

Factors Influencing Customer Satisfaction in Johor Bahru Fast Food Industry

Siah Li Chian

*Faculty of Business, Raffles University
Johor Bahru, Malaysia. Email: siah.lichian@raffles.university*

Abstract

The main objective of this study is to investigate the factors influencing customer satisfaction in Johor Bahru fast food industry. This research selected the Johor Bahru fast food restaurant as the target industry to investigate and a few variables was chosen which are price, service quality, food quality, physical environment and analyzed the customer satisfaction of Johor Bahru fast food industry. Customer satisfaction can be defined as the feelings of happiness, relief, pleasure, delight, and acceptance. Hence, it is important to analyze how the four dimensions tend to influence the customer satisfaction in fast food industry. The fast food industry is being adapted to Malaysian food requirements and is a growing phenomenon in Malaysia, and it is significant for fast food restaurants' owner to clearly understand which dimensions enable to stand out among other competitors and increase customer satisfaction. Data for this study were collected from a sample of 60 respondents who has visited the fast food restaurant in Johor Bahru and had the dining experience in fast food restaurant. The collected data was analyzed using Statistical Package for Social Science (SPSS) version 22.0 and Partial Least Squares (PLS-SEM) with SmartPLS version 3. The findings revealed that two dimensions which are service quality and physical environment positively influence customer satisfaction whereas, two dimensions which are price and food quality do not have a significant impact. As a result, it is suggested for fast food restaurants' owner to appropriate apply relevant specific tactics to enhance those components as well as customer satisfaction.

Key words: Price, Service Quality, Food Quality, Physical Environment, Customer Satisfaction, Fast Food Industry

Introduction

Fast food industry is being adapted to Malaysian food requirements and is a growing phenomenon in Malaysia. The unique characteristics that embrace prompt service, relatively low service interactions and relatively inexpensive service has differentiated fast food restaurant from other types of restaurants (Cao & Kim, 2015). In today's business competitive world, customer satisfaction is important as the service provider ability to create high level of satisfaction for product differentiation and developing a strong relationship with customers. However, achieving customer satisfaction remain as biggest issue for majority of firms in Malaysia fast food industry (Habib, Dardak & Zakaria, 2011).

The major food consumption trend in urban parts of developing countries in recent years is that more consumers are increasingly having their meals outside of their homes and this bring growth to the fast food sector (Kaynak, Kucukemiroglu & Aksoy, 2006). Consequently, fast food is a rapidly growing industry in the world as well as in Malaysia, especially in the urban areas. It has found that food industry in Malaysia faces uncertainties to further expand their businesses due to the changing lifestyle of customers. Moreover, there is little research have been done in this field especially in developing countries like Malaysia (Habib, Dardak & Zakaria, 2011). Hence, it is important for fast food restaurant to clearly manage and measure the different factors such as price, physical environment, service quality and food quality as those factors have an impact on the customer satisfaction.

Literature Review

Price

According to Kotler and Keller (2006), price is defined as the amount of money as a medium of exchange for a product or service or the sum of the values the customer pays for the benefits of having and using a product or service. Moreover, positive feelings toward the seller will be formed when the fair prices were provided by the seller and this give an impact to customer satisfaction and loyalty (Yieh, Chiao & Chiu, 2007). Hanaysha (2016) revealed that price fairness has a significant positive effect on customer satisfaction because consumers tend to do comparisons between diverse brands either before or after purchasing in order to form better judgements about the perceived value and conclude their satisfaction level. Hence, the restaurant managers should develop superior pricing strategies and effective pricing mechanisms to enhance customer satisfaction. Customer will be satisfied when the food and beverage is affordable, suitable and at favorable price (Arlanda & Suroso, 2018). Price is an indicator of product quality, leading to expectations of a better product and determine higher satisfaction. Price was reasonable with the product, customer will buy and directly satisfied and leads to the customer retention in Malaysian fast food industry (Dastane & Fazlin, 2017).

Service Quality

Service quality is defined as the level of service provided by a company, and whether that service is perceived to have met a customer's expectations, it is also means the difference between the perceived service and the expected service (Adreyeva, 2010). According to Parasuraman, Zeithaml, and Berry (1988), the best approach to measure service quality is SERVQUAL instrument namely RATER that include five components which are reliability, assurance, tangibles, empathy, and responsiveness. The service quality tends to influence the customer satisfaction (Arlanda & Suroso, 2018). It is essential to increase the service quality based on customers' needs and wants by always follow up the consumer complaints quickly and accurately. Customer recognize a restaurant service is good by looking at the food order was correct and complete which further affect their satisfaction towards the restaurant (Rashid, Abdullah, Yusuf & Shaari, 2014). It is important for the restaurant to build up the responsiveness of employees, their attitude, knowledge, and all other dimensions of SERVQUAL model.

Food Quality

Sulek and Hensley (2004) noted the most critical part of the entire restaurant environment is food. Food is a core product and it plays a crucial role in the restaurant business (Namkung & Jang, 2007). Food quality is considered as the key stator that promotes customers to visit fast food restaurant (Susskind & Chan, 2000). According to Rozekhi (2016), food quality consists of several components including the freshness of the ingredients, taste, quality consistency and appearance. Ryu et al. (2012) identified the five dimension of food quality which are the smell of the food is enticing, there is a variety of menu items, the food is nutritious, the food is delicious, and the food is fresh. Freshness is one of the food quality factors, it refers to the crispness, juiciness, and aroma of the food (Peneau, Hoehn, Roth, Escher & Nuessli, 2006). The use of tasty and fresh ingredients by the restaurant will lead to the increased level of food quality because customer usually feel safer and more satisfied when knowing the foods were made by fresh materials (Soriano, Moltó & Mañes, 2000). Andaleeb and Conway (2006) found that customer satisfied when they get the food they want. Shaharudin et al. (2011) supported that freshness of food will affect the customer satisfaction and food should be served in a timely method because consumers these days look for fresh food or foods served in a fresh manner.

Physical Environment

Physical environment consists of all the tangible and intangible elements including ambient conditions (light, color, shapes, scent), spatial layout, signs, symbols, and artefacts that exist inside and outside a restaurant that would impact customer satisfaction (Morales, Velázquez, Partida & Franco, 2015). A theory proposed by Ryu and Jang (2008) called DINESCAPE, which it is a measuring scale that focuses only on the dining areas (man-made physical environment and humans surrounding dining areas) of the restaurant. DINESCAPE includes six dimensions which are facility of aesthetics, lighting, ambience, layout, table settings, and service staff. Canny (2014) highlighted that physical environment

is a key marketing factor for a restaurant to position among its competitors by establishing a remarkable customer experience with a pleasant and comfortable atmosphere. The factors such as cleanliness, appealing interior design and comfort were important factors for customer satisfaction. To satisfy and encourage most customers to revisit the restaurants, the study suggested that the restaurant managers should device ways of improving the external appearance of the restaurants. They should also offer musical background that is suitable to their type of customers (Githiri, 2017).

Customer Satisfaction

Customer satisfaction is defined that cognitive state of buyer about appropriateness and inappropriateness of the benefit received for service experienced (Howard & Seth, 1969). The level of customer satisfaction is measured by the level which the customers feel the product or service fulfil their expectation, they are happy with their purchase outcome, achieve their goals, and experience no hassle (Hansemark & Albinsson, 2004). Customer will become satisfied when their needs and demand if fulfilled by the product or service and will be converted to loyal customer and thus will add in customer equity of company (Mittal & Lassar, 1998). Many researcher and academicians highlight that customer satisfaction has become the most significant aspect in the field of business, which it has a positive effect on organization's profitability and market share increase when customer is satisfied by the service being provided (Sabir, Ghafoor, Akhtar & Rehman, 2014). Improving levels of customer satisfaction is important for firms because economic performance of a firm's was influence by customer satisfaction (Fornell, Mithas, Morgenson & Krishnan, 2006). The research conducted by Anderson, Fornell and Lehmann (1994), it shows that firms generated a higher return on investment if they have a higher levels of customer satisfaction. According to Reichheld and Sasser (1990), it has become strategic necessities for companies to survive in competitive business environment by delivering superior service and ensuring higher customer satisfaction.

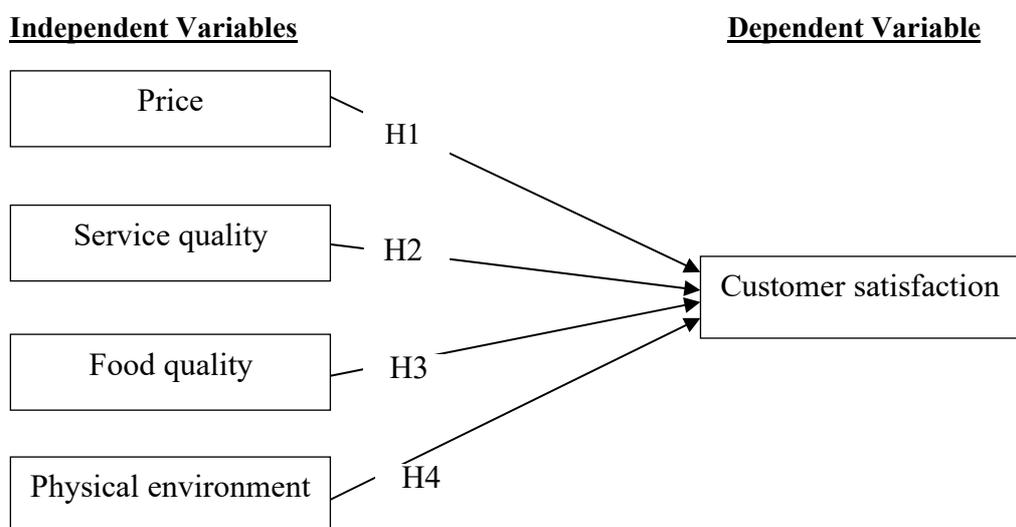


Figure 1: Conceptual Framework

Methods

Data Collection and Measures

In this study, the data were collected from the customers of fast food restaurant in Johor Bahru. The non-probability sampling techniques which was convenience sampling method was used in this study. The sample were selected based on their availability and willingness to respond (Gravetter & Forzano, 2011). A questionnaire is used for the survey purpose of this research. The questionnaires were distributed through online to the customers who have visited and had the dining experience in Johor Bahru fast food restaurant. There have three sections in the questionnaire. Section A is the demographic profile that the target respondents require to fill in some personal information. Section B

consist of four factors which are price, food quality, service quality and physical environment thus, this study will use these four factors to evaluate the customer satisfaction. Section C will be the customer overall satisfaction with the restaurant. The numbers of the question were total 25 questions which excluding 4 questions for the demographic information. The 5-point Likert scale have used in section B of the questionnaire to examine the relationship between price, service quality, food quality, physical environment, and customer satisfaction among the customers in Johor Bahru fast food industry. According to Joshi, Kale, Chandel, and Pal (2015), there are five categories of 5-point Likert scale will be revealed which is 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree. 60 respondents from Johor Bahru were participated in this study. The primary data were collected through questionnaires to examine the relationship between price, service quality, food quality, physical environment, and customer satisfaction.

Results

Data Analysis & Findings

In this research, Partial Least Squares (PLS-SEM) with Smart PLS (Version 3) and Statistical Package for Social Science (SPSS) version 22 software will use to analyze the data. The relevant descriptive statistics will be analyzed by using SPSS. In this study, the data off demographic profile of the respondents will be analyzed by using SPSS.

Respondents' Background

Table 1 below revealed the demographic data of respondents which collected from the questionnaire. There was 35% of male respondents and 65% female respondents were participated in this research. Most of the respondents are aged between 18 to 28 years old which are contributes 83.3% among the other respondents, followed by the age between 29 to 38 (10%) and between 38 to 48 (6.7%). Besides that, the occupation for most of the respondents are student (66.7%), followed by employed (26.7%), self-employed (5%) and others (1.7%). Lastly, most of the respondent's prefer fast food restaurant is McDonald's which contributed 71.7%, and KFC is another fast food restaurant that the respondents prefer to visit which contributed 16.7%. Moreover, Pizza Hut contributed 5%, Burger King contributed 1.7% and other fast food restaurants contributed 5% among the respondents.

Table 1: Demographic Profile of Respondents

Background	Categories	Frequency	Percentage (%)
Gender	Male	21	35
	Female	39	65
Age	18-28	50	83.3
	29-38	6	10
	39-48	4	6.7
	49 and above	0	-
Occupation	Student	40	66.7
	Employed	16	26.7
	Self-employed	3	5
	Others	1	1.7
Preferred fast food restaurant	McDonald's	43	71.7
	KFC	10	16.7
	Pizza Hut	3	5
	Burger King	1	1.7
	Others	3	5

Reliability Test

Cronbach's alpha is the most used test to determine the internal consistency of an instrument. The Cronbach's alpha result is a number between 0 and 1. An acceptable reliability score is one that is 0.7 and higher (Heale & Twycross, 2015).

Table 2 shows the result of Cronbach's Alpha for each variable. In reliability analysis, the Cronbach's Alpha value for food quality is 0.841, physical environment is 0.798, price is 0.847, customer satisfaction is 0.905 and service quality is 0.823. Based on Table 4.3, it shows the results that

all variable is considered acceptable and reliable as each value is greater than 0.7 (Heale & Twycross, 2015).

Table 2: Cronbach's Alpha Reliability Test

Variables	Number of Item	Cronbach's Alpha	Composite Reliability (CR)
Food quality	5	0.841	0.887
Physical environment	5	0.798	0.861
Price	4	0.847	0.897
Customer satisfaction	6	0.905	0.927
Service quality	5	0.823	0.875

Construct Validity

Construct validity is one way to test the validity of a test. Construct validity should exhibit that scores on a particular test do predict the theoretical trait it says it does. It concerns the extent to which performance on tests is consistent with predictions that make based on theory of abilities. It is the extent to which a research instrument measures the intended construct (Ginty, 2013). There are two subsets of construct validity which are convergent validity and discriminant validity.

Convergent Validity

Based on Table 3, the results of the indicator which is the average variance extracted (AVE) is presented to examine the accuracy of convergent validity. From the results, AVE for price is 0.685, service quality is 0.586, food quality is 0.613, physical environment is 0.554 and customer satisfaction is 0.681. It shows that all the AVEs of the constructs are between 0.554 and 0.685 which means that the acceptable value is computed as the value of variance for AVE must be higher than 0.5 to ensure the validity of each latent variable (Hair, Black, Babin & Anderson, 2013). The range of each item loading results for price is between 0.767 and 0.885, service quality is between 0.650 and 0.843, food quality is between 0.704 and 0.847, physical environment is between 0.629 and 0.816 and customer satisfaction is between 0.729 and 0.912. As a result, each loading value will be considered valid when the results are greater than 0.5 (Hair, Black, Babin & Anderson, 2013). Consequently, the proposed framework is proved to have achieved convergent validity.

Table 3: Results of Measurement Model for Convergent Validity

Construct	Items	Loadings	AVE	CR
Price	P1	0.856	0.685	0.897
	P2	0.885		
	P3	0.797		
	P4	0.767		
Service quality	S5	0.650	0.586	0.875
	S6	0.827		
	S7	0.739		
	S8	0.843		
	S9	0.754		
Food quality	F10	0.806	0.613	0.887
	F11	0.828		
	F12	0.847		
	F13	0.704		
	F14	0.717		
Physical environment	PE15	0.793	0.554	0.861
	PE16	0.816		
	PE17	0.703		
	PE18	0.629		
	PE19	0.766		

Customer satisfaction	CS20	0.839		
	CS21	0.912		
	CS22	0.771	0.681	0.927
	CS23	0.835		
	CS24	0.729		
	CS25	0.852		

Discriminant Validity

Discriminant construct validity examine the relationships between the construct and an unrelated measure (Ginty, 2013). Discriminant validity uses to study which construct is different to other loading constructs which means each dimension of a construct should be unique and different from the other even though each reflects a portion of that construct. All the items should have higher loading on their corresponding construct than the cross loadings on the other constructs in the model. Table 4 shows that the variance for each construct is slightly higher when it shared between other constructs. Therefore, it means that the results of the Fornell-Larcker Criterion to analyze the discriminant validity is acceptable due to each items value must be slightly higher than its construct which indicates that the variance shared among its construct must be greater than when it shared between other constructs (Fornell & Larcker, 1981).

Table 4: Fornell-Larcker Criterion for Discriminant Validity

Construct	Food quality	Physical environment	Price	Service quality	Customer satisfaction
Food quality	0.783				
Physical environment	0.627	0.745			
Price	0.568	0.584	0.828		
Service quality	0.612	0.767	0.588	0.825	
Customer satisfaction	0.617	0.754	0.560	0.744	0.765

Hypothesis Testing

The path analysis was applied to study and test the four hypotheses developed earlier. From Figure 1 and Table 5, the R square value is 0.671 which means that 67.1% of the variance in the customer satisfaction can be explained by the four dimensions of the factors, namely, food quality, price, service quality and physical environment. The Beta value for price is 0.125, service quality is 0.315, food quality is 0.099 and physical environment is 0.395 which indicates that all these variables are significant except for food quality due to a structural model is considered acceptable if the Beta value is above 0.1 (Hair, Hult, Ringle & Sarstedt, 2013). Besides that, the results reveal that price ($t < 1.645$, $p > 0.05$) and food quality ($t < 1.645$, $p > 0.05$) have no positive relationship towards customer satisfaction. In contrast, service quality ($t > 1.645$, $p < 0.05$) and physical environment ($t > 1.645$, $p < 0.05$) have positive impact to customer satisfaction as t-value of the variables are greater than 1.645 and the p-value is less than 0.05 which means there is a positive relationship between independent variables and dependent variable. Therefore, H1 and H3 in this research are not supported whereas, H2 and H4 are supported.

Physical environment has contributed approximately more than half of the R Square value. Hence, it is found that physical environment tends to have most significant influence on customer satisfaction among the customers in Johor Bahru fast food restaurants compared to other components, namely, price, service quality and food quality.

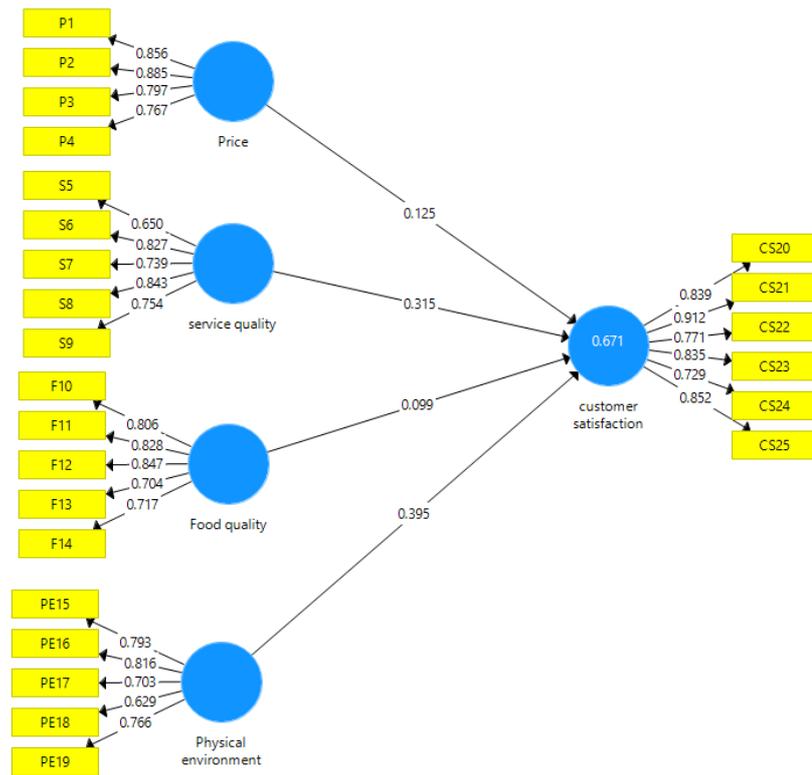


Figure 2: Structural Framework

Table 5: Path Coefficient and Hypothesis Testing

Hypotheses	Relationship	Std. Beta	T Value	P Value	Decision	R ²
H1	Price -> Customer Satisfaction	0.125	0.884	0.189	Not Supported	0.671
H2	Service quality -> Customer satisfaction	0.315	3.125	0.001	Supported	
H3	Food quality -> Customer Satisfaction	0.099	1.546	0.061	Not Supported	
H4	Physical environment -> Customer Satisfaction	0.395	2.241	0.013	Supported	

Hypotheses Discussion

H1: There is a positive relationship between price and customer satisfaction

The test results show that there is no significant positive relationship to customer satisfaction. It indicates that the overall customer satisfaction in Johor Bahru fast food industry will not be influenced by price. Hence, the stated research objective and research question are not attained. According to Qin and Prybutok (2009), the result shows that perceived price has a negative relationship with customer satisfaction and is not important for customer satisfaction in fast food restaurants. This study suggests that other factors such as quick response and recoverability are more critical to the customer's decision.

process. Moreover, customers have made price evaluation when assigning the perceived value to the service finally selected. In other words, the total perceived price already exercises its role in a prior phase within the purchase process, the stage pertaining to the best alternative available. Thus, the total price of a restaurant affects the phase when customers choose among all the restaurants considered as choice alternatives, but once it assumed, it does not subsequently affect customer satisfaction after the service has been experienced (Sabir, Irfan, Akhtar, Pervez & Rehman, 2014).

H2: There is a positive relationship between service quality and customer satisfaction

The analysis revealed that H2 is accepted and has a significant positive relationship to customer satisfaction. It indicates that the overall customer satisfaction in Johor Bahru fast food industry will be influenced by service quality. Customer satisfaction can be achieved by increase the service quality based on customers' needs and wants and always follow up customer complaints quickly and accurately. Moreover, Sabir, Irfan, Akhtar, Pervez, and Rehman (2014) stated that all of the major elements of service quality in SERVQUAL model is contributing maximum towards customer satisfaction. The service quality dimensions (tangibility, reliability, assurance, empathy and responsiveness) is considered as dire success factor of fast food restaurants (Aftab, Sarwar, Sultan & Qadeer, 2016). The management of restaurants need continuous improvements in service quality to get optimum customer satisfaction. Restaurant must provide good ambience, fine dining and location, provide prompt response to their order which ultimately gives "assurance" for future dines-ins. Al-Tit (2015) explains that quality of service is an absolute thing that must be owned by the company or institution offered services because of its quality of services provided to consumers, companies or agencies can measure the level of performance that has been achieved. The improvement of service quality can influence the level of customer satisfaction, and customer satisfaction can help increase customer loyalty, empathy, guarantee, and reliability which all of them have positive effect (Dastane & Fazlin, 2017).

H3: There is a positive relationship between food quality and customer satisfaction

The results revealed that food quality has no significant relationship to customer satisfaction. It indicates that the overall customer satisfaction in Johor Bahru fast food industry will not be affected by food quality. Customers may have also perceived the food quality to be low, but the food was still edible, and they enjoyed their meals causing their satisfaction to be higher. Customer may do not consider food quality when determining customer satisfaction but consider about the service quality and ambience. Even though the food quality of a restaurant is good and delicious as other famous restaurants, the customer will recognize the restaurant and tend to be satisfied if the service of the restaurant is excellent. Some of the customers had rendered their services to the organization between one to five years and may have therefore not been in the organization long enough to consider food quality as a positive influence on customer satisfaction.

H4: There is a positive relationship between physical environment and customer satisfaction

The results showed that H4 is accepted, which means there is a significant relationship between physical environment and customer satisfaction in Johor Bahru fast food restaurant. According to Hanaysha (2016), this study showed that physical environment has a significant positive impact on customer satisfaction. It also found that physical environment was a key driver of brand preference. This means that customers who have favourable perception toward a restaurant's physical environment are more likely to develop higher degree of satisfaction. It is one of the crucial signals that customers tend to use for assessing the value they receive from a restaurant's offerings. Nguyen, Nguyen and Do (2019) stated that has the most substantial impact on customer satisfaction. The ambience, environment of restaurant and detail's design strongly impact on customer perception and satisfaction. In consistent with the study conducted by Raduzzi and Massey (2019), the physical environment such as cleanliness, appealing interior design and comfort were important factors for customer satisfaction.

Conclusion & Recommendations

In this section, the researcher provides relevant recommendation for Johor Bahru fast food restaurant to improve the customers' level of satisfaction through well-managed of the four dimensions which are price, service quality, food quality and physical environment. The results obtained from this study indicates that the customer satisfaction is positively affected by service quality and physical environment. In contrast, there are two intangible components which are price and food quality do not result to have positive impact. In fact, fast food restaurant manager should make sure that they constantly plan, improve, and observe physical environments to form distinct images about their brands. Hanaysha (2016) shared that fast food restaurant managers should focus on physical environment while designing their marketing strategies in order to attract larger number of customers from different backgrounds. For example, attractive decoration in diverse styles can be used to deliver various message to customers. Physical environment can be improved by creating a unique theme and keep customer revisit for the positive environment, create a place for young people taking their picture and food that are following the trending in the social network. It is also important to keep the restaurant clean and comfortable.

Service quality is significant for every fast food restaurant. Fast food restaurant manager can develop appropriate programs and provide on-going training on the various attribute in SERVQUAL model to strengthen the employees' ability to improve customer service. The attitude, knowledge, responsiveness, and other dimensions of the model are important to build up on employees. The service staff of the fast food restaurant need to offer prompt service, being polite, provide reliable information, and respond to customer when a problem arises to increase the customer satisfaction (Nguyen, Nguyen & Do, 2019).

Limitations and Recommendations for Future Research

There are few limitations that the researcher encountered while collecting the research data for completing the process of this study. Firstly, there is a significant need to increase the sample size used in the study as the total of 60 respondents are not able to represent for the whole target population. As the research was conducted on fast food restaurants of was conducted on fast food restaurant of Johor Bahru, the outcomes are not universal and might not be considered as the outcome of all over Malaysia. In future, researchers will increase the sample size in other state to make the outcomes more universal. Besides, the researcher can introduce dimension such as promotion and place which can help to have a better understanding about the relationship between factors influencing customers satisfaction in fast food industry.

References

- Adreyeva, T. (2010). The impact of food prices on consumption. *Journal of Public Health*, 100(2), 216-222.
- Aftab, J., Sarwar, H., Sultan, Q., & Qadeer, M. (2016). Importance of service quality in customer satisfaction: A study on fast food restaurants. *Entrepreneurship and Innovation Management Journal*, 4(4), 161-171.
- Al-Tit, A. (2015). The effect of service and food quality on customer satisfaction and hence customer retention. *Asian Social Science*, 11(23), 129-139.
- Andaleeb, S. S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. *Journal of Services Marketing* 20(1), 3-11.
- Anderson, E.W., Fornell, C., & Lehmann, R.R. (1994). Customer satisfaction, market share, and profitability: findings from Sweden. *Journal of Marketing*, 58, 53-66.

- Arlanda, R., & Suroso, A. (2018). The influence of food & beverage quality, service quality, place, and perceived price to customer satisfaction and repurchase intention. *Journal of Research in Management, 1*(1), 28-37.
- Canny, I. U. (2014). Measuring the mediating role of dining experience attributes on customer satisfaction and its impact on behavioral intentions of casual dining restaurant in Jakarta. *International Journal of Innovation, Management and Technology, 5*(1), 25-29.
- Cao, Y., & Kim, K. (2015). How do customers perceive service quality in differently structured fast food restaurants? *Journal of Hospitality Marketing & Management, 24*(1), 99-117.
- Dastane, O., & Fazlin, I. (2017). Re-investigating key factors of customer satisfaction affecting customer retention for fast food industry. *International Journal of Management, Accounting and Economic, 4*(4), 379-400.
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18* (1), 39-50.
- Fornell, C., Mithas, S., Morgenson, F. & Krishnan, M. S. (2006). Customer satisfaction and stock prices: High returns, low risk. *Journal of Marketing, 70*(1), 3-14.
- Ginty, A. T. (2013). *Construct validity*. New York: Springer New York.
- Githiri, M. N. (2017). Influence of physical environment on customer satisfaction and return intention in Kenyan rated restaurants. *Asian Journal of Social Science Studies, 2*(1), 11-19.
- Gravetter, F. J., & Forzano, L. B. (2011). *Research method for the behavioural sciences*. California: Cengage Learning.
- Habib, F. Q., Dardak, R. A., & Zakaria, S. (2011). Consumer's preference and consumption towards fast food: Evidence from Malaysia. *Business management quarterly review, 2*(1), 14-27.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2013). *Multivariate data analysis*. Upper Saddle River: Pearson.
- Hanaysha, J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. *Journal of Asian Business Strategy, 6*(2), 31-40.
- Hansemark, O. C., & Albinsson, M. (2004). Customer satisfaction and retention: The experiences of individual employees. *Journal of Service Theory and Practice, 14*, (1), 40-57.
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative research. *Evidence-Based Nursing, 18*(3), 66-67.
- Howard, J.A., & Seth, J.N. (1969). *The theory of buyer behaviour*. New York: Wiley.
- Joshi, A., Kale, S., Chandel, S., & Pal, D. K. (2015). Likert Scale: Explored and explained. *British Journal of Applied Science & Technology, 7*(4), 396-403.
- Kaynak, E., Kucukemiroglu, O., & Aksoy, S. (2006). Consumer preference for fast food outlets in a developing country. *Journal of Euromarketing, 5*(4), 99-113.
- Kotler, P., & Keller, K. L. (2006). *Marketing management*. New Delhi: Pearson Prentice Hall.
- Mittal, B., & Lassar, W. M. (1998). Why do customers switch? The dynamics of satisfaction versus loyalty. *Journal of Services Marketing, 12*(3), 177-194.

- Morales, L. E. I., Velázquez, J., Partida, L. & Franco, C. (2015). Quality service and its relation with global satisfaction in fast food consumers: A case study. *Expert Journal of Business and Management*, 3(2), 119-128.
- Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioural intentions. *Journal of Hospitality and Tourism Research*, 32(3), 387-409.
- Nguyen, C., Nguyen, D., & Do, T. (2019). The determinants of customer satisfaction in fast food industry: The case study of KFC Vietnam. *Humanities and Social Science Research*, 2(2), 1-8.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multi-item scale for measuring customer perceptions of service. *Journal of Retailing*, 64 (3), 12-40.
- Peneau, S., Hoehn, E., Roth, H. R., Escher, F., & Nuessli, J. (2006). Importance and consumer perception of freshness of apples. *Food Quality and Preference*, 17(1), 9-19.
- Qin, H., & Prybutok, V. R. (2009). Service quality, customer satisfaction, and behavioral intentions in fast-food restaurants. *International Journal of Quality and Service science*, 1(1), 78-95.
- Raduzzi, A., & Massey, J. E. (2019). Customers satisfaction and brand loyalty at McDonalds Maroc. *African Journal of Marketing Management*, 11(3), 21-34.
- Rashid, I. M. A., Abdullah, M. F. S., Yusuf, B. N. M., & Shaari, M. S. (2014). Impact of service and food quality on customer satisfaction among generation Y for the fast food restaurant in Malaysia. *Journal of Social Science Research*, 5(2), 784- 793.
- Reichheld, F., & Sasser, E. (1990). Zero defections: Quality comes to service. *Harvard Business Review*, 68(5), 105-111.
- Rozekhi, N. (2016). The influence of food quality on customer satisfaction in fine dining restaurant: Case in Peang. *International Academic Research Journal of Business and Technology*, 2(2), 45-50.
- Ryu, K., & Jang, S. (2008). DINESCAPE: A scale for customers' perception of dining environments. *Journal of Foodservice Business Research*, 11(1), 2-22.
- Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223.
- Sabir, R. I., Ghafoor, O., Hafeez, I., Akhtar, N., & Rehman, A. U. (2014). Factors affecting customer's satisfaction in restaurants industry in Pakistan. *International Review of Management and Business Research*, 3(2), 869-876.
- Shaharudin, M. R., Mansor, S. W., & Elias, S. J. (2011). Food quality attributes among Malaysia's fast food customer. *International Business and Management*, 2(1), 198-208.
- Soriano, J. M., Moltó, J. C., & Mañes, J. (2000). Dietary intake and food pattern among university students. *Nutrition Research*, 20(9), 1249-1258.
- Sulek, J.M., & Hensley, R.L. (2004). The relative importance of food, atmosphere, and fairness of wait. *Cornell Hotel and Restaurant Administration Quarterly*, 45 (3), 235-247.

Susskind, A. M., & Chan, E. K. (2000). How restaurant features affect check averages: A study of the Toronto restaurant market. *Cornell Hotel and Restaurant Administration Quarterly*, 41(6), 56-83.

Yieh, K., Chiao, Y., & Chiu, Y. (2007). Understanding the antecedents to customer loyalty by applying structural equation modelling. *Total Quality Management*, 18(3), 267-284.

Appendix (Questionnaire)

Price
1. The food price charged by the restaurant is reasonable.
2. This restaurant offers the best possible price plan that fulfil my needs.
3. The costs in this restaurant seem match for what I get.
4. Overall, this restaurant provides superior pricing options compared to other fast food restaurants.

Service quality
5. Employees are neat appearing.
6. When a customer has a problem, the restaurant shows a sincere interest in solving it.
7. The restaurant provides prompt and quick service.
8. Staff are consistently courteous.
9. Staff give personal attention to customers.

Food quality
10. Food is served hot and fresh.
11. The food served is tasty and flavourful.
12. The fresh ingredients are used in preparing the foods.
13. The restaurant offers a variety of menu items.
14. The food presentation is visually appealing.

Physical environment
15. The interior design and decorations of the restaurant are visually appealing.
16. The facility arrangement is well-ordered, easy to find.
17. The music and sound give a pleasant feeling.

18. The dining area is thoroughly clean.
19. Pleasant smell or odour from the surrounding of restaurant.

Customer satisfaction
20. My dining experience was pleasing if I am satisfied with the restaurant.
21. Considering all my experiences with this restaurant, my decision to visit it was wise one.
22. The restaurant performance fulfill my expectations.
23. I will return to the restaurant in the future if I am satisfied.
24. I will recommend the restaurant to others.
25. Overall, I am satisfied about this restaurant