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SERVICE QUALITY INFLUENCES THE INTENTION OF CUSTOMERS TO RE-PURCHASE LOCAL FAST-FOOD PRODUCTS

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ABSTRACT

Understanding consumer satisfaction and repurchase intentions is crucial for success in the competitive food industry. This is especially true for small businesses like the burger stand in Ampang, which serves a diverse group of consumers, including residents, students, families, and employees. This popular burger establishment in Ampang attracts both residents and scholars. Client satisfaction encompasses all aspects of the client experience, including service quality. Businesses that accurately evaluate customer satisfaction levels may address potential issues, alter their offerings, and increase client retention. It's important to understand client repurchase intentions. It not only forecasts repeat business but also assesses customer loyalty and advocacy. Predicting consumer happiness and repurchase intentions in small burger restaurants is a complex subject. It entails comprehending and assessing a number of critical aspects that influence these results, either directly or indirectly. Consider the quality of the business's services. A study of fast-food businesses revealed a correlation between service quality and repeat visits. Providing pleasant, efficient, and rapid service boosts consumer satisfaction and encourages repeat purchases.

ARTICLE INFO

Keywords:

Quality food, intention to repurchase, local fast food, customer satisfaction, consumer behavior

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1.0 INTRODUCTION

The quality of service given by local fast-food restaurants has a significant impact on consumers' inclinations to repurchase their items. Service quality comprises several elements, including timeliness, dependability, assurance, empathy, and tangibles, all of which contribute to the total customer experience (Parasuraman et al. 1988). In the context of local fast food, knowing the impact of service quality on customer repurchase intentions is critical for companies to succeed in a competitive market. Superior service quality has been demonstrated in studies to improve customer satisfaction, loyalty, and good word-of-mouth, affecting consumers' inclinations to repurchase (Cronin et al., 2000). By investigating the link between service quality and repurchase intentions in the local fast-food industry, firms may uncover possibilities to improve service delivery and consumer loyalty. This study aims to investigate the relationship between service quality on customer satisfaction with local burgers. The study questions used in this research are what is the link between service quality and customer satisfaction? Service quality, encompassing elements such as timeliness, dependability, assurance, empathy, and tangibles, directly influences customer satisfaction, loyalty, and repeat purchase behavior. As customer satisfaction plays a pivotal role in driving repurchase intentions, understanding the intricate relationship between service quality that essential for local fast food businesses to enhance service delivery and foster consumer loyalty. Exploring these correlations can offer valuable insights into optimizing service strategies, thereby maximizing customer satisfaction and driving sustainable business growth.

2.0 LITERATURE REVIEW

2.1 Dependent Variable

This chapter analyzes the research on fast food restaurant revisit intention, focusing on identifying both dependent and independent factors. The literature review aims to improve understanding of the word, its meaning, and its properties. The study topic. The stated hypotheses and relationship between independent and dependent variables will be summarized visually using a modified conceptual framework. The section concludes by formulating hypotheses. Define dependent and independent variables to acquire a complete understanding of the research topic. The dependent variable in fast food restaurant revisit intention is the consumer's intention to return after their first visit. This variable represents the anticipated outcome or behavior under investigation and analysis. The dependent variable is affected by several independent factors, including service quality. These independent variables can impact a customer's decision to return to a fast-food outlet.

When assessing studies on fast food restaurant revisit intention, it is critical to understand the link between dependent and independent variables, with a particular emphasis on issues such as service quality. In this instance, the dependent variable is the consumer's desire to return to a fast-food restaurant following their first visit. This variable represents the study's targeted outcome and is an important predictor of consumer behavior and loyalty in the fast-food business.

Service quality is regarded as one of the most important independent characteristics that might impact a customer's decision to return to a fast-food restaurant (Parasuraman et al., 1988). High service quality, as measured by promptness, dependability, civility, and other factors, has been consistently associated to higher customer satisfaction and loyalty (Cronin et al., 2000). As a result, it is critical to investigate the influence of service quality on customer revisit intentions and understand how this independent variable interacts with the dependent variable in the setting of fast-food businesses.

In the literature review, the link between service quality as an independent variable and customers' revisit intentions as the dependent variable will be investigated to determine the extent to which service quality influences customer loyalty and repeat patronage in fast food restaurants. Researchers may acquire significant insights into improving overall customer experience and loyalty in the competitive fast-food business by determining the impact of service quality on consumers' inclinations to return.]

3.0 METHODOLOGY

The approach used to conduct this inquiry will be detailed in this chapter. Categories include research technique, method of study, population and sampling, study site, instruments, data collection and analysis, and method validity and dependability. This research will look at how customers accept burgers from local brands. This study's procedures will utilize descriptive quantitative research approaches. This technique aligns with the researcher's objective of gathering quantitative data to address specific study concerns. The study's findings will affect all Ampang inhabitants in Selangor. The quantitative research design includes a survey study.

Up to 150 people in the Ampang region may respond to this question and share information. In social science research, questionnaires are crucial for gathering data, information, participant characteristics, behavior, and issue-related components. This analytical study focuses on the villages around Cheras, specifically Ampang. The survey sampled 300,000 people from various populations, including commercial workers, students, academics, and those of Malay, Chinese, and Indian descent. This research study's data was collected via a questionnaire. This study questionnaire employs check boxes, numerous options, and a linear scale (from 1 strongly disagree to 5 strongly agree) to gather response from populations. There are 23 questions in all, separated into five sections (A, B, C, D, E, and G).

4.0 FINDINGS AND DISCUSSION

4.1 Descriptive

Table 1: Demographic analysis

ITEM	LIST OF ITEMS	PERCENTAGE
GENDER	Female	53.3%
	Male	46.7%
AGE	15 - 24 (early working age)	51.4%
	25 - 54 (prime working age)	41.9%
	55 - 64 (mature working age)	5.7%
	65 - over (elderly)	1.0%
EDUCATION	Bachelor and above	69.5%
	Diploma	16.2%

	Pre-university (Form 6/Matriculation)	4.8%
	Primary education	1.9%
	Secondary education	7.6%
MONTHLY INCOME	Less than RM3440	76.2%
	RM11820 and above	1.9%
	RM3440 - RM5249	16.2%
	RM5240 - RM7689	4.8%
	RM7690 - RM11819	1.0%
WORKING SECTOR	Government	24.8%
	Private	37.1%
	Self employed	38.1%

The study stresses the role of service quality in determining customer satisfaction and likely to repurchase. Customer satisfaction is directly related to the quality of service offered by local burger eateries. Discussion: Service quality is an important factor in influencing customer happiness. Customers expect timely, efficient service from pleasant and experienced employees. When these expectations are realized, consumers are more likely to enjoy their eating experience and return to the restaurant. The study focuses on certain characteristics that contribute to service quality, such as dependability, responsiveness, competence, accessibility, communication, credibility, security, knowledge, and tangibles. These characteristics affect client impressions and overall satisfaction.

Customers, for example, appreciate the restaurant's dependability in fulfilling its commitments. They also respect attentive and competent staff who can address their requests and concerns efficiently. Furthermore, the study demonstrates that service quality acts as a moderator in the relationship between food quality, menu diversity, cafe setting, and customer pleasure. Customers' total satisfaction levels skyrocket when they receive excellent service, delectable meals, a diverse menu, and a pleasant atmosphere. Finally, the study's findings underscore the significance of service quality in affecting customer satisfaction and likelihood to repurchase. Local burger restaurants may enhance their service quality by concentrating on and strengthening attributes like dependability, responsiveness, competence, and communication, which leads to higher levels of client satisfaction and loyalty.

4.2 Reliability

In the next part, we examined the reliability of a scale or collection of items in SPSS (Statistical Package for the Social Sciences) using a variety of methods, including Cronbach's alpha, a commonly used measure of internal consistency dependability. Reliability measures the consistency with which a set of items or questions in a survey or scale analyzes a certain concept or notion.

Table 2: Reliability analysis

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.900	.901	4

Item Statistics			
	Mean	Std. Deviation	N
I feel that the shop responds to my request urgently and willingly	4.08	.895	105
I feel that the shop is welcoming and caring to me	4.03	.860	105
I feel that the shops are very clean and spacious and located in a good area	4.06	.875	105
I feel that the shop is convenient and responds to my demands	4.17	.837	105

Cronbach's alpha is 0.900, as seen for service quality. Furthermore, it means that customers have a favorable experience when they visit their neighborhood burger business. Cronbach's alpha is a measure of how closely related the items on the scale are. A higher alpha value indicates that the items are more internally consistent, which means they reliably measure the same notion. A Cronbach's alpha score of more than 0.5 is typically considered adequate for this investigation. In addition to Cronbach's alpha, the report might include item-total statistics, which show the correlations between each item and the entire scale score. These data can help us discover elements that do not significantly contribute to the scale's dependability and may need to be altered or eliminated.

4.3 Correlation

In the next part, we used the "Correlation" technique in SPSS (Statistical Package for the Social Sciences) to calculate various types of correlations between variables in your dataset. Correlation is a statistical tool that determines the strength and direction of a relationship between two or more variables. It describes how changes in one variable are linked to changes in another.

Correlations

		IV1	DV
IV1	Pearson Correlation	1	.532**
	Sig. (2-tailed)		<.001
	N	105	105
DV	Pearson Correlation	.532**	1
	Sig. (2-tailed)	<.001	
	N	105	105

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 3 shows a relationship between IV1 and DV. Furthermore, it implies a connection at the 0.01 level. The output will be a correlation matrix that shows the correlations between the supplied variables as well as their p values. The correlation coefficients are represented as follows: 0 denotes no link, whereas values range from -1 (perfect negative correlation) to 1 (perfect positive correlation). To understand the data, the correlation coefficients and p-values are frequently reviewed. high positive correlations suggest that one variable increases as the other rises, whereas high negative correlations indicate that one variable declines as the other rises. A p-value due to chance or represents a real link between the variables. A p-value tells us if the observed correlation is statistically significant, meaning it is likely attributable to chance or indicates a real link between the variables.

ITEM	QUESTION	PERCENTAGE OF AGREE
Service Quality	I feel that the shops respond to my request urgently and willing to respond to me and they are accurate and dependable	39.6%
	I feel that the shop welcoming and caring to me	43.4%
	I feel that the shops are very clean, spacy, and located in a good spot	39.6%
	I feel that the shop is convenience shops responds to my demands in a quick and positive manner	41.5%

Figure 4 shows the percentage of the respondents who agree to the questions

A p-value due to chance or represents a real link between the variables. According to the study results in figure 4, 39.6% of locals, particularly those in the Ampang region, agree that the stores react to their demands quickly and willingly, and that they are accurate and reliable. Furthermore, up to 43.4% of locals, particularly in the Ampang region, believed that the business was pleasant and compassionate toward them. Furthermore, 39.6% of locals, particularly those in the Ampang region, agreed that the businesses are clean, big, and conveniently placed. Furthermore, 41.5% of locals, particularly in the Ampang region, agreed that the business is a convenience store that answers to their needs in a timely and good manner.

5.0 CONCLUSION

Finally, the findings indicate that service quality plays an important role in determining consumer satisfaction and repurchase intentions. The study stresses the significance of several service quality qualities, including dependability, responsiveness, competence, access, communication, credibility, security, knowledge, and tangibles. The research findings show that service quality has a direct influence on customer satisfaction. Customers expect timely, efficient service from pleasant and experienced employees. When these expectations are met, customers are more likely to be pleased with their experience and contemplate repeat purchases. Furthermore, the study reveals that service quality functions as a mediator and moderator in the interaction between other parameters including food quality, menu diversity, and cafe environment, as well as customer pleasure. High-quality service strengthens the effect of these elements on customer happiness. When clients receive exceptional service in addition to delicious cuisine, a broad menu, and a nice setting, their overall satisfaction levels rise dramatically. The study's findings highlight the necessity of local companies focusing service quality to improve customer satisfaction and increase the possibility of repurchase. Businesses may improve their customer experience by concentrating on traits like reliability, responsiveness, expertise, and communication. Overall, the study emphasizes the importance of service quality in determining customer satisfaction and repurchase intentions. Understanding and prioritizing service quality aspects may help organizations improve customer happiness, loyalty, and, eventually, overall success.

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