

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



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



**UUM**  
Universiti Utara Malaysia

**NASIRU SAIDU**

**MASTER OF SCIENCE MANAGEMENT**

**UNIVERSITI UTARA MALAYSIA**

**MAY, 2017**

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



**UUM**  
Universiti Utara Malaysia

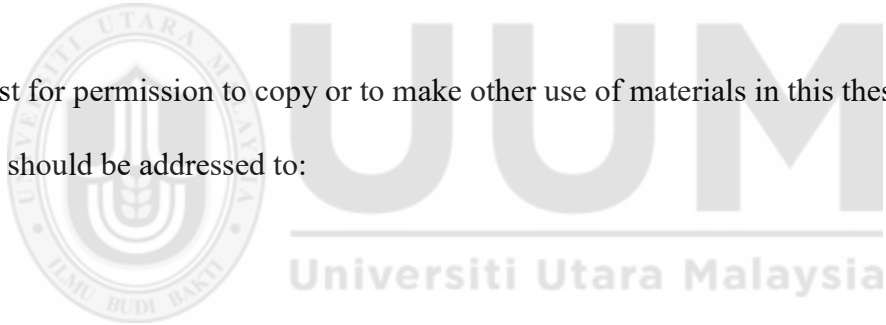
**NASIRU SAIDU**

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

## **PERMISSION TO USE**

In presenting this thesis in fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor or in her absence, by the Dean of School of Business Management where i did my thesis. It is understood that any copying or publication or use of this thesis or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my thesis.

Request for permission to copy or to make other use of materials in this thesis in whole or in part should be addressed to:



Dean of School of Business Management,  
Universiti Utara Malaysia,  
06010 UUM Sintok,  
Kedah Darul Aman.

## 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.

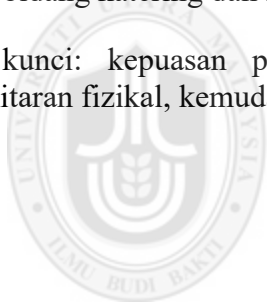


UUM  
Universiti Utara Malaysia

## 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 catering dan industri hospitaliti.

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



UUM  
Universiti Utara Malaysia

## ACKNOWLEDGEMENT

All praises are due to Allah (SWT) the Omnipotent, the Beneficial, the Merciful for giving me the health, wealth, and wisdom to seek for knowledge. I thank Him for sparing my life to successfully complete my Msc program and put up this piece of work.

First and foremost, i will like to thank my supervisor, Dr. Norzieiriani Ahmad for her valuable contribution to the completion of this task. Her painstaking and thorough study of the draft and the positive suggestions she gave, made my work a whole lot easier. Therefore words can neither qualify nor quantify how helpful your guidance and advice has been. Iam forever grateful for your support Dr!

I owe a debt of gratitude to my lovely mother Hajia Hauwa Saidu for giving me her all and constantly praying for my success. To my brothers, Alhaji Babayo Saidu, Hamisu Saidu, Alh. Salisu Saidu, Alh. Ibrahim saidu, Sabiu Saidu and all family of late Alhaji Saidu (May Allah Grant him with internal peace) as well as the entire family of my father-in-law, I say a big thank you.

Words will fall short if i had to thank you for all you have done for me, you been my strongest support and iam proud to call you wife!! Iklima Muhammad Sani (IKNASS) in fact your my Google you have everything iam searching for Lots of love! The best gifts in the world are not always wrapped in boxes, but also comes in the form of loving kids like you Ihsan Naim and Muhammad Hanif may Allah blessed you and entire family.

Finally I am greatly indebted to Bauchi State University for giving me the privileged opportunity to study at Universiti Utara Malaysia (UUM). I most to extend my gratitude's to friends and well wishers at home and here in Malaysia also entire staff of Bauchi State University Gadau Nigeria.

ALHAMDULILLAH

## ABLE OF CONTENTS

<b>PERMISSION TO USE.....</b>	<b>ii</b>
<b>ABSTRACT.....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>v</b>
<b>LIST OF TABLES.....</b>	<b>viii</b>
<b>LIST OF FIGURES.....</b>	<b>ix</b>
<b>LIST OF ABBREVIATIONS.....</b>	<b>x</b>
<b>CHAPTER ONE INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.2 Problem Statement.....	6
1.3 Research Questions.....	7
1.4 Objectives of the Study.....	7
1.5 Significance of the Study.....	8
1.6 Definition of Key Terms.....	9
1.8 Organization of the Study.....	10
<b>CHAPTER TWO LITERATURE REVIEW.....</b>	<b>12</b>
2.1 Introduction.....	12
2.2 An overview of Customer satisfaction.....	12
2.3 Satisfaction.....	15
2.4 Food quality.....	17
2.4.1 Food Quality and Customer Satisfaction.....	19
2.5 The Concept of Service.....	21
2.5.1 Service quality.....	21
2.5.2 Service Quality and Customer Satisfaction.....	24
2.5.3 Dimension of Service Quality.....	25
2.6 Price.....	26
2.6.1 Price and Customer Satisfaction.....	29
2.7 Physical environment.....	30
2.7.1 Physical environment and customer satisfaction.....	34
2.8 Facility.....	36
2.8.1 Facility and Customer Satisfaction.....	37
2.9 Halal Element.....	38
2.9.1 Halal element and Customers Satisfaction.....	40
<b>CHAPTER THREE METHODOLOGY.....</b>	<b>41</b>
<b>3.1 Introduction.....</b>	<b>41</b>
3.2 Theoretical Framework.....	41
3.3 Research Hypotheses.....	43
3.4 Research Design.....	44
3.5 Unit of Analysis.....	45
3.6 Population and Sample.....	45
3.7 Sampling Technique.....	46
3.8. Operationalization and Measurement of the Variables.....	47
3.8.1 Food Quality.....	47



3.8.2 Service Quality .....	47
3.8.3 Price .....	48
3.8.4 Physical environment .....	49
3.8.5. Facility .....	49
3.8.6 Halal elements .....	50
3.8.7 Customer Satisfaction.....	50
3.9 Source and description of the study variable measures.....	51
3.10 Research Instruments .....	51
3.11 Data Collection Procedures .....	52
3.12 Statistical Techniques.....	53
3.13 Summary of Chapter .....	53
<b>CHAPTER FOUR DATA ANALYSIS AND FINDING .....</b>	<b>54</b>
4.0 Introduction .....	54
4.1 Response Rate .....	55
4.3 Data Coding and Data Entry .....	55
4.4 Profile of the Respondents .....	56
4.5 Descriptive Analysis of the Latent Constructs.....	59
4.6 Assessment of Measurement Model .....	60
4.6.1 Individual Item Reliability.....	60
4.6.2 Internal Consistency Reliability .....	61
4.6.3 Convergent Validity .....	63
4.6.4 Discriminant Validity .....	63
4.7 Assessment of Structural Model .....	66
4.6.1 Hypotheses Testing.....	67
4.7.2 Assessment of Coefficient of Determination ( $R^2$ ).....	68
4.7.3 Assessment of Effect Size ( $f^2$ ).....	69
4.7.4 Assessment of Predictive Relevance .....	70
4.7 Summary of Chapter .....	72
<b>CHAPTER FIVE DISCUSSION AND CONCLUSION .....</b>	<b>73</b>
5.1 Introduction .....	73
5.2 Summary of Findings .....	73
5.3 Discussion of Findings .....	74
5.4 Research Implication.....	75
5.5 Limitation of the Study for Future Research.....	76
5.6 Conclusion.....	77
<b>REFERENCES.....</b>	<b>79</b>
Appendix A: Questionnaire.....	96
Appendix B: Measurement Model .....	103
Appendix C: Structural Model .....	104
Appendix D: Predictive Relevance Model.....	105

## LIST OF TABLES

Table 4.1 Response Rate of the Respondent	64
Table 4.2 Analysis of missing values	65
Table 4.3 Demographic Profile of the Respondents	67
Table 4.4 Descriptive Statistics for Latent Variables	69
Table 4.5 Loadings, Composite Reliability and Average Variance Extracted	71
Table.4.6 Latent Variable Correlations and Square Roots of Average Variance Extracted	74
Table 4.7 Cross Loadings	75
Table 4.8 Hypotheses Testing	77
Table 4.9 Determination of coefficient R-Square (R <sup>2</sup> )	79
Table4.10Effect Sizes of the Latent Variables on Cohen's (1988) Recommendation	80
Table 4.11 Construct Cross-Validated Redundancy	81

## LIST OF FIGURES

Figure 3.1 Theoretical Framework	47
Figure 4.1 Measurement Model	70
Figure 4.2 Structural model	76
Figure 4.3 Predictive relevance Model	82



## 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,

The contents of  
the thesis is for  
internal user  
only

## REFERENCES

- Aigbedo, H., and Parameswaran, R. 2004. Importance-performance analysis for improving quality of campus food service. *International Journal of Quality & Reliability Management*, 21, 876-896.
- AlMsallam, S.(2015).The relationship between customer satisfaction and customer loyalty in the banking sector in Syria. *Journal of Marketing and Consumer Research*,7,27,34. and synthesis of evidence”, *Journal of Marketing*, Vol. 52, pp. 2-22.
- Andaleeb, S. S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. *Journal of Services Marketing*, 20(1), 3-11.
- Anderson, E. W. Cleadus Formel & Donald R. Lehman. 1994.«Customer Satisfaction, Market Share, and Profitability: Finding form Sweden». *Journal of Marketing*, 58(3), 14.
- Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing science*, 12(2), 125-143.
- Anderson ,E.W.,Fornell, C.,& Lehmann,D.R.(1994).Customer satisfaction, marketsh are and profitability: Findings from Sweden. *The Journal of Marketing*,5366.

- Bacon, D. R., Sauer, P. L., & Young, M. (1995). Composite reliability in structural equations modeling. *Educational and Psychological Measurement*, 55,394- 406.
- Bagozzi, R., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16, 74-94.
- Barclay, D., Higgins, S., & Thompson, R. (1995). The partial least squares approach to causal modeling: Personal computer adoption and use as an illustration. *Technology Studies* (2), 285–374.
- Bassey, F.O.(2014).*The Effect of Perceived Price Fairness on Customer Satisfaction and Loyalty* (Master dissertation, Eastern MediterraneanUniversity).behavioral intentions. *Journal of Service Research*, 3,232-240.
- Bei, L. T., & Chiao, Y. C. (2001). An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty. *Journal of consumer satisfaction, dissatisfaction and complaining behavior*, 14, 125.
- Berry, L.L. and Parasuraman, A. (1993) Building a new academic field+ the case of service marketing, *Journal of retailing*, Vol.69 No. 1, pp 13-60
- Bijttebier, P., Delva, D., Vanoost, S., Bobbaers, H., Lauwers, P., & Vertommen, H. (2000). Reliability and Validity of the Critical Care Family Needs Inventory in a Dutch-speaking Belgian sample. *Heart & Lung: The Journal of Acute and Critical Care*, 29, 278-286.



- Bitner, M. J., & Hubbert, A. R. (1994). Encounter satisfaction versus overall satisfaction versus quality. *Service quality: New directions in theory and practice*, 34, 72-94.
- Bolton, R. N., & Lemon, K. N. (1999). A dynamic model of customers' usage of services: Usage as an antecedent and consequence of satisfaction. *Journal of marketing research*, 171-186.
- Bolton, R. N., & Drew, J. H. (1991). A multistage model of customers' assessments of service quality and value. *Journal of consumer research*, 17(4), 375-384.
- Bolton, L.E., Warlop, L., & Alba, J.W. (2003). Consumer perceptions of price (un) fairness. *Journal of Consumer Research*, 29(4), 474-491.
- Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic process model of service quality: from expectations to behavioral intentions. *Journal of marketing research*, 30(1), 7.
- Briesch, R.A., Krishnamurthi, L., Mazumdar, T., & Raj, S.P. (1997). A comparative analysis of reference price models. *Journal of Consumer Research*, 24(2), 202-214. *business markets*”, *The Journal of Business & Industrial Marketing*, Vol. 17 Nos 2/3,
- Cadotte, E. R., Woodruff, R. B., & Jenkins, R. L. (1987). Expectations and norms in models of consumer satisfaction. *Journal of marketing Research*, 305-314.

Campbell, M.C.(1999).Perceptions of price unfairness: antecedents and consequences.  
*Journal of MarketingResearch*,187-199.

Cavana, R. Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied business research: Qualitative and quantitative methods*. John Wiley & Sons Australia.

Chen, F.P., Chen, C.K.N., and Chen, K.S. 2001. The integrated evaluation model for administration quality based on service time. *Managing Service Quality*, 11, 342-349.

Chen, P. T., & Hu, H. H. (2010). The effect of relational benefits on perceived value in relation to customer loyalty: An empirical study in the Australian coffee outlets industry. *International journal of hospitality management*, 29(3), 405-412.

Chin, J. Henseler & H. Wang (Eds.), *Handbook of Partial Least Squares: Concepts, Methods and Applications* (pp. 691-711). Heidelberg: Springer.

Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In G. A. Marcoulides (Ed.), *Modern Methods for Business Research* (pp.295-336). Mahwah, New Jersey: Laurence Erlbaum Associates.

Churchill Jr, G. A., & Suprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of marketing research*, 491-504.

Cohen, J. (1988). Statistical power analysis for the behavioral sciences Lawrence Earlbaum Associates. *Hillsdale, NJ*, 20-26. Conceptualization and

measurement of consumer satisfaction and dissatisfaction (pp. 455-488).  
Cambridge, MA: Marketing Science Institute.

Creswell, J. W. (2009). Editorial: Mapping the field of mixed methods research. *Journal of Mixed Methods Research*, 3(2), 95-108.

Cronin, J. J., Brady, M. K., Tomas, G., & Hult, M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193-218.

Cronin, J.J. and Taylor, S.A. (1992), "Measuring service quality: a reexamination and extension", *Journal of Marketing*, Vol. 56, July, pp. 55-68.

Crosby, P. B., & Free, Q. I. (1979). The art of making quality certain. *New York: New American Library*, 17. Customer-perceived value: an empirical investigation of the Australian coffee outlet determinants of consumer satisfaction. *Journal of Marketing*, 60,15-52.

Duarte, P. A. O., & Raposo, M. L. B. (2010). A PLS model to study brand preference: An application to the mobile phone market. In *Handbook of partial least squares* (pp. 449-485). Springer Berlin Heidelberg.

Dube, L., Renaghan, L. M., & Miller, J. M. (1994). Measuring customer satisfaction for strategic management. *The Cornell Hotel and Restaurant Administration Quarterly*, 35(1), 39- 47.

- Eccles, G., & Durand, P. (1997). Improving service quality: lessons and practice from the hotel sector. *Managing Service Quality: An International Journal*, 7(5), 224-226.
- Eggert, A., & Ulaga, W. (2002). Customer perceived value: a substitute for satisfaction in business markets?. *Journal of Business & industrial marketing*, 17(2/3), 107-118.
- Elliott, A. C., & Woodward, W. A. (2007). *Statistical analysis quick reference guidebook: With SPSS examples*. Sage. *guidebook with SPSS examples*. Thousand Oaks, CA: Sage Publications.
- Emerson, R. L. (1990). *The new economics of fast food*. Van Nostrand Reinhold.
- Engel, J. F., & Blackwell, R. D. (1982). *Consumer behavior*. New York: Dryden Press.
- Extension Success Factors on Brand Extension Price Premium. *International*
- Falk, R. F., & Miller, N. B. (1992). *A primer for soft modeling*. University of AkkrPress.
- Fisk, R. P., Brown, S. W., & Bitner, M. J. (1993). Tracking the evolution of the services marketing literature. *Journal of retailing*, 69(1), 61-103.
- Fornell, C (1992), A national customer satisfaction and service quality; two constructs or one?, in cravens, D.W. and Dickson, P.R. (Eds), *Enhancing Knowledge Developments in Marketing* No. 4, American Marketing Association, Chicago, IL, pp. 10-18

- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with unobservable variables and measurement error. *Journal of Marketing Research* 18, 39-50.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American customer satisfaction index: nature, purpose, and findings. *the Journal of Marketing*, 7-18.
- Geisser, S. (1974). A predictive approach to the random effect model. *Biometrika*, 101-107.
- Gotz, O., Liehr-Gobbers, K., & Krafft, M. (2010). Evaluation of Structural Equation Models using the Partial Least Squares (PLS) Approach. In V. E. Vinzi, W. W.
- Gupta, S., McLaughlin, E., and Gomez, M. 2007. Guest satisfaction and restaurant performance. *Cornell Hotel and Restaurant Administration Quarterly*, 48, 284.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2013). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (6th ed.). Upper Saddle River, NJ: Pearson/Prentice Hall.

- Hair, J. F., Money, A. H., Samouel, P., & Page, M. (2007). *Research method for West Sussex, England*: John Wiley & Sons Ltd.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 18, 139-152.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. *Long Range Planning*, 46(1–2), 1-12.
- Hair, J. J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Upper Saddle River, New Jersey: Prentice Hall
- Henseler & H. Wang (Eds.), *Handbook of Partial Least Squares* (pp. 449-485): Springer Berlin Heidelberg.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In *New challenges to international marketing* (pp. 277-319). Emerald Group Publishing Limited.
- Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: a review of four recent studies. *Strategic Management Journal*, 20,195-204.
- Hunt, H. K. (1977). CS/D-overview and future research directions. In K. H. Hunt (Ed.), industry”, *International Journal of Contemporary Hospitality Management*, Vol. 22 No. 4,pp. 535-51.

- Johns, N., & Howard, A. (1998). Customer expectations versus perceptions of service performance in the foodservice industry. *International Journal of Service Industry Management*, 9(3), 248-265.
- Jones, M.A., and Suh, J. 2000. Transaction-specific satisfaction and overall satisfaction: an empirical analysis. *Journal of Services Marketing*, 14, 147-159.  
*Journal of Research in Marketing*, 27(4), 319-328. *least squares structural equation modeling (PLS-SEM)*. Thousand Oaks: Sage Publications.
- Kahneman, D., Treisman, A., & Gibbs, B. J. (1992). The reviewing of object files: Object-specific integration of information. *Cognitive psychology*, 24(2),175-219.
- Kimes, S. E., Wirtz, J., & Noone, B. M. (2002). How long should dinner take? Measuring expected meal duration for restaurant revenue management. *Journal of Revenue and Pricing Management*, 1(3), 220-233.
- Kivela, J., Inbakaran, R., & Reece, J. (1999). Consumer research in the restaurant environment. Part 1: A conceptual model of dining satisfaction and return patronage. *International Journal of Contemporary Hospitality Management* 11 (5), 205-222.
- Kotler, P. (2009). *Marketing management: A south Asian perspective*. Pearson Education India.
- Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2001). *Principals of marketing*. Harlow: Prentice Hall, Third European Edition.

- Lai, F., Griffin, M., & Babin, B. J. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of Business Research*, 62(10), 980-986.
- Law, A. K., Hui, Y. V., & Zhao, X. (2004). Modelings repurchase frequency and customer satisfaction for fast food outlets. *International journal of quality & reliability management*, 21(5), 545-563.
- Li, D., & Xia, Y. (2004). Electrospinning of nanofibers: reinventing the wheel?. *Advanced materials*, 16(14), 1151-1170.
- Li, W., Ding, Y., Deng, D., Jiang, W., & Liu, Z. (2015). Empirical analysis of the relationship between marketing strategies and marketing performance of agricultural science and technology enterprise. Proceedings of *the Ninth International Conference on Management Science and Engineering Management*, 1097- 107.
- Li, Z., & Chaipoopirutana, S. (2015). The important Rothenberger, S. (2015). Fairness through transparency :The influence of price transparency on consumer perceptions of price fairness. Working Papers CEB, 15. loyalty at a Chinese telecom”, *Journal of Business Research*, Vol. 62 No. 10, pp. 980-6.
- Madanoglu, M. 2004. Validating restaurant service quality dimensions. *Journal of Foodservice Business Research*, 7, 127-147 *Management*, Vol. 9 No. 3, pp. 248-56. *Marketing* (pp. 68-122). Chicago: American Marketing Association



- Martins, M., & Monroe, K. B. (1994). Perceived price fairness: A new look at an old construct. In C. Allen & D. R. John (Eds.), *Advances in Consumer Research* (pp. 75-78). Provo, UT: Association for Consumer Research.
- McCrae, R. R., Kurtz, J. E., Yamagata, S., & Terracciano, A. (2011). Internal consistency, retest reliability, and their implications for personality scale validity.[Article].*Personality & Social Psychology Review* (Sage Publications Inc.),15(1), 28-50.
- McMillan, B., & Conner, M. (2003). Using the theory of planned behaviour to understand alcohol and tobacco use in students. *Psychology, Health & Medicine*, 8(3), 317-328. NJ: Lawrence Erlbaum Associates of Akron Press
- Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurant? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality and Tourism Research*, 31(3), 387-410.
- Norazilawati, A. R. (2011). *Factors perceived by customers in choosing restaurant* (Doctoral dissertation, Universiti Utara Malaysia).
- Nyer, P. (1999), "Cathartic complaining as a means of reducing consumer dissatisfaction", *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, Vol. 12, pp. 15-25.
- Oktarici, E. N. (2014). *Consumer purchase intention on sport footwear among generation Y in Padang, Indonesia* (Doctoral dissertation, Universiti Utara Malaysia).

- Oliver, R.L. (1987), "An investigation of the interrelationship between consumer (dis) satisfaction and complaining reports", in Wallendorf, M. and Anderson, P. (Eds), *Advances in Consumer Research*, Vol. 14, Association of Consumer Research, Provo, UT, pp. 218-22.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: improving the measurement-empirical evidence. *Journal of Product & Brand Management*, 14(3), 143-154.
- Parasuraman, A., Zeithaml, V.A., and Berry, L.L. 1991. Perceived service quality as a customer based performance measure: An empirical examination of organizational barriers using an extended service quality model. *Human Resource Management*, 30, 335-364.
- Parasuraman, A., Zeithaml, V.A., Berry, L.L (1985). A conceptual model of service quality and its implications for future research. *Journal of marketing*, 49(3), 25-46.
- Parasuraman, A., Zeithaml, V.A., Berry, L.L (1986). *SERVQUAL: a multiple-item Scale for marketing customer's perception of service quality* (working paper no.86-108): Marketing Science Institute.
- Parasuraman, A., Zeithaml, V.A., Berry, L.L (1988). *SERVQUAL: Multiple-item for measuring consumers perception of service quality*, *Journal of Retailing*, 67 (4), 421-450. *Performance in the foodservice industry*", *International Journal of Service Industry* pp. 107-18.

- Pun, K.F., and Ho, K.Y. 2001. Identification of service quality attributes for restaurant operations: a Hong Kong case. *Journal of Managing Service Quality*, 11, 233-240.
- H. Poor, *An Introduction to Signal Detection and Estimation*. New York: Springer-Verlag, 1985, ch. 4.
- Pun, K.F., and Ho, K.Y. 2001. Identification of service quality attributes for restaurant operations: a Hong Kong case. *Journal of Managing Service Quality*, 11, 233-240.
- H. Poor, *An Introduction to Signal Detection and Estimation*. New York: Springer-Verlag, 1985, ch. 4.
- Qin, H., & Prybutok, V. R. (2009). Service quality, customer satisfaction, and behavioral intentions in fast-food restaurants. *International Journal of Quality and Service Sciences*, 1(1), 78-95.
- quality and value”, *Journal of Consumer Research*, Vol. 17, pp. 375-84.
- Ranaweera, C., & Neely, A. (2003). Some moderating effects on the service quality-customer retention link. *International Journal of Operations & Production Management*, 23,230-248.
- Reichheld, F. F. (1992). Loyalty-based management. *Harvard business review*, 71(2), 64-73.
- Reisinger, Y., & Turner, L. W. (2003). *Cross-cultural behavior in tourism: Concepts and analysis*. Elsevier.

Robinson, S. 1999. Measuring service quality: current thinking and future requirements.

*Marketing Intelligence and Planning*, 17, 21-32.

Oliver, R. L., Rust, R. T., & Varki, S. (1997). Customer delight: foundations, findings, and managerial insight. *Journal of retailing*, 73(3), 311-336.

Ryu, K. and Jang, S. (2008), “DINESCAPE: a scale for customers’ perception of dining environments”, *Journal of Foodservice Business Research*, Vol. 11 No. 1, pp. 2-22.

Saad Andaleeb, S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of Services Marketing*, 20(1), 3-11.

Sanchez-Franco, M. J. (2006). Exploring the influence of gender on the web usage via partial least squares. *Behaviour & Information Technology*, 25(1), 19-36.

Satisfaction for fast food outlets”, *The International Journal of Quality & Reliability Management*, Vol. 21 No. 5, pp. 545-63

Sattler, H., Völckner, F., Riediger, C., & Ringle, C. M. (2010). The impact of brand extension success drivers on brand extension price premiums. *International Journal of Research in Marketing*, 27(4), 319-328.

Sekaran, U. Bougie. M (2009). “*Research Methods for Business: A Skill Building Approach*”. UK: John Wiley & Sons.

Shariff, S. N. F. B. A., Omar, M. B., Sulong, S. N. B., Majid, H. A. B. M. A., Ibrahim, H. B. M., Jaafar, Z. B., & Ideris, M. S. K. B. (2015). The Influence of Service

Quality and Food Quality towards Customer Fulfillment and Revisit Intention. *Canadian Social Science*, 11(8), 138-144.

Shemwell, D. J., Yavas, U., & Bilgin, Z. (1998). Customer-service provider relationships: an empirical test of a model of service quality, satisfaction and relationship-oriented outcomes. *International Journal of Service Industry Management*, 9(2), 155-168.

Sinha, I., & Batra, R. (1999). The effect of consumer price consciousness on private label purchase. *International Journal of Research in Marketing*, 16(3), 237-251

Sirohi, N., McLaughlin, E. W., & Wittink, D. R. (1998). A model of consumer perceptions and store loyalty intentions for a supermarket retailer. *Journal of retailing*, 74(2), 223-245.

Spreng, R. A., & Mackoy, R. D. (1996). An empirical examination of a model of perceived service quality and satisfaction. *Journal of retailing*, 72(2), 201-214.

Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *The Journal of Marketing*, 15-32.

Stone, M. (1974). Cross-validatory choice and assessment of statistical predictions. *Journal of the royal statistical society. Series (Methodological)*, 111-147.

- Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait the case of a full-service restaurant. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235-247.
- Sun, W., Chou, C.-P., Stacy, A., Ma, H., Unger, J., & Gallaher, P. (2007). SAS and SPSS macros to calculate standardized Cronbach's alpha using the upper bound of the phi coefficient for dichotomous items. *Behavior Research Methods*, 39(1), 71-81.
- Suyuti, S,A. 2011. **Sati aminah Binti suyuti (2011)** *a customer satisfaction towards service quality in rfc restaurant redix fried chicken restaurant* (Master's thesis, Universiti Utara Malaysia).
- Tabachnick, B. G., & Fidell, L. S. (2007). *Using multivariate statistics* (5th ed.). Boston, MA: Allyn & Bacon/Pearson Education. the frontier", in Rust, T.T. and Oliver, R.L. (Eds), *Service Quality: New Directions in Theory and Practice*, Sage, Thousand Oaks, CA, pp. 241-68.
- Thongsamak, S. (2001). Service quality: Its measurement and relationship with customer satisfaction. *Research paper*. tions and store loyalty intentions for a supermarket retailer. *Journal of Retailing*, 74,223- 245.Usage as an antecedent and consequence of satisfaction. *Journal of Marketing Research*, 36,171-186.
- Varki, S., & Colgate, M. (2001). The role of price perceptions in an integrated model of behavioral intentions. *Journal of Service Research*, 3(3), 232-240.

- Xia, L., Monroe, K. B., & Cox, J. L. (2004). The price is unfair! A conceptual framework of price fairness perceptions. *Journal of marketing*, 68(4), 1-15.
- Xia, L., & Monroe, K. B. (2010). Is a good deal always fair? Examining the concepts of transaction value and price fairness. *Journal of Economic Psychology*, 31(6), 884-894.
- Yi, Y. (1990). A critical review of consumer satisfaction. *Review of marketing*, 4(1), 68-123.
- Yim, C. K., Tse, D. K., & Chan, K. W. (2008). Strengthening customer loyalty through intimacy and passion: roles of customer-firm affection and customer-staff relationships in services. *Journal of marketing research*, 45(6), 741-756.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of marketing*, 222.
- Zeithaml, V. A. (2000). Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *Journal of the academy of marketing science*, 28(1), 67-85.
- Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2012). *Business research methods*: Cengage Learning. H4 B.

## 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.

Nasiru Saidu (819771)

Msc Management Candidate

School of Business Management, UUM College of Business

Mobile Number: +60166006159/ What’s App+2348035905206

Email: [nasirinta@gmail.com](mailto:nasirinta@gmail.com)



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



**UUM**  
Universiti Utara Malaysia

**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</b>		<b>DIS-AGREED</b>	<b>NEUTRAL</b>	<b>AGREED</b>	<b>STRONGLY 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</b>		<b>DIS-AGREED</b>	<b>NEUTRAL</b>	<b>AGREED</b>	<b>STRONGLY 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					

<b>STRONGLY DIS-AGREED    DIS-AGREED    NEUTRAL    AGREED    STRONGLY AGREED</b>									
<b>DIS-AGREED</b>									
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								

<b>STRONGLY DIS-AGREED    DIS-AGREED    NEUTRAL    AGREED    STRONGLY AGREED</b>									
<b>DIS-AGREED</b>									
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								

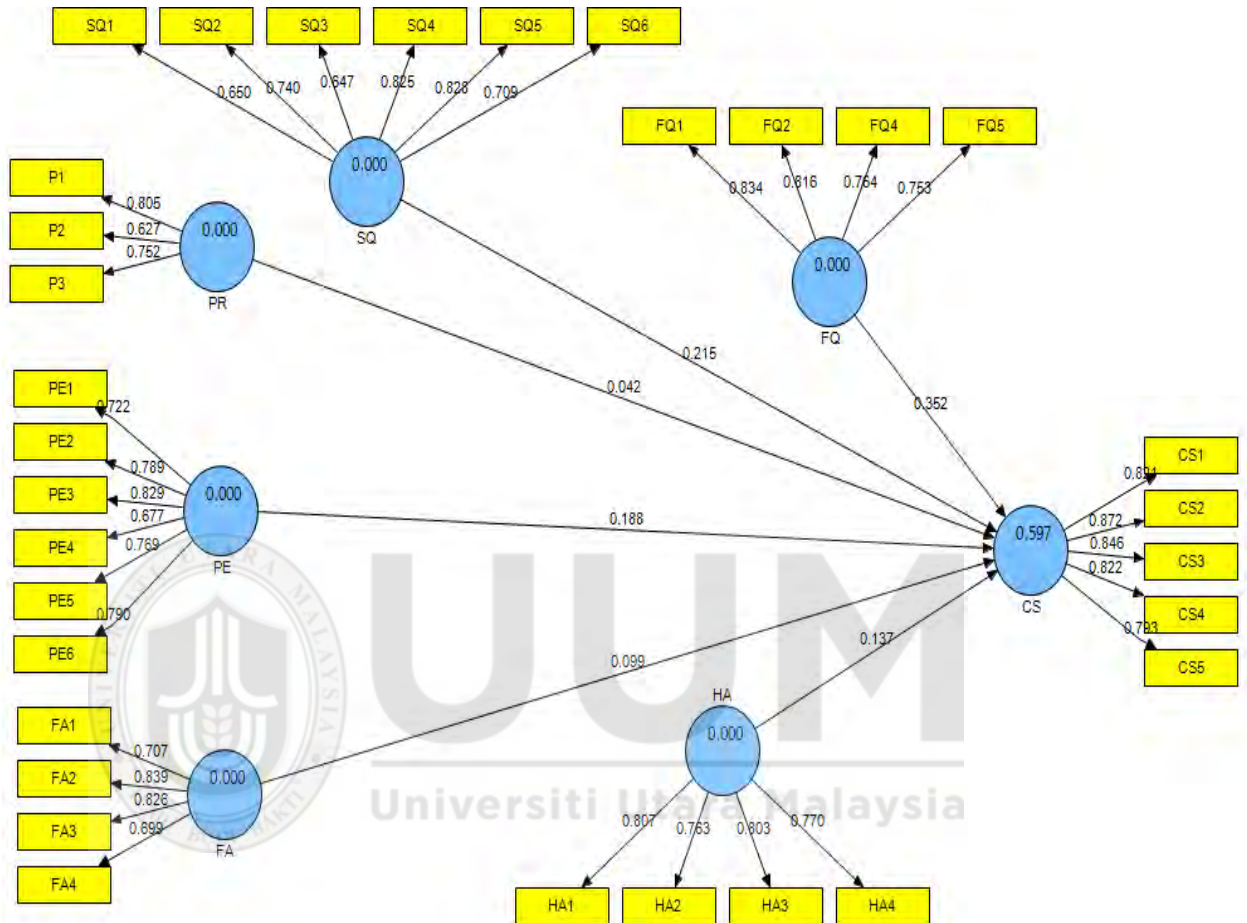
<b>STRONGLY DIS-AGREED    DIS-AGREED    NEUTRAL    AGREED    STRONGLY AGREED</b>									
<b>DIS-AGREED</b>									
SD	D	N	A	SA					
S/N	FACILITY / ITEMS				SD	D	N	A	SA
FA1	Subaidah restaurant background music is pleasing								
FA2	Subaidah restaurant has a good design and layout								
FA3	Subaidah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

FA4	Subaidah restaurant has a nice smell (scent)					
-----	----------------------------------------------	--	--	--	--	--

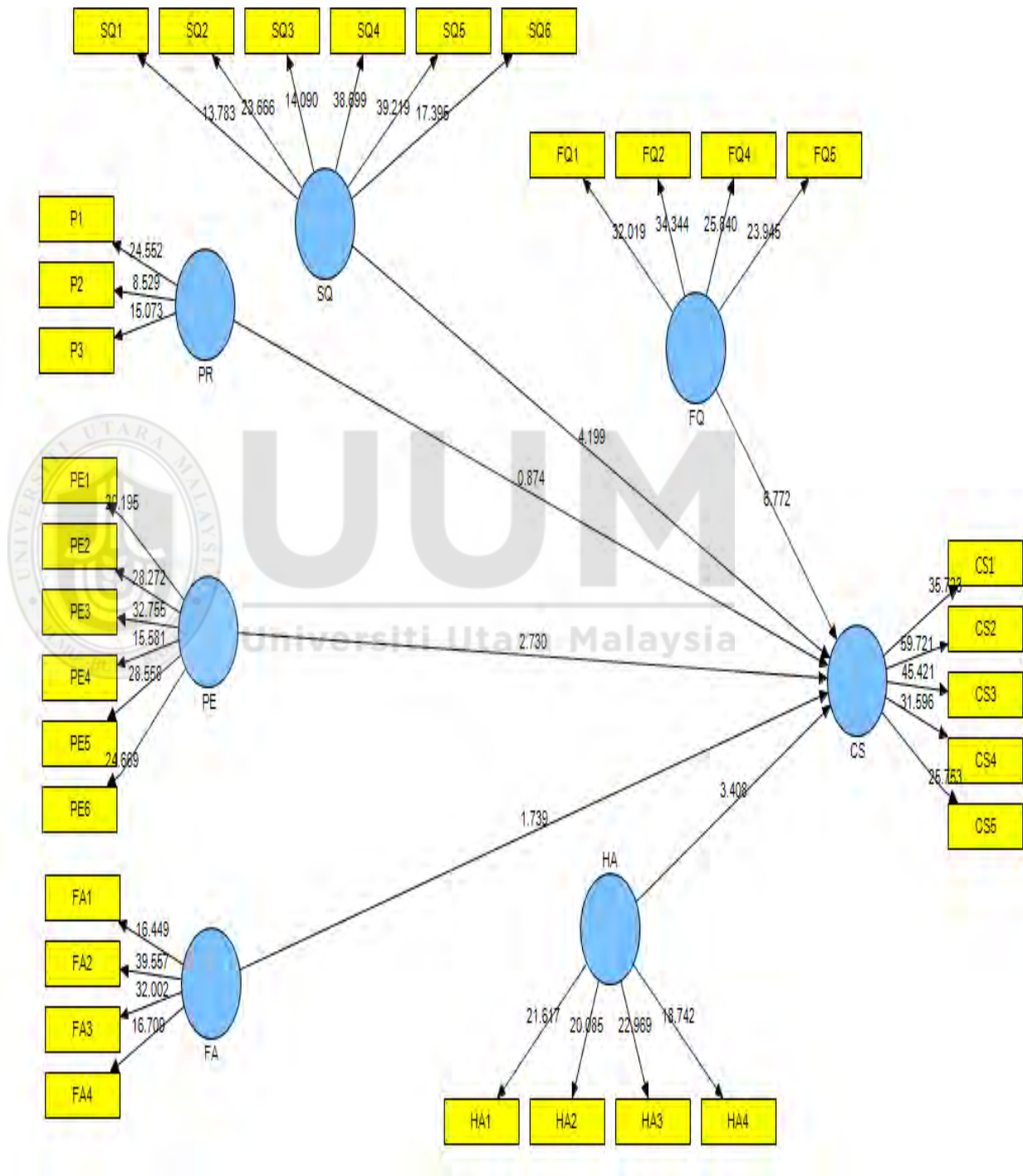
		<b>STRONGLY DIS-AGREED</b>	<b>DIS-AGREED</b>	<b>NEUTRAL</b>	<b>AGREED</b>	<b>STRONGLY AGREED</b>
		SD	D	N	A	SA
S/N	HALAL ELEMENT / ITEMS	SD	D	N	A	SA
HE1	I am willing to pay more for food that has halal elements					
HE2	I will not buy a food product, if doubts are raised about it by my peers and family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

		<b>STRONGLY DIS-AGREED</b>	<b>DIS-AGREED</b>	<b>NEUTRAL</b>	<b>AGREED</b>	<b>STRONGLY AGREED</b>
		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

