

Service Quality and Customer Satisfaction in The Fast-Food Industry of Malaysia

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ABSTRACT

The purpose of the study is to investigate service quality and its impact customer satisfaction in fast food industry in Malaysia. The independent variables which are used in this study: Tangibility, Reliability, Accessibility, Responsiveness and Empathy. The only one dependent factor for this research is Customer satisfaction. In this research the respondent was 170 in number whereas the descriptive analysis and regression method have been adopted. Moreover, the Likert scale of 5 has been adopted. The researchers have gained from the research Tangibility and Accessibility are emphatically connected with customer satisfaction while Reliability and Responsiveness are negative insignificant. Meanwhile, Empathy has a positive but insignificant relationship. However, Tangibility and Accessibility have a positive huge effect on customer satisfaction. Yet, Reliability and Responsiveness have negative and insignificant impact on customer satisfaction in the food shops of Malaysia. Furthermore, Recovery, Customer loyalty and Perceived value may be considered for the future study.

Keywords: Service Quality; Customer Satisfaction; Fast Food Industry; Malaysia Food Shops; Tangibility and Accessibility

INTRODUCTION

As Malaysia is a country of food hospitality and tourist, the quality of service and availability of service is very important. The fast-food shops are widely accessible for the tourists of Malaysia. People of all ages are very eager to eat fast food. The fast-food industry contributes a great deal in the economy of Malaysia (Xiao et al., 2018). Additionally, the fast-food shops are greatly important as they can satisfy customers of all ages. Moreover, they can contribute in good numbers to facilitate positive consequences in many ways (Palmer and Cole, 1995; Mohd et al., 2023). If the service quality is not attained with a better approach, then it will be hard to contest in the competitive business world. There are enormous amounts of studies that have been done on this topic. Olu Oju (2008) investigated on this topic which was in Vietnam. That research was grounded on service quality and

customer satisfaction. He found that tangibility is one of the most influential factors on customer satisfaction as people require hygiene of the shops and the artistic view. In the study of Butt et al. (2023), they found that customers are looking for keen and smart view of the staff who are working in the fast food shops. If the company owners want to get a good position in the market, then they need to get an effective way to be hugely effective and focus on the commonly used ways to make a huge statement and try to be competitive in the present world (Sulaiman et al., 2024). The fast-food business like KFC and McDonald are certainly important as they provide different pattern of foods in addition the quality of food is good. Not only that the items like chicken fries or burgers very much likeable to all sorts of customers, but also service quality are important matters. This study may assist the management of fast-food industry to offer the best facilities to their customers through better service quality extents. The scope of study is focusing into KFC and McDonalds services in Malaysia. Hence, this research has been focused to consider the degree of customers satisfaction level after experiencing KFC and McDonald's services in Malaysia through SERVQUAL dimensions. Authors tried to discover the importance of SERVQUAL.

LITERATURE REVIEW

Service companies are influenced by the changes in the dynamism of modern society at the level World, national and regional (Pereira et al., 2024). It is a highly link affected by the environment, given the high competitiveness in the market and the talent-based workforce human. However, organizations can give the same type of service, but do not provide it with the same quality, the main supplier being the employee customer service or cutting edge, and the main Referee or evaluator the client, based on their needs, expectations and perceptions about the service. Therefore, it is essential for the provision of quality services, know the needs and expectations of the principal arbitrator (external client), as well as measuring their perceptions in relation to the service generally received. Certainly, currently the quality of service is the biggest differentiator and the most competitive advantage powerful, so providing high levels of quality of service is an essential strategy for success and for the survival of the company in the current competitive environment. In quality performance, the human factor plays a key role. It is important that companies consider this factor as a fundamental part to create the best conditions that help to make personnel a distinctive attribute, which will generate well-attended clients and, consequently, business profitability (Darmawan and Grenier, 2021). It is this sense that the worker is an essential factor not only in the decision-making process but in the provision of services, especially food, for always being in sight and in contact with the client externally. Additionally, the employee is the only one who can detect, know and interpret perceptions of external customer satisfaction, which is why you must relate to them in the process of generating their value. Even when the quality of services has been become an important issue because customers they are increasingly critical, always waiting for a better service, quality does not only involve aspects such as restaurant furniture or the good state of food, but the attitude of the staff, given that a battered customer (by an employee) hardly returns as the recovery process becomes very difficult of the service (Ali et al., 2021). The importance of studying emerges from the above the quality of service from employees, such as a boost to the process of change that constantly requires every organization and makes it a tool to get more satisfied customers, higher income, low production costs and employees with power. Depending on the employees, the study of the quality of service with a view to its optimization will allow you to raise your sense of relevance and commitment to the achievement of institutional objectives, It will give the ability to develop, raise your needs and values, will increase awareness of what It is important, it will increase your maturity and commitment transcending their particular interests to those of the group and to those of the organization of which it is a part. Therefore, the survival of the service companies depends largely on the work of the human component and its performance to achieve that the company remains active in terms of reaching customer satisfaction. This same satisfaction in turn increases the motivation and productivity of employees, and if they are satisfied it contributes to the construction of competitive internal advantages. Regarding service companies, in the economic system an important component is the service sector, which highlights food services of restaurant for constituting an important component of the economic activity of modern countries, being essential that they remain in the time. An important restaurant service growth is those of fast food, product of the practicality and time savings in the modernity of urban life, as well as by the detriment of power user purchasing; these services represent a style of food where the dishes are prepared and they are used to consume quickly in establishments specialized, both in developed countries and in the developing countries (Boafo et al., 2021; Santos and Sotelo, 2024). Another feature important of fast food, is that it usually consumes without the use of cutlery, through different types of service: local consumption, local collection, street or home consumption; customers must make a line to request and pay for your food, which is delivered instantly or after a short time to that can later enjoy it on the premises or in another place. There are usually personnel in charge of collecting and cleaning the tables preparing them for new customers, it is also frequent that establishments "invite" customers to pick up their food by depositing the remains and the tooling in places arranged for it.

Relational Marketing and Human Talent

Since the early 1980s, it has developed a new vision of developed marketing for service management, known as marketing interactive subsequently coined as marketing relationship, which according to Parasuraman et al. (2002), is a philosophy of customer relationship management, with a long-term strategic vision for construction and maintaining lasting and close relationships with current customers instead of capturing new customers, with obtaining the best benefits for both parts. Therefore, according to Berry (1995), the companies of service today should focus on attracting, retaining and develop relationships with profitable customers. To establish these favorable relationships, consistent and lasting with customers, companies they should not only know their expectations or have guidelines that accurately reflect them, since this does not guarantee the provision of services of quality. To strengthen lasting links with the customers through effective quality specifications, these specifications must be supported by adequate resources (person, systems and technologies) so employees must be evaluated and rewarded based on compliance. It is remarkable that when a client enters the restaurant the employee has direct or indirect contact with the provision of the service. In these contracts, the quality of the company's service is perceived and, by therefore, they represent a great opportunity to offer customer maximum value, facing its retention. Of this mode it is important to know that customers do not add their perceptions but judge globally all experienced contacts. This situation shows the importance of the company staff, because it is the worker who handle the information and therefore contribute to customer satisfaction and return to the establishment (repeat purchase), cost reduction by less amount of loss; duplication reduction of work; market share; commitment and employee satisfaction and lower turnover; customer training through strategies worker-based marketing and advertising Person to person; design of services that meet the changing customer needs; costs reduction attributable to dissatisfied customers for complaints and claims, among others. On the other hand, Bradley (2003) states that "A management of clients that leverage on a clear internal customer, motivated and committed, will make the strategies of advertising and promotion aimed at the external customer be really effective" (p. 25), and that to a large extent contribute to customer relationship management external.

Quality in The Service

There is no single definition for service quality, and consequently there is no single way to measure service quality. Citing some approaches, for Jain and Gupta (2004) the quality of service can be seen as a continuous between "ideal quality" and "quality totally unacceptable". For Stevens et al. (1995) is the customer's perception of superiority in the service that is received covering two large dimensions, intangible as the attention of the staff, and tangible such as physical facilities or arrangement staff physicist on the other hand, for Chao (2008) service quality is conceptualized in the form of Four attributes: personnel, operation, physical aspects and merchandise. In general terms, the most common approaches to measuring perceived quality can be divided into two forms. The first is asking consumers to express their opinion on quality who have experimented with the product or service, directly with a question of the type: "In general my opinion about the quality of service is..." (Oh and Kim, 2017). The second way, which tends to be the most dominant in the literature, it is through a series of reagents called SERVQUAL (Jonkisz et al., 2021; Oh and Kim, 2017), or some other derivative thereof, that It consists of an instrument designed by Parasuraman et al. (1988), in which they identify five dimensions of service quality: aspects tangible (physical), reliability (compliance and consistency), speed of response to customer demands, assurance of what is offered and Empathy with the client.

The validity and reliability of this instrument have been tested in different service contexts, being a widely used instrument. However, he has received criticism, among them that the application of the SERVQUAL cannot be done always retaking their original reagents but must conform to the type of service industry that it is being analyzed. As a result of these different versions adapted to different sectors have emerged, among these we can mention the LODGSERV (Totharong and Sangpikul, 2023) for the accommodation industry, GIQUAL (Sindhu, 2022) for the insurance industry, AIRQUAL (Badrillah et al., 2021) for the airline sector, and DINESERV (Chamberlain et al., 2024) for the restaurant industry.

Quality is a term of enormous difficulty because of its abstract character. Definitions vary by the perspectives and context of study, according to Fritsch et al. (2022) is oriented to the client and the supplier with internal, external and global perspective, which indicates that it all depends on the context, therefore, the evolution of the quality throughout the different phases studied has given Origin to various definitions. Quality is the extent to which the level of service borrowed matches the initial expectations of the consumer, it's about meeting the service objectives, serving for what was designed, properly for use, solving customer problems and satisfying your wishes. Therefore, the customer is the one who determines and judges the quality of services; since 1982, McCleary and Weaver indicated that good service is defined as the basis of behavior identification important for customers (Molina et al., 2024). There are many models to assess the quality of service, the most accepted being those based on customer perspectives, such as the Dineserv scale, the what is a measurement scale derived from the scale of quality of service (SERVQUAL) and of the quality scale of the service perceived by the user (SERPREF), thanks

to a work of adaptation and reliability tests and validity made (Stevens et al. 1995). This scale allows to measure the service quality of restaurants based on customer perceptions of reliability, empathy, responsibility, security and physical attributes of the facilities or accessories (Uslu and Eren, 2020). Zeithaml et al. (1996) developed in parallel with the SERVQUAL scale an integral and complex model to evaluate and study the quality of services, such as an attempt to thoroughly explain the differences existing between expectations and perceptions of service users.

One of the main reasons why quality of service can be perceived as deficient is not Know precisely what customers expect. A second gap is that there are times when even having sufficient and accurate information about customer expectations, service companies fail meet those expectations, because the specifications Quality of services are not consistent with the perceptions of customer expectations That is, perceptions are not translated in customer-oriented standards. A third gap is that within organizations the standards adjusted to the customer expectations, motivated by human failures, to lack supervision or internal operation of the company, although these standards have been designed according to customer expectations. Finally, the last explanation for the differences between expectations and perceptions is the breach of the service promises made to the customer.

Quality of Service and Loyalty

A considerable number of authors have argued that service quality is frequently seen as a key antecedent in loyalty in the service sector (Dick and Basu, 1994; Parris and Guzmán, 2023). The assumption that gives rise to this relationship is that a customer, by feeling satisfied with respect to the perceived performance in receiving the service of a particular alternative (brand), will tend to repeat your choice of purchase towards this same alternative, assuming that On this new occasion he will receive the same good performance, and being a favorable alternative already known, he will not tend to choose another alternative that is unknown or from which he has received a performance lower. However, by the findings in this line of research, it is known that while quality of service is one of the determinants of loyalty, there are many doubts about the nature of the relationship between the two constructs (Gremler and Brown, nineteen ninety-six). In a more recent study Marcos et al. (2023) explains that after doing a review of different models there is evidence that the service quality at least precedes and impacts in important ways to the general satisfaction of the client. The problem here is not solved, because as no data was found to support Strengthens the relationship between quality of service and loyalty, neither are there to establish an important relationship between general satisfaction and this loyalty, what That leaves the discussion at the same point. Like loyalty, the quality of service has risen as a multidimensional construct. Some studies have worked individually with each of its dimensions, discovering for example that intangible attributes such as "reliability" and "perceived trust in the bidder" can play a very important role in the construction and maintenance of loyalty in service companies (Dick and Basu, 1994). As stated earlier, loyalty is achieved in different ways depending on the service industry in question. Bloemer et al. (1999) found that in the entertainment industry "responsiveness" and "tangibles" determine the recommendation (recommend the place), while in the fast-food industry is "assuring the provision of the service" and "empathy with the client" those who would be determining it. For his part Nadiri et al. (2008) point out that for customers of airlines the "tangible" dimension was the one that affected more significantly, both satisfaction and Buyback intention. As already said, many studies carried out in different industries have empirically tested that the general perception of service quality is one of the factors to establish the loyalty of the customers (Chao, 2008; García et al., 2024). However, in no case appears to be a highly correlated factor and much less unique. All this implies that loyalty is a complex concept, difficult to measure, and that is related to a wide variety of factors.

Research Model and Hypotheses Development

Service quality can be measured using three different perspectives. The three models are developed by Grönroos (1982), Lehtinen and Lehtinen (1982), followed by Parasuraman, Zeithaml, and Berry (1985, 1988, 1991). Many previous researchers have studied customer satisfaction towards Accessibility quality in Fast Food shops. Markovic (2004) studied Accessibility quality measurement in the food industry of Croatian. She showed that a SERVQUAL instrument is a useful and reliable method to 20 measure Accessibility quality of food industry, for managers to identify differences in terms of expectations and perceptions. This method will lead to a better allocation of resources and a more effective design of marketing strategies, such as communications mix and pricing positive outcome from all sorts of point of view (Palmer and Cole, 1995). If the company owners want to get a good position in the market, then they need to get an effective way to be hugely effective and focus on the commonly used ways to make a huge statement and try to be competitive in the present world (Mazibuko,2006). The most appropriate way to compare the present world with the whole process of the fast food industry has been very in contact, which can be considered as the most appropriate work of improving the condition of the fast food industry so that in the long run it will be better. The economic growth of the fast food industry will be in the good rate and the whole atmosphere will be really in a good situation, the positive outcome must be in the way, so that the outcome of the result may give a good result for the food industry. Moreover, the service provider needs to

focus on the positive outcome of the result so that it would be helpful for the people in the long run. Hongsrirumang et al. (2020) studied International fast food, satisfaction with the quality of accessibility in accommodation in Thailand and the factors related to satisfaction, problems and the requirements of international fast food shops. The research revealed the satisfaction of international tourists with quality. Therefore, Government Policy suggests that the TAT and related organizations should create and develop a curriculum and training. Accordingly, they also have to focus on language skills.

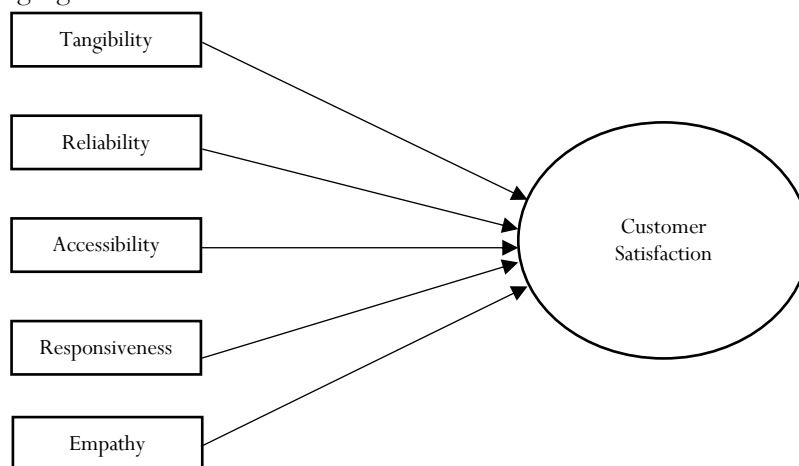


Figure 1: Conceptual Framework

The tangibility indicated the things of physical abilities like personal things, materials and reinvention of things (Santos, 2002). As per Cronin and Taylor (1992) the tangible facility includes the neatness of dining areas, the neatness of the employees and lastly the proper fresh wearing of gloves and proper dress. The parking and seating facilities need to be updated.

H1: Tangibility has significant relationship with customer satisfaction

Responsiveness is the indicator of the intentions of the companies and the intentions of their customers (Olu Oju,2008). The employees need to be told to deliver their food in the proper manner and at the proper channel. The employees are needed to be on time for exact work (Cronin and Taylor,1992).

H2: Responsiveness has significant relationship with customer satisfaction

Reliability is the indicator of the capability of fulfilling services promptly and correctly (Olu Oju,2008). The fare of food should be accurately charged. It is also very crucial of fulfilling the promised things on exact timings and in a proper way (Cronin and Taylor,1992).

H3: Reliability has significant relationship with customer satisfaction

Accessibility indicates the behavior of the employees as well their abilities of conveying confidence and belief. It includes the behavior, gentility, skill, safety and credibility (Olu Oju, 2008). The employees should have a huge number of abilities and knowledge in performing politeness and courteousness. As per Cronin and Taylor (1992), employees need to be believed, and the customers are needed to be felt safeness in their economic status.

H4: Accessibility has significant relationship with customer satisfaction

Empathy includes care and organized responsibility to customers. Moreover, Empathy includes the relation of communicating with customers, accessing and as well as understanding the customers (Olu Oju,2008). Moreover, the location as well as the environment of the fast food shops are needed to easily fund and the serving food are needed to be packed (Cronin and Taylor,1992).

H5: Empathy has significant relationship with customer satisfaction

Table 1: Sources of Variables

Variable	Aspects	Sources
Tangibility	1. Clean dining area 2. Well-Dressed Employees 3. Using disposable gloves and hair net by the employees 4. Seating Viability 5. Parking availability	Cronin and Taylor (1992)
Reliability	1. Prompt Service	Olu Oju, 2008

	2. Exact charge 3.Prompt Employees. 4. Reliable transaction 5. Accessible employees	
Accessibility	1.Free Promotion 2.Behavior 3.Access food 4.Toilts 5.Large number of Counters	Cronin and Taylor (1992)
Responsiveness	1.Free time 2.Located shops 3.nearer to houses 4.near the localities 5.responsibilities of employees	Olu Oju, 2008
Empathy	1.Cleanliness 2.Friendly judgments	Cronin and Taylor (1992)

RESEARCH DESIGN AND METHODOLOGY

The research method applied in the present study is overviewed by giving out a questionnaire individually. The data for the present study was accumulated by primary data gathering through personally controlled questionnaires. After that, 250 peoples were requested to fill up the questionnaires in Kuala Lumpur city who were the customers in KFC and McDonald. Quantitative data was collected from earlier studies. The questionnaire was translated by a language expert to the local languages before surveying. The respondents of the present study were residents of Kuala Lumpur. Each respondent was requested to collect data from five adults' age range from 20 & below, 21–30, 31–45, 46-60, 60 & above who consume fast foods. According to the research objectives and importance, a total of 250 questionnaires were distributed among the selected sample. Although careful consideration was given to collect data, three were discarded due to incomplete responses; the final a total of 170 (68%) of 250 questionnaires were received back, coded, presented, and analyzed with SPSS. Based on previous literature, we utilized questionnaire items from past studies. The dependent and independent variables of the study were operationalized using some item scales. There are two sections of the questionnaires. Section A includes Gender, Age, Marital status and Income. Part B includes the questionnaire Tangibility, Reliability, Accessibility, Responsibility, Responsiveness and Empathy. All the statements were measured on a Likert scale from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), 5 (Strongly Agree).

RESULTS AND DATA ANALYSIS

For this research, 170 participants took part in the survey, and they were classified according to their gender, age, and marital status also by their income. Among the respondents, 61.8% were male and 38.2% were female. Most of the respondents being male could be an indication that dominant part male. 49.4% of the respondents were between 18 to 24 years old, 37.6% were between 25 to 35 years old while 10.6% of the 36 to 49 years and just 2.4% of them were 50 or more. As the rate of 18-24 years is most among the rate of all the age class.

Normality of Data Distribution

In collection it is very much demonstrated by an ordinary circulation and to figure how likely it is for an irregular variable fundamental the informational index to be regularly conveyed. All the more definitely, the tests are a type of model determination, and can be deciphered a few courses, contingent upon one's understandings of likelihood: In engaging insights terms, one gauges a decency of spasm of a typical model to the information – if the fit is poor then the information are not very much displayed in that regard by an ordinary dissemination, without making a judgment on any fundamental variable. In frequents measurements factual theory testing, information is tried against the invalid speculation that it is ordinarily conveyed.

In Bayesian measurements, one doesn't "test typicality" in essence, yet rather processes the probability that the information originated from an ordinary dissemination with given parameters μ, σ (for all μ, σ), and contrasts that and the probability that the information originated from different conveyances under thought, most basically utilizing a Bayes figure (giving the relative probability of seeing the information given distinctive models), or all the more finely taking an earlier appropriation on conceivable models and parameters and registering a back dispersion given the figured probabilities (Razali et al.2011).

Table 2: Normality test. Source: Generated by SPSS

	Descriptive Statistics				
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
T1	170	.105	.186	-.840	.370
T2	170	.067	.186	-.847	.370
T3	170	.265	.186	-.787	.370
T4	170	-.086	.186	-.065	.370
T5	170	.061	.186	-.448	.370
R1	170	-.280	.186	-.185	.370
R2	170	-.311	.186	-.111	.370
R3	170	-.132	.186	-.190	.370
R4	170	-.124	.186	-.535	.370
R5	170	.120	.186	-.791	.370
A1	170	.111	.186	-.706	.370
A2	170	-.423	.186	-.098	.370
A3	170	-.072	.186	-.687	.370
A4	170	-.058	.186	-.586	.370
A5	170	-.253	.186	-.292	.370
RES1	170	-.493	.186	.916	.370
RES2	170	.152	.186	-.621	.370
RES3	170	.203	.186	-.632	.370
RES4	170	.227	.186	-1.036	.370
RES5	170	.178	.186	-.644	.370
E1	170	-.267	.186	-.214	.370
E2	170	-.093	.186	-.867	.370
E3	170	-.046	.186	-.336	.370
E4	170	.177	.186	-.507	.370
E5	170	-.042	.186	-.354	.370
CS1	170	.012	.186	-.331	.370
CS2	170	.288	.186	-.428	.370
CS3	170	-.117	.186	.183	.370
CS4	170	-.260	.186	.941	.370
CS5	170	-.160	.186	.111	.370
CS6	170	-.870	.186	1.834	.370
Valid N (listwise)	170				

Therefore, all the data on skewness is acceptable. For kurtosis, no data except RES4 and CS6 fall above the range. Hence it can be said that all data are normally distributed, and the data were tested positive and reliable. For further examination, reliability will be done.

Reliability Test

Cronbach's alpha is a function of the number of items in a test, the average covariance between item-pairs, and the variance of the total score.

Table 3: Showing Cronbach's Alpha Source (Generated by SPSS)

Variables	Cronbach's Alpha	N of Items
Overall	.790	31
Tangibility	.580	5
Reliability	.536	5
Assurance	.576	5
Responsiveness	.600	5
Empathy	.663	5
Customer Satisfaction	.683	6

In the analysis, the Cronbach's Alpha for overall variable was 0.790 for 31 items. According to Sekaran and Bougie (2013), the rule of thumb for Cronbach's alpha are reliabilities less than 0.60 are poor, those in 0.7 range, 1760

acceptable, and those over 0.80 good. The value that has been got from the analysis has been that 0.683 with an item of 6. The indication of this outcome is that the outcome has been a good one. Tangibility, Reliability and Assurance have poor value of Cronbach's alpha, and the values are .580, .536 and .576 respectively. Responsiveness and Empathy have acceptable value of Cronbach's alpha which are 0.600 and 0.663 respectively.

Regression

The independent variables like tangibility, reliability, assurance, responsiveness and empathy. On the contrary the dependent factor which is used in this research is customer satisfaction. (or 'measure variable') changes when any of the autonomous factors is differed, while the other free factors are held settled (Scott (2012) are settled. Less generally, the emphasis is on a quintile, or other area parameter of the contingent conveyance of the needy variable given the free factors. In all cases, the estimation target is an element of the free factors called the Regression work (Freedman,2005).

Table 4: Model summary for customer satisfaction (Source: SPSS Generated Result)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.286 ^a	.082	.054	.4476	1.725

a. Predictors: (Constant), Empathy, Reliability, Tangibility, Responsiveness, Accessibility

b. Dependent Variable: Customer Satisfaction

Table 5: Model summary for customer satisfaction (Source: SPSS Generated Result)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.935	5	.587	2.930	.015 ^b
	Residual	32.861	164	.200		0.015
	Total	35.796	169			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Empathy, Reliability, Tangibility, Responsiveness, Accessibility

As per the above mentioned table it has been observed that the value of R square has been 8.2 compared to the independent variables described. The adjusting value of R Square has been 0.054 that understands the model is not a well-judged model as the value is lower than 0.06 (Imma and Hasan,2004) compared to the described independent variables. The adjusting value of R Square has been 0.054 that understands the model is not a well-judged model as the value is lower than 0.06 (Imma and Hasan,2004). The outcome of the coefficient is 1.725 which indicates no real correlation among all the perimeters as the result is less than the range (Folarin,2014). The whole method is not an impressive one as the regression value falls less than 2. Therefore, the total model is not a fit one.

Table 6: Showing the Beta Coefficient (Source: SPSS generated Result)

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.544	.458		5.555	.000		
	Tangibility	.194	.090	.176	2.159	.032	.844	1.184
	Reliability	-.049	.091	-.046	-.540	.590	.789	1.267
	Accessibility	.189	.085	.197	2.234	.027	.722	1.385
	Responsiveness	-.089	.086	-.084	1.034	.302	.840	1.191
	Empathy	.036	.082	.037	.442	.659	.790	1.266

As per the above-mentioned table it has been found that the beta coefficient has a value of 0.194 and significant value of 0.032, which is lower compared to 0.05. Therefore, Tangibility has been positively influential over the satisfaction of clients. Furthermore, the same outcome may be got by Qin and Prybutok (2016). As per the stated

of Qin and Prybutok (2016), tangibility has been positive and significant over the satisfaction of clients. In addition, the same outcome may be achieved by Jakpar and Johari (2012).

As per the above-mentioned table it has been found that the beta coefficient has a value of -0.049 and insignificant value of .590, which is larger compared to 0.05. Therefore, Reliability has been negative influential over the satisfaction of clients. Furthermore, the same outcome may be got by Shafiq et al. (2013). As per the stated of Shafiq et al. (2013) reliability has been negative and insignificant over the satisfaction of clients.

As per the above-mentioned table it has been found that the beta coefficient has a value of 0.189 and a significant value of .027, which is lower compared to 0.05. Therefore, Accessibility has been positive influential over the satisfaction of clients. Furthermore, the same outcome may be achieved by Gilbert et al.2004 as with Gilbert et al. 2004 accessibility has been positive and significant over the satisfaction of clients.

As per the above-mentioned table it has been found that the beta coefficient has a value of -0.089 and insignificant value of .302 which is larger compared to 0.05. Therefore, Responsiveness has been negative influential over the satisfaction of clients. Furthermore, the same outcome may be got by Kariuki (2015)As per the stated of Kariuki (2015 Responsiveness has been negative and insignificant over the satisfaction of clients.

As per the above-mentioned table, beta coefficient value is 0.036 having an insignificant value of .659, larger than 0.05. Hence empathy has positivity and insignificantly influences customer satisfaction. As per the study of Brady et al. 2001 and Ofir and Simonson, (2001) the outcome has been the same.

Table 7: Summary of the hypothesis

Hypotheses	Relation	Significance (p<0.05)	Outcome	Comments
H1: Tangibility has been positive and significant over the influence of customer's satisfaction	Positive	significance (0.032)	Accepted	The p value is 0.032, lower compared to 0.05, and understands that tangibility is significant to customer satisfaction.
H2: Reliability has been positive and significant over the influence of customer's satisfaction	Negative	Insignificance (0.590)	Rejected	The p value is 0.590, larger compared to 0.05, and it understands that reliability is insignificant over customer satisfaction.
H3: Accessibility has been positive and significant over the influence of customer's satisfaction	Positive	significance (0.027)	Accepted	The p significant 0.027, lower compared to 0.05, understandable that accessibility is been significance with customer satisfaction.
H4: Responsiveness has been positive and significant over the influence of customer's satisfaction	Negative	Insignificance (0.302)	Rejected	The p value is 0.302, larger compared to 0.05, understands that responsiveness is been insignificant over customer satisfaction.
H5: Empathy has been positive and significant over the influence of customer's satisfaction	Positive	Insignificance (0.659)	Rejected	The p value is 0.659, larger compared to 0.05, understands that empathy is insignificant over customer satisfaction.

DISCUSSION

The independent factors for this examination are Tangibility, Reliability, Accessibility, Responsiveness and Empathy and dependent one is customer satisfaction. The accompanying conclusion has been found from the examination: Tangibility and Accessibility are emphatically connected with customer satisfaction while Reliability and Responsiveness are negative insignificant relationship with customer satisfaction. Meanwhile Empathy has a positive but insignificant relationship with customer satisfaction. However, Tangibility and Accessibility have a positive huge effect on customer satisfaction. positive outcome from all sorts of point of view (Palmer and Cole, 1995; Zahorik and Rust, 1992). If the company owners want to get a good position in the market, then they need to find an effective way to be hugely effective. The most appropriate way to compare the present world with the whole process of the fast food industry has been very in contact, which can be considered as the most appropriate work of improving the condition of the fast food industry so that in the long run it will be better. The economic growth of the fast food industry will be in a good rate and the whole atmosphere will be really in a good situation, the positive outcome must be in the way, so that the outcome of the result may give a good result for the food industry. Moreover, the service provider needs to focus on the positive outcome of the result so that it would be helpful for the people in the long run.

As for Qin and Prybutok (2009), Tangibility has positive huge effect on consumer loyalty. Along these lines this variable is vital to fulfill clients. Besides as per discoveries, if Tangibility expands the fulfillment of clients will likewise increase. The relations between these two factors are equivalent.

In the studies of Qin and Prybutok (2009), Reliability has been getting a negatively and insignificantly influence over the satisfaction of the clients. As the researchers has food the result that the influence of reliability has been negative and insignificantly over the satisfactory of the clients, therefore the influence of this factor increases then then the overall dependent factor may get a fall, adversely if the independent factor may get a fall, then the dependent one may get a raise.

In the studies of Gilbert et al. 2004, accessibility has been getting a positive and significant influence over the satisfaction of the clients. As the researchers has food the result that the influence of accessibility has been positive and significantly over the satisfaction of the clients, therefore the influence of this factor increases then then the overall dependent factor may get a raise, adversely if the independent factor may get a fall, then the dependent one may get a fall.

In the studies of Kairuki (2015), Responsiveness has been getting a negative and insignificant influence over the satisfaction of the clients. As the researchers has food the result that the influence of Responsiveness has been negative and insignificantly over the satisfactory of the clients, therefore the influence of this factor increases then the overall dependent factor may get a fall, adversely if the independent factor may get a fall, then the dependent one may get the upraise.

In the studies of Brady et al. 2001 and Ofir and Simonson (2001), Empathy has been having a positive and insignificant influence over the satisfaction of the clients. As the researchers has food the result that the influence of empathy has been positive but insignificantly over the satisfactory of the clients, therefore the influence of this factor upraise then the overall dependent factor may also get an upraise, adversely if the independent factor may get a fall, then the dependent one may get the same one.

CONCLUSION AND FUTURE RESEARCH DIRECTIONS

The focus of this project was to improve and enhance the instrumental quality of food in fast food shops in Kuala Lumpur. The main relation of service quality and customer satisfaction has been focused. This study will be a key indicator in improving in overall condition of the fast food shops of Malaysia. Moreover, it will be used as a perimeter of how the owners of the fast-food shops can attract customers as well as by their method of selling food as well as behaving with them will also be considered. Lastly it can be observed through this research that the most preferable place to eat is fast food shops.

The sample size was only 170. The researchers have found it difficult to collect data and most of the respondents were not at all very cooperative. The basic limitation of this research is that the researchers have done this project in a definite area and in a definite location rather than taken a huge number of areas into account. The time constraint is major limitation of this project. Moreover, the sample size was also small because of the shortage of money and time. Because of the size of the sample and limited time it may have a considerable amount of effect on the result. The primary data has been collected through a number of surveys. The major limitation inherent in the study is a generalization of the results. It is recommended that future studies should be conducted in other parts of the country to allow for a cross-comparison on how individual characteristics and culture mediates the packaging and consumer purchase decision time.

For future researchers the sample size might be a wide range one. Moreover, researchers can also take Recovery and Perceived value as the variables. The researcher's s has taken KFC and McDonald as his research study. For Future study the researchers s may take more food shops of Malaysia. The researchers have taken Kuala Lumpur for his project. In future researchers might take a wide range of areas for their research. The owners may be given emphasis on the aesthetics as well as the overall atmosphere of the fast food shops. Not only that, but the responses of the employees also needed to be improved, and the empathy shown by them needed to be enhanced. Furthermore, they should be well-behaved and well-mannered and well equipped with the condition of the fast food shops. The assurance given by the shops needs to be well observed and needs to be well maintained. Last of all if the overall performance of the fast food shops will be improved then the economic contribution will be improved more smoothly and the govt. will get more benefits and customers will get more comfort from the fast food shops try to be competitive in the present .The most appropriate way to compare the present world with the whole process of the fast food industry has been very in contact which can be considered as the most appropriate work of improving the condition of the fast food industry so that in the long run it will be better. The economic growth of the fast food industry will be at a good rate and the whole atmosphere will be really in a good situation, the positive outcome must be in the way, so that the outcome of the result may give a good result for the food industry. Moreover, the service provider needs to focus on the positive outcome of the result so that it would be helpful for the people in the long run.

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APPENDIXES

Table 1: Gender Source: SPSS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0 Male	105	61.8	61.8	61.8
	2.0 Female	65	38.2	38.2	100.0
	Total	170	100.0	100.0	

Table 2: Age Source: SPSS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0 18-24	84	49.4	49.4	49.4
	2.0 25-35	64	37.6	37.6	87.1
	3.0 36-49	18	10.6	10.6	97.6
	4.0 above 50	4	2.4	2.4	100.0
	Total	170	100.0	100.0	

Table 3: Marital Status Source: SPSS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.0 Unmarried	106	62.4	62.4	62.4
	1.0 Married	64	37.6	37.6	100.0
	Total	170	100.0	100.0	

Table 4: Demographic Data: Income Source: Adopted from SPSS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1500-2500	93	54.7	54.7	54.7
	2500-3500	52	30.6	30.6	85.3
	3500-5000	15	8.8	8.8	94.1
	Above 5000	10	5.9	5.9	100.0
	Total	170	100.0	100.0	

Normal P-P Plot of Regression Standardized Residual

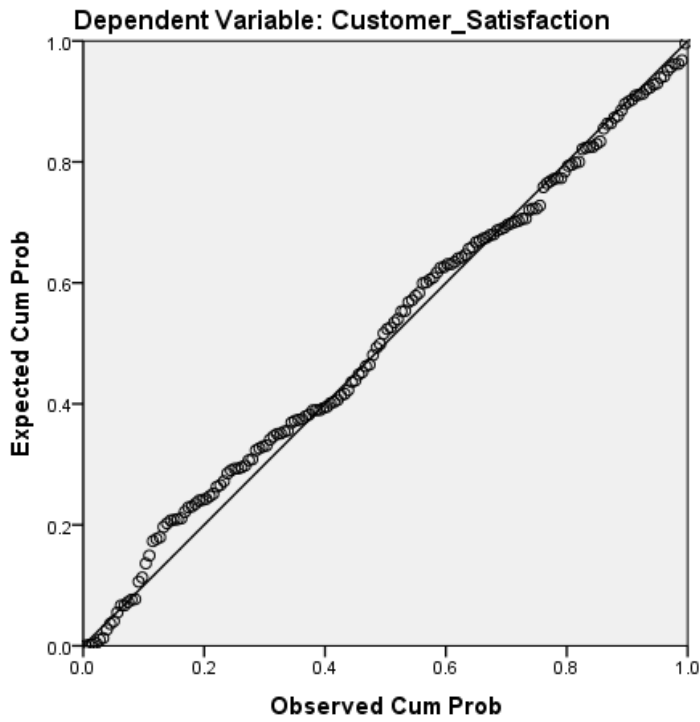


Figure 1:

Histogram

Dependent Variable: Customer_Satisfaction

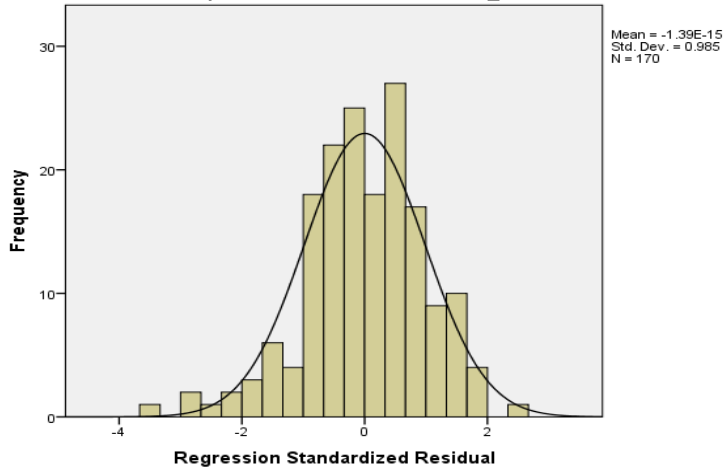


Figure 2: P-Plot

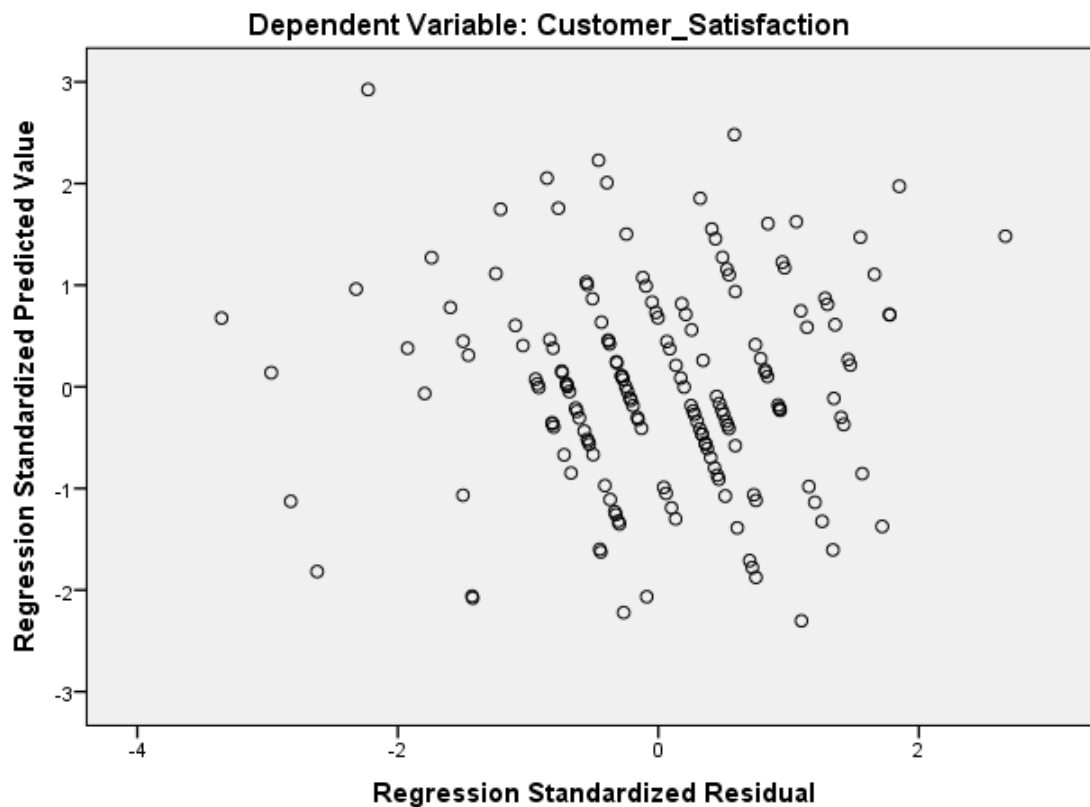


Figure 3: Scatter plot

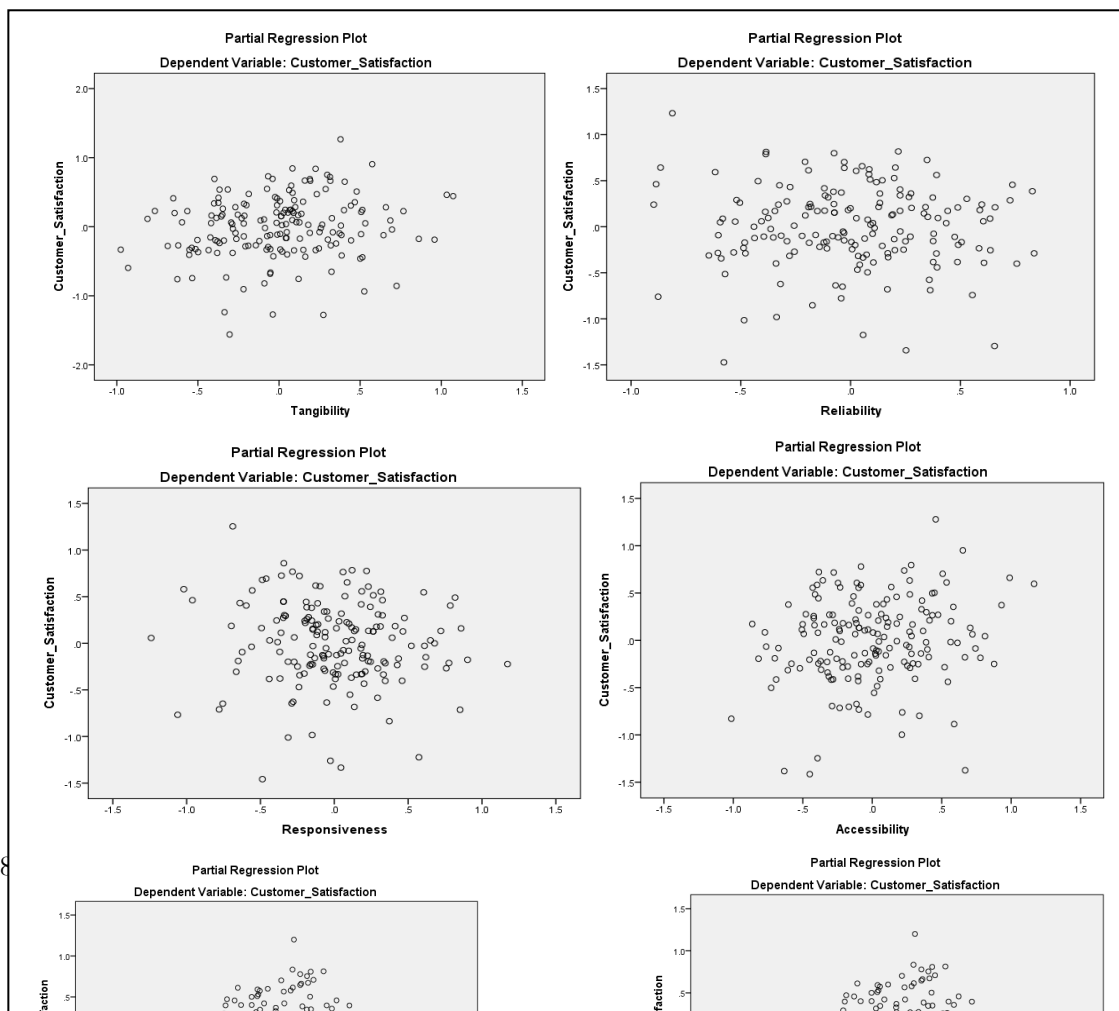


Figure 4: Homoscedasticity of Dependent Variable and Independent Variables