

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 Science	Statistical Package for Society
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.



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