CUSTOMER REVISIT INTENTION TOWARDS CASUAL DINING RESTAURANTS IN KLANG VALLEY, MALAYSIA.

BY

LIM WAI YIN

A final year project submitted in partial fulfilment of the requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FALCUTY OF ACCOUNTANCY AND MANAGEMENT

DEPARMENT OF INTERNATIONAL BUSINESS

MAY 2019

DECLARATION

I hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they 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 member in completing the research project.

(4) The word count of this research project is 16,774.

Name of Student: Student ID: Signature:

1. LIM WAI YIN   16UKB00041   _____

Date: 28TH November 2019

ACKNOWLEDGEMENT

I would like to take an opportunity to express my gratitude towards many individuals for their care and support given during our duration of completing the Final Year Project (FYP).I'm fully appreciated for their mercifulness in giving me suggestion and advice as well as encouragement on every phase in accomplishing this Final Year Project.

First and foremost, I wish to express my profound gratitude and appreciation to my research projection's supervisor, Dr. Lau Teck Chai for his enthusiastic encouragement, insightful advice, and invaluable suggestions. This work would not have been possible without his tremendous willingness to indulge provoking discussions. Besides, he had devoted his precious time to supervise me patiently. He has indeed been my inspiration and motivation this time.

Other than that, I would like to express my deepest appreciation to my second examiner, Mr. Lee Yoon Heng for offering me his recommendation on enhancing my research project. Last but not least, I would like to thank all of our family and friends for their support and help throughout the journey. My grateful appreciation extends to Universiti Tunku Abdul Rahman (UTAR) and all respondents for providing us the resources and driving forces in completing the research project.

Thank you from the bottom of my heart.

DEDICATION

With the completion of this particular research project, I would like to dedicate this to my family members and friends who have given full support and motivation in the settlement of this written research project. This research project is also dedicated to my parents who has supported and encouraged me further striving on my academics in Universiti Tunku Abdul Rahman (UTAR).

Besides, my heartfelt dedication and appreciation to my honorable supervisor, Dr. Lau Teck Chai, who has been giving me valuable advices, encouragement and insights on my improvements for the research project. Last but not least, "for everyone with their red line under their names in Microsoft Word".

TABLE OF CONTENTS

CHAPTER 1 Research Overview

CHAPTER 2 LITERATURE REVIEW

CHAPTER 4: DATA ANALYSIS AND PRESENTATION OF THE FINDINGS

CHAPTER 5 DISCUSSIONS, IMPLICATION AND CONCLUSION

LIST OF TABLES

Page

LIST OF FIGURES

Page

LIST OF APPENDICES

Page

LIST OF ABBREVIATIONS

BIN   Bachelor of International Business

R^2 Multiple coefficient of determination / R Square

SPSS   Statistical Package for Social Sciences

UTAR Universiti Tunku Abdul Rahman

PREFACE

This research project unit UKMZ3016 Research Project is component of the fulfilment of the requirement for the course of Bachelor of International Business offered by Faculty of Accountant and Management, Universiti Tunku Abdul Rahman.

The current research project that is completed by our group which constituted as a fulfilment of the requirement in pursuing the course of Bachelor of International Business (HONS). I have selected "Customer revisit intention toward casual dining restaurant in Klang Valley, Malaysia", as my topic of the research project. In this paper, I have outlined few variables for intention to revisit of customer towards casual dining restaurant which are including foodscape, service quality and restaurant environment.

This research would contribute to provide insights for the marketers, practitioners and educational field researchers in term of understanding the changing scape of customer preference as well as their perception. Besides, the strongest or highest influence towards customer satisfaction and customer revisit intention will be determined in order to provide a better comprehend for top management of Klang Valley casual dining industries.

ABSTRACT

The purpose of conducting this research project intends to investigate the factors like foodscape, service quality and restaurant environment that will impact on the customer satisfaction, in turn, customer revisit intention. Furthermore, to achieve the goal of this research project, research questions, and four hypotheses were formed and examined. I had distributed survey questionnaire to 300 respondents by using the judgment sampling technique, snowball sampling technique and convenient sampling technique. There are 70% sets of questionnaires were distributed through online such as the social media (Facebook) by using the convenience sampling technique. The other 30% were distributed physically. Through the use of Statistical Package for Social Science (SPSS), data collected through the survey questionnaires are able to be measured and analyzed. It followed by the Pilot Test, Reliability Test as well as the Multiple Regression Analysis, which are conducted to examine the significant relationship between the variables. The results acquired from the SPSS test are discussed and analyzed in the form of charts and tables in this paper. The major findings of this research project were discussed in order to understand the relationship between foodscape, service quality, restaurant environment and customer satisfaction. Moreover, in this research, the result shows that the all the independent variables have significant positive relationship with the customer revisit intention. This research provides a clearer overview for the food service industry, especially casual dining sector. Last but not least, the limitations of the study which include the limitation and delimitation associated with this research project were identified and implications for the further research were recommended.

CHAPTER 1 : RESEARCH OVERVIEW

1.0 Introduction

Dining out in casual dining restaurant is no longer a new activity for local and international consumer nowadays. Thus, this study is empirically investigating customers' perception of dining experiences (foodscape, service quality and restaurant environment) and its influences on customer satisfaction and future revisit intentions in casual dining restaurant in Klang Valley, Malaysia. This chapter starts with an overview of study about the structure of restaurant. Yet, the chapter will be explained in details part by part.

1.1 Research Background

1.1.1 Food Service /Restaurant research

The food service industry is just a broad term which refers to a catering industry that includes both public and private locations which prepared meal for sale. A recent study shows that the food service industry, especially the restaurant business is among the most competitive service industry(Ha & Jang, 2013). A restaurant can be defined as a place or a business establishment which prepared and served food and drinks by waiter or waitress to customers in exchange of money. The definition of restaurant has been interpreted broadly in term of the range of food service business. "Restaurant", on the other hand, has been defined as the "restorer of energy". According to Dipiettro (2016) , the restaurant industry consists of various segment and it can be categorized base on certain level of service ,food quality, food menu and price. The basic attributes that considered important to the restaurant for customers to analyze

the perceived quality are foods quality, service quality and restaurant environment(Namkung & Jang, 2007). Additionally, a public place that prepared and served customer on the premises for consumption can be defined as a restaurant. Besides, the restaurant can be said as a rapidly changing industry that faced a relatively large competition among all other industry due to the growing taste and preferences of consumer.

The restaurant has been categorized to a variety of segment throughout years. At first, the restaurant is segmented into various type such as fast food or quick service, midscale, moderate upscale, upscale and business dining. In Ha and Jang (2012) perspective ,the basic classification of the restaurant can be segmented into three segments, which are fast food restaurant(quick service), casual dining restaurant and fine dining restaurant(Zuratulraha et al., 2016). However, the segmentation of the restaurant has become more complicated for recent years. As mentioned, the restaurant sector is large and consists of various segments. Therefore, to conduct the research more precisely, classification is needed to identify the type of restaurants and for further study. Hence, the researchers, Canziani, Almanza, Frash, McKeig (2016) proposed a restaurant classification tool based on their research analysis and their understanding on the definition of restaurant. By applying the restaurant classification tool which consists of systematic five step analysis, it will reduce the complexity in conducting food service research.

The first step examines whether or not the business establishment a restaurant, for example, the food service sector that include food truck cannot be defined as restaurants. The second step considers the mode of service by identifying service structure of the restaurant, whether the restaurant is limited service or full service. The limited service restaurant has defined as a service sector that providing food service in extend which customer pay before eat due to limited resources and relatively high cost.In addition, the full service indicates a restaurant that served the food to customer before the customer pay for the food ordered (Deloitte, 2013; Dictionary.com, 2014; Hoover's, 2014; Muller and Woods, 1994; NPD Group, 2014; Tristano, 2013; Smith, 2011; USA Census

Bureau,2012). The fourth step reflects the additional specialty apply to a restaurant that enable the researcher to differentiate. An example would be resto-bar, it is a bar restaurant that often operate at late night which served food and drinks simultaneously, customers can order only drink or drink first before the food or vice versa.The last step indicates the ownership status which identify the restaurant status ,whether the restaurant is a chain restaurant or a non-chain restaurant (Matthews, 2014). All in all, to conduct the research more precisely, researchers must have adequate knowledge of the term they study, to instill a right knowledge so that it can reduce any risk of using data and finding.

1.1.2 Casual Dining Restaurant

Casual dining is a unique sector in the foodservice industry, and consumer decisions in this market are of great interest to marketers. The sector of casual dining restaurant began to grow in the 1970s and 1980s ,when customized concepts compounded a wider menu appeal with higher pricing strategies than the quick service restaurants and family dining concepts that were widespread in the US and around the world at that time (Muller and Woods, 1994). A casual dining restaurant is one which serves moderately priced food in casual atmosphere setting. It comes between fast food establishments and fine dining restaurants. While deciding on to go for dine out people have endless options from fast food to casual dining restaurants and having five star fine dining experience.(Chandra Verma, 2018). Moreover, the consumer found these casual dining restaurants to be a less expensive version of a fine dining restaurant and used these casual themed restaurants as a place to celebrate an event. The casual dining restaurant tries to capture the consumers' attention by creating a theme and a brand that seems to represent an extension of the consumer. They have a knowledgeable staff and much higher service levels than the quick service restaurants and family dining restaurants (Muller and Woods, 1994). The example of Casual Dining includes Outback Steakhouse, Carraba's Italian Grille, Chili's, and Applebee's. Casual dining restaurants had per person check averages between $15.00 and $24.00. These restaurants offered full

service, including waiter or waitress table service and offer liquor, beer, and wine(Dixon, Miscuraca, & Koutroumanis, 2018). Capturing approximately one third of total food service sales, casual restaurants are dominated by chains and average check per person for dinner service was approximately US$17 in 2012 (Mintel International Group, 2012).

1.2 Problem Statement

The casual dining restaurants us categorized as a full-service restaurant together with the fine dining(upscale) restaurant in Malaysia. There is a vital need to investigate the factors that influencing the casual dining restaurant as different people from different country show different preferences towards the choices of restaurant. Besides, casual dining restaurant business has not yet been extensively explored by the researches in the past. Thus, this study will provide more information on the perspective of international consumer towards the competitive casual dining restaurant business. On the other hand, the casual dining restaurant business is considered a fastest-growing segment in Malaysia(Dziadkowiec & Rood, 2015). Moreover, the sales has increased substantially across all region in this field.Apart from that, Malaysia has been recognized as a place that revolve around food. It can be said that food, places to eat and dine are associated with each other in Malaysia. (Wonderfulmalaysia, 2007)

Research shows that the tendency of the restaurant has been one of the important elements that contributes to the food service industry. Additionally, it is good to initiate this research as Malaysia is a developing country with high context culture, as well as its food service industry is has a wide selection of Malay, Indian, Chinese and Western option. This research examines the perspective on both local and foreign consumer as many of the casual dining restaurant were foreign branded. Malaysia's food service industry is one of the most diverse food industries in the world, offering a variety of Asian and Western cuisines, moving from food stalls to full-service restaurant. The food service industry is also a rapid change industry in

response to the variation in the taste and preference of the consumers. Based on the description of Dziadkowiec and Rood （2015）， the casual dining restaurant is the most rapidly expanding sector.

Moreover, in Malaysia, Klang Valley area is the most developed region as compared to all other area.(Norimah t al ,2008) It shows that the demand of eating out activities in Klang Valley has increased over years. Therefore, the research is significance to carry out in Klang Valley by examining the intention of international consumer in casual dining restaurant.In addition, to deal with the uncertainty in the competitive restaurant landscape , it is necessary to anticipate the changes in future by analyzing the perception of the international consumers in today's dynamic restaurant environment. Some past studies have been carried out to investigate the factors that intention to revisit the full-service restaurant. However, there is a limited research that has related to this field in Malaysia. In conclusion, it is an important need to understand what consumer from different country expect to enhance their dining experience in Malaysia.

1.3 Research Objectives

An Objective of this study is attempting to resolve the problem statement as stated above. The objective in this research can be categorized into general objective and specific objectives.

1.3.1 General Objective

The main objective of this research is to identify the behavioral intention to revisit towards casual dining restaurant in Klang Valley among consumers. In this study, it is important to investigate a whether the three independent variables which are

service quality, foodscape, restaurant environment and customer satisfaction have an effect on the customer's revisit intention.

1.3.2 Specific Objectives

i. To examine the relationship between foodscape and customer satisfaction.
ii. To examine the relationship between service quality and customer satisfaction.
iii. To examine the relationship between restaurant environment and customer satisfaction
iv. To examine the relationship between customer satisfaction and behavioral intention.

1.4 Research Questions

More specifically, there are four research questions needed to be completed in this research which are stated as follows:

i. Is there significance relationship between foodscape and customer satisfaction?
ii. Is there significance relationship between service quality and customer satisfaction?
iii. Is there significance relationship between restaurant environment and customer satisfaction?
iv. Is there significance relationship between customer satisfaction and behavioral intention?

1.5 Hypotheses of Study

There are four hypotheses have been developed as following:

H1: There is a significance positive relationship between foodscape and customer satisfaction.

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

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

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

1.6 Significance of the study

1.6.1 The Rapid Growth of Casual Dining Restaurant in Malaysia

The purpose of conducting this study is to ascertain the determinants of intention of Western and Asian consumers to revisit the casual dining restaurant in Klang Valley, Malaysia. The factors that bring significance effect to this study include food quality, service quality, restaurant environment and customer satisfaction. As mentioned, the food service industry is a rapid change industry, especially the casual dining restaurant is the most rapidly expanding sector Dziadkowiec and Rood （2015）. However, the casual dining restaurant business has not yet been extensively explored by the researches in the past. In addition, lack of research in this field might hinder the intention of consumers to revisit their restaurant as well as indirectly affect the food service industry and greatly affect the economy. Therefore, it is critically essential to foster better understanding on the elements that influence the behavioural intention to revisit the casual dining restaurant.

1.6.2 Useful Data for Marketers and Researchers

The information of the past research from the previous senior researchers' paper will be used to identify the gaps that appear in this research and to identify the opportunity for improving the research area of restaurant business especially casual dining restaurant. Furthermore, the restaurant business owner in Malaysia will have the probability to build up their competitive advantage and sustain their business through this research. Besides, this paper also helps food service researchers to have a better understanding about the revisit intention of Western and Asian consumers in Klang Valley area which is the key driver of growth in term of economic development in Malaysia. More specifically, this paper will provide a clear direction to the food service researchers who aimed to conduct research in Malaysia which is a multicultural nation in future. It is better to understand both Western and Asian consumer but not only local consumer as many of the casual dining restaurant were foreign branded. Lastly, it will provide marketers with useful data, and thus have a better understanding on consumer behaviour in related field.

1.7 Chapter Layout

Chapter 1: Introduction
Chapter one provides a detail background of the food service industry which are including the types of restaurant, the restaurant industry in Klang Valley area, the definition of casual dining restaurant. This chapter provides an overview for the readers to understand the main purpose of this study. Besides, a summary of hypothesis study with prediction of the relationship between dependent and independent variables will be provided.

Chapter 2: Literature Review

Chapter two comprises of the literature review and conceptual framework by referencing the theoretical framework from other researchers. The conceptual framework from this chapter provide a clearer picture of the elements that influenced the intention to revisit the casual dining restaurant.

Chapter 3: Methodology

Chapter three comprises the method of conducting the research and the process of collecting data. It explains the process of the research in the way of structuring out the research design, the methods of collecting data, the construct instrument and the data analysis which are obtained from 120 respondents.

Chapter 4: Data Analysis

Chapter 4 discusses the result rendered from the data which collected from respondents. The result will be analysed in relevant to the questions and hypotheses of the research. The software that used to analyse the data is SPSS software.

Chapter 5: Discussion, Conclusion, and implication

In this last chapter, discussion and implication will be provided. The recommendations and limitation will be offered in this chapter, therefore, are intended to enhanced the capabilities of the research. A conclusion will be drawn from the overall research project.

1.8 Conclusion

In essence, an overview of the research will be provided. It defines the research objectives, research background, problem statement, research questions, hypotheses, significance of study and the chapter layout. The later chapter will we explained the literature works and the research framework in-depth.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter comprises of the literature review with further elaborate the factors that directly affect the revisit intention of consumer towards casual dining restaurant as well as examine the term of revisit intention of the consumer (dependent variable).It generally discussing the literature review which adopted from different sources ,includes the theoretical model that have been developed by the past researchers to affirm the objective of this study.

2.1 Literature Review

2.1.1 Foodscape

On the whole, the word "foodscape" was used to define the spatial production of goods throughout urban areas. (Winson, 2004) . Foodscape can be defined as a structure of social that captures and represent cultural insights of how food connect to a specific locations, individual as well as the food supply system.(Zukin, 2018). Moreover, in the field of food studies, foodscape can also recreate or obscure the economic and environmental sites as well as the social connections of food production, expenditure, and dissemination that seem to be important.(Mackendrick, 2009).The notion of foodscape contains in food industries , production of food, ethnic of food and policy of food(Freidberg, 2010).Besides, foodscape can be viewed it as a structure in the food environment society(Burgoine et al., 2009) while also describe as a multiplicity of sites where food is discovered or otherwise consumed(Winson, 2004). Some researchers defined the food landscape as foodscape (Cummins & Macintyre, 2002). The meaning of space ,place and attributes were being explored in a design approach which were being used by foodscape.(Sobal & Wansink, 2007),or as the informational process of what has been consumed, in which and by whom (Rick Dolphin, 2005).Some researchers used the term foodscape to label the food landscape .However ,it is asserted that the

use of geo-landscape terminology is not appropriate. (Sobal & Wansink, 2007),as the use of the term of "food" which isn't really a spatial concept suitable for combination with "scape". As seem in a sum of the visual features of the food ,foodscape is described as the view of a specific object in this study (Gold, 2002).It is obvious where the presentation , and eating of food can produce a high quality of food in the actual preparation .There might have several dimension of the landscape of food that can sometimes influence the intake of food. These dimensions are including size , shape, texture, and colours. Besides, it also involved other characteristics including the division and classification on the surface of food (Sobal & Wansink, 2007).

2.1.2 Service Quality

Service quality has been defined as the customer's judgment of the overall excellence or superiority of the service(Parasuraman, V, & Berry, 1998). In the restaurant industry, service quality is viewed through intangible benefits, such as responsiveness, courtesy, caring and professional behaviours provided by the service staff (Bujisic, Hutchinson, & Parsa, 2014).Applying the original SERVQUAL instrument, Stevens, Knutson, & Patton (1995)measured service quality in restaurants. They developed a scale designed to measure restaurant service quality called DINESERV in relation to the service provider and customer interaction during service delivery by adapting the SERVQUAL scale(Stevens et al., 1995). Along with these research efforts, the tangible quality construct by building a TANGSERV model(Namkung & Jang, 2007). Stevens, Knutson, & Patton (1995) created a service quality scale, DINESERV, by adapting the most widely used service quality measure, SERVQUAL (Parasuraman et al., 1998), to restaurant settings Service quality. Service quality is the single most researched subject in services marketing(Mokhlis, 2012), and the SERVQUAL scale introduced by Parasuraman et al (1998)has dominated the study of the conceptualization and measurement of service quality constructs(Vasileva &

Balloni, 2014). Despite its broad applicability across all service sectors, attention should be paid to adapting service quality to a specific setting (Parasuraman et al., 1998). Thus, service quality can be adequately supplemented with refining items to capture the context-specific information and to incorporate additional theoretical research frameworks. Thinking back to SERVQUAL's five service quality dimensions, the reliability of the service provider, the responsiveness of the service provider, the assurance provided by the service staff, and the empathy shown to consumers could be understood as intangible social cues that produce perceived quality evaluations(Wakefield & Blodgett, 1994). However, the effect of tangible aspects of the physical surroundings has not been adequately incorporated into service quality research (Wakefield & Blodgett, 1994).

2.1.3 Restaurant Environment

Undoubtly, people nowadays are eating out more often. From years to years the dining experience, customer expectation of quality levels towards restaurant has increased (Sobal & Wansink, 2007).Moreover, another study by Ryu & Han (2011) has shown that the customers keep putting a premium on time saving and good eating environment as compared to the past. These factors motivate restaurant marketer to put effort in design and provide a more comfort environment for customers. Many studies show that making the atmosphere more pleasant,creative and innovative is important for a firm's success(Wakefield & Blodgett, 1994). Besides, Kotler (1973) addressed 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. 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(Sobal & Wansink, 2007). 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 (Liu and Jang, 2009; Lee *et al.*, 2012). 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 (Ryu and Han, 2011).Furthermore, cleanliness quality is considered as an attribute of environmental quality or of tangible quality in most studies (Liu and Jang, 2009; Lee *et al.*, 2012). However, some research reports have suggested that cleanliness should be treated as a separate dimension because of its significant importance and impact on customer perception (Barber and Scarcelli,2010). The cleanliness of restaurants must be considered for the importance of personal hygiene and safety which can influence service quality and the perception of customer satisfation (Barber and Scarcelli,2010). Cleanliness can work as a motivator, can improve positive reactions and modify the behavior of customers, by way of dimensions such as the pleasantness of the experience, trust in the service and reputation or image if company (Yavetz and Gilboa, 2010).

In short, the restaurant environment element does play an important role in shaping customers perceptions that lead to a positive reaction from new customers and enhances the loyalty of repeat customers (Ryu and Han ,2011). Regarding the restaurant environment, the atmosphere of restaurants, which strongly influences the customer's first impression before experiencing employee services and food in restaurants, thus it may change the degree of the impact of quality perception on consumption behavior (Namkung & Jang, 2007) as the various aspects of the restaurant setting. Within such analyses of physical settings, the importance of cleanliness can not be neglected.

2.1.4 Customer Satisfaction

To maintain the satisfaction of the customer is one of the most important challenges which faced by business today (Parasuraman et al., 1998). During the 1970s, firms

did not realize that customer satisfaction is a problem (Barsky 1992). The United States was "succeeding well in providing acceptable degree of satisfaction to the buying public" and "consumers find enjoyment and satisfaction in their purchase experiences considerably more often than they find difficulty and discontent" (Westbrook et al, 1978). In result, demand was met by technical product innovations rather than service improvement (Barsky 1990). There is no universally accepted definition of customer satisfaction (McCollough, 2000). Besides, one ongoing debate in consumer satisfaction circles is the extent to which it is a cognitive process or an emotional state. However, Howard and Sheth (1969) define satisfaction as "the buyer's cognitive state of being adequately or inadequately rewarded for the sacrifice he has undergone.Undeniably, customer satisfaction plays an important role in determine the success of the restaurant business. If customer is not satisfied with the restaurant, they may switch to other restaurant that fulfils their expectation. According to(Kivela, Inbakaran, & Jangga, 2012), the management of the 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. Customer satisfaction is an essential indicator of a company's past, current, and future performance and, therefore, has long been a critical focus among marketing practitioners and scholars(Dixon et al., 2018). "The key concept of customer satisfaction is based on Lewin's (1938) expectancy–disconfirmation theory, which posits that satisfaction judgment is based on comparisons between expectations held a priori and the perceived performance post hoc by a customer with an evaluative norm" (Miller, Babor, McGovern, Obot, & Bühringer, 2017)(Mill, 1990). The expectancy–disconfirmation model asserts that customer satisfaction is a function of subjective disconfirmation under various circumstances (Churchill & Surprenant, 1982). More specifically, if perceived performance exceeds consumer expectations (a positive disconfirmation), then the consumer is satisfied. On the other hand, if perceived performance falls short of his or her expectations (a negative disconfirmation), then the consumer is dissatisfied. This subjective assessment toward confirmation or disconfirmation causes satisfaction-related emotions. Furthermore, previous researchers suggest that it is important to include affective variables in modelling satisfaction evaluation along with cognitive variables, especially when consumers are involved in a service setting(Namkung &

Jang, 2007). More recently, the focus of satisfaction research seems to have moved to emotional responses, instead of purely cognitive information, in forming behavioural outcomes. For example, the consumer attributions about satisfaction with specific product characteristics lead to positive and negative affective responses, which influence overall satisfaction (Oliver ,1993).

2.1.5 Revisit Intention

The term "Intention" can be defined as the subjective that likely to perform a behaviour .It is often act as a key predictor of consumers' corresponding behaviour, and it comprises of first-time and repeated behaviours(Cakici, Akgunduz, & Yildirim, 2019).The concept of intention includes some behaviour which the consumer exhibits as a result of post-sale evaluation and whose effects are quite important for the businesses. It is important to explain these behaviour alternatives which are probable outputs of post-sale evaluation process, other directly or indirectly related factors and their relationships with these factors because of their strategic importance(Cakici et al., 2019). When beliefs and attitudes are often constructed as the predecessor of consumers' eventual behaviours (Wang et al., 2009), previous research on food and beverage has stated that approving perception and experience are also significant predictors of consumers' intention to revisit (Ting et al., 2018). To emphasize , intention to revisit is observed to be an outcome of consumers' expectation, perceived performance and evaluation of the environment in which services are purveyed and transaction process takes place (Wakefield and Blodgett, 1999).The study by Teng and Kuo (2011) defined revisit intention as repurchase intention and behaviours that demonstrate the willingness to recommend and disseminate positive information for a service provide. The customers have their own reason whether to revisit to any restaurant in the future such as pressure from life or work, customers are seeking 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. 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(Ting et al., 2018). In addition, environment and entertainment of a

restaurant will bring out customer affective response as well as influence revisit intention (Namkung & Jang, 2007).

2.2 Review of relevant Theoretical Model

Figure 2.2 The Role of Food Quality,Service Quality,and Physical Environment on Customer Satisfaction andBehavioral Intention in Casual Dining Restaurant
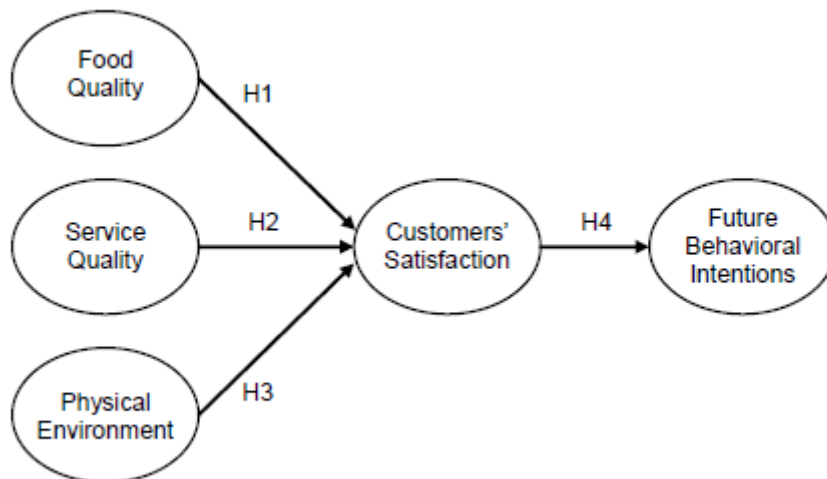
Source: (Canny & Economy, 2013)

The research framework shows "The Role of Food Quality,Service Quality,and Restaurant Environment on Customer Satisfaction and Future Behavioral Intention in Casual Dining Restaurant". The aim of this study is to forecast the various elements that can influence the intention to revisit in casual dining restaurants.In this study,four independent variables are used from this framework which includes food quality,service quality,restauraunt environment and customer satisfaction.

2.3 Conceptual Framework

Figure 2.5: The Factors that affects Intention to Revisit towards Casual Dining Restaurants in Klang Valley,Malaysia.
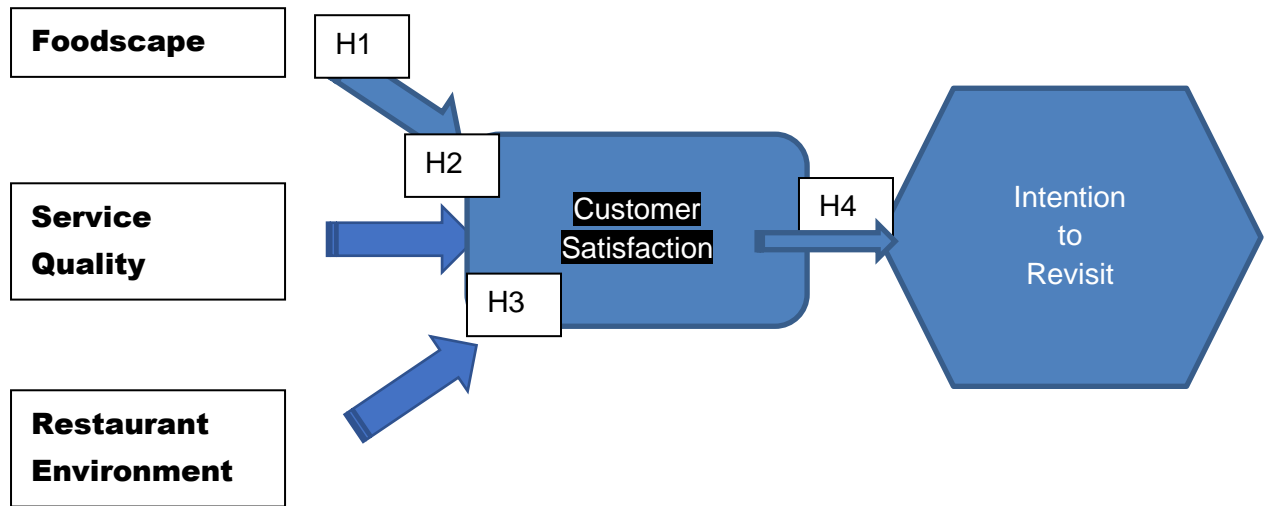
The framework that shown above is to study the relationship between service quality, foodscape, restaurant environment toward customer satisfaction and which in result affect customer revisit intention.

2.4 Hypothesis Development

2.4.1 The Relationship between Foodscape and Customer Satisfaction

The past study treated all the selected food attributes as one variable that is foodscape. From the model of customers' dining satisfaction and return intention the foodscape has been defined in many attributes presentation ,tastiness, menu item variety as well as temperature(Jaksa et al.,1999).Another word, the presentation of food is a key food attribute in modeling dining satisfaction and return patronage (Jaksa et al.,1999).Foodscape is a fundamental of restaurant experience and undeniable that it has and will continue to have a major impact on customer satisfaction and revisit intention (Sulaiman & Haron, 2013). Besides, it shows that overall food quality significantly affects customer satisfaction and behavioral intentions. They revealed that the relationship between food quality and customer future behavioral intentions are mediated by satisfaction. It is revealed that taste and presentations were the two greatest contributors to customer satisfaction and behavioral intentions. This is similar with the earlier studies, which found that foodscape and satisfaction play an important role in determining customer behavioral intentions toward restaurant (Sulaiman & Haron, 2013).Moreover, the food attributes that had effects on the return patronage varies from the food tastiness, consistent food, menu variety and food quality (Miller et al.,1994). Nevertheless, setting and category of the restaurant also play parts in supporting this relationship (Namkung & Jang, 2009). Different setting and category have different effects toward customer satisfaction and future behavioral intentions of the customer. From their study, it shows that overall food quality significantly affects customer satisfaction and behavioral intentions. They revealed that the relationship between food quality and customer future behavioral intentions are mediated by satisfaction. It is revealed that taste and presentations were the two greatest contributors to customer satisfaction and behavioral intentions. This is similar with the past studies, which found that foodscape and satisfaction play a vital role in determining customer behavioral intentions toward restaurant .(Sulaiman & Haron, 2013)

Thus, a hypothesis has proposed as shown below:

H$_1$: There is a significant positive relationship between foodscape and customer satisfaction.

2.4.2 The Relationship between Service Quality and Customer Satisfaction

Nowadays, customers are no longer willing to try poor service or dining environment (atmosphere) for good taste when they seek an exotic experience in ethnic restaurants. An excellent overall dining experience via excellent food in conjunction with good atmosphere and high-quality service were needed to be achieved to meet their satisfaction. Service quality and customer satisfaction have become the most core marketing goal since they are prerequisites of consumer loyalty, such as repeat sales and positive word-of-mouth (Ryu & Han, 2010). In today's competitive market, it is appropriate to assume that the key to gaining an advantage lies in delivering service that have high in quality, in turn, lead to satisfied customers (Ryu & Han, 2010).Moreover, even though past researchers have claimed the importance of "what services were provided" as the predecessor to customer satisfaction, technical quality "what was received from those services" is also an important element to customer satisfaction due to the product and service coexist in customer experience in a typical service setting (Ryu & Han, 2010). Therefore, to better understand quality features that lead to consumer choices, satisfaction, and subsequent purchasing behaviours, the scope of any study should go beyond the traditional SERVQUAL. The SERVQUAL survey instrument was developed to measure the service quality attribute in different service environments according to five different dimensions: reliability, responsiveness, empathy, assurance and tangibles (Parasuraman et al., 1998). As SERVQUAL did not measure some of the other unique attributes of restaurant quality, the DINESERV instrument was developed (Kim & Lee, 2012). The original DINESERV instrument included the five dimensions of SERVQUAL (Stevens et al., 1995). along with new dimensions more specific to the restaurant context. Kim et al. (2009) recognized food quality, atmosphere, service quality, convenience, price and value as six unique DINESERV dimensions.

Besides, Chow et al. (2007) investigated the relationships between service quality, customer satisfaction, and frequency of patronage in the context of full-service restaurant. They captured three dimensions of service quality (i.e. interaction quality, physical quality, outcome quality).Moreover, Namkung & Jang (2007)also conducted a study to identify key quality attributes that significantly distinguish highly satisfied diners from non-highly satisfied diners using the context of mid-to-upper scale restaurants. They used three quality factors (food, atmospherics, and service) to measure diners' perceived quality in relation to restaurant experience.(Namkung & Jang, 2007).

Hence, a hypothesis has proposed as shown below:

H_2: There is a significant positive relationship between service quality and customer satisfaction.

2.4.3 The Relationship between Restaurant Environment and Customer Satisfaction

The growing number of different types of modern-restaurants has led to fierce strong competition in restaurant sector (Burgoine et al., 2009). Dining experience should therefore be able to provide both physical and culinary services. As a result, it is necessary for restaurant management to distinguish the restaurant business from the physical environment of the restaurant in order to generate individual customer value. Several empirical researches have shown how the environment affects customer satisfaction and forecast repurchase behaviour (Namkung & Jang,2007;Lin, 2004; Wakefiled & Blodgett, 1994)The physical environment not only just to keep current restaurant's customers but also as an important aspect to attract the new ones, since several customers is prioritized to the pleasant and innovative restaurant environment than food or service itself(Canny & Economy, 2013).As a main success in many restaurant businesses, the development of a

pleasant and innovative physical environment was important, apart from food quality and service quality aspects. It is assumed that the physical environment helps shape the customers' dining experiences in the restaurants business and has a positive influence on customer satisfaction as well as on customers' physical comfort(Canny & Economy, 2013).Furthermore, customers expect experience more than just eating, but they also seek a memorable dining experience away from home(Ryu & Han, 2010) Therefore, the physical environment aspects of this study are including: function and space, design colour and lightning as one of the important element during customers' dining experience, which lead into a positive behavioural response, such as customers' satisfaction (Namkung & Jang, 2007)

It is suggested that the restaurant chain provide an attractive environment through the proper layout of table and chair. Besides, the furniture placement is important as it may mediate a sense of enclosure, spatial movement, function as walls and communicate visible or invisible edges (Lin, 2004). Colours set the customer's overall mood in the environment. Besides, the warm colours like orange, yellow and red are positively gain much the attention of a human mind much quicker the cool colours (Meola, 2007). Meanwhile, proper lighting is vital role in creating good lighting is essential in order to create people's perceptions of the environment and relates directly to the accurate colour of the object in its best possible light(Lin, 2004) The sort of lighting in environment directly impacts on individual's view of the quality of the space as well as influencing individual's awareness of physical, emotional, psychological, and psychological aspects of the space.

Hence, the hypothesis is developed as follow:

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

2.4.4 The Relationship between Customer Satisfaction and Revisit intention to the restaurant

Revisit intention signifies the tendency or plans to revisit the same place (Dziadkowiec & Rood, 2015).Service providers remain conscious about revisit intention of customers because the cost of attracting a new customer is high compared to retaining a current customer . Prior researchers proved that the determinants of revisit intention are satisfaction, service behaviour, perceived value and alternative attractiveness .Besides, Ryu & Han (2010) stated that the positive image of any service provider increases the willingness of customers to revisit. Moreover, revisit intention is influenced by the evaluation of previous experience, new attractions and promotional tools (Aziz et al.,2012). A research stated that high customer satisfaction will reduce a customer's switching intention, which, in turn, increase the intention to revisit. Satisfied customers intend to refuse alternative options, and prefer to buy from the current service provider (DiPietro, 2017). On the other hand, dissatisfied customers are more likely to switch to alternatives (Ryu & Han, 2010). It has been proved by many researchers that customer satisfaction is an influential predictor of customers' revisit intention (Canny & Economy, 2013; Ryu & Han, 2010; Zhang, Zhang, & Law, 2013). Many previous studies also suggest that customer satisfaction has a positive influence on revisit intention in the restaurant industry(Ryu & Han, 2010).

Hence, the hypothesis is developed as follow:

> H_4: Customer satisfaction positively effects revisit intention in casual dining restaurants.

2.5 Conclusion

In conclusion, independents variables (Foodscape, Service Quality, Restaurant environment and Customer satisfaction) and the dependent variable (Customer's Intention to Revisit) were formed. A conceptual framework and hypotheses were established after a complete examination of those past researches and theoretical models. The next chapter will discuss the research methodology.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

In this chapter, the researcher will discuss thoroughly about the research methodology that have been used in this research. It includes the research design, sampling technique and design, primary and secondary data collection method, research instruments, construct measurement and tools that used for data and statistical analysis. Besides. there is a set of questionnaires for researcher to distribute towards respondents in purpose if completing the research project.

3.1 Research Design

A research design is considered as a "conceptual blueprint" of the research, in another word, it is the master plan that specifies the outline of the data collection and determine the way that data collected and measured (Zikmund, Babin, Carr & Griffin, 2013). Besides it provides overall framework of data collection in order to interpret and analyse the data. The relationship between independent and dependent variables can be examined clearly through an appropriate research design.

3.1.1 Descriptive Research --

Based on the description of Carusan and Weidenborner (1997), the main objective of descriptive research method is to describe an existing phenomenon and its characteristics systematically. Furthermore, some of the research methods are covered under the descriptive research which is more comprehensive in regard to its content analysis, quantitative or qualitative study, correlation study as well as surveys. Both online and

offline questionnaire are the selected methods to conduct this research, which are also implies as quantitative research. Moreover, to determine the relationship between variables, there are two statistical model applied in this research which are multiple linear regression and simple linear regression.

3.1.2 Causal Research

The main function of causal research is to describe the causal relationships between variables. The causal research model can be used as a tool to forecast the causal effect by analysing the data, noted that the research has been designed intently.

3.2 Data Collection Method

Data collection method is one of the important parts for this research study as it can affect the research outcome as well as the validation of the result (Sekaran & Bougie, 2013). The data collection method in this research comprise of primary and secondary data.

3.2.1 Primary Data

Primary data is the original information that is collected by the researcher from different sources which are such as survey questionnaires and personal interviews. It is used by the researchers for particular purpose (Primary data and secondary data, 2015). In this research, researcher use both online survey questionnaire and also hard copy of survey form. In short, the primary data is necessary to make sure that the data is related to the topic by gathering all the information from the target respondents. In addition, there are 230 copies of survey questionnaires were disseminated through online and 70 copies of

survey questionnaire were disseminated physically towards the target respondents.

3.2.2 Secondary Data

The secondary data provide deeper understanding for the overall research by referring to the journal article, reference books, news and so on. Besides, it is also referred to the information o data that is gathered from all kind of valid resources. Moreover, the secondary data is the data that collected by researchers from past studies (Zikmund, Babin, Carr, & Griffin, 2013). The secondary data in this research study consists of journal article, theses and also reference book that get from the library as well as the online database which are such as Emerald, ResearchGate, Jstor, Google Scholar and Utar repository.

3.3 Sampling Design

The process of adopting a sufficient number of the right elements from the population is called sampling design, thus understanding of its sampling's properties or characteristics make it possible for the researcher to generalize a right population. In this research, the sampling design comprises of target population, frame of sampling and location of sampling, technique of sampling as well as size of sampling. It is compulsory for a researcher to select a right sampling to react to the study by fascinating a positive outcome.

3.3.1 Target Population

The target population in this research are customers who have experienced or have an interest in paying a visit at casual dining restaurants in Klang Valley.

3.3.2 Sampling Frame and Sampling Location

The sampling technique in this research is non-probability sampling technique, thus there is no sampling frame. Wherereas, in term of the sampling location, it is in Klang Valley area.

3.3.3 Sampling Elements

The main respondents that involve in this study are regardless of its gender, age, position as well as their ethnicity, as long as they have interested in casual dining restaurants that are in Klang Valley area.

3.3.4 Sampling Technique

A sampling technique defined as the way that the researcher was employed in regard to its specific process by systematically selecting a predefined population which served as an experimentation for the study (Zikmund et al, 2013). Therefore, there is a total of 300 sets of questionnaires, and were distributed to the respondents. There are three main non- probability sampling techniques in this research which are convenience sampling, purposive and snowball sampling. The convenience sampling refers to the sampling that are most readily to participate in the survey such as friends and family the person who were around us. The researcher will be targeting whoever that available of time and readily provide the relevant information.Next, in term of purposive which is also known as judgmental, where the researcher selects the sampling population by relying on his or her own judgment. The researcher selects some entrepreneurs that have experiences in managing casual dining restaurant as based on her own judgement, those entrepreneurs is entitle to participate in this research. In term of the snowball sampling in this research, it is relevant to the previous non probability sampling method which is purposive sampling

method. The snowball sampling method used when the researcher realised that someone can recommend potential participant for the research. In this study, the researcher found out that the entrepreneur has an ability to find potential participants which are their loyal customer to take part in this research. In addition to the sampling technique, the reason that the researchers choose this method is due to the low-cost advantage, convenience and also the fast pace of collecting data

3.3.4.1 Sampling Size

There is a sampling size of 160 respondents for this study. There are all selected from Klang Valley area. Moreover, the population was narrowed down to those consumers who are familiar and have interested towards casual dining restaurant. According to the research, a very small samples will reduce the internal and external reliability of a study, therefore, to reduce the error when using small number of sample size, researcher in this study have to use a sample size which is amount to 160 respondents.

.

3.4 Research Instruments

Research instrument is one of the most important components as without this tool there is no other way to collect the data either in qualitative survey or in quantitative survey. A set of customized questionnaires were planned and has chosen as the research instrument. The questionnaire in this study is a structured statement which developed by the researcher according to the past study for the purpose of analysis. The cost is low by using questionnaire as compared to personal interview. It is also one of the simplest and fastest method that can reduce the time constraint by conducting this research, therefore it is a good option for research collected data in

such instrument. The researcher has distributed the survey through online (230 sets) and also distribute physical survey form (70 sets) face to face in order to get more accurate data and attempt in a larger geographical area.

3.4.1 Questionnaire Design

The questionnaire was designed by using international language, English as it is an easier way to communicate with respondents as well as it can be comprehended by various ethnic groups. Moreover, the researcher had been constructed the questionnaire according to the secondary data which are the past studies that developed by the researcher.

A fixed-alternative question which is also defined as fixed choice question has been adopted by the researcher in the questionnaire. Moreover, the questionnaire was designed in a close-ended method to get an answer that closed to the respondent opinion. The respondent can choose only one answer in order for the researcher to get a specific response. In term of manageable responses and time saving, this kind of questionnaire design is considered efficient. (Ross,2005)

A brief introduction was structured out in order to provide a further understanding for respondents in term of casual dining restaurant as well as the aim of the research study. Besides, the questionnaire had been separated into 3 parts, which are Section A: General Information, Section B: Factors that influence customer revisit intention and Section C: Demographic profile (See Appendix 3.1). There were four general question for respondents to answer in Section A, which are "Do you know Casual Dining Restaurant ?", "Which Casual Dining Restaurant in Klang Valley do you prefer the most?" and "Why do you choose to dine in Casual Dining Restaurant as compared to Fine Dining Restaurant?".

In Section B, questions are based on 5 construct which consists of 25 questions. The answers of respondents were limited to a fixed set of construct measurement. Furthermore, it is set in a format of 5-point Likert Scale which ranged from strongly disagreed to strongly agreed (as shown in Table 3.1 below). Besides, it is including questions which related to the three independent variables and dependent variables which are foodscape, service quality, restaurant environment, customer satisfaction and intention to revisit.

Table 3.1: Level of Agreement

Category	Strongly Disagreed (SD)	Disagreed (D)	Neutral (N)	Agree (A)	Strongly Agreed (SA)
Point	1	2	3	4	5

Sourced from: (Stephanie,2015). *Likert Scale Definition and Examples*.

There are four important questions which relevant to the demographic profile of the respondents in Section C such as gender(female/male), age (from young age to oldest), ethnic group (local and international customers), as well as their monthly income. These questions are important as it able to clarify the respondents' profile as well as data analysis. Last but not least, the respondents were given sufficient time by the surveyor in order for them to understand the question clearly, they were also allowed to ask any question before they proceed to the survey.

3.4.2 Pilot Test

Table 3.2 below has shown the summary of pilot test result which derived from 30 sets of questionnaire response. The pilot test aim to improve the design of questionnaire as well as to test the reliability of the questionnaire. Based on Table 3.2 it has shown that the restaurant environment has the highest Cronbach's Alpha of 0.899, this indicates that it has a good strength od association among all the variables. However, the other 4 variables also considered have a good strength of association. With Cronbach Alpha of more

than 0.7, it shows that all the variables are considered acceptable and also have a high level of internal consistency reliability (Zikmund,2013)

Table 3.2: Pilot Test Result

No.	Variables	No. of Items	Cronbach's Alpha	Association's Strength
1	Foodscape	5	0.877	Very Good
2	Service Quality	5	0.856	Very Good
3	Restaurant Environment	5	0.899	Very Good
4	Customer Satisfaction	5	0.808	Very Good
5	Intention to revisit	5	0.877	Very Good

Source: Developed for the research

3.5 Construct Measurement

3.5.1 Measurement scale

In this study, there are three types of scale which are nominal scale ordinal scale and radio scale. Nominal scale is usually grouped into categories and is assigned numeral to an object. The example of nominal scale in the survey is in Section C: Gender, etc. Next, ordinal scale can be defined as a measurement that conduct ranking scale, the example of ordinal scale is in Section B, which all the questions is measured by 5-point Likert Scale. In term of radio scale, the example is in Section C which is monthly income.

3.5.2 Variables and Measurement

Respondents are required to response the question through 5-point Likert Scale. The scale is range from strongly dissatisfied/strongly disagreed to strongly satisfied /strongly agreed.

Table3.3 Source of Questionnaire

Variables	Questionnaire Items	Source
Foodscape	a. The freshness of food in Casual Dining Restaurants, Klang Valley is satisfying b. The appearance of food in Casual Dining Restaurants, Klang Valley is attractive. c. The food is plated and served in an attractive way in Casual Dining Restaurants, Klang Valley. d. The food menu and choices create dining satisfaction e. The food taste, temperature, colour, shape and texture in Casual Dining Restaurant, Klang Valley is satisfying	(Rick Dolphin, 2005)
Service Quality	a. The Casual Dining Restaurant, Klang Valley provide quick and efficient service. b. The staffs in Casual Dining Restaurant,Klang Valley is friendly and helpful. c. The staffs in Casual Dining Restaurant,Klang Valley always response to my feedback and complaints in time. d. The staffs in Casual Dining Restaurant,Klang Valley always able to satisfy my special request. e. The staffs in Casual Dining Restaurant, Klang Valley	(DiPietro, 2017)

	have a lot of patience to their customers including me.	
Restaurant Environment	a. The dining area's temperature of the Casual Dining Restaurant, Klang Valley is comfortable b. The atmosphere of the Casual Dining Restaurant is pleasant and enjoyable. c. The parking area of the Casual Dining Restaurant, Klang Valley is convenient. d. The lighting and the cleanliness of the restaurant is satisfying e. The decoration of the Casual Dining Restaurant, Klang Valley met expectation.	(Kivela et al., 1999)
Customer Satisfaction	a. The Casual Dining Restaurants in Klang Valley leave me a good impression. b. The Casual Dining Restaurants in Klang Valley provide me a good dining experience. c. I really enjoyed myself with my friends and family in Casual Dining Restaurants, Klang Valley. d. The Casual Dining Restaurants in Klang Valley bring me a pleasant day. e. The overall of the Casual Dining Restaurant met my expectation	(Sulek & Hensley, 2004)

Intention to revisit	a. I would like to revisit the Casual Dining Restaurant in Klang Valley most of the times. b. I have an intention to promote the Casual Dining Restaurant in Klang Valley to others. c. I would definitely have my friends together to revisit the Casual Dining Restaurant in Klang Valley. d. I would like to spend my time and money to enjoy the environment of the Casual Dining Restaurant in Klang Valley again and again e. I will always put Casual Dining Restaurants in Klang Valley as my favorite dining list.	(Namkung & Jang, 2007)

3.6 Data Processing

3.6.1 Questionnaire Checking

There is a need for the researcher to take corrective action on the questionnaires of pilot test in order to improve the quality of the research study. It is an important process in order to reduce the error in conducting the research, therefore, the questionnaires of pilot test will be checked by the researcher as according to the outcome from the pilot test.

3.6.2 Data Editing

The second step in data processing is data editing. Data editing is a necessary step for the researcher to investigate the data that collected from the questionnaire. Therefore, once the researcher has detect the mistakes and error , the following step is to amend the mistake into a correct one. The purpose of this necessary step is to ensure that the questionnaire is well prepared before entering to the SPSS software for further analysis.

3.6.3 Data Coding

Data coding can be defined as a process of assigning and classifying numerals data as well as symbol to represent each item according to its category. ("Methods of Data," 2012).It is compulsory for the researcher to comprehend the data which are required for the research study as this process enable the researcher to analyse the data more efficiently by pre-coding the questionnaire selection. Moreover, the Statistical Project of Social Science (SPSS) software version 21 had been used by the researcher in this process. For illustration, in Section B of the questionnaire, strongly disagreed to strongly agreed can be interpreted by number from 1-5

3.6.4 Data Transcribing

The following step is data transcribing, which the researcher has to transfer the coded data from its original state-owned to another stated-owned. It is a translation between data form.

3.7 Data Analysis

3.7.1 Descriptive Analysis

Descriptive statistic is simply defined as how the researcher describe the data from the result of the questionnaire. It has 160 respondents in this thesis, most of the result from the research can be categorised into frequency, percentage and mean. Besides, a bar chart, pie chart or table will be used by the researcher to describe the data. Thus, the descriptive statistic assists the researches in a way to simplify the data into useful information (Sekaran,2013).

3.7.2 Reliability Test

It is used to evaluate all the collected data from the respondents in this thesis. The aim to conduct reliability test is to measure the stability and also the reliability of the result. Besides, the coefficient in this research that have over 0.7 implies that it met expectation as well as the research standard.

3.7.3 Inferential Analysis.

According to Trochim (2002), the inferential analysis is used to determine the strength of the relationship. Pearson's Correlation Coefficient Analysis, Multiple Regression Analysis, Chi-Square Statistics Test are types of inferential Analysis. The researcher aimed to use Multiple Regression Analysis in this study.

3.8 Conclusion

In conclusion, this chapter covered research methodology which implemented by the researcher through specified the data collection methods, sampling design, research instrument, construct measurement, data processing as well as data analysis. Along the whole research methodology, the Statistical Package for the Social Science (SPSS) software version 21 act as a useful tool throughout the research. Moreover, the research method was successfully adopted by the researcher and the result of the statistical analysis will be discussed in the next chapter.

Chapter 4: Data Analysis

4.0 Introduction

In this chapter, Statistical Package Social Science Ver .21.0 (SPSS) software has been used to analyse and interpret the collected data. A total of 300 set of online questionnaires has been distributed and 160 set of questionnaires were obtained and fully answered by the respondents with completed information. Besides, the contents in this topic were included descriptive analysis, scale measurement, along with the inferential analysis. As a result of the data collected, it will finally be portrayed in the form of frequency distribution, pie chart, graphs, and tables to show a clear picture for readers in order to have a better understanding

4.1 Descriptive Analysis

4.1.1 Respondents Demographic Profile

There were five main questions that has been structured out to get an accurate demographic profile data from value respondents. These questions covered inhabitant/country of origin, gender, ethnic group, age as well as monthly income of respondents.

4.1.1.1 Gender

From the information given below, the pie chart depicts that the respondents consist of 95 females which involved 59% of the gender distribution while there is a balances of 41 respondents are male ,and it occupied a percentage of

31.58% in the overall gender distribution. This information is given that both female and male have interest dining in Casual Dining Restaurant.

Table 4.1: Frequency of Gender

Gender	Frequency	Percentage
Female	95	59.00
Male	65	41.00
Total	**160**	**100.0**

Source: Developed for the research

Figure 4.1: Gender
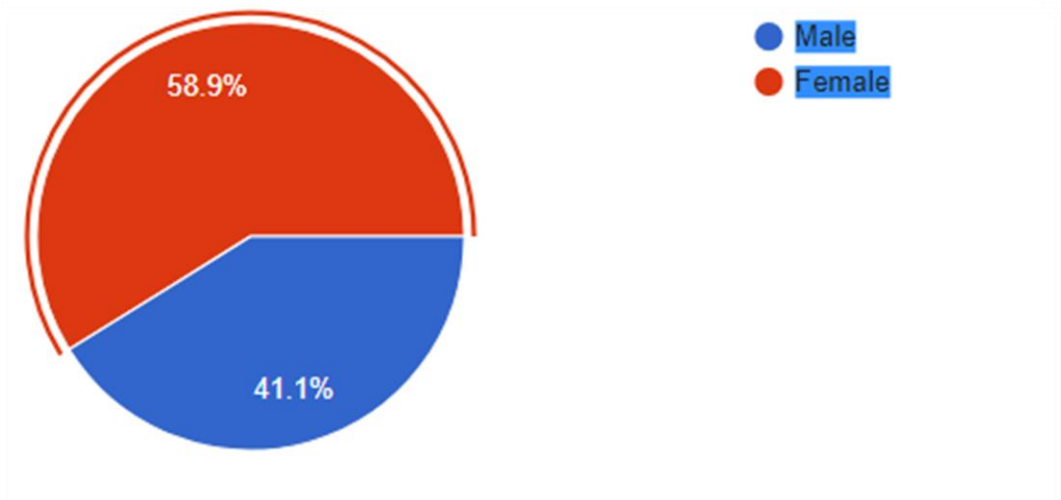
Source: Developed for the research

4.1.1.2 Age Group

According to the data collected from the respondents, the result showed that the most popular age range are 19 -30 years old which is 91.1% . There is 7% of respondents that is in the range of 31-40 years old. Besides, the other age range did take under the survey, however the data implies that most of the respondents are in the age range of 19-30 years old. In short, it defines that the people who have interest in visiting casual dining restaurants are young adults.

Table 4.2: Frequency of Age

Age	Frequency	Percentage
18 and below	2	1.20
19-30 years old	145	91.10
31-40 years old	12	7.00
Above 40 years old	1	0.70
Total	**160**	**100.0**

Source: Developed for the research

Figure 4.2: Age
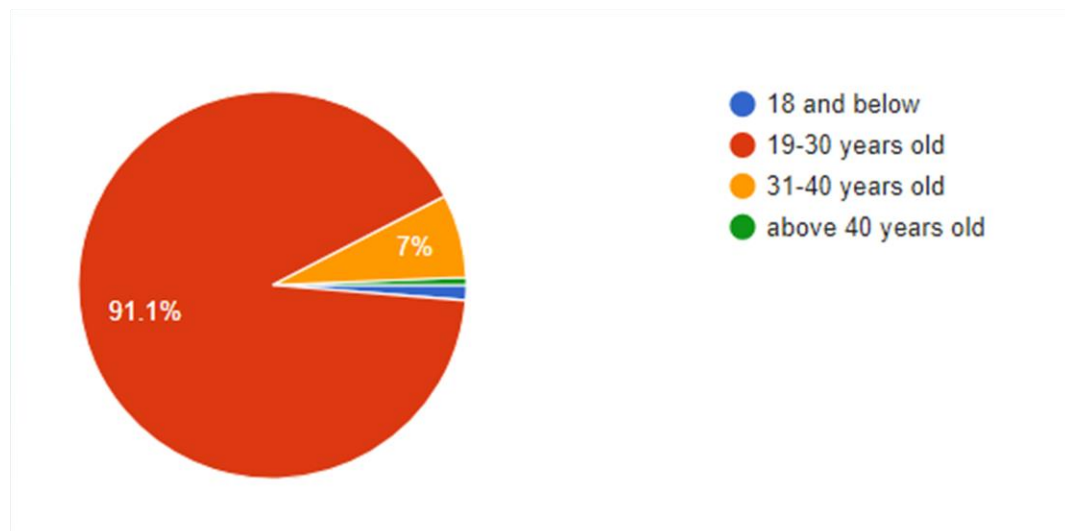
Source: Developed for the research

4.1.1.3 Inhabitant/Country of Origin

Table 4.3 and figure 4.3 have shown the Inhabitant/Country of Origins of respondents. Majority of the respondents are Asian, only 20 percent of the respondents are Western.

Table 4.3 Inhabitant

Inhabitant	Frequency	Percentage
Asian	140	87.50
Western	20	12.50
Total	**160**	**100.0**

Source: Developed for the research

Figure 4.3 Inhabitant
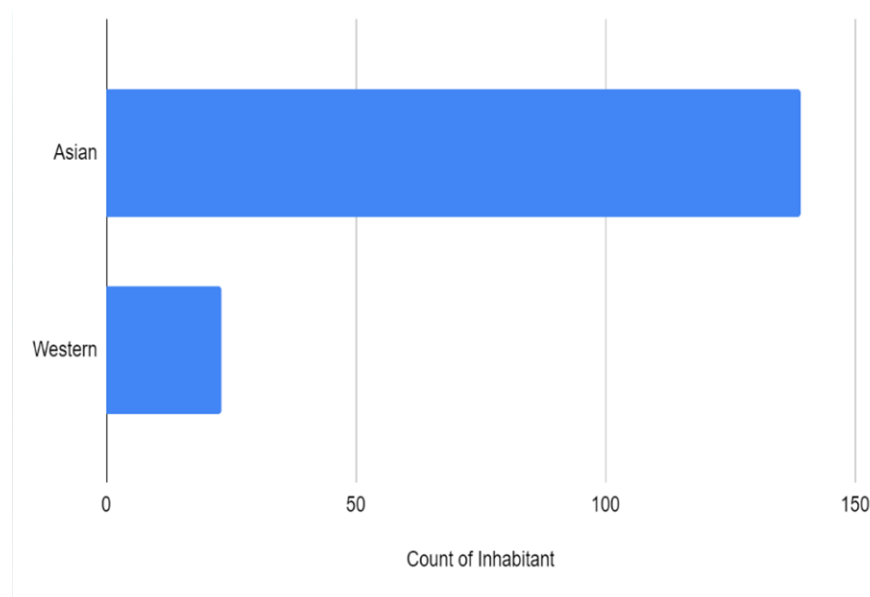
Source: Developed for research

4.1.1.4 Ethnic Group

Based on the race distribution of this survey, the chinese were the largest ethnic group which is 87.3%, followed by Malays and Indians which are 3.8% and 2.5% respectively. Besides, it also shows that the customers in casual dining restaurants comprises of other ethnic group such as Sabahan, American, Italian.

Table 4.4: Frequency of Ethnic Group

Ethnic Group	Frequency	Percentage
Chinese	140	87.30
Malay	6	3.80
Indian	4	2.50
American	3	1.90
Sabah an	1	0.62
Singaporean	2	1.30
Romance Portuguese	1	0.62
Indonesian	1	0.62
Italian	2	1.30
Total	**171**	**100.0**

Source: Developed for the research

Figure 4.4: Ethnic Group
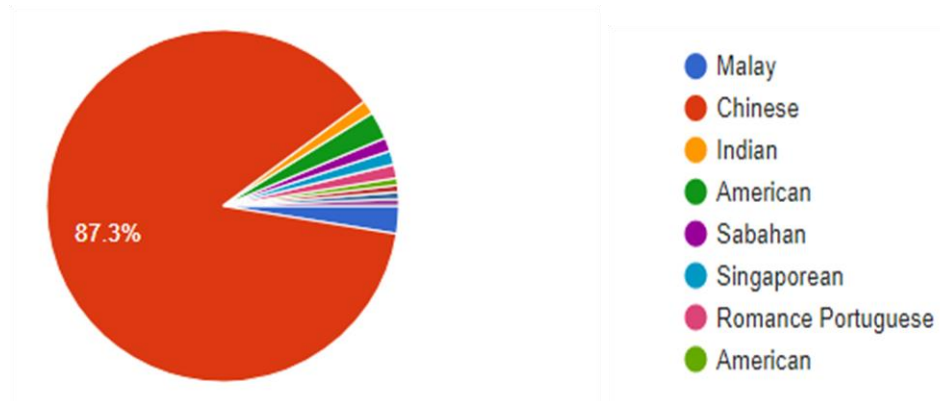
Source: Developed for the research

4.1.1.5 Monthly Income

Table 4.1.1.4 and Figure 4.1.1.4 show the monthly income of the respondents. It has been categorized into 5 ranges. By comparing the monthly income among all, it is obvious that most of the respondents have income of RM2000 or below, this is due to the reasons that the majority of respondents are students, which comprises about 47.5 %.Besides, this also indicates that the respondents willing to visit casual dining restaurants although they have low income level. The monthly income which is a range between RM2000-RM4000 is the second highest income range among respondents which has the proportion of 25.9 % respondents.

Table 4.5: Monthly Income

Income	Frequency	Percentage
RM2000 or below	76	47.50
Between RM2000-RM4000	42	25.90
Between RM4000-RM6000	17	10.80
Between RM6000-RM8000	5	3.20
RM8000 and above	20	12.0
Total	**160**	**100.0**

Source: Developed for the research

Figure 4.5: Monthly Income
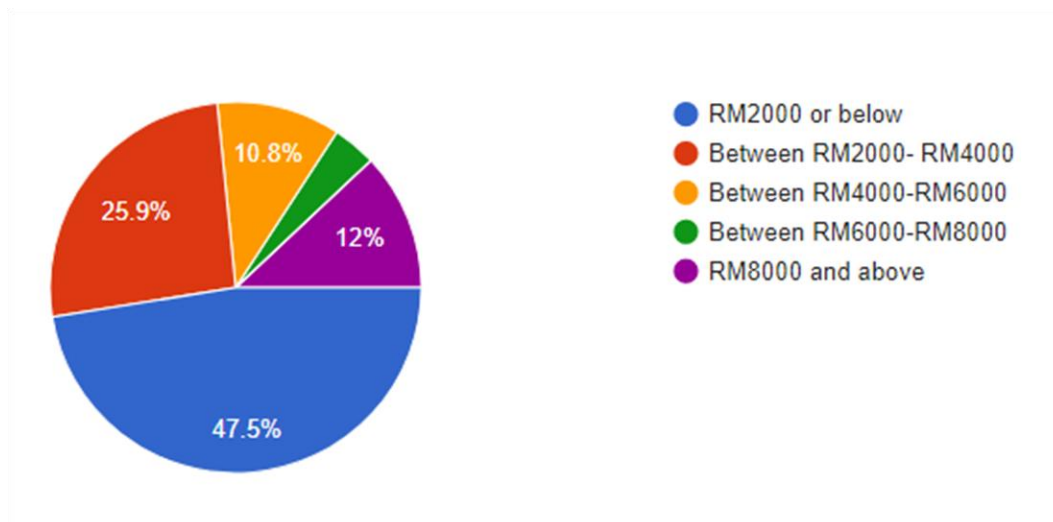
Source: Developed for the research

4.1.2 Descriptive Statistics

Table 4.6: Descriptive Statistics on Variables

NO.	Variables	N	Mean	Standard Deviation	Ranking
1	Foodscape	120	3.84	0.70	1
2	Service Quality	120	3.56	0.71	4
3	Restaurant Environment	120	3.74	0.69	3

Source: Developed for the research

Table 4.6 illustrate the descriptive statistics of foodscape, service quality, restaurant environment and customer satisfaction. Foodscape has the highest means among all which is 3.84, followed by restaurant environment which has a mean of 3.74 whereas the mean of service quality stated as 3.56, which possess the lowest mean among all other variables. In short, it shows that most of the respondents agreed that foodscape and restaurant environment have bring significant impact on customers' revisit intention towards casual dining restaurants. However, it also indicates that the service quality in casual dining restaurant has the least impact towards the revisit intention of customers.

In term of standard deviation in casual dining restaurant, it shows that service quality has the highest standard deviation among all other variables which is 0.71 while the restaurant environment shows standard deviation of 0.69 which is least standard deviation among all other variables.

4.2 Scale Measurement

4.2.1 Internal Reliability Analysis

Table 4.7: Summary of Reliability Test

Variables	Total number of questions	Cronbach's Alpha	Outcome
Foodscape	5	0.853	Very Good
Service Quality	5	0.877	Very Good
Restaurant Environment	5	0.817	Very Good
Customer Satisfaction	5	0.940	Excellent
Intention to Revisit	5	0.889	Very Good

Source: Developed for the research

According to Table 4.7, there is a total of 21 items which were developed and involved in the reliability test. Cronbach's Alpha is a famous approach that can be used to conduct the research more accurately in the part of reliability test. The value of Cronbach's alpha that below 0.5 is an unacceptable internal reliability. Besides, at least 0.7 or higher is considered acceptable (Zikmund et al 2013).

Based on Table 4.7, it has shown that the result of all variables has exceeded 0.5. In addition, the customer satisfaction has the highest alpha coefficient of 0.940 among

all other variables. Meanwhile, the foodscape, service quality and the restaurant environment have the alpha coefficient of 0.853,0.877, and 0.817 respectively, which indicate that all these variables have a good strength of association.

4.3 Inferential Analysis

4.3.1 Multiple Regression Analysis

Table 4.8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753ᵃ	.567	.558	.51447

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

b. Dependent Variable: Customer Satisfaction

Table 4.9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664ᵃ	.441	.438	.55310

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Revisit Intention

As shown in Table 4.8, the correlation coefficient (R= 0.753), this indicates that there is a positive relationship between customer satisfaction and the three independent variables of casual dining restaurant which are Foodscape, Service

Quality, and Restaurant Environment. Furthermore, to examine the regression model, the coefficient of determination (R square) has been calculated out which is equal to 0.558. This implies that 55.8% of variation in the customer satisfaction towards the casual dining restaurant was affected by Foodscape, Service Quality and Restaurant Environment. Meanwhile, the other 44.2% of the variation in the casual dining restaurant stay unaffected. In addition, it is also necessary to examine the regression model between customer satisfaction and customer revisit intention, which the dependent variable is customer revisit intention in this case. As shown in Table 4.9 ,43.8% of variation in the customer revisit intention towards the casual dining restaurant was affected by the degree of customer satisfaction in Foodscape, Service Quality and Restaurant Environment.

Table 4.10: ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	54.364	3	18.121	68.466	.000[b]
Residual	41.555	157	.265		
Total	95.919	160			

a. Dependent Variable: Revisit Intention

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

As illustrated in ANOVA Table 4.10, the F value of 68.466 is significant at p=0.000 (p<0.05) and thus, the fitness of the model is confirmed. Moreover, the overall regression model with the three predictor variations which are Service Quality, Foodscape, and Restaurant Environment have work well in explaining the variation in the customers' revisit intention towards casual dining restaurant.

Table 4.11: Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.269	.251		1.071	.286
	Foodscape	.314	.079	.286	3.980	.000
	Service Quality	.173	.079	.160	2.189	.030
	Restaurant Environment	.456	.093	.405	4.889	.000

a. Dependent Variable: Customer Satisfaction

Source: Developed for the research

Table 4.12: Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.388	.219		6.342	.000
	Customer Satisfaction	0.633	.056	.664	11.201	.000

Based on Table 4.11, the following linear equation is formed:

Customer Satisfaction(Y) = 0.269 + 0.314**F** + 0.173**SQ** + 0.456 **RE**

Where,

F= Foodscape

SQ= Service Quality

RE=Restaurant Environment

According to Table 4.11, it has shown that there is a significant positive relationship between customer satisfaction and foodscape, service quality as well as restaurant environment. Based on the created equation above, it shows that if there is one unit raising in predictor. The degree of customer satisfaction will increase in 0.314 units when quality of foodscape improves per unit, ceteris paribus. Moreover, the regression coefficient of 0.173 which represent service quality, it held that the degree of customer satisfaction will rise up 0.173units when the service quality raise per unit while holding others constant. Furthermore, the regression coefficient of restaurant environment is 0.456, thus the level of customers satisfaction will increase by 0.456 units when restaurant environment increases one unit while others remain unchanged.

Along with that, the Standardized coefficient (Beta) defines the degree of influential, by laying out which predictors has the most or least influential to the customer satisfaction towards casual dining restaurant Among the three independent variables, restaurant environment has the strongest influence on the customer satisfaction which represent a standardized beta that equal to 0.405. In short, it shows that restaurant environment is the most important predictor when compare to other variables, followed by foodscape (0.286) and service quality (0.160).

Based on Table 4.11, the following linear equation is formed:

Customer Revisit Intention (Y) =1.388+0.633**CS**

Where,

CS= Customer Satisfaction

Based on the above equation, it shows that the level of revisiting intention of the customer will increase by 0.633 units if there is a one unit increase in customer satisfaction, while others held constant. Additionally, its standardized beta coefficient is amount to 0.644.

4.3.2 Hypotheses Testing

Hypothesis 1

H_0: There is no significant positive relationship between foodscape and customer satisfaction.

H_1: There is a significant positive relationship between foodscape and customer satisfaction.

Reject H_0, if $p<0.05$

According to Table 4.11, the significant value of foodscape is 0.286. This value is smaller than the P value of 0.05. Therefore, H_1 is accepted and H_0 is rejected. This indicates that there is a significant positive relationship between foodscape and customer satisfaction.

Hypothesis 2

H_0: There is no significant positive relationship between service quality and customer satisfaction.

H_2: There is a significant positive relationship between service quality and customer satisfaction.

Reject H_0 if $p < 0.05$

According to Table 4.11, the significant value of service quality is 0.000. This value is smaller than the P value of 0.05. Therefore, H_1 is accepted and H_0 is rejected. This indicates that there is a significant positive relationship between service quality and customer satisfaction.

Hypothesis 3

H_0: There is no significant positive relationship between restaurant environment and customer satisfaction.

H_3: There is a significant positive relationship between restaurant environment and customer satisfaction.

Reject H_0 if $p < 0.05$

According to Table 4.11, the significant value of service quality is 0.030. This value is smaller than the P value of 0.05. Therefore, H_1 is accepted and H_0 is rejected. This indicates that there is a significant positive relationship between service quality and customer satisfaction.

Hypothesis 4

H_0: There is no significant positive relationship between customer satisfaction and customer revisit intention

H_4: There is a significant positive relationship between customer satisfaction and customer revisit intention

Reject H_0 if $p < 0.05$

According to Table 4.11, the significant value of service quality is 0.000. This value is smaller than the P value of 0.05. Therefore, H_1 is accepted and H_0 is rejected. This indicates that there is a significant positive relationship between customer satisfaction and customer revisit intention.

4.4 Conclusion

To sum up, this chapter has concluded the demographic profile and general information of respondents. The descriptive analysis has been used to examine respondents' demographic profile as well as reliability analysis has been used to test the reliability of the items of the three independent variables. Additionally, in term of inferential analysis, the multiple regressions were used to measure the relationship between independent variables and dependent variables and investigate the most influential predictors towards casual dining restaurant. By next chapter, there is a detailed discussion of the major findings and outcome of the research.

Chapter 5: Discussion, Conclusion and Implications

5.0 Introduction

A brief summary will be covered for the overall research project. Besides, the statistical analysis such as descriptive analysis and inferential analysis which have been interpreted in the last chapter will be summarised out. Moreover, the limitations of this study will be identified to make an opportunity or improvement for further research. Additionally, the implication of the research that drew from the result will be justified as well as explain how the findings of study act as a vital role in this research project. Last but not least, a value recommendation and conclusion will be structured out as a last part of this research project.

5.1 Summary of Statistical Analysis

5.1.1 Demographic Profile of the Respondents

There is a total of 300 set of questionnaires has been distributed through online and offline method to the respondents in this research .At last , there is a total of 160 set of questionnaires were filled completely by the respondents without any missing data occurred .In accordance to the demographic profile ,the respondents consist of 95 females (59%) ,the rest of the 65 respondents are male with a percentage of 41%. Majority of the respondents (91.1%) are in the range between 19 and 30 years old. Besides, numerous of the respondents are Chinese with the percentage of 87.3% and most of the respondents are Asian, which consists of 140 respondents taking part in this research. Moreover, almost half of the respondents which is 47.5% of them have the monthly income between RM2000 or below, followed by second highest monthly income range which is ranged between RM2000-RM4000.

5.1.2 Scale Measurement

5.1.2.1 Reliability Analysis

The scale measurement in this research is based on reliability test. All the three variables are being measured by 5 items, in total there are 25 items needed to be observed in this research. Among the three variables, service quality has the highest alpha coefficient on revisit intention with the Cronbach's Alpha of 0.877, followed by the construct of foodscape with the Cronbach's Alpha of 0.853. In addition, the restaurant environment is a predictor that has the lowest alpha coefficient as compared to all other measure structure, which the alpha values only amount to 0.817. In conclusion, all the three variables are considered acceptable as all these items has reached satisfactory level which is at least 0.7or higher in its value.

5.1.3 Inferential Analysis

5.1.3.1 Multiple Linear Regression Analysis

Based on the table4.8, in the model summary which that the independent variables are foodscape, service quality, and restaurant environment, the adjusted R^2, 0.558 implies that all the independent variables, 55.8% can be explained for the dependent variables, which is the customer satisfaction. Meanwhile, there is also a model summary (see table 4.9) between customer satisfaction and customer revisit intention which there is 43.8% of variation in customer revisit intention was affected by the degree of customer satisfaction in foodscape, service quality and restaurant environment. All in all ,a conclusion can be drawn from the analysis is that this two model is adequate in predicting the dependent variable using the independent variables.

Moreover, the Standardized coefficient (Beta) defines the degree of influential, by laying out which predictors has the most or least influential to the customer satisfaction towards casual dining restaurant Among the three independent variables, restaurant environment has the strongest influence on the customer satisfaction which represent a standardized beta that equal to 0.456. In short, it shows that restaurant environment is the most important predictor when compare to other variables, followed by foodscape (0.314) and service quality (0.173). Other than that, it also shows that the level of revisiting intention of the customer will increase by 0.633 units if there is a one unit increase in customer satisfaction, while others held constant. Additionally, its standardized beta coefficient is amount to 0.644. In addition, the hypothesis that shown in Chapter 4 have examined and showed that all the outcome H^1, H^2, and H^3 were supported as the three variables have significance value lower than 0.05

5.2 Discussions on Major Findings

Table 5.1: Summary of the Research Results and Developed Hypothesis

Testing

Hypotheses	Results	Supported(Yes/No)
H_1: There is a significant positive relationship between foodscape and customer satisfaction	p=0.286 (p<0.05)	Yes
H_2: There is a significant positive relationship between service quality and customer satisfaction.	p=0.000 (p<0.05)	Yes
H_3: There is a significant positive relationship between restaurant environment and customer satisfaction.	p=0.030 (p<0.05)	Yes
H_4: There is a significant positive relationship between customer satisfaction and customer revisit intention	p=0.000 (p<0.05)	Yes

Source: Developed for the research

5.2.1 Foodscape

The first hypothesis statement examines the relationship between foodscape and customer satisfaction. The result in this study shows that there is a significant positive relationship between foodscape and customer satisfaction(P<0.05). In addition, the result of Cronbach's Alpha value indicates that the foodscape is above the satisfactory requirement (0.853). According to Jinkyung and Jinlin ,the concept of foodscape and the environments surrounded the food can influence the behaviour of customer to consume the food (Choi & Zhao, 2014).Besides, most research indicate that foodscape is an important element that bring significant positive impact on customer satisfaction (Choi & Zhao, 2014).

5.2.2 Service Quality

The second hypothesis statement examines the relationship between service quality and customer satisfaction. The result in this study shows that there is a significant positive relationship between service quality and customer satisfaction (P<0.05). Moreover, the result of Cronbach's Alpha value indicates that the service quality is above the satisfactory requirement (0.877). There is a number o research found out that the success factor which increases the customer satisfaction and determines a key success for a restaurant is service quality (DiPietro, 2017). Besides, a researcher believes that the degree of the satisfaction of customer is definitely depend on the service that offered by the restaurant (Parasuraman,1988). In short, these studies have verified and proved that there is a significant positive relationship between service quality and customer satisfaction.

5.2.3 Restaurant Environment

The third hypothesis statement examines the relationship between restaurant environment and customer satisfaction. The result in this study shows that there

is a significant positive relationship between service quality and customer satisfaction (P<0.05). Furthermore, the result of Cronbach's Alpha value indicates that the restaurant environment is above the satisfactory requirement (0.817). Besides, the multiple regression shows that the restaurant environment is the most influential predictors as its standard beta is the highest among all variables which is 0.405.Moreover according to Ryu and Han (2011),the physical environment of restaurant is a vital element in framing the perception of consumers and therefore lead to a positive effect as well as increases the loyalty of customer. In short, the relationship between restaurant environment and customer satisfaction is examined as well as its research objective has achieved.

5.2.4 Customer Satisfaction

The fourth hypothesis statement examines the relationship between customer satisfaction and customer revisit intention. The result in this study shows that there is a significant positive relationship between customer satisfaction and customer revisit intention (P<0.05). In addition, the result of Cronbach's Alpha value indicates that the customer satisfaction is excellent (0.940). The behavioural intention of customer is the outcome of the satisfaction of customer which it able to predict the customers' future consumption behaviour (Rajic,2013). Moreover, the customer behavioural intention is generated by either satisfied or unsatisfied from customer (Truong, Nisar, Knox, & Prabhakar, 2017). In conclusion, the relationship between restaurant customer satisfaction and customer revisit intention is examined as well as its research objective has achieved in this study

5.3 Implications of the Study

5.3.1 Managerial Implications

This research was implemented through uncover the factors that drive the revisit intention of consumer towards casual dining restaurant. The managerial implication offers the marketer, business researchers, as well as entrepreneur a value remarks for food service sector. In another word, further step is necessary to be taken by going through the overall findings of the study in order to catalyst the revisit intention of customers towards casual dining restaurant.

5.3.1.1 Foodscape

In this study, the research shows that the foodscape has significant positive relationship on customer satisfaction. It has no doubt that the foodscape have a major impact on customer satisfaction and return patronage as it is the fundamental of restaurant involvement. .   (Sulaiman & Haron, 2013) . The relationship between the foodscape and customer revisit intention is primarily generated by customer satisfaction. Nevertheless, there are two greatest contributors to customer satisfaction as well as customer revisit intention which are taste and presentation (Berry,1990). By going through the result, it can be suggested that the presentation of food and also food freshness act as an important element to retain customer in casual dining restaurant .This is due to the reason that in food service industry, the primarily concern of customer is the food freshness Besides, the creativity on food presentation is needed to capture the customer's heart.

5.3.1.2 `Service Quality`

According to the result of this research, service quality has positive relationship towards customer satisfaction and therefore the revisit intention of customer will be increased if the customer satisfaction in service attribute has raised. It is vital for casual dining restaurant manager to have a better understanding on demographic variables as it may help he or she to have a more clear picture of the perception of customers in term of service attribute quality (Seyanont, 1998). Besides, according to (Bolten and McManus,1999), the service quality can be improved through providing some training for managers in both technical and interpersonal skill.

5.3.1.3 Restaurant Environment

There are majority of findings indicate that the restaurant environment directly brings positive impacts on customer satisfaction in casual dining restaurant. Moreover, result shows that restaurant environment is the most influential factors as it has a highest standardized beta among all. The reason why restaurant environment is the most influential factor in this research is due to the cleanliness of casual dining restaurant. Based on the respondents' answer, most of the respondents react "unsatisfied" in term of cleanliness of casual dining restaurant in Klang Valley. Therefore, it is good to focus on the cleanliness issue to enhance customer satisfaction. Other than that, the atmosphere of the restaurant is suggested to be enhanced, for example play nice music. This is because the research shows that to let the customer feel emotionally connected is important in casual dining restaurant(DiPietro, 2017). This is totally different with the fast food restaurant as the customer of fast food restaurant usually do not place high expectation on the dining experiences, instead they focus more on experience of convenience (Namkung & Jang, 2007)

5.3.1.4 Customer Satisfaction

Customer satisfaction often adopted as an indicator for anticipating whether or not customers will revisit the restaurant, thus it plays an important role in numerous food service research study(Canny & Economy, 2013). Moreover, this study concluded that customer satisfaction has a positive impact on customer revisit intention in casual dining restaurant by 66.4 %. Therefore, it also affirmed that high level of customer satisfaction has caused customer to revisit and also recommend other to visit casual dining restaurant. The research framework shows that the degree of customer satisfaction in foodscape ,service quality and restaurant environment will affect the revisit intention of customer .To summarize, it is extremely important for the management of casual dining restaurant to always enhance customer satisfaction in term of the method of achieving needs of customers as well as understand its food product and restaurant environment.

5.4 Limitations

To achieve a degree of perfection in the research study, the number of limitations should take into consideration. The first limitation is lies in the target respondents. The target respondents in this research are mainly students and also majority are Chinese. Therefore, the sample size in this research must be fair in order to get an accurate outcome. Moreover, there is a risk by using convenience sampling method, which the surveyor might only select the respondent who are easier to select. Besides, the researchers have minimal control on the way that respondents answer the question. It is in a way difficult to guarantee that the respondents are fully comprehend the survey question since some of the respondents might not understand the question clearly and they might wrongly get the definition of question. Hence, it would indirectly affect the accuracy of the research outcome.

Apart from that, the sample size in this research is amounting to 160, which cannot represent the overall local and international consumers. Simply put, the researchers have limited ability to represent the comprehensive population, in result, failed to achieve a balanced proportion across country. Next, due to the time constraint, the researchers might not have enough time to conduct a more detail research process such as review more past studies to support the research. If there is an extra time given for this research, the researcher will be able to find as much information as possible and it is possible to recap more proportion of population in Klang Valley. Other than time constraint, the researcher also faced financial constraint while conducting this study. This is due the reason that the money spent on visiting the casual dining restaurant in order to distribute the survey form is high as well as the printing fee of the survey form.

Last but not least, there is a limitation on the number of independent variables in this study. By including more independent variables in this research will have more surprises and value outcome from the research as to increase the accuracy of the study. In conclusion, to understand the limitation that occurred in this study will

provide a good opportunity for the researcher to learn more and conduct a more precise research in future.

5.5 Recommendations for Future Research

To be able to solve the problem of the limitation of the research study, the researchers is suggested to distribute both online survey form and offline survey form more evenly. In addition, the researchers should become initiative and aggressive by the time they collected the data from the respondents. Moreover, the researchers need to focus more on different ethnic group of respondents as majority of the respondents are Chinese in this study. The researcher can try to collect the data in a more creative way for example distributing the online survey form to business research public page or implies a "call to action" while sharing the online survey on Facebook. For illustration, prompt the audience to have some action such as click and share. This, in results tend to have a more accurate outcome from the study.

Moreover, more language options can be set in the questionnaire before distributing it out to the respondents. Other than that, the researcher also can put some definition to explain the question in order to increase the understanding of the respondents toward the survey questions. In result this will reduce the communication and language barrier between interviewer and respondents. This is due to the reason that not all the respondents have the similar family background and education background as well as their culture of country. Besides, in term of time constraint the researches are required to make sure that he or she choose a research problem that have in confident to complete it before dateline. At the same time mentioning a need to extend the timeline for future study is a good option.

.

Last but not least, further study is expected to examine some variables such as price, culture and also innovation towards casual dining restaurant. Therefore, include these variables in study will be able to generate a more accurate outcome.

The researcher is suggested to identify more gap in the research study to present a need in term of the development of research study.

5.6 Conclusion

All in all, there is some evidences show that the rapidly change in foodservice industry especially casual dining restaurant has incurred a steady interest among researchers. Besides, by filling the gaps with further research, there are also some opportunities that can add value to the area of casual dining restaurant. However, researcher is suggested to put in little great effort to make some improvement in this study by examine the limitation of the research study.

The three independent variables that used to conduct this study are foodscape, service quality and restaurant environment. The objective and goals in this study have been achieved by the researcher through several effort. Besides, this study also proves that foodscape, service quality and restaurant environment have significant positive relationship towards customers satisfaction and that influence the customer revisit intention. Additionally, the research outcome shows that restaurant environment has the strongest influence among all variables. Next, in term of the managerial perspective, restaurant environment is an important variable that will directly affect the customer satisfaction and thus lead to an impact to the customer revisit intention towards casual dining restaurant while the service quality has the least impact in this study.

REFERENCES

Aziz, N.A., Ariffin, A.A.M., Osmar, N.A. and Evin, C. (2012), "Examining the impact of   visitors'emotions and perceived quality towards satisfaction and revisit   intention to theme parks",Jurnal Pengurusan, Vol. 35, pp. 97-109.

Barber, N. and Scarcelli, J. (2010), "Enhancing the assessment of tangible service quality through the creation of a cleanliness measurement scale", *Managing Service Quality*, Vol. 20 No. 1, pp. 70-88.

Barsky, J. D. (1992). Customer satisfaction in the hotel industry: meaning and measurement.   *Hospitality Research Journal*," 16 (1), 51-73.

Bejou, D., Ennew, C. T. & Palmer, A. (1998). Trust, ethics and relationship satisfaction. *International Journal of Bank Marketing, 15*(3), 73-82. http://dx.doi.org/10.1108/02652329810220729

Burgoine, T., Lake, A. A., Stamp, E., Alvanides, S., Mathers, J. C., & Adamson A.J. (2009).Changing foodscapes 1980-2000, using the ASH30 Study. *Appetite, 53*(2), 157–165.https://doi.org/10.1016/j.appet.2009.05.012

Bujisic, M., Hutchinson, J., & Parsa, H. G. (2014). The effects of restaurant quality attributes on customer behavioral intentions. *International Journal of Contemporary Hospitality Management, 26*(8), 1270–1291. https://doi.org/10.1108/IJCHM-04-2013-0162

Burgoine, T., Lake, A. A., Stamp, E., Alvanides, S., Mathers, J. C., & Adamson, A. J. (2009). Changing foodscapes 1980-2000, using the ASH30 Study. *Appetite, 53*(2), 157–165. https://doi.org/10.1016/j.appet.2009.05.012

Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention. *Tourism Review*, *74*(3), 443–462. https://doi.org/10.1108/TR-02-2018-0025

Canny, I. U., & Economy, C. (2013). *THE ROLE OF FOOD QUALITY , SERVICE QUALITY , AND PHYSICAL ENVIRONMENT ON CUSTOMER SATISFACTION AND FUTURE BEHAVIORAL INTENTIONS IN*. (November).

Caruso, D., & Weidenborner, S. (1997). *Writing Research Papers: A Guide to the Process*.

Chandra Verma, V. (2018). An Investigative Study of Factors Influencing Dining out in Casual Restaurants Among Young Consumers. *European Business & Management*, *4*(1), 39. https://doi.org/10.11648/j.ebm.20180401.16

Choi, J., & Zhao, J. (2014). Consumers' behaviors when eating out: Does eating out change consumers' intention to eat healthily? *British Food Journal*, *116*(3), 494–509. https://doi.org/10.1108/BFJ-06-2012-0136

Churchill, G. A., & Surprenant, C. (1982). An Investigation into the Determinants of Customer Satisfaction. *Journal of Marketing Research*, *19*(4), 491–504.

Cummins, S., & Macintyre, S. (2002). A Systematic Study of an Urban Foodscape : *Urban Studies*, *39*(11), 2115–2130. https://doi.org/10.1080/004209802200001139

DiPietro, R. (2017). Restaurant and foodservice research: A critical reflection behind and an optimistic look ahead. *International Journal of Contemporary Hospitality Management*, *29*(4), 1203–1234. https://doi.org/10.1108/IJCHM-01-2016-0046

Dixon, D. P., Miscuraca, J. A., & Koutroumanis, D. A. (2018). Looking Strategically to the Future of Restaurants: Casual Dining or Fast Casual? *Entrepreneurship Education and Pedagogy*, *1*(1), 102–117. https://doi.org/10.1177/2515127417737288

Dziadkowiec, J., & Rood, A. S. (2015). Casual-Dining Restaurant Preferences: A Cross-Cultural Comparison. *Journal of Foodservice Business Research*, *18*(1), 73–91. https://doi.org/10.1080/15378020.2015.995755

Erevelles, S., & Leavitt, C. (1992). A comparison of current models of consumer satisfaction/dissatisfaction.*Journal of Satisfaction, Dissatisfaction and Complaining Behavior, 5*, 104-114.

Freidberg, S. E. (2010). No Title. *Perspective and Power in the Ethical Foodscape. In: Ethical Foodscapes," Premises, Power and Possibilities*.

Gold, D. L. (2002). English nouns and verbs ending in -scape. *Revista Alicantina de Estudios Ingleses*, *15*(15), 79–94. https://doi.org/10.14198/raei.2002.15.05

Ha, J., & Jang, S. C. (2013). Attributes, consequences, and consumer values: A means-end chain approach across restaurant segments. *International Journal of Contemporary Hospitality Management*, *25*(3), 383–409. https://doi.org/10.1108/09596111311311035

Ha, J. and Jang, S. (2010), "Effects of service quality and food quality: the moderating role of atmospherics in an ethnic restaurant segment", *International Journal of Hospitality Management*, Vol. 29 No. 1, pp. 520 529.

Howard, J.D. & Sheth, J.N. (1969). *The theory of buyer behavior.* New York, John Wiley & Sons

Johns, N., Tyas, P., Ingold, T., & Hopkinson, S. (1996). Investigation of the perceived components of the meal experience, using perceptual gap methodology. *Progress in Tourism and Hospitality Research*, *2*(1), 15–26.

Kähkönen, P., Hely Tuorila, & Hyvönen, L. (1995). Dairy fat content and serving temperature as determinants of sensory and hedonic characteristics in cheese soup. *Food Quality and Preference*, *6*(2), 127–133.

Kivela, J., Inbakaran, R., & Reece, J. (1999). Consumer research in the restaurant environment, Part 1: A conceptual model of dining satisfaction and return patronage. *International Journal of Contemporary Hospitality Management*, *11*, 205–222.

Kim, N., & Lee, M. (2012). Other customers in a service encounter: Examining the effect in a restaurant setting. *Journal of Services Marketing*, *26*(1), 27–40. https://doi.org/10.1108/08876041211199706

Kivela, J., Inbakaran, R., & Reece, J. (1999). Consumer research in the restaurant environment, Part 1: A conceptual model of dining satisfaction and return patronage. *International Journal of Contemporary Hospitality Management*, *11*, 205–222.

K. Jaksa, I. Robert, and R. John, "Consumer Research in the Restaurant Environment, Part 1: A Conceptual Model of Dining Satisfaction and Return Patronage," International Journal of Contemporary Hospitality Management, vol. 11, no. 5, pp. 205, 1999

Kokko, T. (2005). No Title. *Offering Development in the Restaurant Sector: A Comparison between Customer Perceptions and Management Belief*.

L. Dubé, L. M. Renaghan, and J. M. Miller, "Measuring customer Satisfaction for Strategic Management," *The Cornell Hotel and Restaurant Administration Quarterly*, vol. 35, no. 1, pp. 39-47, 1994.

Lin, I. Y. (2004). No Title. *Evaluating a Servicescape: The Effect of Cognition and Emotion. Journal of Hospitality Management*, *23*, 163–178.

Liu, Y. and Jang, S. (2009), "Perceptions of Chinese restaurants in the US: what effects customer satisfaction and behavioural intentions?", *International Journal of Hospitality Management*, Vol. 28 No. 3, pp. 338-348.

Mackendrick, J. J. A. B. (2009). No Title. *Lost in Supermarket:The Corporate-Organic Foodscape and the Struggle for Food Democracy*, *41*(3), 509–532.

McQuitty, S., Finn, A., & Wiley, J. B. (2000). Systematically varying consumer satisfaction and its implications for product choice. *Academy of Marketing Review, 2000*(10), 1-16.

Meola, K. V. (2007). No Title. In *The Psychology of Color. Hohonu: University of Hawaii At Hilo Hawaii Community College.* Retrieved from http://www.uhh.hawaii.edu/academics/hohonu/writing.php?id=73

Mill, R. C. (1990). Strategic Implications For Management. *International Business & Economics Research Journal*, *1*(6), 7–18. https://doi.org/10.19030/iber.v1i6.3942

Miller, P., Babor, T. F., McGovern, T., Obot, I., & Bühringer, G. (2017). Relationships with the Alcoholic-Beverage Industry, Pharmaceutical Companies, and Other Funding Agencies: Holy Grail or Poisoned Chalice? *Publishing Addiction Science: A Guide for the Perplexed*, 323–352. https://doi.org/10.5334/bbd.p

Mintel International Group, Ltd (2012), "Casual dining – US – August 2012", available at: www. marketresearch.com/Mintel-International-Group-Ltd-v614/Casual-Dining-August-7148693/ (accessed February 19, 2013).

Mokhlis, S. (2012). The Influence of Service Quality on Satisfaction: A Gender Comparison. *Public Administration Research*, *1*(1). https://doi.org/10.5539/par.v1n1p103

M. S. Joanne and L. H. Rhonda, "The Relative Importance of Food,Atmosphere, and Fairness of Wait: The Case of a Full-service Restaurant," *Cornell Hotel and Restaurant Administration Quarterly*,vol. 45 , pp. 235, 2004

Namkung, Y., & Jang, S. C. (2007). Does Food Quality Really Matter in Restaurants? Its Impact On Customer Satisfaction and Behavioral Intentions. *Journal of Hospitality and Tourism Research*, *31*(3), 387–409. https://doi.org/10.1177/1096348007299924

Oliver(1993),"Response Determinants in Satisfaction Judgements,"*Journal of Consumer Research*,14(March),495-507

Parasuraman, A., V, Z., & Berry, L. (1998). SERVQUAL: A multiple-item scale for measuring consumer perceptions of Service Quality. *J Retailing*, *6*(September 2014), 12–37.

Péneau, S., Brockhoff, P. B., Hoehn, E., Escher, F., & Nuessli, J. (2007). Relating consumer evaluation of apple freshness to sensory and physico-chemical measurements. *Journal of Sensory Studies*, 22(3), 313–335. https://doi.org/10.1111/j.1745-459X.2007.00112.x

Raajpoot, N. A. (2010). *A Multiple Item Scale for Measuring Tangible Quality in Foodservice Industry*. *5*(2), 109–127.

Rajic, T. and Dado, J. (2013), "Modelling the relationships among retail atmospherics, service quality,satisfaction and customer behavioral intentions in an emerging economy context", *Total Quality Management*, Vol. 24 No. 9, pp. 1096-1110.

Rick Dolphin. (2005). No Title. *Foodscapes: Towards a Deleuzian Ethics of Consumption*, 115.

Rust, T. and Zahorik, J. (1993), "Customer satisfaction, customer retention, and market share", *Journal of Retailing*, Vol. 69 No. 2, pp. 193-215

Ryu and Han. (2011). No Title. *New or Repeat Customers: How Does Physical Environment Influence Their Restaurant Experience?*, *30*(3), 599–611.

Ryu, K., & Han, H. (2010). Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price. *Journal of Hospitality and Tourism Research*, *34*(3), 310–329. https://doi.org/10.1177/1096348009350624

Sabini, S. C. K. A. N. G. J. (1990). No Title. *Emotional State, Physical Well-Being, and Performance in the Presence of Feigned Ambient Od*, *20*(16), 1345–1357.

Sekaran, U., & Bougie, R. (2013). *Research methods for business: A skill building approach* (6th ed.). Chichester, West Sussex: John Wiley & Sons, Inc

Seyanont, A. (1998). *a Comparative Study of the Service*.

Sobal, J., & Wansink, B. (2007). Kitchenscapes, tablescapes, platescapes, and foodscapes: Influences of microscale built environments on food intake. *Environment and Behavior*, *39*(1), 124–142. https://doi.org/10.1177/0013916506295574

Stevens, P., Knutson, B., & Patton, M. (1995). Dineserv: A tool for measuring service quality in restaurants. *The Cornell Hotel and Restaurant Administration Quarterly*, *36*(2), 5–60. https://doi.org/10.1016/0010-8804(95)93844-K

Sulaiman, S., & Haron, M. S. (2013). Foodscape and Customer's Future Behavioral Intentions in Casual Dining Restaurant. *Journal of Economics, Business and Management*, *1*(1), 94–97. https://doi.org/10.7763/joebm.2013.v1.22

Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait: The case of a full-service restaurant. *Cornell Hotel and Restaurant Administration Quarterly*, *45*(3), 235–247. https://doi.org/10.1177/0010880404265345

Teng, C.-C., & Kuo, T.-H. (2011). The combined effects of employee hospitality performance, environment, and entertainment on customer affective response and revisit intention in restaurants. Advances in Hospitality and Tourism Marketing and Management Conference Proceeding, (3-7).

Ting, H., Lau, W. M., Cheah, J. H., Yacob, Y., Memon, M. A., & Lau, E. (2018). Perceived quality and intention to revisit coffee concept shops in Malaysia: A mixed-methods approach. *British Food Journal*, *120*(5), 1106–1119. https://doi.org/10.1108/BFJ-08-2017-0452

Truong, N., Nisar, T., Knox, D., & Prabhakar, G. (2017). The influences of cleanliness and employee attributes on perceived service quality in restaurants in a developing country. *International Journal of Culture, Tourism, and Hospitality Research*, *11*(4), 608–627. https://doi.org/10.1108/IJCTHR-11-2016-0111

Vasileva, B. K., & Balloni, A. J. (2014). *Service Quality Measurement: Implications for Healthcare Sector in Bulgaria*. (September). https://doi.org/10.5748/9788599693100-contecsi/ps-928

Wakefield, K. L., & Blodgett, J. G. (1994). The Importance of Servicescapes in Leisure Service Settings. *Journal of Services Marketing*, *8*(3), 66–76. https://doi.org/10.1108/08876049410065624

Wall, E. and Berry, L., 2007. The Combined Effects of the Physical Environment and Employee Behaviour on Customer Perception of Restaurant Service Quality. Cornell Hotel and Restaurant Administration Quarterly, 48 (1), 59-69.

Winson, A. (2004). No Title. *Bringing Political Economy into the Debate on the Obesity Epidemic*, *21*(4), 299–312.

Yavetz, I. and Gilboa, S. (2010), "The effect of servicescape cleanliness on customer reaction",*Services Marketing Quarterly*, Vol. 31 No. 2, pp. 213 234.

Zhang, Z., Zhang, Z., & Law, R. (2013). Regional effects on customer satisfaction with restaurants. *International Journal of Contemporary Hospitality Management*, *25*(5), 705–722. https://doi.org/10.1108/IJCHM-Aug-2012-0148

Zikmund, W. G., Babin, B. J., Carr, J.C. & Griffin, M. (2013). *Business research methods* (9th ed.). New York: South Western/ Cengage Learning.

Zukin, S. (2018). *Review Reviewed Work (s): Landscapes of Power : From Detroit to Disney World . by Sharon Zukin Review by : Richard Sennett Source : American Journal of Sociology , Vol . 97 , No . 6 (May , 1992), pp . 1749-1750 Published by : The University of Chicago* (Vol. 97).

Zuratulraha, J., Ibrahim, H. M., Massyittah, O., Gopinath, S., Management, L., Jaya, S., Sunway, B. (2016). *Restaurant Quality Attribute on Revisit Intention : the Mediating Effect of Customer Satisfaction*. *30*(5), 735–739.

Appendix I: Survey Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
BACHELOR OF INTERNATIONAL BUSINESS (HONS)

Survey on "Customer revisit intention towards Casual Dining Restaurant in Klang Valley, Malaysia"

Dear respondents,
My name is Lim Wai Yin 1600041, an undergraduate student from Universiti Tunku Abdul Rahman (UTAR), currently pursuing Bachelor of International Business (Hons), Faculty of Accountancy and Management (FAM). The topic of the Final Year Project is "**Customer revisit intention towards Casual Dining Restaurant in Klang Valley, Malaysia**".

Under the Personal Data Protection Act (PDPA)2010, the information and personal data will be kept PRIVATE and CONFIDENTIAL and it will be only used for the research purpose. Besides, it will only take you less than 15 minutes to complete this survey. Your willingness to participate in this questionnaire survey is highly appreciated.

Members Present:
NAME: Lim Wai Yin
STUDENT ID :1600041

Section A : General Information
*Required
1. **Do you prefer Casual Dining Restaurant more than Fine Dining restaurant and Fast food restaurant?** *

◯ Yes
◯ No

2. **Which Casual Dining Restaurant in Klang Valley do you prefer the most?**

*Tick ONLY one.
- ☐ Chilli's Grill & Bar
- ☐ Din Tai Fung
- ☐ Caffeinees
- ☐ Hallaway

Other_____

3. Why do you choose to dine in Casual Dining Restaurant as compared to Fine Dining Restaurant?

*Tick ONLY one.

☐ It is a great option for family visit as compared to Fine Dining Restaurant and Fast Food Restaurant

☐ The food quality of Casual Dining Restaurant is better than Fast Food Restaurant and the average dollars spent in Casual Dining Restaurant is lesser than in Fine Dining Restaurant.

☐ It matches my preference as most of the Casual Dining serves alcohol and moderately-priced food in a casual atmosphere.

☐ The atmosphere and decor are laid back and comfortable than Fast Food Restaurant and Fine Dining Restaurant.

Section B: The Revisit Intention of Western and Asian consumers towards Casual Dining Restaurant in Klang Valley, Malaysia

INSTRUCTION: This section intends to find out your intention to revisit the Casual Dining Restaurant in Malaysia. Please indicate your answer by clicking the bullet that represents your opinion the most.

1 Strongly Disatisfied(SD)
2 Disatisfied (D)
3 Neutral (N)
4 Satisfied (S)
5 Strongly Satisfied (SS)

I.   Foodscape

* Tick only one per row.

	SD	D	N	S	SS
The freshness of food in Casual Dining Restaurants, Klang Valley is satisfying	1	2	3	4	5
The appearance of food in Casual Dining Restaurants,Klang Valley is attractive	1	2	3	4	5

	SD	D	N	S	SS
The food is plated and served in an attractive way in Casual Dining Restaurants, Klang Valley	1	2	3	4	5
The food menu and choices create dining satisfaction	1	2	3	4	5
The food taste, temperature, colour, shape and texture in Casual Dining Restaurant, Klang Valley is satisfying	1	2	3	4	5

II.   Service Quality

Tick only one per row.

	SD	D	N	S	SS
The Casual Dining Restaurant , Klang Valley provide quick and efficient service..	1	2	3	4	5
The staffs in Casual Dining Restaurant,Klang Valley is friendly and helpful	1	2	3	4	5
The staffs in Casual Dining Restaurant,Klang Valley always response to my feedback and complaints in time	1	2	3	4	5
The staffs in Casual Dining Restaurant,Klang Valley always able to satisfy my special request.	1	2	3	4	5
The staffs in Casual Dining Restaurant, Klang Valley have a lot of patience to their customers including me.	1	2	3	4	5

III.   Restaurant Environment

Tick only one per row.

	SD	D	N	S	SS
The dining area's temperature of the Casual Dining Restaurant,Klang Valley is comfortable	1	2	3	4	5
The atmosphere of the Casual Dining Restaurant is pleasant and enjoyable.	1	2	3	4	5

The parking area of the Casual Dining Restaurant,Klang Valley is convenient.	1	2	3	4	5
The lighting and the cleanliness of the restaurant is satisfying	1	2	3	4	5
The decoration of the Casual Dining Restaurant, Klang Valley met expectation.	1	2	3	4	5

IV.   Customer satisfaction
Tick only one per row.

	SD	D	N	S	SS
The Casual Dining Restaurants in Klang Valley leave me a good impression.	1	2	3	4	5
The Casual Dining Restaurants in Klang Valley provide me a good dining experience.	1	2	3	4	5
I really enjoyed myself with my friends and family in Casual Dining Restaurants, Klang Valley.	1	2	3	4	5
The Casual Dining Restaurants in Klang Valley bring me a pleasant day.	1	2	3	4	5
The overall of the Casual Dining Restaurant met my expectation	1	2	3	4	5

V.   Revisit Intention of Customer
Tick only one per row.

	SD	D	N	A	SA
I would like to revisit the Casual Dining Restaurant in Klang Valley most of the times.	1	2	3	4	5

I have an intention to promote the Casual Dining Restaurant in Klang Valley to others,	1	2	3	4	5
I would definitely have my friends together to revisit the Casual DIning Restaurant in Klang Valley.	1	2	3	4	5
I would like to spend my time and money to enjoy the environment of the Casual Dining Restaurant in Klang Valley again and again	1	2	3	4	5
I will always put Casual Dining Restaurants in Klang Valley as my favorite dining list .	1	2	3	4	5

Section C: Demographic Profile

INSTRUCTION: Please provide the following information about yourself by clicking the bullet for your answer for each question below.

9. Country / Inhabitant: *
Mark only one oval.

◯ Western

◯ Asian

10. Gender: *
Mark only one oval.

◯ Male

◯ Female

11. Age: *
Mark only one oval.

◯ 18 and below

◯ 19-30 years old

◯ 31-40 years old

◯ above 40 years old

12. Ethnic group: *

Mark only one oval.

◯ Malay

◯ Chinese

◯ Indian

◯ Other: _____

13. Monthly Income: *

Mark only one oval.

◯ RM2000 or below

◯ Between RM2000- RM4000

◯ Between RM4000-RM6000

◯ Between RM6000-RM8000

◯ RM8000 and above

THE END

Thank You for Your Cooperation.