation
1.00 – 1.82	Strongly Disagree
1.83 – 2.66	Disagree
2.67 – 3.50	Slightly Disagree
3.49 – 4.32	Slightly Agree
4.33 – 5.16	Agree
5.17 – 6.00	Strongly Agree

Source: Adopted from Chomeya (2010)

3.9.3 PEARSON CORRELATION COEFFICIENT

Table 3.5: Pearson’s Correlation Coefficient

Correlations	Value
Perfect Positive Correlation	+1
No Correlation	0
Perfect Negative Correlation	-1

Sources: Adopted from Mukaka (2012)

Correlation can be used to examine the statistical relationship between two variables. Pearson Customer satisfaction with fast food restaurants is the dependent variable, while the independent variables are the food quality, service quality, and physical environment. The correlation coefficient (r) measures the strength and relevance of the association between these factors. Correlation analysis can be used to assess whether two study variables interact with one another. (2012) Mukaka. When the correlation coefficient is either -1 or +1, there is a perfect linear correlation. If there is no correlation at all between the independent and dependent variables, the correlation coefficient is 0. The Pearson's correlation coefficient's broad parameters are shown in the graph above.

3.10 SUMMARY

Due to the fact that the study's focus was solely on fast-food outlets in Kota Bharu, the researcher chose to use a straightforward random sampling strategy to choose 300 participants for

the sample size. The population was straightforward and represented Kota Bharu's entire population accurately. The study's data collection will show the relationships between the independent factors and dependent variables, which were revealed by the quantitative technique that was used to design the questionnaire. The results of this study can be used as a reference when determining the factors that influence customer satisfaction at fast-food restaurants in Kota Bharu.



CHAPTER 4

FINDINGS & DISCUSSION

4.1 INTRODUCTION

In this chapter, the researcher will discuss the study's findings. These stats examine fast food restaurant patron satisfaction. The validity of the questionnaire was examined in order to ensure that the items were internally consistent. The factors influencing consumer satisfaction with fast food restaurants are next evaluated using descriptive analysis, which uses mean scores and standard deviation (SD), and the demographic profile, which is section A of the questionnaire, is then detailed using frequency analysis. Using Pearson's Correlation, it is determined whether there is a connection between the determinants of customer happiness (food quality, service quality, and atmosphere) and intention.

4.2 RELIABILITY ANALYSIS

An evaluation tool has to be tested its reliability analysis and must show that the individual or set of items within the questionnaire produce consistent results with the topic of the questionnaire. The readability of the data is assessed using a range of scores using Cronbach's Alpha Coefficient through the split set of data that was obtained. According to George and Mallery (2016), the lower scores mean the set of items did not match the desirable answers, while scores starting 0.7 and above show that the set of data and answers are correctly matched.

Cronbach's Alpha Range	Level of Reliability
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha > 0.4$	Unacceptable

Table 4.2.1: Cronbach's Alpha Coefficient Range

Sources: Adopted from George & Mallery (2016)

The Result of Reliability Analysis for the Study Variables

The reliability analysis results for the study variables were displayed in the table below in an effort to identify the characteristics that may affect Kota Bharu customers' satisfaction with fast food establishment.

The independent variables all have high Cronbach's Alpha scores, with the physical environment quality being 0.960, service quality being 0.930, and food quality being 0.931, according to the table. Customer satisfaction with fast food restaurants in Kota Bharu is the study's dependent variable, and it has a value of 0.912. This demonstrated the suitability of the independent variables selected to gauge patron satisfaction in fast food establishment.

The independent variables in this study have appropriate Cronbach's Alpha Coefficient Ranges that are connected with one another as a result of the interactions between the factors.

Table 4.2.2: The Result of Reliability Analysis for the Study Variables

Number of Items	Study Variables	Cronbach's Alpha	Remarks
5	Food Quality	0.931	Excellent
5	Service Quality	0.940	Excellent
5	Physical Environment Quality	0.960	Excellent
5	Customer Satisfaction	0.912	Excellent

4.3 RESPONDENT PROFILE

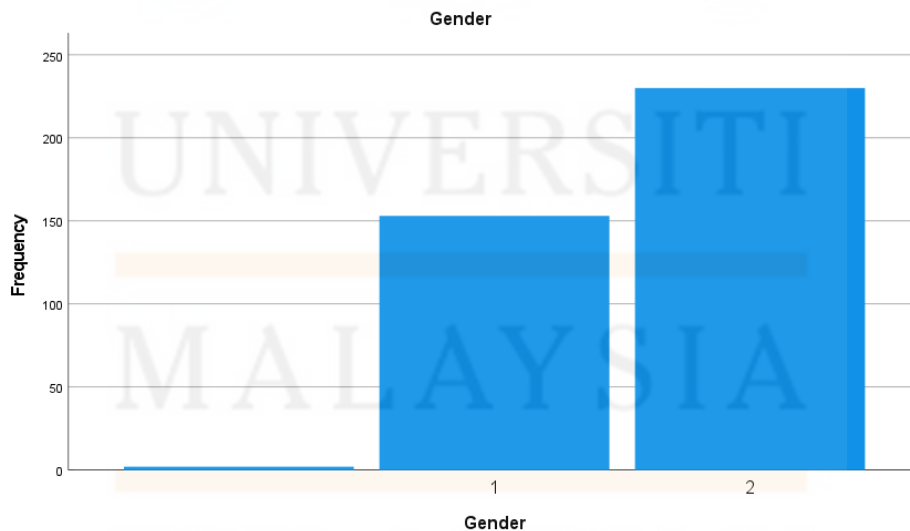


Chart 1: Gender

In this study, 384 responses in total have been gathered. Male respondents made up 153 (39.7%) of Chart 1's respondents, while female respondents made up 230 (59.7%). It demonstrates that there were more female respondents than male respondents in this study.

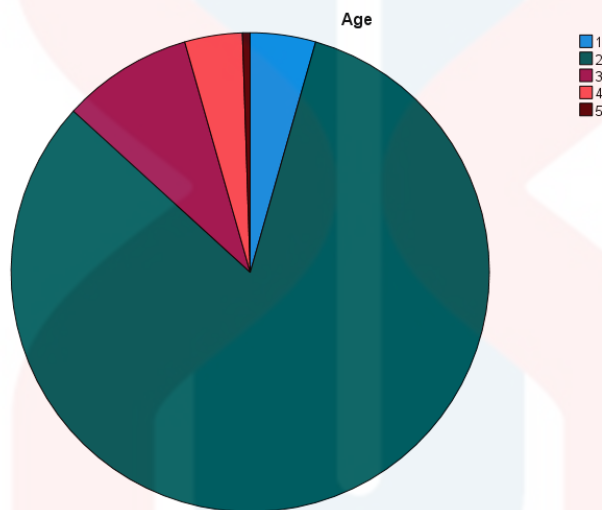


Chart 2: Age

The age of the 384 respondents is shown in Chart 2. There are five categories for age. 17 responders, or 4.4%, were under the age of twenty. There were 317 respondents (82.3%) who were between the ages of 20 and 29, making up the majority of respondents. The age group of 30-29 years old was represented by 34 (8.8%) respondents. Only 15 (3.9%) respondents were inside the 40–49 age bracket. Finally, there were just 2 responses (0.5%) who were 50 years of age or older.

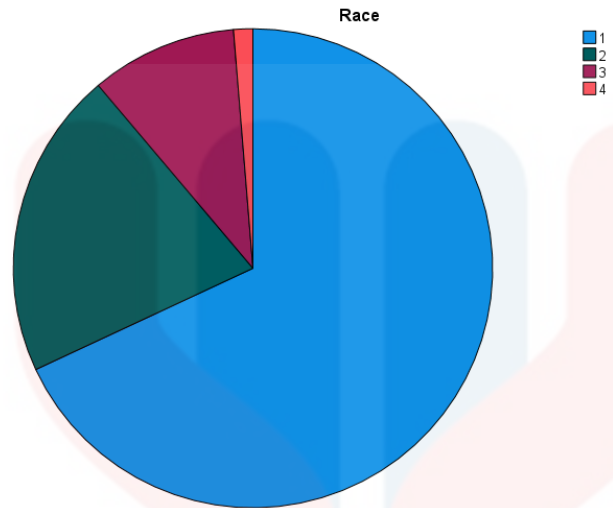


Chart 3: Race

Next, the race of 384 respondents was displayed in Chart 3 above. There were correspondingly 80 (20.8%) and 38 (9.9%) individuals who identified as Chinese or Indian. There were 262 responders overall, or 68.1% of the total, who reported being Malay. Only 5 (1.3%) of the respondents were stated to be from racial groups other than Malay, Chinese, or Indian.

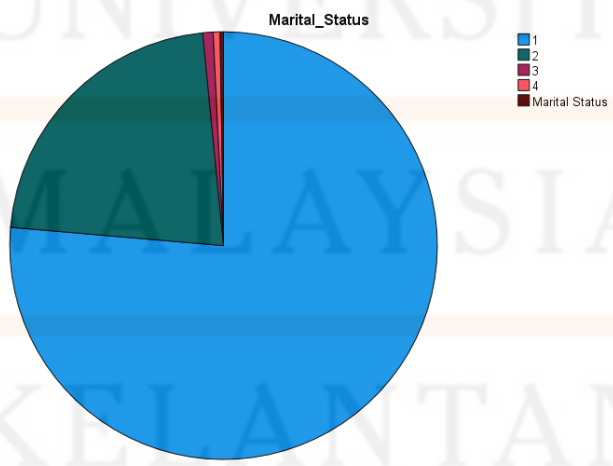


Chart 4: Marital Status

In total, 2 (0.5%) respondents did not disclose their marital status out of which were minorities. On the other hand, 294 (76.4%) of the respondents were single, making up the majority of the sample. 85 (22.1%) respondents reported being married, while 3 (0.8%) reported being widowed, divorced, or separated.

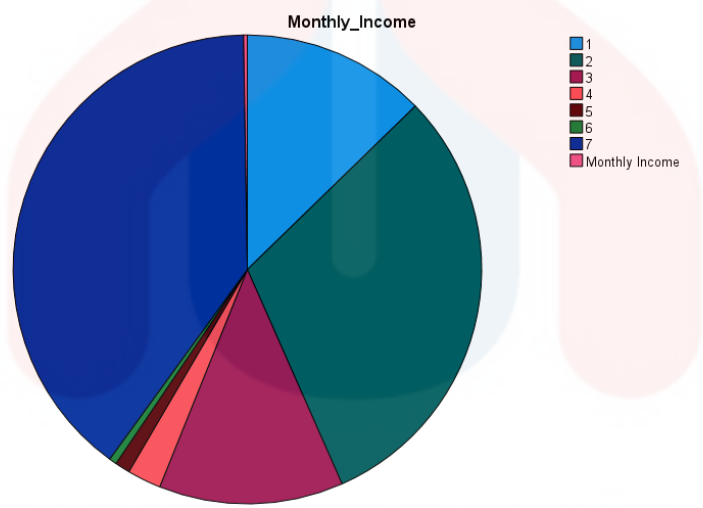


Chart 5: Monthly Income

According to the graph, respondents who reported having no income at all per month accounted for the highest percentage of respondents—153, or 39.7%—among all income levels. Respondents who make between RM 1,000 and RM 2,999 per month make up the second-highest group, with 118 (30.6%) respondents. 49 respondents (12.7%) reported monthly incomes of less than RM 1,000. A total of 9 (2.3%) and 4 (1.0%) respondents, respectively, reported monthly

incomes of between RM 4,001 and RM 4,999 and RM 5,000 and RM 5,999. 49 respondents (12.7%) reported having an income of between RM 3,001 and RM 3,999. Only 2 (0.5%) out of 384 respondents reported having a salary of RM 6,000 or more, the lowest percentage of respondents.

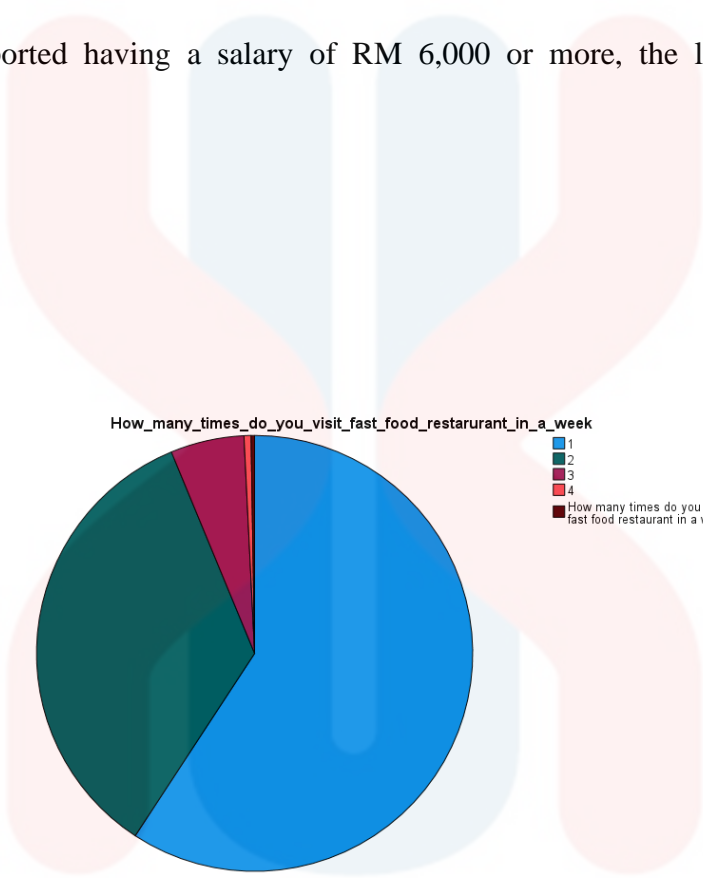


Chart 6: How Many times do You Visit Fast Food Restaurant in a Week

Basically, 21 (5.5%) of the 384 respondents visited a fast-food restaurant four to five times each week. Only two (0.5%) of the respondents visited a fast-food establishment six or more times each week. The majority of respondents, 228 (59.2%), only frequented fast-food restaurants once a week, while 133 (34.5%) visited them between two and three times per week.

4.4 DESCRIPTIVE ANALYSIS

This section explains the descriptive analysis's mean score. The aggregate mean score for each variable and its standard deviation were calculated using a six-point Likert scale, where 1 represents strongly disagree and 6 represents strongly agree. The mean score and standard deviation (SD) for each variable are displayed in Table 4.6 below.

Table 4.4: Mean Score for Each Variables

Section	Dimension	n	Mean	Standard Deviation
B	Food Quality	380	4.17	0.780
	Service Quality	382	4.14	0.829
	Physical Environment	383	4.18	0.732
C	Customer Satisfaction	382	4.21	0.865

According to Table 4.4, the three independent variables with the mean scores of 4.1 (SD = 0.780), 4.14 (SD = 0.829), and 4.18 (SD = 0.732) accordingly are meal quality, service quality, and environment. The dependent variable's mean score, customer satisfaction intention, is 4.21 (SD = 0.865).

4.4.1 FOOD QUALITY

Table 4.4.1: Descriptive Analysis for Independent Variable, Food Quality

Statement	n	Mean	Standard Deviation
The taste of food in fast food restaurant is authentic	383	4.05	0.698
Food served suits my taste	383	4.13	0.675
The fast-food restaurant serves freshly cooked food	384	4.02	0.780
The aroma of food restaurant stimulate appetite	384	4.17	0.686
Food restaurant is attractive and attempting	382	4.15	0.691

The descriptive study of food quality is presented in Table 4.4.1. It displays the average response from responses to the meal quality question on a six-Likert scale. The five (5) food quality products' mean scores vary from 4.02 to 4.17. To further explain, the mean for the first item, which is the authentic flavor of the food in fast food restaurants, scored 4.05 (SD = 0.698). The average score for the fourth item, fast food restaurants' food stimulating respondents' hunger, was 4.17 (SD = 0.686), the same as for the first item. The second item's mean score, "Food served suits respondent's taste," was 4.13 (SD = 0.675). The third item, a fast-food restaurant that serves freshly cooked food, received a mean score of 4.02 (SD = 0.780). The average rating for the fifth item—whether the dish is appetizing and tempting—was 4.15 (SD = 0.691).

4.4.2 SERVICE QUALITY

Table 4.4.2: Descriptive Analysis for Independent Variable, Service Quality

Statement	n	Mean	Standard Deviation
Waiters at fast food restaurant are friendly.	383	4.02	0.762
Waiters at fast food restaurant are attentive.	383	4.03	0.760
The fast -food restaurant provides efficient counter and table cashier service.	383	4.14	0.708
Short waiting time for food ordered.	383	4.04	0.829
Delivering of the food correctly.	384	4.13	0.719

The descriptive analysis for service quality is presented in Table 4.4.2. The five (5) service quality elements have a mean score that spans from 4.02 to 4.14. For example, the last question, "Delivering food correctly," had the highest mean score at 4.13 (SD = 0.719), followed by "Waiters at fast food restaurants are friendly." The fast-food restaurant offers effective counter and table cashier service, earning a score of 4.02 (SD = 0.762). The lowest-scoring item was "Short waiting time for food ordered," which had a score of 4.04 (SD = 0.829), followed by "Waiters at fast food restaurants are attentive," which received a score of 4.03 (SD = 0.760).

4.4.3 PYHSICAL ENVIRONMENT

Table 4.4.3: Descriptive Analysis for Independent Variable, Environment

Statement	n	Mean	Standard Deviation
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The fast-food restaurant provides comfortable temperature.	384	4.14	0.670
The dining area in fast food restaurant is visually clean.	383	4.13	0.732
Mood of the fast-food restaurant is entertaining.	384	4.13	0.707
The fast-food restaurant provides comfortable seats.	384	4.17	0.692
The lighting of the fast-food restaurant creates comfortable atmosphere.	384	4.18	0.716

The descriptive analysis for environment is presented in Table 4.4.3. It displays the average rating for five items, which ranges from 4.13 to 4.18. For example, the mean score for the last item, "The lighting of the fast-food restaurant produces a comfortable ambience," was 4.18 (SD = 0.716), and the next highest score was 4.17 (SD = 0.692) for the item, "The fast-food restaurant provides comfortable chairs. The next two items had mean scores of 4.13 (SD = 0.732) and 4.13 (SD = 0.707), respectively, for "The dining area in the fast-food restaurant is visually clean" and "The mood of the fast-food restaurant is entertaining." Finally, the lowest mean score was 4.14 (SD = 0.670) for the statement "The fast-food restaurant provides comfortable temperature."

4.4.4 CUSTOMER SATISFACTION

Table 4.4.4: Descriptive Analysis for Dependent Variable, Customer Satisfaction

Statement	n	Mean	Standard Deviation
Food quality of fast-food restaurant affect my satisfaction	383	4.20	0.629

Service quality of fast-food restaurant affect my satisfaction	384	4.19	0.708
Environment of fast-food restaurant affects my satisfaction	383	4.21	0.709
I will revisit the fast-food restaurant.	384	4.20	0.712
I prefer fast food restaurant compared to other restaurants.	384	4.03	0.865

The descriptive analysis for customer intention to return is shown in Table 4.4.4. On the customer revisit intention variable, the mean response of the respondents is displayed, with values ranging from 4.03 to 4.21. For further information, see the highest mean indicated in customer revisit intention: "Food quality of fast-food restaurant affects my satisfaction." scored 4.20 (SD = 0.629), then said, "I'll go back to the fast-food joint." based on a score of 4.20 (SD = 0.712), "Service quality of fast-food restaurants affects my satisfaction." scored 4.19 (SD = 0.708), "The environment of fast-food restaurants affects my satisfaction." Lastly, the statement "I prefer fast food restaurants compared to other restaurants." received the lowest score, 4.03 (SD = 0.865), out of a possible 4 (SD = 0.709).

4.5 PEARSON'S CORRELATION COEFFICIENT

The Pearson's correlation coefficient (r) is used in this study to assess the strength and significance of the correlations between the dependent variable (customer satisfaction with fast-food restaurants) and the independent variables (food quality, service quality, and physical environment). Therefore, the purpose of this test is to establish the significance of the r -value for the variables as well as the acceptability of the study's hypothesis.

Schober, Boer, and Schwarte (2018) state that there are a few assumptions made about the nature of the data when using Pearson's correlation coefficient. The dependent and independent variables should be measured using an interval or ratio scale before the data is collected from a random sample. Second, an analysis must reveal a linear relationship. Last but not least, the variables under investigation have a bivariate normal distribution and are normally distributed.

Table 4.5: Correlation Coefficient Interpretation

Correlation Coefficient	Interpretation
.00 to .10 (-.00 to -.10)	Negligible correlation
.10 to .39 (-.10 to -.39)	Weak correlation
.40 to .69 (-.40 to -.69)	Moderate correlation
.70 to .89 (-.70 to -.89)	Strong correlation
.90 to 1.00 (-.90 to -1.00)	Very strong correlation

Source: Schober, Boer & Schwarte (2018)

The correlation coefficient thumb rule and the explanation of the correlation between variables are shown in Table 4.5. R stands for the correlation coefficient. A very weak positive (negative) association between the variables is indicated by a r value between .00 and .10. According to Joseph, Arthur, Philip, and Mike's (2007) view, unless a big sample ($n > 30$) is used, it's possible that the null hypothesis won't be rejected. There is a very strong positive (negative) association between the variables if the value of r is between .90 and 1.00. Additionally, the two

variables under investigation do in fact exhibit covariance (Joseph, Arthur, Philip, & Mike, 2007). The two variables have a strong tendency and level of correlation to vary concurrently, according to Carver and Nash (2006).

4.5.1 RELATIONSHIP BETWEEN FOOD QUALITY AND CUSTOMER SATISFACTION TOWARD FAST FOOD RESTAURANTS.

H1: There is significant relationship between food quality and customer satisfaction toward fast-food restaurants in Kota Bharu.

Table 4.5.1: Correlations Between Food Quality and Customer Satisfaction

	Food Quality	Customer Satisfaction
Food Quality		
	Pearson Correlation	.849**
	Sig. (2-tailed)	.000
	N	384
Customer satisfaction		
	Pearson Correlation	.849**
	Sig. (2-tailed)	.000
	N	384

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

Based on the findings, Table 4.5.1 shows a favorable moderate link between meal quality and customer contentment with a positive correlation coefficient value of .849**. As a result, in Kota Bharu, there is a moderate correlation between meal quality and patron pleasure. Furthermore, the significant level is .000, which falls short of the necessary requirement. A high association is shown by the number 5. Given this, it is acceptable to accept the hypothesis (H1) that there is a causal relationship between food quality and customer satisfaction at fast-food restaurants in Kota Bharu.

4.5.2 RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION TOWARD FAST FOOD RESTAURANTS.

H2: There is significant relationship between service quality and customer satisfaction toward fast-food restaurants in Kota Bharu.

Table 4.5.2: Correlation Between Service Quality and Customer satisfaction

		Service Quality	Customer Satisfaction
	Pearson Correlation		.825**
Service Quality	Sig. (2-tailed)		.000
	N	384	384
Customer Satisfaction	Pearson Correlation	.825**	1
	Sig. (2-tailed)	.000	

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

Based on the findings in Table 4.5.2, a moderate correlation exists between service quality and customer happiness, with a positive correlation coefficient of .825**. As a result, in Kota Bharu, there is a moderate association between service quality and consumer satisfaction with fast food businesses. The chart also reveals that the two variables' significant level is .000, which is lower than the accepted threshold of .05 indicates a substantial link. As a result, the hypothesis (H2) that there is a causal association between service quality and patron satisfaction at fast-food establishments in Kota Bharu is accepted.

4.5.3 RELATIONSHIP BETWEEN ENVIRONMENT PHYSICAL AND CUSTOMER SATISFACTION TOWARD FAST-FOOD RESTAURANTS.

H3: There is significant relationship between environment and customer satisfaction toward fast-food restaurants in Kota Bharu.

Table 4.5.3: Correlation Between Physical Environment and Customer satisfaction

Environment	Customer Satisfaction
Physical	

	Pearson Correlation		.823**
Physical Environment	Sig. (2-tailed)		.000
	N	384	384
Customer Satisfaction	Pearson Correlation	.823**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

In Table 4.5.3, the positive correlation coefficient value of .823** demonstrates a moderate association between the physical environment and customer happiness. In Kota Bharu, the physical atmosphere has a tenuous correlation with patron satisfaction with fast food establishments. Additionally, the significant level of the physical environment and customer satisfaction was reported at .000, which is below the required standard .05. As a result, there is a considerable connection between the physical environment and client happiness. As a result, the hypothesis (H3) that there is a substantial correlation between the physical environment and consumer satisfaction with fast food restaurants in Kota Bharu is accepted. Table 4.5.4 below shows the summary of results for Pearson's Correlation.

Hypothesis	Result	Findings of Data Analysis
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<p>H1: There is significant relationship between food quality and customer satisfaction toward fast-food restaurants in Kota Bharu.</p>	<p>$r = .849^{**}$ $p = .000$ Positive relationship moderate</p>	<p>H1: Accepted</p>
<p>H2: There is significant relationship between service quality and customer satisfaction toward fast-food restaurants in Kota Bharu.</p>	<p>$r = .825^{**}$ $p = .000$ Positive relationship moderate</p>	<p>H2: Accepted</p>
<p>H3: There is significant relationship between physical environment and customer satisfaction toward fast-food restaurants in Kota Bharu.</p>	<p>$r = .823^{**}$ $p = .000$ Positive relationship moderate</p>	<p>H3: Accepted</p>

4.6 SUMMARY

The results of the data analysis give a comprehensive explanation of the data analysis from various statistical tests. The researcher has used frequency analysis to look at the respondents' demographics. The researcher also used descriptive analysis to determine consumer satisfaction with a fast-food restaurant in Kota Bharu. Additionally, the researcher employs Pearson's correlation coefficient to look at the connection between clients' happiness with the food, services, and environment. The findings demonstrated the validity of all three of the developed hypotheses.

The correlation coefficients for environment, food quality, and service quality were .849, .825, and .823, respectively. The research topic, "What is the relationship between food quality, service quality, and environment on customer satisfaction towards fast food restaurant in Kota Bharu," has been well addressed by this. In conclusion, there is a strong positive correlation between customer satisfaction with fast food restaurants in Kota Bharu and food quality (moderate), service quality (poor), and environment (weak).



CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

Based on the findings from the previous chapter, the study's findings are presented in this chapter. In light of the findings from the previous chapter, the study's goals and hypotheses were discussed in this chapter. This chapter, which acts as the report's final chapter, contains the report's implications, restrictions, and recommendation for additional research. The general conclusion provided a summary of the chapter for the study.

5.2 IMPLICATION OF THE STUDY

This investigation of the factors influencing customer satisfaction in Kota Bharu fast food outlets was undertaken. Throughout the duration of this study, the researcher will look at the connections between the dependent variable, customer satisfaction, and the independent variables, meal quality, service quality, and physical environment. The factors that influence customer satisfaction with fast food restaurants in Kota Bharu have benefited the researcher, the food and beverage industry, and potential fast food restaurant customers, among other parties.

First and foremost, this research study included all the necessary details for any aspiring researcher or businessperson interested in this subject, especially on how the quality of the food,

the services provided, and the surrounding area influence customers' intentions to return. The researcher will use this information to examine the variables that affect Kota Bharu fast food business patrons' satisfaction. The new researcher was also able to pinpoint important, little-studied aspects that might affect the process of customer revisit intention thanks to this investigation. From here, this study might aid future researchers in identifying research results that have a greater likelihood of being useful in this field of study. A future researcher may also acquire the instinct essential to do the research by reading this research report. In the meanwhile, our study can serve as a template for future literature reviews.

Second, the food and beverage industry gains from this study because it sheds light on the variables that affect customer satisfaction at fast food restaurants in Kota Bharu. Restaurant owners can determine customer satisfaction by adjusting to their patrons' expectations for the restaurant's environment, food quality, and level of service. Fast food restaurant owners should thoroughly research consumer satisfaction, especially for customers who frequent the restaurants regularly, in order to precisely satisfy the client's objective. The food and beverage business may improve its decision-making, gain a competitive edge, and generate revenue.

Thirdly, those who intend to eat fast food again in Kota Bharu will benefit from the examination of these outcomes. This study might help deepen understanding and give prospective clients knowledge about the elements that motivated a desire to return. This study provides information on how to comprehend which determinants led to customer happiness by outlining the variables to be taken into account when customers plan to return to a restaurant. The future client will be aware of their needs when they arrive because this research shows that they truly intend to return to Fast Food Restaurants.

5.3 LIMITATION OF THE STUDY

Each research project has some restrictions. In this instance, only the local area of Kota Bharu was studied in order to determine the elements that affect patron satisfaction with fast food establishments. This is because conducting research in other locations could take a lot of time, and the results might not be as reliable.

This study also had faced difficulty in finding any respondents, and those that we manage to gain had given some erroneous and unrelated information while answering the questionnaires given.

The Internet connection by mobile data too caused some troubles due to the fact that the questionnaires were done through online means. As such, not many respondents have excellent Internet and had to resort to cyber cafes for answering the questions.

5.4 RECOMMENDATIONS FOR FUTURE RESEARCH

There are more recommendations for additional customer satisfaction studies that need to be considered. Using the analysis from the research, the fast-food restaurant in Kota Bharu can raise the level of their fare, services, and physical setting. According to Omar et al. (2014), owners of fast-food restaurants should focus on the four factors that have the biggest effects on customer satisfaction. The four factors are price, personnel, food, and atmosphere, in that order. Customers will thus continue to frequent Kota Bharu's fast-food restaurants if their expectations are realized.

The researchers only looked at three potential variables that might have an impact on consumer satisfaction in this study. However, it's possible that the researchers were blind to a number of other significant elements that have a significant impact on how satisfied customers are with fast-food establishments. Future research is encouraged to conduct additional research by looking into other factors like location, price, and amenities in order to improve the conclusions of the study that truly determines consumer satisfaction towards fast-food restaurants in Kota Bharu.

Future research should also account for the poll's location because respondents from other Malaysian states may have differing viewpoints due to differences in their demographics. It is recommended that a comparative study for fast-food establishments be carried out in multiple states of Malaysia by extending the sampling frame to include Johor and Selangor in order to measure consumer contentment. Knowing how customer satisfaction patterns differ amongst Malaysian states would be useful to future academic.

Future researchers are urged to extend the time period of the fieldwork by extending the sampling frame of the study. When conducting surveys, the researchers can get enough data from a larger number of respondents by properly allocating their time. The respondents chosen at random in fast-food restaurants may not accurately reflect the entire population for the purposes of the current study because the researchers only collected data from customers who returned to a fast-food restaurant in Kota Bharu. In order to thoroughly examine and ascertain the logic behind the outcomes of this study, it is also advised that future research conduct the research model of this study using another approach, such as a quantitative study.

5.5 SUMMARY

The necessary conclusions on the elements influencing customer satisfaction at fast food outlets in Kota Bharu are contained in this chapter. Based on the examination of a total of 384 useable questionnaires, the study questions have been addressed, answered, and the hypotheses have been verified and approved.

Overall, there is a positive moderate association between the physical environment and service quality as well as a strong positive weak to moderate correlation between customer satisfaction and food quality. The environment had the highest correlation value, and it was demonstrated that customer satisfaction and the environment were positively and sluggishly significantly associated. The results of the study effectively demonstrated that the majority of participants thought that the food's quality had the greatest influence on how satisfied they were with fast food establishments, with the physical atmosphere having the least significant effect. Owners of fast-food restaurants in Kota Bharu should start concentrating on providing customers with a pleasant and desirable dining experience in order to increase customer happiness, which also helps to increase profit. The majority of fast-food outlets in Kota Bharu provide nearly identical food and services.

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APPENDIX A

Sample of Questionnaire



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Questionnaire Sample

Research Title:

Factors That Influence Customers Satisfaction Toward Fast-food Restaurants

Research Objectives:

To examine the relationship between food quality, service quality and environment that influence customers satisfaction toward fast-food restaurant in Kota Bharu

Bachelor's Degree Candidate:

Nur Anis Binti Zainuddin (h20a1466)

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Nur Asmaawanie Binti Ayub (h20a1473)

Bachelor of Entrepreneurship (Hospitality) with Honours

Faculty of Hospitality, Tourism and Wellness

Universiti Malaysia Kelantan (UMK)

In order to gather information pertaining to this study, you will be asked to complete the questionnaire of which will take approximately 5 to 10 minutes. This questionnaire consisted of three sections namely

Section A, B and C and is in bilingual. There is no true or false for each statement, therefore please complete the questionnaire according to own genuine opinion and perspective. Shall you have any questions or comments about this questionnaire, please do not hesitate to contact 011-14133859 or *h20a1471@siswa.umk.edu.my*

Confidentiality Statement:

Information collected will be kept confidential and will be used only for academic purposes only. Information regarding individual participant will not be exposed.

Thank you for your participation

Section A: Demographic Profile

Bahagian A: Profil Demografik

Please choose one answer and tick (✓) in the box provided for each question.

Sila pilih satu jawapan dan tandakan (✓) dalam kolom jawapan yang disediakan bagi setiap soalan.

1 Gender

Jantina

Male

Lelaki

Female

Perempuan

2 Age

Umur

Below 20 years old

20 tahun ke bawah

40 – 49

	20 – 29		50 years old and above <i>50 tahun ke atas</i>
	30 – 39		

3 Race
Bangsa

	Malay <i>Melayu</i>		Indian <i>India</i>
	Chinese <i>Cina</i>		Others <i>Lain lain</i>

4 Marital Status
Status perkahwinan

	Single <i>Bujang</i>		Widow/ Divorced/ Separated <i>Janda/ Cerai/ Terpisah</i>
	Married <i>Berkahwin</i>		Prefer not to tell <i>Memilih untuk tidak memberitahu</i>

5 Monthly Income
Pendapatan Bulanan

	Below RM1,000 <i>RM1,000 ke bawah</i>		RM4,000 –RM4,999
	RM1,000 –RM2,999		RM5,000 –RM5,999

	RM3,000 –RM3,999		RM6,000 and above
			RM6,000 ke atas

6 How many times do you visit fast-food restaurant in a week?

Berapa kerap anda mengunjungi restoran makanan segera dalam seminggu?

	Once a week		4 – 5
	<i>Sekali seminggu</i>		
	2 – 3		6 times and above
			<i>6 kali ke atas</i>

Section B: Determinants of Factors That Influence Customers Satisfaction Toward Fast-food Restaurant in Kota Bharu.

Bahagian B: Penentu Faktor-faktor yang mempengaruhi kepuasan pelanggan terhadap Restoran makanan segera di Kota Bharu.

For each statement, indicate the extent to which you agree or disagree with it by selecting one number from the scale provided. Please circle (o) or tick (✓) you rating for each statement by using the following criteria:

Untuk setiap kenyataan, tunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan bulatkan (o) atau (✓) tandakan satu nombor dari skala yang disediakan. Sila lengkapkan respon anda untuk setiap kenyataan dan menilai tingkatannya dengan menggunakan kriteria berikut:

Section B (1): Food Quality	Scale
<i>Kualiti Makanan</i>	<i>Skala</i>
1. The taste of food in fast-food restaurant is authentic. <i>Rasa makanan di restoran makanan segera adalah asli.</i>	1 2 3 4 5 6
2. Food served suits my taste.	1 2 3 4 5 6

<i>Makanan yang dihidangkan memenuhi cita rasa saya.</i>							
3.	The fast-food restaurant serves freshly cooked food.	1	2	3	4	5	6
	<i>Restoran makanan segera menghidangkan makanan yang panas dalam keadaan yang baik.</i>						
4.	The aroma of food served by fast-food restaurant stimulates appetite.	1	2	3	4	5	6
	<i>Makanan yang dihidangkan oleh restoran makanan segera merangsang selera makanan.</i>						
5.	Food served is attractive and tempting.	1	2	3	4	5	6
	<i>Makanan yang dihidangkan menarik dan menggoda.</i>						
Section B (2): Service Quality							
	<i>Kualiti Servis</i>						Scale
							Skala
1.	Waiters at fast-food restaurant are friendly.	1	2	3	4	5	6
	<i>Pelayan di restoran makanan segera adalah mesra.</i>						
2.	Waiters at fast-food restaurant are attentive.	1	2	3	4	5	6
	<i>Pelayan di restoran makanan segera memberi sepenuh perhatian.</i>						
3.	The fast-food restaurant provides efficient counter and table cashier service.	1	2	3	4	5	6
	<i>Restoran makanan segera menyediakan servis kaunter dan pembayaran yang cekap.</i>						
4.	Short waiting time for food ordered.	1	2	3	4	5	6
	<i>Masa menunggu pesanan makanan yang singkat.</i>						
5.	Delivering of the food correctly.	1	2	3	4	5	6
	<i>Penghantaran makanan yang tepat.</i>						

Section B (3): Environment		Scale					
<i>Persekitaran</i>		Skala					
1.	The fast-food restaurant provides comfortable temperature. <i>Suhu dalam restoran makanan segera adalah selesa.</i>	1	2	3	4	5	6
2.	The dining area in fast-food restaurant is visually clean. <i>Ruang makanan di restoran makanan segera adalah bersih.</i>	1	2	3	4	5	6
3.	Mood of the fast-food restaurant is entertaining. <i>Mood dalam restoran makanan segera adalah meghiburkan.</i>	1	2	3	4	5	6
4.	The fast-food restaurant provides comfortable seats. <i>Restoran makanan segera memberikan tempat duduk yang selesa.</i>	1	2	3	4	5	6
5.	The lighting of the fast-food restaurant creates comfortable atmosphere. <i>Pencahayaan di restoran makanan segera mencipta suasana yang selesa.</i>	1	2	3	4	5	6

Section C: Factors That Influence Customers Satisfaction Toward Fast-food Restaurants in Kota Bharu		Scale					
<i>Faktor-faktor yang mempengaruhi kepuasan pelanggan terhadap makanan segera di Kota Bharu.</i>		Skala					
1.	Food quality of fast-food restaurant affects my satisfaction. <i>Kualiti makanan di restoran makanan segera mempengaruhi kepuasan saya.</i>	1	2	3	4	5	6
2.	Service quality of fast-food restaurant affects my satisfaction. <i>Kualiti servis di restoran makanan segera mempengaruhi kepuasan saya.</i>	1	2	3	4	5	6

3. Environment of fast-food restaurant affects my satisfaction. 1 2 3 4 5 6

Persekitaran restoran makanan segera mempengaruhi kepuasan saya.

4. I will revisit the fast-food restaurant. 1 2 3 4 5 6

Saya akan kembali semula ke restoran makanan segera.

5. I prefer fast-food restaurant compared to other restaurants. 1 2 3 4 5 6

Saya lebih suka restoran makanan segera berbanding dengan restoran lain.

Thank you for the participation in this research.

Your time and opinions are greatly appreciated.

Terima kasih atas penyertaan anda dalam penyelidikan ini.

Masa dan pendapat anda amat dihargai.

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