

FACTORS INFLUENCING CUSTOMER LOYALTY  
IN FOOD AND BEVERAGE INDUSTRY AMONG  
PRIVATE UNIVERSITY STUDENTS  
IN MALAYSIA

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## PREFACE

The motivation for this research arose from the growing demand for Food and Beverage (F&B) services around the campuses of Universiti Tunku Abdul Rahman (UTAR) and Tunku Abdul Rahman University of Management and Technology (TARUMT) in Kampar. As students in these institutions, we observed how the presence of numerous restaurants and cafés has created a highly competitive environment. Despite the variety of choices, not all outlets succeed in retaining their customers, while a few manage to build a strong and loyal customer base. This led us to an important question: What factors drive students to remain loyal to certain F&B restaurants while others fail to attract repeat visits?

We chose this topic because customer loyalty is a crucial factor in ensuring the sustainability of F&B businesses, especially in university towns where students represent a major segment of the market. Kampar was selected as the research location as it is a rapidly developing area with a dense student population, making it an ideal setting to investigate loyalty behaviors within this demographic. By focusing on UTAR and TARUMT students, we aimed to explore the specific needs and preferences of a group that significantly contributes to the local F&B industry's revenue.

This study concentrates on four key factors that may influence customer loyalty which are perceived price fairness, service quality, customer satisfaction, and location and environment. The inclusion of location and environment introduces a relatively new perspective, addressing a gap in previous studies that have often overlooked this dimension. Data was collected through direct engagement with students, allowing us to capture authentic insights into their dining experiences and decision-making patterns.

The purpose of this research is to provide both practical and academic contributions. For business owners, the findings can guide strategies to enhance customer experiences and foster long-term relationships with their student customers. For the academic field, the research offers an updated perspective on loyalty factors within a competitive, student-driven market.

In essence, this study was undertaken to better understand the connection between students' expectations and the strategies implemented by F&B businesses. We hope the findings will serve as a valuable reference for practitioners, fellow students, and researchers who aim to explore customer loyalty in similar context.

## ABSTRACT

This study investigates the factors influencing customer loyalty in the Food and Beverage (F&B) restaurant industry among students at Universiti Tunku Abdul Rahman (UTAR) and Tunku Abdul Rahman University of Management and Technology (TARUMT) in Kampar, Malaysia. With the rapid growth of F&B outlets surrounding these campuses, customer loyalty has become crucial for business sustainability, especially in a competitive, student-driven market. Guided by Social Exchange Theory (SET), this research examines four key variables: perceived price fairness, service quality, customer satisfaction, and location and environment, with the latter addressing a gap often overlooked in prior studies. A quantitative research design was employed, and 300 valid responses were collected using structured questionnaires distributed to students from both universities. Data were analyzed using multiple regression analysis to examine the relationships between the selected factors and customer loyalty. The findings revealed that all four variables showed a significant positive relationship with customer loyalty, with service quality and customer satisfaction emerging as the strongest predictors. This study provides valuable insights for F&B operators targeting university students by emphasizing the importance of service excellence, customer satisfaction, and strategic location planning to enhance long-term loyalty.

Keywords: Customer Loyalty; Perceived Price Fairness; Service Quality; Customer Satisfaction; Location and Environment

Subject Area: HF5410-5417.5

TABLE OF CONTENTS

	Page
Copyright Page .....	ii
Preface .....	iii
Abstract .....	iv
Table of Contents .....	v
List of Tables .....	vi
List of Figures .....	vii
List of Abbreviations .....	viii
List of Appendices .....	ix
 CHAPTER 1 RESEARCH OVERVIEW	
1.1 Research Background .....	1
1.2 Research Problems .....	5
1.3 Research Objectives .....	9
1.4 Research Questions .....	10
1.5 Research Significance .....	11

CHAPTER 2 REVIEW OF LITERATURE

2.1 Underlying Theories	
2.1.1 Social Exchange Theory (SET) .....	12
2.2 Review of the literature	
2.2.1 Dependent Variable : Customer Loyalty .....	14
2.2.2 1st Independent Variable: Service Quality .....	15
2.2.3 2nd Independent Variable: Perceived Price Fairness .....	15
2.2.4 3rd Independent Variable: Satisfaction .....	16
2.2.5 4th Independent Variable: Location and Environment.....	17
2.3 Proposed Conceptual Framework .....	18
2.4 Hypothesis of The Study .....	19

### CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Design .....	21
3.2 Sampling Design	
3.2.1 Target Population .....	22
3.2.2 Sample Size .....	22
3.2.3 Sampling Frame and Sampling Location .....	23
3.2.4 Sampling Technique .....	23
3.3 Data Collection Method	

3.3.1 Questionnaires (Primary Resources).....	24
3.3.2 Document Evaluation and Analysis (Secondary Resources).....	25
3.4 Data Analysis	
3.4.1 Descriptive Analysis.....	26
3.4.2 Reliability Analysis .....	26
3.4.3 Preliminary Analysis	
3.4.3.1 Normality Test .....	27
3.4.3.2 Multicollinearity Test.....	27
3.4.3.3 Pilot Study.....	27
3.4.4 Inferential Analysis .....	28
3.5 Chapter Summary .....	29

## CHAPTER 4: RESEARCH RESULT

4.1 Descriptive Analysis .....	30
4.1.1 Respondent Demographic Profile	
4.1.1.1 Gender .....	30
4.1.1.2 Degree Pursuing.....	31
4.1.1.3 Years of Study .....	32
4.1.1.4 Location of Study.....	33
4.1.1.5 Ethnic Group.....	34
4.1.1.6 Field of Study.....	35

4.1.2 Central Tendencies Measurement of construct .....	36
4.2 Scale Measurement	
4.2.1 Reliability Test Result.....	37
4.3 Inferential Analysis	
4.3.1 Normality Test.....	38
4.3.2 Multicollinearity Test (VIF).....	40
4.4 Inferential Analysis	
4.4.1 Multiple Regression Analysis .....	40
4.5 Chapter Summary .....	42
 CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS	
5.1 Discussions of major findings.....	43
5.2 Implication of the study	
5.2.1 Practical implications .....	44
5.2.2 Theoretical Implications .....	45
5.3 Limitation of the study .....	47
5.4 Recommendations for future research.....	47
5.5 Chapter Summary.....	48
References .....	49
Appendix .....	79

LIST OF TABLES

	Page
Table 4.1: Gender .....	33
Table 4.2: Degree Pursuing .....	34
Table 4.3: Years of Study.....	35
Table 4.4: Location of Study .....	36
Table 4.5: Ethnic Group .....	36
Table 4.6: Field of Study .....	37
Table 4.7: Central Tendencies Measurement.....	38
Table 4.8: Reliability Test Result .....	39
Table 4.9: Normality Test Result .....	40
Table 4.10: Tolerance Value and Variance Inflation Factor (VIF).....	42
Table 4.11: Multiple Regression Analysis.....	43

LIST OF FIGURES

	Page
Figure 1: GDP in food & beverage industry (2021-2025) .....	4
Figure 2: Revenue in food & beverage industry .....	5
Figure 3: Trading Economics of Malaysia Food Inflation .....	5
Figure 4: Proposed Conceptual Framework .....	18
Figure 5: Measurement of Skewness and Kurtosis .....	29
Figure 4.1: Gender .....	33
Figure 4.2: Degree Pursuing .....	34
Figure 4.3: Years of Study .....	35
Figure 4.4: Location of Study .....	36
Figure 4.5: Ethnic Group .....	37
Figure 4.6: Field of Study .....	38

LIST OF ABBREVIATIONS

UTAR	University Tunku Abdul Rahman
TARUMT	Tunku Abdul Rahman University Management and Technology
F&B	Food and beverage
SET	Social Exchange Theory
SPSS	Statistical Package for the Social Science
M	Mean
SD	Standard Deviation
$\alpha$	Cronbach's Alpha
VIF	Multicollinearity Test
$\beta$	Standardized Coefficient Beta
$t$	t-statistics
$p$	P-value

LIST OF APPENDICES

	Page
Appendix 1: Questionnaire for dimension of customer loyalty (D.V.) .....	79
Appendix 2: Questionnaire for factor influencing customer loyalty in restaurant industry (I.V.) .....	80
Appendix 3: Descriptive Statistics .....	81
Appendix 4: Regression Result.....	82
Appendix 5: DV-Customer Loyalty Reliability Result .....	84
Appendix 6: IV-Service Quality Reliability Result .....	89
Appendix 7: IV-Satisfaction Reliability Result .....	90
Appendix 8: IV-Perceived Price Fairness Reliability Result.....	91
Appendix 9: IV-Location and Environment Reliability Result .....	92
Appendix 10: Survey Questionnaire .....	92

# **A STUDY ON FACTORS AFFECTING CUSTOMER LOYALTY IN THE FOOD & BEVERAGE RESTAURANT INDUSTRY AMONG PRIVATE UNIVERSITY STUDENTS IN MALAYSIA**

## **CHAPTER 1: OVERVIEW OF THE STUDY**

### **1.0 Introduction**

The research investigates the major variables influencing customer loyalty in the Food and Beverage restaurant business among private university students in Malaysia. It begins by outlines the importance of loyalty in this sector, emphasizing the growing importance of retaining student customers. The problem statement highlights the lack of understanding regarding the factors that drive loyalty among this demographic. To address this, the study sets out clear research objectives and research questions focused on key factors. The significance of the study explains its contribution to both academic knowledge and practical business strategies.

### **1.1 Research Background**

A consumer's persistent preference for a specific brand, as seen by recurring purchases, referrals, and favorable word-of-mouth, is referred to as customer loyalty. It extends beyond habitual buying, encompassing both behavioural and attitudinal dimensions that reflect emotional attachment to goods, services, or organizations. Loyalty is shaped by feelings and ideology that influence how individuals respond to brands and experiences, leading to greater satisfaction, advocacy, and profitability (Uslu & Eren, 2020; Guy Assaker, 2020). Akpoviroro et al., (2020) define loyalty as the decision to repurchase the same brand rather than switch, while Chigwende and Govender (2021) note that it often results in repeat patronage and recommendations. Hermawan and Vikaliana (2023) describe it as building trust

between customers and businesses to create mutual benefits. Within restaurants, loyalty is driven by consistent service quality, trust, emotional connection, and perceived value (Saaidin, 2024).

One measure of a company's present and future performance is customer loyalty. Customer loyalty gives firms long-term financial benefits by enhancing existing relationships and reducing the expense of gaining new customers. One of the most crucial things that companies want to accomplish is customer loyalty. Loyal customers not only give businesses an easy way to make money, but they may also influence people around by giving advice and incentives, which reduces the cost of attracting new clients. Building customer loyalty thus provides a substantial competitive advantage, keeps customers from leaving, safeguards revenue streams, and facilitates the acquisition of new customers (Arslan, 2020). Additionally, loyal consumers are prone to recommend others and are less price sensitive, which leads to growth naturally through word-of-mouth (Saaidin, 2024). Loyalty translates into repeat business and more steady revenue streams in F&B settings, where margins are narrow and competition fierce. This makes it an important concern for owners, particularly in casual dining formats catering to young adults and students (Nst, 2025).

Recent studies identify several factors influencing loyalty in restaurants, including staff commitment, cleanliness, prompt service, meal quality, and ambience. Sustainable practices also enhance loyalty, as customers increasingly value eco-friendly operations and health-conscious choices (Saaidin, 2024; Abdullah et al., 2022). Among younger consumers and students, convenience, digital engagement, and reward programs significantly boost repeat visits, especially in eateries near universities (Roslin et al., 2025).

The food and beverage industry, also referred to as foodservice, encompasses businesses that prepare and serve food and drinks to consumers, including full-service and quick-service restaurants, cafes, bars, catering services, institutional or commercial food providers, and cloud kitchens (Edward, 2020). Delivering meals while maintaining operational efficiency, customer satisfaction, safety, and quality is the main task (Ananta, 2021). It is possible to characterise food and beverage as

a directing function that is in charge of delivering services, full or light meals, provisioning, receiving, stocking, distributing, and producing. The Food and Beverage division can be a part of a hotel, a gathering or catering firm, or a group restaurant business that engages in social, commercial, or economic activities (Pereira et al., 2020). Companies in the food and beverage service industry must continue to prioritise the standard of their goods and the degree of customer care they offer (Abdullah et al., 2023). The production of raw materials, partially finished products, and final goods makes the food business a varied, complicated, and difficult sector. Additionally, businesses that make, prepare, market, and serve food, beverages, and nutritional supplements are referred to as being in the "food industry." (Demir & Dincer, 2020). Technology innovation, including digital menu systems, delivery platforms, and online ordering, is a major trend fostering expansion in this sector. During the global COVID-19 pandemic in 2020, the advantages of online food delivery (FD) became clear because it made prepared meals more accessible to customers and allowed food providers to continue operating (Li et al, 2020).

The food and beverage industry in Malaysia includes a broad range of businesses, including cafes, restaurants, bars, cloud kitchens, kopitiam, hawker stalls, and catering services. This diversity is a reflection of Malaysia's rich culinary legacy and cosmopolitan society, where local and international cuisines coexist. In order to service Muslim customers locally and internationally, the industry comprises both domestic SMEs and foreign chains, many of which take advantage of Malaysia's halal-certification infrastructure (Abidin et al., 2020). Due to shifting consumer behaviour and digital change, client loyalty has emerged as a major priority in Malaysia's food and beverage (F&B) restaurant sector in recent years. In order to reward customers who remain loyal with points, coupons, and exclusive offers, restaurants are increasingly implementing loyalty programs through digital platforms and mobile apps. These applications provide a smooth and practical experience by frequently integrating with digital wallets and online ordering platforms. To keep clients interested and entice them to come back more frequently, video games, birthday rewards, and multiple membership levels are frequently employed (Helal, 2023). Customers can now earn and redeem points for a variety of services, such as food, transportation, and shopping, thanks to well-known

platforms like Grab Rewards and AirAsia's BIG Rewards, which have extended loyalty beyond eating (Kim et al, 2021; Hawwa et al., 2025). Restaurants are using consumer data to customize promos and make more pertinent offerings at the same time. Businesses are strengthening their ties with customers by offering personalised rewards based on dining preferences, spending patterns, and frequency of visits. Additionally, loyalty programs are in line with more general F&B trends like sustainability, health concern, and the need for distinctive dining experiences. In a highly competitive industry, restaurants that use smart, tech-driven tactics will be better positioned to draw in and keep consumers as Malaysia's loyalty market continues to grow quickly (Kassim et al., 2025).

The F&B sector plays a vital role in Malaysia's economy, employing nearly 950,000 people and contributing significantly to the nation's GDP (Norizan et al., 2022; Figure 1). In 2022, it generated RM99.0 billion from 136,453 establishments, marking a 49% rise since 2015 (Mail, 2024; Nst, 2025). With a revenue of RM228.66 billion in 2023 representing 3.3% of GDP, the industry is projected to grow at a CAGR of 7.95% through 2027 (Raza, 2025) (Figure 2). The steady rise in dining-out culture, disposable income, and tourism contributes to its growth, reinforcing the sector's position as a major economic pillar (Nst, 2025).



Figure 1: GDP in food & beverage industry (2021-2025)

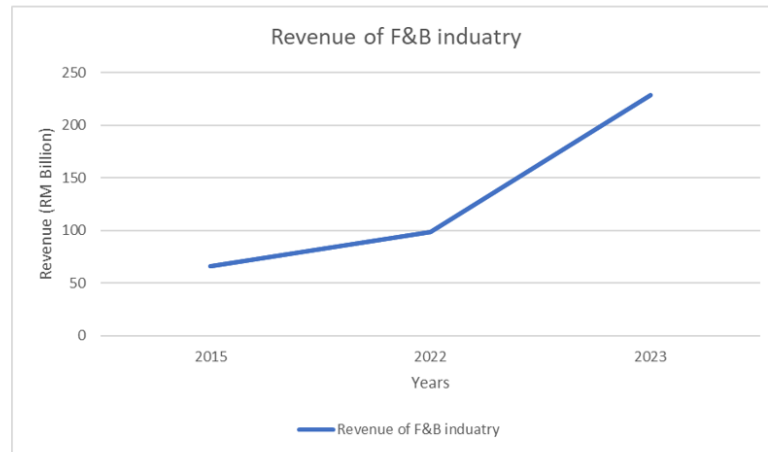


Figure 2: Revenue in food & beverage industry

## 1.2 Problem Statement

The Malaysian food and beverage sector still faces several operating difficulties, especially with regard to growing expenses. Profit margins have decreased for both SMEs and large operators as a result of rising raw material, logistics, and utility costs as well as currency fluctuations. Inflationary pressure and global supply chain disruptions have made it more difficult for local F&B businesses to maintain stable pricing and profit levels, especially those heavily reliant on imported ingredients (Yu, 2025; Saima & Firdaus, 2024). Additionally, as evidenced by trading economics, food inflation in Malaysia has increased by more than 6% in recent years, causing restaurants to either bear prices or risk losing price-sensitive customers (Trading economics, n.d.; Figure 3).

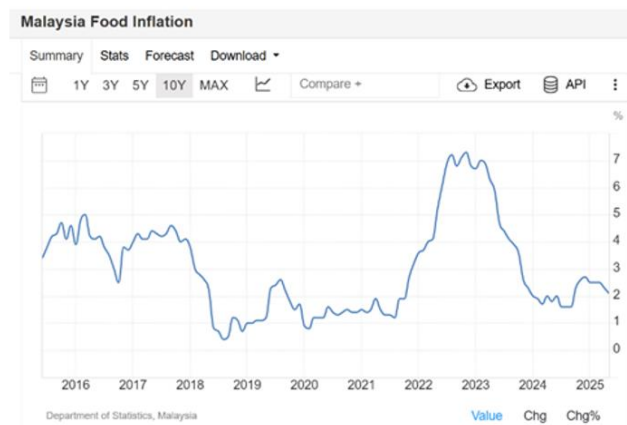


Figure 3: Trading Economics of Malaysia Food Inflation

Another major issue is the high employee turnover and shortage of skilled labour (Carlback et al., 2024). Despite being labour-intensive, the industry struggles to attract and retain workers due to low wages, limited career advancement, and harsh working conditions. Immigration restrictions have also reduced foreign labour supply, leading to understaffed operations and declining service quality (Zainol et al., 2020).

In Malaysia's food and beverage (F&B) sector, customer loyalty is crucial since it offers both strategic and financial benefits. According to Mohamed Sadom et al. (2024), strong brand loyalty, which is cultivated by customer satisfaction and trust, directly improves motive to buy and increases frequent purchases in major chains like McDonald's. This supports steady revenue streams and long-term profitability in Malaysia's fast-service restaurants. Chan et al. (2024) show that service quality as assessed by SERVQUAL dimensions significantly improves customer loyalty in the context of locally run chains like Starbucks Malaysia, underscoring the significance of service as a distinction in competitive marketplaces. Additionally, Abdul Majid et al. (2024) state that in fast-food environments like Kuala Terengganu, restaurant environment, food quality, and especially service quality serves as important loyalty boosters, making a significant contribution to both customer retention and business viability. Furthermore, Syuhadah et al. (2023) pinpoint both external and internal elements, such as perceived value and satisfaction, that have a major impact on loyalty among Kedah's fast-food patrons, reaffirming that devoted clientele lowers marketing expenses and offers stability in the face of competition. All of these studies show that building customer loyalty is a key strategic goal for operators in Malaysia's food and beverage industry since it results in increased profit margins, positive word-of-mouth, repeat business, and greater brand resilience.

Although there is limited empirical research specifically focused on customer loyalty within the Malaysian restaurant industry, numerous studies have been conducted across other sectors. For example, Lim et al. (2023) conducted a study in the banking sector. In the food industry context conducted by Singh and Nanda

(2022). Similarly, Elizar et al. (2020) explored customer loyalty in the healthcare sector. Anabila et al. (2022) conducted a study in the hospitality industry. While these studies offer valuable insights, many focus on general customer behaviour or international contexts. There remains a notable gap in localized research that specifically examines the attitudes and behaviours of university students toward customer loyalty in the Malaysian restaurant industry.

Additionally, the business is under increasing pressure to adjust to shifting consumer tastes, especially from younger consumers who want dining options that are more sustainable, healthier, and digitally convenient. Today's consumers, who are more digitally literate and health conscious, favour eateries that provide eco-friendly practices, individualised service, and mobile ordering. When deciding where to eat, Generation Z and millennials are heavily influenced by sustainability credentials and technological integration, according to a study by Yang et al (2025). This emphasises the necessity for restaurants to be in line with these principles. Furthermore, consumers now are expecting smooth digital experiences, such as cashless transactions and real-time tracking, as a result of the growth of food delivery platforms (Li et al., 2020). However, due to a lack of funding or technological resources, many F&B operators, especially smaller ones, find it difficult to stay up with these trends (Saleh, 2023). A 2025 The Sun article highlights that small food and beverage businesses are especially vulnerable, with 30–35% closing within 12–18 months due to increased food inflation, labour increases, and taxation, which are further exacerbated by additional costs for eco-packaging or digital systems. According to The Star (2025), even as the use of tools nationwide increases, SMEs in rural areas continue to lag behind in digital adoption; adoption is still uneven across sectors and location. Moreover, the demographic of younger consumers in this journal article is university students within 18-26 years old. It is tally with our target population therefore we focus more on these issues that happen among university students and conduct this research (MedCrave Online, n.d).

University students represent a vital segment for studying loyalty due to their frequent patronage of cafes, fast-food outlets, and casual restaurants driven by convenience and lifestyle (Chai & Cheah, 2024; Phang et al., 2020; Gligoric et al.,

2024). Their loyalty is influenced by satisfaction, service quality, and value perception (Aryani et al., 2021). However, limited studies have examined how these factors translate into long-term loyalty behaviours. Understanding this group's preferences offers valuable insights for tailoring services and marketing strategies, as students also influence peer dining choices.

Few studies have explored loyalty determinants among university students in Malaysia. Research has mainly addressed cafeteria satisfaction and food quality rather than loyalty mechanisms such as the study of UiTM Penang students demonstrating how food and service quality affect satisfaction and also Starbucks Malaysia study (Ibrahim, 2018; Misiran et al., 2022). Other studies on international students such as Campus-based satisfaction studies is focused on satisfaction drivers like ambience and price fairness without linking them to loyalty behaviors (Akbara, 2021). Hence, this study aims to examine the personal, social, and environmental factors influencing loyalty within this demographic.

Personal factors include satisfaction, which has shown mixed relationships with loyalty across studies (Singh & Nanda, 2022). Perceived price fairness, a social factor, also shows both positive and negative correlations with loyalty depending on context (Fiqqih, 2023; Ahmed et al., 2023). Service quality, as an environmental factor, has similarly shown inconsistent relationships with loyalty (Magatef et al, 2023). Location and physical environment consist of cleanliness, ambience, and accessibility are increasingly recognized as significant predictors of loyalty but understudied variables in determining loyalty (Nyamekye et al., 2023). These mixed findings and the lack of focus on Malaysian students highlight a research gap, justifying this study's aim to develop a clear framework linking these factors with loyalty in the F&B industry.

Perceived price fairness influences how customers evaluate value, affecting satisfaction and subsequent loyalty. Satisfaction mediates relationships between antecedents such as price fairness, service quality, and environment (Ahmed et al., 2023). Service quality, reflected in responsiveness, reliability, and empathy, consistently predicts satisfaction and loyalty (Ali et al, 2021). The restaurant's physical environment including ambience, cleanliness, and comfort enhances

customer satisfaction and repeat visits (Zhong & Moon, 2020). Location convenience further shapes retention, especially in competitive markets, with prime accessibility linked to stronger loyalty (Khaled Gad, 2024). Therefore, this research examines these dynamics to help Malaysian restaurant managers design effective strategies for improving loyalty among university students.

According to MedCrave Online (n.d), some of the issues that happen among university students is the inconsistent service delivery in campus cafeterias, which often leads to dissatisfaction when the quality of service does not meet their expectations. Another critical issue lies in the quality of food, as students place great importance on factors such as taste, freshness, hygiene, and variety. When these aspects are lacking, their overall dining experience is negatively affected. In addition, financial limitations play a significant role, as most students rely on loans, parental support, or scholarships, and typically spend only RM6 to RM10 daily on meals, making them highly sensitive to price fairness and value-for-money. These challenges collectively highlight the gap between student expectations and the actual services provided, which is a key reason for us to conduct this research in order to better understand and address university student satisfaction with on-campus foodservice.

Together, these variables which are service quality, satisfaction, perceived price fairness, and location and environment to form a framework for analysing customer loyalty among private university students in Malaysia.

## **1.3 Research Objectives**

### **1.3.1 General Objective**

Research proposals have investigated the general objective of studying the factors that influence customer loyalty among university students in the food and beverage restaurant industry.

### **1.3.2 Specific Objective**

SO1: To examine the significant influence of service quality on customer loyalty in the food and beverage restaurant industry among university students.

SO2: To examine the significant influence of perceived price fairness on customer loyalty in the food and beverage restaurant industry among university students.

SO3: To examine the significant influence of satisfaction on customer loyalty in the food and beverage restaurant industry among university students.

SO4: To examine the significant influence of location and environment on customer loyalty in the food and beverage restaurant industry among university students.

## **1.4 Research Questions**

### **1.4.1 General Research Question**

Research proposals have explored general research questions regarding the factors that influence customer loyalty among university students in the food and beverage restaurant industry.

### **1.4.2 Specific Research Question**

RQ1: Does service quality significantly influence customer loyalty in the food and beverage restaurant industry among university students?

RQ2: Does perceived price fairness significantly influence customer loyalty in the food and beverage restaurant industry among university students?

RQ3: Does satisfaction significantly influence customer loyalty in the food and beverage restaurant industry among university students?

RQ4: Does location and environment significantly influence customer loyalty in the food and beverage restaurant industry among university students?

## **1.5 Significance of the Study**

Previous studies on customer loyalty have largely focused on banking, healthcare, and hospitality sectors, leaving a gap in research on F&B loyalty, especially among Malaysian university students. This study contributes to literature and practice in several ways.

First, it enriches the literature by introducing a new independent variable location and environment rarely explored in prior loyalty studies. While most research emphasizes service quality, satisfaction, and price fairness, this study expands understanding by analyzing how location and environmental factors affect loyalty in the Malaysian context.

Second, it applies established loyalty theories to a new demographic. By examining perceived price fairness, service quality, satisfaction, and location and environment among university students, this study broadens the application of existing theoretical frameworks within a new service setting.

Third, it offers practical insights for restaurant operators and marketers. Understanding loyalty drivers among students enables businesses to design better services, promotions, and loyalty programs, improving satisfaction, retention, and profitability.

Lastly, this study bridges a significant research gap and provides a foundation for future studies on consumer loyalty in Malaysia's F&B sector. It offers both academic and managerial implications, giving restaurants a clearer understanding of the factors shaping loyalty among student consumers and guiding strategies for long-term business success.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

An evaluation of previous studies on customer loyalty and the investigation of influencing factors is presented in this chapter. The aim is to explore the factors affecting customer loyalty among private university students in the restaurant industry. Based on the literature, a research framework will be developed, and hypotheses will be formulated to guide this study.

### **2.1 Underlying theories**

#### **2.1.1 Social Exchange Theory (SET)**

Social Exchange Theory (SET), introduced by Homans (1961) and further developed by Blau (1964), explains that individuals make decisions through exchange process that aims to maximize benefits and minimize costs (Ahmad et al., 2023). In the F&B context, customer loyalty arises when

perceived benefits such as quality service, fair pricing, and a pleasant environment outweigh the time, money, and effort spent (Hsiao et al., 2023).

For private university students, SET is particularly relevant because their limited financial and time resources make them evaluate dining options carefully (Oh et al., 2023). Their loyalty depends on whether affordable meals, friendly service, and convenience justify their spending (Le et al., 2024).

From the service quality perspective, SET explains that high-quality service enhances the perceived benefits of an exchange, making it more rewarding than the costs incurred. Consistent, reliable, and friendly service strengthens perceived value and emotional connection, encouraging repeat patronage (Croitoru et al., 2024; Khalifa et al., 2024). For university students with many nearby dining options, good service promotes revisits and reduces switching. Thus, when service quality heightens perceived benefits, it builds emotional commitment and strengthens customer loyalty in the competitive F&B industry (Doeim et al., 2022).

Fair and reasonable pricing also promotes loyalty by creating a sense of equity and value in the exchange relationship (Singh et al., 2021). For price-sensitive students, equitable pricing increases perceived value and makes the restaurant relationship more worthwhile from a cost–benefit viewpoint.

Customer satisfaction reflects a positive outcome when benefits outweigh costs, leading to trust and long-term loyalty (Rajput & Gahfoor, 2020; Akgunduz et al., 2023). Similarly, a convenient location and comfortable environment provide non-monetary rewards that reduce effort and enhance perceived value, especially for students who prefer nearby and relaxing dining spaces (Mohamad et al., 2023). Overall, SET explains that when students perceive greater benefits than costs, they are more satisfied and loyal to F&B establishments.

## **2.2 Review of The Literature**

### **2.2.1 Dependent Variable: Customer Loyalty**

Customer loyalty is consumer's consistent preference for a brand or service, reflected through repeat purchases, positive word-of-mouth, and resistance to switching (Bourdeau et al., 2024). It is a vital asset sustaining customer–business relationships (Narvanen et al., 2020) and involves both behavioral and emotional commitment (Singh et al., 2023). In the F&B industry, particularly among university students with limited spending power, loyalty ensures competitiveness as loyal students revisit and influence peers' choices (Karim & Rabiul, 2022).

Oliver's four-stage loyalty model, cognitive, affective, conative, and action describes loyalty from rational evaluation to emotional commitment and repeat behaviour, often measured with items like “I intend to revisit this restaurant” (Seduram et al., 2022; George & Sahadevan, 2023).

Empirical findings indicate that service quality, satisfaction, and perceived value strongly predict loyalty (Chi & Phan, 2025; El-Adly et al., 2024), while among students, loyalty is further shaped by price fairness, food quality, and ambiance (Yurtsever, 2022).

Therefore, customer loyalty as a dependent variable influenced by service quality, perceived price fairness, satisfaction, and environment among private university students in the F&B context.

### **2.2.2 1st Independent Variable: Service Quality**

Service quality is how well a service meets or exceeds customer expectations (Ali et al., 2021). It reflects the gap between expected and actual performance, emphasizing the importance of exceeding expectations to ensure satisfaction and loyalty (Uslu & Eren, 2020; Nathalia et al., 2024). In the competitive F&B sector, service quality shapes customers' perceptions and satisfaction, influencing whether university students remain loyal or switch to competitors (Nguyen et al., 2024).

The SERVQUAL framework identifies five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Hoque et al., 2023) commonly measured using Likert-scale items. Studies show a strong positive link between service quality and loyalty. Saad et al. (2020) found that service quality significantly enhances satisfaction and loyalty in Subang Jaya restaurants. Yusof et al. (2025) identified tangibles, reliability, and empathy as key predictors in Mamak restaurants, while Abdullah et al. (2022) highlighted the importance of responsiveness and reliability in hotel restaurants. Bui et al. (2023) confirmed these dimensions significantly impact loyalty across service industries.

Therefore, service quality as an independent variable influencing customer loyalty among private university students.

### **2.2.3 2nd Independent Variable: Perceived Price Fairness**

Perceived price fairness is customers' evaluation of whether prices and pricing processes are reasonable and justified (Bernarto et al., 2022). It involves cognitive and emotional judgments comparing value received to prices paid (Kocoglu & Yildirim Kalem, 2020). In the F&B context, fair pricing is important for the satisfaction and loyalty of price-sensitive university students (Tan et al., 2024).

Customers evaluate price fairness not only by comparing menu prices but also by considering portion size, service quality, and dining environment. When customers perceive prices as fair, they tend to form positive attitudes and remain loyal (Singh et al., 2021). Price fairness is typically measured using Likert-scale items assessing transparency, value for money, and comparison with competitors (Burgin & Wilken, 2021).

Empirical studies show a positive association between price fairness and loyalty. Zhong and Moon (2020) found that fair pricing enhances satisfaction and loyalty, while D'Souza (2025) and Javed et al. (2025) confirmed that perceived fairness in pricing fosters repeat patronage and positive recommendations.

Hence, perceived price fairness as an independent variable influencing customer loyalty among private university students, recognizing that fair and transparent pricing strongly shapes their dining choices and long-term loyalty.

#### **2.2.4 3rd Independent Variable: Satisfaction**

Satisfaction is the degree to which expectations are met or exceeded during a service experience (Khairawati, 2020). It reflects an emotional response based on evaluating food quality, service, and value (Lukman et al., 2020). Hamzah and Shamsudin (2020) also note that consumer satisfaction with a company's products affects loyalty and long-term partnerships.

In the F&B industry, satisfaction drives customer retention, positive word-of-mouth, and loyalty (Gara et al., 2023), typically arising when quality, service, affordability, and ambiance meet students' expectations, prompting them to return and recommend the restaurant (Noor et al., 2025; Manal et al., 2024).

Satisfaction is commonly measured using Likert-scale items evaluating overall dining experience, such as “I am satisfied with this restaurant” or “This restaurant met my expectations” (Rajput & Gahfoor, 2020). Empirical studies confirm a strong positive link between satisfaction and loyalty. Sharma et al. (2020) and Utami et al. (2023) found that higher satisfaction significantly enhances revisit intentions and positive word-of-mouth.

Therefore, satisfaction as an independent variable influencing loyalty among private university students, as their satisfaction levels strongly determine revisit intentions and recommendations.

### **2.2.5 4th Independent Variable: Location and Environment**

Location and environment are crucial factors shaping customers’ dining experiences and loyalty in the F&B industry. Location is the physical setting and accessibility of a restaurant. Jaravaza and Chitando (2024) define it as the geographic area attracting most customers, while Migdadi and Abdel-Rahman (2020) highlight its role in convenience and access. Factors such as visibility, parking, and proximity to universities or public transport also shape customers’ likelihood of visiting (Gad, 2024).

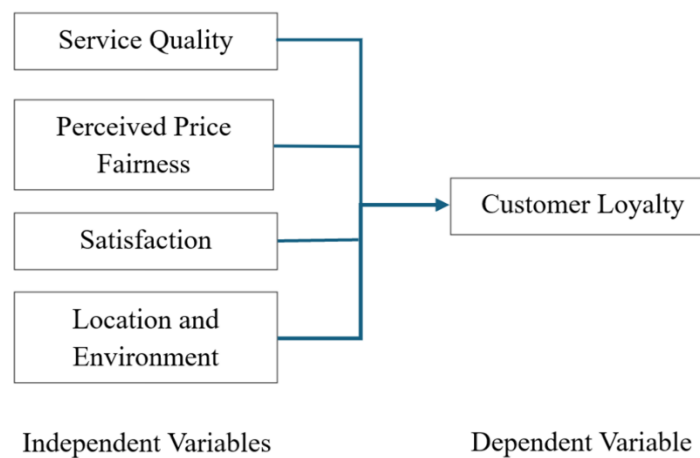
The environment involves tangible and sensory elements that affect comfort and perception. Décor, lighting, layout, scent, and music create a memorable dining atmosphere that promotes repeat visits (Gad, 2024; Zhong & Moon, 2020). Similarly, Ngah et al. (2022) found that interior design, cleanliness, and ambiance significantly enhance satisfaction and retention.

Although location and environment are rarely examined as standalone variables, several studies have highlighted their indirect effects on loyalty. Nadesan and Ariffin (2023) revealed that layout and ambiance foster place attachment, while Nyamekye et al. (2021) and Mohamad et al., (2023)

observed that pleasant environments build emotional connection and brand loyalty.

Thus, location and environment as an independent variable provide new insights into factors influencing customer loyalty among private university students.

## 2.3 Proposed Conceptual Framework



*Figure 4: Proposed Conceptual Framework*

This framework is tailored for the food and beverage (F&B) restaurant industry among private university students. This group is highly price-sensitive and faces limited spending power, while restaurants around campus are in intense competition to attract and retain these customers. Therefore, understanding what drives their loyalty is essential for long-term sustainability.

This conceptual framework illustrates the relationships between four independent variables: service quality, perceived price fairness, customer satisfaction, and location and environment, and the dependent variable, customer loyalty. Loyalty reflects customers' intention to revisit, recommend, and maintain preference for a restaurant over time.

Service quality shapes customers' perceptions and experiences, while satisfaction reflects how well a restaurant meets or exceeds expectations, influencing repeat

visits and positive word-of-mouth. Perceived price fairness is equally important, as fair pricing enhances value perception and encourages return behaviour. Location and environment, though less explored, play a key role in attracting students seeking accessible, clean, and comfortable dining spaces.

Overall, these four factors are expected to directly or indirectly influence customer loyalty. The inclusion of location and environment provides a novel perspective and valuable insights into loyalty formation among Malaysian private university students.

## **2.4 Hypothesis of The Study**

Hypothesis 1: Perceived service quality has a positive and significant influence on customer loyalty.

Perceived service quality is a key driver of customer loyalty, especially in the F&B sector, where experience depends on service interactions. High service quality that meets or exceeds expectations enhances trust, satisfaction, and loyalty intentions (Danurdara, 2021; Uslu & Eren, 2020). Empirical evidence across various sectors also confirms that perceived service quality significantly impacts loyalty (Ozcan et al, 2024; Fatimah et al., 2022; Liana et al., 2023), supporting the hypothesis that it positively and significantly influences customer loyalty.

Hypothesis 2: Perceived price fairness has a positive and significant influence on customer loyalty.

Perceived price fairness is customers' belief that prices are reasonable relative to the value received. In competitive markets like restaurants, fairness depends on both cost and perceived value. Fair pricing enhances satisfaction, trust, and revisit intentions, driving loyalty. Studies show that fair pricing directly and indirectly increases loyalty across sectors, including hotels, restaurants, and rentals (Kamaruddin et al., 2024; Adnan et al., 2021; Dounderiya et al., 2025; Ahmed et al.,

2023; Pinaraswati et al., 2024). Overall, perceived price fairness fosters long-term customer loyalty.

Hypothesis 3: Satisfaction has a positive and significant influence on customer loyalty.

Customer satisfaction, an emotional and cognitive response to service experiences, is a central predictor of loyalty (Wiratama et al., 2025). When expectations are met or exceeded, customers are more likely to revisit and recommend. Studies confirm that satisfaction, influenced by factors such as food quality, responsiveness, and ambiance, significantly enhances loyalty and revisit intentions across various service contexts (Manal et al., 2024; Andriyani & Hidayat, 2021; Suardhita et al., 2024; Tanlim & Ruslim, 2024; Camilleri & Filieri, 2023). These findings underscore satisfaction's critical role in fostering long-term loyalty in the F&B sector.

Hypothesis 4: Location and environment has a positive and significant influence on customer loyalty.

Favorable restaurant environment and convenient location enhance customer perceptions, comfort, and revisit intentions. Environmental satisfaction fosters emotional attachment, which strengthens loyalty (Nyamekye et al., 2021). Rathnasiri et al. (2025) also found that restaurant atmospherics positively influence behavioral intentions, including loyalty. Similarly, Soliha et al. (2021) and Gad (2024) confirmed that location and environment significantly impact customer retention, while Nguyen-Phuoc et al. (2024) and Guzel and Bas (2020) reported direct links between these factors and loyalty. Overall, a pleasant environment and strategic location positively influence customer loyalty.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.0 Introduction**

Chapter 3 presents the research methodology adopted for this study, focusing on the design, sampling strategy, data collection methods, research instruments, and data analysis procedures. This chapter outlines the systematic approach used to investigate the factors influencing customer loyalty in the food and beverage (F&B) restaurant industry among private university students. A clear and structured methodology ensures the reliability, validity, and replicability of the research findings.

### **3.1 Research Design**

The research design adopted for this study is a quantitative correlational research design, which is well-suited to examining the strength and direction of relationships among the independence variable specifically, perceived price fairness, service quality, satisfaction and location and environment and also customer loyalty. Quantitative research emphasizes numerical data, structured methods, and statistical testing, enabling objective evaluation of hypotheses and empirical conclusions. This design ensures replicability and minimizes researcher bias (Taherdoost, 2022).

To achieve the study's objectives, a structured questionnaire survey will be administered to students from Universiti Tunku Abdul Rahman (UTAR) and Tunku Abdul Rahman University of Management and Technology (TARUMT). The survey will consist of close-ended questions with numerical scales to efficiently determine the association between variables.

The data collection process will be standardized to maintain objectivity, with participants selecting answers from predetermined options. Quantitative design also requires a relatively large sample size to enhance the generalizability of the results. Hence, data will be collected from a broad group of private university students,

generating insights that contribute to a wider understanding of customer loyalty behavior in the F&B industry (Bayu, 2025).

## **3.2 Sampling Design**

### **3.2.1 Target Population**

The target population of this research consists of private university students from UTAR and TARUMT in Malaysia. UTAR has been ranked among the top five private universities in Malaysia by Times Higher Education (2025) and within the 791–800 range globally by QS World University Rankings (2026). TARUMT, on the other hand, is a well-established non-profit private university recognized for its industry-focused programs and rapid growth (TopUniversities, n.d.). These rankings justify their inclusion as representative institutions for this study.

Both universities are located in Kampar, a town known for its vibrant food and beverage scene that caters primarily to its large student population. This environment makes Kampar an ideal location for investigating dining behavior and customer loyalty. As UTAR and TARUMT students frequently visit local cafés and restaurants, their experiences provide authentic insights into F&B service quality and customer loyalty (Bandar Baru Kampar, 2025). Thus, focusing on these two institutions ensures both accessibility and relevance to the research objectives.

### **3.2.2 Sample Size**

The study aims to collect responses from a minimum of 300 participants, ensuring sufficient statistical power and reliability. A sample size of 300 is widely accepted in social science research, as it provides enough data for

valid regression, factor analysis, and inferential tests (Memon et al., 2020). Given that the estimated total population of private university students in Malaysia exceeds 420,000, the selected sample size falls within the recommended range of 270–399 for large populations (Oconell, 2025; Ashraf, 2025; Guo et al., 2024). Therefore, using 300 respondents provides a balance between accuracy and feasibility, enhancing the reliability of findings and enabling robust statistical analysis.

### **3.2.3 Sampling Frame and Sampling Location**

The sampling frame includes foundation, undergraduate, and postgraduate students currently enrolled in UTAR and TARUMT. UTAR enrolls approximately 21,000–24,000 students across more than 130 programs (Times Higher Education, n.d.; Thirumagal Sathasevam, 2024), while TARUMT hosts around 32,000–34,000 students (UniEnrol, n.d.).

Data collection will occur mainly within the Kampar campuses of both universities. Online platforms such as WhatsApp, Instagram, WeChat, and Xiao Hong Shu will also be used to distribute the questionnaires. This combination of on-campus and digital data collection ensures a diverse range of responses across faculties and academic levels.

### **3.2.4 Sampling Technique**

A non-probability convenience sampling method will be employed due to its practicality in reaching a large number of respondents within a limited timeframe and budget. Students are accessible through academic and social networks, allowing efficient distribution of questionnaires. While convenience sampling limits generalizability, it is appropriate for exploratory research focused on identifying behavioural patterns (Golzar et al., 2022). The collected data will still provide valuable insights into the

relationship between service quality, pricing, satisfaction, and customer loyalty among university students.

### **3.3 Data Collection Method**

Data collecting methods, according to Mazhar et al. (2021), are the instruments and approaches researchers employ to obtain information relevant to their study goals. To guarantee accuracy and dependability, this study uses both primary and secondary data collection techniques.

#### **3.3.1 Questionnaires (Primary Data)**

The primary data will be collected using a structured online questionnaire developed through Google Forms. The questionnaire includes three main sections: demographic information, independent variables, and the dependent variable.

The first section gathers demographic details such as gender, age, education level, and field of study using nominal and ordinal scales. Nominal scales did not have inherent order and categorise observations into mutually incompatible groups. Labels or numbers are only used for identification. Observations are ranked using ordinal scales, but the distances between rankings are neither equal nor known (Sarun, 2026). These scales categorize participants without implying numerical meaning.

The second and third sections evaluate the independent and dependent variables using an interval-level 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Interval scales lack a genuine zero point but have ordered categories with equal intervals between values (Sarun, 2026). This format quantifies attitudes and perceptions, allowing researchers to perform correlation and regression analyses. The Likert scale

enhances reliability by reducing ambiguity and encouraging consistent responses.

The questionnaire will be distributed to UTAR and TARUMT students via email and social media platforms to maximize participation. The responses will be coded and analyzed statistically to identify relationships among variables and test the research hypotheses.

### **3.3.2 Document Evaluation and Analysis (Secondary Data)**

Document evaluation involves extracting relevant information from existing published materials. In this study, a comprehensive literature review serves as the secondary data collection method. Using databases such as Google Scholar, peer-reviewed journals and conference papers were analyzed to identify theoretical frameworks and empirical evidence related to customer loyalty and F&B service quality (Morgan, 2022).

The literature review process included defining inclusion criteria, only peer-reviewed articles that justified their data collection techniques and aligned with the research topic were considered. The selected studies were analyzed using thematic and comparative analysis to identify key patterns, inconsistencies, and research gaps (Gaustad et al., 2021).

This process also helped refine the research framework and adapt validated measurement instruments from previous studies, ensuring that the questionnaire maintains academic rigor (Cruchinho et al., 2024). Moreover, reviewing scholarly work guided the writing structure and strengthened the theoretical foundation of the study (Jalil Pirana & Nguyen, 2024).

In summary, document evaluation enhances the study's validity by grounding it in established academic findings and identifying relevant constructs for empirical testing.

## **3.4 Data Analysis**

Data analysis converts collected information into meaningful findings. The data will be analyzed using the Statistical Package for the Social Sciences (SPSS) software to perform both descriptive and inferential statistical analyses. The process involves cleaning, coding, and validating the data before conducting reliability and hypothesis tests.

### **3.4.1 Descriptive Analysis**

Descriptive analysis summarizes respondents' demographic characteristics and general perceptions of F&B service quality, perceived price fairness, satisfaction, and location and environment. Key statistics such as frequencies, percentages, means, and standard deviations will be computed. This step provides an overview of respondent profiles and helps identify patterns in their perceptions toward the measured variables.

### **3.4.2 Reliability Analysis**

Reliability analysis assesses the internal consistency of the scales using Cronbach's Alpha. A coefficient of 0.70 or higher indicates acceptable reliability, suggesting that all items in a construct measure the same concept. The general reliability scale is: >0.9 (Excellent), >0.8 (Good), >0.7 (Acceptable), >0.6 (Questionable), >0.5 (Poor), and <0.5 (Unacceptable) (Schrepp, 2020). Constructs such as service quality, perceived price fairness, satisfaction, location and environment and customer loyalty will undergo this reliability test to ensure dependable measurement.

### **3.4.3 Preliminary Analysis**

### 3.4.3.1 Normality Test

The normality test checks whether data follow a normal distribution using measures of skewness and kurtosis (Tsagris & Pandis, 2021; Hatem et al., 2022). This step determines the suitability of parametric tests for hypothesis analysis.

Figure 5: Measurement of skewness and kurtosis

Skewness	Kurtosis
$a_3 = \frac{\sum (X_i - \bar{X})^3}{n s^3}$	$a_4 = \frac{\sum (X_i - \bar{X})^4}{n s^4}$
$Skewness = \frac{n}{(n-1)(n-2)} \sum \frac{(X_i - \bar{X})^3}{s^3} = \frac{n}{s^3(n-1)(n-2)} (S_{above} - S_{below})$	$Kurtosis = \left\{ \frac{n(n+1)}{(n-1)(n-2)(n-3)} \sum \frac{(X_i - \bar{X})^4}{s^4} \right\} - \frac{3(n-1)^2}{(n-2)(n-3)}$
-If the skewness is between <b>-0.5 and 0.5</b> , the data are fairly symmetrical -If the skewness is between <b>-1 and -0.5</b> or between <b>0.5 and 1</b> , the data are moderately skewed -If the skewness is less than <b>-1 or greater than 1</b> , the data are highly skewed	-If the kurtosis is close to <b>0</b> , then a normal distribution is often assumed (mesokurtic). -If the kurtosis is <b>less</b> than zero, then the distribution has light tails (platykurtic). -If the kurtosis is <b>greater</b> than zero, then the distribution has heavier tails (leptokurtic).

### 3.4.3.2 Multicollinearity Test

The Variance Inflation Factor (VIF) will be used to detect multicollinearity among independent variables. A VIF value below 10 indicates acceptable levels of correlation, ensuring that regression results remain valid (Alita et al., 2021). Multicollinearity may even exist among IVs when VIF ranges from 3 to 5 which means that there is no multicollinearity issue. The tolerance value is greater than 0.20 means that there is no collinearity between the independent variables (Jeng, 2023).

### 3.4.3.3 Pilot Test

A pilot study will be conducted with 50 respondents from Kampar campus to test the clarity, reliability, and feasibility of the questionnaire. A sample of 30–50 participants is commonly used in

pilot studies, with 50 providing higher confidence in reliability (Wadood et al., 2021). The pilot ensures that questions are understandable and that data collection methods function as intended before the full-scale study.

#### Pilot Study

Day 1	Distribute 10 online surveys to the target respondents using Google Forms.
Day 2	Distribute 10 online surveys to the target respondents using Google Forms.
Day 3	Distribute 10 online surveys to the target respondents using Google Forms.
Day 4	Distribute 10 online surveys to the target respondents using Google Forms.
Day 5	Distribute 10 online surveys to the target respondents using Google Forms.

### 3.4.4 Inferential Analysis

Inferential analysis examines the relationships between independent and dependent variables to test hypotheses. Correlation analysis (using Pearson's  $r$ ) will first assess the direction and strength of associations between service quality, perceived price fairness, satisfaction, and location and environment with customer loyalty (Ali, 2022).

Then, multiple regression analysis will identify the most influential predictors of customer loyalty. Variables with  $p$ -values below 0.05 will be considered statistically significant. Regression outputs, including beta coefficients and  $R^2$  values, will be interpreted to determine the extent of influence each independent variable exerts on customer loyalty (Alita et al., 2021).

Hypothesis:

H1: Service quality has a positive and significant influence on customer loyalty.

H2: Perceived price fairness has a positive and significant influence on customer loyalty.

H3: Satisfaction has a positive and significant influence on customer loyalty.

H4: Location and environment have a positive and significant influence on customer loyalty.

### **3.5 Chapter Summary**

This chapter detailed the research methodology used to examine factors influencing customer loyalty in the F&B restaurant industry among UTAR and TARUMT students. It outlined the quantitative correlational design, the sampling approach, and the use of structured questionnaires and document evaluation as data collection methods. Data analysis procedures involving descriptive, reliability, preliminary, and inferential analyses were also explained. The methodology ensures that the study produces reliable, valid, and meaningful insights into how service quality, perceived price fairness, satisfaction, and location affect customer loyalty. The findings from this analysis will be discussed in the next chapter.

## **CHAPTER 4: RESEARCH ANALYSIS**

### **4.0 Introduction**

Chapter 4 presents the results of the descriptive analysis, including information about the respondents' demographic profiles. It also explains how to interpret the data by analysing key statistics such as sample size, mean, and standard deviation for both dependent and independent variables. While inferential analysis is used to examine relationships in the data, scale measurement is used to evaluate the validity of study constructs. The results obtained using SPSS software will be discussed in detail.

## 4.1 Descriptive Analysis

The study looked at the respondents' demographics as well as the main tendencies of the concept.

### 4.1.1 Respondent Demographic Profile

In demographic analysis, it includes six questions which are gender, degree pursuing, years of study, location of study, ethnic group, field of study. All of the frequency and percentage information will be analysed and presented in the following discussion section.

#### 1.1.1.1 Gender

Table 4.1:

*Gender*

		Gender			
		Frequency	Percent(%)	Valid Percent(%)	Cumulative Percent(%)
Valid	Male	130	43.3	43.3	43.3
	Female	170	56.7	56.7	100
	Total	300	100	100	

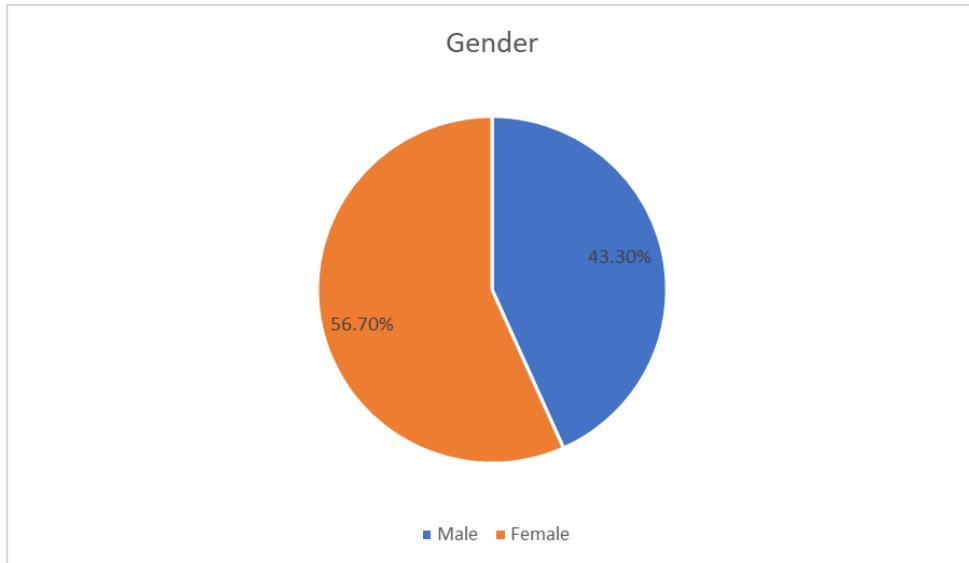


Figure 4.1: Gender

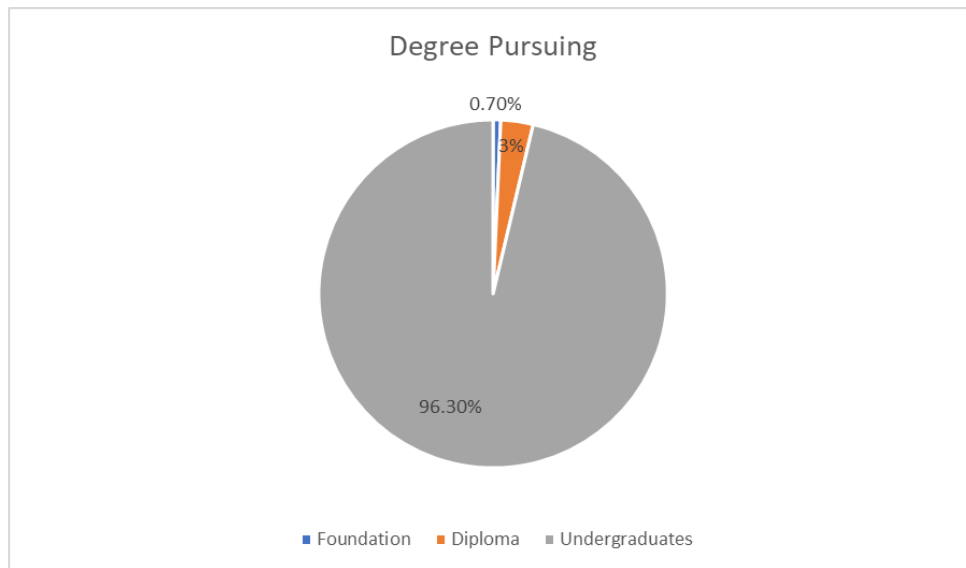
Table 4.1 and Figure 4.1 show the distribution of male and female respondents. Out of the total, 170 are female and 130 are male students from UTAR and TARUMT. This means that 56.7% of the respondents are female, while 43.3% are male. The results show that both male and female students were well represented in the study. Therefore, the data collected can provide a fair understanding of customer loyalty toward F&B restaurants among students at UTAR and TARUMT.

### 1.1.1.2 Degree Pursuing

Table 4.2:

*Degree Pursuing*

Degree Pursuing					
		Frequency	Percent(%)	Valid Percent(%)	Cumulative Percent(%)
Valid	Foundation	2	0.7	0.7	0.7
	Diploma	9	3	3	3
	Undergraduates	289	96.3	96.3	100
	Total	300	100	100	



*Figure 4.2: Degree Pursuing*

Table 4.2 and Figure 4.2 present the degree pursuing of the students. The highest percentages of respondents are undergraduate students, with 289 students (96.3%) and 9 diploma students (3.0%), are the next greatest proportions. Foundation students make up the least percentage, with 2, or 0.7%. Undergraduates represent the largest student group in both universities and are frequent customers of F&B restaurants. Therefore, the findings of this study mainly reflect the views and loyalty behaviours of undergraduate students toward F&B restaurants.

#### **4.1.1.3 Years of Study**

Table 4.3:

*Years of Study*

		Years of Study			
		Frequency	Percent(%)	Valid Percent(%)	Cumulative Percent(%)
Valid	Y1S1	12	4	4	4
	Y1S2	16	5.3	5.3	5.3
	Y1S3	25	8.4	8.4	8.4
	Y2S1	45	15	15	15
	Y2S2	34	11.3	11.3	11.3
	Y2S3	42	14	14	14
	Y3S1	24	8	8	8
	Y3S2	51	17	17	17
	Y3S3	51	17	17	100
	Total	300	100	100	

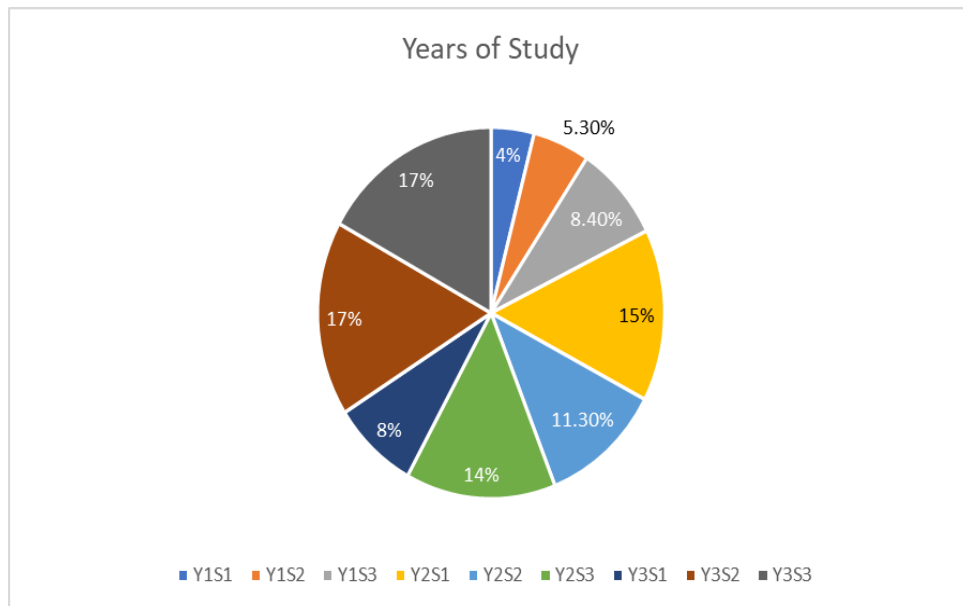


Figure 4.3: Years of Study

Table 4.3 and Figure 4.3 indicate years of study of the respondents involved in this research. The respondents were distributed across different years and semesters. The largest groups were students in Year 3 Semester 2 (Y3S2) and Year 3 Semester 3 (Y3S3), with 51 students each (17.0%). This is followed by Year 2 Semester 1 (Y2S1) with 45 students (15.0%), and Year 2 Semester 3 (Y2S3) with 42 students (14.0%). Smaller proportions of respondents came from Year 1 levels, including Y1S1 (4.0%), Y1S2 (5.3%), and Y1S3 (8.4%), as well as Year 3 Semester 1 (Y3S1) with 24 students (8.0%).

#### 4.1.1.4 Location of Study

Table 4.4:

*Location of Study*

Location of Study					
		Frequency	Percent(%)	Valid Percent(%)	Cumulative Percent(%)
Valid	UTAR	280	93.3	93.3	93.3
	TARUMT	20	6.7	6.7	100
	Total	300	100	100	

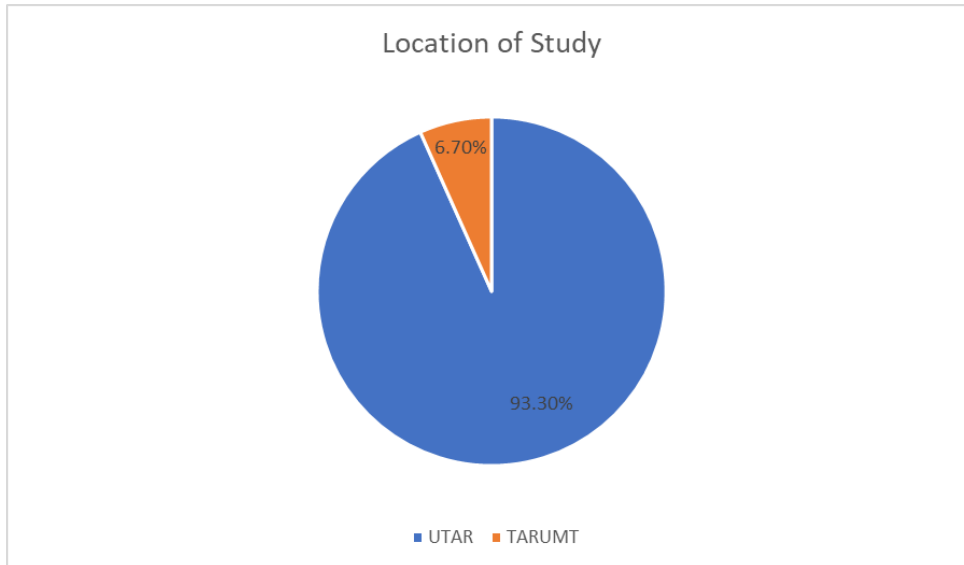


Figure 4.4: Location of Study

Table 4.4 and Figure 4.4 showed the student's location of study. There are 280 students from UTAR which are 93.30%. The remaining 20 students come from TARUMT which is 6.70%.

**4.1.1.5 Ethnic Group**

Table 4.5:

*Ethnic Group*

Ethnic Group					
		Frequency	Percent(%)	Valid Percent(%)	Cumulative Percent(%)
Valid	Chinese	289	96.3	96.3	96.3
	Indian	11	3.7	3.7	100
	Total	300	100	100	

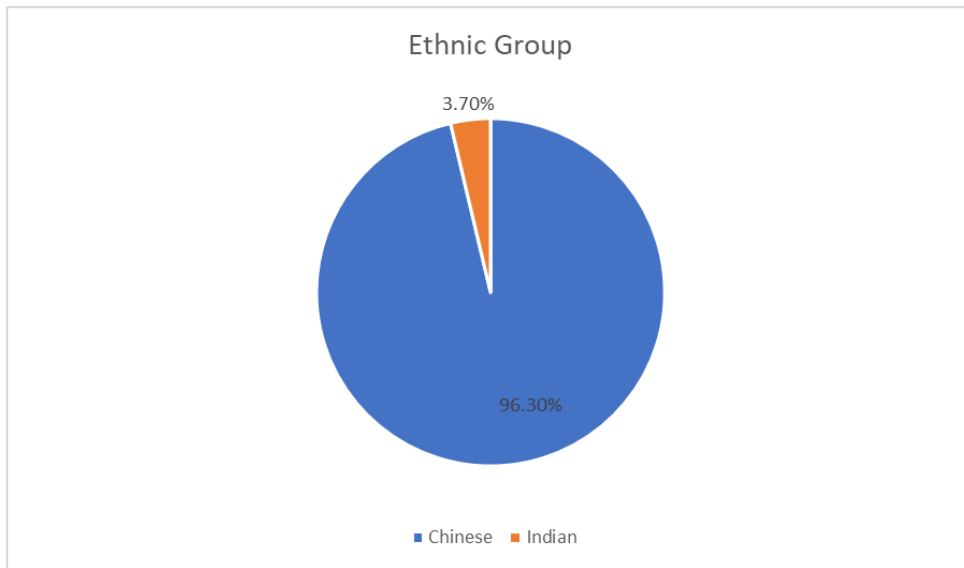


Figure 4.5: Ethnic Group

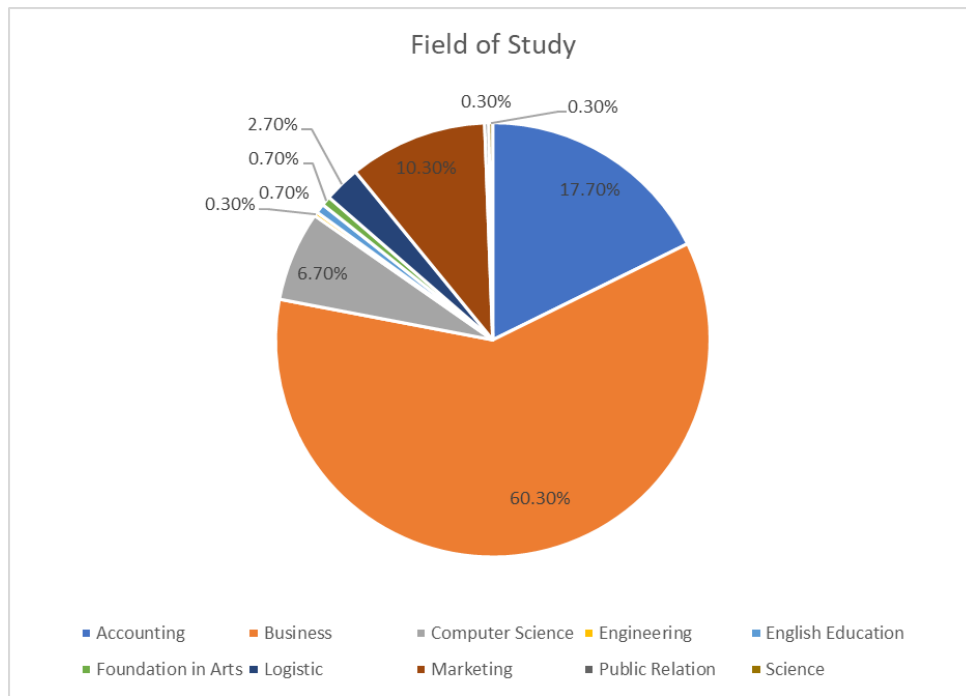
Table 4.5 and Figure 4.5 present the ethnicity of the students. Most of the respondents were Chinese students, with 289 students (96.30%). This is followed by 11 Indian students (3.70%).

#### 4.1.1.6 Field of Study

Table 4.6:

*Field of Study*

Field of Study					
		Frequency	Percent(%)	Valid Percent(%)	Cumulative Percent(%)
Valid	Accounting	53	17.7	17.7	17.7
	Business	181	60.3	60.3	60.3
	Computer Science	20	6.7	6.7	6.7
	Engineering	1	0.3	0.3	0.3
	English Education	2	0.7	0.7	0.7
	Foundation in Arts	2	0.7	0.7	0.7
	Logistics	8	2.7	2.7	2.7
	Marketing	31	10.3	10.3	10.3
	Public Relation	1	0.3	0.3	0.3
	Science	1	0.3	0.3	100
	Total	300	100	100	



*Figure 4.6: Field of Study*

Table 4.6 and Figure 4.6 present the student's field of study. Most of the respondents were from the Business field, with 181 students (60.3%), making it the largest group in the study. This is followed by accounting students, with 53 respondents (17.7%), and Marketing students, with 31 respondents (10.3%). Other fields of study, such as Computer Science (6.7%), Logistics (2.7%), and several smaller groups including Engineering, English Education, Foundation in Arts, Public Relation, and Science, contributed a smaller percentage of respondents.

#### **4.1.2 Central Tendencies Measurement of construct**

The central tendencies will be utilised in this chapter to analyze the mean scores for the five interval-scaled constructs that we used in the questionnaire. 37 questions from the mean score and standard deviation value were obtained from the SPSS output.

Table 4.7:

*Central Tendencies Measurement*

Variables	Sample Size (N)	Mean (M)	Standard Deviation (SD)
Customer Loyalty	300	4.3539	0.18802
Service Quality	300	4.4733	0.24527
Satisfaction	300	4.56	0.27468
Perceived Price Fairness	300	4.632	0.23713
Location and Environment	300	4.466	0.24271

The descriptive statistics for the main variables in this study are presented in the table above. All variables were measured using a 5-point Likert scale, and each variable had a sample size of 300 respondents. The results show that Perceived Price Fairness recorded the highest mean value ( $M = 4.632$ ,  $SD = 0.23713$ ), indicating that students generally perceive F&B restaurant prices in Kampar as fair and acceptable. Satisfaction also showed a high mean ( $M = 4.560$ ,  $SD = 0.27468$ ), suggesting that most students are satisfied with their dining experiences. Service Quality ( $M = 4.4733$ ,  $SD = 0.24527$ ) and Location and Environment ( $M = 4.466$ ,  $SD = 0.24271$ ) both achieved similarly high mean values, which indicate that students perceive the service provided and the restaurant environment as positive and favourable.

Additionally, Customer loyalty recorded a strong mean score ( $M = 4.3539$ ,  $SD = 0.18802$ ). This indicates that students demonstrate relatively high loyalty towards the F&B restaurants they frequently visit, including willingness to return or recommend the restaurants to others. Overall, the high mean values across all variables indicate that respondents hold favourable perceptions of F&B restaurants in Kampar. The relatively low standard deviation values suggest that responses were consistent among the students, with minimal variability in their perceptions.

## 4.2 Scale measurement

### 4.2.1 Reliability Test Result

Table 4.8:

*Reliability Test Result*

Construct	Cronbach's Alpha	Number of Items
Customer Loyalty	0.707	17
Service Quality	0.798	5
Satisfaction	0.701	5
Perceived Price Fairness	0.713	5
Location and Environment	0.731	5

The reliability of the measurement scales used in this study was assessed using Cronbach's Alpha. All constructs recorded Cronbach's Alpha values above the minimum acceptable threshold of 0.70, indicating that the items used to measure each variable are internally consistent and reliable. The construct Service Quality demonstrated the highest reliability ( $\alpha = 0.798$ ) across its five items, indicating strong internal consistency. This is followed by Location and Environment ( $\alpha = 0.731$ ) and Perceived Price Fairness ( $\alpha = 0.713$ ), both of which also fall within the acceptable reliability range.

The constructs Customer Loyalty ( $\alpha = 0.707$ , 17 items) and Satisfaction ( $\alpha = 0.701$ , 5 items) also meet the recommended reliability benchmark. Although these values are slightly above the threshold, they still indicate that the measurement items are sufficiently consistent in capturing the intended constructs. Overall, the reliability test results indicate that all variables used in this study possess satisfactory internal consistency, and the scales are appropriate for further statistical analysis.

## 4.3 Preliminary Analysis

### 4.3.1 Normality Test

Table 4.9:

*Normality Test Result*

Variables	Skewness	Kurtosis
Dependent Variable: Customer Loyalty	0.321	-0.615
Independent Variable 1: Service Quality	0.016	-0.041
Independent Variable 2: Satisfaction	-0.002	-0.71
Independent Variable 3: Perceived Price Fairness	-0.446	0.1
Independent Variable 4: Location and Environment	0.001	-0.442

The skewness and kurtosis values for all variables fall within the acceptable range for normality based on the established interpretation guidelines. The skewness values for Customer Loyalty (0.321), Service Quality (0.016), Satisfaction (-0.002), Perceived Price Fairness (-0.446), and Location and Environment (0.001) all fall between -0.5 and 0.5, indicating that the data for each variable are fairly symmetrical. This suggests that the respondents' answers are evenly distributed around the mean, with no substantial skew towards either the lower or higher end of the scale.

For kurtosis, all variables also fall within the range close to zero, such as Customer Loyalty (-0.615), Service Quality (-0.041), Satisfaction (0.710), Perceived Price Fairness (0.100), and Location and Environment (-0.442). According to the interpretation guidelines, kurtosis values near zero indicate a mesokurtic distribution, meaning the data have a shape similar to a normal distribution. The slightly negative kurtosis values for some variables indicate a marginally flatter distribution, whereas slightly positive values indicate a minor peak. However, all values remain close enough to zero to be considered normal.

Overall, the skewness and kurtosis results indicate that the dataset meets the assumptions of normality, suggesting that the variables are suitable for further parametric statistical analyses such as correlation and regression.

### 4.3.2 Multicollinearity Test (VIF)

Table 4.10:

*Tolerance Value and Variance Inflation Factor (VIF)*

Independent Variables	Collinearity Statistics	
	Tolerance	VIF
Service Quality	0.89	1.123
Satisfaction	0.915	1.093
Perceived Price Fairness	0.909	1.1
Location and Environment	0.901	1.109

The multicollinearity analysis was conducted using Tolerance and Variance Inflation Factor (VIF) values to assess whether the independent variables were highly correlated with one another. According to the established criteria, a Tolerance value greater than 0.20 and a VIF value below the range of 3 to 5 indicate that multicollinearity is not a concern. The results show that all independent variables which are service quality (Tolerance = 0.890, VIF = 1.123), satisfaction (Tolerance = 0.915, VIF = 1.093), perceived price fairness (Tolerance = 0.909, VIF = 1.100), and location and environment (Tolerance = 0.901, VIF = 1.109) meet these criteria.

All tolerance values are well above 0.20, and all VIF values remain close to 1, which indicates that the independent variables do not exhibit problematic levels of multicollinearity. This suggests that each predictor contributes uniquely to the model without overlapping excessively with the others. Therefore, the multicollinearity test results confirm that the independent variables are statistically appropriate for use in subsequent regression analysis.

## 4.4 Inferential Analysis

### 4.4.1 Multiple Regression Analysis

Table 4.11:  
*Multiple Regression Analysis*

	Unstandardized Coefficient Beta	Coefficient Std. Error	Standardized Coefficient Beta	t- statistics	P- value
(Constant)	3.039	0.285		10.66	-0.001
Service Quality	0.118	0.042	0.155	2.808	0.005
Satisfaction	0.07	0.037	0.102	1.887	0.048
Perceived Price Fairness	0.159	0.043	0.2	3.677	0.002
Location and Environment	0.269	0.042	0.347	6.344	0.001
R-squared					0.612

A multiple regression analysis was conducted to examine the effects of Service Quality, Satisfaction, Perceived Price Fairness, and Location and Environment on Customer Loyalty. In accordance with the specified criterion, predictors with p-values less than 0.05 are considered statistically significant contributors.

The results indicate that Service Quality has a significant positive effect on customer loyalty ( $\beta = 0.155$ ,  $t = 2.808$ ,  $p = 0.005$ ). This demonstrates that higher levels of service quality meaningfully increase students' loyalty toward restaurants in Kampar. Satisfaction is also found to be a significant predictor

( $\beta = 0.102$ ,  $t = 1.887$ ,  $p = 0.048$ ), suggesting that increases in customer satisfaction contribute positively to customer loyalty.

In addition, Perceived Price Fairness shows a significant positive influence on customer loyalty ( $\beta = 0.200$ ,  $t = 3.677$ ,  $p = 0.002$ ). This indicates that when students perceive restaurant prices as fair, their likelihood of remaining loyal increases. Similarly, Location and Environment is identified as a strong and significant predictor ( $\beta = 0.347$ ,  $t = 6.344$ ,  $p = 0.001$ ), demonstrating that favourable location and environmental conditions play a critical role in enhancing customer loyalty.

The overall model yields an R-squared value of 0.612, indicating that 61.2% of the variance in customer loyalty is explained by the four independent variables. This reflects a strong explanatory capability of the regression model in evaluating the determinants of customer loyalty among university students in Kampar.

## 4.5 Chapter Summary

Chapter 4 presents the results of the data analysis using SPSS. The descriptive analysis shows that most respondents are female undergraduate students from UTAR, mainly from business-related fields. The mean scores for all variables are high, which indicates that students have positive perceptions toward F&B restaurants in Kampar. In addition, the reliability test shows that all variables are consistent and reliable, as all Cronbach's Alpha values are above 0.70. The preliminary analysis confirms that the data is normally distributed and there are no multicollinearity issues. The regression analysis shows that service quality, satisfaction, perceived price fairness, and location and environment all have a significant positive effect on customer loyalty. Among these, location and environment is the strongest factor. Overall, the model explains 61.20% of customer

loyalty, showing that these factors are important in influencing students' loyalty toward F&B restaurants.

## **CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS**

### **5.0 Introduction**

Chapter 5 presents the discussion and conclusion of the study. It interprets the major findings in relation to the research objectives and hypotheses. The chapter also outlines the theoretical and practical implications of the study, followed by a discussion of the limitations encountered during the research process. Finally, recommendations for future research are provided to offer guidance and direction for further studies in this area.

### **5.1 Discussions of Major Findings**

This study aimed to examine the factors influencing customer loyalty in the food and beverage industry among private university students in Malaysia. Based on the result from chapter 4 (Table 4.11), all four variables (service quality, satisfaction, perceived price fairness, and location and environment) had significant positive influence on customer loyalty. Thus, all proposed hypotheses (H1, H2, H3, and H4) are supported.

Firstly, service quality was found to have a positive and significant effect on customer loyalty. This finding is consistent with previous studies, particularly Danurdara (2021) and Uslu and Eren (2020), who reported that high service quality enhances customer trust and retention. When customers perceive that service delivery is reliable, responsive, and meets their expectations, they are more likely

to revisit and recommend the restaurant. This suggests that service interactions remain a critical driver of loyalty, even among price-sensitive university students.

Secondly, satisfaction also significantly influenced customer loyalty. This result supports earlier research, including Andriyani and Hidayat (2021) and Tanlim and Ruslim (2024), which confirmed that satisfied customers are more likely to remain loyal, revisit, and repurchase. The finding reinforces the well-established satisfaction–loyalty relationship and highlights the importance of delivering positive dining experiences to sustain long-term customer relationships.

Thirdly, perceived price fairness was found to have a significant positive influence on customer loyalty. This finding is in line with studies such as Kamaruddin et al. (2024) and Ahmed et al. (2023), which demonstrated that when customers perceive prices as reasonable and fair, their loyalty intentions increase, as fair pricing enhances perceived value and encourages repeat patronage. Given that university students generally have limited financial resources, the role of price fairness appears particularly important in shaping their loyalty decisions.

Lastly, location and environment were also found to have a positive and significant effect on customer loyalty. This finding is consistent with research by Rathnasiri et al. (2025) and Guzel and Bas (2020), who identified environmental factors such as ambience, cleanliness, accessibility, and comfort as key determinants of customer retention. Notably, location and environment emerged as the strongest predictor in this study, suggesting that convenience and a comfortable atmosphere are especially influential among university students who often seek suitable spaces for socializing or studying.

## **5.2 Implications of the Study**

The findings of this study provide several important implications for restaurant operators, business practitioners, and policymakers in the Malaysian food and beverage (F&B) industry, particularly those targeting private university students.

### **5.2.1 Practical Implications**

Firstly, since location and environment was found to be the strongest factor influencing customer loyalty, restaurant operators should focus on choosing a good location and creating a comfortable dining place. University students usually prefer places that are convenient, easy to access, and have a pleasant atmosphere where they can relax, socialize, or study. Therefore, restaurants near university areas should improve seating comfort, maintain cleanliness, ensure good lighting and air circulation, and create a welcoming environment to encourage students to return regularly.

Secondly, the significant influence of perceived price fairness suggests that pricing strategies must be carefully designed to match students' purchasing power. As university students are generally price-sensitive, transparent pricing, student promotions, value meals, and discount packages may enhance perceptions of fairness and increase loyalty intentions.

Thirdly, service quality remains an important determinant of loyalty. Restaurant managers should therefore focus on staff training programs to improve responsiveness, reliability, assurance, and empathy. Consistent service performance can enhance positive dining experiences and strengthen long-term customer relationships.

Additionally, customer satisfaction is one of the key factors to influence customer loyalty. Restaurants should continuously monitor customer feedback and service performance to ensure expectations are met or exceeded. Regular feedback mechanisms, such as online reviews or customer surveys, may assist in identifying areas for improvement.

From a policy perspective, local authorities and university administrators may consider supporting student-friendly business environments by facilitating infrastructure development, improving accessibility around

campus commercial areas, and encouraging fair business practices within student-focused marketplaces.

### **5.2.2 Theoretical Implications**

This study contributes to the existing literature by providing empirical support for Social Exchange Theory (SET) within the context of the food and beverage (F&B) industry among private university students in Malaysia. SET suggests that individuals engage in relationships when the perceived benefits outweigh the costs. The findings of this study strongly support this theoretical proposition.

Firstly, the significant positive relationships between service quality, perceived price fairness, satisfaction, location and environment, and customer loyalty reinforce the fundamental assumption of SET. When students perceive that they receive benefits such as quality service, fair pricing, emotional satisfaction, and a comfortable environment, they are more likely to remain loyal to a restaurant. This confirms that loyalty behaviour can be understood as an outcome of favourable exchange relationships, where the rewards are greater than the costs.

Secondly, this study extends the application of SET to a specific demographic context, namely private university students in Malaysia. Although SET has been widely used in marketing and service studies, fewer studies have focused specifically on student consumers in the Malaysian F&B industry. By examining this group, the study shows that SET is highly relevant to young and price-sensitive consumers who carefully evaluate the value they receive before making repeat purchase decisions.

Thirdly, the findings highlight the multidimensional nature of exchange relationships. The results show that not only economic factors (such as price fairness) but service quality, satisfaction, and location also play significant

roles in influencing loyalty. This strengthens SET by showing that exchanges in the F&B industry include not only financial benefits but also emotional and environmental benefits.

Finally, this research fills a contextual gap by focusing on private university students in Kampar, Malaysia, a group that has received limited academic attention. By providing evidence from this specific setting, the study adds local support to the broader customer loyalty literature and further confirms the usefulness of SET in explaining loyalty behaviour in student markets.

### **5.3 Limitations of the Study**

Firstly, this research was limited to private university students from Universiti Tunku Abdul Rahman (UTAR) and Tunku Abdul Rahman University of Management and Technology (TARUMT) located in Kampar, Malaysia. Although this demographic is highly relevant to the study objectives, the findings may not be fully generalizable to students from other universities, public institutions, or different geographical regions within Malaysia. Consumer behaviour and loyalty patterns may vary across cultural, economic, and institutional contexts.

Secondly, the study adopted a non-probability convenience sampling technique. While this method was practical and efficient in collecting data within a limited timeframe, it may introduce sampling bias and limit the representativeness of the broader student population (Golzar et al., 2022). As respondents were selected based on accessibility, the sample may not fully reflect the diversity of all private university students in Malaysia.

### **5.4 Recommendations for Future Research**

Firstly, future studies could expand the scope by including students from additional private and public universities across different states in Malaysia. Comparative

studies between urban and rural institutions may provide deeper insights into geographical differences in loyalty behaviour. Expanding the demographic scope would enhance the generalizability of findings.

Secondly, from a methodological perspective, future studies should consider adopting probability sampling techniques, such as simple random sampling or stratified sampling, to enhance representativeness and reduce sampling bias. Additionally, a larger sample size would strengthen statistical robustness and reliability.

Thirdly, future researchers may incorporate additional variables that were not examined in this study. Factors such as brand image, social media engagement, digital ordering convenience, peer influence, food quality, loyalty programs, or sustainability practices could be explored to provide a more comprehensive understanding of customer loyalty in the F&B industry.

Lastly, future research could examine potential mediating or moderating effects. For example, customer satisfaction could be tested as a mediator between service quality and loyalty, while income level or frequency of dining out could act as moderating variables. Such advanced analytical approaches would deepen theoretical understanding.

## **5.5 Chapter Summary**

Chapter 5 discusses the main findings, conclusion, and implications of the study. The results show that service quality, satisfaction, perceived price fairness, and location and environment all have a significant positive effect on customer loyalty. This means that when students feel the service is good, prices are fair, and the environment is comfortable, they are more likely to return and recommend the restaurant. Among all factors, location and environment is the most important. These findings also support Social Exchange Theory, where customers stay loyal when they feel the benefits are worth the cost. This study also gives practical

suggestions for restaurant operators, such as improving the dining environment, setting fair prices, and providing good service to increase customer loyalty. However, the study has some limitations, such as focusing only on students from UTAR and TARUMT and using convenience sampling. Future research can include more universities, use better sampling methods, and study more factors like food quality or social media. Overall, this study helps to better understand what influences student loyalty in the F&B industry.

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## APPENDIX

## Appendix 1: Questionnaire for dimension of customer loyalty (D.V.)

Construct	Dimension	Indicators	Sources
Customer loyalty	Cognitive item	<ol style="list-style-type: none"> <li>1. This service provider has more benefits than others of this type.</li> <li>2. This service provider has better services than others of this type.</li> <li>3. I primarily base my decision to use this service provider on the cost of the service.</li> <li>4. The service provider has more of the things I look for in this type of service.</li> </ol>	Adopted from (Bourdeau, Cronin, & Voorhees, 2024)
	Affective item	<ol style="list-style-type: none"> <li>1. I have grown to like this service provider more than others of this type.</li> <li>2. When I think about purchases, I have made with this service provider, I am usually pleased.</li> <li>3. This service provider means a lot to me.</li> <li>4. For me, this service matters.</li> <li>5. This service provider is very important to me.</li> </ol>	
	Conative item	<ol style="list-style-type: none"> <li>1. I intend to continue buying from this service provider in the future.</li> <li>2. I anticipate having a long-term commitment to this service provider.</li> <li>3. I am not very likely to switch to another service provider.</li> </ol>	

		4. I might be convinced to switch to another service provider under the right conditions.	
	Action	<p>2. When I have a need for this type of service, I will only use this service provider.</p> <p>3. I would not even consider another service provider for this service.</p> <p>4. I will always use this service provider.</p> <p>5. I have used this service provider for a long time.</p>	

### Appendix 2: Questionnaire For Factors Influencing Customer Loyalty in Restaurant Industry (I.V.)

Construct	Indicator	Sources
Service quality	<p>1. The customer attention of the employees is adequate.</p> <p>2. The employees listen carefully to my needs.</p> <p>3. The employees have the right knowledge and good attitude.</p> <p>4. The employees trustworthy and honest.</p> <p>5. The waiting time of my favourite fast-food restaurant reinforces my belongingness to my social group.</p>	Adopted from (Martina, María-Eugenia, & Christopher, 2020)

Satisfaction	<ol style="list-style-type: none"> <li>1. This fast-food restaurant is exactly what I need.</li> <li>2. The service I received has worked out as well as I thought it would.</li> <li>3. I think I did the right thing in deciding to eat at this restaurant.</li> <li>4. I am happy with this restaurant.</li> <li>5. Eating at this restaurant is a satisfying experience.</li> </ol>	Adopted from (Martina, María-Eugenia, & Christopher, 2020; Ing, Zheng, Xu & Thurasamy, 2020)
Perceived price fairness	<ol style="list-style-type: none"> <li>1. The price I paid was fair.</li> <li>2. Price was good compared to other similar restaurants.</li> <li>3. The price I paid was equal to the quality.</li> <li>4. The restaurant gave me good value for money.</li> <li>5. I perceive the opportunity cost of consuming in my favourite fast-food restaurant as adequate.</li> </ol>	Adopted from (Ing, Zheng, Xu & Thurasamy, 2020)
Location and environment	<ol style="list-style-type: none"> <li>1. Location of café-restaurant is nicely selected.</li> <li>2. Location of café-restaurant increase my enjoyment.</li> <li>3. I like the location of café-restaurant.</li> <li>4. The restaurant environment is clean.</li> <li>5. The colours inside the restaurant are complementary and coordinating.</li> </ol>	Adopted from (Javed, Rashidin, & Jian, 2021; Ali, Alam, & Bilal, 2021).

### Appendix 3: Descriptive Statistics

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Male;Female	300	1.00	2.00	1.5667	.49636
Foundation;Diploma; Undergraduates	300	1.00	3.00	2.9567	.23446
Years;Semester	300	1.00	9.00	5.8533	2.36724
UTAR;TARUMT	300	1.00	2.00	1.0667	.24986
Chinese;Indian	300	1.00	2.00	1.0367	.18826
Business;Medicine;Science; Engineering	300	1.00	10.00	2.7467	2.15514
Valid N (listwise)	300				

**Descriptive Statistics**

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness Statistic
CustomerLoyalty_AVE	300	4.00	4.88	4.3539	.18802	.321
ServiceQuality_AVE	300	4.00	5.00	4.4733	.24527	.016
Satisfaction_AVE	300	4.00	5.00	4.5600	.27468	-.002
PerceivedPriceFairness_AVE	300	4.00	5.00	4.6320	.23713	-.446
LocationAndEnvironemnt_AVE	300	4.00	5.00	4.4660	.24271	.001
Valid N (listwise)	300					

**Descriptive Statistics**

	Skewness	Kurtosis	
	Std. Error	Statistic	Std. Error
CustomerLoyalty_AVE	.141	-.615	.281
ServiceQuality_AVE	.141	-.041	.281
Satisfaction_AVE	.141	-.710	.281
PerceivedPriceFairness_AVE	.141	.100	.281
LocationAndEnvironemnt_AVE	.141	-.442	.281
Valid N (listwise)			

**Appendix 4: Regression Result**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.751 <sup>a</sup>	.612	.607	4.16880	.205	18.996	4

**Model Summary**

Model	Change Statistics	
	df2	Sig. F Change
1	295	<.001

a. Predictors: (Constant), LocationAndEnvironemnt\_AVE, PerceivedPriceFairness\_AVE, Satisfaction\_AVE, ServiceQuality\_AVE

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	3.039	.285		10.660
	ServiceQuality_AVE	.118	.042	.155	2.808
	Satisfaction_AVE	.070	.037	.102	1.887
	PerceivedPriceFairness_AVE	.159	.043	.200	3.677
	LocationAndEnvironemnt_AVE	.269	.042	.347	6.344

**Coefficients<sup>a</sup>**

Model		Sig.	95.0% Confidence Interval for B		Collinearity Statistics
			Lower Bound	Upper Bound	Tolerance
1	(Constant)	<.001	2.478	3.600	
	ServiceQuality_AVE	.005	.035	.201	.890
	Satisfaction_AVE	.048	-.003	.143	.915
	PerceivedPriceFairness_AVE	.002	-.244	-.074	.909
	LocationAndEnvironemnt_AVE	.001	.185	.352	.901

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics
		VIF
1	(Constant)	
	ServiceQuality_AVE	1.123
	Satisfaction_AVE	1.093
	PerceivedPriceFairness_AVE	1.100
	LocationAndEnvironemnt_AVE	1.109

a. Dependent Variable: CustomerLoyalty\_AVE

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					ServiceQuality_AVE	Satisfaction_AVE
1	1	4.992	1.000	.00	.00	.00
	2	.003	40.848	.00	.25	.70
	3	.002	44.834	.00	.03	.04
	4	.002	50.709	.01	.63	.19
	5	.001	73.530	.99	.09	.06

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Variance Proportions	
		PerceivedPriceFairness_AVE	LocationAndEnvironment_AVE
1	1	.00	.00
	2	.00	.07
	3	.42	.53
	4	.31	.22
	5	.27	.18

a. Dependent Variable: CustomerLoyalty\_AVE

**Appendix 5: DV-Customer Loyalty Reliability Result**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.707	.713	17

**Item Statistics**

	Mean	Std. Deviation	N
MoreBenefits	4.1833	.38759	300
BetterServices	4.2633	.44118	300
CostOfServices	4.4167	.49383	300
MoreOfThings	4.2667	.44296	300
Likely	4.2433	.42981	300
Pleased	4.6100	.48856	300
MeansALot	4.2367	.42575	300
ServiceMatters	4.7200	.44975	300
Important	4.2800	.44975	300
IntendToContinueBuying	4.7267	.44642	300
LongtermCommitment	4.4600	.49923	300
NotLikelyToSwitch	4.2900	.45452	300
LikelySwitch	4.2400	.42780	300
OnlyUse	4.2400	.42780	300
NotConsiderOtherService	4.2400	.42780	300
AlwaysUse	4.2467	.43179	300
UseLongTime	4.3533	.47880	300

**Inter-Item Correlation Matrix**

	MoreBenefits	BetterServices	CostOfServices	MoreOfThings	Likely
MoreBenefits	1.000	.323	.229	.026	.113
BetterServices	.323	1.000	.139	.290	.137
CostOfServices	.229	.139	1.000	-.020	.119
MoreOfThings	.026	.290	-.020	1.000	.326
Likely	.113	.137	.119	.326	1.000
Pleased	.061	.106	.121	.034	-.088
MeansALot	.040	.201	.134	.285	.543
ServiceMatters	-.031	-.065	.015	-.111	-.287
Important	.146	.268	.075	.312	.477
IntendToContinueBuying	.020	-.126	.048	-.256	-.262
LongtermCommitment	.185	.283	.224	.215	.178
NotLikelyToSwitch	.077	.185	.071	.296	.237
LikelySwitch	.036	.178	.047	.226	.282
OnlyUse	-.044	.178	.047	.332	.373
NotConsiderOtherService	.036	.160	.111	.314	.245
AlwaysUse	.129	.272	.034	.302	.270
UseLongTime	.082	.223	.111	.185	.231

**Inter-Item Correlation Matrix**

	Pleased	MeansALot	ServiceMatters	Important	IntendToContinueBuying
MoreBenefits	.061	.040	-.031	.146	.020
BetterServices	.106	.201	-.065	.268	-.126
CostOfServices	.121	.134	.015	.075	.048
MoreOfThings	.034	.285	-.111	.312	-.256
Likely	-.088	.543	-.287	.477	-.262
Pleased	1.000	-.037	.186	-.095	.138
MeansALot	-.037	1.000	-.229	.509	-.204
ServiceMatters	.186	-.229	1.000	-.256	.334
Important	-.095	.509	-.256	1.000	-.234
IntendToContinueBuying	.138	-.204	.334	-.234	1.000
LongtermCommitment	.039	.084	-.065	.273	-.034
NotLikelyToSwitch	.074	.318	-.092	.321	-.103
LikelySwitch	-.047	.348	-.171	.432	-.216
OnlyUse	-.159	.256	-.188	.397	-.216
NotConsiderOtherService	-.047	.220	-.154	.188	-.216
AlwaysUse	-.034	.245	-.160	.435	-.239
UseLongTime	-.052	.195	-.160	.222	-.188

**Inter-Item Correlation Matrix**

	LongtermCommitment	NotLikelyToSwitch	LikelySwitch	OnlyUse	NotConsiderOtherService
MoreBenefits	.185	.077	.036	-.044	.036
BetterServices	.283	.185	.178	.178	.160
CostOfServices	.224	.071	.047	.047	.111
MoreOfThings	.215	.296	.226	.332	.314
Likely	.178	.237	.282	.373	.245
Pleased	.039	.074	-.047	-.159	-.047
MeansALot	.084	.318	.348	.256	.220
ServiceMatters	-.065	-.092	-.171	-.188	-.154
Important	.273	.321	.432	.397	.188
IntendToContinueBuying	-.034	-.103	-.216	-.216	-.216
LongtermCommitment	1.000	.191	.217	.155	.108
NotLikelyToSwitch	.191	1.000	.398	.312	.260
LikelySwitch	.217	.398	1.000	.360	.470
OnlyUse	.155	.312	.360	1.000	.379
NotConsiderOtherService	.108	.260	.470	.379	1.000
AlwaysUse	.139	.231	.258	.493	.385
UseLongTime	.213	.296	.303	.189	.368

**Inter-Item Correlation Matrix**

	AlwaysUse	UseLongTime
MoreBenefits	.129	.082
BetterServices	.272	.223
CostOfServices	.034	.111
MoreOfThings	.302	.185
Likely	.270	.231
Pleased	-.034	-.052
MeansALot	.245	.195
ServiceMatters	-.160	-.160
Important	.435	.222
IntendToContinueBuying	-.239	-.188
LongtermCommitment	.139	.213
NotLikelyToSwitch	.231	.296
LikelySwitch	.258	.303
OnlyUse	.493	.189
NotConsiderOtherService	.385	.368
AlwaysUse	1.000	.305
UseLongTime	.305	1.000

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	4.354	4.183	4.727	.543	1.130	.030
Inter-Item Correlations	.127	-.287	.543	.830	-1.896	.038

**Summary Item Statistics**

	N of Items
Item Means	17
Inter-Item Correlations	17

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
MoreBenefits	69.8333	9.557	.213	.
BetterServices	69.7533	8.942	.409	.
CostOfServices	69.6000	9.311	.220	.
MoreOfThings	69.7500	8.944	.406	.
Likely	69.7733	8.938	.426	.
Pleased	69.4067	9.881	.032	.
MeansALot	69.7800	8.941	.430	.
ServiceMatters	69.2967	10.571	-.190	.
Important	69.7367	8.649	.516	.
IntendToContinueBuying	69.2900	10.695	-.232	.
LongtermCommitment	69.5567	8.903	.357	.
NotLikelyToSwitch	69.7267	8.775	.459	.
LikelySwitch	69.7767	8.850	.465	.
OnlyUse	69.7767	8.957	.421	.
NotConsiderOtherService	69.7767	8.963	.418	.
AlwaysUse	69.7700	8.867	.453	.
UseLongTime	69.6633	8.926	.371	.

**Item-Total Statistics**

	Cronbach's Alpha if Item Deleted
MoreBenefits	.702
BetterServices	.683
CostOfServices	.703
MoreOfThings	.683
Likely	.681
Pleased	.724
MeansALot	.681
ServiceMatters	.743
Important	.671
IntendToContinueBuying	.746
LongtermCommitment	.688
NotLikelyToSwitch	.677
LikelySwitch	.677
OnlyUse	.682
NotConsiderOtherService	.682
AlwaysUse	.678
UseLongTime	.686

**Appendix 6: IV-Service Quality Reliability Result**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.798	.822	5

**Inter-Item Correlation Matrix**

	Attention	ListenToNeeds	GoodAttitude	Honestly	WaitingTime
Attention	1.000	.106	.006	.217	.225
ListenToNeeds	.106	1.000	.488	-.058	.086
GoodAttitude	.006	.488	1.000	-.069	.121
Honestly	.217	-.058	-.069	1.000	.030
WaitingTime	.225	.086	.121	.030	1.000

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	4.473	4.223	4.733	.510	1.121	.054
Item Variances	.207	.174	.244	.070	1.404	.001
Inter-Item Correlations	.115	-.069	.488	.556	-7.108	.026

**Summary Item Statistics**

	N of Items
Item Means	5
Item Variances	5
Inter-Item Correlations	5

**Appendix 7: IV-Satisfaction Reliability Result**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.701	.712	5

**Inter-Item Correlation Matrix**

	ExactlyWhatINeed	ServiceMatchNeeds	RightDisicion	Happy	GoodExperience
ExactlyWhatINeed	1.000	.349	.441	-.022	.196
ServiceMatchNeeds	.349	1.000	.292	.109	-.012
RightDisicion	.441	.292	1.000	-.162	.227
Happy	-.022	.109	-.162	1.000	.099
GoodExperience	.196	-.012	.227	.099	1.000

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	4.560	4.380	4.763	.383	1.088	.021
Item Variances	.230	.181	.250	.069	1.380	.001
Inter-Item Correlations	.152	-.162	.441	.603	-2.722	.033

**Summary Item Statistics**

	N of Items
Item Means	5
Item Variances	5
Inter-Item Correlations	5

**Appendix 8: IV-Perceived Price Fairness Reliability Result**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.713	.722	5

**Inter-Item Correlation Matrix**

	PriceFairness	GoodPrices	PriceEqualQuality	GoodValue	OpportunityCost
PriceFairness	1.000	.238	.468	.071	-.114
GoodPrices	.238	1.000	.321	.142	-.232
PriceEqualQuality	.468	.321	1.000	.175	-.122
GoodValue	.071	.142	.175	1.000	-.018
OpportunityCost	-.114	-.232	-.122	-.018	1.000

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	4.632	4.383	4.797	.413	1.094	.029
Item Variances	.210	.163	.250	.087	1.536	.001
Inter-Item Correlations	.093	-.232	.468	.700	-2.017	.045

**Summary Item Statistics**

	N of Items
Item Means	5
Item Variances	5
Inter-Item Correlations	5

**Appendix 9: IV-Location and Environment Reliability Result**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.731	.737	5

**Inter-Item Correlation Matrix**

	GoodAllocatedPlaces	Enjoyment	LikelyLocation	CleanEnvironment	GoodColours
GoodAllocatedPlaces	1.000	.378	.178	-.251	.106
Enjoyment	.378	1.000	.044	-.132	.069
LikelyLocation	.178	.044	1.000	.139	.277
CleanEnvironment	-.251	-.132	.139	1.000	-.077
GoodColours	.106	.069	.277	-.077	1.000

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	4.466	4.290	4.727	.437	1.102	.031
Item Variances	.225	.199	.247	.048	1.238	.000
Inter-Item Correlations	.073	-.251	.378	.629	-1.506	.034

**Summary Item Statistics**

	N of Items
Item Means	5
Item Variances	5
Inter-Item Correlations	5

**Appendix 10: Survey Questionnaire**



**UNIVERSITI TUNKU ABDUL RAHMAN**  
**Faculty of Business and Finance**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)**  
**FINAL YEAR PROJECT**

**TOPIC: A Study on Factor Affecting Customer Loyalty in Food & Beverage  
Restaurant Industry Among Private University Students in Malaysia.**

**Survey Questionnaire**

Dear respondents,

We are students of Faculty Business and Finance from Universiti Tunku Abdul Rahman (UTAR). The purpose of this study is to investigate the factor influencing customer loyalty in food and beverage restaurant industry among UTAR and TARUMT students. This study can help food and beverage restaurant business to know more about the significant factor and its impact on customer loyalty.

There are SIX (6) sections in this questionnaire. Section A is on demographics. Section B, C, D, E, and F cover all of the variables in this study. Please read the instructions carefully before answering the questions. Please answer ALL questions in ALL sections. Completion of this questionnaire will take you approximately 15 to 20 minutes.

Your participation in this study is entirely voluntary. There will be no disadvantage if you decide not to complete the attached anonymous questionnaire. You can withdraw at any time without any penalty. You can refuse to answer any question at any time if you feel uncomfortable.

The information collected from you will be kept strictly private and confidential. All responses and findings will be used solely for academic purpose.

Your assistance in completing this questionnaire is very much appreciated. If you have question regarding to this questionnaire, you may contact us at 010-3900318/012-3802576.

If you decide to complete this attached anonymous questionnaire, this will be taken as you voluntarily agree and formal consent to participate in this study. Thank you very much for your cooperation and willingness to participate in this study.

Yours sincerely,

MA WEI WEI  
JANE LAM LI YEE

**PERSONAL DATA PROTECTION NOTICE**

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes: Name, identity card, place of birth, address, education history, employment history, medical history, blood type, race, religion, photo, personal information and associated research data.

2. The purposes for which your personal data may be used are inclusive but not limited to:

- a) For assessment of any application to UTAR
- b) For processing any benefits and services
- c) For communication purposes
- d) For advertorial and news
- e) For general administration and record purposes
- f) For enhancing the value of education
- g) For educational and related purposes consequential to UTAR
- h) For replying any responds to complaints and enquiries
- i) For the purpose of our corporate governance
- j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete,

not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

**Consent:**

1. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at 010-3900318.

**Acknowledgment of Notice:**

( ) I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

( ) I disagree, my personal data will not be processed.

**Section A: Demographic Profile**

1. Gender

Male

Female

2. Degree pursuing

Foundation

Diploma

Undergraduates Study

Postgraduates Study

Other: .....

3. Years of Study (e.g., Y1S1)

4. Location of Study

UTAR Kampar campus

TARUMT Kampar campus

5. Ethnic Group

- Chinese
- Malay
- Indian
- Other: \_\_\_\_\_

6. Field of Study (e.g., Business, Engineering, Social Science, Medicine, etc.):

**Section B: Measurement of Customer Loyalty**

**This part has conducted 4 dimensions for measure the customer loyalty.**

**The "Restaurant X" in the question below is based on your most embracing restaurant.**

1. This service provider has more benefits than others of this type. \*

**Dimension 1: Cognitive Item**

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

2. This service provider has better services than others of this type. \*

**Dimension 1: Cognitive Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

3. I primarily base my decision to use this service provider on the cost of the service. \*

**Dimension 1: Cognitive Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

4. The service provider has more of the things I look for in this type of service. \*

**Dimension 1: Cognitive Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

1. I have grown to like this service provider more than others of this type. -

**Dimension 2: Affective Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

2. When I think about purchases, I have made with this service provider, I am usually pleased. \*

**Dimension 2: Affective Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

3. This service provider means a lot to me.

**Dimension 2: Affective Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

4. For me, this service matters.

**Dimension 2: Affective Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

5. This service provider is very important to me.

**Dimension 2: Affective Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

1. I intend to continue buying from this service provider in the future.

**Dimension 3: Conative Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

2. I anticipate having a long-term commitment to this service provider.

**Dimension 3: Conative Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

3. I am not very likely to switch to another service provider. \*

**Dimension 3: Conative Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

4. I might be convinced to switch to another service provider under the right conditions. ^

**Dimension 3: Conative Item**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

1. When I have a need for this type of service, I will only use this service provider. \*

**Dimension 4: Action**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

⋮

2. I would not even consider another service provider for this service. \*

**Dimension 4: Action**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

3. I will always use this service provider. \*

**Dimension 4: Action**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

4. I have used this service provider for a long time. \*

**Dimension 4: Action**

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

**Section C : Independence variable influencing customer loyalty.**

**Independence variable 1 : Service Quality**

1. The customer attention of the employees is adequate.\*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

2. The employees listen carefully to my needs.\*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

3. The employees have the right knowledge and good attitude.\*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

4. The employees trustworthy and honest.\*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

5. The waiting time of my favourite fast-food restaurant reinforces my belongingness to my social group.\*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

**Section D : Independence variable influencing customer loyalty.**

**Independence variable 2 : Satisfaction**

1. This fast-food restaurant is exactly what I need. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

2. The service I received has worked out as well as I thought it would. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

3. I think I did the right thing in deciding to eat at this restaurant. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

4. I am happy with this restaurant.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

---

5. Eating at this restaurant is a satisfying experience. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

**Section E : Independence variable influencing customer loyalty.**

---

**Independence variable 3 : Perceived Price Fairness**

1. The price I paid was fair. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

2. Price was good compared to other similar restaurants. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

3. The price I paid was equal to the quality. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

4. The restaurant gave me good value for money. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

5. I perceive the opportunity cost of consuming in my favourite fast-food restaurant as adequate. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

**Section F : Independence variable influencing customer loyalty.****Independence variable 4 : Location and environment**

1. Location of café-restaurant is nicely selected. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

2. Location of café-restaurant increase my enjoyment. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

3. I like the location of café-restaurant. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

4. The restaurant environment is clean. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

5. The colours inside the restaurant are complementary and coordinating. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

This is the end of this survey. Thank you for your participation.