FACTORS INFLUENCING CUSTOMER RE-PATRONAGE BEHAVIOUR: THE MEDIATING EFFECT OF CUSTOMER SATISFACTION

By

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ABSTRACT

The purpose of this study is to investigate the influence of DINESERV model on the level of customer satisfaction as the mediator on consumer re-patronage behavioural intentions in fast food restaurant industry. The study will focus on the undergraduate of UNIVERSITI UTARA MALAYSIA (UUM) in Kedah. Specifically, this study intends to identify the link between the dimensions that occur in the DINESERV model which include the service quality, food quality, and restaurant environment with the consumer re-patronage behavioural which mediated by customer satisfaction. A total of 400 sets of questionnaire were distributed to undergraduate respondents in UUM. The data was examined and analysed by using the 'Statistical Package for Social Sciences' SPSS version 22. A sample size of 377 respondents were collected which then analysed with descriptive analysis, validity analysis, reliability analysis, Pearson correlation analysis, multiple linear regression analysis, simple linear analysis, and hierarchical regression analysis approach. Collectively, the results showed that the service quality, food quality, and dining environment were able to influence on the level of customer satisfaction. However, individual analysis using the multiple regression analysis showed that the food quality has significant negative relationship with customer satisfaction. However, service quality and dining environment presented a positive relationship with customer satisfaction by using the multiple regression analysis. In addition, in this study, customer satisfaction was tested as the mediating variable. Customer satisfaction nowadays plays an important role in success of every business venture whether for a product or a service. This applied the Baron and Kenny (1986) hierarchical regression analysis in examining the mediation in this study which is customer satisfaction. The findings of this research showed that the customer satisfaction is full mediator of the relationship between service quality, food quality and consumer re-patronize behavioural but customer satisfaction become the partial mediating role in the relationship between dining environment and consumer re-patronage behavioural.

Keywords: fast food, service quality, food quality, restaurant dining environment, customer satisfaction, consumer re-patronage behavioural

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji pengaruh model DINESERV kepada tahap kepuasan pelanggan sebagai pengantara pada pengguna semula naungan niat tingkah laku dalam industri makanan segera restoran. Kajian ini akan memberi tumpuan kepada mahasiswa Universiti Utara Malaysia (UUM) di Kedah. Secara khusus, kajian ini bertujuan untuk mengenal pasti hubungan antara dimensi berlaku dalam model DINESERV termasuk kualiti perkhidmatan, kualiti makanan, dan persekitaran restoran dengan pengguna semula naungan-tingkah laku yang diselesaikan oleh kepuasan pelanggan. Terdapat 400 set soal selidik telah diedarkan kepada responden yang terdiri daripada latar belakang sarjana muda di UUM. Data yang telah diperiksa dan dianalisis dengan menggunakan 'Pakej Statistik untuk Sains Sosial' SPSS versi 22. Menurut sampel 377 responden, yang menganalisis dengan analisis deskriptif, analisis kesahihan, kebolehpercayaan analisis, analisis korelasi Pearson, analisis regresi linear, mudah analisis linear, dan hierarki pendekatan analisis regresi. Secara kolektif, keputusan dibentangkan bahawa kualiti perkhidmatan, kualiti makanan, dan persekitaran tempat makan boleh mempengaruhi kepada tahap kepuasan pelanggan. Walau bagaimanapun, jika menganalisis yang menggunakan analisis regresi berganda secara individu telah menunjukkan kualiti makanan yang mempunyai hubungan yang signifikan yang negatif dengan kepuasan pelanggan. Lain yang daripada, iaitu kualiti perkhidmatan dan persekitaran tempat makan membentangkan hubungan positif dengan kepuasan pelanggan dengan menggunakan analisis regresi berganda. Di samping itu, dalam kajian ini, ia akan menguji pembolehubah pengantara yang merupakan kepuasan pelanggan. Kepuasan pelanggan pada masa kini memainkan peranan yang penting dalam kejayaan setiap usaha perniagaan sama ada untuk sesuatu produk atau perkhidmatan. Kajian ini telah dilaksanakan analisis regresi hierarki yang diasaskan Baron dan Kenny (1986) untuk memeriksa pengantaraan dalam kajian ini iaitu kepuasan pelanggan. Dapatan kajian ini telah hadir bahawa kepuasan pelanggan adalah pengantara penuh hubungan antara kualiti perkhidmatan, kualiti makanan dan pengguna semula mengunjungi kepuasan tingkah laku tetapi pelanggan menjadi peranan perantara separa untuk hubungan antara persekitaran tempat makan dan pengguna semula naungan-tingkah laku . Akhir sekali, perbincangan dan cadangan daripada industri restoran makanan segera dan juga kajian akan datang juga telah dibincangkan.

Kata kunci: makanan segera , kualiti perkhidmatan, kualiti makanan, persekitaran tempat makan restoran , kepuasan pelanggan , pengguna semula naungan - tingkah laku

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LIST OF ABBREVIATIONS

CRB	Consumer Re-patronage Behavioural
CS	Customer Satisfaction
DE	Dining Environment
DINESCAPE	Restaurant Dining Scape Model
DINESERV	Restaurant Dining Services Model
DV	Dependent Variable
FQ	Food Quality
GDP	Gross Domestic Product
GST	Good and Services Tax
IV	Independent Variable
KFC	Kentucky Fried Chicken
KMO	Kaiser-Meyer Olkin
MV	Mediating Variable
PCA	Principle Component Analysis
SERVQUAL	Services Quality Dimension
SPSS	Statistical Package for Society Science
SQ	Services Quality
TANGSERV	Tangibility Services Dimension
UUM	UNIVERSITI UTARA MALAYSIA

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CHAPTER 1

INTRODUCTION

1.0 Chapter Introduction

This chapter consists of topics such as the background of the study, problem statement, research objectives, research questions, hypotheses of the study, significance of the study, scope of the study and conclusion. Firstly, the study will start with background of study, problem statement and then goes through objectives in order to give a basic understanding and clear about overall of study. Then, the research questions will be provided to inquiries and arguments which needed for further investigation. In addition, the hypothesis of this study will be constructed from the proposed conceptual framework model. Next, the part of Significance study will be describes the importance of the study. The scope of the study will be stated coverage scope of this study. Lastly, the definition of key term will be outlined and ended with the conclusion.

Many people believe that fast food relates to the European and American lifestyle. Today, there are several types of fast food restaurants in Malaysia such as the Kentucky Fried Chicken (KFC), McDonalds, Pizza Hut, Subway, Marry Brown, and so on. Fast food restaurants normally are applying the franchised business model. Therefore, franchising defined which one of contractual agreement existing between franchisor and franchisee. So the franchisee to be allowed to operate the retail outlet where by using the system and format developed and supported by the franchisor.

Today, the fast food industry is growing quickly. This growing trend arises because there is bigger changed of Malaysians lifestyle. Most of Malaysians today are very busy with limited of time at home. According to Atkins and Bowler (2001), this was distributing the major factor that people choose portable meals instead of cooking at home. Fast food then is the best choice for them since it is quick, convenient, portable and be ready to eat at any time.

The consumption of fast food trend is growing up in Malaysia. Moreover, fast food restaurant today makes more effort to provide the best service quality to their customers. Satisfied customers may then repurchase or re-patronize in the future. Consumer re-patronage behavioural is defined as the consumer act to repurchase or re-patronage and willing to revisit fast food restaurants that are able to meet their expectations. Therefore, these studies intend and attempt to investigate the factors that influence customer's satisfaction.

1.1 Background of The Study

Background of the study was outlined the fast food industry in Malaysia and prospective customer as shown below:

11.1 Fast Food Industry in Malaysia

Today, we can mention that the increase total number of young generation those who prefer to consume fast food is one of the points that can be encouraged the fast food operators to set up their businesses. Therefore, the fast food operators intend to maintain and upgrade their facilities to offer best quality services to their customer which include offer and provide the television, music radio, wireless services and cable plug services. Hence, such of these improvements can be able to make fast food restaurants a more attractive choice to youth consumers, who prefer to socialize with friends in these outlets. Furthermore, the fast food operator also made the development of drive-thru services and fast food delivery services intend to offer time savings and convenience to their customers.

According to the Fast Food in Malaysia, QSR Brands which as the operator of KFC were partnered with another company, Rasamas attempt to leads fast food sales with a 40% share of value sales which hits the MYR1.8 billion in 2013 (Euromonitor International Report, 2014). The company was able to achieved the success in their venture due to its concentrate on rapid outlets expansion for KFC, which grows from 551 outlets in 2012 to 579 outlets in 2013 (Euromonitor International Report, 2014). The greatest expansion of outlets also one of the strategy to boost and increase the company sales and then it also

enabled KFC has the potential to serve more target customer even reach out to consumers nationwide. Moreover, we can know that the Chicken fast foods are still enabling to remain a favourite among local consumers as long as products are broadly accepted by all races in Malaysia.

Malaysia is one of the nations that fulfil the multiracial and multicultural and there are three of dominant groups which include Malay, Chinese and Indians. Malaysia also is one of the well-known developing country in Asia area and its economic growth rate was projected to moderate slightly in years 2015 (Malaysia Economic Outlook, 2015). The World Bank Group Report has been reported that the Malaysia Gross Domestic Product (GDP) per capita is achieved around 14, 215 US dollars which majority adjusted by the consumer purchasing power. Therefore, this can indicate customer purchasing power rising and then the standard of quality living of the population in Malaysia is also seen to be growing rapidly and adequately.

In addition, most of Malaysians today were allocated largest amount of household to consume and expenses on food. The trend of greater consumption on take-away food outside from the home is increased due to the lifestyle of Malaysian households were changed. Thus, this will indirectly give the opportunity for the fast food restaurant operator. According to the previous study, there are 59% of adult that spend money to consume the outside food at least once a week (Nielsen, 2005). It is because the nowadays most of people busy and rush in life, so it seems like a match with the convenience concept of fast food restaurant.

We can mention that Fast food nowadays already available at most of the shopping centres, universities, international airport, hospital cafeterias, petrol stations and many others. Fast food restaurants recently offer the best customer services to their customer which provide modern, relaxing and comfortable atmosphere with air-condition, quality and special western food menus and also greatly catering services. All of this can be successfully created consumer awareness. If we look for the history of development fast food, we can know that the fast food industry surely originate from America. At that time, it began with selling hot dog and hamburger in southern California.

Now, fast food restaurants have already extended to every region of the countries. Malaysia fast food industry start operated in the years 1963 and that time when A&W opened up its first outlet at Kuala Lumpur Batu Road which now known as Jalan Tuanku Abdul Rahman. Today, Malaysia fast food industry witnessed growth once after other western fast food chains such as Kentucky Fried Chicken (KFC), Burger King, McDonalds, and Pizza Hut were began their operations in Malaysia.

In fact, the increase of personal wealth also is one of the essential reasons that affect the emerging of fast food industry in Malaysia. Malaysian today had seen affording to spend more than the last because of the sustainable growth in the economy. The research shows Malaysian expenditure in restaurants and hotels increased from RM213 to RM239 at the rate 12.2% from 2004/05 to 2009/10 as below:
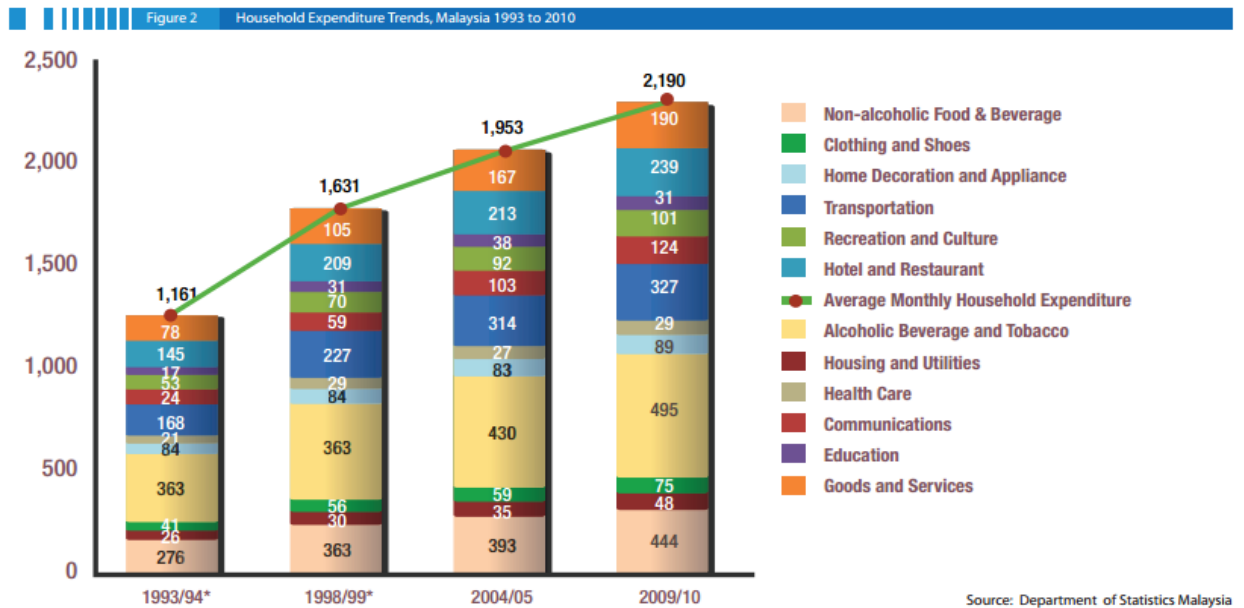
Figure 1.1
 Average monthly household expenditure by main group of goods and services, Malaysia,
1993/94-2009/10
Source: Department of Statistics Malaysia

Hafiz Noor Shams (2012) stated that total average household of probably 4 members will

be spent around close to MYR2, 200 per month in Malaysia as below:
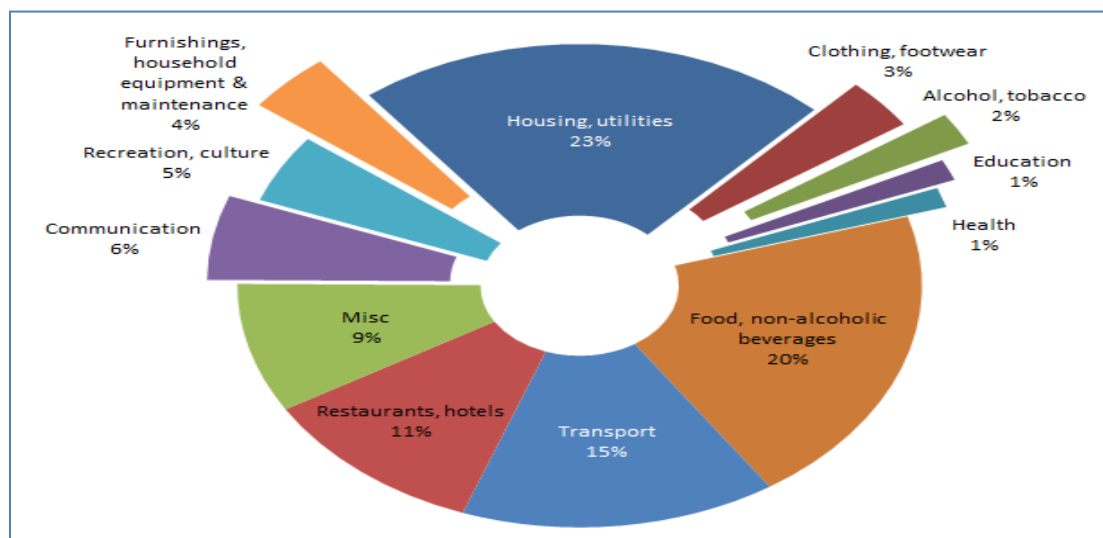
Figure 1.2:
Malaysian Household expenditure in 2010
Source: Department of Statistics Malaysia

According to the chart as above, there are largest of household expenditure was spent on Housing utility (23%), Food, non-alcoholic beverages (20%), Transport (15%) and Restaurants and hotels. Therefore, we can clearly predict that the consumer demand toward fast food industry will increase as well due to the consumer affordable to spend on daily and they have stronger purchasing power.

Furthermore, there are intense competitive occurred in the fast food sector. In Malaysia fast food market context, Kentucky Fried Chicken (KFC) and McDonalds always are competing each other in term of price and products. We can know that KFC previously only focus on fried chicken-based products while at the same time McDonalds only concentrates on burger-based products. However, KFC currently also tried to offer and enlarge their product line which offers the burger-based product. KFC also tries attempting to overtake McDonalds seen McDonalds recently is one of the world biggest chains of the burger fast food restaurant. Therefore, there is intense rivalry exists between them.

In the study by Hamisah (2007), there are most of American brand companies currently command the Malaysian fast food market which includes KFC, McDonalds, Subway Sandwich, Burger King, Kenny Rogers Roasters, A&W, Pizza Hut, Domino Pizza and so on. The following tables show that the total number outlets of fast food restaurant in Malaysia by fast food branded as below:

Table 1.1:
Total Outlets of Fast Food Restaurants in Malaysia

No.	Restaurant Brands	Total of Outlet (As at 30/11/08)	Total of Outlet (As at 30/07/10)	Total of Outlet (As at 30/04/15)
1	KFC	430	494	608
2	Pizza Hut	181	208	357
3	McDonalds	185	196	314
4	A & W	31	43	37
5	Sunway	27	47	123
6	Marry Brown	74	100	110
7	Domino's Pizza	37	46	131
8	Burger King	21	22	48
9	Carl's Junior	4	5	6
	Total	990	1161	1734

Sources: official website of fast food restaurants

According to Table 1.1 as above, it indicated that the total of fast food outlets in Malaysia was increased as well which is increased 573 outlets from 2010 to 2015. Based on these tables, we can mention that the KFC has setup many outlets if compared with other and then KFC was able to leading the fast food chain industry in Malaysia. According to the result from the table as above, we can state that the customer demand to consume of fast food is rising and the fast food restaurant operator seem has potential for growing in the future and then there are intense competitive among fast food restaurant over the years. In Malaysia, fast food restaurants already have become the choice for dine which include family, student, employee, friends to social and so on.

The total number of Fast Food Restaurants today has increased adequately due to the increased of fast food companies in Malaysia. Today we can see Fast Food Restaurants set up their outlets everywhere throughout whole Malaysia. In addition, the exposure of Fast Food Concept Restaurants is not just only set up their outlets in urban city and shopping centre, whereby it also already available in small town, suburbs and along highways. For instance, KFC opened its first branch on the Tunku Abdul Rahman Road in 1973. Nowadays, total number of KFC restaurant has been expanded more than 600 restaurants, which are located in all the major cities and towns even suburbs in Malaysia and the total number of outlets is still growing. Therefore, it is not surprising that the fast food industry can be able to generate billions of Ringgit Malaysia in yearly sales around Malaysia and it is also a very worth of value and multimillion dollar industry in Malaysia.

The emerging and existing of fast food restaurant today in Malaysia is representing that the consumer today demands on fast food was increased. According to the Euromonitor International Report (2014), the finding present that there are around more than three thousands of fast food outlets have been opened up in Malaysia. From previous studies, most of the researchers stated that consumer today more sought and seek for the fast food in the world if compared to other kind of restaurant. According to Farhana and Islam (2011), the fast food restaurant industry is increasing due to the demand from consumers' are increasing. Furthermore, the fast food sector also provides a quick meal solution for their customer those who are busier in life and popularity among those who are staying in urban and city region today. Additionally, Atkins and Bowler (2001) address that emerging the fast food concept restaurant is very important for the people those who are

very busy and rush in their life even not have more time to cook at home due to it provide the easy way and quick meal solution for them.

In Malaysia, fast food restaurant mostly are referred to the franchising business system. Previous studies have been indicated that there are consist forty percentage of fast food concept restaurant has been using a foreign franchise business system in Malaysia. There is no denying it, the American franchise operator which coverage seventy percentage of market share and the branded are famous among consumers in Malaysia. Unsurprisingly, KFC is the one of most popularity and successful franchise business operator in the fast food market and it would able to dominate market in Malaysia. There are more than 600 outlets in Malaysia today and it still is counting while its other competitor like McDonalds today has been set up more than 300 of fast food restaurant in Malaysia. And McDonalds expected to expand around 20 to 25 restaurants annually. Moreover, it has been reported that KFC and McDonalds had been proven the growth in annual sales in 2011 (Lau & Zhang, 2012).

1.1.2 Prospective Customers

Today, we can know that the fast food is growing very quickly in the world as well as in Malaysia. This growing trend arises because there is bigger changed of Malaysians lifestyle. Most of Malaysian today are very busy and rush in time until they just have limited of time at home. According to Atkins and Bowler (2001), this situation was distributing the major factor of people having to choose a portable meal at outside instead of cooking at home. Therefore, fast food is the best choice for them since it is quick, convenient, portable and be ready to eat at any time.

Farzana, Rozhan, and Sabarudin (2011) also investigate that the time constraints are a major reason of people choose to consume fast food. Most of them are because busy and rush in lifestyle, career women, dual-working family background and many other. In addition, the consumption of fast food trend is growing up in Malaysia. The following pie chart stated the percentages of Malaysian today eating out or at home as below:
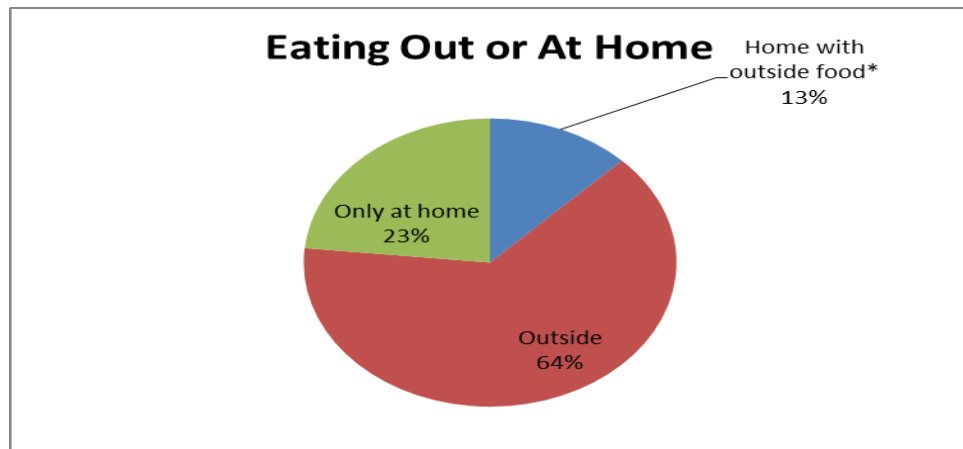
Figure 1.3:
Eating out or At home
Sources: The Star Online, August 04, 2014: Malaysia Food Barameter by Kelvin Tan

According to pie chart as above, there are around more than 64% of Malaysians today ate at least one meal per day at outside of home and 12.5% Malaysian today who ate at home but they also at least one meal is comes from outside. However, there are just only 23.4% of Malaysia only cook at home. In addition, there are undeniable to indicate that Malaysia is a country of foodies and today Malaysian especially for youth people that often have the planned trips not based on the places they want to visit but places where they want to eat.

From the previous study conducted by Taylor's University intend to identify the food of cultures and eating habits among college student Malaysian, they concluded that there are high frequency of Malaysian today eating out and they found that most of the people today always eating out which almost two meals is eaten out (Tan, 2014). From these studies, they found that what the western did in term of modernisation and urbanisation is a factor that has strongly changed the Malaysian food lifestyles especially for the young generation Malaysian.

Knutson (2000) stated that the undergraduates today is one of the major consumers have the largely expense of fast food. In addition, Knutson (2000) also mentioned that the university life and fast food both seem like interrelated. Then, fast food restaurants seem like more accessible and comfortable for the students today due to the majority of fast food restaurant are prefer located nearly with the university or college. Furthermore, Yardimci, Ozcelik, Surucuoglu, and Ozdogan (2012) mentioned that the most critical factors affecting the students to cultivate fast food consumption habit due to the fast food restaurant offer the convenient way to student. Moreover, the university life which students also are being easily influenced by the peers and also most of them prefer the taste of fast food.

According to Kaushik, Narang, and Parakh (2011), fast food restaurants are gaining favourite and popularity among young generation today due to emerging western food culture trend of fast food spread over around the world. In addition, Kaushik et al. (2011) stated that there are several of factors driven like easy accessibility, convenience, taste,

reasonable cost, marketing promotional strategies and peer pressure that make fast food become popular and famous as long as become the first choice of majority consumer. Besides that, Heidal, Colby, Mirabella, Al-Numair, Bertrand, and Gross (2012) demonstrated that the younger consumers have a high consumption of fast food if compared with adult and senior citizen especially for young adult who are aged from 20 to 26 years old reveal greatly consume of fast food. Therefore, this study stated that the university students those who are aged from 19 to 26 years old have largest expenditure of fast food due to for them consume the fast food because it is very convenience and accessible.
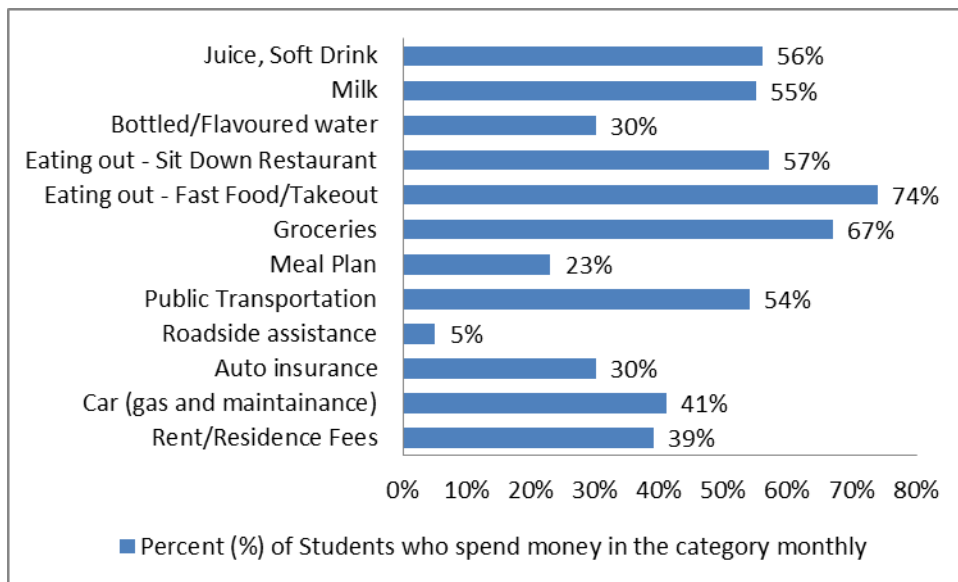
Figure 1.4:
The student monthly expenditure
Source: Studentawards Inc. (2010)

Based on the Figure 1.4 as above, it indicates that there are 74% of the students will spend to consume fast food incur monthly. It addresses that more than 70% of students will spend money on fast food restaurant or take away. According to Sorooshian and Tan

(2014), the research showed that there is excessive expenditure behaviour is not only shown by female students, but male students as well. From these studies, there are many of university students today are not only spending more money on prevalent fashion savvy clothing, but also spent most of their extra pocket money on fast food and the latest electronics. Goon, Bipasha, and Islam (2014) address that the popularity consumption of fast food among those university students was 98.5%, and there are 43.3% of students used their pocket money spent on purchase of fast food. Furthermore, the important reason for the student today prefers to consume of fast food include easy accessibility, taste, increased convenience, and pocket friendly in nature as the following table:

Table 1.2:
Reasons to Patronize of Fast Food Restaurants

Reasons of Fast Food Preference	Respondents (%)
Pleasure/habit	83 (42.1%)
Easy to access	60 (30.5%)
Influenced by others	26 (13.2%)
Lack of other suitable option	27 (13.7%)
Pocket Friendly (comparatively cheap)	1 (0.5%)
Total	197 (100%)

Source: Goon, Bipasha and Islam (2014)

According to the Goon, Bipasha, and Islam (2014), there are around 22% of the respondents stated that they will spend money to consume fast food 4 days per week and more than one-fifth had the meal every day. Besides that, there are 54% of the respondents have been skipped their breakfast due to a class pressure and thus they will consume of fast food after finishing their classes, either from varsity canteens or other

fast-food outlets. Therefore, the population size of the university student especially for undergraduate in UNIVERSITI UTARA MALAYSIA (UUM) was used as the targeted respondent in this study. Regarding the official website of UUM, there are total 22,932 undergraduate students currently study at UUM. So, the researcher will randomly choose the 400 undergraduate UUM as the sample size for this research and distribute all 400 sets of questionnaire to 400 undergraduates surrounding of campus.

1.2 Problem Statement

With the rapid economic development and growth in Malaysia and influence of western culture, the lifestyle of Malaysians has dramatically changed. Additionally, with the influence of western and capitalism, Malaysians nowadays are more tend to materialistic. Most of the people today were driven by the desire to look for high quality of standard living. They work hard and effort to get proceed in competitiveness society due to then attempt to obtain the desired luxury of lifestyle. From previous studies, most of the parents today both very busy and rush with their work until they don't have more time to spend with their child and cooking at home.

Fast food is able to provide convenient and portable way to most of people especially those people are busy at work and so on. Thus, fast foods have become wide accessibility in most of area and greater acceptance from major of Malaysian especially for young adult (Nielsen, 2005). Furthermore, the increased involvement of women in the working environment has been also lead to the trend of women not have more time to cook and prepare the meals at home (Nielsen, 2005). Along with these changes is the opportunity to give the fast food industry growth and obtain higher popularity in Malaysia.

The total number of Fast Food Restaurants today has increased adequately due to the increased of fast food companies in Malaysia. Today we can see Fast Food Restaurants set up their outlets everywhere throughout Malaysia. We can mention that Fast food nowadays already available at shopping centre, schools and universities, international airport, hospital cafeterias, petrol stations and many others. Fast Food Restaurants is not just only place in urban areas and the shopping centre but it also already available in small town and the suburbs. For example, the Changloon, Kedah as the smallest town in the suburbs and along the expressway, but there are a lot of fast food restaurants springs up like mushroom in changloon, Kedah as the following table:

Table 1.3:
Summary of Fast Food Restaurants in Changloon, Kedah

Fast Food Restaurant in Changloon, Kedah	Years of Open
My FC Fried Chicken	2007 (Close on 2014)
Marry Brown	2005
KFC	2011
Pizza Hut	2012
Hello Burger	2013

Source: developed for the research

The Changloon, Kedah is the small town and it's also the main border town in Kedah due to it nearly with neighbour country Thailand. Additionally, because of the construction of the North-South Expressway passes through Changloon, so it has enabled the town to enjoy smooth development. According to the table as above, there are a lot of fast food restaurant opened in Changloon, Kedah which includes MyFC, Marry Brown, KFC, Pizza Hut, Hello Burger and many others. Many Fast foods intend to open their branch in

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Changloon, Kedah because Changloon is a very strategic place and there are giving them the opportunity to gain the profits.

According to Mr Chong Soo Teik who are the owner and manager of MyFC stated that he discovered if started business in Changloon will success to achieve profitability due to the strategic location and there are big market as a target customer mostly are UUM student (Nozomi, 2011). However, we mentioned that there is intense competition will faced by fast food restaurants since a lot of fast food operators have the business in Changloon. Unfortunately, MyFC already shut down their business in 2014 due to its failure to attract and retain the customer to patronize their restaurants and faced with the intense competitive challenges.

According to Huam, Rasli, Seng, Thoo, and Abd Hamid (2011), there are undeniable that fast food chain restaurant industry in Malaysia nowadays is faced with the increasingly intense competitive challenges throughout the world. Today, the fast food restaurants are seen to be growing and expanding extremely in Malaysia. Consequently, the fast food restaurant industry was become the competitive throughout the years. From previous studies, the finding shows that university students are major customers to consume of fast food.

Most of Malaysian today are very busy and rush in time until they just have limited of time at home. According to Atkins and Bowler (2001), this situation was distributing the major factor of people having to choose a portable meal at outside instead of cooking at

home. Farzana, Rozhan, and Sabarudin (2011) also investigate that the time constraints are a major reason of people choose to consume fast food. Most of them are because busy and rush in lifestyle, career women, dual-working family background and many other. In the study by Kueh and Voon (2007), young consumer's lifestyle today is more likely to dine in the restaurant especially fast food restaurants which it enable to provide them time saving, fast, comfortable, relaxing, convenience, and great dining experience. Therefore, it is necessary to study on the undergraduate need and want in order to better understand and know their preferences which it will lead to higher levels of customer satisfaction and then turn to re-patronage behavioural towards fast food restaurants.

Knutson (2000) stated that the undergraduates today is one of the major consumers have the largely expense of fast food. Yardimci, Ozcelik, Surucuoglu, and Ozdogan (2012) mentioned that the most critical factors affecting the students to cultivate fast food consumption habit due to the fast food restaurant offer the convenient way to student. According to Kaushik, Narang, and Parakh (2011), fast food restaurants are gaining favourite and popularity among young generation today due to emerging western food culture trend of fast food spread over around the world. Besides that, Heidal, Colby, Mirabella, Al-Numair, Bertrand, and Gross (2012) demonstrated that the younger consumers have a high consumption of fast food if compared with adult and senior citizen especially for young adults who are aged from 20 to 26 years old reveal greatly consume of fast food.

Moreover, the Malaysia consumer expenditure trend also one of the factors that may influence on the sales of fast food restaurant. According to the Standard Chartered Global Research economists, they address that the slowdown in consumer expenditure and also exists an uncertain external demand in the first half of the year will be a drag on Malaysia's growth (Saieed, 2015). In addition, the department of statistics Malaysia has been reported that the Consumer expenditure in Malaysia was decreased to RM112, 886 in the fourth quarter of 2014 from RM115, 864 in the third quarter of 2014 as follows bar chart:
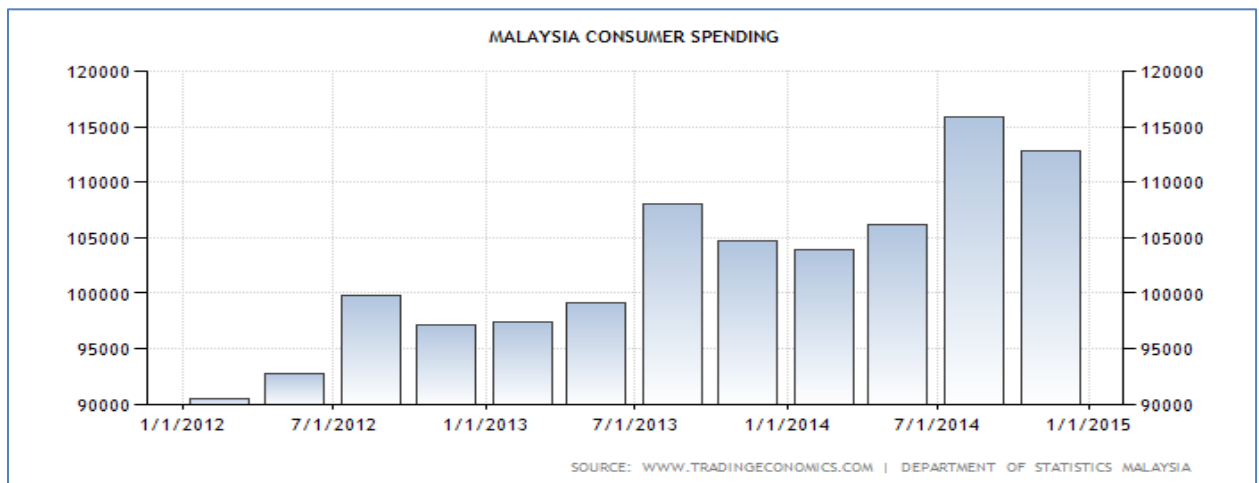
Figure 1.5:
Summary of Malaysia Consumer Spending
Source: Department of Statistics Malaysia

Furthermore, the consumer spending trend also will change due to the Good and Services Tax (GST) has been launched in Malaysia recently. Therefore, some of the customers are very sensitive with price deal might more considerably in purchase intent. According to a Bloomberg report, consumer expenditure in Malaysia may be a slowdown and weakening (FMT Reporter, 2015). Thus, the restaurant operator have to improve their dining service

quality which includes the service quality, food attributes and dining environment in order to attract new customer and at the same time also retaining the existing customer. If the restaurant does not to make any upgrade and changing something new on their dine services, it will difficult for restaurant to compete with other rival.

In addition, Malaysia government today is very take care and concerned about health and obesity issue in Malaysia. One of the actions made by Malaysia Government is prohibit fast food products advertisement. According to Mirandah, (2011), the Malaysian Health Ministry has been decided to ban the fast food advertisement because the rising total numbers of Malaysians suffering from illness like diabetes, hypertension, high blood and also obesity among children and adults. Moreover, Mirandah (2011) found that Malaysia Information Ministry has been directive media channel to stop released fast food advertising from being broadcast on radio and television. Furthermore, the previous study has been mentioned that some of the customers today are very take care and concern about the healthy lifestyle. Most of them are looking for healthy product.

The healthy foods are estimated to gain highest consumer demand because most of consumers today were conscious on healthy lifestyle towards obesity issues and then it indirectly may change eating habits among consumers (Market Watch Malaysia, 2010). Most of the Malaysian today those who are more health awareness were starting to shift their food from unhealthy food to a more healthy food chosen. Hence, the fast food restaurant in Malaysia can consider changing their current marketing strategy and also

paying attention on improving their food quality due to the consumer demand of healthy food was increased.

Fast food operators today are faced with a challenge which is intense competitions occurred in the market. So, most of fast food restaurant makes an effort to retain their customers and at the same time attracting more new customer since the quick change in the global market. Therefore, fast food restaurant should be concerned about the determinant factors that affect the customers' satisfaction and then driven to customer re-patronage behavioural in order to achieved success in their business venture. In this study, there are several of main dominant factors have been investigated which include service quality, food quality and dining environment. Lim (2010) address that service quality is one of the important issues of the fast food restaurant in recent year.

Furthermore, most of previous research has indicated that there is a significant relationship between service quality and customer satisfaction. Additionally, the further study stated that majority customer today starts to assess and evaluate the service quality provided by the restaurant during they are dining in the restaurant. Then, the perception value of service quality is can be used as an indicator of customer satisfaction towards the fast food restaurant.

In this research, the researcher will be paid more attention on the 2 elements in service quality dimension which include the service reliability and responsiveness due to these dimensions is more applicable and used in fast food restaurant context. Andaleeb and

Conway (2006) addressed that examined of services responsiveness and reliability is more suitable in most of restaurant context when provide the catering services and pleasurable restaurant dining environment to their customers. Therefore, there is needed to explore in this area to investigate and examine how about the service responsiveness and reliability left the effect to customer satisfaction and re-patronage intention among UUM undergraduate towards fast food restaurants.

From previous studies, we found that many researchers believe that food quality greatly affecting customer satisfaction in the Fast Food Restaurant contexts. According to Shaharudin, Mansor, and Elias (2011), the dimension of food qualities were becoming an important determinant factor that influences on the level of consumer satisfaction. In this study, the researcher will be concern on two food quality dimension which is food presentation and freshness. Since, customers today are very conscious to the food quality factor eventually food health issue. In the study by Whitehall, Freeling, Kerkhoven, and Villarino (2006), the food freshness is correspondingly current trend in relevant to the increase consumer demand of nutrition and healthy organic product.

Thus, it is very important of food quality to be studied by food industries in order to be able to fulfil their customers' needs and wants even achieved the customer satisfaction. In one developmental study by (Shaharudin et al, 2011), the successfully in well-decoration food and food visually presentation can be able to stimulate and inspire the customer's taste sense of food. In addition, it also will create good images in terms of the excited feeling of consumers toward dining in fast food restaurants. Then, it is very important to

explore about how the food attributes which is food presentation and freshness influence on university student's restaurant dining experience towards fast food chain restaurants.

Furthermore, most of customers today are more concern about the dining environment factor when they decide to choose which one restaurant they hope to dine in. There are two dimensions of dining environment will be focused in this study which is ambient scent and cleanliness. Sienny and Serli, (2010) stated that the cleanliness is one of the important factors that influence the customer's decision and chosen. Besides that, the ambient scent of a restaurant is another important factor must take into consideration in order to attract and retain the customers. The previous study by Ryu and Jang (2008), the restaurant environment and atmosphere is one of the factors that enable to affecting customer's perception toward the restaurant, which it will indirectly influence on customer satisfaction.

Thus, it is very important for restaurant operators to deeper know and understanding about what customers want and need in order to able to provide customer with better restaurant environment. Hence, it is necessary to study and investigate dining environment dimension which ambient scent and cleanliness as the essential factor will influence UUM undergraduate's perception when they dine in fast food restaurants.

In the study by Perutkova and Parsa (2010), the restaurant those who are able increase customer satisfaction because the services provided by restaurant meet or exceed their customer expectation, it indirectly will increase their customer loyalty and finally this

will increase restaurant's sales and profitability. Other than that, the long-term success of restaurant normally will determined by customer satisfactions. Customers will help to recommend to others and disseminate positive information (Word-of-mouth) if they very satisfy about the restaurants due to they have a positive perception of the restaurant.

So, customer satisfaction is an important element in the fast food market. Baker and Crompton (2000) stated that the major antecedent of consumer re-patronage behavioural is the customer satisfaction due to it will influence customer re-patronize restaurant. Based on the problem statement above, the research founded that the 3 variables (service quality, food quality, dining environment) can influence the customer satisfaction and consumer re-patronage behavioural towards fast food restaurant among undergraduates UUM.

1.3 Research Objectives

The research objective of this study is attempting to investigate and identify the relationship between service quality, food quality, dining environment, customer's satisfaction and consumer re-patronage behavioural toward fast food restaurant. Therefore, there is several specific research objectives are established as shown below:

1) To investigate the significance relationship between service quality and customer satisfaction

2) To investigate the significance relationship between food quality and customer satisfaction.

3) To investigate the significance relationship between dining environment and customer satisfaction.

4) To investigate the significance relationship between customer satisfaction and consumer re-patronage behavioural.

5) To investigate the significance relationship between service quality, food quality, dining environment and consumer re-patronage behavioural which mediated by customer satisfaction.

1.4 Research Questions

The research issues in the research problems lead to a number of research questions which intended to be answered in this study. The questions are:

1) Is there any relationship between service quality and customer satisfaction?

2) Is there any relationship between food quality and customer satisfaction?

3) Is there any relationship between dining environment and customer satisfaction?

4) Is there any relationship between customer satisfaction and re-patronage intention?

5) Is there any relationship between service quality, food quality, dining environment and consumer re-patronage behavioural which mediated by customer satisfaction?

1.5 Significance of Study

These studies attempt to deeper understand the determinant factors that can be able influence customer satisfaction among undergraduate towards consumer re-patronage behavioural in fast food restaurant. With the current situation of fast food industry, marketers today are facing tough challenges to compete with other rival. Therefore, it is very important for fast food restaurant to foster deep understanding and learning on determinant factors that actually might able to attracting the university student's re-patronage behavioural. Then, fast food restaurant marketers can be able to plan and develop marketing strategies in order to meet and satisfy the customer expectation once marketers already understanding the important dimension that may affect and influence consumer re-patronage intention. Thus, fast food restaurateurs are able to achieved

competitive advantage to compete with their rivalry in the same industry after they obtain the useful knowledge in understanding their targeted customers.

1.6 Research Definition of Fast Food

The term of "Fast food" was acknowledged in English languages dictionary and this term founded by Merriam-Webster in 1951. Fast food is one of term that used for the food which it can be fast, convenient, portable, easily prepared and served quickly if compared with any other meal. Fast food basically just used minimum of time for preparation. In general, "fast food" commonly was mentioned that instant food sales in restaurants with just a little time to prepare and it will formed of packaged sales then to serve their customers. Habib, Dardak, and Zakaria (2011) also stated the fast food is one of the meal was quickly prepared and ready available with reasonable priced as different if compared to home cooked food. According to Ali, Aw, and Chuah (2012), the concept of fast food restaurant is able to provide their customers with instant meals and convenience without consuming much more time in waiting the food to be dined.

In addition, the fast food chain operator applying the franchise concept in order to operate their business. The franchise business operating system is one of business type that existing the contract agreement between franchisor and franchisee. In general, the franchisor was allowed the franchisee to run the franchise business and selling the product and services under the business name. At the same time, the franchisor also provides the business operational guideline, trademarks, standardize food stuffs, knowledge and many others to directive franchisee to run the franchise business. Franchisee normally will pay the franchisor initial capital and licensing fees due to the

franchisor allows the franchisee to use their business trademark and process to run the business. For instance, KFC, McDonalds, Pizza Hut, Burger King, Marry Brown and many others that have used the franchise business operating system to run their business.

1.7 Summary

This chapter exhibits the overview of the research study. It also describes the introduction and basic foundation of this study. In addition, it clearly stated that the background of study, problem statement, research objectives, research questions, hypotheses of the study, significance of study and so on. The chapter 2 will be reviewing the literature work that related to this research study.

CHAPTER 2

LITERATURE REVIEW

2.0 Chapter Introduction

These chapters address the literature review of determinant dimension which include service quality, food quality, dining environment and consumer re-patronize behavioural intention. This chapter will also be outlining the dependent variables, mediating variables and independent variables. Besides that, the literature review can make the reader to clearly and deep understanding the features, definition, term, and the characteristics of this research study. Furthermore, this chapter also attached with the research framework model. The theoretical framework model that was formed to describe the significant relationship between the dependent variable (DV), independent variables (IV), and mediating variable (MV). Lastly, this chapter will end with the hypotheses development.

2.1 Independent Variables

The Independent Variables of the research which include Service Quality, Food Quality and Dining Environment as shown below:

2.1.1 Service Quality

Most of the consumers today seem to perceive greatly important on the standard of service quality (worth of menu) more than they act on the prices associated with its acquisition (food only). The service providers need to emphasis and concern about the

importance of service quality as a primary marketing objective and operational strategic. According to Cronin, Brady, and Hult (2000), researchers should also realize and understand that service quality is one of the important decision-making criteria for service consumers. Besides that, Pine and Gilmore (1999) found that service provider also should be focused on providing unforgettable service experiences to their customers because it seen looks like importance most than others.

Dabholkar, Shepherd, and Thorpe (2000) founded that most of restaurateur today attempt to keep up their survival in an intensely competitive market and to attract more customers by making every effort to provide high standard quality of service that is able to meet their customer's expectation. In addition, it is necessary for the restaurateur better to provide higher quality of services to their customers and this is the tactic for them to make a good position in a competitive marketplace. Furthermore, Munusamy, Chelliah and Mun (2010) also mentioned that the organization needs to ensure that there are right products and services, right promotion and making it available at the right time for the customers in order to maintain the customer continue to consume it. They argue that customer satisfaction measurement is one of the post-consumption assessments by the user, to assess about what the products or services gained.

Service quality also can be reflected behave in a consumer's assessment, perception and feeling of an encountered service (Cronin & Taylor, 1994). In the study by Zeithaml and Bitner (2000), they found that customers personally can evaluate the quality of the services which refer to their perception. The customer was perceived higher value of

service quality for the company once the customer very satisfied with the product or services provided by the company. Furthermore, Kivela, Inbakaran, and Reece (2000) also mention that the study of fifteen, the ambient theme restaurants in Hong Kong can be confirmed that service quality was a strong factor in customer revisit intention to a given restaurant.

Service quality was various in dining establishments due to its greatly relying on their employee's performance and their behaviour. The employee's performance and behavioural can be defined as any actions or a procedure of responsiveness that performed by employees and then it has the greatest influence on customers. The employee those who have a positive behaviour in part of their duties will lead to positive of perceived value from their customer and the good of the constructive work environment. Conversely, if the employees who have negative behavioural and weakness of performance, it will lead to negative and devastation workplace. Employee behavioural and dimension of service quality is greatly interrelated and then it will influence on the level of customer satisfaction (Katarra, Weheba, & El-Said, 2008). Therefore, we can conclude that the whole satisfaction of customers is greatly dependent on the quality of service provided by the service provider that the customers receive from them.

The customer may receive greater dining experience if staffs who are able to provide better customer services. In the study by Sweeney, Johnson, and Armstrong (1992), good staffs are able to conduct good manners has the most influence of expectations and

restaurant selection that consumer chosen. Besides that, Kivela et al. (2000) stated that the service quality dimension is positively bond to the consumer's satisfaction and consumer re-patronage behavioural. In addition, Parasuraman, Zeithaml, and Berry (1988) found that after consumers receive the services from a service provider, most of them will personally evaluate quality of service. Thus, it is the customer's personal evaluation that can be formed which compared between the expectations and perceived performance (Parasuraman, Zeithaml, & Berry, 1988). Furthermore, Parasuraman et al. (1988) was founded Service Quality (SERVQUAL) as an instrument to measure and investigate the dimension of service quality. The SERVQUAL is composed of five elements as below:

(1) Reliability (ability to perform tasks as promised and provide the right service with accurately and dependably);

(2) Assurance (ability to inspire confidence and self-motivation, knowledge and politeness of employees);

(3) Responsiveness (willingness to help customers eventually provide immediately service);

(4) Tangibles (physical facilities, tool and equipment, personnel); and

(5) Empathy (individualized attention given to customers).

SERVQUAL is the one of the essential determinant dimensions that will influence the level of customer satisfaction, customer buying intention and customer revisit behaviour toward the fast food restaurant. In this research, the researcher will be concerned about

two dimensions of service quality which includes service responsiveness and reliability. It is because both of this service quality dimensions are more suitable to apply in the fast food restaurant background. According to Andaleeb et al. (2006), the measure of service responsiveness and reliability are more applicable in the restaurant industry when offering the most cheerful restaurant environment to their customers.

Furthermore, Ramseook-Munhurrun (2012) addressed that the tangibility is mean that the restaurant's physical attributes, equipment and facility whereby the customer normally will first experience when they come to the restaurant. In the study by Andaleeb et al. (2006), most of the services today offered by the restaurants are more on intangibility concept which consist inseparability and a variety of assortments in terms of consumption and production of the product. Thus, we stated that it is unsuitable to classify the service in tangibility dimension.

Besides that, based on their study, we founded that among the SERVQUAL dimension, assurance and empathy dimensions proposed also not suitable for applicable in fast food restaurant due to this dimension is more suitable for the trust-based industries. For example, the trust-based industry comprise legal service, unit-trust and investment agencies, health care service, auto repair services and many others due to their customer more on involvement in higher risks of purchase and transaction.

2.1.2 Food Quality

In terms of service quality, there are still getting other determinant factor to play an important role to influence on customer's satisfaction in Fast Food Restaurants. It is

because the dining service is only one of the parts of the food offering for Fast Food Restaurants (Andaleeb et al., 2006). Food qualities seen are more related to customer satisfaction within Fast Food Restaurants (Law, Hui & Zhao, 2004) and this dimension will detected in this study. According to Sulek and Hensley (2004), food attributes were validated as it is the very important component to meet customer's expectation and satisfactions.

Furthermore, a previous study has been representing that the food prepared by restaurant alone has the potential to attract customers re-patronize in the future. Gupta, McLaughlin, and Gomez (2007) concluded that the dimension of food quality also can be defined as the key contributor of customer satisfaction and re-patronage behavioural in fast food concept restaurants. The food quality dimension has been categories into five segments that enable to meet the customer satisfaction which include food taste, freshness, healthy options, temperature, and presentation (Namkung & Jang, 2007).

Namkung and Jang (2008) stated that in their study, food presentation is one of tactic that produce and make the food look like more attractiveness which how the foods will well-decorated and presented. It will directly create the tangible signs for their customer and then the customer will perceive about food attribute. In the study be Kivela et al. (2000), food presentation is very important elements of food quality dimensions due to it able to identify and influence on customer satisfaction when they dining in restaurant. Other than that, healthy option is mean that the foods provided by restaurant emphasis the nutritious ingredient. Previous studies have been proven for the healthy food option is able to drive

the higher consumer repeat visit to restaurants those who have provide the health and nutrition meal menu (Kivela et al., 2000; Sulek & Hensley, 2004).

In addition, Kivela et al. (2000) address that the taste also is the important key of food attributes in the restaurant dining experience. Food taste is possibly the most essential dimension of food quality due to its ability to stimulate the customer's taste bud. Food freshness is mean that the physical structure of the food and it comprises the aroma juiciness, crispness, and so on (Péneau, Brockhoff, Escher, & Nuessli, 2007). Moreover, Kivela et al. (2000) mention that food temperature is another essential dimension of food quality because it also able to influence the customer's satisfaction with food provided by restaurant. In summary, this five of food quality dimensions can be helped to identify customer either will be satisfied or dissatisfied about the food provided by restaurant.

Furthermore, Kim, Ng and Kim (2009) addressed that there are relative importance of institutional restaurant dining services model (DINESERV) factors which include the service quality, food quality, atmosphere, prices, convenience and value that is able to influence on customer satisfaction in the restaurant and identified the influence of customer satisfaction on repeat visit intention and word-of-mouth endorsement. From the findings, the researcher can know that almost the entire DINESERV model has the significant positive relationship influence on whole customer satisfaction and repeat visit behaviour. The trend of increasing the customer satisfaction, which result in increased repeat purchase intention and positive word-of-mouth will in turn not only rising the customer loyalty, but it also can be able to improve the restaurant's brand image and have

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the chance to generate greater profitability. Moreover, the restaurants those are able to providing quality food is particularly critical for leading the customer satisfaction in ethnic restaurants where atmospherics are not so satisfactory.

Based on previous studies, there is correlation relationship founded between customer satisfaction and taste. Good tasty of meal has been place the positive effect to customer satisfaction. Food tastes also able to drive the level of consumer satisfaction toward consumer behavioural intention which include re-purchase, re-patronage, or repeat visit rate. Therefore, fast food restaurants must more concentrate on the taste of the food that has the greatest positive effect on customer satisfaction. In the study by Jaafar (2012), in term of restaurant context and food attributes, the food quality is one of most importance dimension for any restaurant. In addition, Raajpoot (2002) also mentioned that food scent and aroma can be a strong precedent for the standard food of the quality itself.

Therefore, the dimension of food quality will give the advantage to the restaurant operator because it seems like the reward when the customers can perceive the value of food quality provided by restaurant, then they will re-patronize and also become loyalty customer in the same restaurant. Moreover, Joshi (2012) address that food quality dimension can be divided into several elements which consist of food taste, food menu variety, food freshness, food presentation, healthy options and so on. Furthermore, most of researchers agreed and hold that the food quality dimension is one of most critical factor because it will be able to lead the customer to become loyalty and it also will be

able to drive consumer's satisfaction (Namkung & Jang, 2010; Ryu & Han, 2010; Sulek & Hansley, 2004).

Soriano (2002) examined four attributes that include the quality of food, quality of service, cost/value of the meal and the place that will affect the customers' decisions to make a revisit for another meal in Spanish restaurants. A ten-item questionnaire was applied in that research and a final sample of 3,872 customers was used for analysis. Thus, the result showed that Quality of food was the most important factor, followed quality of service, cost/value of meals and then the place to return to a restaurant.

Similarly, Sulek and Hensley (2004) mentioned that the food quality as the only one of nine factors being tested. And it had a significant influences customer on intent to return for 239 diners at an Irish-pub-style full-service restaurant in the south-eastern United States followed by dining atmosphere and seating-order fairness. Thus, this study focus to use the two food quality dimension which comprises food presentation and freshness that can affect the consumer satisfaction and consumer re-patronage behaviour towards fast food restaurants.

2.1.3 Dining Environment

The market for fast food restaurant is growing tremendously it is because due to customers demand and then today customers are preferred for new dining experience. Most of them prefer a good overall restaurant experience. In addition, we found that customers today also have the greatest expectations when they are having a meal at outside. Therefore, the restaurant atmosphere and dining environment are crucial

important factor that will influence customer satisfaction. So the restaurant those who are able to provide a good environment and atmosphere may easy to attract more of the customer and increase the level of customer satisfaction.

The scope of the restaurant environment includes layout design, restaurant cleanliness with appropriate music and lighting. So for the fast food restaurants, it normally has a theme and the decoration in the restaurant mostly link and match with the restaurant theme. Soriano (2002) mentions that restaurant operator need to update their restaurant concept and feature in order to attract more customers and be able to compete with other competitor. Furthermore, the atmosphere of a dining environment may also influence on customer satisfaction and re-patronage behavioural. Sulek and Hensley (2004) stated that there are several of atmospheres which include decoration, layout design, furniture arrangement, cleanliness, temperature, odour, lighting, music, and colour. The previous research has proven that physical characteristics and feature of the restaurant is very importance of serving the customer today.

In addition, Kim and Kim (2004) mention those restaurants that are able to increase higher level of customer satisfaction because those restaurants provide such of atmospheric qualities which includes sound level, image, and the cheerfulness of the restaurant. Moreover, Liu and Jang (2009) founded there are significant relationship between restaurant atmospherics, consumer behavioural intentions, positive or negative memories, and perceived value. In their study, the finding has been proven that both of them are interrelated. Therefore, we can demonstrate that the two studies taken together

will direct linking of restaurant atmosphere with consumer behavioural intention, customer's perception, and customer repeat patronage.

According to Lim (2010), the atmosphere and environments have significant influence on the customer's ultimate satisfaction. What the physical surroundings those provided by restaurant operator are useful to produce the restaurant images and it will influence the customer's mind and perception. Therefore, the physical atmosphere of the restaurant has a significant relationship with customer's satisfaction. So, restaurant atmosphere and environment is also critical key factor for consumer patronage to the restaurant.

Besides that, Kujisters, Redi, Ruyter and Heynderickx (2012) address that restaurant atmosphere has a strong potential and power to change a customer's mind. In addition, Liu and Jang (2009) founded that atmosphere can be referred to tangible and intangible environment features. Tangibility atmospheric is mean that overall physical structural factors that provided by restaurant whereby this factor can be conducted by the restaurateurs (Bitner, 1992). Other than that, ambient is one of the elements intangible atmospheric which refer to the intangibility background of environment and it also can stimulate on consumers' subconscious effect and non-visual senses (Liu and Jang, 2009).

Moreover, Reimer and Kuehn (2005) have reported that atmospherics are one of the important factors that will influence on customer's emotions and expectations regarding service and food quality. Normally, a customer first perceives the atmospherics when they enter into the restaurant which occurs before any actual services or foods are

delivered. Thus, the emotions created by the perception of the atmospherics may affect the customer's reaction to the actual services and foods in restaurants (Bitner, 1990).

The Tangibility Services Dimension (TANGSERV) is one of the scale measurement tools that used to measuring tangibility quality in the restaurant industry. TANGSERV was categories into 3 factors which comprise ambient factors (temperature music), design factors (furniture arrangement and layout design) and product/service factors (food variety and food presentation). The restaurant operator normally will apply TANGSERV to design their layout around the constructs of the measure in order to meet the expectations of patrons. Kincaid, Baloglu, Mao, and Busser (2010) evaluated the usefulness of the TANGSERV (tangible quality) scale of measurement which identifying the effect of tangible quality that constructs on restaurant patrons' will affect the customer return to patronize and behavioural intentions. They concluded that the food and service construct and accessibility construct of tangible quality exhibited positive impact on the affect towards restaurants, which in turn influenced the re-patronage intention for restaurants.

The studies showed that the Dining Scape Model (DINESCAPE) can be defined as the man-made physical and human surroundings in the dining area of upscale restaurants. There are six DINESCAPE dimensions include: facility aesthetics, lighting, ambience, layout, table settings, and service staff. According to Booms and Bitner (1982), the servicescape of a hospitality firm has been bring the significant impact on customer revisit intention even restaurant's brand image. From those studies, they mention that the

physical environment of restaurants can be effectively applied to strengthen and enhance the brand image of the restaurant in order to reposition the customer's perceptual mapping among the competition. Therefore, this condition can directly increase their customer satisfaction with the service encounter.

According to the Baker (1987), the environmental factor can be categories into three components which include ambient factor, design factor, and social factor. Based on those studies, the ambient factor will be focus on the background feature and characteristics of restaurant which consist the cleanliness and scent. Then, the design factors focus on stimuli that exist at the forefront of consumer awareness which include the colour element and decoration design. Social factor will be focused on the human in the environment as below:

Table 2.1:
Components of the Physical Environment

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

Source: Baker (1987)

So, the Restaurant Environment can be as the determinant factor of customer satisfaction and thus that will make the customer act to revisit behavioural toward the Fast Food Restaurant. In this study, the researcher will concentrate on the two dimensions of ambient factors which are ambient scent and cleanliness condition. Bohl (2012) mentions that most of customers today mostly are paid more concern about ambient factors when they makes decision to re-patronize or refuse the restaurant.

2.2 Dependent Variable

The dependent variable of the research is Consumer Re-Patronage Behavioural as shown below:

2.2.1 Consumer Re-patronage Behavioural

Oliver (1997) stated that a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts have the potential to cause switching behaviour. Soderlund and Ohman (2003) argued that the behavioural is a subjective judgment about how people will intent or behave in the future and normally serves as dependent variables in most of the service research and satisfaction models.

Butcher (2005) stated that repurchase or re-patronized intention is regarded as a sound service outcome that is measurable. Furthermore, Hellier, Geursen, Carr, and Rickard (2003) also identified that repurchase intention is one of the individual's perception and

judgment about a repeat purchase product or services from the same organization which also consider their recent circumstances and situation.

In addition, Oliver (1999) mentions that customer loyalty means that the consumer probably held deeply promises to repeat purchase or re-patronage a favoured product or service consistently in the future due to the affected by customer's perception and situational condition. Besides that, the definition of future purchase intentions has variety depend on the research context. From previous studies, the future purchase behaviour that can be in negative or positive ways. In this study, behaviour intentions clearly mean that as a customer's willingness to help promote and recommend their favour to other, to patronize the restaurant in future, to stay loyalty with same restaurant, and so on.

The behavioural intentions frequently can be formed from what the service experience that the customer gained in the organizations. For the previous study, customer revisit behavioural intentions can be described as the likelihood to return to patronize the restaurant in the future, willingness to recommend and suggested the restaurant to their family and friends and disseminate information through word of mouth. The dimensions are important in tracking the trend of the customers and at strategize the marketing concept of the organizations.

There are numerous studies that confirm the positive and direct association between the customer satisfactions and revisit behavioural intentions like repurchase and word-of-mouth communication (Namkung & Jang, 2007). Kivela et al. (2000) also mentioned that

the customer's dining experiences and satisfaction significantly influenced by post-dining behavioural intentions. Namkung and Jang (2007) argued that there are positive linking between customer satisfaction and behavioural intentions toward mid-to-upscale restaurants. Kim et al. (2009) also confirmed that customer satisfaction was positively tend to related with re-patronage behavioural and promote with positive word-of-mouth endorsement in foodservice dining operations.

According to Han and Ryu (2009), there are three components of the physical environment include: decoration, spatial layout design, and ambient conditions greatly influenced on customers' price perception and the level of customer satisfaction. This situational will directly/indirectly influenced customer loyalty such as revisit behavioural intentions and positive word-of-mouth intentions. All of these findings support the significant link between customer satisfactions and revisit behavioural intention in the dining services industry.

According to Teng and Kuo (2011), the consumer re-patronize intention can be described as repeat purchase behavioural that demonstrates customer willing to promote their favour with other and spread positive information for a dining service that provided by the restaurant industry. Furthermore, Weiss (2003) founded that consumer re-patronage behavioural normally are affected by consumer with restaurant feature and characteristics. Additionally, Um, Chon, and Ro (2006) stated some of the customers have the re-patronage behavioural because influenced greatly by marketing efforts (promotional) to call back their positive perception and memory. Therefore, Petrick,

Morais, and Norman (2001) found that the total number of previously patronize also has been considered as one of the influential dominant factors for re-patronage behavioural. According to Reichheld and Sasser (1990), those customers that gained greatly unforgettable and memorable dining experience from the restaurant and then it will develop a favourable and positive behavioural intention like re-patronize to the restaurant again, recommend and suggest the restaurant to others, spread positive word of mouth or become a loyal customer will ultimately lead to revisit behavioural intention.

In addition, Jang and Namkung (2009) also found dining environment and the entertainment provided by the restaurant is able to lead the customer satisfaction to that restaurant and thus influence re-patronage behavioural. Therefore, Pullman and Gross (2004) argued that the customer satisfaction response can become as an important mediator role as the higher satisfaction responses of customers achieved on their restaurant dining experience, so there are more higher repeat purchase behavioural they would be form. Basically, the existing customers are more value and worth than new customers. Fornell (1992) found that the restaurant operator should have the strategy for retaining their customer due to the higher cost of attracting new customers if compared with retaining the customer.

Moreover, Chaudhry (2007) concluded that re-patronage customers are able lead to more gross profit if compared to attract new customers. It is very important for the restaurant operator to identify which factors that will develop the positive attitude among customers and affecting their behavioural intention. Fast food restaurateurs should pay more

attention to the restaurant attribute that is able to influence on customer satisfaction as well as restaurant re-patronage behavioural in order to fulfil customer needs and wants. From previous studies, researchers often defined that a repurchases intention or re-patronage behavioural is one of the acts of customer loyalty to the same company.

Evanschitzky, Iyer, Plassmann, Niessing, and Meffert (2006) also stated that consumer re-patronize intention become an important part to contribute the behavioural and attitudinal form. Other that then, Fournier (1998) address that attitudinal intention is mean that the customer's psychological tendency toward the same product which is associated with a customer favourable attitude.

2.3 Mediating Variable

The mediating variable of the research is Customer satisfaction as shown below:

2.3.1 Customer Satisfaction

In this study, the customer satisfaction will act as the mediator between the service quality, food quality, dining environment, and consumer re-patronage behavioural. From previous studies, there are varies way to defined the Customer satisfaction. The level of customer satisfaction is simply defined as something that really can bring the happy, favourite, delight, pleasurable and positive memories fulfilment to the customer (Oliver, 1997). Moreover, Oliver (1997) stated that all of this pleasurable of fulfilment is perfectly dependent on three factors which include: (1) perceived value of consumer, (2) if the product or services provided by the organization has met the customer's need and want (3) the favourite fulfilment brings pleasurable to the customer.

Conversely, if the consumer does not get any pleasurable and favourite fulfilment will make them dissatisfaction about products or services provided by restaurant. Therefore, those restaurants that are failing to meet a customer's need and want, it won't give the customer with any pleasurable and favourite fulfilment. Thus, the customer satisfaction is one of the important factors for the restaurant. According to Noone, Kimes, and Mattila, (2007), there are many studies have addressed that the customer satisfactions are entirely direct linked to customer retention and the result was represented that if customers have more positive emotions toward the something then this will lead to satisfaction, whereas negative emotions like anger will lead to raising the customer dissatisfaction.

In addition, the customer's emotions mostly might influence by extrinsic factor such as any kind of customer services that provided by restaurant. Liu and Jang (2009) stated that interactions between services staff and customer in restaurants are very important thing as both of them emotions interact able to influence on customer's satisfaction. Customer satisfaction is normally largely dependent on perceived restaurant. According to Namkung and Jang, (2007), customers achieve the satisfaction if restaurant able to fulfil their establishment meets or exceeds those expectations. Whereas customer feeling dissatisfy if restaurant failure to fulfil establishment meet and also underperforms based on those expectations. Therefore, this mentions the restaurant operator should be deeper understand what expectation that the customer actually needed and ensure the product and services provided by the restaurant is able to satisfying customer.

If bond all of the previous literature review, there are 3 general determinant factor of restaurant experience that is able to satisfying customer and meet the what customer actually want and need. These 3 general determinant factors include service quality, food quality and restaurant environment. Ladhari (2009) mentioned that dimension of service quality is one of critical factor for the business success whereby it is linked together with customer satisfaction. In the study by Hong and Goo (2004), customer satisfaction able to acts as mediator between service quality and customer loyalty and it has a stronger impact on loyalty than service quality.

However, satisfaction alone may not be enough to actually achieve loyalty. It was found that the majority of customers who assert to be brand loyal did switch brand recently even if they were generally satisfied with their regular brand. Therefore, in order to become loyal and profitable for the company, a customer must be highly satisfied. Any drop from total satisfaction results in a major drop in loyalty (Jones & Sasser, 1995). Moreover, Lovelock and Wright (2002) stated that the restaurant operator not need to spend more money to promote their product in order to attract new customers since highly satisfied customers already disseminate positive information and recommend the food and service to others.

Furthermore, Customer satisfaction had been studied since long time ago by hundreds of researchers. Andaleeb et al. (2006) in their study determined that, customer satisfaction is the heart of business marketing. Customer satisfaction often becomes the centre of

attention because it is an attribute to determine customer's repeat purchase intention that is in-line with profit projections of any businesses.

The ability to satisfy customers is vital in any businesses; therefore Oliver (1997) stated that customer judgment of a product or service attributes, or the product or services itself that will provide a pleasurable level of consumption-related fulfilment. Although satisfaction is important in any businesses, previous studies do argue that customer satisfaction is not the only attribute to the success of a business, brand familiarity, service quality and brand loyalty (Qin & Prybutok, 2009). These attributes relate to customer satisfaction because when customers are satisfied with all these attributes, there is definitely a repeat purchase or re-patronage situation (Qin & Prybutok 2009).

2.4 Reviews of Relevant Theoretical Model

There are 2 reviews of relevant theoretical models as shown below:

2.4.1 Review of Relevant Theoretical Model 1
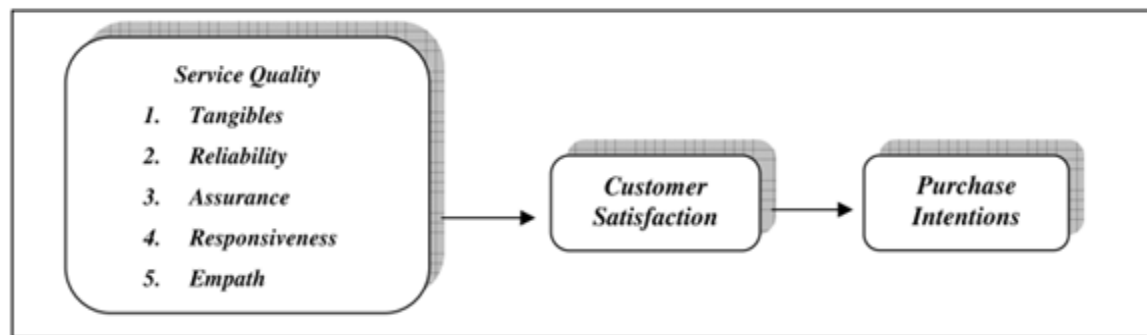
Figure 2.1:
The conceptual framework of the signifying relationship between Services quality dimension (SERVQUAL), customer satisfaction and purchase intention
Source: Consumers' Purchase Intentions in Fast Food Restaurants : An Empirical Study on Undergraduate Students. (Tat, Sook-min, Ai-chin, Rasli, Bakar, & Hamid, 2011)

According to this Figure 2.1, this theoretical framework investigates that the institutional SERVQUAL determinant factors include: Tangibles, Reliability, Assurance, Responsiveness, and Empathy. This institutional SERVQUAL factor will influence customer satisfaction. From this theoretical framework, we can mention that it also intends to examine and verify the influence of customer satisfaction on purchase intention. The research result represents that all of this Institutional SERVQUAL dimensions have a significant positive relationship with customer satisfaction and then toward purchase intention.

2.4.2 Review of Relevant Theoretical Model 2
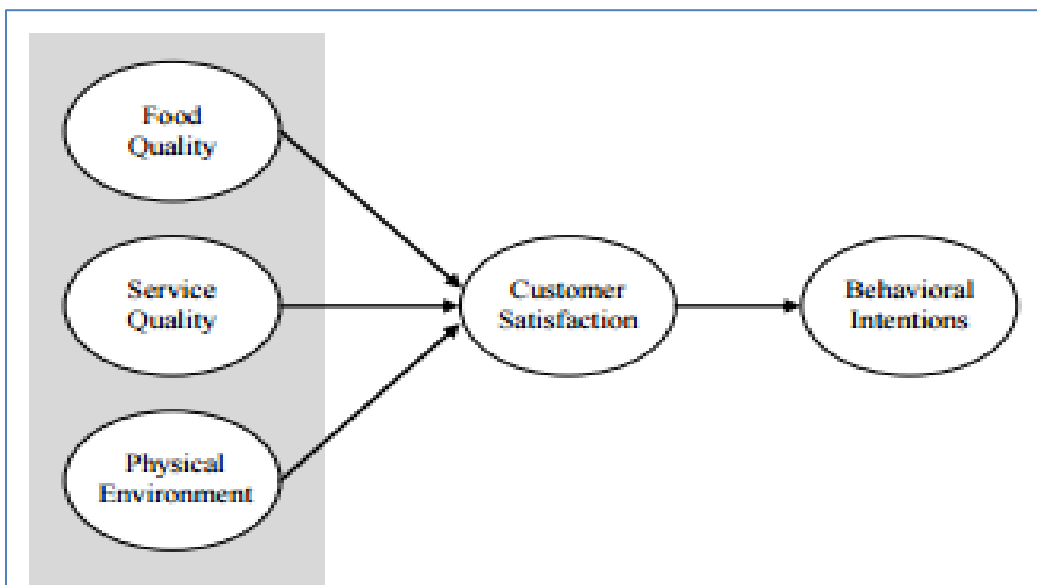
Figure 2.2:
Conceptual model of the relationship among study variables
Source: Measuring the Mediating Role of Dining Experience Attributes on
Customer Satisfaction and Its Impact on Behavioural Intentions of Casual Dining
Restaurant in Jakarta. (Canny, 2014)

According to the Figure 2.2 as above, it indicated the conceptual model of the significant relationship between food quality, service quality, physical environment, customer satisfaction and behavioural intentions. This theoretical framework investigates that the institutional DINESERV determinant factors include: food quality, service quality, and physical environment. This institutional DINESERV Model will influence on the level of customer satisfaction. From this theoretical framework, we can mention that it also intends to examine and verify the influence of customer satisfaction on behavioural intention. The research result represents that all of this Institutional DINESERV dimensions have a significant positive relationship with customer satisfaction and then toward Behavioural intention. This can defined that the higher of level of customer satisfaction, then may lead to higher level of behavioural intention.

This theoretical framework model can be helpful to provide idea and insight to the fast food service operator and then increase the efficiency and effectiveness of operational the fast food restaurant. In addition, this framework model also very helps for fast food restaurant operators to decide and determine which importance of the DINESERV dimensions that can be applied in restaurant. It also allowed fast food restaurants to concern and take care on that dimension that will lead customer achieve satisfaction when they dine in fast food restaurant.

2.5 Research Framework
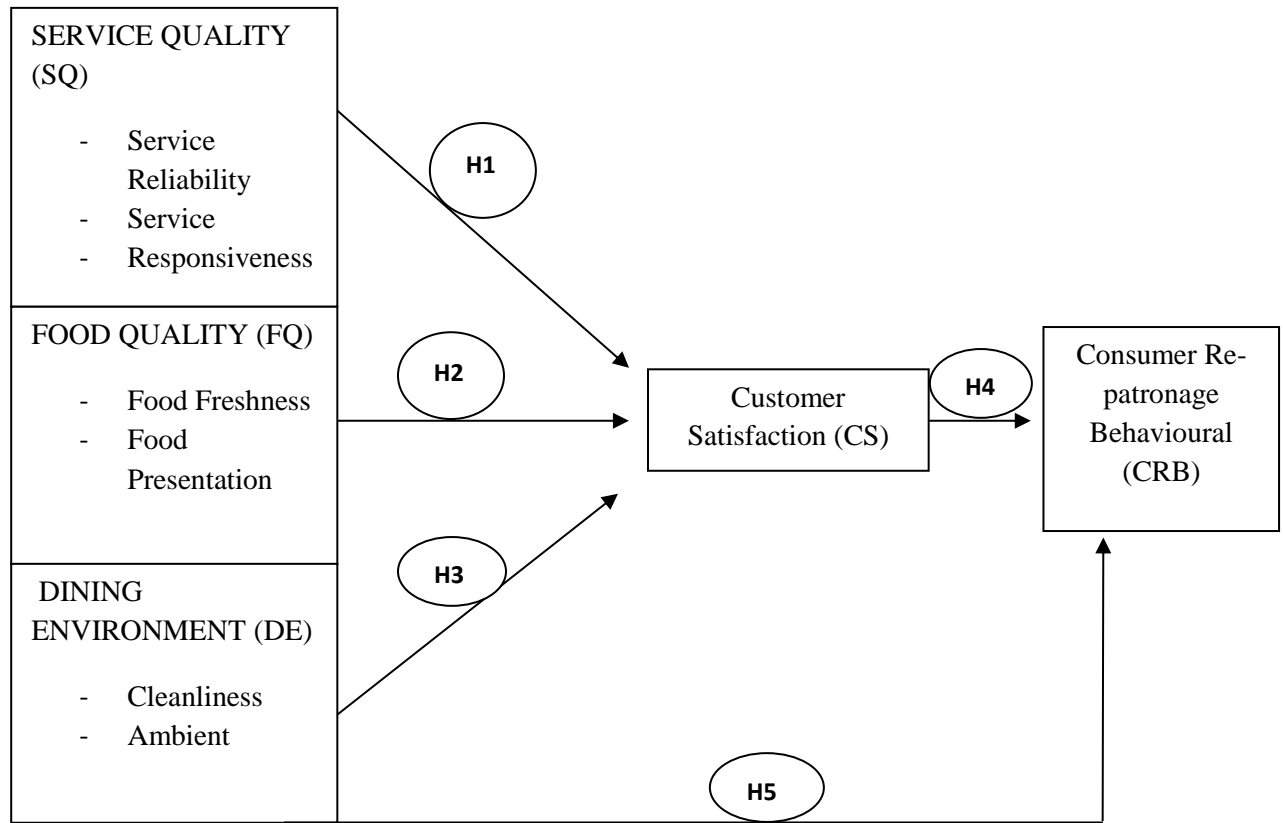
Figure 2.3:
Research framework model of the relationship among study variables

Through the previous research of studies, the dimensions of DINESERV are able to affect the customer satisfaction towards consumer re-patronage behavioural is reformed which match with this research. The research framework model as above indicate that the independent variables which includes Service Quality (SQ), Food Quality (FQ) and Dining Environment (DE) towards Customer Satisfaction (CS) as mediating variable, and which it will influence consumer to re-patronize the fast food restaurant.

Therefore, the Consumer Re-patronage Behavioural Intention (CRB) is dependent variable in this study and it is also the primary focus of this research. In addition, the Customer Satisfaction (CS) in this study will as the mediating variable. Furthermore, this research model stated that the DINSERV dimensions have a positive significant relationship with customer satisfaction, and then customer satisfaction as the mediator will also have significant influence on consumer re-patronage behavioural intention.

2.6 Hypotheses Development

There are 5 hypotheses in this research study as shown below:

2.6.1 Service Quality and Customer Satisfaction

Spreng and Mackoy (1996) stated that the service quality and customer satisfaction both interrelated and it is also very critical concepts in services marketing theory. In the study by Huam et al (2011), the dimension of service quality normally is significantly facilitated to the level of customer satisfaction in restaurant industry context. In addition, Ha and Jang (2010) proven that service quality dimension have positive relationship with customer satisfaction. According their finding of research, it reveals that the service quality provided by employee is basic foundation and crucial to the customer satisfaction in the restaurants. In one of developmental study by Cronin et al. (1994), the research investigates the significant relationships between service quality, consumer satisfaction, and purchase behavioural. Their findings showed that perceived service quality can greatly influence on customers' satisfaction and then it will toward consumer purchase behavioural intention. Most of the restaurants more focus and concern about service quality due to it able to influence on level of customer satisfaction which in turn lead the

customer patronize intention (Chow, Lau, Lo, Sha & Yun, 2007). Moreover, Brady, Robertson, and Cronin (2001) mention that performance of service sector provider is able to influence on customer perception due to customer now will evaluate and assess about what kind of services are actually delivered to them. Furthermore, the dimension of service quality which includes services responsiveness and reliability both are the intangibility cues that able to influence customer satisfaction. Other previous study indicates that service responsiveness and reliability are very important dimension in most of restaurants due to the service staffs are able to deliver services promptly as well as dependable and consistent services were significantly related to customer satisfaction (Liu et al., 2009). Hence, the Hypothesis is:

H1- There is Positive Relationship between Service Quality and Customer Satisfaction

2.6.2 Food Quality and Customer Satisfaction

The previous study has proven that food quality is probably the most frequently stated dimension of every restaurant dining experience. It's able to stimulate the customer's satisfaction either related as a general evaluation of food quality which mentioned by Namkung and Jang (2007) and food innovativeness and attribute which addressed by Harrington, Ottenbacher, and Kendall (2014). In the study by Clark and Wood (1999), food quality is one of the most importance predecessors of consumer loyalty in restaurant chosen. Other than that, Mattila (2001) stated that there three determinant factor might drive the customers to visit their targeted restaurants which include service quality, food quality, and restaurant atmosphere. In addition, the other previous study also concluded that dimension of food quality is most of critical attribute if compared with other attribute

and it's anticipated to have a strong positive impact on loyalty and customer satisfaction. Moreover, there is several food elements are taken into consideration by most of the customers today when they make the choice of dining either in the restaurant (Jangga, Sahari & Mohd Basir 2012). For instance, Myung, McCool and Feinstein (2008) mentions when the customer chosen to visit the fast food restaurant, they may emphasize the freshness, quality and good portion size of food that provided by fast food restaurant. Furthermore, most of customers today tend to promote healthy lifestyle and awareness of health issues. So they are more hoping restaurant can provide nutritional and healthy food menu to meet their expectations. According to Canny (2014), Food quality is the main product for the restaurant industry. Thus, restaurant industry must be able to consistently represent that the food with quality in concern about the appropriate freshness, temperature, taste, and appealing presentation. Therefore, the Hypothesis is:

H2- There is Positive Relationship between Food Quality and Customer Satisfaction

2.6.3 Dining Environment and Customer Satisfaction

Ryu and Jang (2008) address that restaurant environment is one of the important dimensions that able to influence consumer behaviour especially in the restaurant industry context. Pleasurable restaurant environment such as design, music, feature, well-decorated and many others may determine and decide the large scope the degree of customer satisfaction and then consumer behaviour in the restaurant context. According to Ryu and Jang (2008), due to the services normally are intangibility and it requires the customer to be present during the process, so the restaurant environment is one of critical factor that have a significant effect on a customer's perception about the quality of

service encounter which in turn influence on level of customer satisfaction in most of restaurant context. In addition, Chang (2000) suggested that perceived dimension of restaurant environment is one of the factors that a direct indicator of a customer satisfaction. Furthermore, Canny (2014) stated that the restaurant physical environment is very important dimension for almost the all restaurant to differentiate their restaurant context business through a restaurant's physical environment in order to establish a memorable dining experience with a comfortable and relaxed atmosphere. Thus, the Hypothesis is as below:

H3- There is Positive Relationship between Dining Environment and Customer Satisfaction

2.6.4 Customer Satisfaction and Consumer Re-Patronage Behavioural

Customer satisfaction and consumer re-patronage behavioural both are interrelated due to the output of satisfaction may guide customer decision to patronize to a restaurant. In the study of Sulek and Hensley (2004), since there are intense competitive scenario occurred in the fast food industry, so satisfying customers are the main objective for every business venture due to it can encourage the customer to re-purchase or revisit in future. Choi and Chu (2011) stated that customer satisfaction is one of the best indicators of post-purchase intention. Additionally, Han and Ryu (2007) address that if the service provider is able to increase levels of customer satisfaction and it indirectly will increase re-patronage and positive word-of-mouth intentions. Basically, customer those who have achieved the satisfaction will be repurchased or re-patronage to the same business organization due to them great experience but they normally have higher probability to

reject rival offers. Kim et al (2009) also mentioned the higher re-purchase behavioural intention rate influenced by the higher level of satisfaction. Moreover, there are numerous previously study in the hospitality literature has been concluded that the positive relationship between customer satisfaction and re-patronize behavioural in a restaurant context (Ha & Jang, 2010). Ranaweera and Prabhu (2003) also mention that there is significant and positive activator of customer satisfaction on customer purchase intention. Therefore, the Hypothesis is:

H4- There is Positive Relationship between Customer Satisfaction and Consumer Re-patronize Behavioural

2.6.5 Service Quality, Food Quality, Dining Environment and Consumer Re-patronage behavioural which mediated by Customer Satisfaction

The service quality, food quality, and dining environment are the antecedent and determinant of customer satisfaction. So, it wills indirectly affecting the customer revisit behavioural intention. There are a lot of previous study addresses that the significant relationship between service quality, food quality, restaurant dining environment and level of customer satisfaction. Then, the customer satisfaction may lead to re-patronage behavioural intention toward the fast food. Oliver (1993) proven that dimension of service quality is a predecessor of satisfaction. Furthermore, Pettijohn, Pettijohn, and Luke (1997) mentioned that the food quality dimension is one of the most critical determinant factors in a customer's decision to re-patronage in a restaurant. Food was significantly more important and critical than comfortable, perceive value, cleanliness, value, convenience, and price. In addition, for the customer it is not necessary that a

better quality can be a better taste, if customer like the taste of food he/she will be willing to pay for it (Lim, 2010). In addition, Ariffin, Bibon, and Abdullah (2012) stated that ambient factor is able to influence customer satisfaction and behavioural intention. So, the researcher will founded that the dining environment will influence the customer re-patronage behavioural intention which the customer satisfaction as the mediator for it. Bitner (1990) mention that the positive relationship association between customer satisfactions and purchase intentions which is similarity the association between characteristics of product or service, customer loyalty and profitability. According to Rust and Williams (1994), higher customer satisfaction may drive to a higher re-purchase or re-patronage rate. Conversely, if customers feel dissatisfied about the product or services provided by the organization then they will discontinue to purchase. Moreover, Anton (1996) recommends that "customers switch suppliers because they are not satisfied with the company's perceived value, relative to the competition." Therefore, if the customer did not feel satisfied after consume the food, this may lead the customer stop to purchase and repeat visits the restaurant again. Therefore, the hypothesis is:

H5- There is Positive Relationship between Service Quality, Food Quality, Dining Environment and Consumer Re-patronage Behavioural which mediated by customer satisfaction

2.7 Summary

In this chapter, independent variables, mediating variable and dependent variable are formed through applied the previously and past research study. This chapter was covered the literature review of service quality, food quality and dining environment that will have a significant relationship with customer satisfaction as mediating variable towards consumer re-patronage behavioural in fast food restaurant. In addition, this chapter ends with the proposed conceptual framework model and then hypothesis of this study was being developed.

CHAPTER 3

METHODOLOGY

3.0 Chapter Introduction

In this chapter, it will describe how the research method proceeds in terms of research design, population and sampling design, questionnaire design, technique of analysis, data collection methods, and data analysis process.

3.1 Research Design

A research design is a framework or blueprint for conducting the research project. It details the procedures and process that necessary for gaining the useful data and information needed to structure solution or solve research problems. In general, it is stated the general plan of how you will proceed about your research. Therefore, this study focuses on the service quality, food quality and dining environment that may affect the customer's satisfaction and their re-patronage behavioural intention among the undergraduate student toward fast food restaurant. In this research study, quantitative analysis will be carried out. Quantitative analysis can be defined as the ways to quantify the problem by generating and building the numerical data or data that can be transformed into a useable statistical way. It is used to quantify attitudes, personality, opinions, behaviours, and other defined variables - and inductive the results from a larger sample population. Therefore, through quantitative research, the researcher can investigate and find out the relationship between independent variables (Service Quality,

Food Quality and Dining Environment) and dependent variables (Consumer Re-patronage Behavioural).

Furthermore, the descriptive research approach will be applied in this research project. And other simple words of descriptive research also called Statistical Research. The main objective of this type of research is to describe and portray the data and characteristics about what is being studied and explored. In addition, this type of research is also better to study the frequencies, averages, and other statistical calculations. According to Zikmund, Babin, and Carr (2010), descriptive research is applied to identify the characteristics and feature of targeted population or specific phenomenon. Descriptive research also involves the investigation specific phenomenon and exploration of correlation between two or more phenomena. Therefore, the survey method evolved in this research project is questionnaire-based. The questionnaire will be conducted and administered in order to a selected sample from a specific population. Thus, the Researcher will conduct the data collection analysis once the questionnaires are returned back from targeted respondents.

3.2 Population and Sampling Design

In general, population can be defined and refers to all elements, individuals, or units that meet the requirements of selection criteria for a group to be explored, and from which a representative sample is taken for detailed examination. The total of all populations is called a universe. Moreover, the population also can be stated as any the total number of people who live in a specific place which share some common set of characteristic eventually action. Besides that, the Sampling is the process used in statistical analysis in

which a predetermined number of respondents will be taken from a larger population. According to Zikmund (2003), sampling is the process of applying a small number of items or a specific part of a larger population to make a conclusion about the entire population. So, the samples are used in statistical testing when population sizes are too large for the test to include all possible members or observations. A sample targeted must be able to indicate the overall population and at the same time there should be not have any bias toward a specific attribute.

3.2.1 Target Population

In this study, the main targeted of population is the university undergraduates which comprised male and female student who are aged between 18 years old to 26 years old. Then, the targeted of population recently still study in Northern University of Malaysia (UUM). According to the official website of UUM, the population size of UUM today is 30,670 students which 22,932 are undergraduates, 4597 are postgraduates and 3,141 are other students as the Figure below:

Northern University of Malaysia
UNIVERSITI UTARA MALAYSIA
Motto: Ilmu Budi Bakti
Established: 1984
Type: Public
Chancellor:
Vice-Chancellor: Professor Dato' Dr Mohamed Mustafa Ishak
Undergraduates: 22932
Postgraduates: 4,597
Other students: 3,141
Location: Sintok, Kedah, Malaysia
Campus: Sintok (main campus) and Kuala Lumpur
Affiliation: ASAIHL, ACU, FUIW
Website: www.uum.edu.my

Figure 3.1:
The information of Northern University of Malaysia
Source: Wikipedia and official website UUM

3.2.2 Sampling Frame and Sampling Size

A sampling frame is a list or other device used to define a researcher's population of interest. The sampling frame defines a set of elements from which a researcher can select a sample of the target population. Because a researcher rarely has direct access to the entire population of interest in social science research, a researcher must rely upon a sampling frame to represent all of the elements of the population of interest. Based on Sekaran (1992), the target of sample size for this study comprises 400 undergraduates both males and female respondent those who currently study at UNIVERSITI UTARA MALAYSIA (UUM). The questionnaires are randomly distributed to respondent in UUM campus. The targeted respondent of this survey was UUM undergraduates especially for undergraduate those who currently still studying at main campus UNIVERSITI UTARA MALAYSIA (UUM) in Sintok, Kedah Darul Aman. In this study, researcher chooses UUM undergraduates as the targeted respondent and sample size. It is because undergraduates in UUM better evaluate their consumption experience in fast food restaurant since they are categorized in young generation.

3.2.3 Sampling Technique

According to Zikmund (2003), the sampling process refers to any step by using a small number scope of items or some parts of the overall population to make conclusions which based on the whole population. Therefore, this research was carried out to use sample size of specific people in order to represent the overall population. Other than that, if the research was conducted to target whole population, it was very time consuming and expensive. Furthermore, sampling techniques were categories into two techniques which

are probability sampling technique and non-probability sampling technique. Zikmund (2003) stated that the samples was being selected based on the personal judgment or convenience if applied non-probability sampling. In this research survey, convenience sampling techniques were being applied by researcher to select sample. Zikmund (2003) defined convenience sampling is one of effective technique that acquiring people who was most conveniently available. Thus, those researchers using the convenience sampling technique can be able to do quickly and economically since the questionnaire only distribute to the people that have been met during the process of distribute questionnaire.

3.3 Source of Data Collection

According to Saunder, Lewis and Thornhill (2009), they defined research as the systematic way that some of people were conducted and undertaken in order to find out things and the final outcome, thereby increasing their knowledge. Whereby for methodology, they defined it in the theory of how research should be undertaken. Besides that, primary data can be defined as the data collected specifically for the research project being undertaken. Meanwhile, secondary data is the mean that data used for a research project that were originally collected for some other purpose. In conducting a research project, the researcher used both primary and secondary data in order to get and collect the information needed. For primary data, the researcher was managed and conducted the questionnaire while for secondary data the researcher was obtained the information from the internet and print based material such as journal and newspapers.

3.3.1 Primary Source

Questionnaire

The researcher was carefully developed quite effective and systematic questionnaire in order to get the precise and accurate information and data. In this research project, the researcher will set the 400 questionnaires and then distributed randomly to selected respondents in UUM.

3.3.2 Secondary Source

Journal Review

Basically, the researcher had been reviewing numerous studies published journals in order to finish and complete the research project. The researcher gets the journals through online and then used these journals to support this research project and make it stronger and clearly for the reader. Therefore, the reader will better understand while they are reading this research project.

Internet

The researcher also uses the internet to get the extra and additional information about consumers' behaviour in consumption of fast food. Since there were some limitation for us like the distance, financial and time constraint to get the information, the researcher decided to use the internet as its easy access to resources that can be used in this research project.

3.4 Measurement of Instruments

In this research paper, the researcher chooses the self-administered questionnaire as the research tools and instruments. The self-administered questionnaire can be defined as the questionnaire that which the respondent personally completes on his/her own, either on paper or via computer without intervention and disturbance of the researchers (e.g. An interviewer) collecting the data. Hair, Black, Babin, Anderson, and Tatham (2006) stated that self-administered questionnaire is mean that the respondent read and answer survey questions personally without the existence of trained interviewer. Thus, questionnaire is one of an important instrument to investigate and identify feedback from the targeted respondents due to it was easy way and cheaper to gather data from potentially targeted respondents.

3.4.1 Questionnaire Design

There are six sections in the questionnaire as shown below:

1. **Section A- Demographic Profile of Respondents**

2. **Section B- General Information**

3. **Section C- Service Quality Dimensions**

4. **Section D- Food Quality Dimensions**

5. **Section E- Dining Environment Dimensions**

6. **Section F- Customer Satisfactions Measurement**

7. **Section G- Consumer Re-patronage Behavioural Dimensions**

In Section A, this questionnaire stated which related to the demographic or respondent's personal information, whereby use for statistical only. There are some basic personal information questions were asked about respondents' demographic profiles like gender, age, education level, and also monthly income which including pocket money.

In section B, there are several of general questions will be asked to the respondents. For instance, It comprises of 6 general information questions such as "Which fast food restaurant do you prefer", "Which meal time do you usually prefer when visiting fast food restaurant", "How frequent do you visit fast food restaurant" and many others.

In Section C, the questionnaire includes of nine items that related to the independent variables which called the service quality dimensions that considering about the what kinds of service quality provided by fast food restaurant that make the respondent to concern whether important or unimportant. The questionnaire is adopted from Ramseook- Munhurrun (2012), Ryu, Lee and Kim (2012), Liu and Jang (2009) and Tang and Bougoure (2006).

Thirdly, the section D of the questionnaire consists of eight items that related to the independent variable which namely food quality and this questionnaire that adopted from Ryu, Lee and Kim (2012), Namkung and Jang (2007) and Zampollo, Kniffin, Wansink and Shimizu (2011).

Next, the Section E of the questionnaire has eight items as well. This section more focus on environmental quality as an independent variable that concern about what kind of fast food restaurant is whether more important or not for the respondent. This was adopted from Ryu, Lee and Kim (2012), Katimah, Huey, Sambasivan and Salleh (2011), Han and Ryu (2009) and Lim (2010).

In Section F, the questionnaire consists of six items which measure the customer satisfaction as the mediator in this study. This questionnaire was adopted from Ryu, Lee and Kim (2012).

Lastly, Section G of the questionnaire there are six items that related to the dependent variable pointed as customer re-visit behaviour in section F of the questionnaire. This questionnaire was developed by Ryu, Lee and Kim (2012) and Namkung and Jang (2007).

Therefore, the purpose of section C, D, E, F and G is to acquire the required information to identify the significant relationship among each variable. In this survey questionnaire, there is a form of multiple choice question from Section A and B but for Section C, D, E, F and G are set in the form of rating scale, which is a five-point Likert Scale. The following table showed that the summary of completed questionnaire in this research as below:

Table 3.1
Summary of the Questionnaires

Section A		
Gender	1	Section A:1
Age	1	Section A:2
Race	1	Section A:3
Education Background	1	Section A:4
Monthly income (Include pocket money)	1	Section A:5

Section B		
General Information	6	Section B:1-6
Section C		
Service Quality Dimension	9	Section C:1-9
Section D		
Food Quality Dimension	8	Section D:1-8
Section E		
Dining Environment Dimension	8	Section E:1-8
Section F		
Customer Satisfaction Measurement	6	Section F:1-6
Section G		
Customer Re-patronage Behavioural	6	Section G:1-6

3.5 Pre-Test and Pilot Test

It is vitally important that conduct the pre-test for a questionnaire survey before administering it to the targeted research sample. Pre-testing is the opportunity to see what questions work well, what questions sound strange, what questions can be eliminated and what needs to be added. The first thing to do is to talk through the survey by yourself with colleagues or friends, with lecturer or professor. Take notes on problematic words or questions and revise the survey accordingly. After that, the pre-tests will be tried out on friends, family or colleagues, but ideally the researcher would

like to try it out first on people who from or similar to the population that the researcher plans to study. Therefore, this way can get a better idea of how the research sample will really react. Ask-follow up questions to make sure they understand and are giving valid answers. Take notes on their reactions and be aware of whether they seem to be losing interest. And revise the survey as necessary.

Pilot test as the pre-experimental trial is one of the small-scale study and short-term experiment that helps a researcher learn how a large-scale survey might work in practice. Zikmund, Babin, Carr, and Griffin (2010) stated that it also attempted only to help in the design of a subsequent study. Therefore, pilot test will be handling before a large scale survey is conducted. The purpose of the pilot test is intended to ensure that every targeted respondent in that sample can understand the questions in the same way. Furthermore, pilot test also attempts to test the validity and reliability of instruments in the survey questionnaire in order to identify mistakes or errors of the questions in the survey questionnaire. In addition, pilot test basically will apply the Cronbach's Alpha to test a reliability of instruments in the survey questionnaire.

Table: 3.2
Summary of Cronbach's Alpha Values for Reliability of the Variables

No.	Instruments	Number of items	Cronbach's Alpha-pilot test
1	Service Quality	9	0.937
2	Food Quality	8	0.673
3	Dining Environment	8	0.785
4	Customer Satisfaction	6	0.917
5	Consumer Re-patronage	6	0.697

There are 30 questionnaires were distributed to potential respondents for the purpose of the pilot test. 30 respondents consist of supervisor, manager or owner of any type of restaurant in Changloon, Kedah. According to the table 3.2 as above, result reveal all the variables are significant due to the Cronbach's Alpha value is more than 0.6 for each.

3.6 Measurement of Variables

In these studies, the researcher has used a Likert scale to obtain the statistical measurement in Section C until Section G. The Likert scale rating is very useful instrument for every marketer and researcher. The researcher can use a Likert scale rating to find out and analysis the attitude, feature, and characteristics of respondent. Moreover, this instrument is also quite useful for identifying and evaluating the respondent's opinion of important purchasing, product feature, or satisfaction feature. According to previous studies, Likert Scale is a measure of respondent's attitude that founded by Likert Rensis. Malhotra and Peterson (2006) stated that Likert scale provides highly benefit due to this scale is easy for researcher to conduct and develop the scale, and it also facilitates respondent to easily understand the scale. In this research, the questionnaire has been constructed by applying five point Likert Scale method as below:

Table 3.3
Likert Scales

No. of Scale	Scale
1	Extremely Unimportant
2	Unimportant
3	Neutral
4	Important
5	Extremely Important

The 5-point Likert Scales as above was applied to the Section C until E of questionnaire

No. of Scale	Scale
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

The 5-point Likert Scales as above was applied to the Section F until G of questionnaire

There are several items have been identified and obtained from the previous researchers and adopted to measure all the variables. The table below shows the item measurement in this research as below:

Table 3.4
Item measures

Variables	Authors
Service Quality	Adopted from Ryu, Lee and Kim (2012), Ramseook- Munhurrun (2012), Liu and Jang (2009) and Tang and Bougoure (2006)
Food Quality	Adopted from Ryu, Lee and Kim (2012), Namkung and Jang (2007) and Zampollo, Kniffin, Wansink and Shimizu (2011)
Dining Environment	Adopted from Ryu, Lee and Kim (2012), Katimah, Huey, Sambasivan and Salleh (2011) and Han and Ryu (2009)
Customer Satisfaction	Adopted from Ryu, Lee and Kim (2012).
Customer Re-patronage Behavioural	Adopted from Ryu, Lee and Kim (2012) and Namkung and Jang (2007)

3.7 Data Collection Methods

In this research, the questionnaires were applied as a data analysis method. The questionnaire used in this study is referring to the questions item that related to the study managed by the researcher which according on readings of relevant topics. In addition, overall of this questionnaire was adopted from previous research which regards related field which have been mentioned above.

This questionnaire aims to distribute to the undergraduate in order to complete this research and from that will help researcher to gain the required information. Besides that, the researcher was distributed the questionnaire without any help from other parties during the data collection process. The researcher has begun to distribute 400 questionnaires on 18 April 2015 and then this questionnaire was randomly distributed to UUM undergraduate throughout UUM off-campus in Sintok.

The researcher provides the suitable and reasonable time for targeted of respondents to answer survey questionnaire and that period in questionnaire form were distributed in stages and not conducted at the same time due to the time consuming. In addition, the researcher has responsibilities to give the information and guidance to their respondents about how to answer and fulfil the questionnaire. In this research, there are 400 questionnaires were randomly distributed to the UUM undergraduate student.

3.8 Data Analysis Procedures

Analysis of data is one of the processes that pursuit to inspecting, cleaning, transforming, scanning and modelling the data in order to discovering and exploring useful information, recommending the conclusions, and supporting decision making. In this research project, the researcher applies the Statistical Package for Society Science (SPSS) 22.0 version to analyse the data.

3.8.1 Descriptive Analysis

Descriptive analysis is a discipline that represents and portrays the main characteristics and features of a collection of data. The purpose of the discipline is to summarize a set of collection of data. In the previous study by Aaker, Kumar, and Day (2007), the descriptive analysis is applied to outline and summarize the key characteristics of data that collected from targeted respondents. Additionally, the measures from descriptive analysis applied to measure and to identify of central tendency whereby it includes the mean test. Besides that, the researcher was used the descriptive analysis in order to measures of variability or dispersion which include standard deviation, range and coefficient of variance. At the same time, the researcher also looking for Skewness and kurtosis.

Firstly, the researcher will analysis and investigate the frequency distribution of respondents demographic in this research project. Frequency analysis also can be defined as a descriptive statistical method that will present the total number of occurrences of every responded chosen by the respondents targeted. Oosterbaan (1994) stated that the

frequency analysis is very vital procedure to presume how frequent that some of values or figures of variables trend may be happened and also to evaluate the reliability of the forecast.

Therefore, the researcher was able to construct and summarize the data effectively and efficiently. Furthermore, the analysis mostly used to measure and analysis the data of respondent's demographic. There are six of demographic information in section A which includes the gender, age, race, education background, and monthly income (include pocket money) are using frequency analysis. Mean is the average value is taken as the value that represents a lot of value and it is a measure of the central tendency method (Frederick, Weatherhead & Haywood, 1991). In this study, the mean value is used to describe the average level of agreement of respondents to items questions.

3.8.2 Validity Analysis

Validity analysis is supposed to be used by the researcher to measure what are claimed to measure (Hair, Babin, Money & Samuel, 2003). In addition, validity can be able to answer that how far the social reality that measured through the study which is in line with the arrangement of the study by the origin researcher. Besides that, the factor analysis was used to analyse validity test. Factor analysis is the name given to a group of statistical techniques that can be applied to analyse the interrelationships among a large number of variables and to explain these variables in terms of their common underlying dimensions (Hare, Cress & Van, 1998). The approach involves condensing the information contained in a number of original variables into a smaller set of dimensions (factors) with a minimum loss of information. Factor analysis serves several related

purposes. One of its primary functions, as just noted, is to help an investigator in determining how many latent variables underlie a set of items.

3.8.3. Reliability Analysis

The reliability test refers to the degree which a test is consistent and stable in measuring what it is proposed to measure. Reliability analysis also is applied to indicate the internal consistency of the measurement in order to determine whether all the items in each variable in the questionnaire are highly related or credibility. In this research project, the scale measure items were assessed and evaluated by using the reliability test, Cronbach's Coefficient Alpha is adopted intend to generate and formatting the data and then its value tends to increase with an increase in the number of scale items. Besides that, Malhotra (2007) mentioned that the reliability coefficient can be varied from 0 to 1. If the value of Cronbach's Alpha is less than 0.60 has indicated and display that unsatisfactory internal consistency reliability. But if the value of Cronbach's Alpha is more than 0.60 has showed that satisfactory internal consistency reliability.

3.8.4 Pearson Correlation Analysis

Zikmund (2003) mentioned that the Pearson Correlation coefficient is a statistical measure of the strength of a linear relationship between two metric variables. So, the Correlation coefficients there exists the relationship between two variables that are measured on the same interval or ratio scale. Therefore, Pearson correlation coefficient (r) is applied to analyse the relationship between variables and two-tailed significance level is used to test null hypotheses.

Moreover, the coefficient (r) indicates that the direction of the relationship and also the magnitude of the linear relationship. The coefficient at ranges from +1.0 indicates perfect positive relationship to -1.0 indicates perfect negative relationship. A correlation of 0 means there is no linear relationship between the two variables (Hair, Bush, & Ortinau, 2002). The researcher has shown the measurement scale which is outlined by previous studies. In this research, the researcher refers to the scale rating that developed by Hair, Money, Samouel, and Page (2007) and this can used to interpret the relationship between two variables as below

Table 3.5
The Coefficient Scale and Relationship Strength of Correlation

Coefficient Scale	Relationship strength
0.91 – 1.00	Very strong
0.71 – 0.90	Strong
0.41- 0.70	Moderate
0.21 – 0.40	Weak
0.01 – 0.20	Very Weak

Source: Hair, Money, Samouel, and Page (2007)

3.8.5 Multiple Linear Regression Analysis

Multiple regression analysis can be defined as the statistical tool that applied to derive and leading-out the value of a criterion from certain other independent, or predictor, variables. In addition, it is also the simultaneous combination of multiple factors to evaluate to what and how the extent they influence a certain outcome. Zikmund (2003) also mentions that the multiple regression analysis is one of analysis association in which

left the effects of two or more independent variables on a single dependent variable are investigated simultaneously. In another meaning, the Multiple Regression Analysis is applied to learn and explored about the relationship between several independent or predictor variables and a dependent variable.

3.8.6 Simple Linear Regression Analysis

Simple linear regression analysis is a statistical analysis to measure and identify the association relationship between two variables. According to Cameron (1998), linear regression is one of the methods that intend to model the relationship between two variables by fitting a linear equation into the observed data. Besides that, the researcher stated that one variable is considered to be an explanatory variable, whereas the other side is to be considered as the dependent variable. So, the mediator can be one of the variables that are influenced by the independent variables and derive cause of the dependent variable. Therefore, the linear regression analysis can be applied to identify the significant relationship there are existing between customer satisfactions and consumer re-patronage behavioural in this study.

3.9 Technique of Data Analysis

The data will be analysed by applying the SPSS 22 version. In this study, for hypothesis 1, 2, and 3 will be measured using multiple regression analysis. While for hypothesis 4, it will be measured through simple linear regression analysis. For hypothesis 5, this study is using hierarchical regression to compute the mediating variable linking with independent variables towards dependent variable.

The mediation will be examined by using a three step process (Hierarchical regression) that founded by Baron and Kenny (1986). The mediation occurs when "the independent variable significantly affects the mediator", "the independent significantly affects the dependent variable in the absence of the mediator", and "the mediator significantly affects the dependent variable" (Baron & Kenny, 1986). Table 3.9 below shows the analysis of each hypothesis in this study:

Table 3.6:
Summary of Data Analysis Technique

	Hypothesis	Statistical Analysis
H1	There is Positive Relationship between Service Quality and Customer Satisfaction	Multiple Regression Analysis
H2	There is Positive Relationship between Food Quality and Customer Satisfaction	Multiple Regression Analysis
H3	There is Positive Relationship between Dining Environment and Customer Satisfaction	Multiple Regression Analysis
H4	There is Positive Relationship between Customer Satisfaction and Revisit Behavioural Intention	Simple Regression Analysis
H5	There is Positive Relationship between Service Quality, Food Quality, Dining Environment and Revisit Behavioural Intention which mediated by customer satisfaction.	Hierarchical regression

3.10 Summary

This chapter outlined the method instruments that used to conducting this research project. After finish obtaining that overall all data from the questionnaire-based survey, then I will be using the SPSS software version 22.0 in order to analysis and interpretation of data. Furthermore, this chapter has been described the clearly structural and process flow to execute this research study in term of the research design, questionnaire design, sampling design, data collection method, research tool and instrument, data analysis process and many others.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.0 Chapter Introduction

This chapter summarizes the result of the questionnaire obtained from the data analysis process and this chapter also showed the finding of this study. The data has been collected and gathered from 377 respondents were analysed and measured by applying Statistical Package for Society Science (SPSS) 22 Version. The main objective of this chapter is attempt to analysis and identifies the significant relationship between several of important determinant factor or attribute which include service quality, food quality, dining environment and customer satisfaction as the mediator then that influence on customer re-patronage behavioural toward the fast food restaurants. In addition, this chapter was covered several of the data analysis process which includes descriptive analysis, Pearson correlation, multiple regression, and linear regression. Furthermore, the result obtained will be displayed and showed in charts and tables in order to ensure a clearer picture of result. Finally, this chapter will end with a summary of the hypothesis findings.

4.1 Response Rate

In this survey, there are a total number of 400 questionnaires were printed and randomly distributed to those respondents who are undergraduate of UUM. Lastly, the researcher just successfully collected and gathered the totals of 377 questionnaires were completed by a total of 377 respondents in campus UUM. This indicated that there are 94.25% of response rate from the respondents. Besides that, Sekaran (1992) stated that the highest response rate was making the good condition for statistical analysis.

Table 4.1:
Summary of Response Rate

Respondents response rate	Percentage
377	94.25%

4.2 Demographic Profile of Respondents

The Demographic profile consists of 5 basic questions were asked to respondents which include the gender, age, ethnic group, which college respondents study and monthly income (include the pocket money). The researcher applied the descriptive statistics to summarize the basic features and characteristics of the data in this research study. Kendrick (2005) stated that the main objective of descriptive statistics is to summarize and describe the frequency characteristics like gender, age, race and many others.

4.2.1 Gender of Respondents

According to the table as shown below, it is found that there are 257 or 68.2% of the respondents are female undergraduate UUM while the other rest 31.8% are male respondents.

Table 4.2
Gender of Respondents

Gender	Frequency	Percentage (%)
Male	120	31.8
Female	257	68.2
Total	377	100

4.2.2 Aged of Respondents

Table 4.3 as below showed the aged group of respondents. There are three aged of group categories provided in the questionnaire. The highest proportion of respondents is an age range from 21 to 23 years old, which consists about 64.2% or 242 respondents. And then it's followed by respondents who are aged from 18 to 20 years old with approximately 22.8% or 86 respondents. Next, there are 13.0% or 49 respondents who age range from 24 until 26.

Table 4.3
Aged of Respondents

Aged of Respondents	Frequency	Percentages (%)
18 years old to 20 years old	86	22.8
21 years old to 23 years old	242	64.2
24 years old to 26 years old	49	13.0
Total	377	100

4.2.3 Ethnic Group

Table 4.4 as below indicated that the race of respondents. Malaysia is one of the nations that fulfil the multiracial and multicultural and all of those that made up by several of dominant groups such as Malay, Chinese and Indians. According to the table 4.4, Malay respondents were recorded as the highest race in the survey which consist 53.3% or 201 Malay respondents. The second race hits the higher percentage is Chinese respondents which 31.6% or 119. Followed by Indian with 11.4% or 43 respondents and other races are 3.7% or 14 respondents.

Table 4.4
Ethnic Group

Race of Respondents	Frequency	Percentages (%)
Malay	201	53.3
Chinese	119	31.6
Indian	43	11.4
Other	14	3.70
Total	377	100

4.2.4 Academic Colleges of UUM

Table 4.5 as below presented those there 3 Colleges in UUM which include COB, CAS and Coglsic. The higher proportion of respondents in this questionnaire is come from COB which consist 56.8% or 214 respondents. There are 28.6% or 108 respondents from CAS and 14.6% or 55 respondents who completed the questionnaire are come from the COGLSIC.

Table 4.5
Academic Colleges of Respondents

College UUM	Frequency	Percentage (%)
COB	214	56.8
CAS	108	28.6
COGLSIC	55	14.6
Total	377	100

4.2.5 Monthly Income of Respondents

The table 4.6 showed the Monthly of respondents which include the pocket money. Besides that, there are 4 groups of categories provided in the questionnaire. The most of respondents have the monthly income range from RM501 to RM1000, which consists about 44.6% or 168 respondents. And then it's followed by respondents who have the monthly income level that below RM500 which comprises 40.8% or 154. Subsequently, monthly income level for RM 1001 to RM 1500 consists of 10.3% or 39 respondents. Next, there are fewer of respondents have the monthly income level that more than RM 1500 which comprises 4.2% or 16 respondents.

Table: 4.6
Monthly Income of Respondents

Monthly Income (Pocket Money)	Frequency	Percentage (%)
RM500	154	40.8
RM501-1000	168	44.6
RM1001-1500	39	10.3
>RM1500	16	4.2
Total	377	100

4.3 General Information of Respondents

In this section, there are some of the general questions were asked to respondents about which fast food restaurant is favourite choice, how frequently do the respondents visit fast food restaurant, monthly expense in fast food and many others. Similarly, the researcher also applied the descriptive statistics to summarize and describes the set of general information data.

4.3.1 Favourite Fast Food Outlets

There are McDonalds, KFC, Pizza Hut, Marry Brown and other fast food restaurants were showed in the Table 4.7. Based on the table 4.7 as below, it showed that KFC is the highest fast food chosen by respondents which is 64.2% or 242 respondents. Followed by McDonalds; 17.5% or 66 respondents and the third is Pizza Hut, in which 11.7% or 44 of respondents like it. Next, there are fewer respondents chosen Marry Brow which comprises 4% (15 respondents) and other fast food restaurant chosen by the respondent which consist 2.7% (10 respondents). Most of respondents preferred KFC because KFC has a good brand image in the mind of consumers in which portray through the products and services provided.

Table 4.7
Favourite Fast Food Outlets

Fast Food Restaurants	Frequency	Percentage (%)
McDonalds	66	17.5
KFC	242	64.2
Pizza Hut	44	11.7
Marry Brown	15	4.0
Other	10	2.7
Total	377	100

4.3.2 The Frequent Visit Fast Food Restaurant Rate of Respondents

Based on the table 4.8 shown as below, there are 60.7% or 229 of the respondents were frequently going to the fast-food store weekly which range from 3 to 4 times. But only 4.2% or 16 of respondents were likely going to the fast-food store in more than 7 times for weekly. The rest percentage of respondents frequent visit fast-food restaurant range from 1 to 2 times per week are 28.6% or 108 and 6.4% or 24 respondents are often visit fast food restaurant in 5 to 6 times per week. When the respondents have desire to eat fast-food, then the most of frequent time that respondents visit the fast food restaurant.

Table 4.8
The Frequent Visit Fast Food Restaurant Rate of Respondents

Frequent visit Fast Food Restaurant rate	Frequency	Percentage (%)
1-2 times per week	108	28.6
3-4 times per week	229	60.7
5-6 times per week	24	6.4
More than 7 times per week	16	4.2
Total	377	100

4.3.3 The Preferences of Respondents Visit the Fast Food Restaurant with Family, Friend or Alone

Based on the table 4.9, there are three categories were being given to respondents in term of with whom they like to go with to visit the fast food restaurant. According to the table 4.9 as shown below, the most of respondents likely to visit fast food restaurant with their friend who comprises 72.4% or 273 respondents. Next, 24.9% or 94 of respondents choose to go with family, and only 2.7% or 10 of the respondents choose to go alone. Friend is the highest chosen by respondents because humans are social being, so they like to visit restaurants in the group.

Table 4.9
The Preferences of Respondents Visit the Fast Food Restaurant with Family, Friend or Alone.

	Frequency	Percentages (%)
Family	94	24.9
Friend	273	72.4
Alone	10	2.7
Total	377	100

4.3.4 The Monthly Expenses of Respondents at Fast Food Restaurants

The table 4.10 indicated the monthly expenses of respondents on fast food restaurants. There are higher proportions of the respondents spent between RM11 − RM15 of their monthly expenses on fast food which consist 48.8% or 184 respondents. Followed by 21.5% or 81 of the respondents spent more than RM15 of their monthly expenses on fast food. Next, 15.1% or 57 of the respondents spent below RM50 of their monthly expenses on fast food and 14.6% or 55 of the respondents spent between RM5 to RM10 of their expenses incomes on fast food. That means nowadays the Malaysian will be spending more than the past because of sustainable grow economy. Thus, consumer demand toward fast food industry will increase as well.

Table 4.10
The Monthly Expenses of Respondents at Fast Food Restaurant

Monthly Expense in FFRs	Frequency	Percentage (%)
<RM50	57	15.1
RM5-RM10	55	14.6
RM11-RM15	184	48.8
>RM15	81	21.5
Total	377	100

4.3.5 The Product Price Rates of Fast Food Restaurants after GST

The most respondents stated that rate the price of the product provided in Fast Food Restaurant is cheap which comprises 52.5% or 198 respondents. While the 37.4% or 141 respondents comment that the price of products offered by fast food restaurant is expensive after GST launched in Malaysia. However, only 2.1% or 8 respondents said that rate the price of products provided in Fast Food Restaurant is very expensive. Based on previous studies, the researcher address that the price of fast food after GST launched in Malaysia was changed to more cheaply than before. For instance, the price of popular product KFC (Lunch & Dinner Treat-Snack Plate) was decreased after GST from RM11.15 changed to RM10.95. In addition, the researcher also mentions that other fast food restaurant like Marry Brown also used in this GST launch period which to launch the promotional campaign Great Saving Treat coupon to attract more customer and boost their sales.

Table 4.11
The Product Price Rates of Fast Food Restaurants after GST

Price Rate of fast food	Frequency	Percentage (%)
Cheap	198	52.5
Very Cheaper	30	8.0
Expensive	141	37.4
Very Expensive	8	2.1
Total	377	100

4.3.6 The Reason of Respondents Visit the Fast Food Restaurants

Based on the table 4.12 shown as below, the services speed and time saving are the highest factor that respondents consider when choosing the fast-food store which is 41.4% or 156 respondents. Followed by nearness the campus that voted by 17.8% or 67 of respondents in term of how easy to go to the fast-food store because near from campus. Besides that, 15.9% or 60 of respondents choose for the fast-food meal due to their pleasurable environment and 14.3% or 54 respondent visit to fast food restaurant because attracted by advertising. The price of product factor was voted by 6.6% or 25 of the respondents. The top lowest percentage factor that voted is personal which 4% or 15 respondents are.

Table 4.12
The Reason of Respondents Visit the Fast Food Restaurants

Reason to visit FFRs	Frequency	Percentage (%)
Services speed & Time saving	156	41.4
Price	25	6.6
Nearness your campus	67	17.8
Personal	15	4.0
Advertising	54	14.3
Pleasurable environment	60	15.9
Total	377	100

4.4 Descriptive Analysis

Descriptive statistic is being applied to examine the overall range of answers for each construct in the form of mean, standard deviation, skewness and kurtosis. In most of the research today, the descriptive analysis has become one of the important measuring instruments and provides the general trends in the dataset. The following table shows the summary of descriptive statistics as below:

Table 4.13
Summary of Descriptive Analysis (N= 377)

Items	Mean	Standard Deviation	Skewness	Kurtosis
DV				
Re-patronage Behavioural	3.67	0.72	-0.532	-0.911
MV				
Customer Satisfaction	3.42	1.13	-0.480	-1.427
IV				
Service Quality	3.40	1.08	-0.451	-1.364
Food Quality	2.93	0.61	0.113	-0.630
Dining Environment	3.66	0.70	-0.440	-1.286

According to our previous studies, a mean value if located at equal or more than 4 were present at high agreement with a particular criterion. If the mean value is located equal or less than 2 were considered as low, and a mean value of 3 were considered as a moderate agreement. For this research study, the mean value generally tends to the moderate. The finding of this analysis presents that the Re-patronize Behavioural as the dependent

variable achieved the highest number of mean which is 3.67. Subsequently, it's followed by customer satisfaction as the mediator variable which is 3.42 respectively. According to the table 4.13 as above, it indicated that the highest mean of the independent variable is dining environment which is 3.66 and followed by service quality and food quality which is 3.40. However, the lowest mean is food quality with 2.93. In these studies, customer satisfaction as mediating variable that has the highest standard deviation which is achieved 1.13. Next, the standard deviation for dependent variable as consumer re-patronage behavioural is 0.72. Lastly, the highest standard deviation of independent variable is service quality which comprises 1.08 and the lowest standard deviation is food quality as independent variable which comprises 0.61.

According to the table 4.13 as above, the consumer re-patronize behavioural as the dependent variable has negative skew which is -0.532. And then the customer satisfaction as mediator that is negative skew at -0.48. Finally, the independent variable such as service quality and dining environment both are negative skew which is -0.451 and -0.441 respectively. However, the food quality as the independent variable that is positive skew at 0.113. Furthermore, the skewness for all of independent variable, mediator variable and dependent variable are greatly because the value is between +1 and -1. Therefore, this is mean that the value for skewness is closely to normal (normal=0) or symmetrical and the tabulation is not too skew.

Based on the table 4.13 as above, the consumer re-patronage behavioural as the dependent variable was showed the good value in Kurtosis analysis which is -0.911.

Then, the customer satisfaction as the mediator that is negative value of kurtosis is -1.427. Lastly, for independent variables, all of the items indicate the negative value which service quality is -1.364, food quality is -0.630 and dining environment is -1.286. Besides that, the kurtosis for all of independent variable, mediating variable and dependent variable is good due to the figure is between +3 and -3. Therefore, it means that the value for kurtosis is near to normal (normal=0) and the curve of kurtosis is not too high or not too sloping.

4.5 Validity Analysis

This part will address that the analysis of validity in order to identify whether the questionnaire used by the researcher is precise and accurate or not

4.5.1 Validity Analysis for Dependent Variable

The data about the consumer re-patronage behavioural from the survey questionnaires were analysed by using the Principle Component Analysis (PCA), with Varimax rotations on data which obtained from 377 respondents. The Kaiser-Meyer Olkin (KMO) is to measure of sampling sufficiency recommended that sample was factorable (KMO= 0.679). The rotated component matrix divided into two components.

4.5.2 Validity Test for Independent Variable and Mediating Variable

For independent variable and mediating variable, this instrument which represents the DINESERV model and customer satisfaction is valid. It is because this instrument has been long term established and well-known by many scholars of the dining services field. Furthermore, these instruments also were applied by many researchers previously on their study and it also becomes one of the important instruments to study the dining service quality in restaurant industry context. Therefore, it addresses that this independent variable and mediating variable can be able to proceed the high level of validity and certainly can be used by the researcher to obtain the outcome from the respondent which undergraduate in UNIVERSITI UTARA MALAYSIA (UUM), Kedah.

4.6 Reliability Analysis

This part will address that the analysis of reliability in order to identify whether the questionnaire used by the researcher is precise and accurate or not

4.6.1 Summaries of Reliability Analysis

Reliability test can be defined as the degree to which a test is consistent and stable in measuring what it is intended to measure. Most simply put, a test is reliable if it is consistent within itself and across time. The reliability analysis applied in these studies was tested and examined by using the Cronbach's Alpha. In reliability analysis, Cronbach's alpha is one of the popular instrument that to be used in the research. Besides that, Malhotra (2007) mentioned that the reliability coefficient can be varied from 0 to 1 and a value of 0.6 or less. If the value of Cronbach's Alpha is less than 0.60 has indicated and display that unsatisfactory internal consistency reliability. But if the value of

Cronbach's Alpha is more than 0.60 has showed that satisfactory internal consistency reliability as following table:

Table 4.14
Cronbach's Alpha Value Internal Consistency

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent (High-Stakes testing)
$0.7 \leq \alpha < 0.9$	Good (Low-Stakes testing)
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Malhotra (2007)

Table 4.15
Summary of Reliability Analysis

Variables	No. of Items	Cronbach's Alpha
Service Quality	9	0.941
Food Quality	8	0.649
Dining Environment	8	0.777
Customer Satisfaction	6	0.922
Consumer Re-patronage Behavioural	6	0.744

Source: Constructed by the research

According to the Table 4.15 as above, Cronbach's alpha was applied to examine the internal consistency of the total 37 items used to examine the five constructs. Based on the table as above, the value of Cronbach's Alpha for every variable was ranging from 0.649 to 0.941 where the value is closer to 1. Therefore, the table 4.15 presents the results that all constructs of main variable are reliable and exceeded 0.6. Based on the reliability analysis, service quality dimension indicates the highest alpha coefficient which achieved 0.941. Followed by customer satisfaction dimension revisit were measured by 6 items

which produced an alpha coefficient 0.922. That means the internal consistency of service quality and customer satisfaction has achieved excellent results in reliability analysis (high stakes testing). Next, the cronbach's alpha value of dining environment is 0.777 and the value of customer re-patronize behavioural dimension is 0.744. This means that the internal consistency of dining environment and consumer re-patronage behavioural presents the good (low stakes testing). Finally, food quality presents the lowest alpha coefficient which 0.649 but the internal consistency of food quality shows acceptable.

4.7 Pearson Correlation Analysis

In this study, the Pearson correlation was used to examine whether the independent variables have the relationship with dependent variable and also mediated variable or not. The table 4.16 summarizes the correlation between all the variables as below:

Table 4.16
Summary of Pearson Correlation Analysis

		Service Quality	Food Quality	Dining Environment	Customer Satisfaction	Re-patronize Behavioural
Service Quality	Pearson Correlation	1	.009	.976**	**.996****	.956**
	Sig. (2-tailed)		.864	.000	.000	.000
	N	377	377	377	377	377
Food Quality	Pearson Correlation		1	.033	**.017**	.017
	Sig. (2-tailed)			.517	.744	.738
	N		377	377	377	377
Dining Environment	Pearson Correlation			1	**.975****	.976**
	Sig. (2-tailed)				.000	.000
	N			377	377	377
Customer Satisfaction	Pearson Correlation				1	**.952****
	Sig. (2-tailed)					.000
	N				377	377
Re-patronize Behavioural	Pearson Correlation					1
	Sig. (2-tailed)					
	N					377

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

4.7.1 Hypothesis 1

i)   Relationship between Service Quality and Customer Satisfaction

According on the Table 4.16, the correlation of service quality as an independent variable is significant at 0.01 levels, two- tailed toward customer satisfaction as mediator variables. It present that there are highest correlation coefficient and strongest positive significantly relationship between service quality and customer satisfaction with the

correlation coefficient of 0.996**. Therefore, the finding of Pearson correlation analysis indicating that there is the strong relationship between service quality and level of customer satisfaction. So, the Hypothesis 1 is accepted.

4.7.2 Hypothesis 2

ii)   Relationship between Food Quality and Customer Satisfaction

Based on the table 4.16, the food quality is not significant at 0.01 levels, two-tailed toward customer satisfaction. According to the table 4.16, the value of the correlation coefficient between food quality and customer satisfaction just only achieved 0.017 which shows the weaken relationship between of them. Thus, the Hypothesis 2 in this study was rejected. Therefore, food quality has weakness relationship with customer satisfaction.

4.7.3 Hypothesis 3

iii)   Relationship between Dining Environment and Customer Satisfaction

According on the Table 4.16, the correlation of restaurant dining environment as an independent variable is significant at 0.01 levels, two- tailed toward customer satisfaction as mediator variables. The table 4.16 present that the restaurant environment as second highest and strong positive relationship with customer satisfaction which is 0.975**. Therefore, the finding of Pearson correlation analysis indicating that there is the strong relationship between restaurant dining environment and level of customer satisfaction. So, the Hypothesis 3 is accepted.

4.7.3 Hypothesis 4

iii) Relationship between Customer Satisfaction and Consumer Re-Patronage Behavioural

According to the Table 4.16, the correlation of consumer re-patronage behavioural as dependent variable is significant at 0.01 levels, two- tailed toward customer satisfaction as mediator variables. The correlation coefficient between customer satisfaction as mediator variable and re-patronize behavioural as dependent variable is positively related with 0.952 at 0.01 levels. Therefore, the finding of Pearson correlation analysis indicating that there are the strong relationship between consumer re-patronage behavioural and level of customer satisfaction. Thus, the Hypothesis 4 is accepted.

4.8 Multiple Regression Analysis

In this research, multiple regression analysis was applied to identify and examined the independent variables as well as the contribution of these dimensions; service quality, food quality and restaurant dining environment which the customer satisfaction as mediator variable in order to predicting consumer re-patronage behavioural as a dependent variable. The multiple regression analysis is very suitable and appropriate to use in this study due to there are 2 or more independent variable applied by researchers to make a prediction towards dependent variable and mediator variable. Furthermore, the multiple regression analysis also applied to examine whether the independent variable which include service quality, food quality and dining environment influence on the dependent variable as consumer re-patronize behavioural and mediator variable as customer satisfaction. In addition, there are 5 hypotheses were examined to ensure

whether the independent variable enable to affect mediator variable and dependent variable with is consistent with the purpose of the study.

First of all, the researcher was tested the independent variables which include service quality, food quality and dining environment that whether can be able to influence on customer satisfaction (mediator) as the following table:

Table 4.17
Model Summary of IV to MV

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.996 [a]	.992	.992	.10208

   a. Perdictors: (Constant), Dining Environment_Mean, Food Quality_Mean, Service Quality_Mean
   b. Dependent Variable: Customer Satisfaction_Mean

According to the table 4.17, R Square was recorded that the 0.992 for regression of customer satisfaction of 0.996. Therefore, this indicates that 99.2% of variations in the customer satisfaction were influenced by the three independent variables (service quality, food quality and dining environment). The other 8% remains uninfluenced. Therefore, it means that the service quality, food quality and restaurant dining environment able to influence customer satisfaction.

Table 4.18
Summary of ANOVA ^{a} (IV to MV)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	477.049	3	159.016	15261.407	.000 ^{b}
Residual	3.886	373	.010		
Total	480.936	376			

    a. Dependent Variable: Customer Satisfaction_Mean
    b. Predictors: (Constant), Dining Environment_Mean, Food Quality_Mean, Service Quality_Mean

According to the table 4.18, there are present that F=15261.407 and p=0.000 < 0.001. Therefore, it can confirmed that the model in this study is very appropriate and fitness. Additionally, the overall regression model with three predictors of service quality, food quality and dining environment has run well in defined the variation on customer satisfaction.

Table 4.19
Summary of Coefficients ^{a} (IV to MV)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.326	0.057		-5.680	0.000
Service Quality	0.978	0.023	0.931	43.317	0.000
Food Quality	0.012	0.009	0.006	1.371	0.171
Dining Environment	0.107	0.035	0.066	3.080	0.002

    a. Dependent Variable: Customer Satisfaction_Mean

According to the table 4.19 as above, the result of regression analysis present that influence of service quality, food quality and dining environment toward customer satisfaction (mediator variable). However, the result of regression may various if it looks on the individually. There are 3 Hypothesis were examined in this analysis and then the table 4.19 show the hypotheses result which the researcher can make the decision whether to accept or reject the hypotheses.

4.8.1 Hypothesis 1

i)   Relationship between Service Quality and Customer Satisfaction.

The result of Hypothesis 1 was tested in this analysis, there are demonstrated that service quality dimension obtained $\beta = 0.978$ and the t value is 43.317 which is more than 1.645 ($t > 1.645$). Then, the significant value is 0.000 which is less than 0.05 (p <0.05). Therefore, the Hypothesis 1 is accepted. It indicates that the service quality dimension is able to influence and affect the customer satisfaction.

4.8.2 Hypothesis 2

ii)   Relationship between Food Quality and Customer Satisfaction

The Hypothesis 2 was examined in this analysis about the influence of food quality toward the customer satisfaction. Based on the table 4.19, the dimension of food quality was gained the beta result which is $\beta = 0.012$. The t value is 1.371 which is less than 1.645 ($t < 1.645$). The significant value is 0.171 which more than 0.05 (p > 0.05). Thus, the Hypothesis 2 in this study was rejected. Therefore, the food quality dimension has not been able to influence and affect customer satisfaction.

4.8.3 Hypothesis 3

iii)   Relationship between Dining Environment and Customer Satisfaction

In this analysis, the Hypothesis 3 was tested about the significant relationship between dining environment and customer satisfaction. The environment dimensions which represent the H3 describe that $\beta = 0.107$ and the t value is 3.080 which is more than 1.645 ($t > 1.645$). Then, the significant value is 0.002 which is less than 0.05 ($p < 0.05$). As the result, the hypothesis 3 was accepted. Therefore, the restaurant environment is able to influence customer satisfaction.

4.9 Simple Linear Regression Analysis

Linear regression analysis intends to examine the relationship between two variables by matching a linear equation to observed data. One variable normally is considered to be independent variable, and the other one is considered to be a dependent variable. In this study, the researcher applied the linear regression analysis to examine about the significant relationship between mediator variable which is customer satisfaction and dependent variable which is consumer re-patronage behavioural.

Table 4.20
Model Summary of MV to DV

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.952 [a]	.907	.907	.21860

a. Predictors: (Constant), Customer Satisfaction_Mean
b. Dependent Variable: Re-patronize Behavioural

According to the table 4.20, R Square was recorded that the 0.907 for regression of consumer re-patronize behavioural of 0.952. Therefore, this indicates that 90.7% of variation in the consumer re-patronize behavioural was influenced by the customer satisfaction which is mediator. The other 9.3% remains uninfluenced. Therefore, it indicated that customer satisfaction as the mediator is able to influence the dependent variable which is consumer re-patronage behavioural.

Table 4.21
Summary of ANOVA [a] (MV to DV)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	174.945	1	174.945	3660.886	.000 [b]
Residual	17.920	375	.048		
Total	192.865	376			

a. Dependent Variable: Consumer re-patronize behavioral_Mean
b. Predictors: (Constant), Customer Satisfaction_Mean

According to the table 4.21, there are indicate that F=3660.886 and p = 0.000 < 0.001. Therefore, it can ensure that the model in this study is very appropriate and fitness. In addition, the overall regression model with a predictor of customer satisfaction as table 4.21 above has run well in defined the variation on consumer re-patronage intention.

Table 4.22
Summary of Coefficients [a] (MV to DV)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.610	0.036		44.810	0.000
Customer Satisfaction	0.603	0.10	0.952	60.505	0.000

   a.   Dependent Variable: Consumer Re-patronize Behavioral_Mean

According to the table 4.22 as above, the result of regression analysis indicates that influence of customer satisfaction as the mediator toward consumer re-patronize behavioural (dependent variable). There are 1 hypothesis were tested in this analysis and then the table 4.22 show the hypotheses result which the researcher can make the decision whether to accept or reject the hypotheses.

4.9.1 Hypothesis 4

i)   Relationship between Customer Satisfaction and Consumer Re-patronize Behavioural.

The hypothesis 4 was tested in this analysis, there are demonstrated that customer satisfaction dimension obtained $\beta = 0.603$ and then the *t* value is 60.505 which is more than 1.645 ($t > 1.645$). The significant value is 0.000 which is less than 0.05 ($p < 0.05$). Therefore, the Hypothesis 4 is accepted. It indicates that the customer satisfaction dimension is able to influence and affect the consumer re-patronage behavioural.

4.10 Mediating Variable

The mediating variable is one of the variables that located in between dependent variable
and independent variable as a third variable and it attempt to influence both all of the
variables (Baron & Kenny, 1986). The following figure founded by the Baron and Kenny
who indicated that a causal chain between a path of independent variable, mediator
variable, and dependent variable as below:
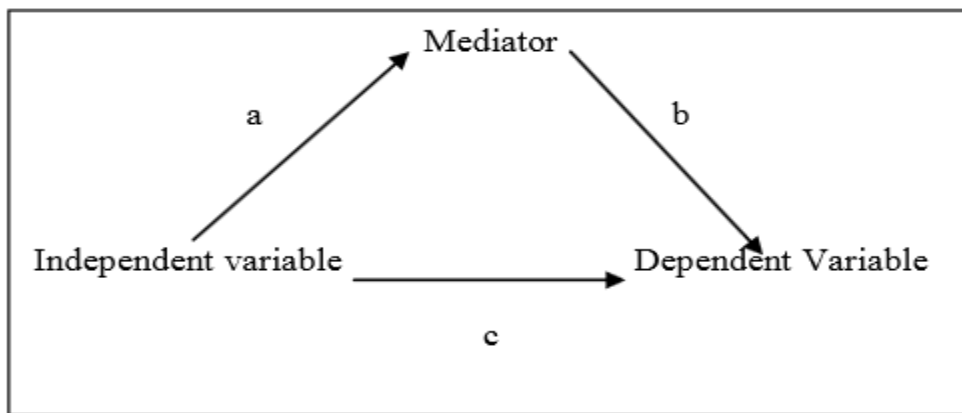
Figure 4.1
Path Diagram for Mediator
Source: Baron and Kenny (1986)

According to Figure 4.1, Path a stated that the effect of independent variable (IV) to
mediator (MV). Then, the Path b was mention that the effect of mediator (MV) to the
dependent variable (DV). Lastly, path c was address that there are directly effects of
independent variable (IV) to dependent variable (DV). In addition, there are 3 regression
equations that need to be taken for mediation test. First of all, the dependent variable are
regressed by the mediator. Then, the mediating variable is regressed by the independent
variable. Finally, a dependent variable is regressed by the independent variable.

4.10.1 Test of Mediation (Hierarchical Regression Analysis)

In this study, the researcher used the Mediation test as stated by Baron and Kenny (1986) to examine the hypothesis 5. There 3 sub-hypothesis divided from hypothesis as below

H5: There are Positive Relationship between H5a: Service Quality, H5b: Food Quality, H5c: Dining Environment and Revisit Behavioural Intention which mediated by customer satisfaction.

Table 4.23
Summary of Coefficients [a] (IV to DV)

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	0.168	0.087	
Service Quality	0.040	0.034	0.060
Food Quality	-0.016	0.013	-0.014
Dining Environment	0.935	0.052	0.918

a. Dependent Variable: Consumer Re-patronize Behavioural

4.10.2 Hypothesis 5

i)   H5a: There is positive relationship between **service quality** and **consumer re-patronize behavioural** which mediated by **customer satisfaction**.

This Hypothesis is going to test the mediating effect of customer satisfaction on relationship of service quality, and consumer re-patronize behavioural. The following

table 4.24 presents the regression result for three variable comprising service quality, customer satisfaction, and consumer re-patronize behavioural:

Table 4.24
Regression results between service quality, customer satisfaction and consumer re-patronize behaviour

	Standardized Regression Coefficient (β)
Service Quality → Customer Satisfaction (Path a)	0.931
Customer Satisfaction → Consumer Re-patronize Behavioural (Path b)	0.952
Service Quality → Consumer Re-patronize Behavioural (Path c)	0.060

The path analysis from the table 4.24 can be visualized as in figure 4.2. In this analysis, the researcher can be predicted that the service quality (SQ) influences either directly or indirectly to the consumer re-patronize behavioural (CRB), by influencing customer satisfaction as a mediating variable (CS):

Figure 4.2
Path Analysis of Mediation Effect Customer Satisfaction of Service Quality and

Consumer Re-patronize Behavioural

According to the figure 4.2 as above, the Beta (β) value for path a at 0.931 which is the

significant relationship between service quality and customer satisfaction. Then, the Beta

(β) for path b is 0.952 which the relationship between customer satisfaction and consumer

re-patronize behavioural. According to Baron and Kenny (1986), path c is one of the

paths that considered as a direct effect. In this study, the Beta value of the relationship

between service quality and consumer re-patronize behavioural is (β = 0.060). The

calculation below shows the value of indirect effect for this relationship.

C' = a*b

Whereby:

C' is indirect effect or the mediation effect (Baron and Kenny, 1986)

a = β value for path a

b = β value for path b

C' = (0.931) (0.952)

C' = 0.886

According to the calculation as above, the value of indirect effect (C') is 0.886, which is more than a direct effect on the value of c=0.06. According to Baron and Kenny (1986), if C' = 0 or C' >c, it means that it is a full mediation, and if C' < c, it means that it is a partial mediation. Therefore, it can be identified that customer satisfaction is a full mediation of service quality and consumer re-patronize behavioural because of the value of C' > c, which is 0.89 more than 0.06. Therefore, the hypotheses 5a were accepted.

ii)   H5b: There is positive relationship between **food quality** and **consumer re-patronize behavioural** which mediated by **customer satisfaction**.

This hypothesis is going to identify the mediating effect of customer satisfaction on relationship of food quality, and consumer re-patronize behavioural. The following table 4.25 presents the regression result for three variables which comprise food quality, customer satisfaction, and consumer re-patronize behavioural:

Table 4.25
Regression results between food quality, customer satisfaction and consumer re-patronize behaviour

	Standardized Regression Coefficient (β)
Food Quality → Customer Satisfaction (Path a)	0.006
Customer Satisfaction → Consumer Re-patronize Behavioural (Path b)	0.952
Food Quality → Consumer Re-patronize Behavioural (Path c)	-0.014

The path analysis from the table 4.25 can be visualized as in figure 4.3. In this analysis, the researcher can be examine that the Food Quality (FC) influences either directly or indirectly to the consumer re-patronize behavioural (CRB), by influencing customer satisfaction as a mediating variable (CS):
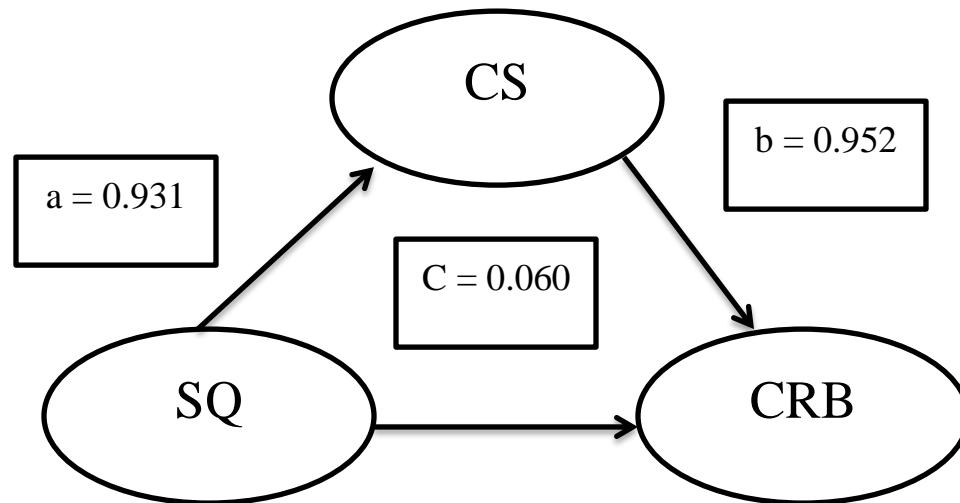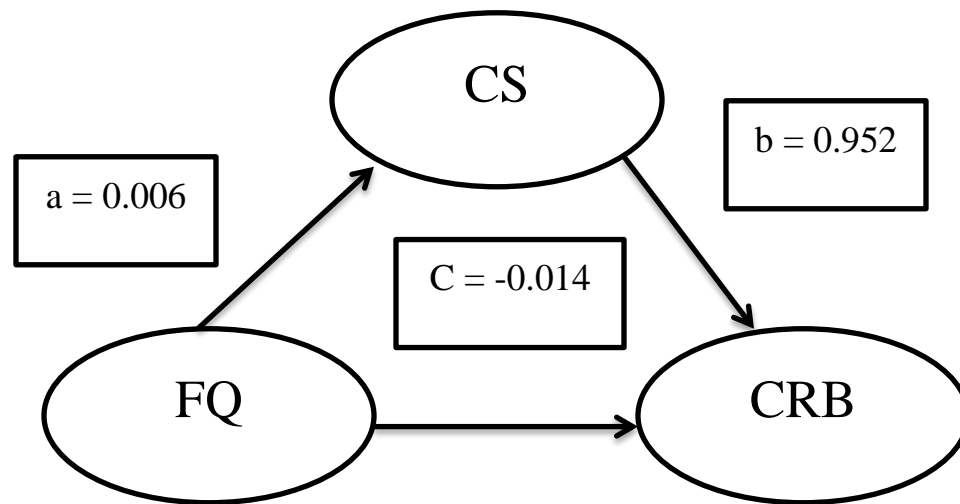

Figure 4.3
Path Analysis of Mediation Effect Customer Satisfaction of Food Quality and Consumer Re-patronize Behavioural

Based on figure 4.3 as above, the Beta (β) for path a is 0.006 which the relationship between food quality and customer satisfaction. Then, the Beta (β) value for path b is at 0.952 which the significant relationship between customer satisfaction and consumer re-patronize behavioural. According to **Barren and Kenny (1986)**, path c is one of the paths that considered as a direct effect. In this analysis, the Beta value of the relationship between food quality and consumer re-patronize behavioural is (β = -0.014). The calculation below shows the value of indirect effect (C') for this relationship:

C' = a*b

Whereby:

C' is indirect effect or the mediation effect (Baron and Kenny, 1986)

a = β value for path a

b = β value for path b

C' = (0.006) (0.952)

C' = 0.0057

According to the calculation as above, the value of indirect effect (C') is 0.0057, which is more than a direct effect on the value of c = -0.014. According to Baron and Kenny (1986), if C' = 0 or C' >c, it means that it is a full mediation, and if C' < c, it means that it is a partial mediation. Therefore, it can be addressed that customer satisfaction is a full mediation of food quality and consumer re-patronize behavioural because of the value of C' > c, which is 0.00057 more than -0.014. Therefore, the hypothesis 5b is accepted.

iii) H5c: There is positive relationship between **dining environment** and **consumer re-patronize behavioural** which mediated by **customer satisfaction**.

This hypothesis is going to test the mediating effect of customer satisfaction on relationship of dining environment, and consumer re-patronize behavioural. The following table 4.26 presents the regression result for three variables which comprise dining environment, customer satisfaction, and consumer re-patronize behavioural:

Table 4.26
Regression results between dining environment, customer satisfaction and consumer re-patronize behaviour

	Standardized Regression Coefficient (β)
Dining Environment → Customer Satisfaction (Path a)	0.066
Customer Satisfaction → Consumer Re-patronize Behavioural (Path b)	0.952
Dining Environment → Consumer Re-patronize Behavioural (Path c)	0.918

The path analysis from the table 4.26 can be visualized as in figure 4.4. In this analysis, the researcher can be examine that the Dining Environment (DE) influences either directly or indirectly to the consumer re-patronize behavioural (CRB), by influencing customer satisfaction as a mediating variable (CS):
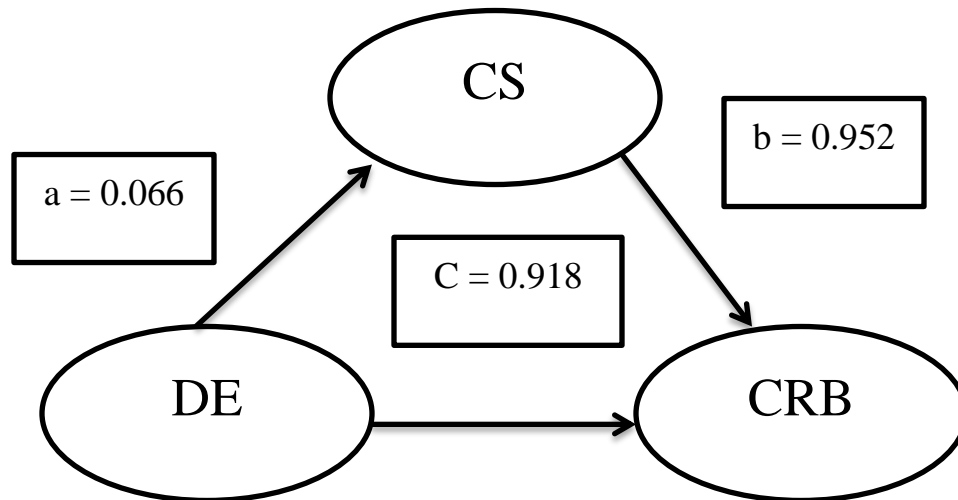

Figure 4.4
Path Analysis of Mediation Effect Customer Satisfaction of Dining Environment and Consumer Re-patronize Behavioural

Based on figure 4.4 as above, the Beta (β) for path a is 0.066 which the relationship between dining environment and customer satisfaction. Followed by the Beta (β) value for path b is at 0.952 which the significant relationship between customer satisfaction and consumer re-patronize behavioural. According to Barron and Kenny (1986), path c is one of the paths that considered as a direct effect. In this analysis, the Beta value of the relationship between environment and consumer re-patronize behavioural is (β = 0.918). The calculation below shows the value of indirect effect (C') for this relationship:

C' = a*b

Whereby:

C' is indirect effect or the mediation effect (Baron and Kenny, 1986)

a = β value for path a

b = β value for path b

C' = (0.066) (0.918)

C' = 0.063

According to the calculation as above, the value of indirect effect (C') is 0.063, which is less than a direct effect on the value of c = 0.918. According to Baron and Kenny (1986), if C' = 0 or C' >c, it means that it is a full mediation, and if C' < c, it means that it is a partial mediation. Therefore, it can be mentioned that customer satisfaction is a partial mediation of dining environment and consumer re-patronize behavioural because of the value of C' < c, which is 0.063 less than 0.918. Therefore, the hypothesis 5c is accepted. Based on the overall mediation test analysis, there are the significance relationships between H5a: Service Quality, H5b: Food Quality, H5c: Dining Environment and Consumer Re-patronage Behavioural Intention which mediated by customer satisfaction.

4.11 Summary of the Findings

In this study, there are varieties of the hypothesis result that identified and examined by researcher. According to the result of multiple regression analysis, linear regression analysis and hierarchical regression analysis, the researcher identified that there are four hypotheses were accepted and have a significance influence between independent variable, mediating variable and dependent variable. However, the other one hypothesis in this research is rejected. The following table 4.26 presents that the hypotheses result that analysed and examined by researcher:

Table 4.27
Summary of All Hypotheses (N=377)

Hypotheses	Result
H1: There is Positive Relationship between Service Quality and Customer Satisfaction	Accepted
H2: There is Positive Relationship between Food Quality and Customer Satisfaction	Rejected
H3: There is Positive Relationship between Dining Environment and Customer Satisfaction	Accepted
H4: There is Positive Relationship between Customer Satisfaction and Consumer Re-patronage behavioural	Accepted
H5: There is Positive Relationship between H5a: Service Quality (Full Mediation), H5b: Food Quality (Full Mediation), H5c: Dining Environment (Partial Mediation) and Consumer Re-patronage Behavioural Intention which mediated by customer satisfaction.	Accepted

4.12 Summary

This chapter presents in detail about the result and the findings of this study. In this chapter, response rate, descriptive analysis, validity analysis, reliability analysis, Pearson correlation analysis, simple linear regression analysis, multiple linear regression analysis, Hierarchical regression analysis, and finally discussion of the hypothesis testing has been done. This chapter summarizes respondent demographic profile and general information that have been identified by applying the descriptive analysis. The demographic and general information results were analysed by comparing the number of frequency and percentage using SPSS 22 version. Besides that, each instrument and each item were analysed using descriptive statistic or descriptive analysis by comparing mean and standard deviation. Additionally, the validity test and reliability test was also carried out to examine the validity and reliability of all the five constructs of dimension.

Then, Pearson correlation analysis is applied to identify the association among those constructs. In this study, the multiple regression analysis and linear regression have been used to measure whether the independent variables and the mediator have significant impact to dependent variable or not. Moreover, the path diagram analysis of mediation (Hierarchical regression) which founded by Baron and Kenny (1986) has been used to test the effect of customer satisfaction as the mediator that influences on independent variable which include service quality, food quality, dining environment and dependent variable which is consumer re-patronage behavioural. Finally, the hypotheses of this study have been tested and make the decision whether accepted or rejected the hypotheses based on the result of regression analysis.

CHAPTER 5

CONCLUSION AND DISCUSSION

5.0 Chapter Introduction

This chapter is the last chapter in this study and the researcher will summarize the findings which obtained from the previous chapter. Additionally, this chapter also provides the conclusion and recommendation. It is very important for the researcher to make the conclusion and provides recommendation in this study which based on the findings from this research. This chapter begins with a recapitulation of the study and followed by the discussion of finding. Next, it also discusses the research implication of the study and recommendations from the research. Consequently, this chapter also stated the limitation of the research and some suggestions for future research. This chapter ends with the conclusion of the study.

5.1　Recapitulation of the Study

This study intends to investigate the relationship between the independent variables (service quality, food quality and dining environment), and consumer re-patronage behavioural mediated by customer satisfaction. The data were collected from undergraduate in UNIVERSITI UTARA MALAYSIA. Four hundred (400) questionnaires were distributed and 377 were returned (94.25%).

5.2 Relationship between Service Quality and Customer Satisfaction

The results analysed and obtained from multiple linear regression analysis has been present the dimension of service quality is able to influence on customer satisfaction and then lead to consumer re-patronize behavioural positively. This means that customer those who are satisfied with the service quality provided by the restaurant will have the consumer re-patronize intention. Therefore, the hypothesis H1 is accepted. These findings were supported by many of previous research studies. From previous studies, almost all of researchers address that the dimension of service quality and concepts of customer satisfaction is extremely interrelated. Huam et al (2011) address that service quality is a crucial key contributor of customer satisfaction and it will directly influence on the service industry success such as fast food chain restaurants. Today, most of the fast food restaurants focus on several ways to enhance their service quality in purpose to increase the level of satisfaction among their customers and then increase their purchase intentions as well as loyalty (Qin & Prybutok, 2008; Kara, Kaynak, & Kucukemiroglu, 1995). Additionally, the service quality measurement has to be executed frequently and in a suitable timely method to get precise recent level of service quality provided by the fast food operator in order to increase the customer satisfaction as well as attracting the customer purchase intentions towards the restaurants (Gilbert, Veloutsou, Goode & Moutinho, 2004).

According to Sabir, Irfan, Akhtar, Pervez, and Rehaman (2014), there are all of the major elements of service quality in SERVQUAL MODEL are being applied under heading of responsiveness to examine the service quality that is contributing towards the maximum

customer satisfaction in full service restaurant industry. According to Tan, Oriade, and Fallon (2014), the study showed that service quality has positive influence on customer satisfaction except empathy dimension. Furthermore, there are most of researchers supported that service quality is one of the main drivers of customer satisfaction (Cronin & Taylor, 1992; Oliver, 1997; H. Lee, Y. Lee, & Yoo, 2000; Kim et al., 2009). In the restaurant industry context, previous studies have demonstrated that service quality has strongest relationship with customer satisfaction (Andaleeb & Conway, 2006). Therefore, this study revealed that service quality as the independent variable is able to influence on level of customer satisfaction toward the fast food concept restaurant.

5.3 Relationship between Food Quality and Customer Satisfaction

The hypothesis was rejected and it presents that the influence of food quality toward the customer satisfaction is not significant. Nowadays, the delivery of product in restaurant industry context is become imperative due to the customers today are more concern and careful about the health lifestyle and restaurant environments (Sabir, Ghafoor, Hafeez, Akhtar, & Rehman, 2014). According to Sabir et al., (2014), the study revealed that the regression coefficient, the beta value for Product quality is very low. From their study, the food quality initially looks surprising but it is not as much vital instruments in modern and high growing restaurant food industry to differentiate the positioning on the basis of quality as it is assumed by customers that all restaurants of almost equal and same levels are providing the same food quality. Therefore, the point of differentiation is not food quality now.

Moreover, there are some of the previous research studies also present that the negative relationships between foods attribute and customer satisfaction. In the study by Kim, Moreo, and Yeh (2004), the finding in their study present that the food quality was negative significantly relationship with customer satisfaction due to consumer more highlights about pleasing and relaxing environment than food. Abdullah, and Rozario (2009) also address that the food quality represented an unexpected result of a negative relationship due to the perception of customers towards food quality was low and there could be a possibility that respondents do not take consideration about food quality when determining customer satisfaction.

Furthermore, customers visit fast food restaurant that places more consideration on the attraction of the restaurant facilities but they very little place attention about food quality and they also mostly think about the service quality dimension as marker of their pleasurable fulfilment with the spot they visit (Ryu & Han, 2009; Locker, 2005). Therefore, Consumers today perceived the food quality to be low but they take more care and concern about service quality and dining environment that provided by restaurant. Finally, this study proves that there are not significant relationships between food quality and customer satisfaction.

5.4 Relationship between Dining Environment and Customer Satisfaction

The hypothesis was accepted and it presents that the significant influence of dining environment toward the customer satisfaction of fast food restaurants. The number of previous studies supported that the dining environment and customer satisfaction both tend to be interrelated. According to Sabir, et al (2014), the result of their research shows that dining environment which physical design or atmosphere has largest contributing positive effect towards customer satisfaction in fast food restaurant. In addition, Voon (2011) was found that Service Environment (Servicescape and Human Service) played an important role in determining the youth satisfaction and loyalty toward the fine dining, fast food and food court restaurants. In their study, the service environment comprises the servicescape which is physical environment and the human service aspects of the restaurants (Voon, 2011). Today, customers more expect to have their meal in a pleasurable dining environment besides serving food at restaurant (Jangga, Sahari, & Mohd Basir, 2012).

The restaurant operator should be place highlight of the physical restaurant surrounding environment that goes along with customer since the services provided by the restaurants are intangible in nature. According to the previously studied by Ryu and Han (2009), the most important part of physical restaurant surroundings, environment is the servicescape which incorporate building's architecture, the design of the layout, temperature, furniture and installation, air quality, decoration, smells, signboard, and many others. Additionally, Jangga, Sahari, and Mohd Basir (2012) mention that the restaurant manager should

realize and careful that designed of servicescapes due to it have positively effect on customer's ultimate satisfaction toward restaurant services.

Nowadays, the perceptions of customers are more sought for a totally different dining experience. Customers might be more take care and concern about the restaurant's environment rather than the food provided by restaurant. Therefore, fast food restaurant can make utilization of this information to further enhance and upgrade their restaurant environment in order to obtain competitive advantage as long as lead to customer repeat patronage. Thus, this study indicated that the dining environment is able to influence on the level of customer satisfaction and then lead to customer re-patronage behaviour toward fast food restaurant.

5.5 Relationship between Customer Satisfaction and Consumer Re-patronize behavioural

The hypothesis is accepted and it present that there are significant between customer satisfaction and consumer re-patronage behavioural toward the fast food restaurant. There are many findings from the other previous study have provided evidence of a positive relationship between customer satisfaction and behavioural intentions like repurchase, re-patronize and word-of-mouth intentions. According to Anderson and Sullivan (1993), those customers who are achieved high level of customer satisfaction might not going to consider switch or change to other service provider, thereby increase the customer repurchase behavioural. In addition, Kivela et al. (2000) mention that the dining satisfaction was significant influenced on post-dining behavioural intentions. It means

that the customer satisfaction and consumer re-patronage intention are quite interrelated. Furthermore, the previous study indicated that customer behavioural intentions to re-patronize and repurchase are positive functions of their perception of customer satisfaction (Getty & Thompson, 1994).

In the context of evaluating and identifying the role of intentions like a link between customer satisfaction and re-patronizing behaviour in a restaurant setting, there are stated that customer satisfaction is significantly related to two specific intention constructs which is intentions as expectations and intentions as wants (Soderlund & Ohman, 2003). Furthermore, Han, Back, and Barrett (2009) also prove that their research findings presented that customer's intention to re-patronize behavioural is a positive function of satisfaction. All of these findings all support the significant link between customer satisfaction and consumer re-patronage behavioural intentions in the restaurant industry. Therefore, the hypothesis was accepted.

5.6 Relationship between H5a: Service Quality (Full Mediation), H5b: Food Quality (Full Mediation), H5c: Dining Environment (Partial Mediation) and Consumer Re-patronage Behavioural Intention which mediated by customer satisfaction.

The hypothesis is supported because the result indicates that there is positively significant relationship between H5a: service quality (Full Mediation), H5b: food quality (Full Mediation), H5c: dining environment (Partial Mediation) and consumer re-patronize behavioural intention which mediated by customer satisfaction. Many findings from previous studies have concluded that the service quality, food quality and dining

environment as the important determinant factor than can increase levels of customer satisfaction toward purchase of fast food industry. Canny (2014) examined that the dining experience attributes which include the service quality, food quality, dining environment and its ability to influence on level of customer satisfaction as mediator and consumer behavioural. Their study has presented the results were also clearly stated the role of every dining experience attributes separately on its significant influences on customer satisfaction and then lead to behavioural intention toward the restaurant. According to Andaleeb and Conway (2006) mention that the level of customer satisfaction was significantly influenced by the reaction of the human services, environment and food quality toward the behavioural intention.

Furthermore, there are five contexts of restaurant dimensions which include food quality, service quality, price and value, atmosphere and convenience are significant impact on the overall level of customer satisfaction and it indirectly left the effect on behavioural intention. Moreover, food attribute which consist taste, food safety, menu variety, and food presentation; service reliability, environmental cleanliness, internal design, unique features, tidy and well-dressed code of employees were found to have an important influence on customer satisfaction where by influence on post-purchase behavioural (Liu & Jang. 2009). Therefore, the hypothesis is supported and there is a significant relationship between service quality, food quality, dining environment and consumer re-patronage behavioural toward fast food restaurants.

5.7 Research Implications

This research study might be useful to some of the parties due to its significance in the fast food restaurant context. The findings in this research will greatly help restaurant operator and manager to know and understand the complex relationships between service quality, food quality, dining environment, customer satisfaction, and re-patronage behavioural intentions in the fast food restaurant industry.

5.7.1 Managerial Implications

In the aspect of managerial implication, these studies make very importance commitment and contributions to the fast food restaurant context beyond previous studies. In addition, although there are some similitudes with other previous study but it is important to know and explore about how this study is unique if compared with previous studies. In this study, there are several things having necessary for taken attention and some effort have to be done by management of fast food chain restaurateur.

This study has been addressed that dimension of food quality has negative impact to influence on customer satisfaction among UUM undergraduates towards the fast food chain restaurant. It is because customer today are more looking for restaurant environment and services provided by restaurant but less to concern about food quality and attributes. In addition, almost some of the undergraduates choose to fast food as their daily meal because they are busier in assignment and time constraint. Therefore, undergraduate today tendency having their meal to be finished at conveniences, fast, and portable but they totally does not emphasis and concern about quality of food.

Furthermore, although food as the core product of restaurant context but service quality seen more becomes a major concern in restaurant industry due to these industries principally dealing with people-oriented service delivery. However, based on some of previously studies, it also had proven that the food quality is the important determinant factors that may influence on level of customer satisfaction. For instance, Myung et al (2008) had stated that when customer makes the choice of dining in fast food restaurant, the food quality, freshness, and taste is the main key of attributor for them. Additionally, the customers today are more preferred and favour to eating food that is well acquainted with their way of lifestyle (Jangga, Sahari, & Mohd Basir 2012). Besides that, there are increasing numbers of customers who are more take care and concern about healthy lifestyle, so they more emphasize about health and nutrition advantages of the meal.

This has revealed that the dimension of food attributes and quality is still applied in the restaurant context as effective business tactic to retain and attract customers in order to increase their satisfaction. So the fast food restaurant operator should be continuous to provide higher quality foods which offer food menu with fresh material and ingredients. At the same time, fast food restaurateur also have to ensure the highest quality of meats provided by supplier from time to time since most of customer today are more conscious about the healthy lifestyle. In addition, the fast food restaurant operator must be always kept to monitor and controlled in the food preparation process in order to ensure the standard of food quality to meet customer's need and want.

Besides that, the fast food restaurant manager should continue to keep upgrading and improve their service quality since it plays the important determinant role in the restaurant dining experience among UUM undergraduates towards the fast food chain restaurant. The training and learning element cannot be underestimated and fast food restaurateur should always put the learning interest as the major concerns between their employees since today is modernism era. Therefore, the fast food restaurant manager also should provide in house training and learning program for their employees in order to train them able to provide a better standard of service quality for their customers. Therefore, the restaurant manager should provide the opportunity for their employee to obtain the worth knowledge through learning programs and also pay attention on ensuring their employees are prepared with the skills, ability, tactic and knowledge deliver a higher quality service in order to meet the customer's need with everyday routines.

Moreover, the fast food restaurant managers are recommending were designed good performance reward and appraisal system in order to encourage and motivate their employees in works as long as they are enabled to deliver best and excellent service to their customers. The management of fast food restaurants also should carry out the suitable guidance and effective schedule. So, every procedure can run smoothly and their employees able to provide services promptly if refer to the effective time schedule set by management. And then the service staffs are ready to serve during the peak and rush time like lunch and dinner time. Thus, this is very important for fast food chain restaurant

operator to upgrade and improve their standard of service quality in order to satisfy their customers when dine in their restaurant.

In this study, the result shows that the dining environment also is a very vital determinant dimension due to it able to influence on customer satisfaction and consumer re-patronage behaviour among college and university student towards fast food restaurant. Nowadays, the perceptions of customers are more sought for a totally special and different restaurant dining experience. Most of customers today might be more emphasis and concern about the restaurant's environment rather than the food provided by fast food chain restaurant. Thus, it is important for the fast food restaurateur to focus and concern about the perception or mood of customers. The manager of fast food restaurant should ensure that the restaurant environment might make the customers feel happy, comfortable and relax during they are dining in the restaurant. In addition, the fast food restaurant also should provide the special atmosphere for their customers in order to increase their positive dining experience and then it can increase their frequency to visit fast food restaurant. Lastly, it is critical for a fast food restaurant operator to pay attention about dining environment factor and execute efficient marketing tactic in order to increase their competitive advantage to compete with their rivals in the market.

5.8 Recommendations from the Research

This research has provided determinant factors which include the service quality, food quality, and dining environment that influences on customer satisfaction and then the consumer re-patronage intention. This part will clarify the recommendation from the researcher toward the finding of this research study.

Firstly, the researcher recommended that fast food restaurant should always give their employees with house training and learning program in order to train and guide their employee to provide better service to their customers. Future, the fast food restaurant manager should set the services treat guideline to their services staff and it at least required to get services employee to give out a simile and simple greeting when customer enters to restaurant. At the same time, the fast food restaurant manager should train their employees about to understand and know how to use the register, conducting inventory and monitor raw material ordering so restaurant doesn't run out of popular food items in the future. In addition, restaurant manager also should train their employee tactic to use of tool and equipment so the food preparation is indeed fast from time to time, as well as tasty. Moreover, fast food restaurants have to ensure that they have enough employees to serve their customers, especially during lunch time since most customers preferred to eat fast food during that time.

Secondly, fast-food restaurant can make it a healthy recipe of their product such as low cholesterol's rate, low fat, increase the proportion of lower-calorie, added more vegetables in their dish and so on to attract more customers since most of the consumer today very concern about healthier lifestyles. Additionally, if fast food restaurant launching the health and nutrition product that can greatly targeting old generation market. Moreover, fast food restaurants also recommend making more effort to improve the nutritional quality of kids' meals and regular menu items. The fast food restaurant operator can be used the industry standards and nutrition guidance for preparation of

healthy kids' meals. Furthermore, it is suggested that fast food restaurant have to always add more newly products on their menu which come out in a large size package like for groups at a reasonable price since majority of customers visit the fast food restaurant with friends.

Thirdly, in this study, the researcher founded that most of the fast food restaurant today are still not offer some sort of loyalty card scheme in which their customer have a chance to collect points to get free items. From previous studies, the researcher mention that just only Subway who have launched their 'SubCards' in Euro and American area. Customer those who are reaching the collection of points then they can be redeemed for free meals. So, it is recommended that the fast food restaurant today can come out their loyalty card scheme due to this is a good scheme to introduce as long as it's able to increase customer loyalty. Furthermore, this is also only the way that to encourage the customer re-patronage again in future especially those who are nearly collected enough points for free item redeemed.

Fourthly, it is suggested that fast food chain restaurateur has to always continuously promote new and novelty product in order to attract and retain their customers. In addition, fast food restaurant must balance the special price menu in order to eliminate too many options. It is because if suddenly launched too much food menu means this might delay in preparing food quickly and also potential waste. So, the restaurant can launch and promote of a new food item for every month or occasion in order to attract customers due to they will look for something different and unusual. For example, fast

food restaurant can promote newly single food with special occasion like promote food made with seasonal fruit and vegetables in order to increase patronage and attract more customers those who are focused on that single food item.

Finally, it is recommended that the fast food restaurants can be also develop their application, then it can interact with their customers through apps since today, almost all of the customer have the smart phone in hand. Besides that, the fast food restaurant can use the application to advertise and promote their product to make attention of their customer. In addition, fast food restaurant also can use this platform to announce any greatly information to remind their customer about their restaurant's event, promotional campaign, and many others. Furthermore, fast food restaurant also can always improve and upgrade their service encounter and also maintain their good condition of the facility like in restaurants since customers might be more take care and concern about the restaurant's environment rather than the food provided by restaurant. Moreover, Fast food also can add more extra services to their customer. For example, fast food restaurant can provide the power bank of smart phone battery charger services to their customer since some of customers today too much and greatly used the smart phone in daily.

5.9 Limitations of the Research

There are some limitations that appeared in the progress of research to be discussed to recognize limitations and anticipated possibilities for this study. This part is very important for the future researchers to know, to learn, and to understand as a way to modify and improve the quality of the research.

Firstly, during the time of distribution of the questionnaire, the researcher faced with the time constraints due to the one month for data collection. At the same time, the researchers have to distribute around 400 sets of questionnaires. In addition, this study is limited only to undergraduate in UNIVERSITI UTARA MALAYSIA (UUM). Furthermore, the researcher distributed the questionnaire based on face to face in order to increase the precise and accuracy of the data collection. Thus, this research was only limited to Undergraduate UUM only and unable to be generalized to all populations of undergraduate in Malaysia.

Next, another limitation of this study is respondents cooperative. The researcher face difficulties getting the respondents survey as they are busy in study and rush of assignment. Some of them were irresponsible and no be patience while answering the questionnaires. As mentioned earlier in this section, there is a total of 400 questionnaires were distributed to the respondents. In this study, the researcher personally distributed the questionnaire without any assistance from other parties throughout the data collection process. The researcher has begun distributing 400 questionnaires on 18 April 2015 and took more time to distribute the questionnaire in campus UUM, Sintok. At the end, the researcher just successfully collected total 377 sets of questionnaires in UUM.

In addition, the researcher has mentioned that there are differences characteristic and personality among undergraduate of UUM might influence the personal perceptions towards determinant factors influence on customer satisfaction. Therefore, this result might be as a gap between undergraduates in UUM. Moreover, the researcher also has to

make sure the respondents fully know and understand the question being asked from the questionnaire due to the medium language in this survey is written in English language. In reality, the researcher found out that not every UUM student has the same level of better understand about the English language. So, some of targeted respondents might misinterpret on the question being asked from the questionnaire. Some of them answering questions which depending on their mood, personal perception, guess and feelings to complete the questionnaire. During the time of distribution questionnaire, most of targeted respondents are unwilling to seek for explanation in order to provide right and precise answers due to them that time in busy on study, discussion and rush assignment. This might increase the possibility of inconsistency of the final results.

Besides that, the researcher also faced with challenge on limited access to journals and article due to the some of the databases and resource are required to purchase. During proceed of this research study, the researcher also founds that there are only few journals that is related to the local fast food industry context in Malaysia. So, these studies have to rely and refer more on foreign journals. Lastly, the researcher was only given around 4 month period to complete this research and submit the study. Thus, with this time constraint limitation, the researcher needs to put more effort and spend more time efficiently in order to finish the research based on the period of time as provided by Othman Yeop Abdullah Graduate School of Business.

5.10 Suggestions for Future Research

Researcher founded that there are some limitations and deficiency in this study. The researcher suggests that the probability sampling methods also can be applied to future

research study which comprises of cluster sampling and stratified sampling. It is because it will more generalizing on nationwide study or overall population. However, this study just only more concern about the undergraduate in UNIVERSITI UTARA MALAYSIA (UUM) especially young adult consumer, so the future researcher might be able to consider differences focus target sample which adults and children even the senior citizen. Hence, this is being worth to pay attention from future researcher's concern and examine the adult, children or senior citizens' perceptions of quality at a fast food restaurant. In this study, the questionnaire was only distributed to UUM. If future researcher might do similar research on this topic, it is suggested to include all of undergraduates within Malaysia which include East Malaysia region for future research. Thus, this may give the opportunity to future researchers to deeply understand and obtain greater responses as well as wider scope of perspectives.

Besides that, the research frameworks can be applied into other types of restaurants which include buffet restaurant, barbecue restaurant, seafood restaurant and vegetarian restaurant. Other than that, further research also can be added to the other determinant factors that might influence on level of customer satisfaction such as price, brand images, perceived value, personality factor and many others in order to better and deeper understand about the customer want. So, the future research might be able to use the multiple items to strengthen the reliability of customer satisfaction and consumer re-patronage behavioural construct in terms of scale measurement issues.

Furthermore, the researcher mentions that there are some attributes of service in Malaysia, probably have not been measured by this study. For example, most of the fast food restaurant has provided online ordering system and delivery service. Therefore, the future research can also examine the quality of these kind of services that provided by fast food restaurant. Additionally, the future researcher also might examine the influence of tax issues since currently the good and services tax (GST) applied in most of the fast food restaurant today. Lastly, the researcher suggested that multiple language based questionnaire can be applied in order to its can solve the language barrier that might be faced by some of the respondents. Therefore, the researchers not need consume the time to further explain the meaning of the questions and then the researcher may have a chance to collect the accurate response from respondents.

5.11 Summary

This study identify and investigate the variables which include service quality, food quality, dining environment that could influence the level of customer satisfaction and then lead to the consumer re-patronage behavioural among undergraduate UUM. The findings revealed that only service quality and dining environment as independent variable have a positive relationship with customer satisfaction. The study results showed the strongest significant influence of service quality followed by dining environment on customer satisfaction. In contrast, food quality does not give significant influence towards customer satisfaction which calls for more studies and investigation. In terms of mediation measurement, the result presented that there is a significant relationship between service quality (Full Mediation), food quality (Full Mediation), dining

environment (Partial Mediation) and consumer re-patronage behavioural which mediated

by customer satisfaction.

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