

FACTORS INFLUENCING DINING EXPERIENCE ON
CUSTOMER SATISFACTION AND REVISIT
INTENTION AMONG UNDERGRADUATES
TOWARDS FAST FOOD RESTAURANTS

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DECLARATION

We hereby declare that:

- (1) This UKMZ 3016 undergraduate research project is the end result of our own work and due to the acknowledgement has been given in the references. ALL sources of information are in printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group members in completing this research project.
- (4) The word count of this research project is 21,227

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LIST OF ABBREVIATIONS

A	Agree
BIN	Bachelor of International Business
D	Disagree
N	Neutral
SA	Strongly Agree
SD	Strongly Disagree
Sig	Significant
SPSS	Statistical Package for Social Science
UKM	Universiti Kebangsaan Malaysia
UPM	Universiti Putra Malaysia
UTAR	Universiti Tunku Abdul Rahman
UTM	Universiti Teknologi Malaysia

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PREFACE

This research project is conducted as part of the fulfillment of the requirement for the course of Bachelor of International Business offered by Faculty of Accountant and Management, Universiti Tunku Abdul Rahman.

The purpose of conducting this research project is to investigate factors which are significantly influence the dining experience on customer satisfaction and revisit intention among undergraduates towards fast food restaurant. The factors including food quality, service quality and restaurant environment which have significant influence on customer satisfaction where eventually influencing the revisit intention of consumers.

This research project is conducted based upon the research conducted by Kim, Ng and Kim in 2009 where the research done based on the university dining facilities in United State. The research title is “Influence of Institutional DINESERV on Customer Satisfaction, Return Intention, and Word-of-Mouth.” However, certain changes has made to the original framework due to the adaptation to local circumstances as well as the appropriate level of study.

This research project helps to reveal the factors influencing the dining experience on customer satisfaction and revisit intention among undergraduates towards fast food restaurant. Factor that possess the strongest influence in customer satisfaction and revisit intention will be determined which it provide a better understanding for manager of fast food restaurant.

ABSTRACT

The purpose of conducting this research project is to examine the factors of food quality, service quality as well as restaurant environment that influenced customer satisfaction and revisit intention among undergraduates towards fast food restaurant in Malaysia. To attain the objectives of this research project, research questions and four hypotheses are developed and tested. Furthermore, each hypothesis is measured accordingly and results obtained are subsequently explained. Other than that, literature reviews are included in this research project as to provide better understanding towards the influential factors on dining experience as well as provide justification towards the research questions and research problems. Primary data were collected through survey questionnaire for this research purposes and 200 sets of questionnaire were distributed to the target respondents which are undergraduates from several universities in Malaysia. By using Statistical Package for Social Science (SPSS) version 20.0, data collected through survey questionnaires are able to be analyzed and results obtained are discussed in the form of table as well as charts. In addition, major findings of this research project were discussed in order to understand the relationship between food quality, service quality and restaurant environment towards customer satisfaction as well as relationship between customer satisfactions and revisit intention. After this research, we acknowledge that all these factors are important in influencing customer satisfaction, which later customer satisfaction will influence the revisit intention among undergraduates towards fast food restaurants. Lastly, managerial implications have been discussed to provide insight and useful information to the fast food restaurateurs. On the other hand, the limitations faced in this study will be addressed and recommendations will be developed to assist future researchers in managing these limitation.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This chapter will present the overview of the whole research project. The purpose of this research is to understand the dining experience on customer satisfaction and revisit intention among undergraduates towards fast food restaurants. It consists eight components of the studies which include the research background, problem statement, research objectives, research questions, hypotheses of the study, significant of the study, chapter layout and conclusion. The first part of the study will start with research background, problem statement and objectives to give a basic understanding of the overall study. Next, the research questions offer arguments and inquiries which needed to examine for further investigation. The hypotheses will be developed from proposed conceptual framework. Significance of the study will explain the importance and contribution of the study. Lastly, chapter layout of the research will be outlined and ended with conclusion.

1.1 Research Background

1.1.1 Fast Food

Today is the era of fast food chains. Fast food restaurants are everywhere and expected to be expanding and growing over the years. Due to relatively inexpensive costs and quick, convenient service, fast-food restaurants have become “home away from home” for breakfast, lunch, and dinner (Kim, Hertzman, & Hwang, 2010). In addition, the hectic lifestyle in the modern world result in increasing number of people chooses fast food as their regular dining choice.

Fast foods are quickly prepared, reasonably priced, and readily available as differ to home cooked food (Habib, Dardak, & Zakaria, 2011). “Oxford Dictionary” defined fast food as food that can be prepared quickly and easily and is sold in restaurants and snack bars as a quick meal or to be taken out. In other words, it is the food that requires little preparation

before being served. Besides, Data Monitor (2005) defined fast food as food and drinks for immediate consumption either on the premises or for consumption elsewhere. The concept of fast food is to provide customers portable and instant meals, without spending much time in waiting the food to be served and consumed (Ali, Aw, & Chuah, 2012).

Furthermore, Elliott and Reed (2000) defined (as cited in Abdul Rahman & Syed Omar, 2009) fast food restaurant as facilities where food is served to patrons from a self-service counter or a drive through window, where the food may be prepared in advance or cooked to order. At the same time, Goyal and Singh (2007) noted that fast food restaurants' attributes can be categorized into six major attribute groups that would affect the intention to revisit fast food restaurant. It includes the variety of food, food taste and quality, ambiance and hygiene, service speed, price and location provided by the restaurant. In addition, fast food market definition can be divided into four specific food service segments as shown in Table 1.1.

Table 1.1: Fast Food Market Segments and Definition

No.	Fast food market segments	Definition
1	Quick Service Restaurants (QSR)	Locations where primary function is to provide full meals but where table service is not offered.
2	Takeaways	Establishment that provide freshly prepared food for immediate consumption and where typically 80% or more of revenues come from consumers who take the food off the premises to consume.
3	Mobile and street vendors	Either individual mobile stalls or vans that offer a limited range of freshly prepared food as well as beverages.
4	Leisure locations	Location serving food and drinks for immediate consumption on premises within leisure restaurants that the leisure operator owns and operate itself.

Source: Data Monitor (2007)

1.1.2 Fast Food Industry in Malaysia

Traditionally, Malaysians prefer their own cuisine as compared to fast food. Most people cook and eat at home rather than dine at restaurant. However, nowadays there are some changes in consumer trends, that increases the popularity of eating outside, and therefore fast food restaurant is growing even more rapidly (French, Story, Fulkerson, & Hannan, 2001).

Initially, fast food faced challenges in getting acceptance by Malaysian consumers due to cultural mismatch (Habib et al., 2011). Thus, marketers put efforts in understanding culture in Malaysia to solve this problem. For an example, marketer excluding pork from their fast food menu. Today, fast food industry is being adapted to Malaysian food requirement and it is accepted by public as well as getting famous within the country (Habib et al., 2011).

Fast food is gaining acceptance in Malaysia because there is obvious increasing tendency for Malaysian to adopt western styles of food consumption (Pingali, 2006) such as burgers and fried chicken especially students and office workers (Chris, Hazrina, & Asad, 2011). The demand of fast food is increasing because of many factors. For instance, this may include the growing of middle class population, changing in consumer tastes and preferences and changing lifestyle.

Based on the study done by UC Davis (2011), the study shows that fast food dining becomes more common as earning increase from low to middle incomes. According to Morland, Wing, Diez and Poole (2002), fast food restaurants are more popular among the second and middle-income population. The rises of disposable income influence people to consume fast food (Habib et al., 2011).

However, the tastes and preferences of consumers change due to the influences such as cooking programs, exposure when travel overseas, and growing cultural and ethnic diversity. These factors have broadened the

consumer's tastes and preferences that make consumers engage in fast food market (Richardson & Aguir, 2003).

In addition, with today's busy lifestyle, most of the people will consume fast food during working hour as it is considered as time-saving products. Also the study stated that people nowadays require quick and convenient meals (Mark, 1999). They do not want to spend a lot of time in preparing meals or waiting for meals when dining in restaurants. Therefore, consumers rely heavily on fast food.

Obviously, American franchises have dominated the fast food industry in Malaysia (Habib et al., 2011). It includes Kentucky Fried Chicken (KFC), Pizza Hut, Kenny Rogers Roasters, A&W, McDonald's, Burger King, Domino's Pizza and etc (Refer Appendix 1.1). These fast food brands have gain popularity among Malaysian. However, local fast food gain small market share if compared to American franchises. The first local fast food brand is MarryBrown which established in 1981 whereas the most successful local fast food brand is "Ayamas" ("Fast Food Consumption Trend in Malaysia," 2008).

Table 1.2: Fast Food Restaurant in Malaysia by Total Outlets

No.	Restaurant brands	Number of outlets (As at 30 November 2008)	Number of outlets (As at 30 July 2010)
1	KFC	430	494
2	McDonald's	185	196
3	Pizza Hut	181	208
4	MarryBrown	74	100
5	Domino's Pizza	37	46
6	A&W	31	43
7	Subway	27	47
8	Burger King	21	22
9	Carl's Junior	4	5
	Total	990	1161

Adapted from: Lee (2008)

Based on Table 1.2, it shows that the number of fast food outlets in Malaysia increased by 171 outlets from November 2008 to July 2010. Among all of the brands, KFC have the most outlets and thus KFC is leading the fast food industry in Malaysia. As a result, the demand of fast food is increasing and the fast food restaurants seem to be growing and becoming more and more competitive over years. In Malaysia, fast food restaurants have become choice for dining include families, working people, friends to hang out or even revision places for students.

1.1.3 Prospective Customers

Based on “Higher Education in Malaysia”, Malaysia’s higher education institutions (HEIs) which include the public universities, private higher educational institutions, polytechnics and community colleges have housed more than a million students in year 2011.

Figure 1.1: Enrolments in Tertiary Education Institution in Malaysia by
Level of Study, 2000-2010

Level of Study	Number of Students								
	2000			2005			2010		
	Public	Private	Total	Public	Private	Total	Public	Private	Total
Certificate	23,816	81,754	105,570	37,931	94,949	132,880	141,290	143,480	284,770
Diploma	91,398	117,056	208,454	98,953	131,428	230,381	285,690	188,680	474,340
First Degree	170,794	59,932	230,726	212,326	110,591	322,917	293,650	134,550	428,200
Masters	24,007	2,174	26,181	34,436	4,202	38,638	111,550	5,770	117,320
PhD	3,359	131	3,490	6,742	140	6,882	21,410	270	21,680
Total	313,374	261,047	574,421	390,388	341,310	731,698	853,590	472,750	1,326,340

Source: Ministry of Higher Education (2010)

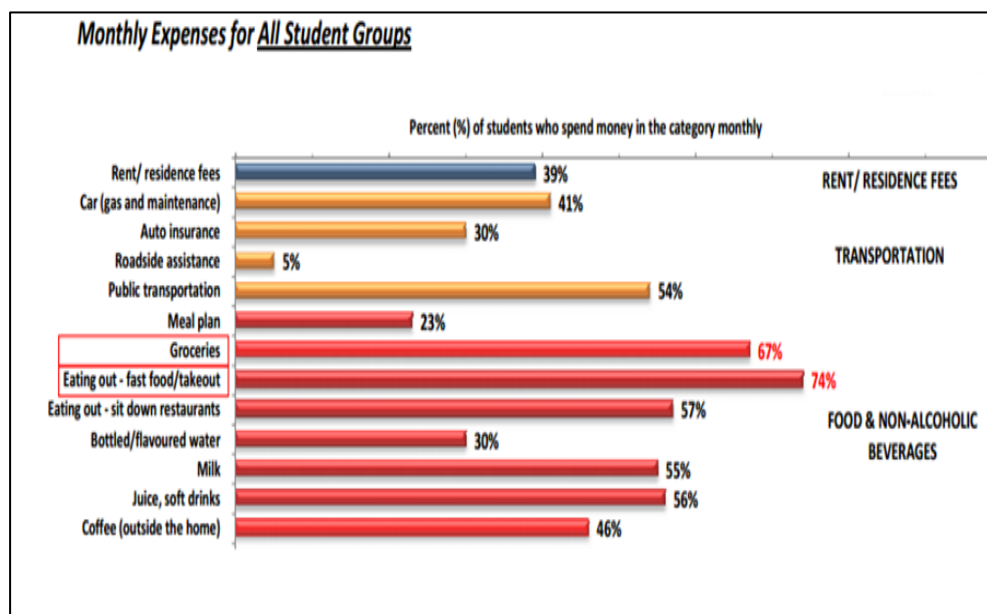
Based on Figure 1.1, it shows that the number of undergraduates in Malaysian university has increased over the years, thus it created the opportunity for the fast food industry to grow. According to Knutson (2000), undergraduates are the consumers who have the major consumption of fast food. Knutson also noted that college life and fast food both go together. Fast food is a growing industry and its presence can

be seen almost everywhere of the country. Therefore, fast food restaurants are often accessible by the students since majority of them are located nearby the campuses.

In addition, according to Yardimci, Ozdogan, Ozcelik, & Surucuoglu (2012), the important factors influence the students' acquisition of fast food consumption habit are because of convenience, university life which they are being influenced by the peers and also they like the taste of fast food. Yardimci et al. (2012) also found that the rate of visit the fast food restaurants are very high among the university student which is about 98%.

Due to the emerging trend of fast food culture all around the world, fast food chains are gaining popularity among the youngster (Kaushik, Narang, & Parakh, 2011). This is driven by the factors such as easy availability, taste, low cost, marketing strategies and peer pressure that make them become popular (Kaushik et al., 2011). Younger adults have a high consumption of fast food especially for those who aged between 20 to 29 years old shows a greater consumption of fast food (Heidal, et al., 2012). This study further added that college students who aged between 19 to 25 years old have a major consumption of fast food and the reasons for them in consuming fast food were convenience and cost.

Figure 1.2: The Expenses that the Students Incur Monthly



Adapted from: Studentwards Inc. (2010)

Based on the Figure 1.2, in terms of category of food and beverages, it shows that there are 74% of the students will incur their monthly expenses on fast food. It means that approximately 7 in 10 students will spend money in eating out in fast food restaurant or take away.

The large population of the undergraduates in Malaysia has been chosen as the targeted group in this research. As for this study, it will concentrate on chicken based fast food. This is supported by the research done by Habib et al. (2011) where chicken based food is famous in Malaysia. In addition, this study also stated that there is a large number of Muslim populations in Malaysia, thus chicken become famous as it is free from religious restriction. Other substitutes such as beef and mutton will also served in meals, however chicken is more cost effective. Thus, chicken become a staple in the Malaysian diet. Therefore, this study focus will be on MarryBrown, Kentucky Fried Chicken and Popeye's Louisiana Kitchen as these restaurants are serving chicken as its main offering and concepts as shown by Table 1.3.

Table 1.3 Lists of Fast Food Chain Brands in Malaysia

No.	Brand Name	Category	Specialty
1	A&W	Fast Food	Burger
2	Carl's Junior	Fast Food	Burger
3	Sugarbun Restaurant	Fast Food	Chicken
4	Burger King	Fast Food	Burger
5	Subway	Fast Food	Burger
6	McDonald's	Fast Food	Burger
7	Hartz Chicken Buffet	Fast Food/ Buffet	Chicken
8	MarryBrown	Fast Food	Chicken
9	Domino's Pizza	Fast Food	Pizza
10	Kentucky Fried Chicken	Fast Food	Chicken
11	Pizza Hut	Fast Food	Pizza
12	Popeye's Louisiana Kitchen	Fast Food	Chicken

Adapted from: Independent Market Research Report (2011)

1.2 Problem Statements

Fast food industry in Malaysia is facing increasingly competitive challenges as with other industries around the world (Huam, Seng, Thoo, Rasli, & Abd Hamid, 2011). Nowadays, the fast food restaurants are expanding in Malaysia and seem to be growing. As a result, the fast food restaurants are becoming competitive throughout the years.

The universities students are considered as major customers of the fast food industry. The youth's lifestyle nowadays is that they are more prefer to patronize to the food service outlets especially fast food restaurants which are able to offer them convenience, time saving and relaxing dining experience (Kueh & Voon, 2007). Therefore, it is necessary to study on the undergraduates' needs and wants as well as understand their preferences which will lead to customer satisfaction and revisit intention towards fast food restaurants.

Due to the fast change in the global market, fast food restaurants are facing intense competitions in terms of attracting and retaining their customers. Therefore, in order to success in their key business, it is very important for the fast food restaurateurs to concern about the factors that influence the customers' satisfaction which in turn leads to revisit intention. There are three main factors have been identified in this research, which are food quality, service quality and restaurant environment.

According to Shaharudin, Mansor, and Elias (2011), food quality is becoming a crucial factor that impacts on the consumer. In this research, focus will be based on two food attributes which are food freshness and food presentation. Nowadays, consumers are very conscious and aware to the food quality issues. Moreover, the issues of dangers that exist in food due to additives, improper food preparation and poor food choices arose recently. In addition, according to U.S. Food and Drug Administration (2004), additives are used in processed foods to preserve the food in order to maintain or improve the food freshness and appearance. However, with the health concerned trend, consumers nowadays are more demanding for fresh ingredients instead of chemical components or additives in food processing and food freshness preservation. Consequently, according to Whitehall,

Kerkhoven, Freeling, and Villarino (2006) fresh food is relatively a current phenomenon in parallel with the consumers' growing awareness of nutrition and quality, therefore, it is an important attribute to be learned by all parties who are involved in the food industries in order to satisfy of their customers' needs and wants.

Besides that, due to the changing of eating habit, most of the people love to go out to eat because they are captivated by the appearance of food (Johnson, 2011). Therefore, according to Shaharudin et al. (2011), by successfully presenting a good-looking and well-decorated food can stimulate the customer perception of quality and it will create a good impression in terms of the feeling and mood of consumers toward consuming the food in fast food restaurants. Therefore, it is essential to study on how the food quality in terms of food freshness and food presentation impact undergraduates' dining experience towards fast food restaurants.

The service quality has become one of the important issues for the restaurant operators recent years, and there are many research have been conducted and the results shown that there is a relationship between service quality and customer satisfaction (Lim, 2010). The study further added that most of the customer will start to evaluate the service quality when they are dining in the restaurant, and the perceive service quality is used as an indicator of customer satisfaction towards the restaurant. Due to the intense competition in food service industry, the restaurant operators who are able to provide quality service to their customer will gain a great advantage over their rivals to retain customers and to attain survival and growth (Ryu & Han, 2010).

Although there are several studies have been done on the service quality and the customer satisfaction in fast food restaurants such as Brady, Robertson, & Cronin, 2001; Gilbert, Veloutsou, Goode, & Moutinho, 2004; Huam et al., 2011; Qin & Prybutok, 2008, however these five dimensions of SERVQUAL may not necessary be included at the same time simply because some of them seem less appropriate for the restaurant context (Andaleeb & Conway, 2006). Instead it is important to measure the reliability as stated in Tang and Bougoure (2006) that this dimension is the most important factor of service quality in the Malaysian fast

food industry, and also the responsiveness dimension in fast food restaurants that emphasizing on speed of service (Jangga, Sahari, & Mohd Basir, 2012). However, there are limited studies which only focus on these two dimensions. Hence, there is a need to study in this area to identify how the dimensions of service reliability and responsiveness impact customer satisfaction and revisit intention among undergraduates towards fast food restaurants.

In addition, customers nowadays pay more attention to the environment issue when they decide which restaurant they want to dine in. The two elements that focused in this research are cleanliness and ambient scent. The important factor that influences the customers decision is the dining area of the restaurant must be clean (Sienny & Serli, 2010). Customers today demand a better hygiene food environment because eating safe food will allow people to stay away from food-borne illness (Miles, Braxton, & Frewer, 1999). Besides, Duberg found that if a restaurant that lacks of hygiene concern it would give customers a horrible experience towards the restaurant as well as ruined the appetite of customers. This will form a negative impression in the customers opinions that cannot be erased thus make customers not to revisit to the particular restaurant.

Ambient scent of a restaurant is another important issue must take into consideration to attract customers. This is because olfaction can impact customer buying behavior (Fiore, Yah, & Yoh, 2000). Besides, Spangenberg, Crowley, and Henderson (1996) stated that there is an effect of ambient scent on purchase intention. Morrin and Ratneshwar (2000) also illustrate ambient scent can improve evaluation of a particular products that are unfamiliar. Ambient scent of a restaurant is important because it will link to the emotional responses of customers. As a result, restaurant atmosphere has significant impact on customer's perception toward overall quality of the restaurant, which will directly affect customer satisfaction (Ryu & Jang, 2008). Therefore, it is important for the restaurateur to have a better knowledge and understanding on what customers emphasize in order to provide customer with a better environment when they are enjoying their dishes. Thus, it is necessary to conduct a research to better explain whether cleanliness and ambient scent will influence undergraduates' dining experience in the fast food restaurants.

Revenues and profitability of a restaurant will be influenced by customer satisfaction. Increasing customer satisfaction by meeting or exceeding their needs or requirements, it will increase their loyalty towards the particular products and ultimately increased restaurant's revenues and profitability (Perutkova & Parsa, 2010). In addition, retention is always cheaper than acquiring new customers (Khalifa & Liu, 2003). If the restaurant unable to fulfill the needs of customer, dissatisfaction will occur within customer and they may switch to other competitor or restaurant. Other than that, customer satisfaction will determine the long-term success of a restaurant. Customers will spread positive word-of-mouth as they have a positive evaluation towards the restaurant.

Customers are the major part of the business and market (Khan, Hussain, & Yaqoob, 2012). Customer satisfaction plays an important role in the market. Comparing with current trend, customer satisfaction is not that important as in the earlier days but nowadays since competition among restaurants are getting more aggressive, therefore they are striving to attract and retain their customers by fulfilling their needs and wants. As a result, restaurateurs have to ensure customer satisfaction as it will affect customers' perception towards the restaurant (Oliver, 1981).

Furthermore, the major antecedent of revisit intention is the level of satisfaction as it will affect customer return to the place again (Baker & Crompton, 2000). Therefore, it is important for organization to provide adequate level of satisfaction in order to retain existing customer (Fornell, 1992). In addition, fast food restaurants are attempting to provide their customers with good food and good services in a favorable restaurant environment in order to gain competitive advantages in today's markets (Yeoh, 2008). This is because nowadays customers that visit to fast food restaurants are expecting quality, value and desirable environment away from the pressure of daily life (Soriano, 2002).

Today, the fast food industry is being adapted to Malaysian food requirements and is a growing phenomenon in Malaysia. However, there are few researches have been conducted based on foodservice facilities especially for fast food restaurants in Malaysia context. Table 1.4 shows the studies that have been conducted in Malaysia in relation to fast food industry.

Table 1.4: Research done based on Fast Food Industry in Malaysia

No.	Author	Research Title
1	Habib, Dardak, & Zakaria (2011)	Consumers' Preference and Consumption towards Fast Food: Evidences from Malaysia
2	Abdul Rahman & Syed Omar (2009)	Fast Food Restaurant Industry Scenario in Malaysia: College Students' Perceptions
3	Aaijaz & Ibrahim (2011)	Fast Food Outlets: Consumer Expectations and Perception from Kelantan, Malaysia
4	Yeoh (2008)	Intention to Revisit Fast Food Restaurant in Kota Kinabalu

Source: Developed for the research

Besides that, there are many studies have been done which support the idea that food quality, service quality and restaurant environment will affect customer satisfaction. However, they have been done separately. In fact, there are few researches have been conducted based on the combination of these three factors towards customer satisfaction. Furthermore, in the study of Yeoh (2008) mentioned that the fast food restaurant operators also face the problem of lack of appropriate customer feedback on dining experience. Therefore, the purpose of this research is to bridge the research gap by investigating the factors (food quality, service quality, restaurant environment) that influence dining experience on customer satisfaction and revisit intention towards fast food restaurant among undergraduates.

1.3 Research Objectives

The purpose of this research is to attempt to solve the problem statement mentioned. The research objectives can be divided into two categories which are the general objective and specific objectives.

1.3.1 General Objective

The main objective of this study is to identify factors influencing customer satisfaction among undergraduate towards fast food restaurant revisit intention. It seeks to examine and understand whether factors such as food quality, service quality and restaurant environment will influence customer satisfaction towards undergraduates' fast food restaurant revisit intention.

1.3.2 Specific Objectives

- (i) To examine the relationship between food quality (food freshness & food presentation) and customer satisfaction.
- (ii) To examine the relationship between service quality (service reliability & service responsiveness) and customer satisfaction.
- (iii) To examine the relationship between restaurant environment (cleanliness & ambient scent) and customer satisfaction.
- (iv) To examine the relationship between customer satisfaction and revisit intention.

1.4 Research Questions

There are several research questions needed to be answered in this research:

- (i) Is there any relationship between food quality (food freshness & food presentation) and customer satisfaction?
- (ii) Is there any relationship between service quality (service reliability & service responsiveness) and customer satisfaction?
- (iii) Is there any relationship between restaurant environment (cleanliness & ambient scent) and customer satisfaction?
- (iv) Is there any relationship between customer satisfaction and revisit intention?

1.5 Hypotheses of the Study

Based on the research objectives and questions, the hypotheses have been developed as followed.

Hypothesis 1:

There is significant relationship between food quality and customer satisfaction.

Hypothesis 2:

There is significant relationship between service quality and customer satisfaction.

Hypothesis 3:

There is significant relationship between restaurant environment and customer satisfaction.

Hypothesis 4:

There is significant relationship between customer satisfaction and revisit intention.

1.6 Significance of the Study

This study is conducted to understand the factors that lead to undergraduates' customer satisfaction towards revisit intention in fast food restaurant. With the rapid growth of fast food industry nowadays, marketers are facing challenges that in studying the factors that might be hindering consumer to revisit their restaurant. Thus, it is important for fast food marketers to foster better understanding and knowledge on factors that actually attract the undergraduates' revisit intention. By understanding the factors that are affecting customer revisit intention, marketers can plan and develop marketing strategies in order to meet and satisfy the customer expectation. In addition, after acquire the useful knowledge in understanding their target customers, organization are able to gain competitive advantage to compete with their rivalry in the same industry.

1.7 Chapter Layout

Chapter 1: Introduction

Chapter one is the synopsis of this study. It includes research background, problem statement, research objectives, research questions, hypotheses of the study, significance of the study, chapter layout and conclusion of Chapter 1.

Chapter 2: Literature Review

Chapter two provides review of related literature which is use to build a theoretical foundation for the research. Besides, this chapter also provides the foundation for developing a good proposed conceptual framework from research done by other researchers. A conceptual framework is drawn for a clearer picture of the overall study.

Chapter 3: Methodology

Chapter three explain the methodology of this research and describe how this research is carried out based on research design, data collection methods, sampling design, research instrument, construct instrument, data preparation process and data analysis.

Chapter 4: Data Analysis

Chapter four presents the patterns of the result as well as analysis of the results which relevant to research questions and hypotheses. SPSS version 20.0 is used to analyze the data collected from respondents.

Chapter 5: Discussion, conclusion and implications

The last chapter involves discussion, conclusion and implication of this study. It also summarizes the statistic analysis and explains the limitation of this study as well as provides recommendation for future study. Lastly, a conclusion for the whole research project is made.

1.8 Conclusion

This chapter outlines the brief overview of the research study. It acts as foundation and introduction of the research project. It clearly defined the research background and problem statement, research objectives, research questions, hypotheses of the study, significance of the study as well as chapter layout for each chapter. The next chapter will review the literary work that related to this study.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter presents the literature review of fast food restaurant revisit intention where it will define the dependent variables and independent variables. The literature review is conducted to further understand the term, definition, and the characteristics of the research topics. Furthermore, with adopted and modified conceptual framework that graphically summarized the stated hypotheses and the relationship between the independent variables and dependent variable as well. This section ends with hypotheses development.

2.1 Literature Review

2.1.1 Food Quality

Food quality can be an important element in the fast food restaurants but there is no consensus on the individual attributes that constitute food quality. Therefore, all the food attributes are lumped together in only one variable that is food quality (Sulek & Hensley, 2004). According to Grunert (2005), the food quality attributes are depend on the food type and the individual's food preference itself because the food attributes that constitute quality may change over the time as well in the consumer's mind. Moreover, different individual cognitive determinants on food quality may also lead to the difficulty to understand the consumer behavior (Rijswijk & Frewer, 2008). In addition, consumers are usually poor and confuse at predicting the food quality they needed to perceive and are dissatisfied despite the fact they are situated and unable to make confirmation on their own expectations for a particular food product (Grunert, 2005). In fact, due to this reason, there are many inconsistent food quality dimensions are used in the past researches, therefore, the different food quality dimensions and comparison from the previous

researches are summarized in the Table 2.1 for better understanding towards food quality.

From the quality dimension mentioned in the Table 2.1, food quality can be defined in various definitions to a consumer. Therefore, it is difficult to meet the customer expectation on quality since their understandings are varied and inconsistent from different perspective (Shaharudin, et al., 2010). This is supported by Becker (2000), quality has defined as a diverse meaning which depends specifically to the person's background who using the term of quality. Besides that, "quality" is very vague and unstructured when used by different person or even by the same person but in different conditions and situations. However, the most popular "quality" definition and accepted by almost all the people who working in food industry area is developed by International Standardization Organization (ISO) and it defined quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs" (Shaharudin et al., 2011).

Generally, in consumers' food perception and food choice decision, quality is one of the important elements (Grunert, 2005; Rohr, Lu'ddecke, Drusch, Muller, & Alvensleben, 2005). Consumers prefer products of high quality including the choice of food that they are consuming. Thus, consumers need to understand their own quality perception as they usually will make purchasing decisions on these beliefs (Rijswijk et al., 2008). Hence, in order to determine the customer's perceived significant attributes of quality towards the overall food quality, there is essential to link the consumer's quality understanding with the quality attributes.

In addition, in term of deciding on a fast food restaurant, food quality plays an important role and it has consistently been shown as one of the core attributes that customers consider (Sulek et al., 2004). Research by Vangvanitchyakorn (2000) revealed that quality of food is the most important factor in consumer's evaluation on different categories of restaurants. According to Peri (2006), food quality is an essential element

that restaurants must provide in order to fulfil the customer's needs and satisfaction.

Besides that, there are many researches were done on the food quality attributes such as freshness of food, food presentation, food taste, variety of food, food temperature and innovative of food. But, only a few researches have done with the crucial attributes of food quality in relation to customer satisfaction and behavioural intention (Shaharudin et al., 2011; Namkung & Jang, 2007). Therefore, this research has applied the quality attributes in a way by focusing on the importance of food freshness and presentation on the food that can influence the consumers' satisfaction and revisit intention towards fast food restaurants.

Table 2.1: Summary of Food Quality Dimensions and Comparison from the Past Researches

No	Author	Food Quality Dimensions Used/Mentioned in the Study
1.	Grunert, Larsen, Madsen, & Baadsgaard, 1996	Taste and appearance, health, convenience, and process
2.	Soriano, 2002	Food quality, quality of service, cost/value and place/ambience
3.	Brunso, Fjord, & Grunert, 2002	Process characteristics such as organic production, natural production, animal welfare, GMO-free, etc
4.	Grunert, 2005	Sensory, health, convenience and process
5.	Rijswijk & Frewer, 2008	Taste, good product, natural/organic and freshness
6.	Namkung & Jang, 2008	Presentation, healthy options, taste, freshness and temperature
7.	Shaharudin, Ismail, Mansor, Elias, Jalil, & Omar, 2011	Freshness, presentation, taste & innovative food

Source: Shaharudin, Mansor, & Elias (2011)

2.1.1.1 Food Freshness

The concept of freshness is associated with the main component that is sensory properties that including firm, crisp, crunchy texture, appropriate and bright colour, absence of visual defects and absence of off- or stale flavours (Peneau, 2005). In term of food attribute, freshness is the essential sensory element that interacted with the factors such as taste, smell and sight (Delwiche, 2004). Generally, freshness also refers to the fresh and physical state of food that appear to be related to the food properties such as crispness, juiciness, and aroma (Peneau, Hoehn, Roth, Escher, & Nuessli, 2006).

In terms of the quality factors, freshness should be focused by the management team in the fast food industry in order to serve their customer at the right standard of quality required (Shaharudin et al., 2011). Fresh food is relatively a current phenomenon in parallel with the consumers' growing awareness of nutrition and quality. Therefore, it is an important attribute need to be learned by all parties who are involved in the food industries in order to satisfy the consumer's needs and wants (Whitehall et al., 2006).

2.1.1.2 Food Presentation

According to Namkung et al. (2007), food presentation is a factor that constitutes food quality and impacts the appetite of the customer and their perception of food quality. Presentation is associated with how the food is being prepared and presented to the customers. It is a part of tangible cue and by successfully presenting a good-looking and well-decorated food can stimulate the customer perception of quality (Shaharudin et al., 2011). They also mentioned that food presentation actually is about how the consumer perceived the value of the product physically or internally (ingredients). Physically, the product may be perceived as good quality if it is presented with attractive packaging or informative labelling about the product. Internally, food may be associated with quality if the ingredients are in a complete mixture of necessary raw materials.

Food presentation is the process that the diners have offered the selected food in a fashion that is visually appealing. The food presentation has significantly impacted on the way in which customers consume their foods. In addition, the different colour, components, texture, shape and arrangements of foods must work together pleasantly and appropriately in order to form pleasing combination on plate (Zampollo, Kniffin, Wansink, & Shimizu, 2011).

2.1.2 Service Quality

Many restaurant operators attempt to maintain their survival in competitive environment as well as retain customers by striving to offer a high quality of service that is beyond the expectation of the customers (Dabholkar, Shepherd, & Thorpe, 2000). It is imperative for the restaurant operators to offer a higher level of service quality to their customer in order for them to position themselves in the competitive market place. This is because the restaurateur who provides great service and value to their customers has a competitive advantage over those operators who do not (Stevens, Knutson, & Patton, 1995). According to Palmer (2001), (as cited in Chow, Lau, Lo, Sha, & Yun, 2007) service quality is the important source for the service organizations to gain competitive advantage over their rivals in service industries.

Parasuraman, Zeithaml, and Berry, (1988) had identified service quality measurement tool which is called “SERVQUAL”. This model has become a widely accepted instrument for the service operators to diagnose and also improve the service quality in order to achieve high level of customer satisfaction. This instrument consists of five service dimensions which included tangibility, reliability, responsiveness, assurance, and empathy. Customers evaluate the service quality based on these 5 distinct dimensions: tangibility refers to appearance of physical facilities, equipment, and appearance of personnel; reliability indicates ability to perform the promised service dependably and accurately; responsiveness represents the ability to provide prompt service and willingness to help customers; assurance is defined as an employee’s knowledge and courtesy

and their talent to provide trust and confidence to the customers; empathy means caring, individualized attention the firm provides to its customers.

According to Andaleeb et al. (2006), among the SERVQUAL dimensions, the measure of reliability and responsiveness service are more desirable in restaurant context when providing pleasing dining environment to the customers. The tangibility refers to the restaurant's physical attributes, which the customer will experience first when they step in the restaurant (Ramseook-Munhurrin, 2012). However, the service provided by the restaurant is intangible, heterogeneous, and inseparability in terms of production and consumption of the product (Andaleeb et al., 2006). Therefore, it is less appropriate to categorize the service under tangibility dimension. Besides that, based on their study, the assurance and empathy dimensions proposed in the SERVQUAL framework may not show a significant result for restaurant context. This is because assurance dimension is more appropriate for the credence based industries where the customer involve in high risk of transaction or purchase such as legal service, auto repair and healthcare service. Therefore, assurance is not likely to be as important in the food service industry given the customer's risk is low. Whereas the empathy dimensions is less applicable to the food service industries where transaction marketing is involved. But it is more appropriate to the relationship marketing where it is crucial for the staff to pay individualized attention and offer high technical consultation and advice to their customers.

In this study, focus will be on the dimensions of service reliability and responsiveness as what mentioned by Andaleeb et al. (2006) study that both of these dimensions are more applicable in restaurant context.

2.1.2.1 Service Reliability

According to Ko (2008), service reliability is implicitly delivered by the firm to their customers. This service dimension is imperative because customers are more willing to deal with the firms that are able to perform the promised service to them. Furthermore, it is more successful to offer the promised service (reliability) to the customers compare to deliver the

staff knowledge and courtesy (assurance) in fast food restaurants (Forjoe jnr, 2011). Besides that, service reliability also plays an important role in Chinese restaurants (Liu & Jang, 2009). In another study by Qin, Prybutok, & Zhao (2010), service reliability is an important attribute in the fast food industry in China. Based on their study, service reliability is crucial for the fast food restaurant to maintain reliable customer relationship which is critical to business success. In addition, according Qin & Prybutok (2009), fast food restaurateurs need to pay attention to the service quality especially on the reliability dimensions.

2.1.2.2 Service Responsiveness

Service responsiveness concerns about coping with customer's request and answering their questions and complaints promptly (Ko, 2008). In addition, her study also stated that for the firm which is responsive, they will concern about the duration a firm take to deal with their customers' enquiries and problems. In customer point of view, server responsiveness is the interaction that occurred between customer and the staff of the restaurant pertaining to which the server was alert and attentive to customers' enquiry and requirement (Winsted, 1997). In the efforts to deliver the quality of service, it is imperative for the fast food restaurant to emphasize on service efficiency in terms of providing prompt and quick service. This has become a critical factor in stimulating the revisit intention toward fast food restaurants for most of the youngster (Aaijaz & Ibrahim, 2011). Based on Qin et al. (2009) findings, their study suggests that the fast food restaurant operators should also emphasize on the dimension of service responsiveness. Furthermore, study in Qin et al. (2010) also stated that due to the changing of lifestyle, the Chinese customers start to place greater value on time. As a result, being responsive to customers' requirement has become a crucial factor for fast food restaurants in China.

2.1.3 Restaurant Environment

Undeniably, people nowadays are eating out more often. With years of dining experience, customer expectation of quality levels towards restaurant has gone up (Raajpoot, 2002). Besides, another study by Ryu et al. (2010) also shows customers are increasingly put a premium on saving time as well as better eating environment if compared to earlier days. These factors motivate restaurateur to put effort in design and provide a more comfort environment for customers.

Many studies indicated that making the atmosphere more pleasant and innovative is essential for a firm's success (Reimer & Kuehn, 2005; Wakefield & Blodgett, 1996). Besides, Kotler (1973) indicated that atmosphere of a restaurant can be as much important as the food itself. Furthermore, a study by Kokko (2005) suggests that atmosphere in a restaurant is often perceived by customers as the single most positive characteristic of the establishment, and even more important than food served. This is because the surrounding will create an expectation of dining experience even before the customer is served (Young, Clark, & McIntyre, 2007). This study further stated that environment of a restaurant reinforces more intangible aspects such as food quality and services. Customers will "read the environment" and choosing which restaurant to dine (Kwun & Oh, 2006).

Although the primarily function of the restaurant is to provide food, however customers today want to enhance their quality of life and enjoy comfortable dining space, thus improvement of food quality alone will not necessary enough to satisfy their customers (Horng, Chou, Liu, & Tsai, 2013). Due to customers demand for a better dining environment, this motivated fast food marketers keep on upgrading the restaurant environments to enhance consumers' positive feelings thus will lead to desired consumer a higher willingness to visit (Xu, 2007). The pleasing environment has a potential to stimulate customers buying habit and produce more profit (Turley & Milliman, 2000). Besides, Chen and Hsieh (2011) study shows that pleasure and arousal environment will stimulate

customers' spend approximately 12 percent more in average however Soriano (2002) mentioned comfortable atmosphere will make customers stay longer in the restaurant.

Baker (1987) divided environmental factor into three categories which include ambient cues, design cues, and social cues. Ambient cues refer to the background characteristics of a store (e.g., scent, cleanliness), design cues refer to features that stimuli consumer's awareness (e.g., colour, decoration) and social cues refer to the related people in the environment. Table 2.2 shows the detailed information about the ambient, design, and social cues for further explanations. However, as for this research purposes, it will focus on the two attributes of ambient cues which are cleanliness and ambient scent due to experienced customers will pay more attention to ambient factors when decide to approach or avoid a restaurant (Bohl, 2012).

Table 2.2: Components of the Physical Environment

Category	Definition	Features
Ambient factors	Background conditions that exist below the level of our immediate awareness	Air quality - Temperature - Humidity - Circulation/ Ventilation Noise (Level/ Pitch) Scent Cleanliness
Design factors	Stimuli that exist at the forefront of our awareness	Aesthetic -Architecture Colour Style -Materials Decor -Scale Shape -Texture, Pattern Functional -Layout -Comfort -Signage -Accessories
Social factors	People in the environment	Audience (Other Customers) -Number -Appearance -Behaviour Service Personnel -Number -Appearance -Behaviour

Source: Baker (1987)

2.1.3.1 Cleanliness

Cleanliness is a crucial elements needed to pay attention in restaurant industry. Restaurant cleanliness has been perceived as a key factor when customer evaluates the quality of dining area provided (Barber & Scarcelli, 2009; Liu et al., 2009). As at today competitive market, restaurateurs who ignore customers' opinion or do not meet customers' standards of quality will result in lack of customers support (Steven et al., 1995). Understanding what customers consider when they evaluate a restaurant's cleanliness can improve store quality easier due to obtain the useful information from prospective customers (Seung, 2012). Thus, responding to customer preferences is useful for hygiene improvement of a particular restaurant. Kroc and Anderson (1987) stated that fast food restaurants must emphasize on cleanliness included overall appearance of the restaurant, parking lot, kitchen floor, staffs' uniforms, as well as the bathrooms.

2.1.3.2 Ambient Scent

Ambient conditions are intangible background characteristics that have subconscious effect on customer perceptions and responses to the environment (Nguyen & Leblanc, 2002). These intangible background characteristics may include lighting, noise, music, scent, air quality and temperature (Bitner, 1992). While ambient factors are not part of the main service in fast food restaurant, their absence can cause concern or inconvenience to customers (Raajpoot, 2002).

Scent defined as "a scent that does not originate from any particular object but is present in the environment" (Mattila & Wirtz, 2001). One of the five senses, smell considered to be most closely attached to emotional reaction which will affect human behaviour. Good scent of a restaurant can stimulate arousal levels, and influence customers desire to stay. Bone and Ellen (1999) stated that aroma has significantly affected a customer's mood and emotion. At the same time, the study also conducted a marketing-related tests and result showed that 43 percent of the customers will have intention to return to the restaurant affected by scent. In another study by Ariffin, Bibon and Raja Abdullah (2011), it mentioned that

pleasant scent in a restaurant will result in customers having good experience and favourable perceptions in their mind. Ryu and Jang (2007) findings shows that ambience such as aroma and scent had the most important influence on customers' emotional responses, which in turn affect customers dining behavioural intentions. According to Han & Ryu (2009), pleasing scent in a restaurant may result in customers having more favourable perceptions and evaluating their experiences more positively.

2.1.4 Customer Satisfaction

Customer satisfaction can be defined as an individual's pleasure feeling or disappointment that can be resulted by comparing a product's perceived performance in relation to his or her expectations (Oliver, 1981; Brady & Robertson, 2001). Moreover, customer satisfaction is an important indicator of a company's past, current, and future performance in order to determine retention of the customers (Lee, 2004).

In modelling satisfaction, there are two general conceptualizations of satisfaction namely transaction-specific satisfaction and cumulative satisfaction (Boulding, Kalra, Staelin, & Zeithaml, 1993). Transaction-specific satisfaction is a transient that customer's evaluation of his or her experience and reactions to a particular service encounter (Cronin & Taylor, 1992; Boshoff & Gray, 2004). Alternatively, cumulative satisfaction is a customer's evaluation of the overall consumption experience with a product or service to date, which directly affects post purchase phenomena such as attitude change, repeat purchase, and brand loyalty (Johnson & Fornell, 1991).

On the other hand, Oliver (1981) had introduces the expectancy-disconfirmation model which explaining about customer satisfaction was determined by comparisons between customers' expectations and perceived performance. Based on this theory, customer satisfaction is the measuring of the outcome's gap between customer expectation and perceived performance. If the perceived performance exceeds the expectation, the expectation is positively disconfirmed and the customer is

satisfied where the provided performance was better than expected. In contrast to positive disconfirmation, if the perceived performance fall below expectations, the comparison results in negative disconfirmation and the customer is dissatisfied with the performance. Therefore, the application of expectancy-disconfirmation theory is one of the most common and widely accepted theory for customer satisfaction analysis in the service industry (Oh, 1999). Besides that, Oh & Jeong (1996) also studied the customer behaviour based on expectancy-disconfirmation theory in fast food restaurant.

In addition, some researchers have also revealed that the customer satisfaction is directly linked to customer retention and the positive emotions may also lead to satisfaction, whereas negative emotions will lead to increase dissatisfaction of customers (Noone, Kimes, & Mattila, 2007). Both positive and negative emotions can be influenced from extrinsic forces like customer service and server- guest interaction in the restaurant where consumers visit. The interaction between consumers and restaurant servers are crucial because both parties' emotions may be interacted to affect customer's satisfaction perception (Liu et al., 2009; Noone et al., 2007).

In reality, success of a restaurant depends on whether the marketer understands their target customers' needs and wants (Gregory, Smith, & Lenk, 1997). Furthermore, this study also stated that meeting expectations of customers will provide competitive advantage for the restaurant to compete with other competitors. Provide excellent services such as listening to customers' needs and complaints, caring about customer will provide customer satisfaction and it is very important for marketers to take note in this issue because it has significant and direct impact on the performance of a restaurant (Parsa, Gregory, Self & Dutta, 2012). According to National Restaurant Association (2009), it indicated that 60 percent of the new restaurant fail to operate because not able to satisfy their customers. Thus, it is very important for restaurateur to ensure customer satisfaction is reached due to it is key importance in the restaurant industry (Harrington, Ottenbacher, Staggs & Powell, 2011).

However, there are a lot of factors that may influence customer satisfaction. There are some studies that have identified factors that influence customers' satisfaction with their dining experience including waiting time, quality of service, responsiveness of employees, menu variety, food prices, food quality, food consistency, ambience of the facilities, and convenience (Sulek et al., 2004; Inglesias & Guillen, 2004; Andaleeb et al., 2006). Therefore, it is important to make customer feel themselves are important and special by satisfying even their simplest requests (Soderlund & Rosengren, 2007). According to Liu et al. (2009), restaurant should provide customer services which are consistent, efficient and genuine in order to create customer satisfaction because highly satisfied customers are one of the most important assets to the organization.

Customer satisfaction is always highly related to perceived restaurant quality. In today's market, customers expect they will receive good perceived restaurant quality when dining in fast food restaurant. Customers are more likely to be satisfied with the perceived restaurant quality if they have achieved good experience and restaurant establishment that meets or exceeds their expectation (Harrington et al., 2011). On the other hand, underperforms of highly expected establishment may also lead to customer dissatisfaction (Namkung et al., 2007). Practically, according to Harrington et al. (2011), the restaurants need to take additional care to understand the consumer expectations toward the restaurant they visit in order to ensure the customer satisfaction can be maximised and achievable in long run.

Although the perceived expectation of customer has associated with the perceived restaurant quality, there are many quality factors can influence the customer satisfaction (Namkung et al., 2007). As in this study, three general categories of perceived restaurant quality are provided as greatest potential determinants of customer satisfaction. These general categories are food quality, service quality and restaurant environment.

2.1.5 Revisit Intention

Intention is subjective judgments about how a person will behave in future and it is usually serves as dependent variable in many service research and satisfaction models (Boulding et al., 1993; Soderlund and Ohman, 2003). The study by Teng and Kuo (2011) defined revisit intention as repurchase intention and behaviors that demonstrate the willingness to recommend and disseminate positive information for a service provide.

Soriano (2002) stated that customers have their own reason whether to revisit to any restaurant in the future such as pressure from life or work, customers are seek for quality, value and desirable environment that can keep them relax or temporary free from stress. Weiss (2003) further stated that customer's revisit intention is influenced by customer with restaurant attribute. Furthermore, some repeaters' intentions may be influenced largely by promotional efforts to recall their positive memory and by disseminated information on new attractions (Um, Chon, & Ro, 2006). The number of previous visits also has been regarded as one of the influential factors for revisit intention (Court & Lupton, 1997; Petrick, Morais & Norman, 2001; Sampol, 1996)

Customers that received an excellent and memorable experience from the restaurant will form a favourable behavioural intention such as recommending the restaurant to others, spread positive word of mouth or become a loyal customer will ultimately lead to revisit intention (Boulding et al., 1993; Reichheld & Sasser, 1990). Besides, employees giving customer special attention and consideration will make customers feel unique and thus increase their behavioral intention (Bitner, 1990). Additionally, environment and entertainment of a restaurant will elicit customer affective response and thus influence revisit intention (Kim & Moon, 2009; Jang & Namkung, 2009). Food service providers are encouraged to develop activities which generate close guest-host interactions to increase customer added-value, positive affective response, and lead to repurchase intention (Hemmington, 2007). Therefore, customer affective response serves as an importance mediator role as the higher

affective responses of customers perceived their dining experience, the higher repurchase intention they would generate (Pullman & Gross, 2004).

Generally, repeat customers are more profitable than new customers acquisition. To ensure customer will revisit to the restaurant, retaining customer would be the most important strategy to be used by restaurant because the cost of attracting a new customer is always greater than the cost of retaining existing customer (Fornell, 1992). Evidence from study of Chaudhry (2007) has proven that repeat customers generate over twice as much gross income as new customers. However, to gain a new customer will cost six to seven times more than to keep existing customers (Conklin, 2006).

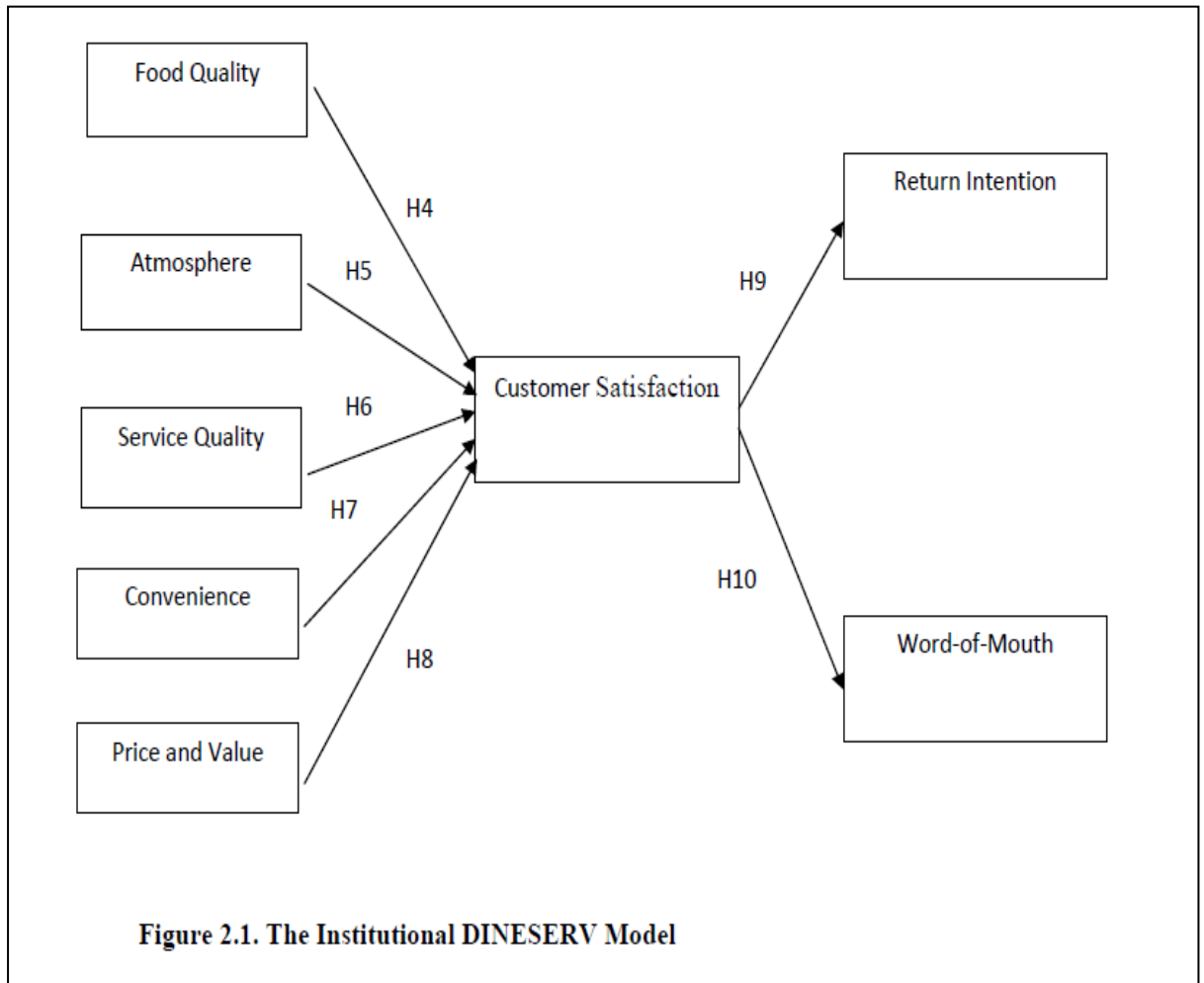
Customer retention rate depends on five attributes within a restaurant include service quality, food quality, ambience quality, first and last impression, and comfort level of the restaurant (Kivela, Inbakaran, & Reece, 1999). It is important for the restaurateur to identify factors that will form positive attitude among customers and influence their behavioural intention. However, factors that influence customer satisfaction may not necessarily influence revisit intention. For example, Namkung and Jang (2008) explain temperature of food had a strong relationship with customer satisfaction, but no significant effect on revisit restaurant intention. In contrast, green food and healthy ingredient shows a strong relationship with behavioural intention, however no significant influence on customer satisfaction (Lim, 2010). In order to maximize customer's needs and wants, restaurateurs should focus on the effects of attribute that influence customer satisfaction as well as restaurant repatronage.

Researchers often describe customer loyalty as repeat purchases (behaviour of rebuying or re-patronizing), but also the customer's attitudinal state of intention to repurchase or re-patronize (the likelihood of the behaviour). Therefore, repurchase intention become a critical part of such attitudinal or behavioural constructs (Evanschitzky, Iyer, Plassmann, Niessing, & Meffert, 2006). In terms of behavioural purchasing, it is

associated with actual customer consumption behaviour which involves the measurement of past purchases or the measurement of probability of future purchase based on past purchase behaviours (Ehrenberg, 1988). On the other hand, attitudinal intention refers to the customer's psychological disposition toward the same brand or organization which is associated with a customer's favourable attitude (Fournier, 1998). Both behavioural loyalty and attitudinal loyalty are important in building long-term customer relationships. This is because both these concepts are not only help in understanding customer past behaviours but also useful in predicting future patronage by the customer (Kumar & Shah, 2004).

2.2 Review of Relevant Theoretical Models

Figure 2.1: Influence of Institutional DINESERV on Customer Satisfaction, Return Intention, and Word-of-Mouth



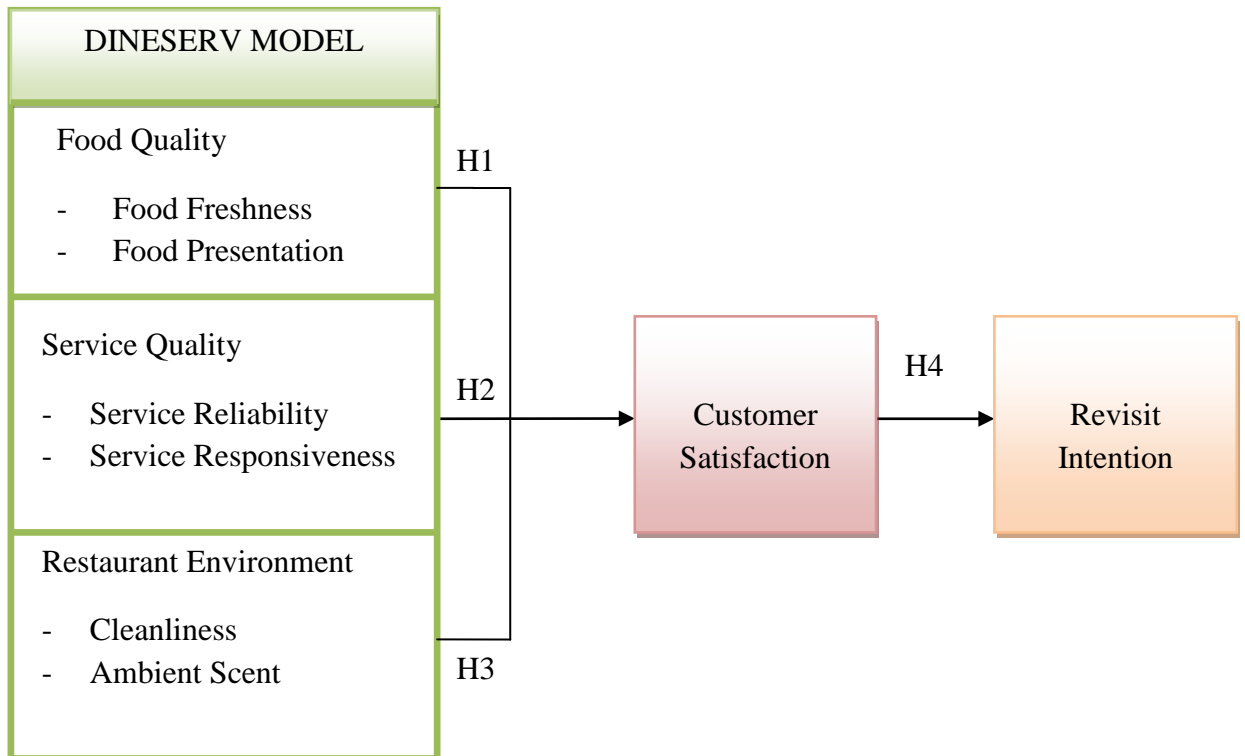
Source: Kim, Ng, Kim (2009)

Figure 2.1 visualizes the theoretical framework that investigates the relative importance of institutional DINESERV factors including food quality, atmosphere, service quality, convenience, and price and value that affect customer satisfaction in the university dining facilities in United State. Besides that, this model also aim to examine the influence of customer satisfaction on return intention and word-of-mouth endorsement. The research findings showed that all Institutional DINESERV dimensions show a significant positive relationship towards customer satisfaction and revisit intention. The higher the customer satisfaction, the higher the return intention and increased of the good word-of-mouth endorsement in university foodservice facilities.

This research model can be helpful to provide operational insight to the foodservice managers and thus enhance the operational efficiency of the restaurants. In addition, this model will help the restaurant operators to determine the importance of the factors in DINESERV dimensions in order to allow them to focus on those factors that will contribute to customer satisfaction. Ultimately, this will improve the dining unit image and reputation as well as generate greater profit to the restaurants.

2.3 Proposed Conceptual Framework

Figure 2.2: Factors Influencing Dining Experience on Customer Satisfaction and Revisit Intention among Undergraduates towards Fast Food Restaurants



Source: Developed for the research

Through the study of previous research, the DINESERV dimensions of factors that influence customer satisfaction towards revisit intention are reformulated in order to suit into this study. The proposed conceptual framework shows the independent variables which include food quality, service quality, and restaurant environment towards customer satisfaction, and which will influence customer's intention to revisit the fast food restaurant. Revisit intention is the dependent variable in this research and it is the primary interest in this study whereas customer satisfaction positioned as mediator and stage variables. As for this study, it proposed that food quality, service quality, and restaurant environment have significant impact on customer satisfaction, and thereafter customer satisfaction will have significant relationship with revisit intention.

2.4 Hypotheses Development

2.4.1 The Relationship between Food Quality and Customer Satisfaction

Food quality appeared to be the most important forecaster of customer satisfaction by comparing to physical setting and service quality in restaurants (Sulek et al., 2004) According to Ha and Jang (2010), there has a positive relationship exists between food quality and customers' satisfaction. This is supported by Bitner & Hubbert, 1994; Churchill & Surprenant, 1982 (as cited by Lim, 2010), a review of the marketing literature expresses that customer satisfaction and customer perceptions on food quality are correlated. Therefore, food quality is one of the important core attributes that influence restaurant customer satisfaction (Fornell, Johnson, Anderson, Cha, & Bryant, 1996). In fact, these have proved that the food quality has significant relationship between food quality and customer satisfaction.

Furthermore, Shaharudin et al. (2011) found that freshness has become one significant determinant towards the customer purchase intention because customers nowadays are always looking for food that is served in a fresh manner which they believe is good for their health, thus, the food must be served in a timely manner to ensure freshness. If the customers have a good experience and satisfied with the restaurant, they will continuously spread good and positive word of mouth to other potential customers in order to stimulate their intention to revisit the fast food restaurants.

According to Kivela et al. (1999), food presentation is essential food attribute that modelling customer dining satisfaction. In fact, when the food is well presented, this may make the customers having a good feelings and moods to consume the foods in the particular fast food restaurant they visit. Consequently, this will help to create the good relationship and emotional attachment between customers and the fast food server. Besides that, based on the research done by Namkung et al.

(2007), food presentation has significant relationship with the customer's satisfaction.

Hence, the hypothesis is developed as followed:

H₁: There is significant relationship between food quality and customer satisfaction.

2.4.2 The Relationship between Service Quality and Customer Satisfaction

Service quality and customer satisfaction are important concepts within services marketing theory (Spreng & Mackoy, 1996). There are several studies showed that service quality is significantly contributing to the customers' satisfaction in restaurant context (Stevens et al., 1995; Qu, 1997; Baker, Parasuraman, Grewal, & Voss, 2002; Huam et al., 2011). According to Ha et al. (2010), service quality was found to have significant relationship with customer satisfaction. Their finding indicates that the service quality provided by staff is fundamental and crucial to the customer satisfaction in the restaurants. Furthermore, their study also stated that customers in Korean restaurants are more satisfied if the restaurants are able to provide them with higher service quality.

In another study by Cronin et al. (1992), the study examined the relationships between service quality, consumer satisfaction, and purchase intention. Their findings proved that perceived service quality can greatly affect customers' satisfaction. Many restaurants emphasize on service quality because it will influence the customer satisfaction which in turn lead to customer visit intention and restaurant's revenue (Chow et al., 2007). In addition, Yüksel & Yüksel (2002) stated that service quality had the most significant impact on dining satisfaction at the aggregate market level.

Based on Qin et al. (2009) findings, service quality is one of the antecedents of customer satisfaction in fast food restaurant. Their study indicates that five dimensions which include tangibles,

reliability/responsiveness, recovery, assurance, and empathy show a significant result towards customer satisfaction. Service quality is a cognitive evaluation, therefore a positive service quality perception can lead to customer satisfaction. The customer's perceptions are greatly influenced by the performance of the service provider because customer will evaluate the service quality when the service is delivered to them (Brady et al., 2001). In addition, their study also mentioned that service dimensions such as reliable and responsiveness service are the intangible cues that influence customer satisfaction. Furthermore, service reliability and responsiveness also plays an important role in Chinese restaurants where dependable and consistent services as well as helpful staff were significantly related to customer satisfaction (Liu et al., 2009).

Hence, the hypothesis is developed as follow:

H₂: There is significant relationship between service quality and customer satisfaction.

2.4.3 The Relationship between Restaurant Environment and Customer Satisfaction

Restaurant environment can create image and influence customer level of satisfaction especially in restaurant industry (Hui, Dube, & Chebat, 1997; Raajpoot, 2002; Robson, 1999; Ryu et al., 2007). Although food and service quality are important, pleasing restaurant environment will also determine to a high degree of overall customer satisfaction in restaurant industry (Ryu et al., 2010). Many empirical studies have shown how environment influence customer satisfaction and predicts repurchase behavior (Hui et al., 1997; Knutson & Patton, 1995; Mattila et al., 2001; Wakefield & Blodgett, 1994). Additionally, Brady and Cronin (2001) stated that environment can have a significant impact on perception of overall quality, which turn to affect customer satisfaction towards a particular restaurant. Another studies by Han et al. (2009) found that environment of a particular restaurant will influence customer satisfaction and loyalty.

In fast food industry, a pleasing atmosphere will even contribute a higher level of overall customer satisfaction (Lim, 2010). Besides, there are also other research suggest that there is a direct link between environment and customer satisfaction in fast food restaurant (Chang, 2000; Chebat and Michon, 2003). For example, Wakefield et al. (1996) study shows that facility aesthetics, seating comfort and cleanliness of a restaurant significantly affect a customer's satisfaction. In addition, Chang (2000) also mentioned environment of a fast food restaurant is a direct indicator of a customer's satisfaction.

Furthermore, there are a lot of studies found that cleanliness is a significant factor in customer evaluation of restaurant ambience, and it will affect the customer satisfaction (Barber et al., 2009; Liu et al., 2009; Threemitaya, 2003; Aksoydan, 2007). Besides, Mattila et al. (2001) study shows that increasing ambience by scent can improve evaluations of a store and create higher satisfaction levels.

Hence, the hypothesis is developed as follow:

H₃: There is significant relationship between restaurant environment and customer satisfaction.

2.4.4 Relationship between Customer Satisfaction and Revisit Intention

Customer satisfaction and revisit intention are interrelated because the outcome of satisfaction may reinforce a customer's decision to revisit or not to revisit to a restaurant (Cronin et al., 1992; Oliver, 1980). In the highly competitive fast food industry, satisfying customer is the critical objective of businesses that to build repeat purchase (Johns & Tyas, 1996; Kivela et al.; Sulek et al., 2004).

Satisfaction is an excellent predictor of repurchase intention (Choi & Chu, 2011; Tam, 2001). In fast food restaurant setting, Han and Ryu (2007) found that improving customer satisfaction level is essential to increase revisit and recommendation intentions. A satisfied customer has higher

possibility to reject competitive offers and will return to the same restaurant that offers them great experience. Other studies also mentioned the higher level of customer satisfaction, the greater the return intention rate (Anderson & Sullivan, 1993; Kim et al., 2009).

Based on previous empirical research, there is a significant correlation between customer satisfaction and behavioural intention. For instance, Oliver (1980) found that satisfying dining experience has a significant positive influence on customer's behavioural intention and increase customer's retention rate. Another study done by Kivela et al. (1999) showed the relationship between dining satisfaction and repeat visit intention is significant within a restaurant. Besides, the significant relationship between satisfaction and revisit intention in restaurant dining environment also has been proven with numerous empirical results in the hospitality literature (Chow et al, 2007; Hyun, 2010; Oh, 2000; Ryu, Han & Kim, 2008).

In addition, Bearden & Teel (1983) mentioned customer satisfaction is important attribute to marketers as it is assumed to be a significant determinant for repeat sales, positive word of mouth as well as building customer loyalty. Besides, Ranaweera & Prabhu (2003) also conducted similar studies that there is significant and positive effect of customer satisfaction on customer retention. Another study done by Stevens et al. (1995) found that the tendency to revisit the dining unit is led by the high customer satisfaction with service quality.

Hence, the hypothesis is developed as follow:

H₄: There is significant relationship between customer satisfaction and revisit intention.

2.5 Conclusion

In conclusion, chapter two explained in details on how each variable is formed using relevant studies and also past researches. It covered the reviews of literature on food quality, service quality and restaurant environment that will lead to customer satisfaction towards revisit intention in fast food restaurant. Furthermore, proposed conceptual framework as well as hypotheses of this research is being carried out.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Research methodology is used by researchers for collecting and analysing data that will be used for answering the hypotheses and research questions in a more systematic and organized way. In this chapter, it includes how the research is carried out in terms of research design, data collection methods, sampling design, research instrument, constructs measurement, data processing and data analysis. Furthermore, the objective of this chapter is to ensure appropriate research procedures are followed in order for readers to have better understanding and evaluating the outcome of the research.

3.1 Research Design

In this research project, the types of research used are quantitative research. Quantitative research is used to collect data and examine the hypotheses as well as to meet research objectives. According to Burns & Bush (2006), they defined quantitative research as involvement of the use of structural questions in which the respondents' options have been predetermined and a large number of respondents are involved. Therefore, through quantitative research, it can determine and examine the relationship between independent variables and dependent variables.

3.1.1 Descriptive Research

According to Zikmund, Babin, and Carr (2010), descriptive research is used to describe the characteristics of a population or phenomenon. It involves the identification of a particular phenomenon's attributes based on observational basis or through the exploration of correlation between two or more phenomenon. Furthermore, there are several methods can be used in descriptive research which is correlation, developmental design, observational studies and survey research (Williams, 2007). In this study, survey method is used where questionnaires are distributed to respondents

and when questionnaires are collected back from respondents, researchers used the data collected for analysis purposes.

3.2 Data Collection Methods

Data collection is meant by just simply collect the data required for the research and there are two types of data which are primary data and secondary data. Data collected will help to achieve research objectives as well as hypotheses proposed. Besides that, it will affect the reliability and validity of the test conducted. Therefore, by collecting data, it will provide clearer view and help researchers to have better understanding.

3.2.1 Primary Data

Primary data is meant by which the data is collected from the questionnaires. It is a first-hand experience where information is developed and gathered by researchers. In this research, self-administered questionnaires are used. This type of questionnaires is completed by the respondents on their own without interview. Questionnaires are distributed to the hand of each respondent and were collected once they finish answering the questionnaires. In other words, it is known as delivery and collection questionnaires (Saunders, Lewis, & Thornhill, 2009).

3.2.2 Secondary Data

By reanalysing data that has been collected for some other purpose and it is always readily available, such data are known as secondary data. This type of data is cheaper and obtained more quickly than primary data. In this research, Emerald, Sage, Taylor & Francis and others databases are used to obtain data due to cost and time saving as well as easy accessibility to it. Other than that, reference books are used to have better understanding and support for this research such as books written by Malhotra (2009), Zikmund (2003) and others related books.

3.3 Sampling Design

Sampling is the process of using small number of items or part of a larger population to make a conclusion about the whole population (Zikmund, 2003). The population refers as any group of entities which share some common set of characteristic. However, it would be impractical to survey the entire population as it needs to take too much time and money (Saunders et al., 2009), hence it relies on sample in order to require a part of the population to perform and experiment. Therefore, a sample is considered as subset or some part of a larger population.

3.3.1 Target Population

The targeted population was the undergraduates consisted male and female who are aged from 18-26 years old and currently study in Malaysia's higher education institutions which include public universities, private universities and university colleges.

3.3.2 Sampling Frame and Location

The sampling frame for any probability sample is a complete list of all the cases in the population from which the sample will be drawn (Saunders et al., 2009). The target population consists of 200 males and females undergraduate from higher education institutions in Malaysia such as University Tunku Abdul Rahman (UTAR), University Putra Malaysia (UPM), University Kebangsaan Malaysia (UKM), University Teknologi Malaysia (UTM), SEGI University, Nottingham University and INTI International University. The questionnaires are randomly distributed and administered to different area such as Selangor, Kuala Lumpur, Perak, Negeri Sembilan and Johor.

3.3.3 Sampling Elements

The respondents of the survey were undergraduates' students especially for those who are recently visit and dine in the fast food restaurant. The reason of choosing this sampling element is that, the respondents can better evaluate their dining experience in the fast food restaurant.

3.3.4 Sampling Technique

The process of sampling involved any procedure by using a small number of items or parts of the whole population to make conclusion regarding the whole population (Zikmund, 2003). This research was conducted on a sample of the people representing the whole population. The reason was that it was very expensive and time consuming if the research done on whole population.

There are two sampling techniques which are probability and non probability sampling. The sample was taken by using non-probability sampling in which the units of the sample were being selected on the basis of personal judgment or convenience (Zikmund, 2003). Based on four types of non-probability sampling, convenience sampling was being used to select a sample. Convenience sampling refers to the way of obtaining people who were most conveniently available (Zikmund, 2003). The advantages of using this sampling technique include research could be done quickly and economically, as the questionnaire only distribute to the people that have been met.

3.3.5 Sampling Size

A total sample size of 200 respondents was chosen in order to complete the survey. The respondents are from different institutions in order to avoid the result being skewed. Besides that, with the fewer sample size of 200 can help lower down cost and reduce the time in data collection. There were 200 questionnaires being distributed, however only 197 questionnaires have been collected and 191 questionnaires are eligible while remaining 6 questionnaires have been void due to incompleteness.

3.4 Research Instrument

The research instruments used in this research is self-administered questionnaire. A self-administered questionnaire was a data collection in which the respondent read the survey question and recorded his or her own answer without the present of a trained interviewer (Hair, Black, Babin, Anderson, & Tatham, 2006). Questionnaire serves as an important tool to generate responses from the respondents because it was a cheaper way to gather data from potentially greater amount respondents.

3.4.1 Questionnaire Design

A questionnaire is used for the survey purposes of this research. In designing the questionnaires, extra caution has been taken for better clarification of each question. Besides, the questionnaire is formed through the adaptation of questionnaire from journals written by previous researchers.

The questions used in the questionnaire are fixed alternative questions. Fixed alternative questions are specific and provide limited options to respondents. Through the questionnaire, this research can get direct response and feedback from the respondents. Thus, more accurate information will be collected from the respondents.

As the layout of the questionnaire, a brief introduction and purpose of conducting this research are attached at the cover page. The structure of questionnaire was designed in English language because it is more appropriate to communicate with our respondents. Moreover, the questionnaire was divided into three parts. Section A is about general information of respondents, Section B is construct measurement and Section C is demographic profile of respondents. (Refer Appendix 3.1)

In Section A, general questions will be asked. It consists of six questions such as “Which chicken based fast food restaurant do you prefer”, “Which meal time do you usually prefer when visiting fast food restaurant”, “How frequent do you visit fast food restaurant” and so on.

In Section B, construct measurement of the research which consist of five variables are tested in this research include food quality, service quality, restaurant environment, customer satisfaction, and revisit intention. The purpose of this section is to obtain the required information to examine the relationship among each variable. Besides, questions in Section B are set in the form of rating scale, which is five-point Likert Scale.

In Section C, the questions were asked about respondents' demographic profiles such as gender, age, education level, current year of study and also monthly income which including pocket money. It helps to identify the profiles of respondents. For Section A and C, the questions were set in the form of multiple choices. Respondents are required to select one answer from the alternatives given.

Finally, 200 copies of questionnaire were distributed. Targeted respondents were given sufficient time to complete the questionnaire in order to ensure respondents able to interpret and analyse the question. Hence, it increases the validity and reliability of the data collected.

3.4.2 Pilot Test

Pilot test is a small scale study in which the results are only preliminary and intended only to assist in design of a subsequent study (Zikmund, Babin, Carr, & Griffin, 2010). This test will be conducted before a large scale survey is conducted. The purpose of the pilot test is to test the reliability and validity as well as identify errors of the questions in the questionnaire. Cronbach's Alpha was used to examine the internal reliability of the pilot test. Table 3.1 shows the acceptable and unacceptable level of the Cronbach's Alpha coefficient.

Table 3.1: Acceptable and Unacceptable Level of Cronbach's Alpha Coefficient

Alpha coefficient	Implied reliability
below .60	unacceptable
between .60 and .65	undesirable
between .65 and .70	minimally acceptable
between .70 and .80	respectable
between .80 and .90	very good
much above .90	consider shortening the scale

Source: DeVellis (1991)

A total number of 30 questionnaires were distributed for the purpose of this test. After collected the questionnaire, reliability test was conducted by using Statistical Package for the Social Science (SPSS) version 20.0. Table 3.2 shows the result of the pilot test conducted. According to Malhotra (2007), all the variables are significant since the Cronbach's Alpha value is more than 0.6 for each.

Table 3.2: Results of Pilot Test

No.	Constructs	Cronbach's Alpha	No. of items
1	Food Quality	0.776	8
2	Service Quality	0.714	9
3	Restaurant Environment	0.784	8
4	Customer Satisfaction	0.706	6
5	Revisit Intention	0.738	6

Source: Developed for the research

3.5 Construct Measurement

3.5.1 Origin of Constructs

Table 3.3: Origin of Constructs

Constructs	Source
Food Quality:	
a. Food Freshness	<ul style="list-style-type: none"> • Ryu, Lee and Kim (2012) • Namkung and Jang (2007) • Peneau, Hoehn, Roth, Escher and Nuessli (2006)
b. Food Presentation	<ul style="list-style-type: none"> • Ryu, Lee and Kim (2012) • Namkung and Jang (2007) • Zampollo, Kniffin, Wansink and Shimizu (2011)
Service Quality:	
a. Service Reliability	<ul style="list-style-type: none"> • Ryu, Lee and Kim (2012) • Lim (2010) • Forjoe jnr (2011) • Ramseook- Munhurrun (2012) • Tang and Bougoure (2006)
b. Service Responsiveness	<ul style="list-style-type: none"> • Ryu, Lee and Kim (2012) • Liu and Jang (2009) • Ramseook- Munhurrun (2012) • Tang and Bougoure (2006)
Restaurant Environment:	
a. Cleanliness	<ul style="list-style-type: none"> • Ryu, Lee and Kim (2012) • Sienny and Serli (2010) • Katimah, Huey, Sambasivan and Salleh (2011)
b. Ambient Scent	<ul style="list-style-type: none"> • Han and Ryu (2009) • Ryu, Lee and Kim (2012) • Lim (2010)
Customer Satisfaction	<ul style="list-style-type: none"> • Ryu, Lee and Kim (2012) • Lim (2010)
Revisit Intention	<ul style="list-style-type: none"> • Ryu, Lee and Kim (2012) • Lim (2010) • Namkung and Jang (2007)

Source: Developed for the research

Table 3.4 Sample Items of the Constructs

Constructs	No. of Items	Sample Items
Food Quality	8	<ul style="list-style-type: none"> • The restaurant offered fresh food • The smell of the food was enticing • The food presentation was visually attractive
Service Quality	9	<ul style="list-style-type: none"> • Employees served me food exactly as I ordered it • Employees provided prompt and quick service • Employees are always willing to help me
Restaurant Environment	8	<ul style="list-style-type: none"> • The dining areas are thoroughly clean • No bad smell or odor in the restaurant • The aroma of restaurant is enticing
Customer Satisfaction	6	<ul style="list-style-type: none"> • I am very satisfied with my overall experience at this restaurant • Overall, this restaurant puts me in a good mood • I have really enjoyed myself at this restaurant
Revisit Intention	6	<ul style="list-style-type: none"> • I would like to come back to this restaurant in the future • I would recommend this restaurant to my friends or others • I would say positive things about this restaurant to others

Source: Developed for the research

3.5.2 Scale of Measurement

In this study, questionnaire survey has used as a tool to collect the data and information from respondents and each of the questions in the questionnaire was adopted from different journals. The questionnaire is divided into three sections: Section A (General Information), Section B (Constructs Measurement), and Section C (Demographic Profile). Besides that, three types of scale measurement are used for this study which includes nominal scale, ordinal scale, and interval scale.

Nominal scales represent the most basic level of measurement, it is a scale in which numbers serve only as labels or tags for identifying and classifying objects with a strict one-to-one correspondence between numbers and objects (Malhotra & Peterson, 2006). In Section C of the questionnaire, one of the examples of nominal scale has used for the demographic profile of respondents such as “Gender”- Male or Female.

Ordinal scale is a ranking scale in which numbers are assigned to objects to indicate the relative extent to which some characteristics is possessed (Malhotra et al., 2006). The main characteristic of the ordinal scale is there have a logical or ordered relationship between each of the categories. It permits the measurement of degrees of difference, but not the specific amount of difference (“Difference between ordinal, interval and ratio variables”, 2012). One of the examples of ordinal scale used in Section C is to measure age and income, for example, “Monthly Income which include pocket money”-<RM 500, RM 501-RM 1000, RM1001-RM1500 and >RM1500.

Interval scale refers to a scale in which the numbers are used to rank objects such as the numerically equal distances on the scale represent equal distances in the characteristics being measured (Malhotra et al., 2006). Likert five point scales have used in Section B of the questionnaire. In term of independent variables (food quality, service quality, restaurant environment), respondents are given five alternatives which are 1 as “Extremely Unimportant”, 2 as “unimportant”, 3 as “Neutral”, 4 as “Important” and 5 as “Extremely Important” to analyse the degree of importance and unimportance for each of the series statement. Moreover, a symmetric agree- disagree scale has used and five alternatives also given to respondents which are 1 as “Strongly Disagree”, 2 as “Disagree”, 3 as “Neutral”, 4 as “Agree” and 5 as “Strongly Agree” to measure the degree of agreement and disagreement on mediator (customer satisfaction) and dependent variable (revisit intention).

3.6 Data Processing

Data processing is guided by the preliminary plan of the data analysis that was formulated in the research design phase. Data preparation process is vital because it can substantially improve the quality of findings, implicitly resulting in better managerial decisions (Malhotra et al., 2006). Data processing consists of data checking, data editing, data coding, data transcribing, data cleaning and data analysis where this few steps are important as it can provide accurate result to this research.

3.6.1 Data Checking

By conducting a data checking, problems of the questionnaires can be detected as early as possible and corrective action can be taken before the actual questionnaires is carried out. The purpose of conducting a data checking is to ensure the quality of questionnaire so that accurate data can be obtained. After the mistake or error is found, the next is to proceed to data editing process (Malhotra et al., 2006).

3.6.2 Data Editing

According to Hair, Bush & Ortinau (2002), data editing is second process of data processing which raw data are checked by researchers or respondents for mistakes or errors so that correction can be taken to increase the precision or accuracy of the questionnaires. After the data editing process, data coding process can be carried out by using data obtained from questionnaires.

3.6.3 Data Coding

Data coding is the process by which data are converted into variables using number, so that data can be key into computer for analysis (Lewis-Beck, Bryman, & Liao, 2004). According to Malhotra et al. (2006), numerical code will be assigned into questionnaire as it is easy for respondent to choose and researcher to key the data into software for analysis.

3.6.4 Data Transcribing

By transferring coded data from the questionnaires or coding sheets on disks into computers is known as data transcribing (Malhotra et al., 2006). Therefore, the data obtained from questionnaire was transcribed by using keying method into SPSS software. In order to ensure the accuracy or validity of the data key into SPSS, verification was conducted.

3.6.5 Data Cleaning

According to Malhotra et al. (2006), data cleaning is the need of consistently checking data that are out of range, logically inconsistent or have extreme values and treatment of missing responses to substitute a neutral or an imputed response. Missing responses are values of variable data that are unknown due to unambiguous answer to questions occurred in data cleaning process.

3.7 Data Analysis

After assembling all the data collected, the data have transformed into useful information. Besides that, from the 200 copies of distributed questionnaires, only the complete and comprehensive questionnaires will be analyzed. In this research, SPSS software version 20.0 is used to analyze the data. There are several features like descriptive statistics, reliability test and others in the SPSS that are suitable for statistical data analysis. The data analysis stage consists of interrelated procedures which will be carried out to summarize and transform the data into meaningful information (Zikmund, 2003).

3.7.1 Descriptive Analysis

According to Aaker, Kumar, and Day (2007), descriptive analysis is used to describe and summarize the key features of data that obtained from respondents. It refers to elementary data transformation in a way that describes the basic characteristics like frequency distribution, measures of central tendency (mean, median, and mode), measure dispersion (range,

standard deviation, and coefficient of variance) and measure of shape (skewness).

Frequency distribution is a mathematical division with the purpose of obtaining a count of the number of responses connected with different values if one variable and to express these count in term of percentage. The purpose of frequency is to demonstrate the values such as numbers and percentages for different categories of a single categorical variable. Its measurement involves only one categorical variable, which is nominal or ordinal scale (Zikmund, 2003).

From this study, frequencies are generally obtained from nominal variables such as gender, level of education, and current year of study, preferable fast food restaurant and so on. Meanwhile, frequencies are also obtained from ordinal variables are monthly income level, frequency to visit fast food restaurant and so on. Hence, a frequency division for a variable would generate a table of frequency counts, percentages and cumulative percentages for all the values allied with that variable (Malhotra et al., 2006).

Besides that, in this study, descriptive statistics have been measured on the independent variables (food quality, service quality and restaurant environment), mediator (customer satisfaction) and dependent variable (revisit intention). The results are shown in mean and the highest in mean would determine that respondents are more likely think about the importance into particular variables toward their satisfaction and revisit intention.

3.7.2. Scale Measurement

Scale measurement would be used to check the reliability and validity of the data obtained from this research. Reliability test can be used to evaluate degree of which measures that are from errors and hence, yield consistent results. The validity test can also be used to test on how well an instrument measures a particular concept in order to focus on the stability and consistency in measurement (Malhotra et al., 2006).

3.7.2.1 Reliability Test

Reliability test is used to signify the internal consistency of the measurement in order to determine whether all the items in each variable in the questionnaire are highly related or reliable. In addition, the relationship between individual items in the scale can be determined significantly. The scale items in this research were assessed by using the reliability test, Cronbach's Coefficient Alpha is adopted to generate the data and its value tends to increase with an increase in the number of scale items. According to Malhotra (2007), the reliability coefficient varies from 0 to 1. If the value of Cronbach's Alpha is less than 0.60 has indicated that unsatisfactory internal consistency reliability whereas if the value of Cronbach's Alpha is more than 0.60 has indicated that satisfactory internal consistency reliability.

3.7.3 Inferential Analysis

3.7.3.1 Pearson Correlation Analysis

According to Zikmund (2003), Pearson Correlation coefficient is a statistical measure of the strength of a linear relationship between two metric variables. Pearson correlation coefficient (r) is used to analyse the relationship between variables and two-tailed significant level is used to test null hypotheses. Moreover, the coefficient (r) indicates that the direction of the relationship and also the magnitude of the linear relationship. The coefficient at ranges from +1.0 indicates perfect positive relationship to -1.0 indicates perfect negative relationship. A correlation of 0 means there is no linear relationship between the two variables (Hair et al., 2002).

3.7.3.2 Multiple Regression Analysis

Multiple regression analysis is an analysis of association in which the effects of two or more independent variables on a single dependent variable are investigated simultaneously (Zikmund, 2003). In other word,

multiple regression is used to learn about the relationship between several independent or predictor variables and a dependent variable.

In this study, the adjusted R Square will be tested as the result of the food quality, service quality, and restaurant environment towards customer satisfaction. The higher the percentage of independent variables influences the dependent variable, the higher the relationship of DINESERV dimension towards customer satisfaction. Hence, the following multiple regression equation can be formed:

$$\text{Customer Satisfaction} = a + b_1(\text{Food Quality}) + b_2(\text{Service Quality}) + b_3(\text{Restaurant Environment})$$

Whereby, a = Constant

b = Partial Regression Coefficient

3.7.3.3 Linear Regression Analysis

Linear regression is an approach that attempt to model the relationship between two variables by fitting a linear equation into the observed data (Cameron, 1998). One variable is considered to be an explanatory variable, and the other is considered to be a dependent variable. A mediator variable is the one that is influenced by the independent variables and a cause of the dependent variable. Therefore, in this study, linear regression is used to determine the significant relationship between customer satisfaction and revisit intention. As such, an equation is formed based on simple regression analysis:

$$\text{Revisit Intention} = a + b (\text{Customer Satisfaction})$$

Whereby, a = Constant Value

b = Beta Coefficient Value

3.8 Conclusion

This chapter described the method that used to conduct this particular research, the research methodologies include collecting, analyzing, and interpreting data. Purposive sampling is used to select the respondents for the 200 questionnaires given out in order to obtain more accurate information from the large group of respondents. SPSS software version 20.0 has been used to assist the analysis and interpretation. In addition, this chapter has provided the detailed structure and flow to conduct this research in term of the research design, data collection method, sampling design, research instrument, constructs measurement, data processing and data analysis.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, results of the questionnaires surveyed respondents' data will be analyzed. Data collected from 191 respondents were analyzed by using Statistical Package for Society Science (SPSS) Version 20.0 program. In addition, the elements that will be covered in this chapter include descriptive analysis, descriptive statistic, scale measurement and inferential analysis which consist of Pearson Correlation, Multiple Regression, and Linear Regression. To ensure a clearer picture, results obtained will be presented in charts and tables form. Lastly, this chapter is concluded with a summary on the hypothesis findings.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

In this study, there are five questions were asked under respondents' demographic section such as gender, age, level of education, current year of study and monthly income (include pocket money).

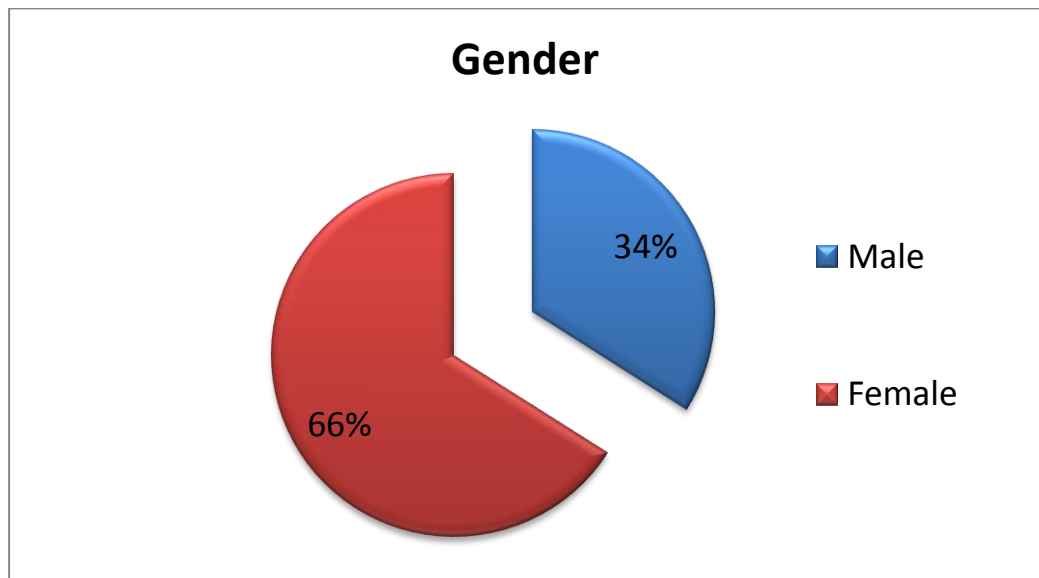
4.1.1.1 Gender

Table 4.1 Gender

Gender	Frequency	Percentage (%)
Male	65	34.0
Female	126	66.0
Total	191	100

Source: Developed for the research

Figure 4.1: Gender



Source: Developed for the research

The gender distribution of respondents in this research is shown in Table 4.1 and Figure 4.1. The majority of the respondents are females which consist of 66% or 126 respondents, while the minority respondents are males which consist of 34% or 65 respondents.

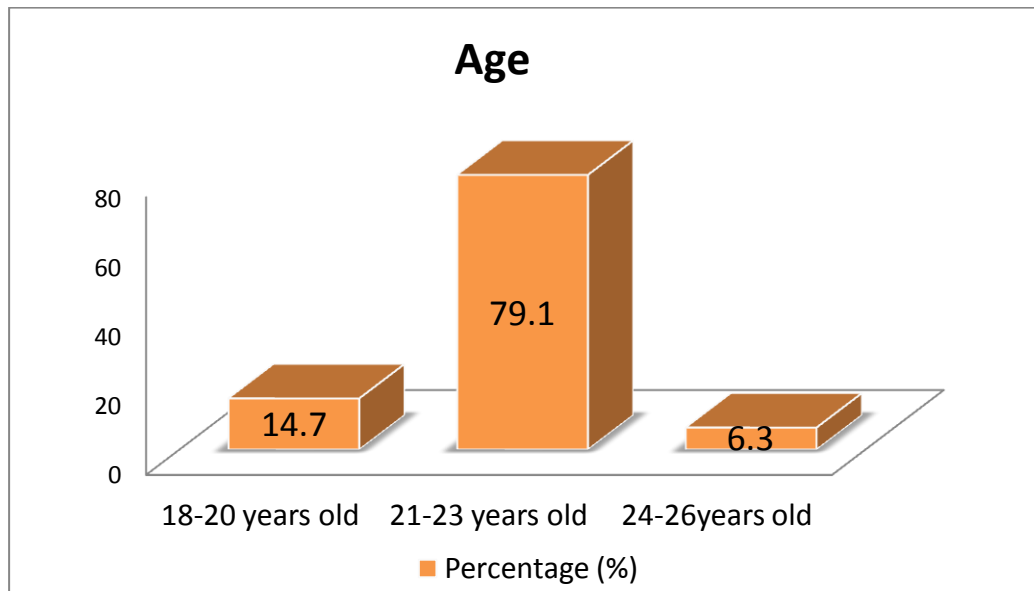
4.1.1.2 Age Group

Table 4.2: Age Group

Age Group	Frequency	Percentage (%)
18-20 years old	28	14.7
21-23 years old	151	79.1
24-26 years old	12	6.3
Total	191	100

Source: Developed for the research

Figure 4.2: Age Group



Source: Developed for the research

Based on Table 4.2 and Figure 4.2, there are three age categories provided in the questionnaire. The age range between 21 to 23 years old eventually become the highest proportion among 191 respondents, consists about 79.1% or 151 respondents. This followed by respondents who aged between 18 to 20 years old with approximately 14.7% or 28 respondents. Next, respondents who aged from 24 to 26 years old consist of 6.3% or 12 respondents.

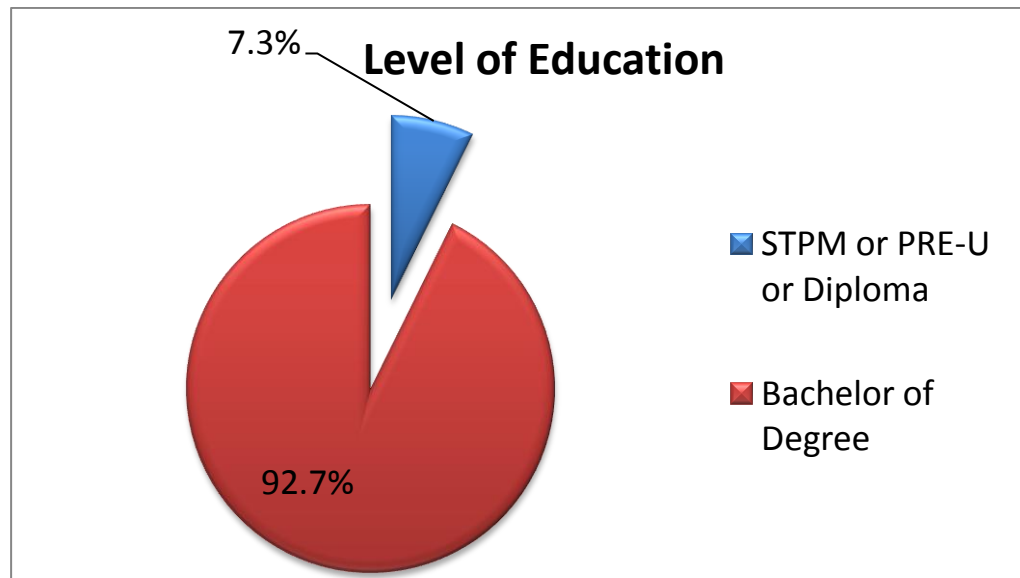
4.1.1.3 Level of Education

Table 4.3: Level of Education

Level of Education	Frequency	Percentage (%)
STPM or PRE-U or Diploma	14	7.3
Bachelor of Degree	177	92.7
Total	191	100

Source: Developed for the research

Figure 4.3: Level of Education



Source: Developed for the research

Referring to Table 4.3 and Figure 4.3, the results revealed that 92.7% or 177 of the respondents pursuing Bachelor of Degree. It followed by the respondents who are pursuing STPM or PRE-U or Diploma with account for 7.3% or 14 respondents.

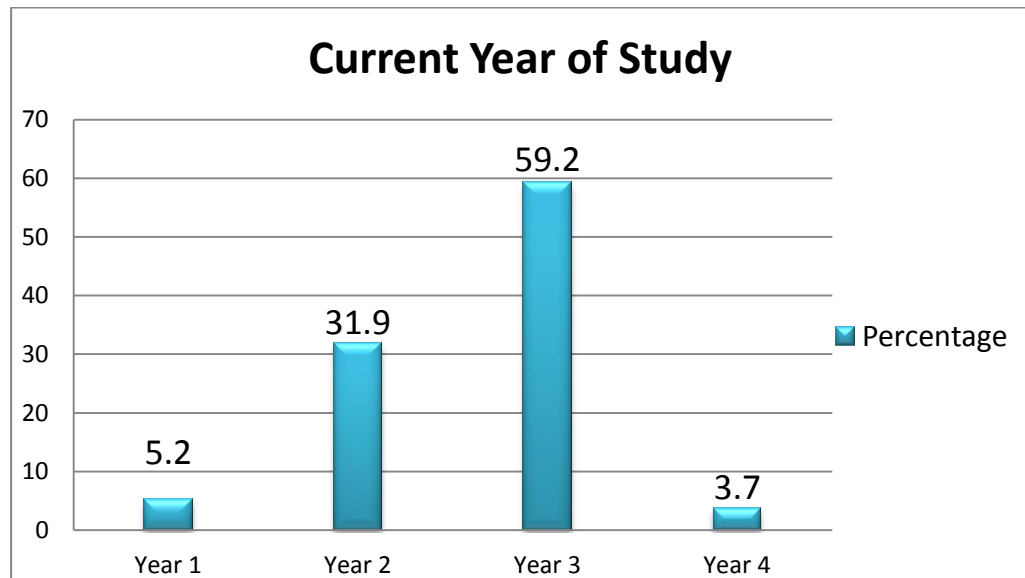
4.1.1.4 Current Year of Study

Table 4.4: Current Year of Study

Current Year of Study	Frequency	Percentage
Year 1	10	5.2
Year 2	61	31.9
Year 3	113	59.2
Year 4	7	3.7
Total	191	100

Source: Developed for the research

Figure 4.4: Current Year of Study



Source: Developed for the research

According to Table 4.4 and Figure 4.4, the highest population of respondents for current year of study is Year 3, consists of 59.2% or 113 respondents. It followed by the respondents who are studying in Year 2 comprises of 31.9% or 61 respondents. Next, there is 5.2% or 10 respondents who currently study in Year 1 and 3.7% or 7 respondents who currently study in Year 4.

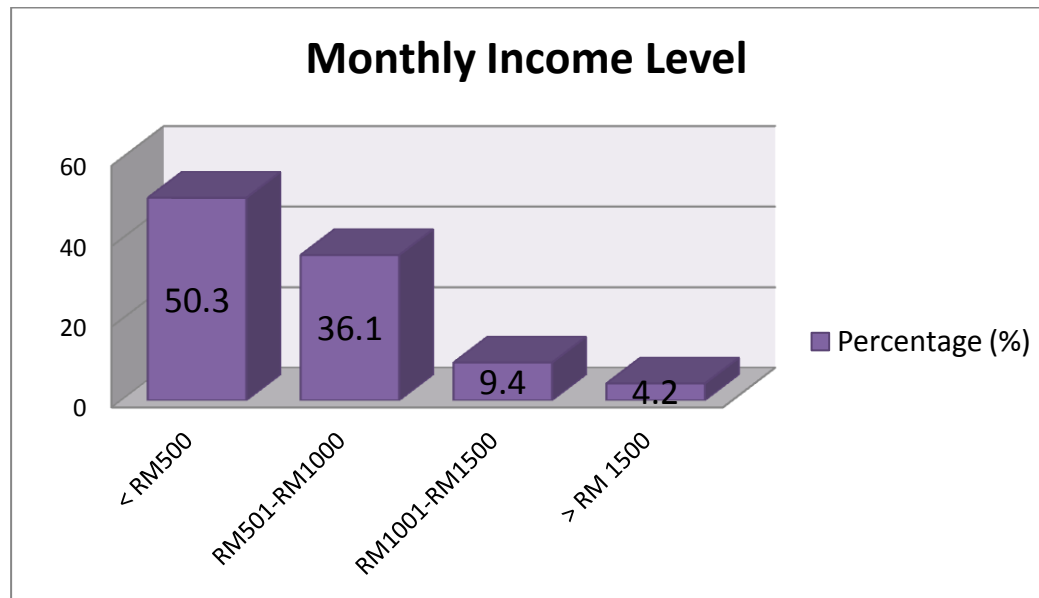
4.1.1.5 Monthly Income (Include Pocket Money)

Table 4.5: Monthly Income Level

Income	Frequency	Percentage (%)
< RM500	96	50.3
RM501-RM1000	69	36.1
RM1001-RM1500	18	9.4
> RM 1500	8	4.2
Total	191	100

Source: Developed for the research

Figure 4.5: Monthly Income Level



Source: Developed for the research

Based on Table 4.5 and Figure 4.5, the analysis shows that respondents' income level that below RM500 comprises 50.3% or 96 respondents. Other than that, the income level from RM501 to RM1000 consists of 36.1% or 69 respondents. Subsequently, income level for RM 1001 to RM 1500 consists of 9.4% or 18 respondents. Lastly, income level that more than RM 1500 comprises 4.2% or 8 respondents.

4.1.2 Respondent General Information

In this study, there are total of five questions asked under the respondent general information section which consist of preferred chicken based fast food restaurant, preferred meal time, frequency of visiting fast food restaurant, money spent for a meal in the fast food restaurant and the reason to dine in the fast food restaurant.

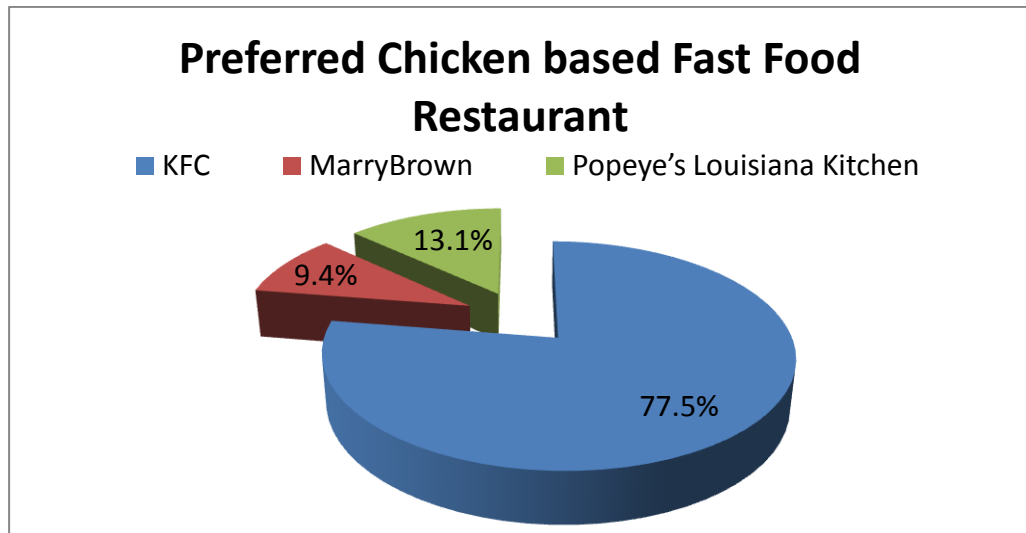
4.1.2.1 Which chicken based fast food restaurant do you prefer?

Table 4.6: Preferred Chicken based Fast Food Restaurant

Preferred Fast Food Restaurant	Frequency	Percentage (%)
KFC	148	77.5
MarryBrown	18	9.4
Popeye’s Louisiana Kitchen	25	13.1
Total	191	100

Source: Developed for the research

Figure 4.6: Preferred Chicken based Fast Food Restaurant



Source: Developed for the research

Based on Table 4.6 and Figure 4.6, out of 191 respondents, the chicken based fast food that the respondents visit the most is KFC which constitute the highest percentage of 77.5%. Minority of them prefer to visit Popeye’s Louisiana Kitchen which only constitute 13.1%. Meanwhile only 9.4% of the respondents prefer to visit MarryBrown fast food restaurant.

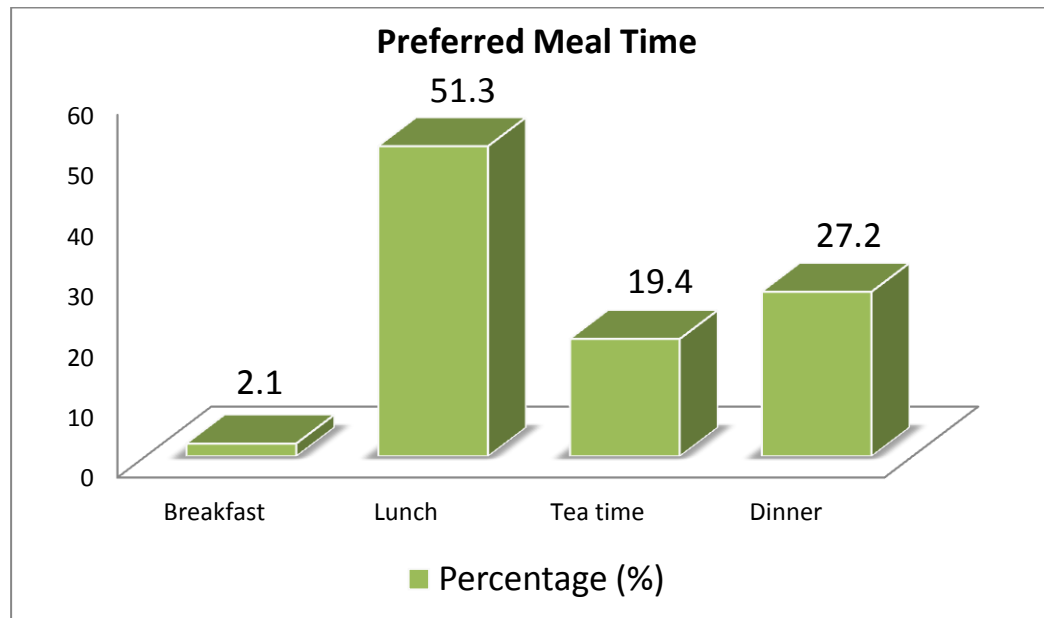
4.1.2.2 Which meal time do you usually prefer when visiting fast food restaurant?

Table 4.7: Preferred Meal Time

Preferred meal time	Frequency	Percentage (%)
Breakfast	4	2.1
Lunch	98	51.3
Tea time	37	19.4
Dinner	52	27.2
Total	191	100

Source: Developed for the research

Figure 4.7: Preferred Meal Time



Source: Developed for the research

Based on Table 4.7 and Figure 4.7, majority of the respondents which are 98 of them choose to visit fast food restaurant during lunch time, representing 51.3% of the total respondents. There are 52 of them which consist of 27.2% of total respondents prefer to have their dinner at fast food restaurant. This is followed by tea time which constitutes 19.4% or 37 respondents. Whereas there are only 2.1% of total respondents which are 4 of them prefer to have their breakfast at fast food restaurant.

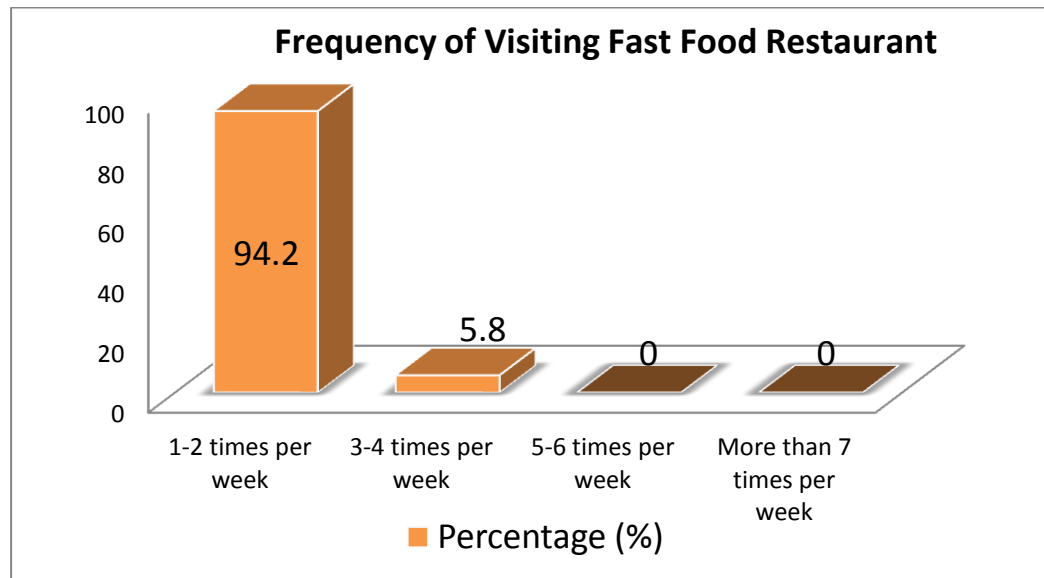
4.1.2.3 How frequent do you visit fast food restaurant?

Table 4.8: Frequency of Visiting Fast Food Restaurant

Frequency of visiting	Frequency	Percentage (%)
1-2 times per week	180	94.2
3-4 times per week	11	5.8
5-6 times per week	0	0
More than 7 times per week	0	0
Total	191	100

Source: Developed for the research

Figure 4.8: Frequency of Visiting Fast Food Restaurant



Source: Developed for the research

Table 4.8 and Figure 4.8 shows that majority of them which consist of 180 or 94.2% of the total 191 respondents will visit fast food restaurant at least 1 to 2 times per week. Meanwhile, there are 11 respondents which representing 5.8% of the total respondents will visit fast food restaurant more frequent which is 3 to 4 times per week. However, none of the respondent is in the frequency of 5 to 6 times per week and more than 7 times per week.

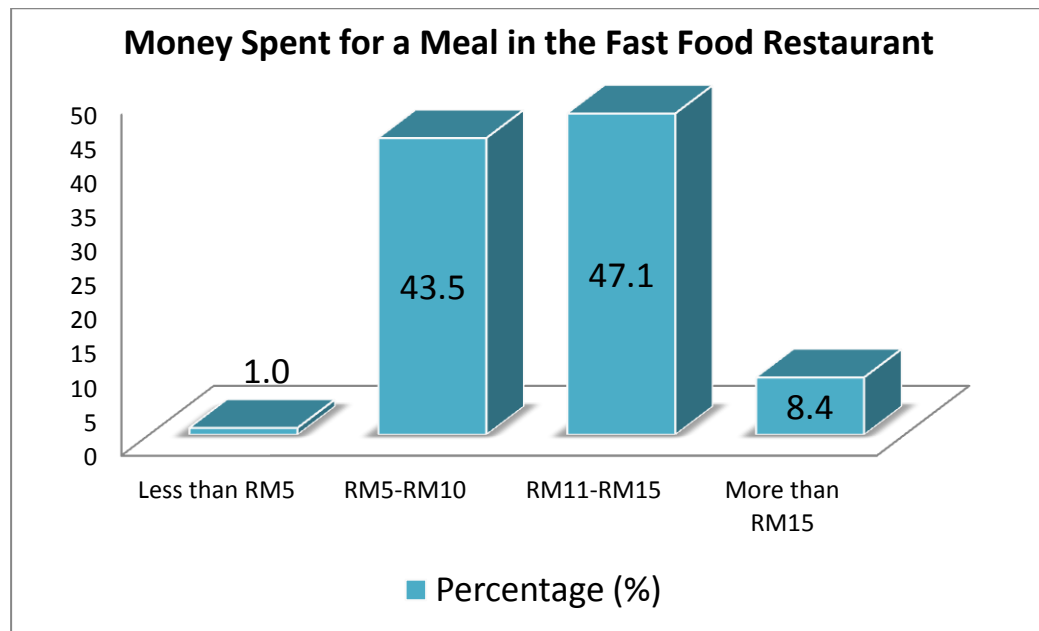
4.1.2.4 How much do you spend for a meal in your chosen restaurant?

Table 4.9: Money Spent for a Meal in the Fast Food Restaurant

Money spent	Frequency	Percentage (%)
Less than RM5	2	1.0
RM5-RM10	83	43.5
RM11-RM15	90	47.1
More than RM15	16	8.4
Total	191	100

Source: Developed for the research

Figure 4.9: Money Spent for a Meal in the Fast Food Restaurant



Source: Developed for the research

By referring to the result shows in Table 4.9 and Figure 4.9, there are 90 respondents representing 47.1% spend RM11 to RM 15 for a meal in the fast food restaurant followed by 83 respondents or 43.5% spend RM5 to RM 10 for a meal. There are 16 of the respondents which represents 8.4% of total respondent spend more than RM15 and there is minority of them which is only consist of 2 respondents or 1.0% spend less than RM5 for the fast food.

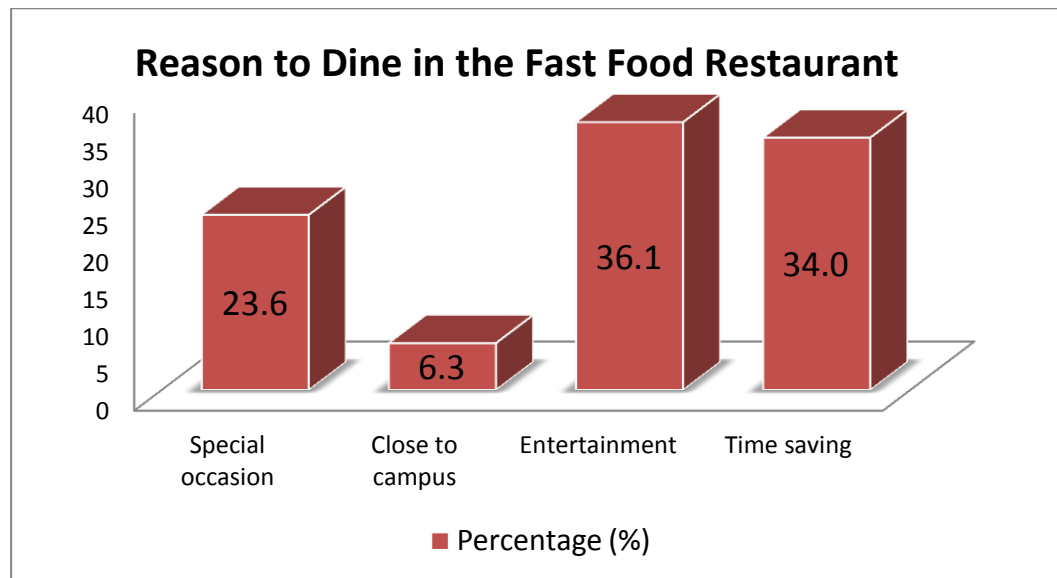
4.1.2.5 What is your reason to dine in fast food restaurant?

Table 4.10: Reason to Dine in the Fast Food Restaurant

Reasons	Frequency	Percentage (%)
Special occasion	45	23.6
Close to campus	12	6.3
Entertainment	69	36.1
Time saving	65	34.0
Total	191	100

Source: Developed for the research

Figure 4.10: Reason to Dine in the Fast Food Restaurant



Source: Developed for the research

Based on Table 4.10 and Figure 4.10, out of 191 respondents, 69 of them or 36.1% choose to dine in fast food restaurant because of entertainment purposes. This is followed by time saving which constitute of 34% or 65 respondents. There are 45 respondents which represents 23.6% choose to visit fast food restaurant during special occasion. Meanwhile, there are 12 respondents which constitute of 6.3% of the total respondents choose to dine in fast food restaurant because it is close to their campus.

4.1.3 Descriptive Statistics

Table 4.11: Descriptive Statistics on Variables

No.	Variables	N	Mean	Standard Deviation	Ranking
1	Food Quality	191	3.9522	0.52574	4
2	Service Quality	191	4.1193	0.56259	2
3	Restaurant Environment	191	4.2690	0.52711	1
4	Customer Satisfaction	191	4.0558	0.54993	3

Source: Developed for the research

Table 4.11 shows the descriptive statistics of food quality, service quality, restaurant environment, and customer satisfaction. Restaurant environment has the highest mean of 4.2690. Subsequently, it followed by service quality and customer satisfaction which is 4.1193 and 4.0558 respectively. However, food quality has the lowest mean which is 3.9522. The Table 4.11 indicates that majority of the respondents agreed that restaurant environment has the most impact on revisit intention whereas food quality has the least impact on revisit intention.

In addition, standard deviation indicates how close the data is to the mean. In this case, service quality has the highest standard deviation which is 0.56259, followed by customer satisfaction which is 0.54993. Next, standard deviation for restaurant environment is 0.52711. Lastly, food quality has the lowest standard deviation which is only 0.52574.

4.2 Scale Measurement

4.2.1 Internal Reliability Test

In reliability analysis, Cronbach's alpha is one of the popular approaches. Cronbach's alpha was used to examine the internal reliability of the total 37 items used to measure the five constructs. The Cronbach's alpha varies from 0 to 1 and a value of 0.6 or less indicates unsatisfactory internal consistency reliability.

Table 4.12: Reliability Test

No.	Constructs	Cronbach's alpha	No. of items
1	Food Quality	0.803	8
2	Service Quality	0.869	9
3	Restaurant Environment	0.853	8
4	Customer Satisfaction	0.848	6
5	Revisit Intention	0.860	6

Source: Developed for the research

Table 4.12 shows the results that all constructs exceeded 0.6. As referred to the table above, service quality was measured by 9 items shows the highest alpha coefficient of 0.869. Next is revisit intention and it was measured by 6 items produced alpha coefficient 0.860. It followed by restaurant environment and it was measured by 8 items with alpha coefficient of 0.853. Customer satisfaction was measured by 6 items and produced alpha coefficient of 0.848. Finally, food quality measured by 8 items shows the lowest alpha coefficient of 0.803.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.13: Pearson Correlation Analysis

		Food Quality	Service Quality	Restaurant Environment	Customer Satisfaction	Revisit Intention
Food Quality	Pearson Correlation	1	.384**	.387**	.381**	.415**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	191	191	191	191	191
Service Quality	Pearson Correlation		1	.632**	.531**	.340**
	Sig. (2-tailed)			.000	.000	.000
	N		191	191	191	191
Restaurant Environment	Pearson Correlation			1	.462**	.358**
	Sig. (2-tailed)				.000	.000
	N			191	191	191
Customer Satisfaction	Pearson Correlation				1	.548**
	Sig. (2-tailed)					.000
	N				191	191
Revisit Intention	Pearson Correlation					1
	Sig. (2-tailed)					.
	N					191

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

Source: Developed for the research

Based on the Table 4.13, the correlation of each independent variable (food quality, service quality and restaurant environment) is significant at 0.01 levels, two- tailed toward customer satisfaction. In addition, the result also shows that there are the positive relationship between all independent variables and customer satisfaction. The value between food quality and customer satisfaction is 0.381, while service quality is 0.531 and restaurant environment is 0.462. As a result, service quality shown a strongest positive relationship with customer satisfaction ($r= 0.531$), followed by the restaurant environment ($r= 0.462$) and food quality ($r= 0.381$). Besides that, the correlation between mediator (customer satisfaction) and dependent variable (revisit intention) is positively related with $r= 0.548$ at 0.01 levels.

4.3.2 Multiple Regression Analysis

Table 4.14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579 ^a	.335	.324	.45211

a. Predictors: (Constant), Restaurant Environment, Food Quality, Service Quality

Source: Developed for the research

Table 4.14 has shown that R Square is 0.335 for regression of customer satisfaction of 0.579. Meanwhile, 33.5% of variation in the customer satisfaction was influenced by the three independent variables (food quality, service quality and restaurant environment). The other 66.5% remain uninfluenced.

Table 4.15: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	19.236	3	6.412	31.369	.000 ^b
Residual	38.224	187	.204		
Total	57.460	190			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Restaurant Environment, Food Quality, Service Quality

Source: Developed for the research

As shown in the ANOVA, Table 4.15, $F = 31.369$; $p = 0.000 < 0.001$, thus, fitness for the model is confirmed. The overall regression model with three predictors of food quality, service quality and restaurant environment has worked well in explaining the variation in customer satisfaction.

Table 4.16: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	1.134	.316		
Food Quality	.188	.069	.180	2.726	.007
Service Quality	.347	.077	.355	4.524	.000
Restaurant Environment	.175	.082	.168	2.138	.034

a. Dependent Variable: Customer Satisfaction

Source: Developed for the research

Based on the Table 4.16, the following linear equation is formed:

$$\text{Customer Satisfaction} = 1.134 + 0.188 (\text{Food Quality}) + 0.347(\text{Service Quality}) + 0.175 (\text{Restaurant Environment})$$

There is a significant relationship between food quality, service quality, restaurant environment and customer satisfaction. Based on the equation formed, regression coefficient of food quality is 0.188. It means the level of customer satisfaction will increase 0.188 units when food quality increased one unit while others remain. Moreover, the regression coefficient of service quality is 0.347 which means the level of customer satisfaction will increase 0.347 units when service quality increased one unit while others remain. In addition, based on the coefficient beta, the regression coefficient of restaurant environment is 0.175 and this means the level of customer satisfaction will increase 0.175 units when restaurant environment increased one unit while other remains.

Besides, among all the three independent variables, service quality is the strongest influence on customer satisfaction where standardized beta is equal to 0.355. Thus, service quality is an important predictor of customer satisfaction and followed by food quality (0.180) and restaurant environment (0.168).

4.3.3 Hypotheses Testing

Hypothesis 1

H₀: There is no relationship between food quality and customer satisfaction.

H₁: There is a positive relationship between food quality and customer satisfaction.

Reject H₀, if $p < 0.05$

Based on Table 4.16, the significant value of food quality is 0.007, which is below p-value of 0.05. Hence, H₀ is rejected, which indicates that there is a positive relationship between food quality and customer satisfaction.

Hypothesis 2

H₀: There is no relationship between service quality and customer satisfaction.

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

Reject H₀, if $p < 0.05$

Based on Table 4.16, the significant value of service quality is 0.000, which is below p-value of 0.05. Hence, H₀ is rejected, which indicates that there is a positive relationship between service quality and customer satisfaction.

Hypothesis 3

H₀: There is no relationship between restaurant environment and customer satisfaction.

H₃: There is a positive relationship between restaurant environment and customer satisfaction.

Reject H₀, if $p < 0.05$

Based on Table 4.16, the significant value of restaurant environment is 0.034, which is below p-value of 0.05. Hence, H₀ is rejected, which indicates that there is a positive relationship between restaurant environment and customer satisfaction.

4.3.4 Linear Regression Analysis

Table 4.17: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548 ^a	.300	.297	.48279

a. Predictors: (Constant), Customer Satisfaction

Source: Developed for the research

Table 4.17 has shown that R Square is 0.300 for regression of revisit intention of 0.548. Meanwhile, 30% of variation in the revisit intention was influenced by the mediator (customer satisfaction). The other 70% remain uninfluenced.

Table 4.18: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.902	1	18.902	81.097	.000 ^b
	Residual	44.053	189	.233		
	Total	62.955	190			

a. Dependent Variable: Revisit Intention

b. Predictors: (Constant), Customer Satisfaction

Source: Developed for the research

As shown in the ANOVA, Table 4.18, F= 81.097; p= 0.000 <0.001, thus, fitness for the model is confirmed. The overall regression model with one predictor of customer satisfaction has worked well in explaining the variation in revisit intention.

Table 4.19: Coefficient^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.623	.261		6.227	.000
	Customer Satisfaction	.574	.064	.548	9.005	.000

a. Dependent Variable: Revisit Intention

Source: Developed for the research

Based on the Table 4.19, the following linear equation is formed:

$$\text{Revisit Intention} = 1.623 + 0.574 (\text{Customer Satisfaction})$$

Based on the equation formed, regression coefficient of customer satisfaction is 0.574 and this indicates that the level of revisit intention will increase 0.574 units when customer satisfaction increased one unit while others remain. Meanwhile, its standardized beta coefficient is equal to 0.548.

4.3.5 Hypothesis Testing

Hypothesis 4

H₀: There is no relationship between customer satisfaction and revisit intention.

H₄: There is a positive relationship between customer satisfaction and revisit intention.

Reject H₀, if $p < 0.05$

Based on Table 4.19, the significant value of customer satisfaction is 0.000, which is below p-value of 0.05. Hence, H₀ is rejected, which indicates that there is a positive relationship between customer satisfaction and revisit intention.

4.4 Conclusion

This chapter summarizes respondents' general information and demographic profile that have been analyzed by using descriptive analysis. Furthermore, an internal reliability test was also carried out to test the reliability of all the five constructs. In addition, inferential analysis has been measured by using Multiple Regression Analysis and Linear regression to test whether the independent variables and mediator has significant impact to dependent variable or not. Lastly, Pearson Correlation Analysis is used to examine the association among those constructs.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

This chapter will provide an overall conclusion of the research project as a whole. First of all, the descriptive and inferential analysis will be summarized, which are previously interpreted and analyzed in Chapter 4. Second, the results and findings obtained will be discussed and used to validate the research objectives and hypotheses. Third, the implications of the study conducted will also be discussed. Forth, the limitation of the study will be identified and also provide recommendation for future research. Lastly, it will then followed by the conclusion of this chapter.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analyses

From the respondents' demographics, the personal details are classified as gender, age, level of education, current year of study and monthly income level (include pocket money). Based on the results, majority of the respondents are female which consist of 66% of the sample size and aged between 21 to 23 years old represent the largest age group consists of 79.1%. Besides that, 92.7% of the respondents are pursuing bachelor degree currently while most of them are in Year 3 which approximately equal to 59.2%. Lastly, almost half of the students' (50.3%) monthly incomes are below RM500.

As for general information of the respondents, it was found that most of the respondents preferred KFC fast food restaurant which consists of 77.5%. Besides, 51.3% of the respondents visit fast food restaurant during lunch time. Also, most of the respondents visit fast food restaurant 1 to 2 times in a week consists 94.2% of the respondents. Basically, 47.1% of the respondents spend about RM11-RM15 for a meal when they visit to fast food restaurant. Lastly, most of the respondent will dine in fast food

restaurant due to entertainment purposes and time-saving which consists of 36.1% and 34% respectively.

5.1.2 Scale Measurement

The scale measurement is basically based on the reliability test. The Cronbach's Alpha reliability test is used to observe the reliability of 37 items that were used to measure the five constructs for purpose of this research. Among the five constructs measured, service quality has the highest score of Cronbach's Alpha which is 0.869, followed by revisit intention with a reliability score of 0.860. Restaurant environment has the third highest reliability score which is 0.853 and customer satisfaction is the fourth which has the reliability score of 0.848. Lastly, food quality scored 0.803 for the reliability test. Therefore, the reliability analysis result appears to have satisfactory measurement qualities as all reliable value is greater than 0.6.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation

Pearson Correlation is used to measure the relationship among five construct of this research. The result shows that all the independent variables that are food quality, service quality and restaurant environment have significant positive relationship with customer satisfaction at significant level of 0.01. Based on the results, service quality has the strongest significant relationship with customer satisfaction ($r= 0.531$) among the three independent variables. Besides, this is followed by the restaurant environment ($r= 0.462$) and food quality ($r= 0.381$). Therefore, the correlation between mediator (customer satisfaction) and dependent variable (revisit intention) has also the positive relationship which is 0.548 at the significant level of 0.01. Hence, the results have proved that there are significant positive relationships among all the constructs.

5.1.3.2 Multiple Regression Analysis

Multiple regressions were done in previous chapter to test the association among independent variables (food quality, service quality and restaurant environment) against customer satisfaction towards restaurant revisit intention. From the result of regression shown in Table 4.14, R Square is 0.335 for regression of customer satisfaction of 0.579. Moreover, 33.5% of variation in the customer satisfaction was influenced by the three independent variables (food quality, service quality and restaurant environment). Based on Table 4.16, an equation has been developed as shown below.

$$\text{Customer Satisfaction} = 1.134 + 0.188 (\text{Food Quality}) + 0.347 (\text{Service Quality}) + 0.175 (\text{Restaurant Environment})$$

By referring to Table 4.16, results showed that all the independent variables (Food Quality, Service Quality, Restaurant Environment) have a significant influence on customer satisfaction. Based on the equation formed, regression coefficient of food quality is 0.188. Moreover, the regression coefficient of service quality is 0.347 and followed by restaurant environment is 0.175. Besides, among all the three independent variables, service quality has the strongest impact on customer satisfaction where standardized beta is equal to 0.355. Thus, service quality is an important predictor of customer satisfaction and followed by food quality (0.180) and restaurant environment (0.168). Three hypotheses have tested and all of the hypotheses were supported with significant level less than 0.05. As a result, H1, H2 and H3, were supported.

5.1.3.3 Linear Regression Analysis

Linear regression was also done in previous chapter in order to determine the significant relationship between customer satisfaction and revisit intention. Based on Table 4.17, R Square is 0.300 for regression of revisit intention of 0.548. Moreover, 30% of variation in the revisit intention was

influenced by the mediator (customer satisfaction). Furthermore, based on the Table 4.19, the following linear equation is formed:

$$\text{Revisit Intention} = 1.623 + 0.574 (\text{Customer Satisfaction})$$

Based on the equation formed, regression coefficient of customer satisfaction is 0.574 and its standardized beta coefficient is equal to 0.548. As such, hypothesis (H4) was tested and it supported with the significant level less than 0.05.

5.2 Discussions of Major Findings

Table 5.1: Summary of Research Objectives, Hypotheses and Results

Research Objectives	Hypotheses	Results	Achieved
To examine the relationship between food quality and customer satisfaction.	There is significant relationship between food quality and customer satisfaction.	r = 0.381 (p < 0.05) p = 0.007	Yes
To examine the relationship between service quality and customer satisfaction.	There is significant relationship between service quality and customer satisfaction.	r = 0.531 (p < 0.05) p = 0.000	Yes
To examine the relationship between restaurant environment and customer satisfaction.	There is significant relationship between restaurant environment and customer satisfaction.	r = 0.462 (p < 0.05) p = 0.034	Yes
To examine the relationship between customer satisfaction and revisit intention.	There is significant relationship between customer satisfaction and revisit intention.	r = 0.548 (p < 0.05) p = 0.000	Yes

Source: Developed for the research

5.2.1 Food Quality

Research Objective 1: To examine the relationship between food quality (food freshness & food presentation) and customer satisfaction.

Research Question 1: Is there any relationship between food quality (food freshness & food presentation) and customer satisfaction?

H₁: There is significant relationship between food quality and customer satisfaction.

From Pearson Correlation Analysis, food quality is significantly correlated with customer satisfaction ($r=0.381$). Besides, multiple regression analysis indicates that food quality is affecting customer satisfaction to revisit intention positively ($p=0.007$). Thus, the hypothesis (H₁) is accepted as there is a significant positive relationship between food quality and customer satisfaction in fast food restaurant. Meanwhile, in the internal reliability test, the Cronbach's Alpha value for food quality is 0.803.

According to Mattila (2001), food quality is a factor used to satisfy and retain the customer for casual-dining restaurants. This has indicated the food quality is used as an effective business tactic in the restaurants to attract customers in order to stimulate their satisfaction. Meanwhile, in order to fulfil the customer's needs and satisfaction, food quality is an essential element that restaurants should be provided (Peri, 2006). This is supported by Ha et al. (2010), the food quality has a positive relationship towards customers' satisfaction. Therefore, this indicates that the food quality can directly affects the customer satisfaction towards the fast food restaurant.

Based on this research, the food quality is the least important factor in comparison with the other two variables (service quality, restaurant environment) that influence the customer satisfaction. Most of the undergraduates choose fast food as their lunch due to the time constraint. This is because, undergraduates nowadays prefer to have every task and activity including having their meal to be completed and finished at quick or fast speed but they don't emphasize more in terms of food quality.

Therefore, the research objective to examine the relationship between food quality and customer satisfaction is achieved. While the research question “Is there any relationship between food quality and customer satisfaction?” is also answered through this research.

5.2.2 Service Quality

Research Objective 2: To examine the relationship between service quality (service reliability & service responsiveness) and customer satisfaction.

Research Question 2: Is there any relationship between service quality (service reliability & service responsiveness) and customer satisfaction?

H₂: There is significant relationship between service quality and customer satisfaction.

Based on Pearson Correlation Analysis, it shows that service quality has the strongest significant correlation with customer satisfaction ($r=0.531$). By referring to the results from multiple regression analysis, it indicates that service quality is affecting customer satisfaction to revisit intention positively ($p=0.000$), which means that people who satisfy with the service quality will have the revisit intention. Meanwhile, in the internal reliability test, the Cronbach’s Alpha value for service quality is 0.869, which is the highest score compared with other variables. Hence, the hypothesis (H₂) is supported.

These findings were supported by Cronin et al. (1992) study that the perceived service quality can have powerful impact towards customer satisfaction. In the restaurant industry context, service quality is seen to be one of the core determinants of customer satisfaction and behavioural intention. This is because, nowadays customers are not only evaluating the food quality but they do take into consideration the service quality they encountered during their dining experience (Liu et al., 2009).

Based on Chow et al. (2007) study, their findings also showed that there is a significant links between service quality and customer satisfaction. Their study has provided important insights into service quality and customer

satisfaction in the restaurant operations context. According to their study, the higher levels of service quality provided, the higher levels of customer satisfaction will be achieved which in turn lead to higher levels of customer revisit intention.

Service quality is a strong variable that significantly and positively influenced customer satisfaction in fast food restaurants (Huam et al., 2011). The finding of this research also shows the same result that among the three variables, service quality has the strongest positive relationship towards customer satisfaction among the undergraduates. Due to the hectic student lifestyle and time factor, the students are always emphasizing on time saving and convenience meal. Therefore, they are very concern about the service quality of the fast food restaurant in terms of providing them with prompt and reliable service. Hence, the students are satisfied once the fast food restaurant performs well in service quality.

Therefore, the objective to examine the relationship between service quality and customer satisfaction has been met. On the other hand, the research question of “Is there any relationship between service quality and customer satisfaction?” is also answered in this research.

5.2.3 Restaurant Environment

Research Objective 3: To examine the relationship between restaurant environment (cleanliness & ambient scent) and customer satisfaction.

Research Question 3: Is there any relationship between restaurant environment (cleanliness & ambient scent) and customer satisfaction?

H₃: There is significant relationship between restaurant environment and customer satisfaction.

From Pearson Correlation Analysis, restaurant environment is significantly correlated with customer satisfaction ($r=0.462$). Besides, multiple regression analysis indicates that restaurant environment is affecting customer satisfaction to revisit intention positively ($p=0.034$). Thus, the hypothesis (H₃) is accepted as there is a significant positive relationship

between restaurant environment and customer satisfaction in fast food restaurant. Meanwhile, in the internal reliability test, the Cronbach's Alpha value for restaurant environment is 0.853.

Since services are mainly intangible and often require the customer to be present during the process, the environment of a restaurant can have a significant impact on overall quality of the service encounter, which leads to affects customer satisfaction (Bitner 1992, Brady et al, 2001; Kotler, 1973; Parasuraman et al., 1988; Ryu et al., 2008). Other than that, Bitner (1990) mentioned physical environment may significantly affect customer's ultimate satisfaction. According to Jangga et al., (2012) study also shows restaurant environment contribute significantly to the level of customer satisfaction.

Customers today look for a totally different dining experience. Customers might be more emphasis on the restaurant's environment rather than the food itself. Therefore, restaurateurs can make use of this information to further improve their services to gain competitive advantage as well as lead to repeat patronage.

Thus, the objective to examine the relationship between restaurant environment and customer satisfaction is achieved. Customers will not revisit to the restaurant if the environment is not conducive. Besides, the research question of "Is there any relationship between restaurant environment and customer satisfaction?" is also answered in this research.

5.2.4 Customer Satisfaction

Research Objective 4: To examine the relationship between customer satisfaction and revisit intention.

Research Question 4: Is there any relationship between customer satisfaction and revisit intention?

H₄: There is significant relationship between customer satisfaction and revisit intention.

By referring to the Pearson Correlation Analysis result, customer satisfaction is significantly correlated with revisit intention ($r=0.548$). Next, linear regression analysis result indicates that customer satisfaction is positively affecting revisit intention in fast food restaurant ($p=0.000$). Thus, the hypothesis (H_4) is accepted as there is a significant positive relationship between customer satisfaction and revisit intention. At the same time, internal reliability test shows Cronbach's Alpha value for customer satisfaction is 0.848 and revisit intention is 0.860.

There are many researchers have verified the significant relationship between customer satisfaction and behavioral intention especially in business field (Ryu et al., 2010). Besides, Getty and Thompson (1994) findings indicated that high level of satisfaction increases customers' intentions to repurchase. In addition, according to Han, Back, and Barrett (2009) study, their research findings showed that guest's intention to revisit are a positive function of satisfaction.

In this competitive fast food industry, marketers should understand customer needs and wants to satisfy those targeted customers. Maximize customer's satisfaction is essential in order to attract customers to revisit to the restaurant. Thus, restaurateurs must understand the most contributing factor that customers look into to reach customer satisfaction.

Thus, the objective to examine the relationship between customer satisfaction and revisit intention has been met. Undergraduates will have revisit intention towards the fast food restaurants if they are satisfied with it. Besides, the research question of "Is there any relationship between customer satisfaction and revisit intention?" is answered in this research.

5.3 Implications of the Study

5.3.1 Managerial Implications

5.3.1.1 Food Quality

From the research, it is found that food quality has the least positive impact on influencing the customer satisfaction among undergraduates towards the fast food restaurant. Although it has the least impact, but a good food is still consider as one of the essential component in influencing customer satisfaction and revisit intention in fast food industry (Namkung et al., 2007; Sulek et al., 2004). Furthermore, managers of the fast food restaurants have to continuously providing higher quality foods to their customers in terms of offering meals with fresh ingredients and also the reasonably high quality meats (Pettijohn, Pettijohn, & Luke, 1997). Therefore, the fast food restaurants need to have the efficient and excellent ingredient supply chain in order to obtain the high quality and fresh ingredients from the reliable vendors. Moreover, the food preparing process must be kept monitored and controlled from time to time to ensure the food quality standard is able meets the customer satisfaction.

5.3.1.2 Service Quality

Besides that, among the independent variables tested for this research, service quality play the most influencing role in the dining experience among undergraduates towards the fast food restaurant. According to Haghighi, Dorosti, Rahnama and Hoseinpour (2012), in order to provide a better service quality for the customers that visit to the fast food restaurant, it is recommended that managers of fast food restaurants should provide training and appropriate compensation package to the employees. The attitudes and behavior of service employees are very important as it influences customer perceptions of service quality (Iglesias et al., 2004). Therefore, training is necessary because good service training and development enhance the ability of service staff and equips them with the competence to deliver a high-quality service in order to meet the needs of customers more effectively and efficiently (Chow et al., 2007). In addition,

the managers are suggested to design a good reward system or compensation package in order to encourage and heighten employees' motivation in works as well as to deliver an excellent service to customers. Other than that, managers of fast food restaurants should implement appropriate measures to reduce time for food serving and bills paying as lowest as possible especially during the peak time such as lunch and dinner time. As a conclusion, it is critical for fast food restaurateurs to improve service quality as it will not only strengthen customer loyalty, but also enhance the restaurant's reputation, thus result in greater profitability in the long run (Ramseook-Munhurrun, 2012).

5.3.1.3 Restaurant Environment

The research finding discovered that restaurant environment is another contributing factor that able to influence the dining experience on customer satisfaction and revisit intention among undergraduates towards fast food restaurant. The environment of restaurant is important as it will affect the perception or mood of customers when they dining in the fast food restaurant. Therefore, it is necessary for the managers to take note that environment of the restaurant should make customers feel comfortable and relax so that they can enjoy their food when they are dining in the restaurant. Managers should create special atmosphere for customers to enhance their positive dining experience thus can increase their frequency of visiting fast food restaurant (Chen et al., 2011). Undeniable, this is an effective way to increase sales volume. As a result, pleasure environment will make customers feel comfortable and increase customers' intention to revisit, therefore it is important for fast food restaurateurs to focus on environment factor and implement market strategies in order to gain competitive advantage among their rivals in the industry.

5.3.1.4 Customer Satisfaction

Nowadays, customer satisfaction plays an important role in determine the success of the firm's business. If customer is not satisfied with the restaurant, they may switch to other restaurant that fulfils their expectation. According to Jangga et al. (2012), the management of the fast food

restaurants should differentiate their premise's distinctive image in term of food quality, service quality and restaurant environment by comparing to their competitors in order to communicate their restaurants' positioning towards a target market. Therefore, the management could also determine the impact of the restaurant images on the level of customer satisfaction thus helping them to understand more details and fully know the ways how to meet the customers' expectation and their needs. Furthermore, fast food restaurants' managers need to provide effective insights into how well or how poorly the restaurant is performing in the marketplace by capturing ratings for customer satisfaction. It is important to give the customers an opportunity to show their response and feedback about the overall satisfaction level based on the fast food restaurants. This is because, by conducting an analysis of effective customer satisfaction, restaurateurs are able to realize and repair the problems by looking into customer dissatisfactions.

5.3.1.5 Revisit Intention

According to Yang and Chang (2011), customer satisfaction is the main impetus for revisit intention. Customer satisfaction has influenced the customer intention to repatronage the restaurant in future and this indicates that the customer satisfaction is a very crucial marketing planning for fast food restaurants (Abdelhamied, 2011). As there is a linkage between the revisit intention and customer satisfaction, managers of the fast food restaurant should aware and emphasize on the three significant factors such as food quality, service quality, and restaurant environment that can have a significant effect on the level of satisfaction experienced by customers. Besides, due to the changing of the customer expectation, the managers are advised to measure the customer expectation and satisfaction regularly and able to handle the complaints made from customers timely and effectively as to satisfy the customers. Moreover, a high level of customer satisfaction leads to high level of repeat patronage among current customers (Yüksel et al., 2002). Highly satisfied customers have the strong intention to visit back the restaurant and willing to recommend the restaurant to their friends and others. If the customers are satisfied with the

restaurant's performance, they tend to be loyal. Consequently, loyal customers not only visit more to the restaurant but also refer to another customer.

5.4 Limitations of the Study

In this study, there are some limitations during the progress of the research. Limitations are important for the future researchers to learn and acknowledge as a way to improve the quality of the research.

In conjunction with the short time frame, limitation that has been identified is the limited size of sample in conducting the questionnaires survey. There are only 200 questionnaires were distributed to undergraduates in University Tunku Abdul Rahman (UTAR), University Putra Malaysia (UPM), University Kebangsaan Malaysia (UKM), University Teknologi Malaysia (UTM), SEGI University, Nottingham University and INTI International University. It is unable to conduct a survey that able to reach every undergraduate in Malaysia due to the time and resource constraints. Therefore, this research cannot used to generalize overall undergraduates' population in Malaysia.

Besides, this research assumed that all undergraduates in Malaysia are influenced by the three factors mentioned in this research. The variables other than these three factors may also influence customer satisfaction and revisit intention. This refers to the research is not able to conduct in a thorough and in-depth manner since team members only focus on the limited part of the variables. Thus, the revisit intention towards fast food restaurant is not investigated thoroughly.

In addition, this research is only focus on chicken based fast food restaurant. Thus, the study was limited in the sense that it was confined to the fast food restaurant industry. This will miss out the other fast food restaurant such as burger and pizza based fast food restaurant.

Besides that, it has been another challenge to make sure the respondents fully understand the survey questionnaire especially it is conducted in English language. In fact, not every undergraduate have the same level of understanding on English

language and this results in some of respondents misunderstood or misinterpret the survey questionnaire. Thus, they may answer those questions depending on their intuition, feelings as well as guessing to complete the survey. Most of the respondents refuse to seek for clarification in order to provide accurate answer. This increases the possibility of inconsistency of the final results.

Other than that, the next limitation is limited access to journals and articles. This is because some of the databases are required to pay in order to access to the journals which is helpful for this research. However, it is beyond the affordability as a student. Furthermore, there are only few local journals related to this topic being published therefore this research have to rely more on foreign journals.

5.5 Recommendations for Future Research

As there are only 200 questionnaires survey are distributed for this research, thus to increase the accuracy of the results of factors influencing dining experience on customer satisfaction and revisit intention among undergraduates towards fast food restaurants, researchers should increase the sample size. In addition, the questionnaires were only distributed to a few universities. Thus, it is advisable to include all of the undergraduates within Malaysia (including Sabah and Sarawak) for future research. This allowed future researchers to obtain greater responses as well as wider perspectives.

Moreover, it is also suggested that all of the variables (if available) to be included in future research. Although this will take longer time but this allow future researcher to have a better understanding on the demand and requirement of today's customers. Thus, the research will provide wider perspective and improve the scope of research in understanding customer satisfaction and revisit intention. Some common variables such as price, promotion and brand can also included as moderator in the framework in order to investigate whether customer get influenced by these factors. Therefore, future researchers who wish to conduct similar research should consider all these factors to obtain more accurate and reliable results.

Besides that, multi-lingual questionnaire can be used to reduce the language barrier faced by some respondents. Researchers should not only emphasize on English but also other languages such as Malays, Tamil and Chinese for them to have better understanding since most of the respondents prefer their own native languages. Thus, it is not only can obtain accurate response from respondents, but also reduce the need for the researcher to further explain the meaning of the questions. By the end of the day, this impedes the speed to which data could be collected.

5.6 Conclusion

This study was conducted to have better understanding on customers towards fast food restaurant by clarifying the factors of food quality, service quality and restaurant environment. This research project has fulfilled its objectives to identify the relationship of the three variables towards customer satisfaction and lead to revisit intention.

After testing the Pearson Correlation Analysis, Multiple Regression Analysis, and Internal Reliability Analysis Test, result showed that all of the three independent variables include food quality, service quality and restaurant environment have positive significant relationship with the customer satisfaction. Next, Linear Regression Analysis had shown the customer satisfaction towards revisit intention also had positive significant relationship. In addition, this chapter also states the usefulness for fast food restaurant to make some necessary improvements.

As a conclusion, the outcome of the research indicates that service quality is the most important factor that influencing dining experience of undergraduates towards fast food restaurant and the least important factor is food quality. In addition, this study has provided some limitations that have been met and recommendations for future researcher. Thus, this study provides information for those who may want to investigate more on the factors influencing dining experience on customer satisfaction and revisit intention towards fast food restaurant.

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Appendix 1.1: Major U.S. Franchises in Malaysia

Major U.S. Franchises in Malaysia

Franchise	Local Franchise Holders	No. of Outlets	Year Established
1. Kentucky Fried Chicken	KFC Holdings Bhd	300	1973
2. Pizza Hut		98	1984
3. Seattle's Best Coffee		3	2001
4. Kenny Rogers Roasters	Berjaya Group	34	1994
5. Roadhouse Grill		3	1994
6. Starbucks Coffee		24	1998
7. 7-Eleven		188	1984
8. A & W	KUB Holdings Bhd	33	1967
9. Gloria Jean's Coffee	TT Resources Bhd	15	1999
10. Dunkin Donuts	Golden Donuts Sdn Bhd	25	1986
11. Baskin Robbins	Golden Scoops Sdn Bhd	22	1988
12. Haagen Daz	HPL Group (Spore)	12	1993
13. Hard Rock Café		1	1988
14. Planet Hollywood		1	1999
15. TGI Friday's	Melewar Group	4	1994
16. Chili's Restaurant	T.A.S. Group	4	1994
17. McDonalds	Golden Arches Restaurants Sdn Bhd	167	1982
18. Burger King	Cosmo Restaurants Sdn Bhd	9	1997
19. Domino's Pizza	Dommal Food Services Sdn Bhd	20	1997
20. Shakey's Pizza	Shakey Restaurants Sdn Bhd	27	1988

Source: Malaysian Franchise Association-MFA (2006)

Appendix 3.1: Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN FACULTY OF ACCOUNTANCY AND MANAGEMENT

Bachelor of International Business (Hons)

Survey on Factors Influencing Dining Experience on Customer Satisfaction and Revisit Intention towards Fast Food Restaurants

Survey Questionnaire

Dear respondents,

We are students from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management, pursuing degree in Bachelor of International Business (Hons), currently conducting a study on “Factors Influencing Dining Experience on Customer Satisfaction and Revisit Intention among Undergraduates towards Fast Food Restaurants” for our final year project. The objective of this research is to understand the factors affecting undergraduates towards fast food restaurant revisit intention.

We sincerely hope that you will take a few minutes to complete this questionnaire. Your responses are essential for us to complete our study. Your participation is on voluntary basis.

Please take note that this survey is strictly for academic purposes and we would like to assure you that all the information collected will remain PRIVATE AND CONFIDENTIAL. We greatly appreciate you for taking the time and efforts in completing this questionnaire. Thank you for your cooperation.

NAME	STUDENT ID. NO.
CHOW KENG YONG	1007494
DICKSON ONG CHEE SIANG	1007489
THAM WAI LOK	0905552
WONG YIN KUAN	1007490

Section A: General Information

INSTRUCTION: Please read EACH question carefully and provide the correct information by placing a TICK (✓) in the boxes provided.

Q1. Which chicken based fast food restaurant do you prefer?

- KFC
- MarryBrown
- Popeye's Louisiana Kitchen

Q2. Which meal time do you usually prefer when visiting fast food restaurant?

- Breakfast
- Lunch
- Snack (Tea Time)
- Dinner

Q3. How frequent do you visit fast food restaurant?

- 1-2 times per week
- 3-4 times per week
- 5-6 times per week
- More than 7 times per week

Q4. How much do you spend for a meal in your chosen restaurant?

- < RM5
- RM5-RM10
- RM11-RM15
- >RM15

Q5. What is your reason to dine in fast food restaurant?

- Special occasion
- Close to your campus
- Entertainment
- Time-saving

Section B: Construct Measurement

INSTRUCTION: Based on the statement, please **CIRCLE** the most suitable answer to indicate the importance rating of attribute with the statement by placing a circle on a scale of 1 to 5.

Question	Food Quality	Extremely Unimportant	Unimportant	Neutral	Important	Extremely Important
1	The smell of the food that stimulates my appetite	1	2	3	4	5
2	The crispness of the food attracting me toward the restaurant	1	2	3	4	5
3	The foods are served in a fresh and timely manner	1	2	3	4	5
4	The fresh ingredients are used in preparing the foods	1	2	3	4	5
5	The food presentation which is visually attractive	1	2	3	4	5
6	Various colours of food attract my attention	1	2	3	4	5
7	Varieties of food components within a set of meal	1	2	3	4	5
8	Food presentation that is relatively organized	1	2	3	4	5

Question	Service Quality	Extremely Unimportant	Unimportant	Neutral	Important	Extremely Important
1	The restaurant shows sincere interest in correcting anything that is wrong	1	2	3	4	5
2	The restaurant serves me in the time promised	1	2	3	4	5
3	The restaurant serves food exactly as what I ordered	1	2	3	4	5
4	The restaurant provides me accurate bill	1	2	3	4	5
5	During busy time, employees shift to help each other to maintain speed and quality of service	1	2	3	4	5
6	The restaurant provides prompt and quick service	1	2	3	4	5
7	Staff puts in extra efforts to handle customer's special request	1	2	3	4	5
8	Employees are available upon request	1	2	3	4	5
9	Employees are willing to help	1	2	3	4	5

Question	Restaurant Environment	Extremely Unimportant	Unimportant	Neutral	Important	Extremely Important
1	The dining area is thoroughly clean	1	2	3	4	5
2	The rubbish area is clean and tidy	1	2	3	4	5
3	Flies are kept away from food	1	2	3	4	5
4	If visible, the kitchen looks clean	1	2	3	4	5
5	Pleasant smell or odour in the restaurant	1	2	3	4	5
6	Pleasant smell or odour from the surrounding of restaurant	1	2	3	4	5
7	Enticing aroma of the restaurant	1	2	3	4	5
8	Pleasant air creates comfortable environment of the restaurant	1	2	3	4	5

INSTRUCTION: Based on the statement, please **CIRCLE** the most suitable answer to indicate the extent to which you agree or disagree with the statement by placing a circle on a scale of 1 to 5.

Question	Customer Satisfaction	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The performance of restaurant exceed my expectation will bring me satisfaction	1	2	3	4	5
2	I am satisfy if the restaurant puts me in a good mood	1	2	3	4	5
3	I have really enjoyed myself in the restaurant once I am satisfy with the restaurant's performance	1	2	3	4	5
4	My dining experience was pleasing if I am satisfy with the restaurant	1	2	3	4	5
5	If I am satisfy, I will feel that I have got what I wanted when I leave the restaurant	1	2	3	4	5
6	I have always had a good impression of the restaurant once I am satisfy with it	1	2	3	4	5

Question	Revisit Intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I would like to come back to the restaurant in the future	1	2	3	4	5
2	I have intention to dine in the restaurant again	1	2	3	4	5
3	I would say positive things about the restaurant to others	1	2	3	4	5
4	I would recommend the restaurant to my friends or others	1	2	3	4	5
5	I believe I made the right choice by dining at the restaurant	1	2	3	4	5
6	I always consider the restaurant to be one of the choice on my list	1	2	3	4	5

Section C: Demographic Profile

INSTRUCTION: Please read EACH question carefully and provide the correct information by placing a TICK (✓) in the boxes provided.

Q1. Gender

- Male
- Female

Q2. Age

- 18-20 years old
- 21-23 years old
- 24-26 years old

Q3. Level of education

- STPM or PRE-U or Diploma
- Bachelor of Degree
- Others (please specify: _____)

Q4. Current year of study

- Year 1
- Year 2
- Year 3
- Year 4

Q5. Monthly income (Include pocket money)

- <RM 500
- RM501-RM1000
- RM1001-RM1500
- >RM1500

Thank you very much for your time and effort in
completing this questionnaire. Your participation is
sincerely appreciated.

Appendix 3.2: SPSS Output: Pilot Test

FOOD QUALITY

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.776	8

SERVICE QUALITY

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.714	9

RESTAURANT ENVIRONMENT

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.784	8

CUSTOMER SATISFACTION

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.706	6

REVISIT INTENTION

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.738	6

Appendix 4.1: SPSS Output: Respondent Demographic Profile

Frequencies

Statistics						
		Gender	Age	Education Level	Year of Study	Monthly Income (Include Pocket Money)
N	Valid	191	191	191	191	191
	Missing	0	0	0	0	0

Frequency Table

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	65	34.0	34.0	34.0
	Female	126	66.0	66.0	100.0
	Total	191	100.0	100.0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 years old	28	14.7	14.7	14.7
	21-23 years old	151	79.1	79.1	93.7
	24-26 years old	12	6.3	6.3	100.0
	Total	191	100.0	100.0	

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STPM or PRE-U or Diploma	14	7.3	7.3	7.3
	Bachelor of Degree	177	92.7	92.7	100.0
	Total	191	100.0	100.0	

Year of Study					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Year 1	10	5.2	5.2	5.2
	Year 2	61	31.9	31.9	37.2
	Year 3	113	59.2	59.2	96.3
	Year 4	7	3.7	3.7	100.0
	Total	191	100.0	100.0	

Monthly Income (Include Pocket Money)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<RM 500	96	50.3	50.3	50.3
	RM501-RM1000	69	36.1	36.1	86.4
	RM1001-RM1500	18	9.4	9.4	95.8
	>RM1500	8	4.2	4.2	100.0
	Total	191	100.0	100.0	

Appendix 4.2: SPSS Output: Respondent General Information

Frequencies

Statistics						
		Preferred Chicken based Fast Food Restaurant	Preferred Meal Time	Frequency of visiting Fast Food Restaurant	Money Spent for a Meal in the Fast Food Restaurant	Reason to dine in the Fast Food Restaurant
N	Valid	191	191	191	191	191
	Missing	0	0	0	0	0

Frequency Table

Preferred Chicken based Fast Food Restaurant					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KFC	148	77.5	77.5	77.5
	MarryBrown	18	9.4	9.4	86.9
	Popeye's Louisiana Kitchen	25	13.1	13.1	100.0
	Total	191	100.0	100.0	

Preferred Meal Time					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Breakfast	4	2.1	2.1	2.1
	Lunch	98	51.3	51.3	53.4
	Snack (Tea Time)	37	19.4	19.4	72.8
	Dinner	52	27.2	27.2	100.0
	Total	191	100.0	100.0	

Frequency of Visiting Fast Food Restaurant					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times per week	180	94.2	94.2	94.2
	3-4 times per week	11	5.8	5.8	100.0
	Total	191	100.0	100.0	

Money Spent for a Meal in the Fast Food Restaurant					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RM5	2	1.0	1.0	1.0
	RM5- RM10	83	43.5	43.5	44.5
	RM11- RM15	90	47.1	47.1	91.6
	> RM15	16	8.4	8.4	100.0
	Total	191	100.0	100.0	

Reason to Dine in the Fast Food Restaurant					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Special occasion	45	23.6	23.6	23.6
	Close to your campus	12	6.3	6.3	29.8
	Entertainment	69	36.1	36.1	66.0
	Time-saving	65	34.0	34.0	100.0
	Total	191	100.0	100.0	

Appendix 4.3: SPSS Output: Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Food Quality	191	2.38	5.00	3.9522	.52574
Service Quality	191	2.67	5.00	4.1193	.56259
Restaurant Environment	191	2.63	5.00	4.2690	.52711
Customer Satisfaction	191	2.67	5.00	4.0558	.54993
Revisit Intention	191	2.33	5.00	3.9494	.57562
Valid N (listwise)	191				

Appendix 4.4: SPSS Output: Reliability Test

FOOD QUALITY

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	191	100.0
	Excluded ^a	0	.0
	Total	191	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.803	8

SERVICE QUALITY

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	191	100.0
	Excluded ^a	0	.0
	Total	191	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.869	9

RESTAURANT ENVIRONMENT

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	191	100.0
	Excluded ^a	0	.0
	Total	191	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.853	8

CUSTOMER SATISFACTION

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	191	100.0
	Excluded ^a	0	.0
	Total	191	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.848	6

REVISIT INTENTION

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	191	100.0
	Excluded ^a	0	.0
	Total	191	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.860	6

Appendix 4.5: SPSS Output: Pearson Correlation Analysis

Correlations

Correlations						
		Food Quality	Service Quality	Restaurant Environment	Customer Satisfaction	Revisit Intention
Food Quality	Pearson Correlation	1	.384**	.387**	.381**	.415**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	191	191	191	191	191
Service Quality	Pearson Correlation	.384**	1	.632**	.531**	.340**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	191	191	191	191	191
Restaurant Environment	Pearson Correlation	.387**	.632**	1	.462**	.358**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	191	191	191	191	191
Customer Satisfaction	Pearson Correlation	.381**	.531**	.462**	1	.548**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	191	191	191	191	191
Revisit Intention	Pearson Correlation	.415**	.340**	.358**	.548**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	191	191	191	191	191

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

Appendix 4.6: SPSS Output: Multiple Regressions Analysis

Regression

Variables Entered/Removed^a			
Model	Variables Entered	Variables Removed	Method
1	Restaurant Environment, Food Quality, Service Quality ^b		Enter

a. Dependent Variable: Customer Satisfaction

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579 ^a	.335	.324	.45211

a. Predictors: (Constant), Restaurant Environment, Food Quality, Service Quality

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.236	3	6.412	31.369	.000 ^b
	Residual	38.224	187	.204		
	Total	57.460	190			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Restaurant Environment, Food Quality, Service Quality

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.134	.316		3.584	.000
	Food Quality	.188	.069	.180	2.726	.007
	Service Quality	.347	.077	.355	4.524	.000
	Restaurant Environment	.175	.082	.168	2.138	.034

a. Dependent Variable: Customer Satisfaction

Appendix 4.7: SPSS Output: Linear Regression Analysis
Regressions

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Customer Satisfaction ^b	.	Enter

- a. Dependent Variable: Revisit Intention
 b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548 ^a	.300	.297	.48279

- a. Predictors: (Constant), Customer Satisfaction

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.902	1	18.902	81.097	.000 ^b
	Residual	44.053	189	.233		
	Total	62.955	190			

- a. Dependent Variable: Revisit Intention
 b. Predictors: (Constant), Customer Satisfaction

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.623	.261		6.227	.000
	Customer Satisfaction	.574	.064	.548	9.005	.000

- a. Dependent Variable: Revisit Intention