BEHAVIORAL INTENTION TOWARDS AMERICAN FAST FOOD RESTAURANTS AMONG MALAYSIAN CONSUMERS

KOK BENG KEE
CHONG CHI QING

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

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

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DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP 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 FYP.

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DEDICATION

We thank God, for being with us and for His blessings bestowed upon us.

It is our genuine gratefulness and warmest regard that we dedicate this work to our parents and family members, whose give love and encouragement make us able to get such success and honor.

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"To Caffeine and Sugar, my companions through many a long night of writing."

Robb Hobb

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LIST OF ABBREVIATIONS

BIN	Bachelor of International Business
GAIN	Global Agricultural Information Network
IBM	International Business Machines
NIH	National Institutes of Health
QSR	Quick Service Restaurant
Sig	Significant
SPSS	Statistical Package for Social Science
UTAR	Universiti Tunku Abdul Rahman

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PREFACE

This research project unit UKMZ 3016 Research Project is component of the fulfillment of the requirement for the course of Bachelor of International Business offered by Faculty of Accountant and Management, Universiti Tunku Abdul Rahman.

The purpose of conducting this study is to observe the factors which are considerably affect the dining experience on customer satisfaction and behavioral intention among Malaysian consumers towards American fast food restaurants. The factors consist of food quality, service quality, restaurant environment which have significant influence towards customer satisfaction while indeed affecting the behavioral intention of customers.

This research project is carried on based on the research that conducted by Canny in 2013. In addition, the research that conducted by Canny is the research done according to the casual dining restaurants dining facilities in Jakarta, Indonesia. The research topic is "The Role of Food Quality, Service Quality, and Physical Environment on Customer Satisfaction and Future Behavioral Intention in Casual Dining Restaurant." Nevertheless, there were some changes and differences between our research topic compared to previous researcher Canny's research topic due to the adaptation to local state of affairs and we were also observed the American fast food restaurants rather than casual dining restaurant.

This study helps to shows the factors affecting the dining experience towards customer satisfaction and behavioral intention among Malaysian consumers towards American Fast Food restaurants. Factors that have the strongest or highest influence towards customer satisfaction and behavioural intention will be determined in order to provide a better comprehend for top management of American fast food restaurants.

ABSTRACT

The objective of executing this research project is to investigate the factors of food quality, service quality and restaurant environment that affected customer satisfaction and behavioral intention towards American fast food restaurants among Malaysian consumers. To achieve the goal of this research project, research questions, and four hypotheses are formed and examined. Furthermore, each hypothesis is measured and outcomes generated are afterward explained. Besides that, literature reviews are given in this research project to gain an insight into the influential elements on dining experience of consumers and to provide the justification towards the research questions and problems. Primary data are gathered via survey questionnaire for these research objectives and 200 sets of questionnaire were distributed to the target interviewees who are live in Klang Valley. By utilizing Statistical Package for Social Science (SPSS), data gathered via survey questionnaires are able to be analyzed, and outcomes obtained are in the table form and charts. Moreover, main findings of this research project are discussed in order to better understand the relationship between food quality, service quality, and restaurant environment towards customer satisfaction as well as the relationship between customer satisfaction and behavioral intention. After completing the research, we acknowledged that all of these elements are significant in affecting customer satisfaction, which later customer satisfaction will affect the behavioral intention towards American fast food restaurants among Malaysian consumers. On the other hand, managerial implications have been discussed to provide useful information and in-depth analysis to the American fast food restaurateurs. Finally, the limitations confronted in this research will be addressed and recommendations will be formulated to assist the future researchers in managing these addressed limitations.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Food is the physical need for people to live. Recently, fast food has become one of the options in Malaysians' dining list. The goal of the research is to examine the behavioral intention towards American fast food restaurants among Malaysian consumers. In chapter 1, several discussions regarding the overview of research project which will explain fast food and the tendency of fast food industry in Malaysia. Besides, this study also focuses to examine the relational factors (which consist of service quality, food quality, restaurant environment and also customer satisfaction) toward Malaysian consumers' intention to revisit American fast food restaurants. Next, the research overview will be continued by problem statement and research objectives in order to give an essential comprehending of the overall research. In addition, the questions of this research provide the justification and inquiries which are needed to observe for further investigation. Then, there are a few of hypotheses will be formulated from proposed conceptual framework. The significance and contribution of the research will also be illustrated in the significance of study. Finally, the chapter layout of the research will be summarized and completed with conclusion.

1.1 Research Background

1.1.1 Background of Fast Food Industry

In this competitive business environment, the chains of fast food are penetrating in many places and countries until there were mostly free zones of

fast food (Tuttle, 2013). The factors that make the fast food becomes very popular is because of its price, convenience, and taste (Division of Adolescent and Young Adult Medicine, 2017). Additionally, the hectic lifestyle also forces people nowadays choose fast food as their regular dining option (Ensle, 2007).

Brissette (2018) defined that fast food is prepared and eaten quickly or taken out. Gaskell (2015) noted that fast foods are represented as quick, easily acquired and low-priced alternatives compared to home-cooked foods based on the National Institutes of Health (NIH). "Collins Dictionary" defined fast food as hamburgers and chips that generated from certain types of restaurant, and which is served immediately after ordering the food. In another meaning, it is a food that requires little preparation before being served. Moreover, the fast food concepts are delivering the cuisine that fast food has not (or cannot), and without the wait or the price point of their casual dining contemporaries (Dombroski, 2015).

Besides, Sharma (2012) defined fast food restaurant as Quick Service Restaurant (QSR) that characterized by quick meal and by less table service where food delivered is usually ingratiates to a "meat-sweet diet" and provided with a bounded menu; where food was prepared in bulky beforehand and maintained in fresh with hot; where food was prepared and packaged for customer to order; and where food was readily available for customers to take away or dine in. At the same time, Louisville (2018) also mentioned that the eight categories of customer experience will affect the customer loyalty, which include food quality, service quality, staff attitudes, cleanliness, environment, value, healthy options and avoid getting complaint. Furthermore, Business Wire (2009) explained the market of fast food is the sale of food and beverages for purchasing directly either on the premises or in designated dining areas shared with other foodservice operators, or for purchasing in elsewhere. The fast food market also is segmented into four

categories such as Quick Service Restaurants (QSR), takeaways, mobile & street vendors, and leisure locations (as shown in Table 1.1).

Table 1.1: Categories of Fast Food Market

No	Categories of Fast Food Market	Meanings
1	Quick Service Restaurants (QSR)	Places where the main feature is to offer full meals but table service is not provided.
2	Takeaways	Establishments where offer freshly prepared food for quick consumption and where typically above 80 percent of revenues come from a consumer who takes the food off the premise to edible.
3	Street & Mobile Vendors	Either individual mobile stalls or vans that provide a restricted range of freshly prepared foods and drinks.
4	Leisure Locations	Areas serving foods or beverages for direct purchasing on premises within leisure outlets (such as Cinemas, Theatres, Racecourses, etc.) that the leisure operator owns and operates itself.

Source: Business Wire. (2009).

1.1.2 Fast Food Industry in Malaysia

Previously, Malaysians are more tend to their own cuisine rather than fast food. Most households like to have home-cooked meals rather than outside foods. The study conducted by Khazanah Research Institute, the trend of eating out amongst Malaysians has increased double in the last past three

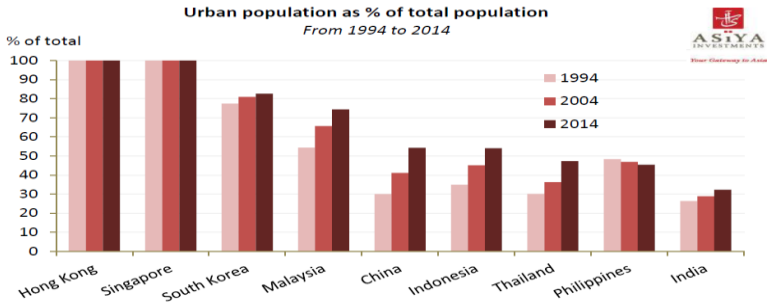
decades (The Rakyat Post, 2015). Therefore, the increased popularity of eating out leads the fast food restaurants grew up rapidly.

In the beginning, multinational fast foods are facing the difficulties in gaining the acceptance of Malaysia market due to the culture diversity (Habib, Dardak, & Zakaria, 2011). Thus, marketers need to put efforts in studying and understanding Malaysia's culture for resolving the cultural issues. For example, marketers can remove pork from fast food menu in order to suit the local taste of largest ethnic group who is Muslim. After making some adjustments, fast food industry is being accepted to Malaysia's food requirements as well as becoming a growing phenomenon in Malaysia (Habib et al., 2011).

Global Agricultural Information Network (GAIN) report shows the increased rates of adopting western culture and trend amongst Malaysians are advantages for western food products (Ngumbang, 2018). It implies that the fast food is gaining recognition in Malaysia because there is obviously increasing tendency to adopt western style of food consumption (Pingali, 2006). Besides, the GAIN report also noted the factors that boost the demand in food service sector are rising urbanization, changing lifestyles, and more women workers (Wahab, 2016).

Refer to Figure 1.1, it illustrates that the urban population of Malaysia has being continually increasing between 1994 and 2014. It indicates Malaysia is experiencing rapid urbanization. According to Nafisi (2015), the positive relationship between urbanization and rising income level is proven in numerous studies. For instance, the effect of high urban population and more purchasing power in urban areas can lead to higher fast food intake among urban people (Agheli & Emamgholipour, 2016).

Figure 1.1: Urban Population as % of Total Population from 1994 to 2014



Source: Oxford economics. (2015).

Moreover, people are willing to spend much time at work rather than preparing food at home (Muhammad Faridul Huda, 2018). With busy lifestyle, people nowadays prefer fast food as their meals. This is because they can gain the values by consuming fast food such as time-saving and affordable price (Feder, 1997). Hence, Malaysians rely heavily on fast food.

Table 1.2: Principal Statistics of Labour Force, Malaysia, Fourth Quarter (Q4) 2017 & Fourth Quarter (Q4) 2018

	Q4/2017		Q3/2018		Q4/2018	
Indicator	**Male**	**Female**	**Male**	**Female**	**Male**	**Female**
Labour force ('000)	15088.3	12781.8	9,374.6	6,006.7	9418.8	6031.6
Employed ('000)	8981.7	5598.8	9,074.1	5,782.7	9137.4	5796.0
Outside labour force ('000)	2262.5	4815.4	2,262.5	4,815.4	2257.6	4813.1
Labour force participation rate (%)	80.1	54.8	80.6	55.5	80.7	55.6
Employment to population ratio (%)	78.0	53.4	78.0	53.4	78.3	53.4

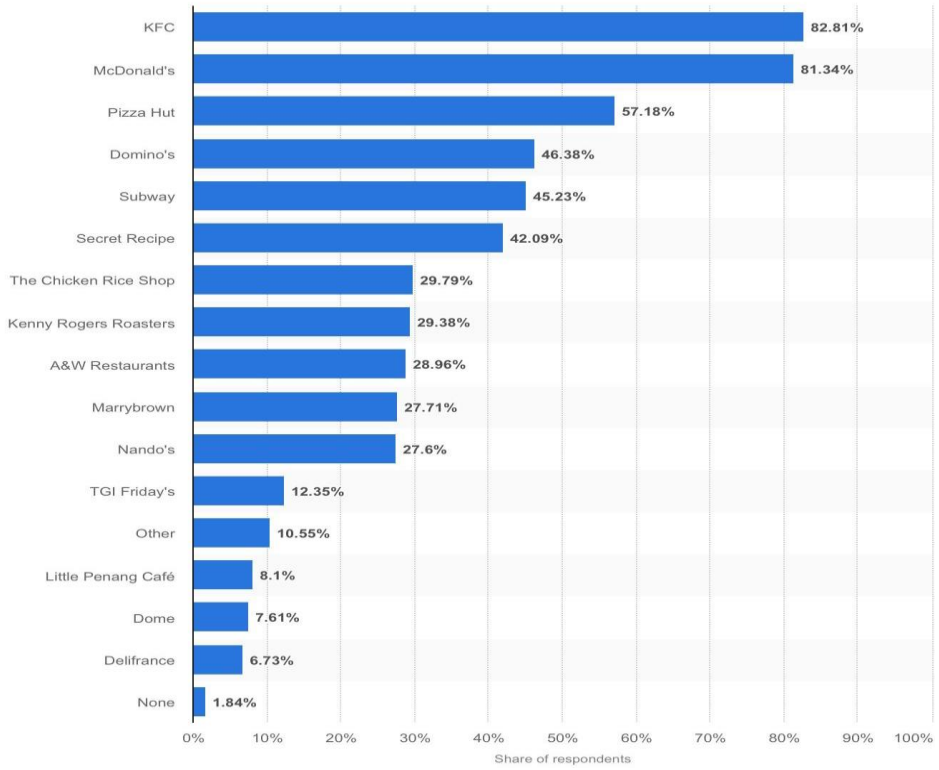
Source: Department of Statistics Malaysia. (2018).

On the other hand, the number of working women is also related to fast food consumption. Traditionally, women will spend more time on food preparation and cooking at home in comparing with men because most of them are less-educated especially in rural area, however, most of women are educated and start to work in nowadays. Hence, the number of working women is growing in the recent years. Hamrick & Okrent (2014) had found that the employed

person was more likely to consume the fast food due to the time constraint. Refer to the principal statistics of labor force, the employed women were rising from 5, 598.8 to 5, 796 between 2017 and 2018 (Department of Statistics Malaysia, 2019). This statistic implies the consumption of fast food among working women which is rising.

Clearly, the report depicts American-style restaurants are mainly operating in franchising. These American franchises had become a leader in the Malaysia's fast food industry. A&W was the first franchiser to enter Malaysia market, and then followed by other brands such as KFC and McDonald's. Until now, there are more than a thousand of fast food outlets throughout Malaysia (Wahab, 2016).

Figure 1.2: Malaysia: Which Fast Food (Quick Service) Restaurants Do You Go To, If Any?



Source: Statista. (2018).

Based on Figure 1.2, it illustrates that most foreign fast food were popular among Malaysians. Thus, it can be concluded that foreign fast food are gaining more market share in compare with local brand which is Marrybrown. Marrybrown is a pioneer local fast food franchise in 1981 (www.marrybrown.com, 2019). Marrybrown is also the largest home-grown fast food chain with a global reach of over 400 outlets spreading across 15 countries (www.marrybrown.com, 2019). Although Marrybrown was not popular in local market share, it is still fast expanding in local market and across the boundary. Therefore, it implies that the market demand of fast food is rising and the fast food restaurants are seem to be growing and full of competition among rivalries.

1.2 Problem Statement

The fast food industry saturation increases the competitive challenge because there are many similar restaurants serve the huge market demand (Maze, 2018). In this business era, many fast food restaurants are expanding and entering into Malaysia, as well as seem to be growing. Consequently, the fast food industry starts to become high competition among rivalries throughout the years.

Due to the rapid change in the global market, fast food restaurants are experiencing higher intensity of competitive rivalry in terms of low switching costs (Gregory, 2018). Therefore, fast food restaurateurs need to find many alternatives to attract and retain potential and existing customers to visit their outlets. Although many restaurateurs create and prepare different types of promotion to customers, however, it is still not an effective way to retain and attract customers. This is because restaurateurs less concern on the importance of food quality, customer service, restaurant environment and so on (Cohen, 2016). All of these factors are related to the customer satisfaction and the behavioral intention to revisit the restaurants.

Besides that, fast casual establishments are growing around the world which provide similar values to customers such as convenience and speed. However, it offers a more upscale and varied menu selection compared with fast food restaurants (Celentano, 2019). In addition, the author also stated that the atmosphere of fast casual restaurants also more upscale than fast food restaurants (Celentano, 2019). It may cause customers shift from fast food to fast casual atmosphere. This is because customers no longer tend to the traditional McDonald's model in this industry; they still want relatively low prices and fast service, but are willing to spend a little more and wait longer to get a better overall customer experience, which means high food quality, more services, better store aesthetics and so on (www.second-to-none.com, 2017). Hence, fast food restaurateurs need to concern more related aspects besides from speed and prices.

In recent years, health consciousness has increased among consumers which has led people attempt to avoid fast food (also known as junk food) (Durden, 2018). The market development of fast food industry in the forecast period might also be hindered by the ever-increasing health consciousness among customers (Ganev, 2019). Besides that, products and ingredients with specific nutritional values are searched by customers worldwide (Geijn, 2018). Therefore, the introduction of healthy-friendly menu items is required in order to response and catch up market trend especially who under 40 years old prefer organic food (Ganev, 2019). If not, the fast food restaurants hard to be sustained in the market since there are many restaurants can also offer quick and affordable health meals to customers.

Moreover, food appearance can be considered a key to visit the restaurant. Now, dining experience is no only requires great food or beverage, food appearance is important for some diners because it can entice them to eat and take photo and share in their social media (Lee, 2017). In addition, consuming “Instagrammable” food is important for millennials because the world has become digitally savvy (Geijin, 2018). In contrast with foreigners, Malaysians like to share their experiences by

sharing photo in social media. There is around 71 percent of food photo and 69 percent of loved ones when traveling (Chin, 2018). Hence, it is necessary to study on how the food quality in term of appearance impact on the Malaysians' dining experiences toward American fast food restaurants.

Lastly, profit maximization is contributed by maximizing customer satisfaction. Maximizing customer satisfaction by providing value to customers so that they will return back to visit the outlets again, the satisfied customers may also recommend to potential customers and thus the probability for additional profit (Linton, 2019). Additionally, the author also stated that high customer satisfaction level is not only help to increase customer loyalty, it also can help to decrease the marketing costs to acquire new customers (Linton, 2019). Therefore, it can be concluded that if the restaurant unables to satisfy the needs and wants of customers, dissatisfaction will be existing within customers. This may cause them switch to other restaurants and spread negative “word-of-mouth” to other potential customers. However, this situation may inverse if there is high level of customer satisfaction.

1.3 Research Objectives

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

1.3.1 General Objective

A major purpose in this study is to identify the behavioral intention to revisit American fast food restaurants among Malaysian consumers’ intentions. It seeks to investigate and comprehend whether factors such as service quality, food quality and restaurant environment will affect customer satisfaction of

Malaysian consumers toward behavioral intention to revisit American fast food restaurants.

1.3.2 Specific Objectives

(i) To investigate the relationship between food quality and customer satisfaction.

(ii) To investigate the relationship between service quality and customer satisfaction.

(iii) To investigate the relationship between restaurant environment and customer satisfaction.

(iv) To investigate the relationship between customer satisfaction and behavioral intention.

1.4 Research Questions

There are four research questions required to be accomplished in this research:

(i) Is there any significant relationship between food quality and customer satisfaction?

(ii) Is there any significant relationship between service quality and customer satisfaction?

(iii) Is there any significant relationship between restaurant environment and customer satisfaction?

(iv) Is there any significant relationship between customer satisfaction and behavioral intention?

1.5 Hypotheses of Study

Referring to the research objectives and questions, four hypotheses have been formed as following:

Hypothesis 1:
There is significant positive relationship between food quality and customer satisfaction.

Hypothesis 2:
There is significant positive relationship between service quality and customer satisfaction.

Hypothesis 3:
There is significant positive relationship between restaurant environment and customer satisfaction.

Hypothesis 4:
There is significant positive relationship between customer satisfaction and behavioral intention.

1.6 Significance of Study

This study is aimed to understand the elements that lead to Malaysian consumers' satisfactions toward behavioral intention to revisit American fast food restaurant. Due

to the rapid expansion of fast food industry, American marketers face the difficulties in studying the elements that might be hinder consumers' behavioral intentions to revisit their restaurants. Therefore, it is significant for American fast food marketers to foster better comprehension and knowledge on the elements that can stimulate the Malaysian consumers' behavioral intention to revisit. By getting and comprehending the elements that influence consumers' behavioral intention to revisit, marketers can map out, develop and implement the relevant marketing tactics to meet the customer expectation. Moreover, companies have capabilities to build up competitive advantages to compete with their rivals in the standardized sector after obtaining the useful data and knowledge in understanding the target customers.

1.7 Chapter Layout

Chapter 1: Introduction

Chapter one is the synopsis of this study. It encompasses introduction, research background, problem statements, research objectives, research questions, hypotheses of the study, significance of study, chapter layout and conclusion.

Chapter 2: Literature Review

Chapter two provides reviews of related literature which are using to develop a theoretical framework for the research. In addition, this chapter also provides the basis for developing a proposed conceptual framework from research that done by other researchers. A conceptual framework is drawn for a clearer picture of the overall study.

Chapter 3: Methodology

Chapter three explains the methodology of research and describes on how this research is bringing out in terms of research design, methods of collecting data,

sampling design, research and construct instrument, data preparation process and data analysis.

Chapter 4: Data Analysis

Chapter four explains the result patterns and analyses which is relevant to the questions and hypotheses of the research. SPSS will be used to analyze the data collected from respondents.

Chapter 5: Discussion, conclusion and implications

The last chapter includes discussion, conclusion and implication of this study. It summarizes the statistics analysis and explains the limitations of this study. Besides, it also provides some recommendations to solve the limitations. Lastly, a conclusion for the entire research project is made.

1.8 Conclusion

This chapter provides an overview of research. It acts as basis and introduction of the research project. It briefly explains the research background, problem statement, research objectives, research questions, hypotheses, study significance and the layout for each chapter. Then, the next chapter will review the literature works that relevant to this study.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter provides an overview of the research study. It acts as a basis and introduction of the research project. It briefly explains the research background, problem statement, research objectives, research questions, hypotheses, study significance and the layout for each chapter. Then, the next chapter will review the literature works that relevant to this study.

2.1 Literature Review / Review of Variables

2.1.1 Food Quality

This chapter consists of the literature reviews related to the behavioral intention towards the American fast food restaurants. Besides that, this chapter will also discuss about the relationship between the independent variables and dependent variable. Literature review is used to provide evidence in order to support the studies that the researcher is conducted. The researcher may review on the previous journals or studies that have been conducted in the past. Other than that, a conceptual framework will be shown in this chapter as to summarize the hypotheses and observed the relationship between independent variables and dependent variable. Last but not least, a model of the research for this topic will also be constituted.

According to Peri (2006), food quality is a major key that required by consumers to meet their needs and expectations toward the restaurant they

choose. In addition, food quality is highly partial for the past 10 years in different perspectives such as food policy, industry, research and also public debate (Grunert, 2005). The restaurants nowadays are putting more effort to offer the best value for their customers in order to retain customer and compete in the emulation market. The customer will not only concern about the physical of the product.

According to Kotler and Armstrong (2010), consumers will develop their own values and expectations on various market products. The customers require more from the food that provided by the restaurants. The foods that required by the consumers are in terms of nutrition value, safety, variety, quality and reasonable price (Shaharudin, Mansor, & Elias, 2011). Therefore, demand could be ensured to recur if the product value exceeds or surpasses the levels of expectation and satisfaction of consumers (Ali, Aziz, Harrun, Hassan, Jalil, Shaharudin, & Salleh, 2011).

Throughout the food industry, there is high competition among restaurants. Hence, customer satisfaction should be the important objective to be accomplished in business in order to attain more loyal customer and revisit intention or repeat purchases (Sulek & Hensley, 2004). The food quality has been regarded as a necessary element in the success of restaurant (Liu & Jang, 2009). Other past studies stated that food quality was associated with customer satisfaction (Namkung & Jang, 2007; Canny, 2014; Ahmed, Nasir, Nazir, Zafar, & Zahid, 2014). In addition, the researchers had also found out that the quality of food was an important factors of customer evaluations toward a restaurant (Susskind & Chan, 2000).

Other than that, the characteristic of the food quality is based on the food varieties and the consumer's food preference since the quality attribute in the consumer mind may change over time (Grunert, 2005). Consumers are always weak in predicting the quality and dissatisfaction despite they are hard to

confirm on their own demands and expectations for the quality on certain product (Grunert, 2005). There are few researchers which have different perspectives towards the quality dimensions study on the food quality. Table 2.1 as shown below is to make the confrontation between the different perspectives on food quality from different researchers.

Food freshness is one of the factors that covered under food quality which that should be concerned by the management team in the fast food restaurant (Shaharudin et al., 2011). By concerning about the food freshness, this may bring the employee to serve the products in a standard quality. According to Johns & Tyas (1996); Kivela, Inbakaran, & Reece (1999); Acebron, Mangin, & Dopico (2000), food freshness is an important indicator of quality. Other than that, fresh food is comparatively a current environment in parallel with the growing awareness of nutrition and quality among consumers (Whitehall, Kerkhoven, Freeling, & Villarino, 2006). Each customer requires to be served with fresh food, however, it is considered as a high cost process for operators (Shaharudin et al., 2011). Hence, it is important to concern by each party that involved in the food industry.

Other than the freshness of food, presentation of the food can be a food attribute in satisfying dining experiences (Kivela et al., 1999). When the food is well presented to the consumers, it may activator the feeling and mood toward the consumption of food and therefore it may help to create a good relevance and emotional adherence between customer and restaurateur (Shaharudin et al., 2011). They also mentioned that food presentation is related to how the consumer aware the value of product physically or internally which is the ingredients. The product may be intuited as high quality if it is presented physically with attractive packaging and informative labeling (Shaharudin et al., 2011).

According to Kivela et al., (1999), taste is the major food attribute that affects degree of customer satisfaction in the restaurant and hence it may develop behavioral intention in the future. Taste is a communication that convey with food to inform the consumers that the food quality towards the ingredients mixed in the cooking (Shaharudin et al., 2011).

Furthermore, refer from previous researches mentioned that type of Chinese restaurant in U.S. (Liu et al., 2009), Korean restaurant in Seoul, Korea (Ryu, Lee, & Kim, 2012) and Korean restaurant in U.S. (Ha & Jang, 2010) has revealed that food attributes such as taste, presentation, temperature and freshness were significantly related with degree of customers satisfaction.

Table 2.1 Summary of Restaurant Preference Variables Identified by Previous Researchers

Author(s)	**Restaurant Type**	**Attributes**
Zhang and Liang, (2009)	Cafeteria	Ambiance, Food quality, Food variety, Service quality, Interaction, and Price fairness.
Ryu and Han, (2009)	Full-service Restaurants	Ambiance, Ambient conditions, Artifacts and décor, and Price perception.
Conway and Andaleeb, (2006)	Full-service Restaurants	Food quality, Price and Food quality.
Han, Kim, and Ryu, (2008)	Quick Casual Service Restaurants	Restaurant image in terms of cleanliness, interior design and décor, food quality, menu variety, professional appearance of staff, store location and waiting time for a meal.

Han and Ryu, (2010)	Quick Casual Service Restaurants	Quality dimensions in terms of food, service and physical environment.
Qin and Prybutok (2009)	Fast-Food Restaurants	Food quality, Perceived value, and Service quality.
Jang and Namkung, (2007)	Mid to Upper Scale Restaurants	Food quality attributes in terms of freshness, healthy options, menu item variety, presentation, taste and temperature.
Feinstein, McCool, and Myung, (2008)	Unavailable	Familiar food, Healthy food, Value for price, and Variety seeking.
Aksoydan (2007)	Unavailable	Atmosphere, Food, Hygiene, and Service.

Source: Shaharudin, M. R., Mansor, S. W., & Elias, S. J. (2011).

By observing and regarding to the table 2.1, it shows that there are different attributes identified in restaurant preference. The term of quality is very ambiguous and unclear when it is from different persons or by the same person which in other situations (Shaharudin, 2011).

According to Namkung et al. (2007), they agreed that food quality is important and most of the restaurants often neglect the food as the core competency. Intentionally, they observed how the quality of food is related to

satisfaction and behavioral intentions in restaurants. Consequently, the outcomes show that food presentation and taste are significant indicators to customer satisfaction and behavioral intentions (Namkung et al., 2007). The researchers also show that the main reason that the customer visit to the restaurant is to fulfill their physical needs (hunger) (Johns & Howard, 1998). Therefore, the food quality is a major factor for attracting and satisfying the customers' needs in the restaurants.

2.1.2 Service Quality

Service quality is a considerable element which drives satisfaction in the service sector or environment (Andaleeb & Conway, 2006). Quality is also determined and recognized as a strategic instrument for achieving operational efficiency and improves on the performance of business (Garvin, 1983; Phillips, Chang & Buzzell, 1983; Anderson & Zeithaml, 1984; Babakus & Boller, 1992). It is important for the quality in the service sector and it is also proved that there is associated with profit, return on investment, customer satisfactions and also customer future intention to revisit (Buzzell & Gale, 1987; Boulding, Kalra, Staelin, & Zeithaml, 1993; Anderson, Fornell & Lehmann, 1994; Rust & Oliver, 1994).

Quality is a multi-measurement phenomenon. Therefore, achieving the service quality without discriminate the significant quality aspects is impossible. According to Gronross (2000), he stated that there are three different dimensions in the service quality which are service performance quality, technical quality and also organizational mental picture. According to Jang & Namkung (2009), they also obtained three perspectives of service quality consists of physical quality, interaction quality and outcome quality. While these studies have lack of details information even though these studies have a

significant role in district the service quality into qualities of process and output.

On the other hand, Zeithaml, Berry, & Parasuraman (1996) have mentioned about ten dimensions of service quality in their major research. They have found a strong connection between those dimensions. Thus, they integrated the ten dimensions and applied with the fivefold dimension which is Assurance, Empathy, Reliability, Responsiveness, and Tangibles. The combination of the dimensions is used as a tool for observing and examining the service quality which known as SERVQUAL. Moreover, SERVQUAL is said as a durable and dependable scale of service quality (Zeithaml et al., 1994). The researchers also stated that this measurement tool is suitable to use in many service sectors such as hotels, medical centres, restaurants and so on (See Table 2.2).

Table 2.2: SERVQUAL Used in Service Sectors

Fields	**Accomplish Researchers**
Professional services	Bojanic (1991),Carman, James (2000)
Medical services	Swartz & Brown (1989); Lam (1997)
Tourism	Tribe & Snaith (1998); Atilgan, et al. (2003)
Libraries	Nitecki (1996); Coleman, et al. (1997)
Information systems	Kettinger & Lee (1994)
Restaurants and hotels	Min, Hokey, et al. (2002)
Educational centers (universities and others)	Pariseau, Susan E., Mc Daniel, J.R

Source: Stewart, R. (1999).

The SERVPERF instrument is formed regarding to the SERVQUAL tool (Parasuraman et al., 1985) as discussed the service quality is measured that the difference between the expectations and perceptions. SERVQUAL has suggested that a positive gap indicates satisfaction, yet a negative gap indicates dissatisfaction. The SERVPERF tool adds 22 items to the five dimensions presented by SERVQUAL and has the gaps replaced by perception of the performance for service quality and their importance are included in the measurement.

Other than that, there are also studies which stated that food, employees' services, and physical environment should be important elements of restaurant experience in forming the perceptions of the restaurant service quality in the restaurant sector (Chow, Lau, Lo, Sha, & He, 2007; Namkung & Jang, 2008; Jang et al., 2009; Ryu et al., 2010).

One after another, it will increase purchase probability of the consumers and also help the company utilize positive word-of-mouth from its customers in order to stimulate others customers (Laczniak, DeCarlo, & Ramaswami, 2001). In contrast, it will also have negative comment from dissatisfied consumers. For example, in the case which a customer feels dissatisfaction from an organizational service due to an undesired or negative reason and this would turn out the outcome which the customer complained about the circumstances (Ladhari, 2007) and therefore revisit intentions have reduced. These illustrate the close relationship among service quality, customer satisfaction, and behavioral intention. Therefore, quality of service is vital compared to product quality (Ghobadian, Speller, & Jones, 1994).

2.1.3 Restaurant Environment

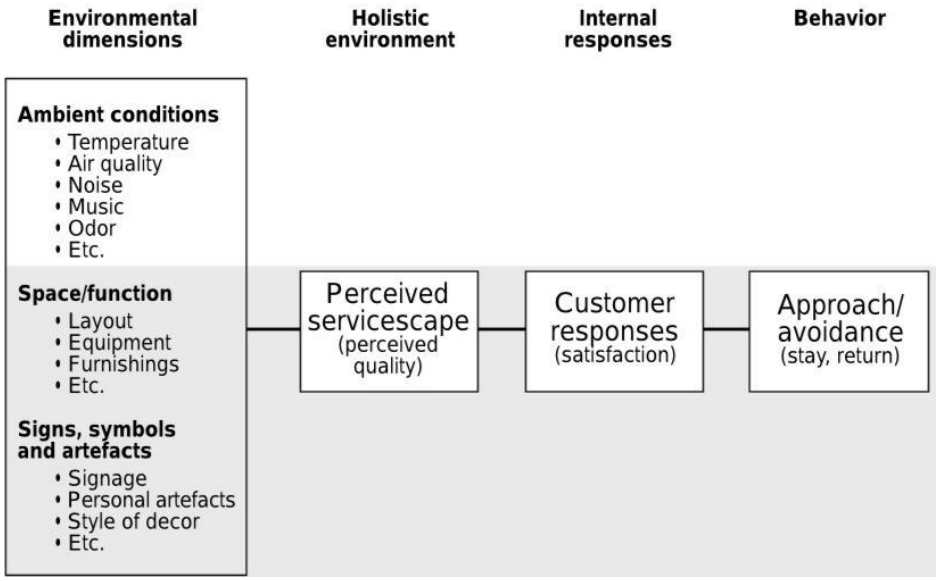
Physical environment is a significant indicator in building competitive advantage (Hanaysha, 2016). Today, it is undeniable that people nowadays prefer dining at outside more frequently. The past experiences will not limit to experiences with the focal service provider, it also will be influenced by competitors. Thus, customer expectations would increase rapidly in the competitive and fast changing industry (Shipton, Skinner, Duffy, & Watling, 2015). Besides, another study done by Ryu & Han (2010) also displayed that the price sensitivity of customers is reducing in order to get better dining environment in restaurants. This factor motivates restaurateurs must put much time and efforts in designing the physical environment and thus provide a comfortable environment for customers.

Few studies had proven that design pleasant and comfortable atmosphere is necessary for a firm to success (Ariffin, Bibon, & Raja Abdullah, 2011; Jin, 2015). The previous study also mentioned that the quality of a restaurant environment has a positive impact on customer satisfaction (Ahmed et al., 2014). In further, the importance of a restaurant atmosphere is beyond than the food (Kotler, 1973). Additionally, the study recommended the restaurant atmosphere is perceived by diners as a positive restaurant characteristic and even more significant than food served (Chen, Tsui, Chen, & Ko, 2016). The reason is the surrounding can form a customer's expectation towards the dining experience before serving (Alonso & O'Neill, 2010). This study also further mentioned that restaurant environment more emphasizes on intangible aspects such as food and service qualities. For instance, customers will perceive crowded restaurant will provide the excellent dining experience to them (Tse, Sin, & Yim, 2002). Customer will evaluate the environment and select the restaurant to dine (Kwun & Oh, 2006).

The general idea of opening a restaurant is offering high quality and various foods to customers, but customers nowadays demand more aside from the food quality which are comfortable dining area and high standards (Karki & Panthi, 2018). Hence, it implies that the food quality is not enough to meet the requirements of customers. Due to the changes in market trend, these forces fast food marketers continue to upgrade the restaurant environments in order to strengthen positive feelings of consumers and thus increase their willingness to revisit (Xiao, Yang, & Iqbal, 2018). The pleasant atmosphere possibly to stimulate customers' behavior responses such as spend more time to stay and impulse buying and maximizing revenue for sellers (Turley & Milliman, 2000). Moreover, Chen and Hsieh's (2011) study depicts that the 12 percent of average customers' spending will be stimulated by the pleasure and arousal environment.

Bitner (1992) segmented environmental dimensions into three dimensions which include environmental conditions, function or space, and signs, symbols and artefacts. This can be known as a servicescape framework. Figure 2.1 depicts the impacts of servicescape on customers' behavioral responses such as approach or avoidance, money spent, and revisit intentions. However, for these research objectives, it focuses on the two attributes of environmental cues which are cleanliness and environmental odour because of the experienced customers are more environmental conscious when deciding to approach or avoid a restaurant (Bohl, 2012).

Figure 2.1: Servicescape Framework



Source: Bitner, M. J. (1992b, April).

2.1.4 Customer Satisfaction

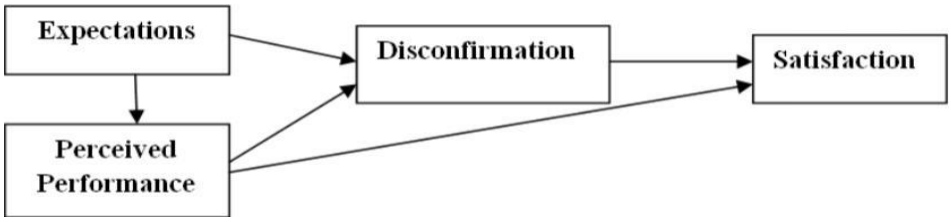
Kotler (2000) explained customer satisfaction as a sense of pleasure or disappointment that an individual experiences as a result of perceived performance of a product or service. Furthermore, customer satisfaction is a major indicator for a company future performance in order to determine the customer retention (Cengiz, 2010).

In modelling satisfaction, there are evolutions of two distinct conceptualization of satisfaction over the time (Lervik-Olsen & Johnson, 2003). In the early 1990s, transaction-specific satisfaction dominated the literature on marketing and consumer behavior (Oliver 1997; Yi, 1989). This approach is defined as a transient that an evolution of customer in relation to his or her experience and reaction to a particular product transaction or service encounter (Oliver, 1997). Since the early 1990s, the satisfaction research has evolved to cumulative satisfaction which defined as overall evaluation of

customer towards a product or service provider to date (Johnson, Eugene, & Fornell, 1995; Johnson, & Fornell, 1991). This approach also linked with the change of attitude, repeat consumption, and brand loyalty (Johnson et al., 1991).

Furthermore, Expectancy Disconfirmation Theory is introduced to measure customer satisfaction by comparing the gap between expectation of customer and perceived performance of a product or service (Oliver, 1980; Patterson & Johnson, 1997; Spreng & JR, 2003). Based on Figure 2.2, the model involves four categories that are expectations, perceived performance, disconfirmation, and satisfaction. When perceived performance of a particular product or service is not meeting the expectation of customer, the disconfirmation will occur and also leads to customer dissatisfaction. Conversely, the positive disconfirmation leads to the customer satisfaction if the actual performance of a particular product or service is able to exceed customer's expectation. If there is not difference between customer's expectation and perceived performance of a particular product or service, it indicates that the actual performance is able to meet or equals to customer's expectation, hence, the simple confirmation is happened (Oliver, 1980; Santos & Boote, 2003). Thus, the application of expectancy disconfirmation theory is general and widely acceptance of customer satisfaction analysis in the field of service industry (Oh, 1999). On the other hand, customer behavior also studied regarding the expectancy disconfirmation theory in fast food industry (Oh & Jeong, 1996).

Figure 2.2: Expectancy Disconfirmation Theory



Source: Oliver, R. L. (1980).

Most of researchers also reflected that the customer satisfaction is associated to the customer retention and positive, while customer dissatisfaction will lead to negative emotion and discontinue to involvement (Noone, Kimes, & Mattila, 2007; Liljander & Strandvik, 1997). Both positive and negative emotions can be affected by external factors such as customer service and server-client interaction in the restaurant where is visited by customers. The interaction between restaurants serves and consumers are important due to the emotional of both parties may be interacted to influence perception of customer satisfaction (Liu et al., 2009; Mattila et al., 2007).

2.1.5 Behavioral Intention

When a firm provides a product or service, it is probably that there are many similar products or services on the market that offered by rivalries. Generally, consumers have many options to choose. Hence, it is vital for companies to improve and offer the value for existing consumers as well as potential customers, and take predominant steps to attract the revisit intention of consumers and at the same time attracting new potential customers (Hanai, Oguchi, Ando, & Yamaguchi, 2008).

Intention to revisit is something originated from the behavioural intention. According to Oliver (1997), stated that the behavioral intention such as repurchase and positive word-of-mouth is everything which connected in a behaviour intention. Behavioural intention is also an intention from a customer to revisit the restaurant again and the intention of frequently visit to the destination (Baker and Crompton, 2000). Customer revisit intention has been researched in many tetitorry, such as tourism services (Alegre & Cladera, 2009), retail business (Voorhees & Zboja, 2006), bank services (Long, Wang, & Shao, 2008), telecom business (Lo, Wang & Yang, 2004) and so on.

Familiarly, new customers are less profitable than attained regular customers. Therefore, retaining existing customer would be a significant tactic in order to ensure customer will revisit to the restaurant because it is more high cost to attract a new customer (Fornell, 1992). The study of Chaudhry (2007) has shown that having a regular customer will be generated over twice of gross income compared to attain new customer. Nevertheless, it costs six to seven times in gaining a new customer (Conklin, 2006).

The intention to revisit can be considered as the extension of satisfaction rather than an initiator from decision making process to revisit (Um, Chon & Ro, 2006). The revisit intention can be concerned as a powerful possibility to revisit a destination with or without the positive attitude to the service provider (Han, Back & Barret, 2009). Furthermore, the customer satisfaction probably is an important factor that influenced the revisit intention of the customer (Bigne, Andreu, & Gnoth, 2005; Bowen & Chen, 2001; Kozak, 2001; Kozak & Rimmington, 2000; Oh, 1999).

Customer retention rate relies on five characteristics within a restaurant include service quality, food quality, ambience quality, first and last impression, and comfort level of the restaurant (Kivela et al., 1999). In addition, it is important for the employee in the restaurant to identify factors that will develop positive attitude among customers and affect their behavioral intention towards the restaurant.

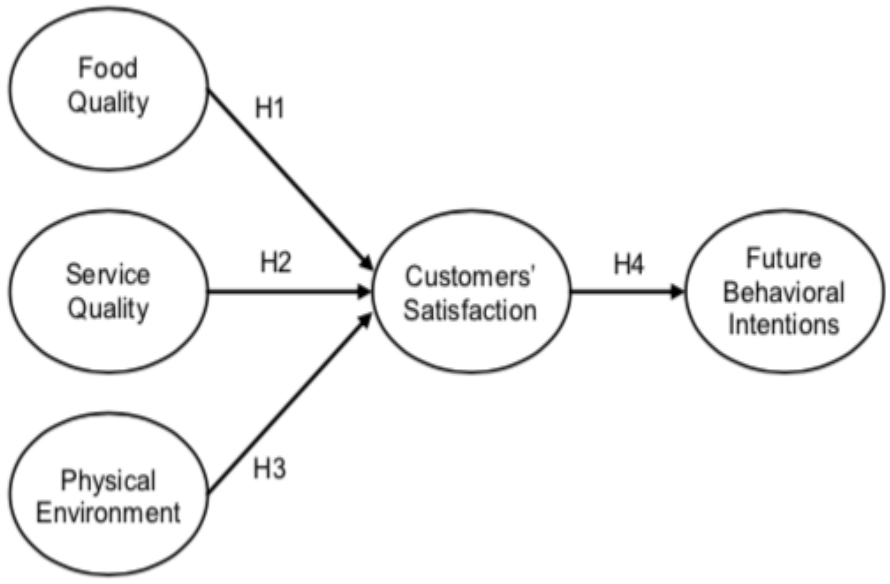
2.2 Review of Relevant Theoretical Models

Figure 2.3: The Influence of Service Quality and Food Quality towards Customer Fulfillment and Revisit Intention

Source: Shariff et al. (2015).

The research framework above shows "The Influence of Service Quality and Food Quality towards Customer Fulfillment and Revisit Intention". The aim of this research is to study the relationship between service quality and customers' satisfaction at Chinese Muslim restaurant in Shah Alam as well as discuss about the relationship between food quality and customers' satisfaction. Moreover, this study focuses on the relationship between customer satisfaction and revisit intention at seven different Chinese and Muslim restaurants in Shah Alam, Selangor. There are three independent variables from this model were adopted which are service quality, food quality and customer satisfaction. Other than that, the dependent variable which is behavioral intention also adopted from this study.

Figure 2.4: The Role of Food Quality, Service Quality, and Physical Environment on Customer Satisfaction and Future Behavioral Intentions in Casual Dining Restaurant

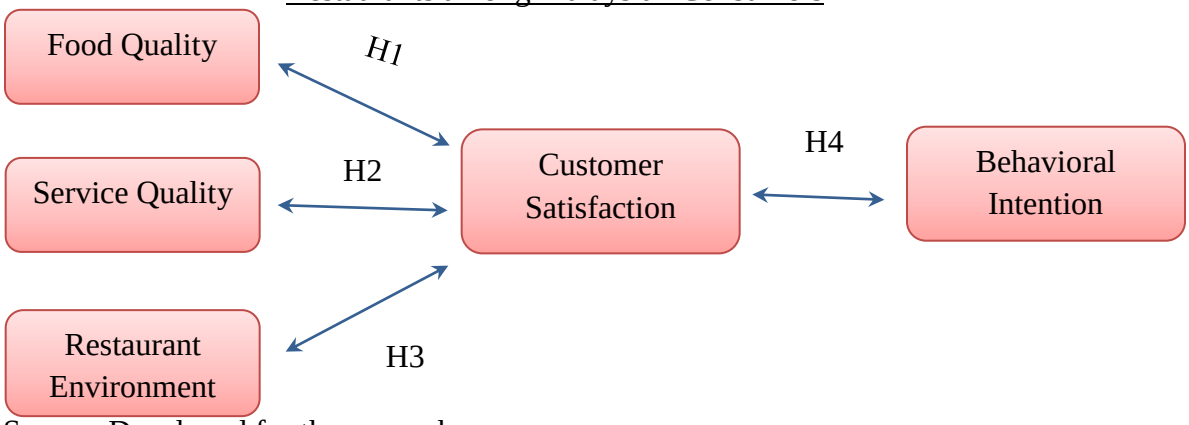


Source: Canny, I. U. (2013).

The research framework shows "The Role of Food Quality, Service Quality, and Physical Environment on Customer Satisfaction and Future Behavioral Intentions 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, restaurant environment and customer satisfaction.

2.3 Conceptual Framework

Figure 2.5: The Factors That Affect Intention to Revisit towards American Fast Food Restaurants among Malaysian Consumers



Source: Developed for the research

The framework that shown above is to study the relationship between service quality, food quality, restaurant environment toward customer satisfaction and which affect Malaysian customer's intention to revisit the American fast food restaurants.

2.4 Hypotheses Development

2.4.1 The Relationship between Food Quality and Customer Satisfaction

Based on Law, Hui, and Zhao (2004), the elements collision is associated with customer satisfaction. The authors indicate that food quality and varieties of food provided are amongst the significant elements of customer satisfaction. Food quality is a predictor of qualities of ingredients and foods that provided by the fast food restaurants. As such, foods include in terms of cleanliness, freshness, and healthiness. Prybutok and Hong (2009) explored the hidden service quality dimensions and observed the relationships between food quality, service quality, customer satisfaction and behavioral intentions in fast-food restaurants. As a result, it has mentioned that food quality has a significant positive relationship with customer satisfaction.

According to the study of Sulek et al. (2004), other than physical environment and service quality, food quality is an important predictor of customer satisfaction and also stimulates revisit intention of consumers. This is because that food becomes a basic factor of the dining experience, and that the food at least has a major impact without hesitation on customer satisfaction as well as return patronage (Jang et al, 2007). Food quality has been proved as a main element in the operational process of restaurant (Namkung et al, 2007). Hence, it has a main effect on customer satisfaction and behavioral intention to revisit the American fast food restaurant.

Furthermore, by comprehending the significance of food quality in the foods and beverages sector, there are previous studies which examined different attributes of food quality. There are some of the journals review mentioned

about the general description of food quality by researchers emphasizes on menu assortment, taste, freshness and temperature. Referring to Shaharudin et al. (2011), the authors stated that food freshness has become a major determinant with regard to the consumer repurchase intention as today's customers often seek foods that are served in a fresh manner. This is because customers think that it is healthier when the food is served in fresh condition. Therefore, the food must be served on time in order to keep its freshness. Once customers have a good dining experience or impression and satisfied with the restaurant, they definitely would deliver positive word-of-mouth to other potential customers such as peers and families in order to motivate their intentions to visit the American fast food restaurants.

Hence, we proposed a hypothesis as shown below:
H_1: There is a significant positive relationship between food quality and customer satisfaction.

2.4.2 The Relationship between Service Quality and Customer Satisfaction

Other than food quality, there are previous researches studied on other attributes to affect the customer satisfaction such as physical environments and service quality. It is supported by Knutson, Patton, Stevens (1995) observed that a developed measure of service quality, DINESERV, concerning on analyzing the levels of restaurant environment and employee service. SERVQUAL is the most famous and widely used method by researchers in the sector of marketing services to measure customer expectation and perception through service quality (Zeithaml et al., 1988). It consists of five fundamental dimensions of a service quality such as reliable, tangible, assurance, empathy and responsiveness. Moreover, Stevens et al., (1995) adapted the SERVQUAL model to be more suitable for restaurant

industry, by modified few items from the original SERVQUAL method and by introduced the DINESERV method to determine service qualities in restaurants.

In addition, it is general in the fast food restaurant since customer satisfaction is determined by the SERVPERF tool and is sourced by food quality, service quality, and price ratio (Parasuraman et al., 1985). Next, Izogo & Ogba (2015) also criticized that service quality leads to enhance customer satisfaction and loyalty and they also mentioned that SERVQUAL is one of the best measurements of service quality. Hence, it is important to investigate the relationship between the service quality and customer behavioral intention to revisit the restaurant or repeat purchase. The more loyalty the customers become to the service, the more satisfied from the service they will be (Kim & Lough, 2007).

According to Kotler & Armstrong (2000), they defined a marketing relationship as the process of developing and improving powerful relationships with customers and other beneficial parties based on value. The service cycle theory explains the relationship between internal and external customers (Heskett & Schlesinger, 1991). Thus, it implies the significance of service quality in American fast food restaurant because high quality of service can develop a cycle of satisfied customers and behavioral intention to become loyal to the restaurant.

According to Naik, Gantasala & Prabhakar (2010), they had used SERVQUAL to observe and analyze the interval between the expectation and perception of customer to explore the components that influence their satisfactions. The results showed that service quality has a significant positive relationship with customer satisfaction.

Hence, we propose a hypothesis 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 significance of restaurant environment is not only can create an image, it also can affect customer behavior which is relevant to the restaurant industry (Dube, Chebat, & Hui, 1997; Milliman, 1986; Raajpoot, 2002; Robon, 1999; Jang et al., 2008). Beside the food and service qualities, designing the pleasant restaurant environment also is a key success to determine high degree of customer satisfaction in the restaurant business (Jang et al., 2008; Liu et al., 2009; Ryu et al., 2010). Many researchers also study the influence of environmental towards the customer satisfaction and repurchase intention (Githiri, 2017; Ryu et al., 2010; Ryu et al., 2012). Additionally, Bitner (1990) mentioned that the tangible restaurant environment can have a major effect on the perception of quality which turns to influence customers' ultimate satisfactions toward a specific restaurant.

Besides, Lim (2010) explained that the pleasant environment may raise the level of overall satisfaction in food sector. Many researchers also recommend that there is a significant positive relationship between the customer satisfaction and environment in fast food industry (Massey & Raduzziet, 2018; Phan & Nguyen, 2016; Chang, 2000; Chebat & Michon, 2003). For instance, the study depicts that how building designs and décor, equipment, and ambience of a restaurant significantly influence customer satisfaction (Wakefield & Blodgett, 1999). In addition, Lee, Wang, and Cai (2015) also noted that environment of a fast food restaurant is an indicator of customer satisfaction.

Some studies found that cleanliness of a restaurant is a main factor in customer evaluation of restaurant quality s (Becker, Murrmann, Murrmann, & Cheung, 1999; Barber & Scarcelli, 2009; Jang et al., 2009). Customers prefer restaurants that reach their quality and standards (Steven et al, 1995). The evaluation of store environment, positive consumer behavior and high degree of satisfaction are happened by matching ambient stimuli (Mattila & Wirtz, 2001).

Hence, we proposed a hypothesis as shown below:
H_3: There is a significant positive relationship between restaurant environment and customer satisfaction.

2.4.4 The Relationship between Customer Satisfaction and Behavioural Intention to Revisit the Restaurants

Customer satisfaction is an overall evaluation to make comparison between after-purchase perceived performance and purchase expectations (Fornell, 1992). Satisfying customers is a significant element because it has an effect on expectation and consumer behavioral intention on repurchases decision and revisit the restaurant (Fuchs & Weirmair, 2004). The satisfaction has an effect on behavioral intention (Bigne, Sanchez, & Sanchez, 2001).

Furthermore, Kim, Kim, & Goh (2011) also stated that the customer satisfaction is an element in indicating if a customer will have the intention to revisit a destination or repeat a purchase. It is also a central variable in consumer behavioral intention due to the strongly impact on customer loyalty and intention to revisit a location (Kim, Duncan, & Chung, 2015). Thus, satisfying the customer is essential because customer satisfaction has a direct

effect on the expectations and intentions for the customer to have the intention to revisit the destination (Fuchs & Weiermair, 2004).

There were few studies confirmed and proved that the positive and direct association or relationship between customer satisfaction and customer intention (Ryu et al., 2009; Kim, Ng, & Kim, 2009; Kivela et al., 1999; Namkung et al., 2007; Oliver, 1999; Ryu et al., 2012; Ryu et al., 2011).

In addition, Ranaweera & Prabhu's (2003) also study on customer satisfaction and confirmed that customer satisfaction have a strong or positive connection with customer retention and positive word-of-mouth endorsement.

When customers determine to have a meal in certain restaurant, they will have an expectation about how they will be served. After the meal, they will contrast the serving experience with their expectation. Once the service quality of the certain restaurant provided is equal or higher than the expectation, they will feel satisfaction with this restaurant and they are more likely to visit the restaurant again in future. Hence, in order to expand or wider the market segments in the food and beverage industry, customer satisfaction is a powerful diviner of customer intent to repurchase to the restaurant (Oh, 2000). Other than that, one of the researcher found out that customer revisit intention is influenced by satisfaction with the restaurant food quality and environment (Weiss et al. 2005). Although perspectives used to forecast customer satisfaction is different in every studies but the satisfaction is a conclusive factor of customer revisit intention is consistent in different studies.

Hence, we propose the hypothesis as shown below:

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

2.5 Conclusion

In conclusion, Chapter 2 covered and explained more detail about each variables. The independent variables are food quality, service quality, restaurant environment, and customer satisfaction while the dependent variable is behavioral intention to revisit the American fast food restaurants. Other than that, the past studies and research also used in order to comprehend more about the variables. A conceptual framework and hypotheses are also formed after the examination of previous studies. The next chapter will be discussed about the research methodology.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

This chapter will defecate the research methodology which uses to gather the data and so as respond to the research questions and hypotheses. The research methodology had been designed to the describe how this study is being executed in considering the research design, collection of data, sampling design, data processing as well as data analysis. A set of questionnaires will also be prepared to the respondents for the purpose of generating data to complete the research project.

3.1 Research Design

Designing a research is a master plan that specifies the means and processes for collecting and analyzing the required information. This research plans to investigate the relationship between dependent variable and independent variable. The type of research that used in this research project is quantitative research. Quantitative research consists of data collection so that information can be quantified and subjected to statistical treatment in order to support or refute "alternate knowledge claims" (Creswell, 2013). Thence, the relationship between dependent variable and independent variable can be examined clearly.

3.1.1 Descriptive Research

According to Nassaji (2015), the objective of descriptive research is used to describe a phenomenon and its characteristics. Furthermore, descriptive research is more apprehensive with what instead of how or why something has

happened. Hence, investigation and survey methods are always used to gather data in the research (Gall, Gall, & Borg, 2007). For the descriptive research, the data may be gathered qualitatively, but it is often analyzed quantitatively by using frequencies, percentages, averages, or other statistical analyses to indicate the relationships between independent and dependent variables (Nassaji, 2015). Questionnaire is the selected method to use in this research and the questionnaires will be distributed to the respondents. The statistical analyses model that use in this research to determine the relationship between variables are multiple linear regression and also simple linear regression.

3.1.2 Causal Research

Other than the descriptive research, causal research is also used in this research. Causal research is generally used to describe the true causal relationships between the variables. According to Pearl (2009) has stated that causal model can be used to forecast the causal effects from examined data providing that the research has been intently designed.

3.2 Data Collection Methods

There are two types of data to be used in this research which are primary and secondary data. Primary data are information that collected from different sources such as questionnaires, surveys, personal interview and etc. However, the secondary data also consists of different sources which available somewhere such as newspaper articles and journals that can accessible through online.

3.2.1 Primary Data

Primary data is used that the researchers are collecting information for particular purposes (Primary data and secondary data, 2015). The author stated that the primary data is the data which is collected for the first time by the researcher and it is also a factual data (Ajayi, 2017). Other than that, primary data is also obtained in order to get solution for the problem at hand (Ajayi, 2017). The sources that included in primary data are surveys, experiments, questionnaire, personal interview and so on. From this research, the questionnaire method is chosen to be used to collect the data.

3.2.2 Secondary Data

Secondary data may be including information from the national population census or government information. Furthermore, secondary data provide interpretation or analysis based on primary sources. According to Ajayi (2017), he stated that secondary data is the data which collected or obtained by others from previous studies. Secondary data is also the analysis and interpretation of the primary data while the secondary data consists of online websites, books, journal articles, government publications and so forth. From this research, literature review is chosen to be used in this research.

3.3 Sampling Design

The sampling designs include any process that get summary according to the measurements of a part of the population. The chosen sample must be the representative of the population. This also means that the sample should consist of duplicate proportions of subgroup among the whole population. The sample design

must be large enough for the purpose of collect more and sufficient data. It is necessary to select a sample so as to react to the research questions. It is also uncertain that the data should be obtained from the research.

3.3.1 Target Population

The targeted population in this research are the patrons who have consumed in the American fast food restaurants.

3.3.2 Sampling Frame and Sampling Location

There is no sampling frame in this research while the questionnaires are randomly distributed to the citizens who lived in Klang Valley.

3.3.3 Sampling Elements

The respondents who participate in this survey are male and female regardless of age, position and also race who have consumed in the American fast food restaurants.

3.3.4 Sampling Technique

A sampling technique is employed by a researcher to systematically select a relatively smaller number of representative or individual from a predefined population to serve as subjects as observation or experimentation as per objectives of the study (Sharma, 2017).

Furthermore, there are two types of sampling technique which include non-probability sampling and probability sampling. Therefore, the sampling method that will be used is non-probability sampling. Non-probability sampling is a method which sample units are chosen either on the basis of personal judgement or due to convenience. The particular member among the population will be chosen is unknown. The respondents in the non-probability sampling are chosen because they are easily found, similar to interviewer or they were willing to be interviewed. In addition, there are also four sub types of sampling under non-probability sampling such as convenience sampling, judgement sampling, quota sampling, and also snowball sampling. The main sampling that selects to use in this research is convenience sampling. It is a category of non-random sampling which members of the target population, who meet certain practical criterias such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included in the purpose of research (Dornyei, 2007). The pros of using this sampling method is the convenience sampling could obtain those people or respondents that are most convenient and readily available to participate in the survey. There are 120 sets of questionnaires distributed throughout to the citizens who lived in Klang Valley area.

3.3.5 Sampling Size

The total sample size for this research project is 120 respondents who lived in Klang Valley area. The respondents are required to complete the survey questionnaires so that the researchers could collect sufficient data.

3.4 Research Instruments

A self-administered questionnaire are planned and chosen as the research instrument by collecting the data from the citizens who live in the Klang Valley area. Self-administered questionnaires are defined as the questionnaire which designed specifically to be filled by respondents without involved of any researchers such as an interviewer to collect the data (Lavrakas, 2008). The cost may be very low by using the self-administered questionnaires compared to other such as personal interview. It is also a simple and faster method to distribute the questionnaires broadly to the respondents. Thus, an online survey is conducted in this research for the purpose to attain a large number of potential respondents. Other than distributed through online, researchers will also distribute the physical questionnaire directly to the respondents in order to collect more data. There are 70 questionnaires which distributed through online while 50 sets of survey questionnaire are hand out directly to the respondents.

3.4.1 Questionnaires Design

Survey questionnaire is an important tool which allows the researchers to collect data. The language that used in this survey questionnaire is English which can be comprehended and understood by different ethnic groups of respondents. Other than that, the questionnaire is constructed from the implementation of questionnaire through past studies that completed by past researchers.

The fixed alternative questions have chosen to be used in this survey which the questions are concrete as well as provided with finite alternatives to the respondents. Respondents could only be selected one most suitable answer throughout the options and the researchers were able to obtain direct and specific responses from the respondents. Therefore, the collected data would be more accurate.

Next, it would have a concise preface of the research topic before proceed to alternative questions. A brief introduction attached with the questionnaires so that the respondents would understand more about the purpose of this survey.

Other than that, there were three parts covered in this survey questionnaire for the respondents. The first part was Section A and required about the common information of respondents. In addition, the Section B was constructed measurement questions with different statements and Section C was personal information (refer to Appendix 3.1).

In Section A, there were four common questions for respondents which are "How frequent do you visit to American fast food restaurants", "What meal time do you prefer while visit to American fast food restaurants", "How much do you spend for a meal in American fast food restaurants", and "Why do you choose to dine in American fast food restaurants rather than other traditional restaurants".

In Section B, there were constructed measurement questions with different statements. There were five construct which consists of 25 questions. Furthermore, the questions that involved in this section were set in the format of rating scale and also called five-point scale. Five-point scale was set as the form which from "strongly disagree" to "strongly agreed" or "strongly dissatisfied" to "strongly satisfied". The researchers could examine the relationship between each variable through collected the data from section B.

In Section C, there were questions which asked the respondents about their individual information. For examples, age range, gender, occupation and monthly earnings. This would help to clarify the profile of respondents. Therefore, the questions involved in Section A and Section C were set as the

form of multiple selection questions while the respondents were allowed to select only one suitable answer.

Last, 120 sets of questionnaire were distributed to the respondents. The respondents also would be given sufficient time in order to understand and complete the survey so that the information would be more accurately.

3.4.2 Pilot Test

A pilot study was considered as either a small edition of a research or an experimental run carried out in the preparation of a full scale study. It may be conducted especially to previous test a research instrument (Teijlingen & Hundley, 2001). Besides that, the authors also have developed that pilot studies are benefit to both the researches of quantitative and qualitative (Tashakkori & Teddlie, 2003). The pilot test was used to ameliorate the questionnaires design before the researchers obtained the concrete data. Other than that, the pilot test is conducted by distributing 20 questionnaires directly to the respondents in order to get quick feedback. Moderation also has been done after getting feedback from the respondents. Cronbach's Alpha was also conducted for the purpose of observe the reliability and achieve the validity of the pilot test. The use of Cronbach's Alpha shown as below Table 3.1.

Table 3.1: Cronbach's Alpha: Simple Definition, Use and Interpretation

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Stephanie, G. (2014).

After collected all the pre-test data, IBM Statistical Package for the Social Science (SPSS) was conducted so as to test and observe the reliability of survey questionnaires.

3.5 Measurement Scales

There were three types of measurement scale applied in this research which consists of nominal, ordinal, and interval scale. Nominal scale is assigned numeral to an object for identification and classification reasons and it was the most primary level of measurement such as gender and occupation. Next, the ordinal scale is a type of measurement scale which has ranking scales. It able to allow the items to be established in accordance with the concept that is possible such as age group and the range of monthly income. These two types of measurement scales will be used in Section C. Respondents are allowed to select only the most suitable answer throughout the options.

Sample of questions that use nominal scale are shown as below:

Q1. Gender

- Male
- Female

Q2. Occupation

- Student
- Employee
- Professor
- Others

Sample of questions that use ordinal scale are shown as below:

Q3. Age

- 18-30 years old
- 31-40 years old
- 41-50 years old
- Above 50 years old

Q4.Monthly Income

- Below RM1000
- RM1000-RM1500
- RM1501-RM2000
- Above RM2000

Other than that, five-point scale will be used in the Section B of the questionnaires. This part is examining the relationship among all the dependent variable and independent variables. The independent variables are food quality, service quality, restaurant environment, and customer satisfaction while the dependent variable is behavioral intention towards American fast food restaurant.

Five-point scale was set as the form which from “strongly disagreed” till “strongly agreed” or “strongly dissatisfied” till “strongly satisfied”. Therefore, respondents are requested to choose by ticking only one suitable answer. The scale sample questions are as shown below:

Question	**Food Quality**	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied
1	The smell and taste of foods trigger my appetite.					

Question	**Customer Intention to Revisit**	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
1	I would definitely visit the restaurant again.					

3.6 Data Processing

Data processing will be doing after the questionnaires are completed and answered by the respondents. Data processing occurs when data is collected and translated into usable and important information. It is significant to process the data properly in order to reduce or prevent the negative effect that will affect the data output. There are few elements consists in the data process such as data checking, data editing, data coding, data transcribing, data cleaning and also data analysis. These elements are important so that the data output could be performed more accurately in this study.

3.6.1 Data Checking

By checking data in this research, the error and problem can be disclosed earlier so that the correction can be made before the concrete questionnaires is distributed. The intention of carrying out this data checking is to assure the quality of questionnaires in order to collect data more accurate. After the data checking, the next will be proceeding to the data editing.

3.6.2 Data Editing

Data editing is second step under the data process which any mistake or error in data are checked by researchers or respondents so that correction can be made to increase the accuracy of the questionnaires (Hair, Bush & Ortinau, 2002). The purpose of editing data is to ensure that the information on a questionnaire will be prepared to transfer to the computer for further analysis. Data coding will be made after the process of data editing.

3.6.3 Data Coding

Regarding to Kothari (2004), data coding is defined as the process of assigning numerals or symbols to answer so that the data can be filled in into the computer for data analysis. Other than that, this helps to pre-code the questionnaire choices and also helpful for computer tabulation.

3.6.4 Data Transcribing

A later step is transcribing data which present after coding data. According to Malthorta (2006), data transcribing is a step that transfer the coded data from its original state-owned such as questionnaire to another state-owned. The researchers will interpret all the collected data from the questionnaires to the Statistical Project of Social Science (SPSS) software to process all data.

3.6.5 Data Cleaning

The last step of data process is data cleaning. After the data have been entered into a system of computer, the researcher should check them whether is it any errors occurred. Detecting and resolving the errors in coding and in transferring the data to the computer is defined as data cleaning. By implementing this uniformity checking, those inaccurate or unrelated data is determined and then either substituted, amended or removed.

3.7 Data Analysis

Data analysis is a learning process which achieved by comparing an empirical evidence and the theoretical expectations. Other than that, data analysis will be occurred every time the theory and data are compared. This comparison occurs in the study when researchers strive to make sense of the observations. In surveys or experiments, the researcher ordinary brings theory and collected data together when study a hypothesis when the data have been gathered. In other word, data analysis created a continued interaction between theory and data.

Other than that, data analysis starts with a statement of hypotheses, the composition of a theoretical model and also relationships among a set of variables. Researcher processes the data that gathered through all the survey questionnaires by using the Statistical Package for Social Science (SPSS). SPSS is a method that applied to observe Frequency analysis and independent sample t-test in the study. In the research, descriptive analysis, internal reliability test, and inferential analysis are methods which used to evaluate the data that collected from the questionnaires.

Descriptive analysis is the changes of the primary data into a constitute that will make researchers more amiable to understand and translate the data (Zikmund, 2003). Other than that, it will also need to rearrange the ordering of the data and manipulating the data in order to produce descriptive information. According to Trochim (2001), descriptive statistics are applied to show quantitative descriptions in an administered form. There may have a lot of measures in a research or there may measure a large number of respondents. Thus, descriptive analysis assists us to predigest the huge amounts of collected data in a conscious way.

In addition, test reliability is also applied in this study to evaluate all the collected data. Reliability can be exposed to the consistency or stability of measurement. Since test reliability is a requirement to achieve efficiency, the results of reliability analysis use internal consistency measurement with coefficient alpha (also named the Cronbach's alpha) as a measure of homogeneity of items was used (Rosaroso, 2015). The coefficients of reliability over 0.70 have met the appropriate standards (Stephanie, 2014).

Next, inferential analysis is a common technique designed and used for sample. According to Warner (2012), inferential analysis uses a descriptive statistic for a sample to make judgement or estimation about the value of a relevant population parameter. P-values and confidence intervals are required to use in order to give some levels of certainty that sample statistics appraise to the larger population. A P-value that below 0.05 shows that there is a 5 percent probability that the prediction does not

precise embody the population parameter because of error that occured in sampling (Gibbs, Shafer, & Miles, 2015).

3.8 Conclusion

In conclusion, this chapter covered the research methodology that used to carry out the research, including research design, data gathered methods, sampling design, research instrument, construct measurement, data process, and data analysis. Furthermore, convenience sampling that under non-probability sampling is used to select the 150 respondents who live in Klang Valley area so that the data would be more accurate. Next, the survey method was included and also distributed the questionnaires through online. The IBM SPSS has been used as the purpose of data analysis. Therefore, the outcome of the statistical analysis will be discussed in chapter 4 according to the data collected.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, researchers will analyze the results of the survey questionnaire. Data obtained from 120 respondents were analyzed by utilizing the Statistical Package Social Science (SPSS) Version 20.0 system. All questionnaires were fully answered by these respondents. Other than that, the components will be covered in the topic consist of descriptive analysis, scale measurement and inferential analysis. Inferential analysis carried out multiple regression and linear regression. The results will be illustrated in the forms of chart and table in order to provide a clear cut picture of the data. Last but not least, a summary of the hypotheses findings will also have covered in this chapter.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

In this study, four questions were asked under the respondents' demographic profile. The questions consist of gender, age, occupation and also monthly income.

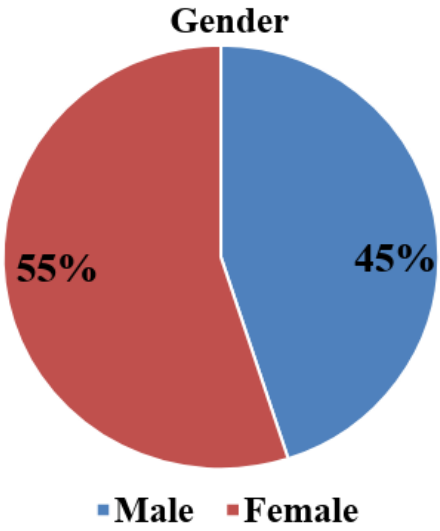
4.1.1.1 Gender

Table 4.1 Gender

Gender	Frequency	Percentage (%)
Male	54	45.0
Female	66	55.0
Total	120	100

Source: Developed for the research

Figure 4.1 Gender



Source: Developed for the research

Table 4.1 and Figure 4.1 have shown the gender distribution in this study. There are a total of 120 respondents in this research. A majority of the respondents is female which consists of 55 percent or 66 respondents while the male consists of 45 percent or 54 respondents.

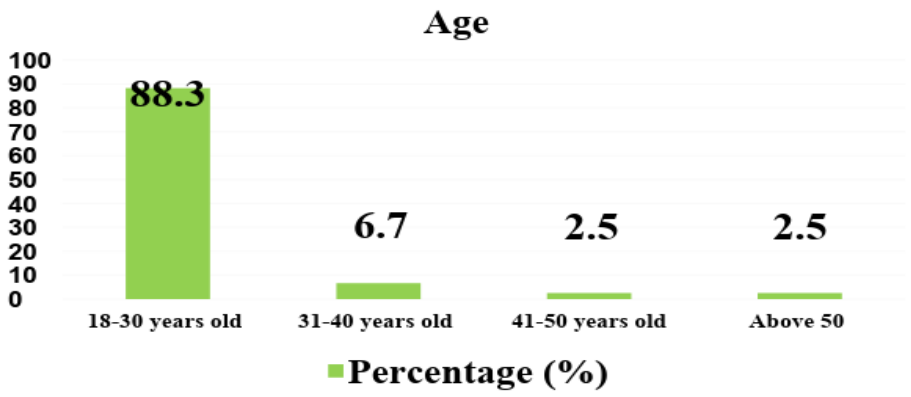
4.1.1.2 Age Group

Table 4.2 Age Group

Age Group	Frequency	Percentage (%)
18 - 30 years old	106	88.3
31 - 40 years old	8	6.7
41 - 50 years old	3	2.5
Above 50 years old	3	2.5
Total	120	100

Source: Developed for the research

Figure 4.2 Age Group



Source: Developed for the research

Referring to the Table 4.2 and Figure 4.2, there are four categories of age group provided which are 18 to 30 years old, 31 to 40 years old, 41 to 50 years old and above 50 years old. The age range between 18 and 30 years old occupied the highest proportion among 120 respondents which consists 88.3 percent or 106 respondents. Next, the age range between 31 and 40 years old has about 6.7 percent or 8 respondents. Then followed by respondents who aged between 41 and 50 years old and respondents who above 50 years old. Both of the age ranges have the same amount of respondents which are 3 respondents or 2.5 percent of respondents.

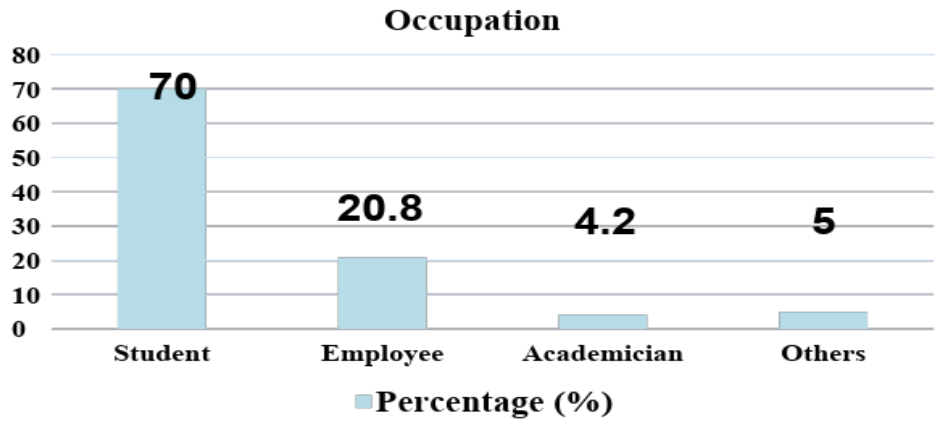
4.1.1.3 Occupation

Table 4.3 Occupation

Occupation	Frequency	Percentage (%)
Student	84	70.0
Employee	25	20.8
Academician	5	4.2
Others	6	5.0
Total	120	100

Source: Developed for the research

Figure 4.3 Occupation



Source: Developed for the research

Based on the Table 4.3 and Figure 4.3, occupation has distributed into four categories which are student, employee, academician and others. From this research, most of the respondents are students and it has occupied 70 percent or 84 respondents among 120 respondents. In addition, the employees are about 20.8 percent or 25 respondents in this research while there are 4.2 percent or 5 respondents in the category of academician. The remaining respondents are in the category of others which consists of 5 percent or 6 respondents among 120 respondents.

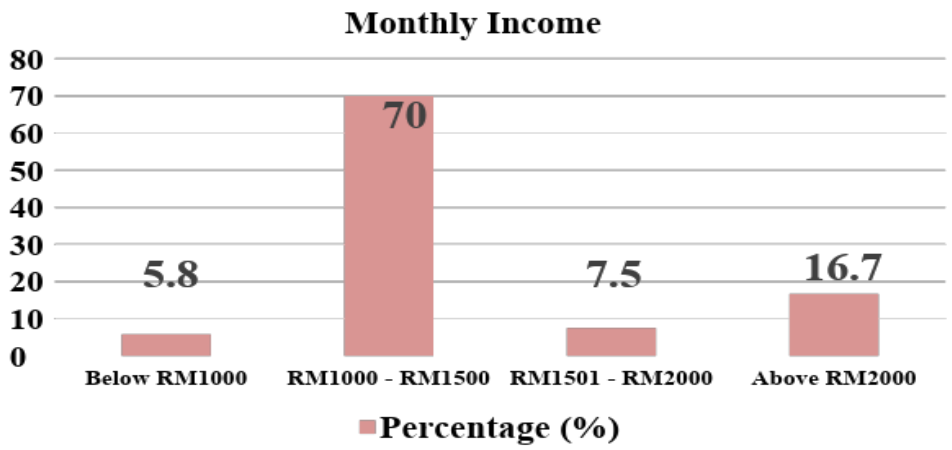
4.1.1.4 Monthly Income

Table 4.4 Monthly Income

Monthly Income	Frequency	Percentage (%)
Below RM1000	7	5.8
RM1000 – RM1500	84	70.0
RM1501 – RM2000	9	7.5
Above RM2000	20	16.7
Total	120	100

Source: Developed for the research

Figure 4.4 Monthly Income



Source: Developed for the research

Based on Table 4.4 and Figure 4.4, analysis shows the monthly income of the respondents. It has distributed into 4 ranges. The monthly income of below RM1000 comprises 5.8 percent or 7 respondents while the monthly income of between RM1000 to RM1500 has occupied the highest proportion which is 70 percent or 84 respondents. Next, the monthly income of above RM2000 has approximately 16.7 percent or 20 respondents. The monthly income range between RM1501-RM2000 has the proportion of 7.5 percent which is about 9 respondents among 120 interviewees.

4.1.2 Respondent General Information

In this research, the total four questions were asked under the general information of interviewee which include the frequency of visiting American fast food restaurants, the preferred meal time, money spent for a meal in American fast food restaurants and also the reason that choose to dine in the restaurants.

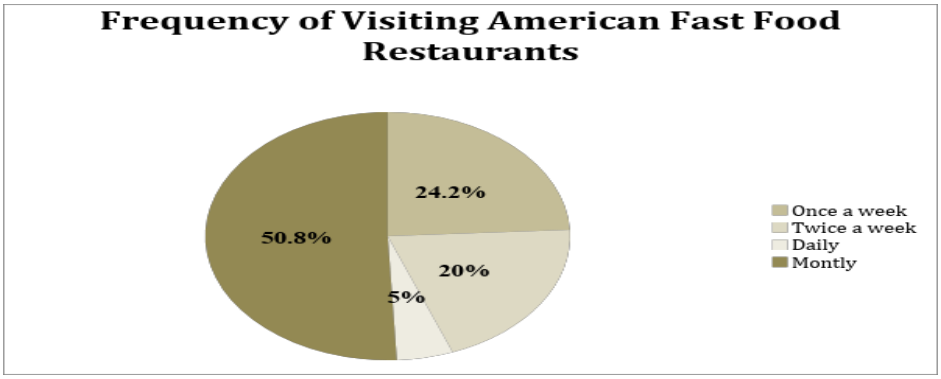
4.1.2.1 How frequent do you visit to American fast food restaurants?

Table 4.5 Frequency of Visiting American Fast Food Restaurants

Frequency of visiting American Fast Food restaurants	Frequency	Percentage (%)
Once a week	29	24.2
Twice a week	24	20.0
Daily	6	5.0
Monthly	61	50.8
Total	120	100

Source: Developed for the research

Figure 4.5 Frequency of Visiting American Fast Food Restaurants



Source: Developed for the research

According to the Table 4.5 and Figure 4.5, there are 50.8 percent or 61 respondents among 120 respondents visit to the American Fast Food restaurants once a week which constitute the highest proportion. Other than that, there are 24.2 percent or 29 respondents prefer to visit American Fast Food restaurants twice a week while there are about 20 percent or 6 respondents are prefer to visit daily. Meanwhile, only 5 percent of the respondents prefer to visit American fast food restaurants weekly.

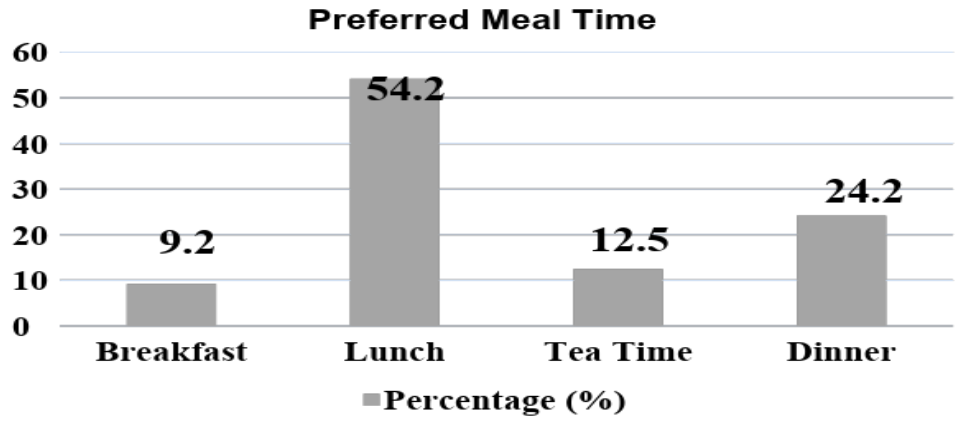
4.1.2.2 What meal time do you more prefer while visit to American fast food restaurants?

Table 4.6 Preferred Meal Time

Preferred meal time	Frequency	Percentage (%)
Breakfast	11	9.2
Lunch	65	54.2
Tea Time	15	12.5
Dinner	29	24.2
Total	120	100

Source: Developed for the research

Figure 4.6 Preferred Meal Time



Source: Developed for the research

According to Table 4.6 and Figure 4.6, a majority of the interviewees which are 65 persons prefer to visit American fast food restaurants during lunch time. Next, there are 24.2 percent or 20 of the respondents are prefer to visit during dinner time. Meanwhile, the tea time constitutes of 12.5 percent or 15 respondents. Then, it is followed by the breakfast time which consists of only 9.2 percent of the respondents and this has occupied the lowest proportion among 120 respondents.

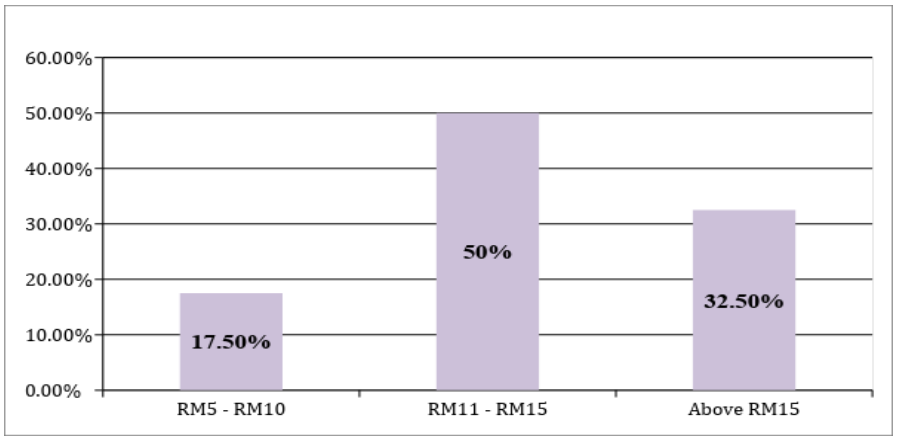
4.1.2.3 How much do you usually spend for a meal in American fast food restaurants?

Table 4.7 Money Spent for a Meal in American Fast Food Restaurants

Money Spent	Frequency	Percentage (%)
Below RM5	0	0
RM5 – RM10	21	17.5
RM11 – RM15	60	50.0
Above RM15	39	32.5
Total	120	100

Source: Developed for the research

Figure 4.7 Money Spent for a Meal in American Fast Food Restaurants



Source: Developed for the research

Based on the Table 4.7 and Figure 4.7, there is a 0 percent or no respondent usually spends below RM5 in American Fast Food restaurants for a meal. Majority of the respondents usually spend between RM11 – RM15 which consist of 50 percent or 60 respondents among 120 respondents. Furthermore, minority of the respondents which are 32.5% of them spend above RM15 for a meal in the American Fast Food restaurants while there are 17.5 percent or 21 of the respondents spend about RM5 – RM10 for a meal in the restaurants.

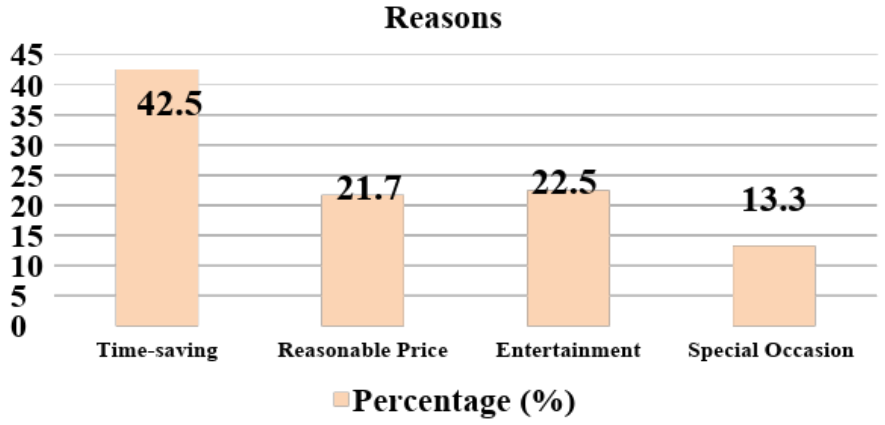
Table 4.8 Reason that choose to dine in American Fast Food Restaurants

Reasons	Frequency	Percentage (%)
Time-saving	51	42.5
Reasonable Price	26	21.7
Entertainment	27	22.5
Special Occasion	16	13.3
Total	120	100

Source: Developed for the research

4.1.2.4 Why do you choose to dine in American fast food restaurants rather than other traditional restaurants?

Figure 4.8 Reason that choose to dine in American Fast Food Restaurants



Source: Developed for the research

Regarding to the Table 4.8 and Figure 4.8, an analysis shows that there are 42.5 percent of the respondents select to dine at American fast food restaurants because of time-saving. Other than that, there are 22.5 percent or 27 respondents that select to dine at American fast food restaurants due to the entertainment while 21.7 percent of respondents are because of the reasonable price. Last but not least, there are also 13.3 percent of respondents dine in American Fast Food restaurants due to the reason on special occasion.

4.1.3 Descriptive Statistics

Table 4.9 Descriptive Statistics on Variables

No.	Variables	N	Mean	Standard Deviation	Ranking
1	Food Quality	120	3.523	0.9728	2
2	Service Quality	120	3.207	1.025	4
3	Restaurant Environment	120	3.487	0.9746	3
4	Customer Satisfaction	120	3.555	0.9378	1

Source: Developed for the research

Table 4.9 demonstrates the descriptive statistics of food quality, service quality, restaurant environment and customer satisfaction. Customer satisfaction possesses the highest mean among the variables which is 3.555. After that, it is followed by the food quality and restaurant environment which represents 3.523 and 3.487 respectively. Meanwhile, service quality possesses the lowest mean among all the variables which consist of 3.207. Table above displays the most of the interviewees agreed that the customer satisfaction has the most impact on behavioral intention towards American fast food

restaurants while the service quality has the least impact towards the behavioral intention.

Furthermore, standard deviation that stated above shows how the data is related to the mean. From this study, service quality contains the highest standard deviation among the variables which is 1.025, followed by the restaurant environment and food quality which is 0.9746 and 0.9728 respectively. Finally, the customer satisfaction has the least standard deviation among all the variables which is only 0.9378.

4.2 Scale Measurement

4.2.1 Internal Reliability Test

In the part of reliability test, the famous approach will be used in this research which is the Cronbach's alpha. Cronbach's alpha was used in order to observe the internal reliability of 25 items used in measure the five constructs. The Cronbach's alpha differs from 0 to 1 and the value that below 0.5 is indicated that unacceptable internal reliability.

Table 4.10 Reliability Test

No.	Constructs	Cronbach's alpha	No. of items
1	**Food Quality**	0.862	5
2	**Service Quality**	0.859	5
3	**Restaurant Environment**	0.887	5
4	**Customer Satisfaction**	0.942	5
5	**Behavioral Intention**	0.932	5

Source: Developed for the research

Regarding to the Table 4.10, it demonstrates the results of all the constructs which have exceeded 0.5. Customer satisfaction was measured by 5 items and it contains the highest alpha coefficient which is 0.942, followed by the construct of behavioral intention that measured by 5 items which consists of 0.932. Next, the restaurant environment was estimated by 5 items and has the alpha coefficient of 0.887. Food quality was also estimated by 5 items and created the alpha of 0.862. Lastly, the service quality has the lowest alpha coefficient which is 0.859.

4.3 Inferential Analysis

4.3.1 Multiple Regression Analysis

Table 4.11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856[a]	.732	.726	.44341

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

Source: Developed for research

Table 4.11 has displayed that 0.732 represents R Square for regression of customer satisfaction of 0.856. In contrast, 73.2 percent of variation in the customer satisfaction was affected by the three independent variables which are food quality, service quality, and restaurant environment. The other 26.8 percent stay unaffected.

Table 4.12: ANOVA[a]

	Sum of Squares	df	Mean Square	F	Sig.
Regression	62.430	3	20.810	105.841	.000[b]
Residual	22.807	116	.197		
Total	85.237	119			

a. Dependent Variable: Customer Satisfaction

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

Source: Developed for research

As illustrated in the ANOVA, Table 4.12, F = 105.841; p = 0.000 < 0.001, hence, fitness for the model is confirmed. The overall regression model with three predictors of food quality, service quality, and restaurant environment have worked well in explaining the variation in customer satisfaction.

Table 4.13: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.049	.203		.243	.808		
	Food Quality	.426	.075	.395	5.683	.000	.478	2.093
	Service Quality	.178	.083	.172	2.131	.035	.353	2.830
	Restaurant Environment	.411	.077	.393	5.317	.000	.422	2.367

a. Dependent Variable: Customer Satisfaction

Source: Developed for the research

Based on the Table 4.13, the equation of multiple regression is created as below:

Customer Satisfaction = 0.049 + 0.426 (Food Quality) + 0.178 (Service Quality) + 0.411 (Restaurant Environment)

There is a significant positive relationship between food quality, service quality, restaurant environment and customer satisfaction. According to the created equation, regression coefficient of 0.426 represents food quality. It indicates that the degree of customer satisfaction will rise up 0.426 units when food quality raise per unit while others are constant. Besides, the regression coefficient of 0.178 represents service quality which indicates that the degree of customer satisfaction will rise up 0.178 units when service quality raise per unit while others are remained. Additionally, regarding to the coefficient beta, the regression coefficient of 0.411 represents restaurant environment and this indicates that the level of customer satisfaction will rise up 0.411 units when the restaurant environment raise per unit while others are remained.

Food quality is the most influential on customer satisfaction among all the three independent variables, where the standardized beta is equal to 0.395. Therefore, food quality is a significant predictor of customer satisfaction and then followed by restaurant environment (0.393) and service quality (0.172).

The Variance Inflation Factor (VIF) clearly illustrates the effect of multicollinearity towards the variance of regression coefficient (O'Brien, 2007). Tolerance value illustrates the figure of variance of a specific independent variable which is not justified by other independent variables in equation (Warner, 2008). In order to have more significant information, the tolerance value must be high which more than 0.10. For the VIF that has a value of 4 to 10, it illustrates that the multicollinearity issues happened. Referring to the Table 4.13, there are no multicollinearity issues from the

analysis as the tolerance value for three variables are more than 0.1000 and the VIF value is less than 4 to 10 which indicates that the value did not go across the threshold.

4.3.2 Hypotheses Testing

Hypothesis 1

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

H_1: There is significant positive relationship between food quality and customer satisfaction.

Refuse H_0, if $p < 0.05$

According to the Table 4.13, the significant value of food quality is 0.000, which is lower than p-value of 0.05. Thus, H_0 is refused, which means that there is significant positive relationship between food quality and customer satisfaction.

Hypothesis 2

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

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

Refuse H_0, if $p < 0.05$

According to the Table 4.13, the significant value of service quality is 0.035, which is lower than p-value of 0.05. Thus, H_0 is refused, which means that there is significant positive relationship between service quality and customer satisfaction.

Hypothesis 3

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

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

Refuse H_0, if $p < 0.05$

According to the Table 4.13, the significant value of service quality is 0.000, which is lower than p-value of 0.05. Thus, H_0 is refused, which means that there is significant positive relationship between restaurant environment and customer satisfaction.

4.3.3 Linear Regression Analysis

Table 4.14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821[a]	.674	.672	.53266

a. Predictors: (Constant), Customer Satisfaction

Source: Developed for the research

Table 4.14 has illustrated that 0.674 represents R Square for the regression of behavioral intention of 0.821. Conversely, 67.4 percent of variation in the behavioral intention was impacted by the mediator (customer satisfaction). The rest of 32.6 percent remain uninfluenced.

Table 4.15: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.351	1	69.351	244.426	.000[b]
	Residual	33.480	118	.284		
	Total	102.832	119			

a. Dependent Variable: Behavioral Intention

b. Predictors: (Constant), Customer Satisfaction

Source: Developed for the research

As depicted in the ANOVA, table 4.15, F = 244.426; p = 0.000 < 0.001, hence, fitness for the model is confirmed. The overall regression model with one predictor of customer satisfaction has worked well in explaining the variation in behavioral intention.

Table 4.16: Coefficients[a]

Model		Unstandardized Coefficients	Standardized Coefficients		t	Sig.	Collinearity Statistics Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.402	.211		1.906	.059		
	Customer Satisfaction	.902	.058	.821	15.634	.000	1.000	1.000

a. Dependent Variable: Behavioral Intention

Source: Developed for the research

Based on the Table 4.16, the linear equation is formed as follow:

Behavioral Intention = 0.402 + 0.902 (Customer Satisfaction)

According to the equation formed, regression coefficient of customer satisfaction is 0.902 and this indicates that the level of behavioral intention will increase 0.902 units when customer satisfaction increased one unit while others maintain. Meanwhile, its standardized beta coefficient is equal to 0.821.

The Variance Inflation Factor (VIF) clearly shows the effect of multicollinearity towards the variance of regression coefficient (O'Brien, 2007). Tolerance value illustrates the figure of variance of a specific independent variable which is not justified by other independent variables in equation (Warner, 2008). In order to have more significant information, the tolerance value must be high which more than 0.10. For the VIF that has a value of 4 to 10, it illustrates that the multicollinearity issues happened. Based on Table 4.16, there are no multicollinearity issues from the analysis as the tolerance value for a variable is 0.1000 and the VIF value is less than 4 to 10 which indicates that the value did not go across the threshold.

4.3.4 Hypothesis Testing

Hypothesis 4

H_0: There is no significant relationship between customer satisfaction and behavioral intention.

H_4: There is positive significant relationship between customer satisfaction and behavioral intention.

Reject H0, if $p < 0.05$

Regarding to Table 4.16, the significant value of customer satisfaction is 0.000, which is below the p-value of 0.05. Therefore, H0 is rejected which

indicates that there is a positive significant relationship between customer satisfaction and behavioral intention.

4.4 Conclusion

This chapter has concluded the general information of respondents and the demographic profile have been analyzed by the descriptive analysis. Other than that, the internal stability test also used in order to examine the reliability of all the five constructs which are food quality, service quality, restaurant environment, customer satisfaction and behavioral intention toward American fast food restaurants. Additionally, inferential analysis has been measured by multiple regression analysis and also linear regression in order to examine whether the independent variables and mediator has impact or relationship towards the dependent variable.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

This chapter will be covered a summary for this whole research project. Firstly, there is a conclusion of statistical analysis, including the descriptive analysis and inferential analysis which are interpreted and analyzed in the previous chapter 4. Next, the discussion of main findings which is the results that gathered from the study will be used to verify the study objectives and also the developed hypotheses statement. The implication of the research will be discussed in this chapter. In addition, the researchers will identify the limitations and at the same time provide the recommendations for this study. Last but not least, the conclusion will be at the last part of this research project.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

In this research, a total 120 sets of questionnaires is distributed through online and directly to the respondents. All the questionnaires were filled completely by all the respondents so there were not any missing data occurred. For the respondent demographic profile, the respondent's personal detail is assorted into different components such as gender, age groups, occupation and also monthly income. Based on the results and the analysis of the data, majority of the respondents are female which consists of 55 percent throughout the whole sample size. Other than that, the age groups of the respondents are mostly in

between 18 to 30 years old which has the frequency of 106 respondents (88.3 percent). In addition, 70 percent of respondents are student which still pursuing their studies currently and there are also minority 20.8 percent of respondents are employees. Lastly, more than half of the respondents which is 70 percent of them have the monthly income between RM1000 to RM1500.

Besides that, under the section of respondent general information, the results shows that approximately half of the respondents preferred to visit to the American fast food restaurants monthly which consists of 50.8 percent throughout the sample size. Meanwhile, there are 54.2 percent which is 65 of the respondents preferred to visit the American Fast Food restaurants during lunch time. The amount money that spent by most of the respondents are in between RM11 to RM15. Finally, majority of the respondents which consists of 42.5 percent of them choose to dine in the American fast food restaurants are because of the time-saving.

5.1.2 Scale Measurement

5.1.2.1 Reliability Analysis

The scale measurement for this research is mainly based on the reliability test. There is one method used in this research to observe the reliability of 25 items which is the Cronbach's Alpha reliability test. Among the five variables, customer satisfaction has the highest alpha coefficient which is 0.942 and then followed by the construct of behavioral intention that measured by 5 items which consists of 0.932. Next, the restaurant environment also measured by 5 items and has the alpha coefficient of 0.887. Food quality has the results of 0.862. Lastly, service quality has the lowest alpha coefficient among all the measured structure which consists of 0.859. Thus, the reliability test results

show that all the variables have reached the satisfactory requirement while all the variables is greater than 0.7.

5.1.3 Inferential Analysis

5.1.3.1 Multiple Regression Analysis

Multiple regressions were done in chapter 4 to examine the relationship among independent variables which are, service quality, food quality and restaurant environment against customer satisfaction towards behavioral intention. From an outcome of regression illustrated in Table 4.11, 0.732 represents R Square for regression of customer satisfaction of 0.856. In addition, 73.2 percent of variation in the customer satisfaction was affected by the three independent variables which are, service quality, food quality and restaurant environment. According to the Table 4.13, an equation has been formed as shown below.

Customer Satisfaction = 0.049 + 0.426 (Food Quality) + 0.178 (Service Quality) + 0.411 (Restaurant Environment)

By regarding to Table 4.13, the outcomes depicted that all the independent variables which are food quality, service quality, and restaurant environment have strongly impact on customer satisfaction. Regarding to the equation developed, regression coefficient of 0.426 represents food quality. Besides, the regression coefficient of 0.178 represents service quality and then followed by restaurant environment is 0.411. Among these three independent variables, food quality has the most influential on customer satisfaction where standardized beta is equal to 0.395. Hence, food quality is a significant predictor of customer satisfaction and then followed by restaurant

environment (0.393) and service quality (0.172). Furthermore, these three hypotheses have examined and were supported by significant level of below 0.05. As an outcome, H_1, H_2, and H_3 were supported.

5.1.3.2 Linear Regression Analysis

Linear regression was also completed in previous chapter for determining the significant relationship between customer satisfaction and behavioral intention. According to the Table 4.14, R Square is 0.674 for regression of behavioral intention of 0.821. Additionally, 67.4 percent of variation in the behavioral intention was affected by the mediator (known as customer satisfaction). Moreover, regarding to the Table 4.16, the linear equation is formed as below:

Behavioral Intention = 0.402 + 0.902 (Customer Satisfaction)

According to the equation formed, regression coefficient of customer satisfaction is 0.902 and its standardized beta coefficient is equal to 0.821. As such, hypothesis of H_4 was examined and it supported with the significant level of less than 0.05.

5.2 Discussion of Major Findings

Table 5.1: Summary of the Research Objectives, Developed Hypotheses and Results

Research Objectives	Hypotheses	Results	Supported
To investigate the relationship between food quality and customer satisfaction.	There is significant positive relationship between food quality and customer satisfaction.	P = 0.000 (P < 0.05)	Yes
To investigate the relationship between service quality and customer satisfaction.	There is significant positive relationship between service quality and customer satisfaction.	P = 0.035 (P < 0.05)	Yes
To investigate the relationship between restaurant environment and customer satisfaction.	There is significant positive relationship between restaurant environment and customer satisfaction.	P = 0.000 (P < 0.05)	Yes
To investigate the relationship between customer satisfaction and behavioral intention.	There is significant positive relationship between customer satisfaction and behavioral intention.	P = 0.000 (P < 0.05)	Yes

Source: Developed for the research

5.2.1 Food Quality

The first developed hypothesis statement observed the relationship between food quality and customer satisfaction. Multiple regression analysis in this study ($P < 0.05$) shows and prove that food quality can influence degree of customer satisfaction to the behavioral intention towards American fast food restaurants. Other than that, the result of Cronbach's Alpha value for food quality is 0.862 which above the satisfactory requirement. Therefore, there is a significant positive relationship between food quality and customer satisfaction.

Besides that, the hypothesis statement was also supported by the previous studies. According to Peri (2006), food quality is significant element that will be required by customers to satisfy their needs and expectations toward the selected restaurant. Other than that, Liu & Jang (2009) have stated that food quality is a necessary aspect in the success of restaurant. Previous studies also stated that food quality has positive relationship towards customer satisfaction (Namkung & Jang, 2007; Canny, 2014; Nasir et al., 2014). In addition, Prybutok & Qin (2009) explored the hidden dimensions of service quality and observed the relationships between food quality, service quality, customer satisfaction and behavioral intentions in fast-food restaurants. Thus, it has truly determined that food quality has a significant positive relationship towards customer satisfaction. The research purpose of this study is achieved while the relationship between food quality and customer satisfaction is examined.

5.2.2 Service Quality

The second developed hypothesis statement observed the relationship between service quality and customer satisfaction. According to the analysis of

multiple regression in this study ($P < 0.05$), it shows and indicate that service quality will influence customer satisfaction to the behavioral intention. The result of the reliability test for the construct of service quality is 0.859 which is also above the acceptable condition. Thus, there is a significant positive relationship between service quality and customer satisfaction.

A few of studies which supported the hypothesis statement of service quality such as Syed (2006) indicated that service quality is a considerable factor which drive satisfaction in the service sector or environment. It is important for the quality in the service sector and it is also proved that there is significant positive relationship towards profit, return on investment, customer satisfactions and also customer intention to revisit in the future (Buzzell & Gale, 1987; Boulding et al., 1993; Anderson, Fornell & Lehmann, 1994; Rust & Oliver, 1994). Furthermore, Yu (2002) stated that high standard of service quality will lead customers become satisfaction, which will accordingly raise the revisit intention to the restaurant of the customers such as behavioral intention. Hence, it has proved that there is a significant positive relationship between service quality and customer satisfaction. The research objective of this research is achieved while the relationship between service quality and customer satisfaction is examined.

5.2.3 Restaurant Environment

The third developed hypothesis statement examined the relationship restaurant environment between customer satisfaction. By referring the results of multiple regression analysis ($P < 0.05$), it shows that the restaurant environment is influencing the customer satisfaction. The result of Cronbach's Alpha value is above the acceptable requirement which is 0.887 and intentionally there is a significant positive relationship between restaurant environment and customer satisfaction.

There are few of studies have been proven that the hypothesis statement of restaurant environment. As such, physical environment is a significant indicator in which a restaurant can build its competitive advantage (Hanaysha, 2016). Designing the pleasant restaurant environment also is a key success to determine high degree of customer satisfaction in the restaurant business (Ryu et al., 2008; Liu et al., 2009; Ryu et al., 2010). In addition, many researchers also study the influence of environmental towards the customer satisfaction and repurchase intention (Githiri, 2016; Ryu et al., 2010; Ryu, 2012). Another study depicts that how building designs and décor, equipment, and ambience of a restaurant significantly influence customer satisfaction (Wakefield et al., 1999). Therefore, it had proved that there is a significant positive relationship between restaurant environment and customer satisfaction. The research goal of this study is achieved while the relationship between restaurant environment and customer satisfaction is examined.

5.2.4 Customer Satisfaction

The last developed hypothesis statement examined the relationship customer satisfaction between behavioral intention. By referring the results of linear regression analysis ($P < 0.05$), it shows that the customer satisfaction will influence the behavioral intention. The result of Cronbach's Alpha value is above the acceptable requirement which is 0.932 and intentionally there is a significant positive relationship between customer satisfaction and behavioral intention.

The previous study that support this hypothesis statement can be referred to Oliver (1997), stated that the behavioral intention such as repurchase and positive word-of-mouth is everything which connected in a behavior intention. Other than that, behavioral intention is also an intention from a customer to

revisit the restaurant again and the intention of frequently visit to the destination (Baker et al., 2000). According to Kim et al. (2011) mentioned that the customer satisfaction is a defining element in indicating if a customer will have the intention to revisit a destination or repeat a purchase. In order to expand or wider the market segments in the food and beverage industry, customer satisfaction is a powerful driver of customer intent to repurchase or revisit to the restaurant (Oh, 2000). Hence, it has determined that customer satisfaction has a significant positive and direct relationship towards behavioral intention to revisit. The research objective of this study is achieved while the relationship between customer satisfaction and behavioral intention is examined.

5.3 Implications of the Study

5.3.1 Managerial Implications

This study concentrates on the behavioral intention to revisit the American fast food restaurants among Malaysian consumers. By referring the overall findings and analyses of research, there are some significant implications to be considered in this study.

5.3.1.1 Food Quality

From this study, the result shows that food quality has a significant positive relationship towards customer satisfaction and leads to behavioral intention to revisit. The researchers have found out that food quality was an important determinant of customer evaluation towards a restaurant (Susskind et al., 2000). Furthermore, other than physical environment and service quality, food

quality is a major driver of customer satisfaction and also repeat intention of consumers (Sulek et al., 2004). Thus, the American fast food restaurants must have a coordinate supply chain and putting more efforts to deliver the best value for their customers in order to retain the current and future potential customers. In addition, the ingredient preparing process must be managed well time-to-time so that the food quality fresh and good tastes.

5.3.1.2 Service Quality

Service quality has the most positive relationship towards customer satisfaction and leads to behavioral intention to revisit. Hence, it implies that service quality is important for the quality in the service sector and it is also confirmed that there is significant positive relationship towards profit, return on investment, customer satisfaction and also customer intention to revisit in the future (Gale et al., 1987; Kalra et al., 1993; Fornell et al., 1994; Oliver et al., 1994). Moreover, Izogo et al. (2015) also criticized that customer satisfaction and loyalty could be enhanced by service quality. The authors also mentioned that SERVQUAL is the best measurement of service quality. Hence, American Fast Food restaurants must provide good employee training so that the employees may be able to deliver the best service to customer in order to meet their needs and wants and at the same time increase the probability of behavioral revisit intention.

5.3.1.3 Restaurant Environment

There are many findings revealed the restaurant environment is another factor that affects the customer's dining experience on customer satisfaction and behavioral intention to revisit the American fast food restaurants. Moreover, the perception and mood of customers also would be influenced when dining

in the fast food restaurant. Thus, restaurant environment is significant determinant in fast food industry. It is necessary for American fast food restaurateurs put much time and efforts in designing the comfortable and pleasant environment to customers so that they have satisfied dining experiences in the restaurant. Ryu & Han (2010) displayed that the price sensitivity of customers is reducing in order to get better dining environment in restaurants. Furthermore, Chen et al. (2016) mentioned that the restaurant atmosphere is perceived by diners as the single active feature of restaurant and even more significant than food served. Fast food marketers should continue to upgrade the restaurant environments in order to strengthen positive feelings of consumers and thus increase their willingness to revisit (Xiao et al., 2018). Definitely, this is an effective mean to raise sales volume. Therefore, restaurant environment is a significant factor that needs to be considered by marketers in order to create core competence among rivals in the sector.

5.3.1.4 Customer Satisfaction

Today, customer satisfaction is a significant predictor of a company's future performance in order to forecast the customer retention (Cengiz, 2010). Competitors may have opportunity to take customers from the restaurant if it cannot satisfy expectation of customers. Furthermore, Expectancy Disconfirmation Theory is introduced to measure customer satisfaction by comparing the gap between customer's expectation and perceived performance of a product or service (Oliver, 1980; Spreng et al., 2003; Patterson et al., 1997). Hence, American fast food restaurateurs should use this theory as a marketing tool to manage their restaurants. Besides that, the American fast food restaurateurs need to evaluate and provide effective insights into the performance of restaurant by collecting and getting ratings for customer satisfaction. It is vital to give customers an opportunity to show their responses and feedback about the overall satisfaction degree based on

dining experience in restaurant. By analyzing customer satisfaction level, American restaurateurs able to capture and solve the problems before customers switch to another restaurant. This is because customer satisfaction is associated to the customer retention and positive, while customer dissatisfaction will lead to negative emotion and discontinue to involvement (Noone et al., 2007; Liljander et al., 1997).

The customer satisfaction probably is an important factor that influences the revisit intentions of the customers (Oh, 1999; Rimmington et al., 2000; Andreu et al., 2001; Bowen 2001; Kozak 2001). It shows that the customer satisfaction has a significant positive relationship towards the behavioral intention to revisit. Furthermore, satisfying customers is a significant element because it has an effect on expectation and intention of customer repurchases decision to patronize the restaurant (Fuchs et al, 2004). It is also a main variable in consumer behavioral intention due to it is strongly influential on customer loyalty and intention to patronize a location (Kim et al., 2015). Therefore, highly satisfied customers will have a strong behavioral intention to revisit the American fast food restaurants due to the highly satisfaction. Moreover, the customers will also promote and recommended to their family or peers so that they will visit the restaurant in future. The customers tend to be loyal to the restaurants and this will also increase the reputation of the restaurant.

5.4 Limitations of the Study

In this research project, there are many limitations occurred in the study process. Limitations are vital to figure out so that it may let the researchers to have the opportunity to learn and improve in further study or research. The limitations are stated as below and there are also recommendations provided in order to improve in future research. The first limitation in this research is the time and financial

constraint. There are the limitations of limited sample size and also budget constraint in conducting this study. There are only 120 set of questionnaires distributed through online and directly to the respondents which located in Klang Valley area. The researchers are unable to collect more data in Klang Valley due to the limitations of time. Hence, this research is not able to use to recap the overall population of Klang Valley area.

Other than that, the sample bias is also occurred during the progress of the research. From the frequency of the respondents' demographic profile, it shows that there is unequal distribution of respondents while there are majority of female throughout the 120 respondents. Other than that, 88.3 percent of the interviewees are in the age group from 18 to 30 years old and this has occupied more than half of the respondents. Most of the respondents are students in compared to other occupation which students consists of 70 percent throughout the whole sample size. Therefore, the results might show lesser representatives as the distribution is not equal.

Furthermore, it is also difficult to guarantee that all the respondents can fully comprehend the questionnaires since the questionnaires are only in English language. As a matter of fact, there may be some of the respondents misunderstood and misinterpreted the survey questionnaire and this will influence the attitude of respondents in answering the survey questionnaire which they may just simply or randomly choose the provide options as long as they can complete the questionnaire. Consequently, this may cause the less accurate in the final results.

Finally, the difficulty is limited access to journal articles. There are many online journal articles are requested to pay and access. These have limited and reduced the opportunity to access and refer more knowledgeable journal articles to get effective information. However, the researchers could also choose to pay and access the journal articles if it is affordable to pay.

As a conclusion, there are few limitations occurred during the research process but it is a good opportunity for researchers to learn and proceed further.

5.5 Recommendations for Future Research

Due to only 120 questionnaires are distributed for this research, researchers should increase the sample size to ensure the accuracy of the research results and to increase the statistical power. The method of solving the limited time and budget to collect more data is to expand the area through online distribution. The researchers can distribute the questionnaires in social media – Facebook because many different public groups are created based on the states such as university confessions. Therefore, the researchers can collect data from different states at the same time. In the period of collecting data through Facebook, the researcher can also interview the respondents who are familiar with the researcher. The respondents are ready to spend the time to answer the questionnaires and provide more reliable answers because they know the researchers' interview purpose. Hence, this allows the researchers to obtain greater responses and wide perspectives for the future research.

Furthermore, the researchers should become initiative and outgoing. The researchers tend to interview female respondents rather than male respondents due to the gender of researchers. Thus, the researchers should self-reminder the purpose for interviewing male respondents is to complete the research project and assure the reliability of result, not to build any relationship with male respondents. Besides, the researcher also should neglect the power distance between lecturers or elders. The researchers need to take the initiative to ask the willingness of lecturers or elders whether they have time to fill in or answer the questionnaire. Therefore, the bias can be prevented when conducting to the research in the future.

Other than that, multi-lingual can be applied in setting the questionnaire. The questionnaire with different languages can reduce the language disability faced by

some interviewees. The researchers must set the questionnaire with Malay and Mandarin for the respondents to have better comprehending since most interviewees tend to own native languages and have different education background. Hence, it is not only can gather the accurate and reliable reaction from different respondents and also can reduce the requirement for the researchers to further explain the meaning of the questions. Then, the speed of collecting data could be quicker.

Finally, the researchers can learn some technical skills to access the journal articles for free through participating workshops. Therefore, the researchers can save more budgets for purchasing the journal articles and easy to generate more journal articles to support the research. The other method is visiting different libraries. The researchers can visit public library to find more journal articles if the time is allowed. This is because some public libraries have provided the related journals to publics. Thus, the researchers may can find the journal articles in one place rather than use more time to search the journal articles by using search engines.

5.6 Conclusion

This research was executed and aimed to observe or investigate behavioral intention to revisit of Malaysian consumers towards American fast food restaurants. There are few independent variables determined in this research such as food quality, service quality, restaurant environment and also customer satisfaction which has been discussed in Chapter 2. This research project has achieved the goal to determine the relationship between the independent variables towards the customer satisfaction and brings to the behavioral intention to revisit.

Other than that, the data collected from the 120 sets of questionnaires is also interpreted and analysed in Chapter 4. After investigating the multiple regression analysis and internal reliability analysis test, the results demonstrated and indicated that the independent variables which are food quality, service quality and restaurant

environment have significant positive relationship towards the customer satisfaction. In addition, Linear Regression Analysis has also indicated there is a significant positive relationship between customer satisfaction and behavioral intention to revisit.

In conclusion, the results of this research shows that behavioral intention to revisit is the most important indicator and has strongest impact that affect the behavioral intention to revisit the American fast food restaurants while service quality is the least important indicator and has less impact. Furthermore, some limitations have cultivated that occurred in this research and at the same time there were also recommendations provided for further research.

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Appendix 3.1: Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT

Bachelor of International Business (Hons)

Behavioral Intention towards American Fast Food Among Malaysian Consumers

Survey Questionnaire

Dear respondents,

We are undergraduate students from Universiti Tunku Abdul Rahman (UTAR) which currently study our degree course major in Bachelor of International Business (Hons). We are required to conduct a research project in our final year in order to accomplish our degree program. The topic for our research project is **"Behavioral towards American Fast Food Restaurants Among Malaysian Consumers"**. The objective of this research is to understand the intention of Malaysia's consumer to revisit the American Fast Food Restaurants. American Fast Food Restaurants involved McDonalds, KFC, Pizza Hut, Burger King, Subway, Wendy's, Carl's Jr. and so on.

Your willingness in participating in this questionnaire survey will be greatly appreciated. Your responses are fundamental to us to accomplish our study.

Please take note that this survey is strictly for academic purposes. We would like to ensure you that all the information and personal data collected will remain PRIVATE AND CONFIDENTIAL. We greatly thankful you for spending the precious time and efforts in completing this questionnaire. Thank you for your cooperation.

Name: CHONG CHI QING 1606355
KOK BENG KEE 1506541

Section A: General Information

INSTRUCTION: Please read the question carefully and provide only one answer by **TICKING** in the box provided.

Q1. How frequent do you visit to American Fast Food restaurants?

O Once a week

O Twice a week

O Daily

O Monthly

Q2. What meal time do you more prefer while visit to American fast food restaurants?

O Breakfast

O Lunch

O Tea Time

O Dinner

Q3. How much do you usually spend for a meal in American fast food restaurants?

O Below RM5

O RM5 - RM10

O RM11- RM15

O Above RM15

Q4. Why do you choose to dine in American Fast Food restaurants rather than other traditional restaurant?

O Time-saving

O Reasonable Price

O Entertainment

O Special Occasion

Section B: Construct Measurement

INSTRUCTION: Based on the below statement, please **TICK** one the most suitable answer to indicate the extent to which you satisfied or dissatisfied with the statement.

Question	**Food Quality**	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied
1	The smell and taste of foods served in the American fast food restaurants trigger my appetite.	1	2	3	4	5
2	The ingredients that used in the American fast food restaurants are fresh.	1	2	3	4	5
3	The foods are served in timely manner.	1	2	3	4	5
4	The foods are presented visually appealing.	1	2	3	4	5
5	Meal sets are served with different varieties of foods.	1	2	3	4	5

Question	**Service Quality**	Strongly Dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied
1	During peak hours, staffs in the American fast food restaurants are willing turn to help each other to keep speed and quality of service.	1	2	3	4	5
2	The American fast food restaurants provide prompt and efficient service to customers.	1	2	3	4	5
3	The food served by the American fast food restaurants are exactly the same as illustrated.	1	2	3	4	5
4	The American fast food restaurants sincere in handling customer complaint.	1	2	3	4	5
5	Staffs able to satisfy customers' special request.	1	2	3	4	5

Question	**Restaurant Environment**	Strongly Dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied
1	The dining areas of American fast food restaurants are clean.	1	2	3	4	5
2	The garbage areas of American fast food restaurants are clean and tidy.	1	2	3	4	5
3	There is no flies appear in the American fast food restaurants.	1	2	3	4	5
4	The pleasant air builds a comfortable restaurant atmosphere.	1	2	3	4	5
5	The American fast food restaurants' temperature is comfortable.	1	2	3	4	5

Question	**Customer Satisfaction**	Strongly Dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied
1	The performance of American fast food restaurants meet my expectations.	1	2	3	4	5
2	I am satisfied with the American fast food restaurants and it brings me to good mood.	1	2	3	4	5
3	I have a good impression of the American fast food restaurants.	1	2	3	4	5
4	My dining experience in the American fast food restaurants is pleasing.	1	2	3	4	5
5	I am really enjoyed myself in the American fast food restaurants.	1	2	3	4	5

Question	**Customer Intention to Revisit**	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
1	I would definitely visit the American fast food restaurants again.	1	2	3	4	5
2	I have the intention to dine in the American fast food restaurants again.	1	2	3	4	5
3	I would promote the American fast food restaurants in positive way.	1	2	3	4	5
4	I would recommend the American fast food restaurants to other people.	1	2	3	4	5
5	I would consider the American fast food restaurants as one of my options on the dining list.	1	2	3	4	5

Section C: Demographic Profile

INSTRUCTION: Please read the question carefully and provide only one answer by **TICKING** in the box provided.

Q1. Gender

O Male

O Female

Q2. Age

O 18-30 years old

O 31-40 years old

O 41-50 years old

O Above 50 years old

Q3. Occupation

O Student

O Employee

O Academician

O Others

Q4. Monthly Income

O Below RM1,000

O RM1,000 - RM1,500

O RM1,501 - RM2,000

O Above RM2,000

THE END

Thank You For Your Cooperation.