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

By

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Thesis submitted to

Othman Yeop Abdullah Graduate School of Business,

UNIVERSITI UTARA MALAYSIA

In Partial Fulfilment of the Requirement for the Master of Science (Management)
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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


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

Firstly, I must give much thanks to my God for being the author and finisher of my faith. My belief and trust on God enabled me to preserve during difficult times. Besides that, God will always become my clear guiding light and direction that leads me toward the correct way and protecting me as I travel along that way.

Secondly, I would like to extend my thanks to my supervisor, Associate Professor Mr. Hoe Chee Hee for giving me unlimited amount of encouragement, professional support and for guiding me to complete my dissertation.

Thirdly, I would like to express my sincere gratitude to my parents, Mr. Yap Boon Cheng and Madam. Tek Kooi Choo for their love, care and constant support, mentally and financially. Also, I would like to thanks my siblings, especially my elder sister and younger sister, Yap Pei Tian and Yap Pei Jing who gave me support and encouragements during difficult times. I love you all.

Last but not least, my sincere appreciation and special thanks also goes to my friends and other lecturers in UUM who always gave great support throughout the duration this research. Hence, without their concern, encouragement, care, and sacrifice, it will be difficult for me to complete this research.
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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.
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REFERENCES


