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**FACTORS INFLUENCING CUSTOMERS' SATISFACTION  
TOWARDS SUBAIDAH RESTAURANT IN UUM**



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Universiti Utara Malaysia

**MASTER OF SCIENCE MANAGEMENT**

**UNIVERSITI UTARA MALAYSIA**

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SUBAIDAH RESTAURANT IN UUM**



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**Universiti Utara Malaysia**

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**Thesis Submitted to  
School of Business Management,  
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In Partial Fulfillment of the Requirement for the Award of Master of Sciences  
(Management)**

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## ABSTRACT

The purpose of this study is to investigate the influencing factors of customer satisfaction in restaurant industry. Since the restaurant sector is one of the fastest growing sectors in Malaysia, it is a paramount important to investigate the customers' perception on restaurant factors influencing customers satisfaction. A total of 327 questionnaires were collected from the customers of Subaidah restaurant in UUM. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to test the study hypotheses. The findings of this study show that Service quality, Food quality, Physical environment, Restaurant facility and Halal elements are positively and significantly influence overall customer's satisfaction. While Food price influence on overall customer's satisfaction was not supported by the result of the hypotheses. Findings of this study provide more insight to managers of hospitality industry especially in the development of restaurant industry that will give some managerial implication and useful direction for restaurateurs. Moreover the findings of this research can also be extremely important in the basis of providing solutions and information for restaurants managers and scholars in the area of customer satisfaction with the specific interest in catering and hospitality industry.

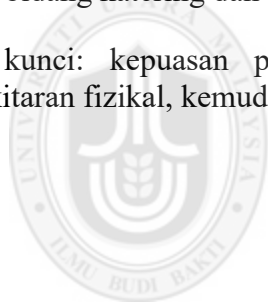
**Keywords:** Customer's satisfaction, food quality, service quality, price, physical environment, restaurant facility, halal elements.



## ABSTRAK

Tujuan kajian ini adalah untuk menyelidik faktor yang mempengaruhi kepuasan pelanggan dalam industri restoran, memandangkan sektor ini merupakan sektor yang paling pesat berkembang di Malaysia. Berdasarkan hal ini, penyelidikan tentang persepsi pengguna terhadap faktor yang mempengaruhi kepuasan pelanggan di restoran adalah penting. Sebanyak 327 borang soal selidik dikumpulkan daripada pelanggan restoran Subaidah di UUM. Pemodelan Persamaan Kuasa Dua Terkecil Separa Berstruktur (PLS-SEM) digunakan untuk menguji hipotesis kajian. Dapatan kajian menunjukkan bahawa kualiti perkhidmatan, kualiti makanan, persekitaran fizikal, kemudahan restoran dan unsur halal mempengaruhi keseluruhan kepuasan pelanggan secara positif dan signifikan.. Walau bagaimanapun, pengaruh harga makanan terhadap keseluruhan kepuasan pelanggan tidak disokong oleh hasil daripada hipotesis. Hasil kajian ini memberikan gambaran lebih baik kepada pengurus industri hospitaliti terutamanya dalam pembangunan industri restoran. Hal ini akan memberikan beberapa implikasi dalam pengurusan dan memberikan arah tuju yang berguna kepada pengusaha restoran. Selain itu, dapatan kajian juga boleh menjadi sangat penting sebagai asas dalam menyediakan penyelesaian, dan memberikan maklumat untuk pengurus restoran dan para sarjana tentang aspek kepuasan pelanggan khususnya dalam bidang katering dan industri hospitaliti.

Kata kunci: kepuasan pelanggan, kualiti makanan, kualiti perkhidmatan, harga, persekitaran fizikal, kemudahan restoran, unsur halal.



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## **LIST OF ABBREVIATIONS**

CS – Customer satisfaction

FQ – Food Quality

SQ- Service Quality

PR – Price

PE – Physical environment

FA – Facility

UUM – Universiti Utara Malaysia

PhD – Doctor of philosophy

PI – Purchase intention

PLS-SEM – Partial least square- structural equation modeling

SPSS – Statistical package for social sciences

UK – United Kingdom

USA – United States of America

UUM - University Utara Malaysia

JAKIM- Jabatan Kemajuan Islam Malaysia

## **CHAPTER ONE**

### **Introduction**

#### **1.1 Background of the Study**

The chapter discusses and presents the background of the study and current research problem that arise on services offered by restaurant businesses. In addition, the chapter had outlined the objectives of the study which were derived from the research problem. Conclusively, the terms used in the discussion of service and product quality were defined.

Customer satisfaction is a dimension that measures the products and services provided by the business firm to meet the customer's anticipation and this has been acknowledged as a key performance pointer for business organization. Satisfaction is the feelings of being contented with something. In other words, it is a feeling of achievement of getting what one wants from products or services (Advanced learners dictionary 1999). This shows that customer's satisfaction is the ability for the customers to obtain what he wants or desire from the products or services. Customer satisfaction is a customer's contentment response. It is a decision that a product or service characteristic, or the product or service itself, delivers a pleasant point of consumption correlated satisfaction (Oliver's 1997). On other the hand it is the whole level of satisfaction among service or a product involvement.

Customer satisfaction is the soul of business and the capacity to make customers satisfy is a key for several reasons. For instance it is understand that disappointed customers are likely to criticize the establishment or search for restore from them extra frequently in order to ease intellectual disharmony and fizzled consumption experience (Oliver, 1987; Nyer,

1999). If provider of service cannot legitimately concentrate on such conduct, it can bring major repercussions. In outrageous instances of dissatisfied, consumers might give the option to unenthusiastic word-of-mouth as a ways of getting back. Similarly, a disappointed customer will be able to consequently turn into a saboteur by preventing to firms prospective customers from a specific service provider.

Furthermore, customer's satisfaction has been documented as the most significant goal of a producer or service provider (Ammar et al., 2008). Basically; empirical findings have established a connection between customer satisfaction, customer loyalty and long-term profitability.

Precisely, previous studies have centered around on discovering customer satisfaction and influence on customer maintenance and loyalty, market share, growth, earnings, market share and branding (Birgelen, 1997). Consequently, it is not amazing that a business firm spend extensive resources quantifying and handling customer satisfaction (Lee. 2005).

Customer satisfactions have been broadly received substantial attention in other preceding literatures (Cronin & Taylor, 1992) as organizations progressively attempt to measure their customer's satisfaction. Also, customer satisfaction can be observed in a variety of situations, but most importantly, it is being discussed on goods and services. Satisfaction is usually based on customer knowledge of both direct links with the business and personal results. Some researchers have defined a satisfied customers as "one who receives substantial worth added" to his or her underside (Mack & Petter, 1989).

Similarly, satisfaction is being formed from post buying experience by customer, advice from friends and connections, marketers, information from competitor's and promises (David 1999-9). Satisfaction is a person's sentiment of enjoyment or displeasure resulting from measuring the products apparent performance and result in relation or his or her anticipation (Kotler 2001-36). Thus, if performance lost short of expectation, the customers disgruntled. If however, performance exceeds expectation, the final user would be highly satisfied and delighted.

As such, the quality of service given by the business organization will influence the relationship between the customer and the business firm; therefore service quality is a significant factor of customer satisfaction (Cronin, J.Brady, M. K.,Tomas, G.,&Hult, M.2000). Therefore, significant improvement of service quality and quality of product should be completed constantly to entertain the customers. With the high competition this nowadays, the service quality, product quality, facility and physical environment as well as fair price plays an important role in the development. (Andaleeb & Conway, 2006). Therefore, maintaining the customer has becomes a vigorous issue with the organization and his can only be achieved through ensuring customer satisfaction. Food quality also additionally decides consumer loyalty in a restaurant (Kivela.et al., 999; Law et al., 2004; Johns & Howard, 1998) moreover verified in their research. Sulek and Hensley (2004) researched the relation significance of food, location design, and quality of service in a full-service restaurant originate that food quality be the chief imperative component determining customer satisfaction and the only variable foreseeing behavioral expectation. Food quality also decides consumer loyalty in the restaurants business (Kivela.et al.1999; Law et al., 2004; Johns & Howard, 1998) furthermore verified in the study. Based on the

findings demonstrate a noteworthy correlation stuck between the quality of food and customer satisfaction important to the acceptance.

Food quality has been for the most part acknowledged as a central point affecting consumer loyalty and post-eating behavioral goal. An instance, Dube.et al. (1994) considered a relation significance restaurant attribute in rehash buy goal in a fashionable restaurant location and establish that food quality become an additional significant to the restaurant business.

Service quality has additionally decides a consumer satisfaction. Be that as it may, the influence of service quality is entangled with the energetic business setting (Pun,& Ho 2001). In this vein, these opinion dimensions depend on upon the business firm itself. Improving service quality has developed as the most significant strategy a service provider can employ to separate itself from its competitors or rivals along these lines position itself more adequately in the market place (Cronin & Taylor,1992). Rust & Oliver (1994) argue, the quality is a measurement on which satisfaction is resides. Service superiority seen as predecessor to customer's satisfaction.

Previous studies have been talked about and demonstrated service quality prompts customer contentment (Cronin.et al., 2000). Based on their results, service quality is a critical component to consumer fulfillment (Andaleeb & Conway. 2006).

Notwithstanding to service quality, quality of food, moreover, is an element of customer fulfillment (Andaleeb & Conway, 2006). Price on the other hand, based on Anderson, Fornell, and Lehmann (1994) focused lying on price as a crucial variable in favor of



influencing consumer satisfaction, since consumers frequently reflect price whenever they survey the estimation of a gained meal/product or service. Previous findings described the customers apparent reasonableness of price has a major impact on their buying behaviour or decision (Sinha & Batra, 1999; Kahneman, Knetsch & Thaler, 1986). In addition, price recognition might be an approach to improve a business profit level and overall customer's satisfaction level, and expanding the observation to price is sensible is too extremely connected with both customer preservation and business achievement (Ranaweera & Neely, 2003).

The physical environment of restaurants plays a crucial role in shaping the place's image picture. Blasts and Bitner (1982) recognized that the servicescape of hospitality industries considerably influence customer return to goal and restaurants image. They contended that the restaurant environment might be successfully used to make stronger product image of the business, toward modify the consumer's perceptual mapping between rivalries, also to improve straightforwardly their consumer loyalty through the service experience. Baker et al. (1994) additionally showed the fractions with the atmosphere of hospitality organisations on progressing a brand image also empowering buy practices.

Facility design/arrangements of restaurant generally used to improved customer satisfaction, when a buyer experience that the restaurant facility design and its tables, plates design, color, lights and sound care reflecting the excellent of restaurant. A review Mobach (2011) he proposed that facility design has an impact on operations. A well arranged environment can certainly induce imaginative consumer's intention, which may thus permit clients to create sought practices. The finding additionally affirmed that the

facility permit clients to moderate the negative impacts of blockage by giving more control of the service trade.

Halal starts from an Arabic expression which implies permitted or allowed by Islamic Law ([www.halal.gov.my](http://www.halal.gov.my)). Halal ingredients are getting to be one of the consumer's significant concerns in Malaysia. The idea of halal has been able to never mean only food that is no pork in its physical presence. Halal refers to the food doesn't have enclose or come into touch by means of something viewed as foulness such as flesh, liquor, pork, blood, defecation, also anything that is not allowed by Islamic law. It should likewise be arranged, prepared or made utilizing hardware mixed by anything unclean (Othman @ Salleh, 2005).

## **1.2 Problem Statement**

Because of correspondence, media, principles and the global market has led to common cultures of world wide. Satisfaction is observed to be a principle factor in patronizing product or service rather than the product itself. The restaurants for fast food are one run of the meal from international business (Emerson, 1990). Inspirations for instance test, quality, price, environment; competence economizing fun and social interaction attracted customers to a restaurant (Finkelstein, 1989). Retzer (2001) argues that buyers are progressively coming to qualities "effectiveness, consistency, calculability, furthermore manage" because of changes in way of life, demographic, variables and knowledge innovation in restaurant utilization. Customers used to investigate restaurant meals in term of groups of attribute (features that make attractive) assigning diverse levels of significance to each attributes (John & pine 2002). While consumers reflect the convinience and cost of a restaurant, eating out plays significance characteristics in fast restaurant neatness and

quality of the food might be more significance qualities in fast food restaurants assessment selection.

Also, Pun & Ho (2001) found that attractive setting, food superiority, prices, and customer services are central primary determinants of people consider choosing restaurants.

### **1.3 Research Questions**

Having stated and defined the problem in this study, it is relevant to design some research questions that will clearly and obviously give a clear direction on what the study hopes to achieve. The following questions for investigation are as follows:

1. What are the determinants factors of customer satisfaction in Subaidah restaurant?
2. Does food quality affect customer satisfaction in Subaidah restaurant?
3. What is the effect of service quality, on customer satisfaction in Subaidah restaurant?
4. Does the price of subaidah restaurant food meet customer satisfaction?
5. What is influence of physical environment, Facility and Halal element on customer satisfaction in Subaidah restaurant?

### **1.4 Objectives of the Study**

Therefore, the purpose of this study is to investigate the factors or determinants which are making a significant impact on customer satisfaction in this restaurant industry in reference to the focus area of Subaidah restaurant located in UUM.

1. This study aims at studying the relationship between food quality, service quality, price, environment, facility and the halal element in influencing consumer satisfaction in Subaidah restaurant.
2. To examine the effect of food quality on customer satisfaction
3. To evaluate the influence of Service quality towards customer satisfaction.
4. To investigate how price influence customers satisfaction in Subaidah restaurant.
5. To analyze how the physical environment, Facility and Halal elements effect on customers satisfaction in Subaidah restaurant.

### **1.5 Significance of the Study**

The study would be important to hospitality industry especially in the development of restaurant industry that will give some managerial implication and useful direction for restaurateurs.

The findings of this research can be an extremely important basis of providing solutions and information for restaurants managers and scholars in the area of customer satisfaction with specific interest in catering and hospitality industry.

In the study, the measurements of food quality, service quality, price, physical environment, facility and halal element as perceived by customers and their relationships with customer satisfaction would be examined. Therefore, the findings of this research will be very useful for restaurateurs to recognize and extremely understand the needs and the requirements of customers towards the services they offered. This will help them to compete and win in current competitive market. In addition, the management of restaurants

will be innovative, effective, and take corrective measures and methods to fulfill the unlimited needs of customers according to the service influences being investigated.

### **1.6 Definition of Key Terms**

**Customer:** A person, group of persons or organization that purchases goods or services that will satisfy his/her needs and wants.

**Satisfaction:** Is a contentment of one's requirements, prospects, or needs, or the desire resulting from using product or services.

**Customer satisfaction:** refers to the consumer's contentment reaction. It is a conclusion that a product characteristics', or product and service itself, delivers an enjoyable point of consumption connected satisfaction (Oliver's1 997).

**Quality:** Means the standard of product or services as calculated against other stuff of a related kind; the degree of brilliance of something.

**Service:** Are any steps or performance that one party can provide to another party that is essentially intangible and does not result in the ownership of everything and cannot separate it with the provider.

**Food quality:** is usefully defined, using Lancaster's method, as a bundle of features or attributes that govern the product's performance.

**Service quality:** Refers to a boldness or overall evaluation about the excellent of a service (Robinson,.1999.)

**Price:** The amount of money anticipated, required, or given in payment for product or services.

**Physical environment.** Refers to land, air, water, plants and animals, buildings and other infrastructure, and all of the natural resources that provide our basic needs and opportunities for social and economic development.

**Facility.** Refers to something designed, built or installed, to serve a specific function affording a convenience or service:

**Halal element:** simply means any items that are permitted or lawful. So when we are talking about halal foods it means any foods that are allowed to be eaten according to Islamic Sharia law.

**Restaurant:** Restaurant arranges and serves food, drink and pudding to customers/consumers in return for money. Food is normally served and eaten in buildings, nevertheless many restaurants also provide take-out and food distribution services.

## **1.8 Organization of the Study**

This study essentially contains five chapters. The first chapter is the introduction which includes background of the study, the problem statement, research questions, and objectives of the study, the scope of the study and the organization of the study. The second chapter reviews the existing relevant literature related to the recognized variables in the study. Chapter three discusses the research framework, development of hypotheses, the research design, measurement of variables, sampling and sampling techniques, data collection procedures and the methods of data analysis. The fourth chapter of this research

work contained the analysis of data and findings of the research. The chapter will present comprehensive analyses of results of the study in form of statistics, tables and text so that the key information is highlighted. The final chapter of the research which is chapter five is the conclusion and recommendation. The chapter will summarize the important findings based on the purposes of the research. The implication of the findings, their hypothetical, practical and policy consequences as well as recommendation for future research will also discoursed and emphasized in the final chapter.



## **CHAPTER TWO**

### **Literature review**

#### **2.1 Introduction**

There is a growing understanding that delivering customer satisfaction remains a top most priority marketing objective of every business firm. As pointed out in the preceding chapter, customer's satisfaction has been documented as the most significant goal of a producer or service provider (Ammar et al., 2008). This study seeks to evaluate the influence food quality, service quality, menu price, Physical environment, restaurant facility as well as Halal elements towards overall consumer satisfaction. This chapter presents an overview of current literature in the form of highlighted research problems and objectives will be carried out. In general, a review of past related literature gives an overview of what has been published on a subject different scholars and researchers. Consequently, this chapter will discuss the conceptual definition of the variables as well as the literature review of the empirical studies and their theoretical foundation as a guide to for the advancement of the study's framework.

#### **2.2 An overview of Customer satisfaction**

Customer satisfaction refers to contentment that customers encompass about an organization while their anticipation can meet or surpassed over the existence of their product or service. The attainment of customer satisfaction links to business loyalty on item patronized. There are numbers of significant implications of this justification, since customer satisfaction is a personal dimension that will not be precise and will need sample and arithmetical investigation. Customer satisfaction dimensions have to be undertaking



through a sympathetic with the breach among customer prospect and characteristic presentation perception. There must be a number of relationships among customer satisfaction dimensions.

Customer satisfaction be professed inversely by numbers of researchers in their previous research, and it has also assessed in different behaviors'. Customer satisfaction is a crucial and esteemed response of superior advertising practice. The important intention of business essentially, is to provide contented customers. Providing excellent customer contentment had been originated to direct and developed potential productivity (Anderson, Formell & Lehman, 1994), low cost associated to faulty good or services (Anderson, Formell & lehman, 1997), escalating consumer readiness to give premium price delivers referral and use extra and additional product (Reichheld, 1992, Anderson & Sullivan,1993 Bolton,1998)

Consumer satisfaction is characterized now by Oliver's (1997) terms: customer's satisfaction reaction, as a decision to facilitate an item or a service feature, or goods as well as the service itself, gives a pleasant level of utilization connected satisfaction. At the end of the day, it is the general level of satisfaction with a product or service encounter.

Customer satisfaction seen as a focal idea of marketing since being an essential of meeting the requirements also needs of consumers (Spreng, Mackenzie, and Olshavsky, 1996; Yi, 1990). Businesses convey a product and contentment to customers, and get income consequently (Yi, 1990). Whereas customer satisfaction had been characterized from multiple points of view, scholars commonly agree that an assessment process is a vital component fundamental customer satisfaction (Yi, 1990). Hunt (1977) Characterized

satisfaction as "an assessment render the consumption encounter was in any event comparable to it should be. In light of past hypothetical and empirical support, Engel & Blackwell (1982) characterized contentment as "an assessment that picked option is predictable with prior viewpoint admiration to that option. These conceptualizations propose satisfaction as a general decision procedure of the apparent inconsistency between prior desire and genuine utilization.

Customer satisfaction becomes a soul of marketing. Moreover is a capacity to suit customers are critical for various reasons. For instance, it has been demonstrated that disappointed consumers have a tendency to protest to the founding or look for change from them all the more frequently to alleviate discord and unsuccessful consumption encounters (Oliver, 1987; Nyer, 1999). If the providers of service don't appropriately deal with such conduct, it can have authentic repercussions.

Kotler (2003) declares that whether the buyer is after purchase relies on upon offers execution in connection to the expectation. In this manner he argues that satisfaction is a customer's sentiment of displeasure resulting from comparing a product perceived performance in connection to his/her expectation. Customer satisfaction investigation is only influenced by the paradigm stated that the customers feeling of satisfaction is a consequence of an assessment process between apparent executions and or more evaluation standards such as expectation (Egger &Wage 2011). The ensuing satisfaction or dissatisfaction that the client, customer will contain an impact on buying expectation whether customer desires to appear or utilizing a second or third time, the optimistic noteworthy relationship amongst satisfaction and this ideas has expressed via

(Parasuraman et al., 1991a, Cronin & Taylor, 1992). Consequently accomplishing customer's satisfaction will permit a business to produce advantages to permit it to survive and expand.

Customer satisfaction literature has been very vital in the consumer meadow since suitable that acceptable buy encounter appear to be one variable that decides proceeded with interest in a product that connects repeat purchases (Oliver 1993). Consumer satisfaction studies started in promoting area in the mid-1970s and still presently in view of the "disconfirmation of expectations model" (Codotte et al., 1987). This worldview says consumer product assessment includes comparing genuine execution and some standard.

### **2.3 Satisfaction**

Satisfaction on the other hand is the feelings of being contented with something; it is feeling of achievement of getting what one wants from products or services (Advanced Learners Dictionary 1999) this shows that customer's satisfaction is the ability for the customers to obtain what he wants or desire from the products or services.

Satisfaction is a person's sentiment of pleasure or disappointment resulting from comparing the products apparent performance or outcome in relation to his or her expectation (Kotler, 2001).

As asserted by Reisinger and Turner, (2003), Satisfaction means the correlation of desire with involvement as far as execution as when understanding varies contrarily from anticipation, dissatisfaction happens. Reisinger & Turner in addition attested that

fulfillment is an outcome when anticipation are achieved or exceed, and the most excellent way to fulfill customer is to surpass satisfaction.

Satisfaction formed from post purchased experience, advice of colleagues, friends and associates, marketer's information, competitor's information and promises (David 1999-9). Thus, if performance falls short of expectation, the customers dissatisfied. If however, performance exceeds expectation, the final user is highly satisfied or delighted.

Despite the fact that satisfaction influence to equally tangible and intangible service goods accentuation in this study is on the service location in which the idea have been the subject matter of investigation in numerous research (Fornell, 1992: Spreng & Mockoy, 1996).

Furthermore, different scholar formulate it a point to emphasize the quality of service and satisfaction as different construct (Bitner, 1990; Bitner & Hubbert, 1994; Boulding et al., 1993; Parasuraman et al., 1988; Taylor & Baker, 1994). Expectation or disconfirmation example in procedure hypothesis gives the establishing or the huge mostly of satisfaction study that incorporates four construct i. Expectation; ii. Performance. iii. Disconfirmation; and iv. Satisfaction.

Operationally, satisfaction is like a disposition, as it can be assessed as the whole of the satisfaction with the different characteristic of the item (Churchill and Suprenant, 1981). In any case, while feelings are a sub-decision build, contentment is after judgment knowledge constructs (Tour and Peat, 1979). Satisfaction will be measured at two level first the operation and then experience stage and over fulfillment (Bitner & Hubbert, 1994).

## **2.4 Food quality**

Food becomes a principal product of a restaurant food serves as an essential part of restaurant encounter. Food quality had been largely perceived as a key consideration affecting customer loyalty and after-dining expectation. An instance, Dube.,et al. (1994) considered the relative significance of seven (7) restaurant characteristics in re-patronized behavior in a fashionable restaurant location with initiating that food quality is distant extra significant to restaurant clientele above all other qualities. Sulek and Hensley (2004) researched the comparative significance of food, physical surroundings or location, and service in a full-service restaurant also discovers that the food quality was the major imperative component affecting satisfaction and the merely variable foreseeing behavioral expectation.

Namkung and Jang (2007) express that the relations of personality characteristics that establish quality of food (e.g. food appearance, menu selection, sound alternatives taste, food cleanness and temperature) with consumer fulfillment also behavioral goals. The result indicates that food performance; flavor with physical appearance was meaningfully connected toward customer satisfaction while food performance, taste and vigorous choice (in its place of temperature) are critical indicators of behavioral goal. Other than previously mention six (6) personal characteristics, 'food security' is likewise as imperative prompt used for assessing food quality. "Though food-safety defect is not constantly instantly obvious, customers are inclined to become aware of pink food, food with an off taste, or unfamiliar ingredients within their food" (Sulek and Hensley, 2004). Along these lines, food wellbeing might help as the major essential also buck standard when arbitrating excellence.

Quality provides a vital role in formative and affecting consumer satisfaction (Aigbedo, H., and Parameswaran, R. 2004.) furthermore, there is numerous sorts of service providers, like cafeterias, restaurants, canteen and hotels, service-based enterprises, for example hotels and restaurants be spending a colossal to gauge also expanded the superiority of service to their business firms (Madanoglu, M. 2004). Every one shares one obsession in like ordinary that is to deliver customer satisfaction. Service excellence is a purpose of customer understanding.

Food quality agreed as an important part to convince customers; though, it has frequently unnoticed in restaurant service quality and satisfaction studies. Food quality is observed related to satisfaction inside fast food restaurants (Kivela et. al., 1999; Law et al., 2004; Johns and Howard, 1998) verified in their study. As a consequence that, their hypothesis, food quality openly and positively determines customer satisfaction.

Since a “product serves” in a complete service restaurant be probably going to be surveyed by assessing a genuine item (the food) and in which it is conveyed we determined to isolate the tangibility measurement in service quality into its two aspects: quality of food and the physical appearance of the restaurant. The previous had been talked about before alongside unwavering quality. From the viewpoint of physical outline environmental therapists recommend that people respond to places with two universal, and inverse, types of manners: approach or evasion (Mehrabian and Russell, 1974). It also recommends the physical measurements of a business firm enticing or deters choice, the physical design of the firm can likewise impact the level of accomplishment customers achieve one time within (Darley and Gilbert, 1985). Therefore, it includes research on “services, cloak”

(Bitner, 1992) meaning that the "manufactured man-made environment" and how it influences equally customers and workers in the service procedure.

The important connection between food quality and customer satisfaction underpins the contention that food attributes are motionless influential influences when customers build their choices regarding the selection of fast food restaurant. Reliable with this judgment providing new, tasty, and an assortment of the food and beverages leftovers an essential measure for satisfying consumers (Qin, & Prybutok 2009).

#### **2.4.1 Food Quality and Customer Satisfaction**

The literature, discovered that adding up to superiority of service, a few different determinants of consumer contentment with restaurants were analyzed in light of the fact that service is by all accounts not the mere part included while feasting in restaurants (Andaleeb & Conway, 2006). Food quality in addition decides consumer loyalty at restaurants (Kivela et al. 1999; Law et al., 2004; Johns & Howard, 1998) moreover verified in this research. Their discoveries demonstrate the noteworthy connection between the quality of food and customer satisfaction important with the recognition. The study point out that, there is a straight and a positive correlation between the apparent quality of food with customer satisfaction and the correlation is equally positive and critical

In particular, food attributes turned out as the most powerful characteristic on fulfillment among the attributes. Food quality had been for the most part recognized as a focal point influencing consumer loyalty with post-feasting behavioral goal. For instance, Dube. et al. (1994) considered the relation significance restaurant characteristics in rehash buy goal in

fashionable restaurant location and recognize the food quality was distant additional significant to the restaurant. Sulek and Hensley (2004) examined the virtual significance of food, physical appearance, and service in a full-service restaurant, establish that food excellence is the greatest significant factor determining satisfaction and the chief variable anticipate behavior expectation. Namkung and Jang (2007) assessed the connections of personal attributes that establish food quality (example food presentation, menu assortment, healthy option, taste, food cleanness and temperature) among consumer loyalty and behavioral intention.

Food quality specifically and emphatically impacts consumer satisfaction. The apparent esteem can likewise enormously impact consumer attributable to its capacity to draw in or repulse consumers (Fornell et al., 1996; Gilbert et al., 2004; Kara et al., 1995; Lee and Ulgado, 1997; Monroe, 1989) being an outcome, it is seen as an additional influence of consumer of customer satisfaction.

Furthermore, existing the study express that, the product superiority and service quality become indicators of consumers apparent worth (Bolton and Drew, 1991; Chen & Hu, 2010; Lai et al., 2009; Zeithaml, 1988). Eggert and Ulaga (2002) express that service excellence components (an instance, physical, sympathy, dependability, also receptiveness) are decidedly connected to customer saw esteem. To the paramount of our insight present is shortage of study that explored the immediate effect of sustenance quality inert variable professed worth. Ryu., et al. (2008) literature gives off an impression of being the main experimental proof showing that food quality essentially influenced perceived value. In any case, bearing in mind the way that the apparent quality of product influenced apparent



significance and food quality is very much acknowledged among the vital components of quality product in the perspective of the restaurant, is logical to propose the relation between qualities of food with apparent worth.

## **2.5 The Concept of Service**

Service guides the cooperation we have with individual customers. The service has seen as merely providing customers with their need or want that will smother ourselves into a corner most of time requests something that is incomprehensible for us to provide. Service is any execution that one gathering can propose that is basically intangible does not result in possession of anything. It is an invention or cannot be fixed to physical product. (Kotler P. 2003)

Service refer to an economic event that produced yield or output in a non physical frame, us in a period yield was issue and give included esteem with comfort, delight in time. Service, though, is a production form of economic action, except have vary with product, relies on its exclusive features that are inseparability, variability intangibility, and perishability, (Zeithaml & Bitner, 2000). Six (6) essential customer need, considerate and sympathy, control, friendliness, fairness, choices and option information.

### **2.5.1 Service quality**

Service quality and customer satisfaction have developed into the most basic marketing needs since they are fundamentals to customer satisfaction, for example, rehash deals with optimistic word-of-mouth (Han & Ryu, 2009; Liu & Jang, 2009b). Now a day's strong competitive market, it is usually expected to the crucial to gain a benefit defend in proving amazing service that will, thusly guides to fulfilled consumers (Han & Ryu, 2007). In

research of service, perceived service quality is characterized as a consumer's decision of the general supremacy of service (Zeithaml, 1988). It is clients prejudiced assessment, stains from a contrast of prospects and apparent seen execution. Service quality (Parasuraman et al., 1988) is the tool frequently utilized for measuring saw benefit excellence in the marketing study.

Service quality has additionally decided a consumer satisfaction. Be that as it may, the influence of service quality is entangled with changing business environment (Pun, & Ho.2001). In this way, these judgment dimensions rely on upon the business itself. Improving service quality has developed among most significant strategy that service supplier can use to divide itself from its competitors or rivals along these lines position itself further adequately in the market (Cronin and Taylor, 1992). Rust & Oliver (1994) suggested that superiority is a measurement on which satisfaction is based. Service quality is seen as a predecessor to satisfaction.

Service quality becomes a vital research field of service marketing (Fisk,et al.,1993) the idea was study in a large arrangement of centre gathering interviews delivered by (Parasuraman, et al.,1985). Have directed the quality of Service is recognized on correlation between what the customers feels have to be offered what is provided. Service quality can be observed as an approach or worldwide decision about the predominance of a service (Robinson, S.1999). To become internationally competitive service businesses you should attain a quality and superior service to surpass customers' belief. Service quality regulates organization achievement or breakdown. Organizations with business that almost each industry adopts customer satisfaction procedures for the clear reason that that

contented consumers are necessary for a fruitful business (Gupta, S. McLaughlin, E., a Gomez, M.2007)

The definition of service quality fluctuates just in wording however, ordinarily included deciding whether the perceived service delivers the standards, surpasses or neglects to meet up consumers' anticipation (Cronin & Taylor, 1992; Oliver; Zeithaml et al, 1996). Attention in service excellence has been powerful causative essentially with the development of the universal service marketing area (Berry & Parasuraman 1993). Service qualities have been exposed as a vital aspect in scan for supportable competitive advantages.

Service quality moreover controls a customer's satisfaction. Equally, the influences of service quality are convoluted by means of the lively business surroundings (Pun, & Ho, K.2001). Consequently, these dimensions depend on the industry herself. Service quality impacted by desire, procedure quality and output quality as such models of service which is characterized by clients who had encountered that that service and utilized their familiarity and emotions to shape a decision (Chen, F, Chen C, & Chen, K.S.2001).

To accomplish a quality service association, dedication from workers and support from all organizational levels is essential. Along these lines, it is imperative managers that deliver goods or services continually to remain path of information concerning business, affluence to the degree of addressing its customers' needs are concerned (Aigbedo, & Parameswaran, 2004). Businesses are frustrating to looks ways to advance and deliver excellent quality service to please their consumers (Thongsamak, 2001) furthermore stated that pleasing

customers are ultimate objective for each and every business, because customers as highest resources, both long term and short-term existence of the business.

### **2.5.2 Service Quality and Customer Satisfaction**

Previous studies have been talked and demonstrated service excellence prompts to customer contentment (Cronin et al., 2000). Based on these results, service superiority is a critical component of customer satisfaction (Andaleeb and Conway, 2006). Notwithstanding to service excellence, food quality is still an element of customer satisfaction (Andaleeb & Conway, 2006).

Service and product quality is in attention to customer. This implies quantifying quality conversing with customers. Quality replicates the degree to which goods or services achieved or surpasses customer requirements. Rust and Oliver (1994) establish that for organizations to comprehend digger consumers observed their superiority, they should gauge customer's satisfaction with products or services. Service quality and customer satisfaction are unarguably the root of the marketing philosophy and put into practice (Spreng & Mackoy, 1996). Now a day's universe of exceptional rivalry, the means to maintain competitive advantage depend on providing excellent quality services that will thusly bring about satisfied customer (Shemwell et al. 1998).

Boulding, and Kalra, Staelin, & Zeithaml (1993). Bitner, (1990) & Sureshchandar et al., (2002) have distinguished the high relationship stuck between service quality with customer satisfaction. Also underscored so as to the two builds, service quality and customer contentment, do display the autonomy and undoubtedly extraordinary develops within the customer point of view.

The score relating to the quality of service traits and customer satisfaction is at a satisfactory level. Also is essential to staff to note that affability feelings and information about the menu, normally measured as one of the most considerable correlation that determine customer happiness. Including in the restaurant business, one might say that workers or service providers that are proficient on the menu and are truly mindful with the menu as a rule provide a speedy response and also reply really rapidly to customers enquiries effectively furthermore it might be considered as an restaurant service characteristic (Shariff,et al., 2015).

### **2.5.3 Dimension of Service Quality**

Be that as it may, the numeral and the nature of the measurement differs, dependent on the service context; to be sure, they differs even within a similar service business. It is an evident to facilitate the criterion used to quality of assessing service differs amongst customers groups members and environments. Example a businessman stayed in a certain hotel has distinctive service criterion as of those of a vacationer (Eccles & Durrand.1997). Researchers be supposed to consequently explain the empirical setting in which an exacting measure was developed and the setting n which it be able to be connected. In a numerous cases review in the present study, the writers did not obviously recognize the experiential setting in which measurement was developed.

Service quality had been turned into an imperative study point as a result of its apparent connection to cost (Crosby, 979), productivity (Buzzell & Gale 1993 Rust, 1992), customer satisfaction (Bolton and Drew,1991; Boulding.et al. 1993), consumer maintenance (Reicheld & Sasser 1990), and optimistic word of mouth. Service quality is broadly viewed

as a driver, company marketing and monetary performance. Service quality is established on the sight that the consumer evaluation of service quality is foremost. This appraisal conceptualized as a whole among customer aspect of service quality as of a division of service provider and assessment of the execution with the specific service supplier. Service quality is available as a multidimensional build. In their unique definition Parasuraman et al., (1985) distinguished ten (10) segments of service quality. (i) Dependability; (ii) Courtesy; (iii) Credibility; (iv) Responsiveness; (v) Understanding/knowledge the customer; (vi) Competence; (vii) Security; (viii) Access; (ix) Tangible; (x) communication.

## **2.6 Price**

Price can be measured as one among premier critical variables that impact the behavior of both business and clientele. Since business put high endeavors to improve their earnings ordinarily in light with the price of their products or services, customers are inclined to hunt for the fair priced goods and services that will tender saw most extreme advantages. Anderson, Fornell, and Lehmann (1994) focused on price as an explanation variable intended for influencing consumer satisfaction, since customers frequently reflect the price when they survey the estimation of a gained product or service offer. Earlier literature described consumers' apparent reasonableness of price have a major impact to their buying decisions (Sinha and Batra, 1999; Kahneman, Knetsch and Thaler, 1986).

Based on Xia, Monroe, and Cox (2004), price justice alludes to appraisals of customers of whether a particular brand price of products or services is sensible, pleasant or balanced. The scholar additionally facilitates that price reasonableness assessments envelop a

correlation of the price by way of ascertain standard, orientation, or norm, evaluation of prices through products or service comparison that offered by another firm.

Competitors, the impression of value reasonableness stirred by value comparison (Xia & Monroe, 2010). Price of goods on the menu can likewise incredibly impact clients since the price have the ability to attract drawing in or repulsing them (Monroe, 1989), particularly from the price value works as a pointer of excellence (Lewis & Shoemaker, 1997). Price of restaurant food moreover additionally differs as indicated of the restaurant. In the event that the price is lofty, consumers are probably going to demand high quality, or he can persuade an intellect of being “rip off.” Similarly, when the price is low down, customers might think about the capability of the restaurant to offer product and service excellence. In addition, because of the extreme rivalry of the restaurant business, customers are talented to ascertain inner position prices. When creating prices for a restaurant, an interior reference price is defined as a price buyers’ recall about serves as a foundation for adjudicating or to compare real prices (Grewal et al., 1998). This demonstrates the value offering designed for the restaurant desires to be a consensus by what the marketplace imagines to disburse by evading unenthusiastic divergence (that is when real price is above the predictable price).

Other than food, service and environment, apparent price justice might be an additional element to impacts consumer satisfaction and behavior objectives (Bei & Chiao, 2001; Xia et al., 2004; Andaleeb & Conway, 2006). Supposed price justice is regularly distinct when whether the price is understood by customers as sensible, satisfactory, and now be It is base on customers’ interior orientation prices, that might be created by previous price paid, the

price mainly regularly paid with selling prices in related exchanges (Kahneman et al., 1986a,b). Kimes & Wirtz (2002) proposed to customer's can see the price as biased if will not defend by current market situations. Furthermore, apparent price impartiality can still be clarified with the code of double rights (Kahneman et al., 1986a,b). This rule sets organizations as qualified for a sensible benefit and customers will allow to a sensible price. Amplify price is professed to be fair if it is based on cost increase. Likewise, is professed to be biased if the price is improved deprived of fundamental cost enlarge. Apparent equality price is established to be absolutely connected to consumer satisfaction and reliability (Bei & Chiao, 2001), prompt to quick negative attitudinal and behavioral reactions, for example, disappointment, griping and changing to different suppliers (Xia et al., 2004).

As understand in the study, consumers have a tendency to depend on several kinds of orientation price to whether a price is reasonable or not prior to any judgment to purchase. That is clients are probably going to shape benchmark or rely upon reference price in a few process, for example, reviewing prior exchanges, distinguishing contender costs, sympathetic the expenses of the vendor, or by seeing the prices paid by extra clientele (Briesch, Krishnamurthi, Mazumdar, and Raj, 1997). Generally, customers have a tendency to depend on a few references indicates before settling on choice to purchase and this incorporates precedent costs, contender costs, and cost of products sold while accepting value reasonableness to make evaluation involving various brands (Bolton Warlop, & Alba, 2003). Campbell (1999), suggest prices equality as a critical element to be measured, since price can influence brand image, and subsequently, apparent price



injustice may result in depressing outcomes, for example, purchasers' change to different competitors with bad word of mouth.

Previous literature establishes that price fairness have important optimistic impact on brand equity and its rudiments (Almsallam, 2015; Beristain & Zorrilla, 2011; Li & Chaipoo Pirutana, 2015). Bassey (2014) additionally establishes the apparent price parity have an important effect on customer pleasure with dedication. Equally, Anderson et al. (1994) viewed price as an essential variable for creating pleasure, and assess that customers incline to appraise the significance of a product or service in light of the genuine price. Experimental studies furthermore exposed that apparent price fairness straight influence customers' general satisfaction and re-purchased performance (Rothenberger, 2015; Wang, Potoglou, Orford, and Gong, 2015). Subsequently, giving a excellence providing at sensible price can assist brand to improve its fairness and achieved competitive advantages above other competitors. This submission will be an explanation behind shoppers to chossed a certain brand over another.

### **2.6.1 Price and Customer Satisfaction**

However, empirical evidence sustain for the price sensitivity, satisfaction and price insight reliability relations is inadequate in the restaurant business study, greatly late scholars have endeavored to confirm the specific role of price insight in illumination consumer attitudes in marketing (Bolton & Lemon, 1999; Varki & Colgate, 2001; Ranaweera & Neely, 2003). Bolton and Lemon (1999) inspect the influence of price awareness on customer use of mobile phone and entertaining services. Discernments have assessed as fair or injustice. These result designated that consumer insights of cost fairness and unfairness payment

equity essentially influenced their general satisfaction and behavioral intention to both industries.

Using experimental facts commencing in the banking business in New Zealand and the United States (US), Varki and Colgate (2001) verified the influence of price perception in amplification customer after-purchase intension. Also the findings shows that while price observation considered on outright scale was not a considerable forecaster of satisfaction and behavioral purpose for the U.S. example, judgment evaluated at a similar source was essentially linked to consumer satisfaction, possibility of accomplishing additional business firms , which prescribed the bank for the New Zealand test. A consumer emotion about the receptivity of price may capture assess price insight (Martins & Monroe1994).

As indicated by Sirohi, Mc Laughlin, and Wittink (1998), this influences consumer's satisfaction. In adding up, price recognition might be an approach to improve a firm's profit stage as well as a customer's level of satisfaction, and escalating the observation that a price is levelheaded is also extremely connected together with customer maintenance and business achievement (Ranaweera & Neely, 2003). Subsequently, in view of these hypothetical and observational supports, it will be deduced that price judgment as a critical driver of consumer of customer pleasure and faithfulness in the restaurant business.

## **2.7 Physical environment**

The physical environment is the situation that will influence the conduct and advancement of someone or something like the physical condition which had expressed in the (Oxford Dictionary, 2005). Restaurant environment is going on, uproarious and constantly occupied. As indicated by Liu and Jang (2009), all through feasting restaurants,

components that can add to environment fulfillment are incorporated all the inside outlines and stylistic themes, charming music with direct tumult, great lighting, format and shading.

The physical environment of restaurants plays a crucial role in shaping the place's image picture. Blasts and Bitner (1982) recognized that the servicescape of hospitality industries considerably influence customer return to goal and restaurants image. They contended that the restaurants environment might be successfully used to make a stronger brand image of the business, to modify the consumer's perceptual mapping among rivalries, also to improve straightforwardly their consumer loyalty through the service experience. Baker et al. (1994) additionally showed the fractions with the atmosphere of hospitality organisations on progressing a brand image also empowering buy practices. Nguyen and Leblanc (2002) uncovered that customer's contact faculty and physical surroundings had a fundamentally optimistic effect on saw a company image by new customers of a hospitality organization.

Atmospherics are seen as the nature of the encompassing space. As point out by Kotler (1973), it is the mindful exactness of space to generate exacting passionate influence in purchasers that advance their buying intention. Atmospherics has includes of an agreement of components, an instance lights, shading, fragrance and music. Inquire about in natural science has planned that atmospherics powerfully affects individuals' feelings, and behavior. Mehrabian and Russell (1974) originally familiar a hypothetical model and clarify the consequence of natural boosts on personal behavior. The model maintains that the physical surroundings might impact individuals' passionate reactions, (for example, joy and excitement), which thus evokes approach or shirking conduct toward nature. This

model has increased predictable support from various experimental reviews in various service settings, for example, retail restaurants and hotels (Baker and Cameron, 1996; Chebat and Michon, 2003). In a restaurants setting, Ryu and Jang (2007) investigate the consolidated influence of numerous climatic factors on behavioral expectations in fashionable restaurants. Their discovery bolstered that feel for instance lightning, aroma, wifi music, also conducive atmosphere and employees appearance have the most serious power on clientele excited reaction, that thusly prejudiced clients' post-dining behavioral intentions.

As indicated by the study of ecological psychology, individual conduct be firmly connected by means of the physical setting (Mehrabian and Russel, 1974; Russel and Pratt, 1980). In particular, Mehrabian and Russel's (1974) hypothesis demonstrated to facilitate people for the most part respond to the earth in two inverse habits: draw near and shirking. While approach practices be viewed as optimistic reactions to the location of a position (e.g., craving to remain, work, and offshoot), evasion practices can be depicted as pessimistic reactions (e.g., a yearning shown, work, and subsidiary). Businesses evidently need to upgrade singular advance practices also diminishing shirking practices (Bitner, 1992). In current days, the implication of the physical setting in influencing performance has been inveterate in various consumer demeanor examines (Reimer 2005 et al...)

The findings in these reviews showed that turns the atmosphere more delightful also inventive is fundamental in support of a company's affluence. The significant of pleasant settings in determining consumer reactions and in creation an image is mainly relevant in a service business, for instance, the restaurant business (Booms and Bitner, 1982). Surely,

customers intentionally (or unwittingly) intellect the substantial atmosphere some time newly, through, and post the dinner when eating outside in a restaurant. Whereas the food also the provide have to be of standard excellence, fulfilling physical atmosphere, an instance, stylistic theme, curios, format, also composition may decide, to a substantial amount, the intensity of general consumer reliability and resulting purchasers conduct. That is, clientele may respond to additional than merely the nature of the nourishment also management while assessing their knowledge with construction their states of mind headed for a supplier.

Kotler (1973) demonstrated a few circumstances, the climate of the position can be as greatly critical as food (an instance food with complementary services) in buying judgment process. Imaginative utilization of the substantial plan in restaurants business would be fundamental in improvement exacting promoting destinations, for instance, optimistic customer view of worth, optimistic evaluation of familiarity, and inspirational dispositions. In the examination of the influence of environment to consumers and workers, Bitner (1992) utilized the word servicescape to portray "the fabricated setting" or, the entire extra particularly, "the man-made, environment settings rather than regular or communal setting" (p. 58). In her review, physical environment in many theoretical and exact reviews, specialists have documented the basic variables of the physical surroundings, for instance, style and curios, spatial format, and encircling circumstances particularly apropos to the service company (Nguyen 2002 et al.). These three variables have been oftentimes incorporated into most study identified with the physical atmosphere and are the most satisfactory measurements of the atmospheric settings for consumer conduct contemplated in an administration environment (Nguyen 2002 et al.). Incorporated the greater part of

the target corporeal elements that could be managed by service business to upgrade client or employees, interior (such as, insight, feeling, and fulfillment) also outside reactions (such as, staying, repatronage). So also, in the review, the physical surroundings allude to the artificial corporeal setting/circumstances, that can be managed by restaurant owners instead of the indigenous habitat.

### **2.7.1 Physical environment and customer satisfaction**

There is a significant connection between physical surroundings of restaurant and consumer loyalty. As indicated by Lim (2010) and Chang (2000), environment and consumer loyalty have an optimistic relationship, whereby environment gives clients figure a discerning picture before any influencing the reaction or judgment of particular administration situations. In addition, Ryu & Han, (2010), in their review demonstrated that clients are increasingly place at best on careful time and additionally superior dining environment if dissimilarity with past time. Moreover, an evaluation by Kokko (2005) suggest that environment of a restaurant is much of the time saw by consumers as the complete best standard for the eatery, and considerably extra imperative than food supply.

The significance of physical environment to generate a brand likeness and persuade purchaser intention especially applicable in eatery business (Hui, et.al 1997). Since you cannot separate service provider with the service itself that is most produce and consume at the same time, therefore the buyer is "in the production line," regularly encountering the aggregate a service inside the possessions physical ability (Bitner, 1992). Despite the fact that the food and complementary service ought to be of worthy superiority, satisfying objective environment for instance, stylistic theme, design, lighting and representative

neatness may decide to a vast degree level of general fulfillment also resulting conduct in the restaurant business. Due to service be predominantly insubstantial and regularly need the purchaser to be available in production period, therefore physical surroundings can crucially influence the principle scenery of the service occurrence, which determines customer's satisfaction in restaurants firms (Kotler, 1973; Bitner, 1990, Brady and Cronin, 2001; Parasuraman et al., 1988; Ryu and Jang, 2007). Bitner (1990) recommended to facilitate appearance surroundings might altogether persuade purchaser ultimate fulfillment. Additionally, Bitner (1992) talked about the impact of tangible atmosphere appearance on principal expansion of the service excellence image. Also authored the term services point to depict the strengthen influenced of each physical element which can be manage by service business to upgrade client as well as representative practices.

Services area suggests to the "assemble atmosphere" or, all the additional principally, the "man-made, physical background instead of the common otherwise social atmosphere" (Bitner, 1992, p. 58). She distinguished three necessary measurement of the services area that induce buyers' all surrounding view of the services environment (i.e., saw quality) and their ensuing inside and outside reactions. The three dimensions are (an) atmospheric setting (apparatus recognized with stylish interest); (b) spatial design also usefulness; and (c) signs, images, and ancient rarities. Inquire about recommending an instant relationship among atmospheric environment and outcomes, an instance, customer pleasure (Chang, 2000 et al.). For example, Wakefield and Blodgett (1996) inspected the influence of format convenience, facility aesthetics, solace, wifi music and cleanliness on the apparent nature of the service area. The findings uncovered to facilitate apparent nature of restaurant settings essentially influenced a purchaser pleasure in the recreation benefit location.

Furthermore, Chang (2000) recommended the apparent physical location was an instant indicator of client's fulfillments in this manner proposing that buyer loyalty is straightforwardly also emphatically connected with part of optimistic approach practice. In this way, restaurant owners might conceivably have additional instrument that will help to supervise client's reliability and optimistic approach behavior.

## **2.8 Facility**

Chua, et al. (2010) portrayed Facility arrangement involves of no-individual components which comprises facility display, table design, lighting and cooler which impacts individuals cognizance, feelings, and conduct. This grouping includes configuration issues connecting with a deprived seating plan not bright light, wrong menu display and inappropriate show of billboards. Suitable arrangements should increased customer delight in post dine knowledge. Clients always assess arrangements plan adversely when these obstruct the service action. A review of Mobach (2011) he proposed that facility design have an impact on operations. A well-arranged environment can certainly induces imaginative consumer's intention, which may thus permit clients to create sought practices. The finding additionally affirmed that the facility permit clients to moderate the negative impacts of blockage by giving more control of the service trade.

Facility aesthetics means structural design, which comprises plan and stylish layout design and furnishing that will help to add up a good looking restaurant environment settings (Wakefield & Blodgett, 1994). When clientele go into eating area in a fashionable restaurant they will spend long time looking (deliberately or subliminally) the design of dining space which is supposed to influence consumers behavior in the direction of the



restaurant (Baker, Berry, & Parasuraman, 1988). Moreover the plea of the structural setting the consumers will be prejudice with the outfit colors design of the eating place. Varieties of colors design and decorations bring a special frame of mind, reaction, also feelings (Mikellides, 1990, Bellizzi & Hite, 1992; Crowley, 1993; Gorn, Chattopadhyay, Yi, & Dahl, 1997 ;). Additional features of internal decoration like music, design chairs, modern furniture's, Wi-Fi , pictures, flowers, modern paints will also help to upgrades the apparent excellent of eating environment, creating emotions (pleasure and arousal) in a purchaser.

### **2.8.1 Facility and Customer Satisfaction**

Customer satisfaction generally used to improve when a buyer experience that the restaurant facility design its tables, plates design, color, lights and sound care reflecting the excellent of restaurant. Moreover, most customers they don't care with high fair food price if the restaurant facility is reflecting or escalating restaurant excellence (Ryu & Han, 2010). Color awareness is linked with the emotion and can differ from, beliefs norms or gender for instance ladies love pink colors than means. On the other hand the background music also affect customers willingness enthusiasm to keep eating in the restaurant, when the restaurant facility is more favorable to customers there is less tendency for a customer to leave food on their plates and also willingness to spend more money compared to customer in low decorated and fashionable restaurant that usually leave most of the food in their plates and spend small money. The predicament that customers experienced in less decorated restaurants mostly caused due to significance of customers mingles (Musinguzi, 2010).

A customer's have to enjoyed a proper satisfaction to the amount that he is eager to pay for a restaurant food which accompany him with some bundle of services together with the food, through facility design that will induce them to repatronage the restaurant. (Sabherwal, 2011). A study by kotler (1973) facility lay out of the restaurant and it's functionally also a symbol or decoration also improved the willingness image of the restaurant. Kotler also believed that service area has a most significant for the restaurant and other hospitality industries whose customers spent long time when patronizing in the organization where as a business that customers leave the service cape in a short period of time have less significant of facility decoration. (Bitner, 1992). Eating environment has a strong impact on consumer's evaluation weather positive as well as negative familiarity and apparent worth, that will influence consumers if have intention to repurchase or seek for restaurant alternative. (Liu & Jang, 2009b).

The findings of Heung and Gu, (2012). Shows that the tangible facility of the restaurant environment, is additionally exactly aesthetics of the eatery and workers that were included in the service chain or dinning familiarity are more important to a consumers than intangible variables, such as music, table/plate design, lights, or paints by which consumers are not eager to spend money on it.

## **2.9 Halal Element**

With respect to halal awareness, it appears that advertisers need to advance a greater amount of its halal marking might be one reason halal awareness is not related to advantageous food consumption is because of the way that clients have a tendency to see that all handled food is halal. Henceforth, strategy creators particularly Jabatan Kemajuan

Islam Malaysia (JAKIM) ought to screen all food producers in guaranteeing that clients are presented with halal sustenance and halal advantageous food products.

Halal element is getting to be one of the consumer's significant concerns in Malaysia. Halal begins from an Arabic word which entails permitted or permissible by Islamic Law ([www.halal.gov.my](http://www.halal.gov.my)). The idea of halal is able to never mean only fork free food in its physical presence. Halal refers to the food that does not come into touch with something viewed as foulness such as flesh, liquor, pork, blood, defecation, also anything that is not allowed by Islamic law. It should likewise be arranged, prepared or made utilizing hardware mixed with something impure (Othman @ Salleh, 2005). The halal idea is genuinely starting beginning the farm or factory up to dining table, and should be nourishing and arranged on or after allowable fixings in a spotless as well as sanitized way. In connection with halal accreditation, the techniques allude to the readiness, butchering, fixings utilized, cleaning, taking care of and handling, directly down to carrying and appropriation. Halal food additionally holds fast to severe principles in cleanliness and cleanliness, and should not be destructive to wellbeing (IslamOnline.net, 2006).

Furthermore the Malaysian principles goes about as the universal principles of preparation dealing production and keeping of halal food items rule on generation, and been gazette by the Malaysian administration. The concern of accreditation is integral to the universal suitability of halal items. The issues of halal food additionally incorporate hygienic, cleanliness and quality guaranteed. Protection and quality confirmation guarantee that the halal items are likewise perfect protected and well dealt with, with great introduction and served in an appropriate way and of value for everyone (Hayati et al., 2008 Abdul Nassir

Shaari and Mohd Arifin, 2010;). It is important to know different customers have divergent viewpoint about what constitutes halal foodstuffs, where dispositions and subjective standard assume a critical part in shaping aim. A review by Lada et al. (2009) demonstrated that the choice to pick a halal item is influenced by uplifting state of mind and subjective standard. Also in a current study, Butt and Aftab (2013) detailed an immediate association involving disposition towards halal and fulfillment in a web based keeping money setting. Propelled by these thoughts and discoveries, we research these speculations.

### **2.9.1 Halal element and Customers Satisfaction**

The connection concerning religious and buying behavior faithfully Muslims are declared to eat or drink only halal products. As stated by Lada S, et al, 2009 in his research consumer behavior in Malaysia, it's significant when it comes to the advertising of halal items. The buying behavior of Muslims customers is very same with other consumers in searching qualitative, vigorous or healthy products that follows shariah complaints (Al-Harran and Low, 2008). Based on the findings of Decliner, 1994 and Pettinger et al., 2004, religious conviction used to persuade customers purchased behavior; approach as much as buying judgment and consumption behavior (Mullen et al., 2000; Mennel et al., 1992). In numerous cultures, religions have a most significant important in determining food of excellent (Musaiger, 1993; Dindyal, 2003). Customers will devote their focus to a good advertised products that does not have a halal sign nevertheless they might read its components, in contrary to buy the anyone that have a low diversion halal logo (Al-Harran and Low, 2008).

## **CHAPTER THREE**

### **Methodology**

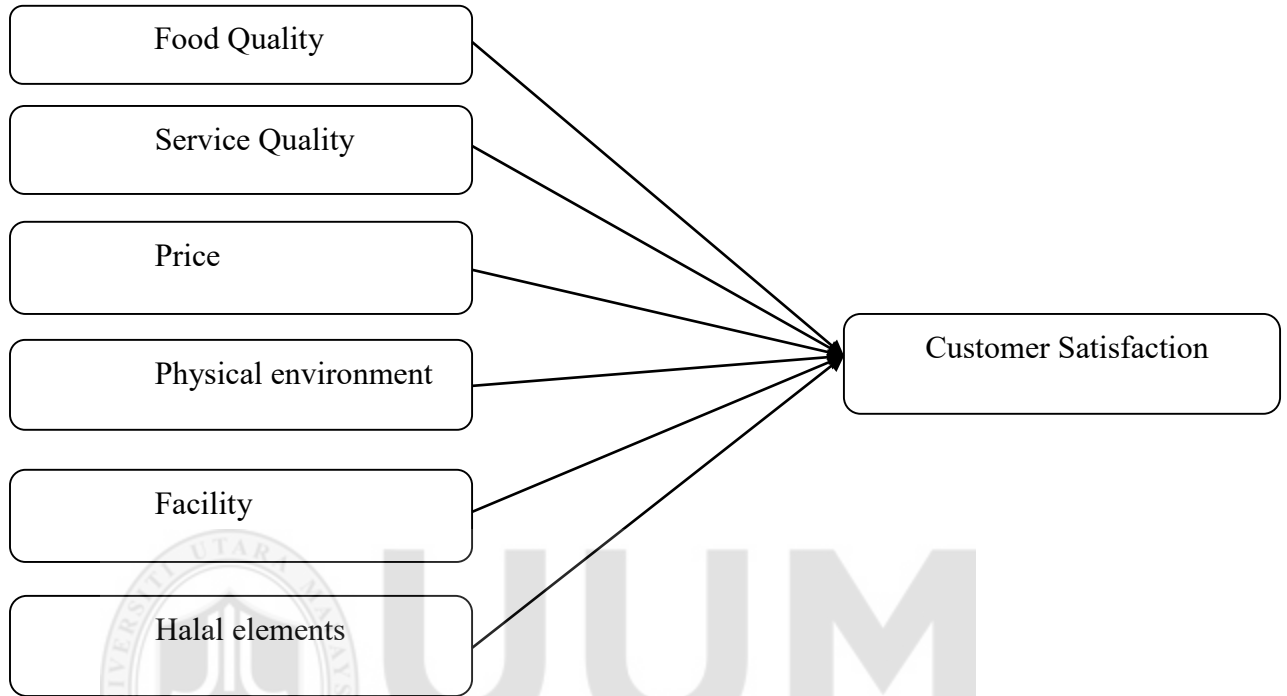
#### **3.1 Introduction**

A review of related literature was carried out to analyze key consumer responses with capacity to provide sustainable competitive marketing advantages to firm's. This chapter will start with a discussion of the research framework, the methods that will be applied in this research. It includes the elaboration on research design, population, unit of analysis, sampling. Based on the research framework and hypotheses, the further step is to explain the research methodology and instrument. At the end of chapter, there is the discussion on the analysis of data employed in the study.

#### **3.2 Theoretical Framework**

The research model of this study consists of Customer satisfaction as a dependent variables while food quality, service quality price, physical environment, facility and halal element as independent variables. In a twist, this can also guide toward the conformity or disconformities to the adapted and modified Transaction-Specific Model. The significance of an exacting characteristic varies depending on the type of restaurant and the category of customer (Gupta, McLaughlin & Gomez. 2007)

**Figure 3.1** *Theoretical Framework*



The model was recommended by Teas (1993) and later on prolonged via Parasuraman, Zeithaml and Berry (1994) PZB from now on (Andaleeb & Conway.2006). The model hypothesizes a customer's general satisfaction with a transaction to be a purpose of their assessment of service excellence, quality of product, price environment and facility (Parasuraman, Zeithaml, and Berry 1991) Transaction-specific fulfillment considerably determines general customer satisfaction (Jones, & Suh, 2000). Customers are probable to reflect on exact aspects of the transaction, such as product attributes (example the quality of food and restaurant ambience), service characteristics (example receptiveness of the service provider), and price itself to be contented with the general restaurant knowledge (Andaleeb and Conway.2006).

The whole model was observed to be important Andaleeb and Conway (2006). They facilitate express the outcome proposed to the model adequately clarify the customer satisfaction and that full service restaurant proprietor ought to concentrate on three central rudiments, which are service quality (receptivity), price and food quality (dependability).

### **3.3 Research Hypotheses**

A hypothesis is a testable proposition that is empirically concerned about the relationship among variables. The independent variables involved in this study are food quality, quality of service, meal price, physical environment, facility and halal elements with customer satisfaction as the dependent variable.

Findings of Andaleeb and Conway, (2006). Quality of food, Service quality is a significant element of customer's satisfaction. Based on Anderson, Fornell, and Lehmann (1994) focused lying on price as a crucial variable in favor of influencing consumer contentment, since consumers frequently reflect price whenever they survey the estimation of a gained meal/product or service. Consequently, the study suggests the following hypotheses:

H1: Food quality has a positive relationship with the customer satisfaction.

H2: Quality of service has a significant relationship with the customer.

H3: Price of the meal has an important relationship with customer satisfaction.

The physical environment of the restaurant usually has a significant influence customer's satisfaction. A findings of Blasts and Bitner (1982) recognized that the servicescape of

hospitality industries considerably influence customer return to goal and restaurants image. They contended that the restaurants environment might be successfully used to make a stronger product image of the business, toward modify the consumer's perceptual mapping between rivalries, also to improve straightforwardly their consumer loyalty through the service experience. Also a study of Mobach (2011) he proposed that facility design has a positive impact on restaurant operations. Therefore, the following hypotheses are proposed.

H4: Physical environment has an appositive influence on customer satisfaction

H5: Facility of the restaurant has a significant relationship with customer satisfaction.

The buying behavior of Muslims customers is very same with other consumers in searching qualitative, vigorous or healthy products that follows shariah complaints (Al-Harran & Low, 2008). Also in a current study, Butt and Aftab (2013) detailed an immediate association involving disposition towards halal and fulfillment in a web based keeping money setting. Therefore, the study hypothesizes thus

H6: Halal elements have an important relationship with customer satisfaction.

### **3.4 Research Design**

Research design involves a sequence of coherent decision making choices concerning a study (Cavana, Delahaye, & Sekaran, 2001). To begin a scientific research project, the researcher needs to make some assumption of what is to be known and how to know it (Creswell, 2009). Basically, a research design should involve the purpose of the study, the



type of examination, the unit of analysis, the study setting, and the time prospect (Cavana *et al.*, 2001).

Essentially, therefore, this study will test hypotheses by investigating the causal relationship among the identified variables in order to explain the variance in the dependent variable and its possible outcomes. In explaining the nature of certain relationships, hypothesis testing is usually used (Cavana *et al.*, 2001). The unit of analysis will be the individual unit where a field survey will be carried out in a non-contrived setting to collect across sectional quantitative data, aggregate the data, and subsequently analyze the data.

### **3.5 Unit of Analysis**

In the context of this study, the individual consumer is the unit of analysis. The study chooses the individual consumer because is consumer-based satisfaction studies (e.g. Pappu *et al.*, 2005; Christo doulides, Cadogan, & Veloutsou, 2015), survey questionnaire is administered among the restaurant consumers.

### **3.6 Population and Sample**

The population of the study is the customers with frequent patronage in Subaidah restaurants UUM for their meals. It includes all the customers regardless of their demographics background, education level, race and religious. The sample will be the customers of the chosen restaurants in UUM, Kedah Malaysia. Subaidah is chosen as the restaurant to conduct the survey as it offers respondents with different demographic background. The students/staff of UUM come from different academic and social background ranging from undergraduates and postgraduates to university staff that can provide diversity and variety of the information. From here, the information on a variety

of behaviors and needs can be derived. The cost of living here that is moderate to high that can give some ideas on their pattern and decision in spending particularly in food.

Based on my discussion with subaidah restaurant manager UUM on 12<sup>th</sup> December, 2016 there are about 3,600 customers patronizing their restaurant daily. The sample size of 351 was arrived at based on Krejcie and Morgan (1970) sample size table.

### **3.7 Sampling Technique**

Sampling is the procedure of drawing conclusions based on the dimension of a subset of the population (Zikmund, Babin, Carr, & Griffin, 2012). With the suitable statistical procedure followed, a researcher does not need to choose all the items in the population. This is because it is almost impossible to collect data of all the elements due to cost, human resource, and time constraints (Cavana *et al.*, 2001). This study adopts a probability sampling method in selecting the sampling units from the total population. The Probability sampling method is used extensively by researchers in completing out both qualitative and quantitative research (Zikmund *et al.*, 2012). Furthermore, comparable studies directed have utilized the probability sampling procedure to gather information (Buil *et al.*, 2013).

Probability sampling method was utilized as a part of gathering information in different customers regardless of their demographics background, education level, race and religious in Subaida restaurant UUM. Simple random sampling takes into account for collecting data from Subaidah restaurant individual customers or units that are available. Researchers often use simple random sampling to collect a large number of reactions in a proficient and cost efficient way when it is virtually difficult to obtain samples through other means (Sekaran & Bougie, 2009)

### **3.8. Operationalization and Measurement of the Variables**

The section of the study shall define and operationalized the variables under study which includes.

#### **3.8.1 Food Quality**

Food becomes a principal product of a restaurant, food serves as an essential part of restaurant encounter. Food quality had been largely perceived as a key consideration affecting customer loyalty and after-dining expectation. Food quality seems to agree as an important part to convince customers; though, it has frequently unnoticed in restaurant service quality and satisfaction studies. Food quality is observed connected to the satisfaction inside fast food restaurants (Kivela et. al., 1999; Law et al., 2004; Johns and Howard, 1998) verified in their study. It contains five items and adapted Ryu, Lee, & Gon Kim. (2012).

S/N	FOOD QUALITY / ITEMS
FQ1	The quality of food served in Subaidah satisfy you well
FQ2	Subaidah restaurant offers excellent and hygienic food
FQ3	Subaidah restaurant offered fresh food.
EQ4	Subaidah restaurant food presentation was visually attractive
FQ5	Subaidah restaurant aroma of the food was enticing

#### **3.8.2 Service Quality**

Service quality can be observed as an approach or worldwide decision about the predominance of a service (Robinson, S.1999). To become internationally competitive service businesses you should attain a quality and superior service to surpass customers' belief. Service quality impacted by desire, procedure quality and output quality as such models of service which is characterized by clients who had encountered that that service

and utilized their familiarity and emotions to shape a decision (Chen, Chen, & Chen, 2001).

It contains six items which is adapted Ryu, Lee, & Gon Kim. (2012).

S/N	SERVICE QUALITY / ITEMS
SQ1	Subaidah restaurant Employees served me food exactly as i ordered
SQ2	Subaidah restaurants Employees provided prompt and quick service
SQ3	Subaidah restaurant employees are well Dressed
SQ4	Subaidah restaurant employees made me feel comfortable in dealing with them
SQ5	Subaidah restaurant employees are always willing to help me
SQ6	Subaidah restaurant employees makes you feel special

### 3.8.3 Price

Price can be measured as one among premier critical variables that impact the behavior of both business and clientele. Anderson, Fornell, & Lehmann (1994) focused on price as explanation variable for influencing consumer contentment, since customers frequently reflect the price when they survey the estimation of a gained product or service offer. It contains four items which is adapted (Norazilawati, 2011)

S/N	PRICE / ITEMS
P1	Subaidah restaurant food price reflects the food image
P2	I am willing to pay higher price at Subaidah restaurant
P3	Subaidah restaurant food served must be a good value for my money.
P4	Cheap price for my meal is important to satisfaction

### 3.8.4 Physical environment

Physical environment is the location that will influence the conduct and advancement of someone or something like the physical condition which had expressed in the (Oxford Dictionary, 2005). Nguyen and Leblanc (2002) uncovered that customer's contact faculty and physical surroundings had a fundamentally optimistic effect on saw company image by new customers from a hospitality organization. It contains six items which is adapted (Norazilawati, 2011)

S/N	PHYSICAL ENVIRONMENT / ITEMS
PE1	Physical cleanliness of Subaidah restaurant attracts me to patronize.
PE2	Subaidah restaurant had attractive interior design and decoration
PE3	Subaidah restaurant has a cheerful and enchanting atmosphere
PE4	Subaidah restaurant has available packing space
PE5	Subaidah restaurant has attractive and enticing presentation of food.
PE6	Subaidah restaurant has an appealing physical facilities

### 3.8.5. Facility

Facility arrangement involves of no-individual components which comprise facility display, table design, lighting, wifi, hand washing basing. Suitable arrangements should increased customer delight in post dine knowledge. Clients always assess arrangements plan adversely when these obstruct the service action. A review of Mobach (2011) he proposed that facility design have an impact on operations. A well arranged environment can certainly induces imaginative consumer's intention, which may thus permit clients to create sought practices. It contains four items which is adapted Voon, (2011).

S/N	FACILITY / ITEMS
PE1	Subaidah restaurant background music is pleasing
PE2	Subaidah restaurant had Has a good design and layout
PE3	Subaidah restaurant has an appropriate color scheme
PE4	Subaidah restaurant has a nice smell (scent)

### 3.8.6 Halal elements

Halal element simply means any items that are permitted or lawful. So when we are talking about halal foods, it means any foods that are allowed to be eaten according to Islamic Sharia law. Halal refers to the food does not have contain or come into touch with something viewed as foulness such as flesh, liquor, pork, blood, defecation, also anything that is not allowed by Islamic law. It should likewise be arranged, prepared or made utilizing hardware mixed by anything unclean (Othman @ Salleh,2005). It contains four items which is adapted Salman, & Siddiqui, (2011).

S/N	HALAL ELEMENT / ITEMS
H1	I am willing to pay more for food that has halal elements
H2	I will not buy a food product, if doubts are raised about it by my peers and family
H3	I don't buy any food with haram ingredients.
H4	I don't eat pork or haram meat

### 3.8.7 Customer Satisfaction

Customer satisfaction refers to contentment that customers encompass about an organization while their anticipation can meet or surpassed over the existence of their product or service. Consumer satisfaction is characterized now by Oliver's (1997) terms: customer's satisfaction reaction, as a decision to facilitate an item or a service feature, or

goods as well as service itself, gives a pleasant level of utilization connected satisfaction.

It contains ten items which is adapted Ryu, et, al. (2012).

S/N	CUSTOMER SATISFACTION / ITEMS
CS1	I am very satisfied with my overall experience in Subaidah restaurant
CS2	Overall, Subaidah restaurant puts me in a good mood
CS3	I have really enjoyed myself at Subaidah restaurant
CS4	I am sure it was the right time to eat at Subaidah restaurant.
CS5	I truly enjoyed Subaidah restaurant food.

### 3.9 Source and description of the study variable measures

Section	Variable	Number of items	Reliability	Sources of scale
A	Personal information	Eleven	-	Self-construct
B	Food Quality	Five	0.78	Ryu, et, al (2012).
C	Service Quality	Six	0.74	Ryu, et, al (2012).
D	Price	Four	0.880	Norazilawati, (2011)
E	Physical environment	Six	0.864	Norazilawati, (2011)
F	Facility	Four	0.83	Voon, (2011).
G	Halal elements	Four	0.81	Salman, & Siddiqui, (2011).

### 3.10 Research Instruments

Well entrenched scales will be employed to measure the variables included in the model.

The study adapt the instruments that urbanized by Yim, Tse, and Chan, (2008). It was suggested that with the slight adjustment, these instruments will be adapted to several service industries (Parasuraman.et.al. 1985, 1998; Brown et. al., 1993; Oldfield& Baron

2000). The review concerned statements connecting with consumer perception, evaluated on five (5) point interval scale where 1 is strongly disagree and 5 is strongly agree.

The representative sample of customers will be selected among the people who have lunch or dinner in Subaidah restaurant UUM Kedah, Malaysia. The questionnaire will be positioned on each table for customers to complete as they are waiting for their meals to be served or after their meal. They will filled the questionnaire and return it before they leave the restaurants.

A descriptive research design and cross sectional survey is applied to the study. A self-administered survey questionnaire is used to collect data from targeted sample. The data collection instrument use involves three (3) parts of self – administered questionnaire.

For the reason of the questionnaire, respondents are explaining to complete Section A in which they have to give an information concerning their personal details. This section also includes data on respondents' demographics. While the second part of the questionnaire gathers some information on the pattern of patronizing a restaurant. The third section evaluates customers' perceptions of food quality, quality of service and price that the restaurant might offer which consists of 5-point Likert scales in which the respondents are asked to specify the level of their perception based on the Likert scales from one (1) strongly disagree with five (5) strongly agree as adapted by Norazilawati, A. R. (2011)..

### **3.11 Data Collection Procedures**

Data for this study would be collected through a self-administered survey using questionnaires. A total of at least 400 questionnaires would be distributed by the researcher.



Moreover, Data for dependent and independent variables would be collected from the same respondents. This study adapts the survey procedures employed by Pappu *et al.*, (2005) and Buil *et al.*, (2013).

### **3.12 Statistical Techniques**

The data collected were suitably analyzed to determine whether or not the hypotheses formulated have been supported. It is additionally determined whether the objectives of the study have been substantiated. Partial Least Square - Structural Equation Modeling (PLS-SEM) was utilized to analyze the data in view of its prescient technique (Sanchez-Franco, 2006). According to Ringle, Wende, & Will, (2005), PLS-SEM has the healthy ability to test many relationships simultaneously consequently, it can create a solid and substantial result. PLS-SEM has turned out to be one of the main analysis techniques for multivariate studies predominantly in management related disciplines (Wold, 1982).

### **3.13 Summary of Chapter**

This chapter discusses the research design of the study which involve the purpose of the study, the type of examination, the unit of analysis, the study setting, and the time prospect, First by formulating hypotheses as testable proposition that is empirically concerned about the relationship among variables, then the chapter identifying the research instruments, data collection procedure, determining the sampling technique and the sample size as well as the statistical technique of data analysis.

## **CHAPTER FOUR**

### **Data analysis and finding**

#### **4.0 Introduction**

This chapter discusses the data analysis and findings of the study in numerous sections to clearly present the results. A series of statistical analyses was applied on the collected data to accumulate information from the responded surveys. The statistical analysis starts by an overview of the data collected, in which the response rate is presented. The statistical analysis is followed by the demographic profile of respondents. The researcher firstly starts by going through the returned questionnaires for any incomplete or straight-line answers, and then keyed into SPSS data editor.

Many scholars have suggested this screening and it is significant in many texts an instance (Bougie & Sekaran 2009). All the data collected from the respondents are checked for missing values also the demographic personality of the respondents derived through descriptive statistics. More over the evaluation of the research model conceded using both measurement model and structural model in line with (Hair, Hult, Ringle, & Sarstedt, 2013).

Discriminate and composite reliability, convergent validity, also average variance extracted (AVE) are taking into account for evaluating measurement model. Mean while the structural model ware assessed by means of coefficient of determination ( $R^2$ ) and hypotheses were tested to determine path association using bootstrapping method as recommended by (Hair *et al.*, 2013).

#### 4.1 Response Rate

The data collection that is distribution of questionnaire start on the 10<sup>th</sup> of March 2017 and was called off eleven days later. A sum of 370 questionnaires has been distributed however only 327 were returned which represent 88.4% response rate. After all effort was made by the researcher to get back the unreturned questionnaires but proved unsuccessful. As recommended by O'Sullivan and Abela (2007), a response rate that is above 20% is acceptable. Table 4.1 illustrates a summary of the response rate.

*Table 4.1*  
*Response Rate of the Respondent*

<b>Questionnaire Distribution and Retention Item</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Distributed Questionnaires	370	100
Unreturned Questionnaires	43	11.6
Returned Questionnaires	327	88.4
Unusable returned Questionnaires	14	3.8
Usable returned Questionnaires (usable for analysis)	313	84.6

*Source: The Researcher*

#### 4.3 Data Coding and Data Entry

Statistical Package for Social Sciences (SPSS) version 22 was used for coding and data entry. The SPSS variable view was tailored to suit the analysis purpose. To complete that, each case was given a serial number for easy recognition. The demographic variables were labeled consequently, whereas all the items in the questionnaire were labeled with a code as follows; food quality items were labeled FQ1-FQ5, Service quality items SQ1-SQ6, Price items P1-P4, Physical environment items PE1-PE6, Facility items FA1-FA4, Halal elements HE1-HE4, and Customer satisfaction items CS1-CS5.

After carrying out the coding and data entry, the data was checked to determine whether there is any missing value. A number of twenty four (24) values were discovered to have been missing randomly. Food quality has 3 missing values whereas service quality has 4 issues of missing value. Furthermore Price has 8 cases of missing values, Physical environment has 3 missing values, Facility, also halal elements and customer's satisfaction has 1, 4 and 1 missing value cases respectively. The missing values were therefore replaced with a mean substitution method using SPSS as recommended by (Hair, Black, Babin, & Anderson, 2010) as shown in Table 4.2.

*Table 4.2 Analysis of missing values*

<b>Latent variables</b>		<b>Number of missing values</b>
Food Quality		3
Service Quality		4
Cost of meal		8
Physical environment		3
Facility		1
Halal elements		4
Customer satisfaction		1
Total percentage	24 out of	10,642 = 0.23%

*Source. Researcher*

#### **4.4 Profile of the Respondents**

The individual consumer is a unit of analysis of this study, moreover the demography of the respondents which includes gender, marital status, age, ethnic group, educational qualification and occupation were collected and evaluated. Male respondents account for 45.7% of the total respondents, while 54.3% were female. The distribution of responses for married, single, and others were 20.04%, 78.3%, and 1.3% respectively, moreover 11.8% of the respondents fall Below 21 years old, whereas 54.6% of the respondents fall within

the range of 21 – 25 years, also 15.7% of the respondents are 26 – 30 years old, mean while 7.3% fall within age of 31 – 35 years old, Also 4.2% of the respondents are in the range of 36 – 40 years old, 6.4 while the remaining are more than 40 years old.

On the other hand majority of the population of respondents were Malay which represents 47%. While Chinese ethnic nationals comprise 7.3% of the total respondents, while 16.6% of the respondents were from the Indian ethnic group. Interestingly therefore, other ethnic groups of respondents were 29.1% of the total responses. This comparatively high figure is as a result of the high number of international students studying in UUM and also eating in Subaidah restaurant.

Educationally 15% of the respondent were PhD holders, while 24% of the respondents are having Msc Degree, over half of respondents are first degree which occupied 53% meanwhile 3.2% of the respondents are diploma, also 3.2% are matriculations and others occupied 1.6% respectively. Finally, based on the occupation of the respondent's students carries 87.9%, while 1.0% of the respondents are unemployed. Non executive are 3.2% and also 4.8% are Executive/professional, where as 1.0% are business owners and others account for 2.2% respectively. Other demographic variables of the respondents can be seen from table 4.3.

*Table 4.3 Demographic Profile of the Respondents*

<b>Items</b>	<b>Frequency</b>	<b>Percentage(%)</b>
<b>Gender</b>		
Male	143	45.7
Female	170	54.3
<b>Marital Status</b>		
Married	64	20.4
single	254	78.3
Others	4	1.3
<b>Age</b>		
Below 21 years old	37	11.8
21 – 25 years old	171	54.6
26 – 30 years old	47	15.7
31 – 35 years old	23	7.3
36 – 40 years old	13	4.2
More than 40 years old	20	6.4
<b>Ethnic Group</b>		
Malay	147	47
Chinese	23	7.3
Indian	52	16.6
Others	91	29.1
<b>Educational Qualification</b>		
Ph.D	47	15
Masters Degree	75	24
Bachelor Degree	166	53
Diploma	10	3.2
Matriculation	10	3.2
Other (Please specify)	5	1.6
<b>Occupation</b>		
Student	275	89.7
Unemployed	3	1.0
Non- executive	10	3.2
Executive/professional	15	4.8
Business owner	3	1.0
Other (Please specify)	7	2.2
<b><u>P. Patterns 1 (Average Eating in the restaurant)</u></b>		
About once a day	36	11.5
Several times a day	23	7.3
Once a week	49	15.7
A few times a week	74	23.6
Once a month	58	18.5
A few times a month	63	2.1
Other (Please specify)	10	3.2

<b><u>P. Patterns 2 (Average spending in the restaurant)</u></b>		
Less than 5 RM	54	17.3
RM 5 – RM 10	230	73.5
RM 11 – RM 15	28	8.9
RM 16 – RM 20	1	0.3
<b><u>P. Patterns 3 (purpose of your dining in the restaurant)</u></b>		
Business	22	7.0
Convenient meal	160	51.1
Social reason	48	15.3
Family/friend gathering	83	26.5
<b><u>P. Patterns 4 (Important factor for choosing restaurant)</u></b>		
Food	187	59.7
Service	14	4.5
Cost of meal	40	12.8
Physical environment	27	8.6
Facility	14	4.5
Halal elements	31	9.9

*Source: researcher*

#### **4.5 Descriptive Analysis of the Latent Constructs**

This segment mainly deals with the descriptive statistics for the latent variables employed in the current research. Descriptive statistics based on mean and standard deviations for the latent variables are work out. The entire the latent variables employed in this current study are considered using five-point scale fasten by 1 = strongly disagree to 5 = strongly agree.

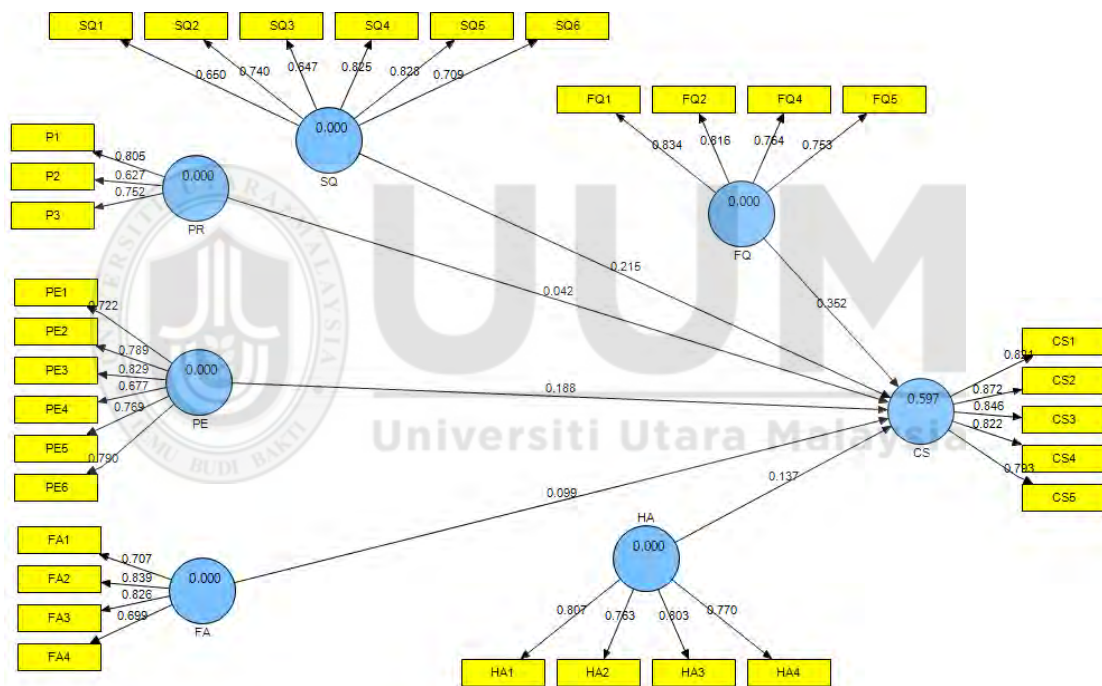
*Table 4.4 Descriptive Statistics for Latent Variables*

<b>Latent Constructs</b>	<b>Numbers of items</b>	<b>Mean</b>	<b>Standard deviation</b>
Food Quality	5	3.597	.749
Service Quality	6	3.725	.579
Price	4	3.435	.595
Physical environment	6	3.661	.555
Facility	4	3.490	.640
Halal elements	6	4.020	.786

*Source: researcher*

## 4.6 Assessment of Measurement Model

PLS-SEM has two stages of model evaluation that is the measurement model also the structural model. Measurement model as well referred to as the outer model is the structural connection with latent variables with their indicators (Tabachnick & Fidell, 2007). Measurement model is assessed based on Individual item reliability, internal consistency, convergent validity and discriminant validity. The individual assessment will be discussed with tables of result presented where necessary.



**Figure 4.1** *Measurement Model*

### 4.6.1 Individual Item Reliability

Individual item consistency was evaluated via exploratory the outer loadings of every construct's determine (Duarte & Raposo, 2010; Hair et al., 2012, Hair et al., 2014; Hulland, 1999). Subsequent to the rule of thumb for maintaining items with loadings between .40



and .70 (Hair et al., 2014), based on this study out of 34 items, 2 were deleted due to the obtainable loadings lower the threshold of 0.40. Therefore, in the entire model 32 items are maintained because are having loadings between 0.501 and 0.951.

#### 4.6.2 Internal Consistency Reliability

As stated by Bijttebier et al., 2000 and Sun et al., (2007), the internal consistency dependability means the degree to which each item on an exacting scale are determining related idea. Cronbach's alpha coefficient and composite reliability coefficient be usually used as an estimator of the internal constancy reliability of an instrument in managerial study (Bacon, et al., 1995; McCrae, et al., 2011; Peterson & Kim, 2013). In this study, composite reliability coefficient is selected to determine the internal consistency reliability of measures modified. There is two most important motives justified the use of composite reliability coefficient. Initially, composite dependability coefficient gives a high degree of fewer prejudiced approximation of consistency compare to Cronbach's alpha coefficient since the later presume all items contribute the same level with to construct without bearing in mind the real contribution of individual loadings (Barclay, et al., 1995; Gotz, Liehr-Gobbers, & Krafft, 2010).

*Table 4.5 Loadings, Composite Reliability and Average Variance Extracted*

<b>Latent constructs and indicators</b>	<b>Standardized Loadings</b>	<b>Composite Reliability (CR)</b>	<b>Average Variance Extracted (AVE)</b>
Customer satisfaction		0.9179	0.6912
CS1	0.821		
CS2	0.872		
CS3	0.846		
CS4	0.822		
CS5	0.793		
Food Quality		0.8707	0.6278
FQ1	0.834		
FQ2	0.816		

FQ4	0.764		
FQ5	0.753		
Service Quality		0.8758	0.5427
SQ1	0.650		
SQ2	0.740		
SQ3	0.647		
SQ4	0.825		
SQ5	0.828		
SQ6	0.709		
Price		0.7739	0.5355
P1	0.805		
P2	0.627		
P3	0.752		
Physical Environment		0.8935	0.5841
PE1	0.722		
PE2	0.789		
PE3	0.829		
PE4	0.677		
PE5	0.769		
PE6	0.790		
Facility		0.8531	0.5939
FA1	0.707		
FA2	0.839		
FA3	0.826		
FA4	0.699		
Halal elements		0.8659	0.6176
HA1	0.807		
HA2	0.763		
HA3	0.803		
HA4	0.770		

*Source: researcher*

On the other hand Cronbach's alpha will under or overestimate the scale consistency. Therefore composite reliability used to displays has unusual loadings also will be interpreted in similar vein with Cronbach's. However, the explanation of internal consistency reliability taking composite reliability coefficient into account be stand on the rule of thumb recommended by Bagozzi and Yi (1988) and also Hair et al (2011), proposed the composite reliability coefficient exist supposed to be at least .70 or beyond. Table 4.5, point out composite reliability coefficient of every dormant constructs start as of 0.7739 to

0.9179, anyone that is more than the lowest satisfactory level of .70, signifying sufficient internal constancy dependability of measures used in the research (Bagozzi & Yi, 1988; Hair et al., 2011).

#### **4.6.3 Convergent Validity**

Hair *et al.*, (2013) suggest that, convergent Validity is the degree of agreement among multiple items in measuring a particular concept. AVE is a common measure that set up convergent validity on the construct level. Also AVE is similar to the communality of a construct. An AVE with a value of at least 0.50 signify that, on average, the construct make it clear more than half of the variance of its indicators.

#### **4.6.4 Discriminant Validity**

Discriminant validity means a degree to which a latent construct is dissimilar with other latent constructs (Duarte & Raposo, 2010). Based this present research, discriminant validity be determined by means of AVE, recommended by Fornell and Larcker (1981). This was derived by evaluating the relationship with the latent constructs through square roots of average discrepancy stated. In addition, discriminant validity is ascertained following Chin's (1998) principle through evaluating the indicator loadings by supplement of reflective indicators in the cross loadings table. Initially, based on principles for assessing discriminant validity, Fornell and Larcker (1981) recommend the use of AVE with a score of .50 and above. To attain sufficient discriminant validity, Fornell and Larcker (1981) additionally suggest, the square root of AVE ought to be more than the correlation of latent constructs.

Based on Table 4.5, explains that, the values of the average variances derived between 0.5355 and 0.691, suggestive of satisfactory principles. In Table 4.6, the connections and 0.691, suggestive of satisfactory principles. Also in Table 4.6, the connections amongst the latent constructs were evaluated by means of the square root of the average variances extracted. Table 4.6 also illustrates that the square root of the average variances take out are all more than the correspondence of latent constructs, suggestive of sufficient discriminant validity (Fornell & Larcker, 1981).

*Table.4.6 Latent Variable Correlations and Square Roots of Average Variance Extracted*

Constructs	CS	FA	FQ	HA	PE	PR	SQ
Customer Satisfaction	<b>0.831</b>						
Facility	0.520	<b>0.771</b>					
Food Quality	0.664	0.424	<b>0.792</b>				
Halal Elements	0.347	0.248	0.196	<b>0.786</b>			
Physical environment	0.627	0.650	0.573	0.339	<b>0.764</b>		
Price	0.501	0.418	0.550	0.207	0.493	<b>0.732</b>	
Service Quality	0.586	0.456	0.525	0.207	0.493	0.482	<b>0.737</b>

*Source: researcher*

Additionally, as explained previously, discriminant validity is able to determine via evaluating the indicator loadings with cross-loadings (Chin, 1998). On the way to accomplish sufficient discriminant validity, Chin (1998) put forward that every indicator loadings ought to be more than the cross-loadings. Table 4.7 weighs against the indicator loadings with extra thoughtful indicators. Every indicator loadings are above the cross loadings, suggestive of sufficient discriminant validity for additional investigation.

Table 4.7 Cross Loadings

Constructs	CS	FA	FQ	HA	PR	PE	SQ
CS1	<b>0.821</b>	0.446	0.576	0.286	0.465	0.517	0.528
CS2	<b>0.872</b>	0.454	0.587	0.357	0.478	0.558	0.539
CS3	<b>0.846</b>	0.429	0.549	0.273	0.379	0.517	0.520
CS4	<b>0.822</b>	0.439	0.528	0.262	0.365	0.500	0.407
CS5	<b>0.793</b>	0.390	0.517	0.255	0.386	0.511	0.427
FA1	0.331	<b>0.707</b>	0.284	0.138	0.285	0.385	0.335
FA2	0.432	<b>0.839</b>	0.348	0.263	0.336	0.593	0.402
FA3	0.443	<b>0.826</b>	0.311	0.222	0.365	0.539	0.388
FA4	0.385	<b>0.699</b>	0.365	0.124	0.297	0.463	0.275
FQ1	0.567	0.328	<b>0.834</b>	0.101	0.512	0.433	0.434
FQ2	0.551	0.340	<b>0.816</b>	0.174	0.481	0.493	0.481
FQ4	0.491	0.359	<b>0.764</b>	0.192	0.384	0.468	0.392
FQ5	0.492	0.321	<b>0.753</b>	0.162	0.354	0.423	0.351
HA1	0.304	0.262	0.180	<b>0.807</b>	0.220	0.311	0.236
HA2	0.311	0.224	0.217	<b>0.763</b>	0.193	0.282	0.149
HA3	0.210	0.118	0.093	<b>0.803</b>	0.116	0.209	0.129
HA4	0.236	0.138	0.092	<b>0.770</b>	0.089	0.238	0.115
P1	0.396	0.301	0.484	0.126	<b>0.805</b>	0.400	0.423
P2	0.280	0.304	0.291	0.153	<b>0.627</b>	0.313	0.286
P3	0.408	0.320	0.411	0.179	<b>0.752</b>	0.366	0.339
PE1	0.478	0.436	0.429	0.329	0.355	<b>0.722</b>	0.440
PE2	0.493	0.525	0.409	0.290	0.331	<b>0.789</b>	0.355
PE3	0.486	0.594	0.399	0.264	0.347	<b>0.829</b>	0.397
PE4	0.397	0.421	0.408	0.205	0.337	<b>0.677</b>	0.347
PE5	0.518	0.478	0.535	0.233	0.458	<b>0.769</b>	0.398
PE6	0.488	0.520	0.439	0.228	0.425	<b>0.790</b>	0.323
SQ1	0.366	0.297	0.423	0.147	0.365	0.316	<b>0.650</b>
SQ2	0.426	0.338	0.382	0.177	0.332	0.299	<b>0.740</b>
SQ3	0.346	0.376	0.271	0.136	0.338	0.377	<b>0.647</b>
SQ4	0.475	0.359	0.382	0.129	0.331	0.422	<b>0.825</b>
SQ5	0.523	0.324	0.422	0.145	0.382	0.348	<b>0.828</b>
SQ6	0.426	0.343	0.438	0.187	0.396	0.428	<b>0.709</b>

Source: researcher

#### 4.7 Assessment of Structural Model

By achieving successful assessment of the measurement model, which is very vital and essential for the consecutive analyses in PLS, the structural model was also need to be assessed. Moreover assessment of structural model inspects the extrapolative capabilities as well as the associations stuck between constructs (Hair *et al.*, 2013). Firstly, the importance and significance of the structural model were weighed based on the value of path coefficient, statistical t-values and standard error. Consequently the hypotheses were tested and evaluated based on (Hair *et al.*, 2011). This was taking place using the bootstrapping procedure in Smart PLS 2.2 (Hairet *al.*, 2013) consequently both exogenous model and the endogenous constructs. Correspondingly, coefficient of determination ( $R^2$ ) was also used to assess the variance explained by the model.

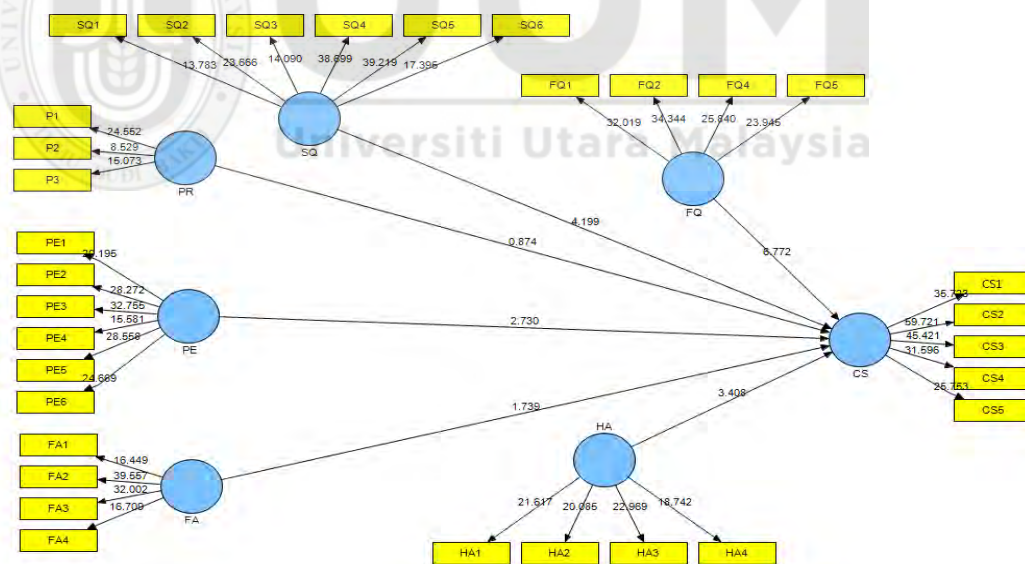


Figure 4.2 Structural mode

#### 4.6.1 Hypotheses Testing

Based on this current study a sum of six (6) hypothesis were formulated in the previous chapter (chapter three) of the study. Conservatively, statistical t-values that are considerably dissimilar with zero are supposed to be just about always statistically important; nevertheless, it is basically depending on the degree of freedom, assurance interval and directionality of hypothesis. Therefore, for you to attain the statistical t-values and the standard error, the PLS bootstrapping resembling was conducted as recommended by (Hair et al 2013). Prior to that, the PLS standard algorithm was also evaluated all through the measurement model evaluation, thus the path coefficients and the directionality of the relationships (positive or negative) was obtained.

Table 4.8 *Hypotheses Testing*

Hypotheses	Relationships	Beta	Standard Error	T Statistics	Decision
H1	FQ -> CS	0.3523	0.052	6.772	Supported
H2	SQ -> CS	0.2145	0.0511	4.200	Supported
H3	PR -> CS	0.0417	0.0477	0.874	Not Supported
H4	PE -> CS	0.1876	0.0687	2.730	Supported
H5	FA -> CS	0.0993	0.0571	1.739	Supported
H6	HA -> CS	0.1366	0.0401	3.408	Supported

*Source: researcher*

Note. To indicate significant level at 5% and at 1% on T-Statistics value. i. e., 6.772

Tables 4.8 show the result of the hypotheses tested. Based on the H1, the result shows that there is a positive relationship between Food quality and Customers satisfaction, ( $\beta$ . 0.352;  $t=6.772$ .) therefore, H1 is supported. Moreover, H2 is also supported because the result shows that, there is considerable influence of service quality on customer satisfaction ( $\beta$ .0.0511;  $t=4.200$ ). On the other hand, H3 is not supported because the result shows that, price of the meal has no important relationship with customer satisfaction in subaidah

restaurant ( $\beta=0.0417$ ;  $t=0.874$ ). Concerning H4, the result indicates that, the physical environment has an appositive and significant influence on customer satisfaction ( $\beta=0.1876$ ;  $t=2.730$ ); Meaning that, H4 is also supported.

In the same way, also the result of H5 shows the confirmation of the positive influence of restaurant facility with customer satisfaction ( $\beta=0.0993$ ;  $t=1.739$ ) for that reason, H5 also supported. With respect to H6, the result shows significant positive influence of Halal elements on Customers satisfaction ( $\beta=0.1366$ ;  $t=3.408$ ), therefore H6 also is supported.

#### 4.7.2 Assessment of Coefficient of Determination ( $R^2$ )

One more important measure for evaluating the structural model in PLS-SEM is the  $R$ -squared value. As recommended by (Hair et al., 2011; Hair et al., 2012; Henseler et al., 2009) and is also documented as the coefficient of determination. The  $R$ -squared values signify the quantity of deviation in the exogenous variable(s) that clarified via single or additional predictor variable (Elliott & Woodward, 2007; Hair et al., 2010; Hair et al., 2006). Even though the satisfactory level of  $R^2$  value is based on the study situation (Hair et al., 2010), as recommended by (Falk and Miller 1992)  $R$ -squared value of 0.10 as a lowest amount suitable point. For the moment, Chin (1998) recommends that the  $R$ -squared values of 0.67, 0.33, and 0.19 in PLS-SEM can be used as considerable, moderate, and weak, correspondingly. Table 4.9 explains the  $R$ -squared values of the endogenous latent variables. Another important of evaluating the structural model in PLS-SEM is the  $R$ squared value.

*Table 4.9 Determination of coefficient R-Square ( $R^2$ )*

Endogenous Variable	$R^2$
Customer Satisfaction	0.597



*Source: researcher*

As point out in Table 4.9, the research model explains 0.597 which is almost 60% of the total contributions of exogenous variables to endogenous variables.

#### 4.7.3 Assessment of Effect Size ( $f^2$ )

Consequence size signifies the relative outcome of an exogenous latent variable on endogenous latent variables by ways of modification in the  $R$ -squared (Chin, 1998). Also recommended by Chin, (1998). Is also computed and add to  $R$ -squared of the latent variable to which the lane is linked, relation to the latent variable's amount of mysterious discrepancy. Therefore the effect size would be calculated by means of the formula below (Selya, et al., 2012; Wilson, et al., 2007):

$$F^2 = \frac{R^2_{included} - R^2_{excluded}}{1 - R^2_{included}}$$

As recommended by Cohen (1988) explains that  $f^2$  values of 0.02, 0.15 and 0.35 represents weak, moderate, strong effects correspondingly. Table 4.10 demonstrates the respective result sizes of the latent variables in the structural model.

*Table 4.1 Effect Sizes of the Latent Variables on Cohen's (1988) Recommendation*

<b>Latent Variables</b>	<b>R<sup>2</sup> Included</b>	<b>R<sup>2</sup> excluded</b>	<b>F<sup>2</sup></b>	<b>Effect size</b>
Food Quality	0.597	0.531	0.164	Medium
Service Quality	0.597	0.568	0.072	Small
Price	0.597	0.596	0.002	None
Physical environment	0.597	0.582	0.037	Small
Facility	0.597	0.592	0.0127	None
Halal elements	0.597	0.581	0.039	Small

*Source: researcher*

As point out in Table 4.10, the effect sizes for the Food Quality, Service Quality , Price, Physical environment, Facility and halal elements on Customers satisfaction, ware 0.164,

0.072, 0.002, 0.037, 0.0127 and 0.039 respectively. Therefore, subsequent Cohen's (1988) principle, the effects sizes of these six exogenous latent variables on customer's satisfaction can be considered as medium small and none accordingly.

#### **4.7.4 Assessment of Predictive Relevance**

This current study therefore used Stone-Geisser experiment of predictive relevance of the study model by means of blindfolding measures (Geisser, 1974; Stone, 1974). The Stone-Geisser test of extrapolative significance is regularly used in supplementary evaluation of goodness-of-fit in partial least squares structural equation modeling (Duarte & Raposo, 2010). More over this research employed the used of blindfolding to establish the predictive relevance of study replica, Sattler, Volckner, Riediger and Ringle (2010) suggest that blindfolding method is value noting but is merely useful to endogenous latent variables that has a reflective dimension model operationalisation. As recommended by (McMillan & Conner, 2003, p.1) Reflective dimension model "indicates that a latent or unobservable perception causes disparity in a set of visible indicators therefore, due to all endogenous latent variables in this present research are reflective in reality, a blindfolding method was practical principally to these endogenous latent variables.

On the other hand, a cross-validated redundancy assessment ( $Q^2$ ) was carried out in order to ascertain the predictive significance of the study model (Chin, 2010; Geisser, 1974; Hair et al., 2013; Ringle, Sarstedt, & Straub, 2012b; Stone, 1974). The  $Q^2$  is a decisive factor to determine goodness of model forecast the data misplaced issues (Chin, 1998; Hair et al., 2014). As suggested by Henseler *et al.* (2009), a study model with  $Q^2$  sign (s) over and

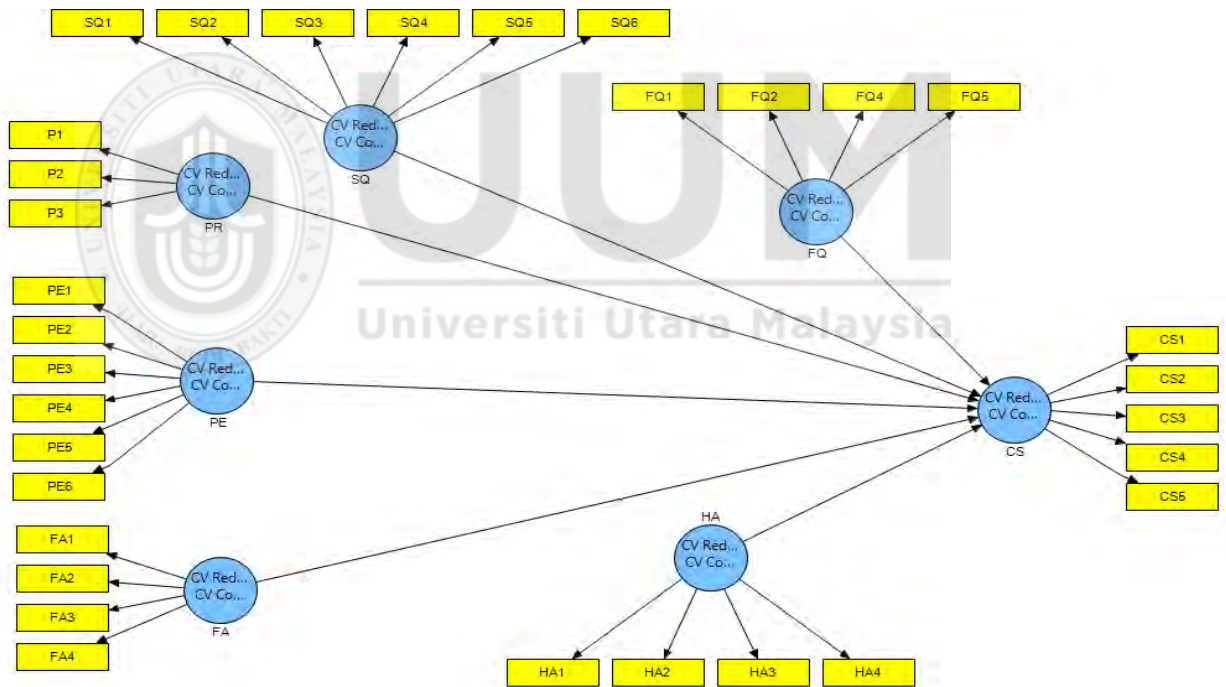
above zero is regard to have prognostic significance. Table 4.11 shows the consequences of the cross-validated redundancy  $Q^2$  test.

*Table 4.11 Construct Cross-Validated Redundancy*

Construct	SSO	SSE	1-sse/sso
Customer Satisfaction	1565	933.4001	0.404

*Source: researcher*

As indicated in Table 4.11, the cross-validation redundancy measure  $Q^2$  for all endogenous latent variables are greater than zero, suggesting prognostic significance of the model (Chin, 1998; Henseler et al., 2009).



**Figure 4.3** *Predictive relevance Model*

#### 4.7 Summary of Chapter

The chapter also clearly explains the method, procedures and the results of the data procedure that proposed previously in chapter three. The chapter start with the arrangement and assessment of missing value with descriptive and inferential statistics using SPSS software in which the data was coded and imputation in to SPSS software v.22. More over the data were precisely checked in order to look for any error, in the process some small error ware discovered and corrected. Additionally the data was also go through again and again to check whether there is missing values and found some few missing values which is less than one 5% consequently, are replaced using mean placement as recommended by (Hair *et al.*, 2010).

Subsequent the appraisal of the significance of the path coefficients, the principal findings of the study was also presented. Normally for you to used PLS-SEM for analyzing data, consequently the model was evaluated in two stages which includes the measurement model and the structural model, the measurement model assessed through Indicators/items reliability (which is 0.5 items loading), convergent validity (using AVE :0.5 and above) and discriminant validity. (Using $\sqrt{AVE}$ ). The second stage is the structural model was evaluated in relation to the hypotheses test and the coefficient of determination  $R^2$ .

The study findings, discussion conclusion as well as recommendations, study implication and practice will be elaborated in the final chapter.

## **CHAPTER FIVE**

### **Discussion and conclusion**

#### **5.1 Introduction**

This chapter discusses the results of this research study. A synopsis of the research was given at the first instance followed by a discussion of the study implication, recommendation, and limitation of the study which could be used for future research. Furthermore the chapter makes an effort to infer meaning of the research results in respect of what is obtainable in reality. Moreover, the chapter had ascertained whether the purpose of the study has been substantiated or not.

#### **5.2 Summary of Findings**

As explained in the preceding chapters, the major aim of this study is to investigate the determinant factors that influence customer's satisfaction in Subaidah restaurant. Subsequent to a thoroughly review of the literature, six significant variables were recognized, food quality, service quality, price, physical environment, facility and halal elements. Therefore, all these variables are latent constructs that cannot be measured directly; alternative measurement items were adopted from preceding research to measure them.

Five items were employed to measure the quality of food and all are adapted (Ryu, et al, 2012). For the quality of service six items were used to measure the restaurant service quality and is adapted by (Ryu, et al 2012). Also price of the meal was determine using four items which is adapted (Norazilawati, 2011), therefore the physical environment of the restaurant ware measured based on six items and is adapted (Norazilawati, 2011) while

the facility also is measured with four items that is adapted by adapted (Voon, 2011). Finally the halal elements were measured by four items adapted by (Salman, & Siddiqui, 2011). It is very vital to know that, the overall customer's satisfaction is measured by using five items and is adapted (Ryu, et al. 2012).

Based on the outcome of PLS path model, it was confirmed that composite reliability of the constructs used in the study range from 0.7739 to 0.9179 which indicates that, all the construct are reliable as they are greater than the lowest threshold value of 0.70 (Hair *et al.*, 2013). Also, this signifies that the measurements have good internal consistency. Correspondingly, the outcome of AVE also points out that, the measurements have congregated together in measuring the constructs. The structural model results also demonstrated that five hypotheses formulated out of six were supported excluding price to overall customer's satisfaction.

### **5.3 Discussion of Findings**

Based on the findings of this study, the PLS path model confirmed that, Food quality has a significant causal relationship with customers satisfaction. This result is in conformity with previous studies of (Fornell et al., 1996; Gilbert et al., 2004; Kara et al., 1995; Lee and Ulgado, 1997; Monroe, 1989) and also in line with the studies of (Bolton & Drew, 1991; Chen & Hu, 2010; Lai et al., 2009; Zeithaml, 1988). Also, the finding of the study shows that, Service Quality positively influences customers satisfaction and the result is in consonance with the study of (Cronin et al. 2000) and (Boulding, Kalra, Staelin, & Zeithaml, 1993), (Bitner, 1990) also (Sureshchandar et al., (2002) and (Andaleeb & Conway, 2006). However, the price was not supported by the result with the customer's

satisfaction. It is obvious based on the result of the hypotheses for price not to be supported simply because the study is conducted within University only and most of the student and staff of university are medium and high income earners therefore the cost of meal does not matters to them but the food attributes. Also the characteristics of the respondents indicate that, over half of them are youth with ages between 21-25 and this age rate is more of a passion than price. Consequently, this finding is in support to the works of (Oktarici, 2014) that was conducted in Padang Indonesia.

On the other hand, predictably, the physical environment has a very strong positive influence on overall customer's satisfaction as revealed in the previous studies of (Lim 2010), Chang (2000), and Ryu and Han (2010). Therefore, the significant positive relationship between restaurant facility and overall customers satisfaction reported in the current study is not surprising due to the fact that, the previous researchers have also reported similar findings (Sabherwal, 2011; Kotler, 1973). Finally, the result also shows that, the halal elements have a positive significant relationship with customer satisfaction and thus, the finding of this study is in conformity with the study of (Musaiger1993) Dindyal (2003) and (Al-Harran & Low, 2008).

#### **5.4 Research Implication**

The principal aim of this study is to investigate the relationship between food quality, service quality, price, environment, facility and the halal element in influencing consumer satisfaction. Succeeding to presentation and discussion of the findings based on hypothesis formulated; therefore it is highly important to explain the implications of the study based on managerial and theoretical perspective.

This study provides the experimental confirmation that there exist a strong correlation stuck between Food quality, service quality, Physical environment facility and halal elements to the overall customers satisfaction, therefore this findings has a vital, relevant and enormous important to practitioners. Academically this research provides evidence of determinant factors that used to influence customers satisfaction in hospitality industries. Also, in practical terms, the study provides an insight that will improve the restaurants businesses especially in respect to the quality in both food and their services offered.

The study would be important to hospitality industry especially in the development of restaurant industry that will give some managerial implication and useful direction for restaurateurs. The findings of this research can also be extremely important in the basis of providing solutions and information for restaurants managers and scholars in the area of customer satisfaction with specific interest in catering and hospitality industry.

Moreover, the study findings will be very integral for those with the interest of gaining better knowledge and understanding of determinant factors that influence customers satisfactions in hospitality industries especially restaurants and hotel business. More so, the research findings provide precious imminent for local restaurateurs, managers and marketers in determining the strategy when compute with regional and even global restaurant that will help them to capture market share and achieved competitive advantages.

### **5.5 Limitation of the Study for Future Research**

This study is the same with many studies in social sciences that cannot be isolated with numbers of limitations that can give an avenue for future research. This study is based on customer's satisfaction but the sample was only one product category which is restaurant;



therefore, it would be advantageous for future research to think about the larger sample which includes other products in the hospitality industry, simply because larger sample would make the study outcome more precise.

The data of the study are collected almost to the one category of respondents which is university students and staff, therefore is important for further research to be comprehensive to others location simply because it is vital to study customers choosing of restaurant at various location, for example sample might come from cities villages from less educated areas, from this study we can witness the comparison of the customer's decision from less educated area, cities as well as villages.

Lastly, based on the demographic of the respondents the study shows that, 70.3% of the populations are in the age of 20-30 years, the almost same group of age, and the level of income of customer selection. But in reality different age has a different lifestyle and taste of restaurant selection. Also for the high income group have their own different factors to the selecting of the restaurant, therefore future researcher needs to take this demographic issue into account.

## **5.6 Conclusion**

Customer satisfaction is a dimension that measures the products and services provided by the business firm to meet the customer's anticipation and this has been acknowledged as a key performance pointer for business organization. Therefore, customer satisfaction is the soul of every business and the capacity to make customers satisfy is a key for several reasons thus why many researchers unanimously agreed that, the customer will pay for a

satisfaction not the product. This has brought about a paradigm shift in research of finding determinants factors that influencing customer's satisfaction in a restaurant, therefore it is very vital for a marketer and restaurateurs to better understand the consumers respond to the impact of food quality, service quality, price and others factors towards the overall level of satisfaction. This research was accomplished using a model that is competent of achieving objectivity and parsimony required in a scientific research.



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## APPENDICES

### Appendix A: Questionnaire



Dear respondent,

I am a student of School of Business Management, University Utara Malaysia (UUM) carrying out a research in partial fulfillment for the award of Msc Management on the topic “Factors Influencing Customer Satisfaction towards Subaidah restaurant in UUM Kedah Malaysia”.

It will be highly appreciated if you could spare out some few minutes to fill this questionnaire. Please note that there is no right or wrong answers; only your personal opinions matter. All information and responses provided will be treated with utmost confidentiality and used strictly for academic research purposes.

Thank you for your kind response.

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Part A. Demographic Information

1. Gender

Male ☐

Female ☐

2. Marital Status

Married ☐

Single ☐

Divorced ☐

Others ☐

3. Age

Below 21 years old ☐

21 – 25 years old ☐

26 – 30 years old ☐

31 – 35 years old ☐

36 – 40 years old ☐

More than 40 years old ☐

4. Ethnic Group

Malay ☐

Chinese ☐

Indian ☐

Others ☐

5. Educational Qualification

Ph.D ☐

Master's Degree ☐

Bachelor Degree ☐

Diploma ☐

Matriculation ☐

Other (Please specify) \_\_\_\_\_

6. Occupation

Student ☐

Unemployed ☐

Non- executive ☐

Executive/professional ☐

Business owner ☐

Other (Please specify) \_\_\_\_\_

**Section B Restaurant Patronizing Patterns**

1. On average, how often do you dine at Subaidah restaurant?

About once a day ☐

Several times a day ☐

Once a week ☐

A few times a week ☐

Once a month ☐

A few times a month ☐

Other (Please specify) ☐

2. On average, how much you normally spend when you eat in Subaidah restaurant?

Less than 5 RM ☐

RM 5 – RM 10 ☐

RM 11 – RM 15 ☐

RM 16 – RM 20 ☐

RM 21 and Above. ☐

3. Which of the following best describe the purpose of your dining at Subaidah restaurant?

Business ☐

Convenient meal ☐

Social reason ☐

Family/friend gathering ☐

4. Choose one important factor that you consider before deciding to dine in Subaidah restaurant.

Food	<input type="text"/>
Service	<input type="text"/>
Cost of meal	<input type="text"/>
Physical environment	<input type="text"/>
Facility	<input type="text"/>
Halal elements	<input type="text"/>



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**SECTION C**, Customers' perceptions of food quality, service quality, price, physical environment, Facility, Halal element and overall customer satisfaction of Subaidah restaurant.

Please indicate the extent to which you agree with each of the following statements regarding.

<b>STRONGLY DIS-AGREED      DIS-AGREED      NEUTRAL      AGREED      STRONGLY AGREED</b>									
<b>DIS-AGREED</b>									
SD	D	N	A	SA					
S/N	FOOD QUALITY / ITEMS				SD	D	N	A	SA
FQ1	The quality of food served in Subaidah satisfy you well								
FQ2	Subaidah restaurant offers excellent and hygienic food								
FQ3	Subaidah restaurant offered fresh food.								
EQ4	Subaidah restaurant food presentation was visually attractive								
FQ5	Subaidah restaurant aroma of the food was enticing								

<b>STRONGLY DIS-AGREED      DIS-AGREED      NEUTRAL      AGREED      STRONGLY AGREED</b>									
<b>DIS-AGREED</b>									
SD	D	N	A	SA					
S/N	SERVICE QUALITY / ITEMS				SD	D	N	A	SA
SQ1	Subaidah restaurant Employees served me food exactly as i ordered								
SQ2	Subaidah restaurants Employees provided prompt and quick service								
SQ3	Subaidah restaurant employees are well Dressed								
SQ4	Subaidah restaurant employees made me feel comfortable in dealing with them								
SQ5	Subaidah restaurant employees are always willing to help me								
SQ6	Subaidah restaurant employees makes you feel special								



STRONGLY DIS-AGREED		DIS-AGREED		NEUTRAL		AGREED		STRONGLY AGREED			
DIS-AGREED											
SD		D		N		A		SA			
S/N	PRICE / ITEMS						SD	D	N	A	SA
P1	Subaidah restaurant food price reflects the food image										
P2	I am willing to pay higher price at Subaidah restaurant										
P3	Subaidah restaurant food served must be a good value for my money.										
P4	Cheap price for my meal is important to satisfaction										

STRONGLY DIS-AGREED							DIS-AGREED		NEUTRAL		AGREED		STRONGLY AGREED	
SD		D		N		A		SA						
S/N	PHYSICAL ENVIRONMENT / ITEMS							SD	D	N	A	SA		
PE1	Physical cleanliness of Subaidah restaurant attracts me to patronize.													
PE2	Subaidah restaurant had attractive interior design and decoration													
PE3	Subaidah restaurant has a cheerful and enchanting atmosphere													
PE4	Subaidah restaurant has available packing space													
PE5	Subaidah restaurant has attractive and enticing presentation of food.													
PE6	Subaidah restaurant has an appealing physical facilities													

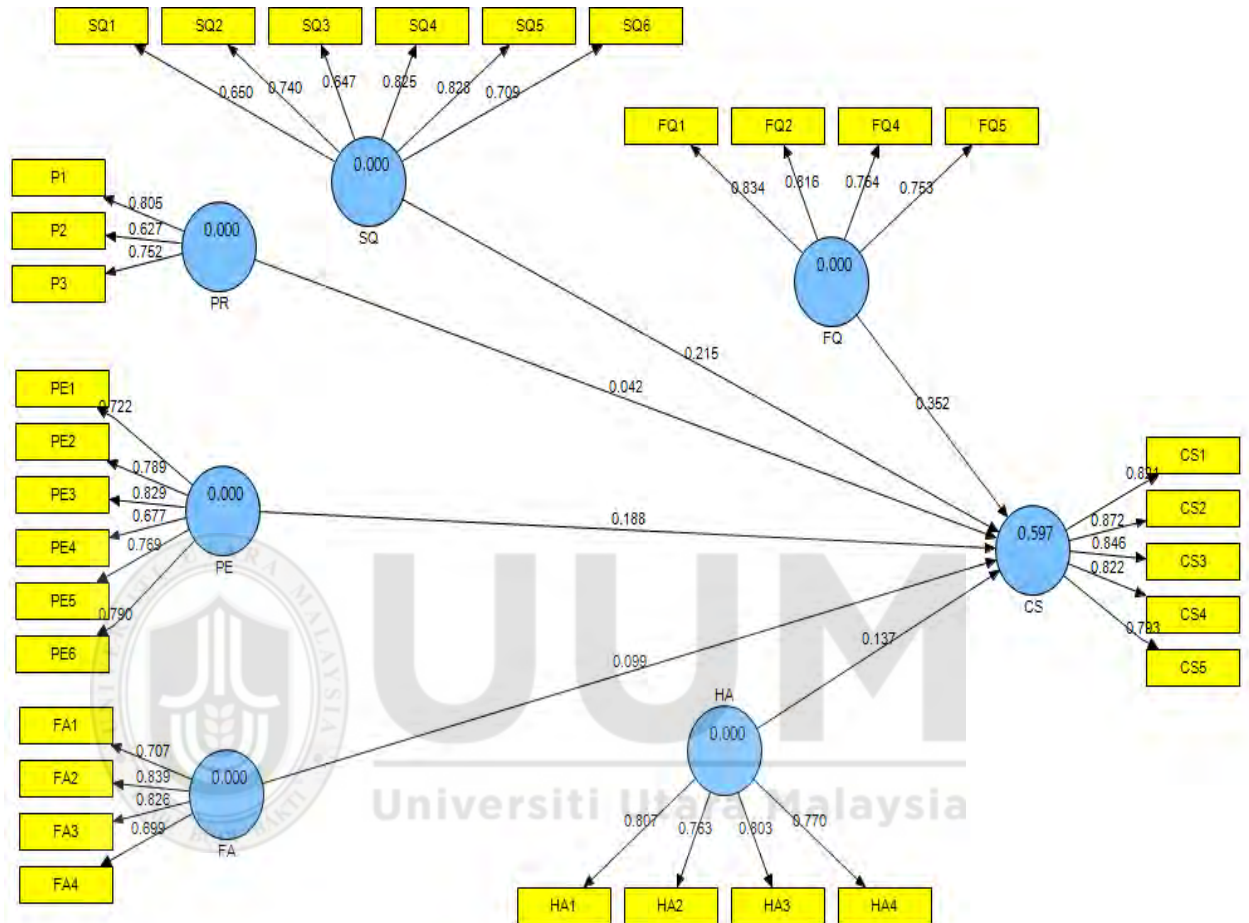
STRONGLY DIS-AGREED      DIS-AGREED      NEUTRAL      AGREED      STRONGLY AGREED										
SD                      D                      N                      A                      SA										
S/N	FACILITY / ITEMS					SD	D	N	A	SA
FA1	Subaidah restaurant background music is pleasing									
FA2	Subaidah restaurant has a good design and layout									
FA3	Subaidah restaurant has an appropriate color scheme									

FA4	Subaidah restaurant has a nice smell (scent)					
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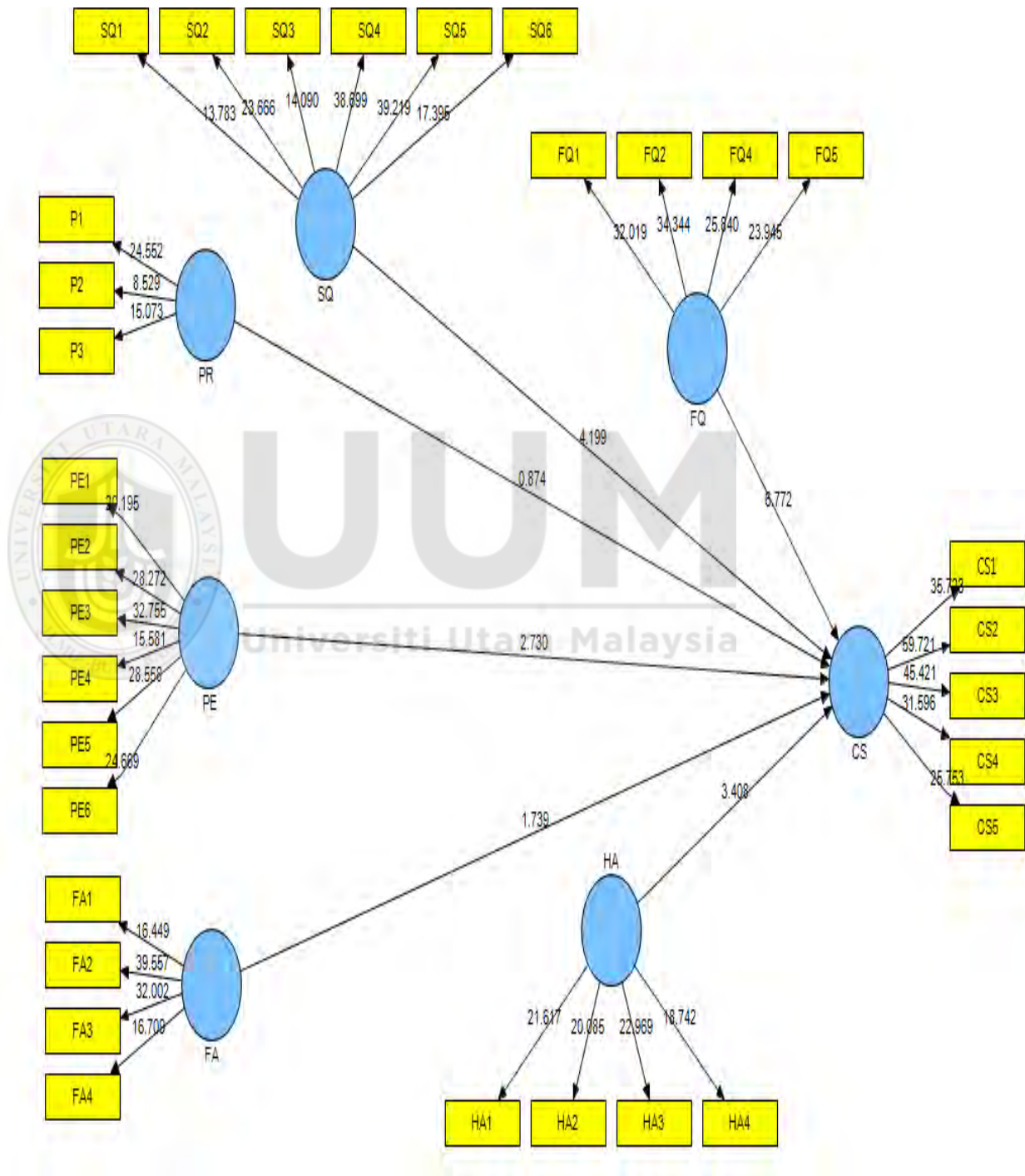
STRONGLY DIS-AGREED		DIS-AGREED	NEUTRAL	AGREED	STRONGLY AGREED	
SD		D	N	A	SA	
S/N	HALAL ELEMENT / ITEMS	SD	D	N	A	SA
HE1	I am willing to pay more for food that has halal elements					
HE2	I will not buy a food product, if doubts are raised about it by my peers and family					
HE3	I don't buy any food with haram ingredients.					
HE4	I don't eat pork or haram meat					

STRONGLY DIS-AGREED		DIS-AGREED	NEUTRAL	AGREED	STRONGLY AGREED	
SD		D	N	A	SA	
S/N	CUSTOMER SATISFACTION / ITEMS	SD	D	N	A	SA
CS1	I am very satisfied with my overall experience in Subaidah restaurant					
CS2	Overall, Subaidah restaurant puts me in a good mood					
CS3	I have really enjoyed myself at Subaidah restaurant					
CS4	I am sure it was the right time to eat at Subaidah restaurant.					
CS5	I truly enjoyed Subaidah restaurant food.					

## Appendix B: Measurement Model



## Appendix C: Structural Model



## Appendix D: Predictive Relevance Model

