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IMPACT OF FOOD QUALITY ON CUSTOMER SATISFACTION AND LOCAL BURGER REPURCHASE DECISION

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ABSTRACT

The research focuses on predicting customer happiness and desire to repurchase local burgers in Cheras. The study aims to understand the elements that impact satisfaction levels at local burger restaurants and their implications for both consumers and businesses in the area. The findings of the research highlight the importance of food quality, service quality, variety of menu, and cafe atmosphere in shaping customer satisfaction and their likelihood to repurchase. Customers prioritize food quality when choosing a restaurant, considering it as one of the most important factors in their decision-making process. The taste, appearance, and overall excellence of the food product significantly influence customers' perceptions of satisfaction or dissatisfaction. Service quality is another crucial factor that impacts customer satisfaction. The level of service provided by local burger restaurants has a direct impact on customer satisfaction and their likelihood to repurchase. Additionally, the availability of a variety of menu options and a pleasant and inviting cafe atmosphere contribute to higher levels of customer satisfaction. The research methodology employed quantitative methods, such as data collection through questionnaires, to gather numerical measurements and analyze the data using statistical techniques. This allowed the researchers to develop conclusions based on the data collected. Overall, the research provides valuable insights into the factors that influence customer satisfaction and their desire to repurchase local burgers in Cheras. The findings can help consumers make better-educated decisions about where to dine and assist businesses in improving their offerings to enhance customer satisfaction.

ARTICLE INFO

Keywords:

Customer satisfaction,
Local burger,
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1.0 INTRODUCTION

Understanding how food quality affects customer satisfaction and repurchase intentions is crucial for small businesses like the burger establishment in Ampang. Factors such as food quality, service, ambiance, and value play a key role in customer satisfaction and business success. Anticipating repurchase intentions among diverse customer groups in Ampang presents challenges and opportunities. By analyzing data and customer feedback, businesses can improve services and build strong customer relationships. The problem statement is in local burger businesses, ensuring high-quality food and drink is crucial for customer satisfaction and repeat visits. Studies emphasize that the quality of food and drink directly impacts customer satisfaction and repurchase intentions. Local burger restaurants must maintain high standards of taste, freshness, and presentation to meet consumer expectations and encourage repeat purchases. While, the research objective of this study is to investigate the relationship between food quality and customer satisfaction concerning local burgers.

2.0 LITERATURE REVIEW

2.1 Customer Satisfaction

The authors utilized quantitative methodologies, including hypothesis testing at a 95% confidence level following Abdillah & Jogyanto's (2015) guidelines, to examine the dependent variables. They conducted tests such as the outer model test, convergent validity test, and discriminant validity test to assess the validity, reliability, and relationships between variables. Using SmartPLS for model validation, the authors found that while some hypotheses were supported, others were not, such as the impact of food quality on e-satisfaction being significant, unlike perceived value. Composite reliability and Cronbach's alpha tests were employed to ensure data trustworthiness, with all variables showing strong reliability. Hair et al. (2019) suggest a Cronbach's alpha above 0.7 for trustworthy variables. Overall, the authors employed a comprehensive quantitative approach to analyze dependent variables and provide evidence for their conclusions.

2.2 Customer Satisfaction Theory (Kotler 1994)

The Customer Satisfaction Theory based on Kotler (1994) serves as the foundation for this study. The theory is adapted to identify essential factors influencing customer satisfaction in the context of service quality. The proposed model comprises key constructs including service performance, customer expectations, service environment, employee competence, and perceived value.

2.3 Service Quality

Service quality theory has evolved over time, with models like Oliver's ten categories and the SERVQUAL model by Parasuraman, Zeithaml, and Berry focusing on key aspects like dependability, responsiveness, tangibles, assurance, and empathy. Research explores the connection between service quality, customer satisfaction, and repurchase intentions. Studies by Fang, Chiu, and Wang (2011) and Farhan, Waheed, and Younis (2020) highlight the importance of analyzing client satisfaction and post-purchase intentions. Ramseook-Munhurrin, Naidoo, and Lukea-Bhiwajee (2010) define service quality as the gap between service provided and expected performance, emphasizing its overall assessment and utility.

2.4 Food Quality

Quality, as described by Namkung & Jang (2007) and Ting et al. (2018), refers to the attributes of a product or service that meet customers' needs. Food quality, emphasized by Abdullah (2018) and Ha dan Jang (2010), is

a critical factor in customer decision-making when choosing a restaurant, surpassing other elements like ambiance and service. Konuk's (2019) study highlights the importance of product quality, price fairness, and food value in enhancing customer happiness. The Stimulus-Organism-Response (S-O-R) Theory, as explained by Jacoby (2002), suggests that food quality characteristics influence customers' internal satisfaction levels. Sulek and Hensley emphasize food quality as a significant factor in customer satisfaction and loyalty, with key attributes including an appealing smell, variety, healthiness, deliciousness, and freshness of the food, impacting a restaurant's brand image and customer retention.

2.5 Variety of Menu

In local burger restaurants, menu variety is key for predicting customer satisfaction and repeat visits. These menus offer diverse, personalized dining experiences reflecting local culture and traditions, unlike franchise stores. Creativity and customization set local eateries apart, fostering customer loyalty and pride. The varied menu choices spark customer interest, encouraging exploration and enhancing satisfaction for potential return visits.

2.6 Café Atmosphere

The study explores how individual values influence product selection and repurchase intention across various consumer items. It highlights the importance of personal values like happiness and social duty in shaping store qualities and customer satisfaction. Pricing is crucial in purchasing decisions, and competition has standardized quality and brand offerings. The findings suggest developing diverse, healthy products, improving brand image, and using varied pricing strategies to enhance customer satisfaction and loyalty. Understanding individual values can help tailor marketing strategies effectively, providing valuable insights for businesses to adapt to customer preferences and boost repurchase intentions.

3.0 METHODOLOGY

3.1 Research Approach

The methods of descriptive quantitative research will be used for the procedures established for this study. This strategy matches the research problem since the researcher wants to gather quantitative data to clarify specific research worries. To investigate the relationships between the level of service and client satisfaction with local burgers, food quality and customer satisfaction with local burgers, variety of menu and customer satisfaction with local burgers, and café atmosphere and customer satisfaction with local burgers, this study aims to describe and classify a respondent based on the set of factors. The study's conclusion will involve all Ampang residents around Selangor.

3.2 Research Design

There is a survey study as part of the quantitative research design. Since survey research analyzes ideas, Scott (2001) claims that it is the most frequently employed method in educational research. Up to 150 people in the Ampang area may react to this question and offer information. One of the most important tools in social science research is the questionnaire, which is used to collect data, information, participant characteristics, behaviour, and components related to the issue under investigation (Bulmer, 2004). The survey questionnaire is going to be provided to each professor by the researchers based on the demographic and sample.

3.3 Population and Sample

This analytical research focuses on communities around Cheras, namely Ampang. The study's population was drawn from 300,000 communities, which included business workers, students, professors, and individuals of Malay, Chinese, and Indian heritage. However, only 150 respondents (10.15%) were included in the study's chosen samples. The study's sample size includes 92 lecturers from both faculties. This study's sample was drawn using probability sampling, a simple method and methodology for random sampling. The sample will be picked completely at random. Thus, the participants who decided to engage in the study are part of the study sample, which was drawn from the general population.

3.4 Research Instrument

The instrument used in data collection of this research study is questionnaire. This research questionnaire uses check boxes, multiple choices and a linear scale (starting with 1 strongly disagree to 5 strongly agree) as a measure to answer feedback from populations. The total number of questions consists of 23 items which have been divided into five sections, A, B, C, D, E, and G. The questions were divided into different sections in order to improve the design of the questionnaire. The descriptions of each section are as follows:

SECTIONS	DESCRIPTIONS	NUMBER OF ITEMS
Part A: DEMOGRAPHIC	This part contains generic questions on the respondents' demographic characteristics such as gender, age, education, monthly income, and employment sector.	5 items: Questions 1-5
Part B: SERVICE QUALITY	These sections are intended to assess respondents' perceptions and experiences with stores in terms of responsiveness, customer service, cleanliness, location, and convenience. The purpose is to collect data on the stores' overall happiness and reliability, with an emphasis on factors like promptness, friendliness, cleanliness, and accessibility.	4 items: Questions 6-9
Part C: FOOD QUALITY	The purpose of these parts is to evaluate the items' reliability, quality, durability, and conformance to expectations, with a focus on coffee, pastries, and other commodities sold by the convenience store. The objective is to assess respondents' satisfaction and faith in the longevity, standards, durability, and specifications of the convenience store's products.	4 items: Questions 10-13
PART D: VARIETY FOOD	The purpose of these questions is to learn about the respondent's preference for trying new flavors, visiting other neighboring companies, and making purchases based on the availability of a variety of menu options, especially in the context of an industrial-themed shop. The purpose is to gain a better understanding of the appeal of flavor variety, menu diversity, and the influence of healthy food options on respondents' choices and preferences at a neighborhood burger establishment with an industrial theme.	3 items: Questions 14-16
PART E: CAFE ATMOSPHERE	The purpose of this part is to ascertain the respondent's preferences and opinions on the ambiance and environmental factors at a neighborhood burger establishment with an industrial theme. The emphasis is on temperature preferences, the usefulness of	4 items : Questions 17-20

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	music, the necessity of a pleasant scent, and the importance of cleanliness in establishing a comfortable and appealing environment in the aforementioned type of business.	
PART G : CUSTOMER SATISFACTION	The purpose of these sections is to measure the respondent's overall satisfaction and likelihood of recommending a local burger restaurant with an industrial theme. The emphasis is on determining satisfaction with the time and effort required, alignment with expectations, and likelihood of recommending the aforementioned type of store to others. These questions aim to elicit the respondent's overall positive experiences and potential support for the industrial-themed local store.	3 items : Questions 21-23

Table 1 show Description of Questionnaire

3.5 Data Collection

Data collection refers to the process of obtaining information for a certain purpose. During the second site visit to the neighborhood, a group member distributed a survey form to collect varied data. The following is a full description of how the group member guaranteed extensive coverage and participation. The first step is planning. The organization distributed the survey questionnaire ahead of time to ensure full participation. To get a varied data set, the target demographic was defined as the Ampang community, and the sample size was determined. The second step involves selecting responders. The group chose people from the Ampang region to create a diversified dataset. This ensures participants are representative of the target population. The third step involves distributing survey questions. Group members send surveys to local burger business owners using a Google form link to promote the question to their consumers. Group members explain the survey's objective and how data will be used. Group members give directions on how to complete the survey questionnaire. The fourth step is to follow up. The crew followed up with the proprietor of a neighborhood burger place to confirm that consumers had responded to their queries. The fifth step is to collect data. A group member collects and validates survey data to guarantee accuracy and reliability. Group members also searched for missing data and deleted outliers. The sixth step is to enter data. Group members use SPSS software to sort data into cases and variables. This creates variables and assigns values to guarantee proper data arrangement. The last step is to sanitize the data. Group member's clean data to guarantee accuracy, reliability, and validity. Group members find and fix data input mistakes, look for missing data, and remove outliers.

3.6 Data Analysis

The data analysis in this study contains six parts.

1. Monthly Income
2. I feel that the shops respond to my request urgently and willing to respond to me and they are accurate and dependable.
3. The products burger of the convenience store are reliable, that is, they last for a specified period.
4. The many variations of Flavors make me want to taste all the Flavors on the local burger shop menu with an industrial concept.
5. I feel that a local burgers shop with an industrial concept needs a cool room temperature.
6. I feel satisfied when I visit a local burger shop with an industrial concept considering the time and energy I put in.

The first question is in part A which was categorized as Demographic questions. The questions were displayed as multi choice questions where respondents should choose based on their Demographic situation, such as their

gender, age, level of education, monthly income and lastly their working sector, Moving on to the next question, which was categorized as Part B: service quality. In these questions, respondents were asked to rate from strongly disagree to strongly agree regarding the services of the local burger store which they've visited. Next is questionnaire part C, which is regarding the food quality of the local burger store. The questions were also the same as part B where respondents will have to rate from strongly disagree to strongly agree. The next part of the questionnaire is part D, a variety of menu. Respondents were also asked to rate the local burger store regarding the variety of menu that were provided by any store they've visited. The second last part is part E, cafe atmospheria. These questions used a ratio method to rate whether the local burger store needed any kind of ambience to fit the customer satisfaction. Lastly, part F, customer satisfaction. Respondents need to rate their own experience when they visited the local burger store itself and whether it meets their expectation or not.

4.0 FINDINGS AND DISCUSSION

4.1 Descriptive

ITEM	LIST OF ITEM	PERCENTAGE
GENDER	<ul style="list-style-type: none"> Female Male 	53.3% 46.7%
AGE	<ul style="list-style-type: none"> 15 - 24 (early working age) 25 - 54 (prime working age) 55 - 64 (mature working age) 65 - over (elderly) 	51.4% 41.9% 5.7% 1.0%
EDUCATION	<ul style="list-style-type: none"> Bachelor and above Diploma Pre-university (Form 6/Matriculation) Primary education Secondary education 	69.5% 16.2% 4.8% 1.9% 7.6%
MONTHLY INCOME	<ul style="list-style-type: none"> Less than RM3440 RM11820 and above RM3440 - RM5249 RM5240 - RM7689 RM7690 - RM11819 	76.2% 1.9% 16.2% 4.8% 1.0%
WORKING SECTOR	<ul style="list-style-type: none"> Government Private Self employed 	24.8% 37.1% 38.1%

Table 2 show the percentage of demographic

According to figure 29, part A demographic question examined the gender of people in Ampang areas towards customer intention to repurchase to local burger shops. In the table, the conclusion can be drawn that 53.3% respondent is female, while the minority audience 46.7% are male. All these options have been chosen by more than half of the respondents. The demographic question examined the age of people in Ampang. It can be said that 51.4% are from ages 15-24 years old (early working age), 41.9% are from 25-54 years old (prime

working age) respondents, 5.7% 55-64 years old (mature working age) and 65 until over with 1.0% (elderly). The dominant education people in Ampang were Bachelor and above with 69.5%, Diploma with 16.2% and Pre-university (Form 6/Matriculation) with 4.8%. Next we have collected monthly income data. 76.2% are people with less than RM3440 income, RM11820 and above with 1.9%, RM3440 - RM5249 with 16.2%, RM5240 - RM7689 with 4.8% and RM7690 - RM11819 with 1.0 %. The conclusion can be drawn that most people in the Ampang working sector are self-employed with 38.1%, next is the private sector with 37.1% and the last is the Government sector with 24.8%.

4.2 Reliability

Item	Cronbach's Alpha	N of Items
Part B	.900	4
Part C	.899	4
Part D	.841	3
Part E	.735	4
Part F	.860	3

Table 3 shows the Cronbach's Alpha

According to figure 30, Cronbach's Alpha from the question from the Google Form. From that question we got 5 parts that the respondent needs to choose only 1 answer from multiple choices. Part B is about service quality at the cafe, stall or restaurant. For example, the question is about "I feel that the shops respond to my request urgently and are willing to respond to me and they are accurate and dependable." This question refers to the experience when they visit the cafe. This also helps us to identify satisfaction of the community toward local burgers. We need a site visit to identify the suitable question to present to the audience. Second, part C is about food quality at the cafe. This part refers to the quality of foods, especially the food that needs to be served to the customers. For example, "The burger products of the convenience store are reliable, that is, they last for a specified period". This shows that food products influence the business and satisfaction of the customers. Some of the customers are not interested in the product because the raw material can be kept too long.

Part D is about a variety of menus. For example, the question we provide to the customers is "The many variations of Flavors make me want to taste all the Flavors on the local burger shop menu with an industrial concept". A lot of variety of food on the menu can attract the customers to repurchase from the stall. The customers are more attracted to the stall that serves a lot of menu than the stall that only serves one type of food. Part E is about the cafe atmosphere. Questions we provide to the customers like "I feel that a local burger shop with an industrial concept needs a cool room temperature". Nowadays most of the customers would like the cafe with a cozy atmosphere because that can boost their moods to come try and enjoy their meal. Most of the customers emphasize the cafe atmosphere more than the price of the food. Lastly, part F which is about customer satisfaction. "I feel satisfied when I visit a local burger shop with an industrial concept considering the time and energy I put in". Customers are willing to spend their time and money when the concept of the cafe achieves their expectation. Most of the customers have high expectations when it comes to the new cafe especially the cafe that serves western cuisine.

4.3 Correlation

INDEPENDENT VARIABLE	DEPENDENT VARIABLE	PEARSON CORRELATION
Service Quality	Customer Satisfaction	.532
Food Quality	Customer Satisfaction	.494
Variety Of Menu	Customer Satisfaction	.571
Cafe Atmosphera	Customer Satisfaction	.650

Table 4 shows the correlation between independent variable and dependent variable

According to figure 31, the first correlation between service quality and customer satisfaction is significant at .532. This shows that the respondents of Ampang region are strongly satisfied with the service quality of the local burger store in Ampang region.

Second correlation between food quality and customer satisfaction is insignificant at .494. It strongly suggested that the product of the local burger store does not meet their satisfaction standard where the product may not have lasted for a specific period of time and not quite durable. The concern of the customers mostly showed in this IV where customers might not end up repurchasing the product if the food quality did not improve.

The third correlation of IV is the variety of menu between customer satisfaction is significant at .571. This shows that the respondents are satisfied with the local burger store variety of menu offered by the seller. Lastly, correlation between cafe atmosphere and customer satisfaction is significant at .650. This implies that respondents wanted a change of atmosphere at the local burger store. Where some implies that the store may need to have cool temperature, needs a little music to live up the mood, the need of fragrance or aroma instead the smell of burger being cooked and lastly the importance of cleanliness that needs to be considered within the local burger stores.

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%
Food Quality	I feel that the shop is convenience shops responds to my demands in a quick and positive manner	50%
	The products burger at the convenience store meets specified standards.	46.2%
	The products burger of convenience store are durable.	39.6%
	The products burger specification meets my expectations.	37.3%
Variety Of Menu	The many variations of Flavors make me want to taste all the Flavors on the local burger shop menu with an industrial concept	42.5%
	The availability of a variety of menus makes me want to visit another local burgers shop with an industrial concept.	40.6%
	The availability of a healthy food menu made me buy a local burgers shop with an industrial concept.	37.7%
Cafe Atmosphere	I feel that a local burgers shop with an industrial concept needs a cool room temperature	50%
	I feel that a local burgers shop with an industrial concept needs a cool room temperature	34.9%
	I feel the need for a fragrance or aroma in a local burgers shop with an industrial concept to give a comfortable effect.	35.8%
	Cleanliness is something that needs to be considered in a local burgers shop with an industrial concept.	69.8%
Customer Satisfaction	I feel satisfied when I visit a local burger shop with an industrial concept considering the time and energy I put in.	40.6%
	I feel satisfied visiting a local industrial burger shop compared to my expectations	39.6%
	I refer other people to visit a burger shop with industrial concept	42.5%

Table 5 shows the percentage of the respondents who agree to the questions

1. Does the quality of service impact customer satisfaction?

From the research result in figure 32, as many as 39.6% local people especially in Ampang area agreed that the shops respond to their requests urgently and willing to respond to them and they are accurate and dependable. Moreover, as many as 43.4% of local people, especially in the Ampang area, agreed that the shop was welcoming and caring to them. Besides, as many as 39.6% of local people, especially in the Ampang area, agreed that the shops are very clean, spacious, and located in a good spot. In addition, as many as 41.5% of local people, especially in the Ampang area, agreed that the shop is a convenience shop that responds to their demands in a quick and positive manner.

2. Does the quality of food impact customer satisfaction?

From the research result in figure 38, as many as 50% local people, especially in Ampang area, agreed that the products of the convenience store are reliable, that is, they last for a specified period. Moreover, as many as 46.2% of local people, especially in the Ampang area, agreed that the product burger at the convenience store meets specified standards. Furthermore, as many as 39.6% of local people, especially in the Ampang area, agreed that the burger products of convenience stores are durable. Additionally, as many as 37.7% of local people, especially in the Ampang area, agreed that the product burger specification meets their expectations.

3. Does the variety of menu impact customer satisfaction?

From the research result in figure 38, as many as 42.5% local people, especially in the Ampang area, agreed that the many flavor variations entice them to try every flavor on the local burger business menu with an industrial approach. Furthermore, as many as 40.6% of locals, particularly in the Ampang area, agreed that the availability of a range of menus encourages them to visit another local burger shop with an industrial approach. Furthermore, as many as 37.7% of locals, particularly in the Ampang area, felt that the availability of a healthy food menu influenced their purchase of a local burger business with an industrial theme.

4. Does the burger shop atmosphere impact customer satisfaction?

From the research result in figure 38, as many as 50% local people, especially in the Ampang area, agreed that a burger business with an industrial concept requires a cool interior temperature. Furthermore, up to 34.9% of locals, particularly in the Ampang area, agreed on the need for music in a local burger shop with an industrial theme. Furthermore, up to 35.8% of locals, particularly in the Ampang area, agreed on the need for a scent or perfume at a local burger restaurant with an industrial design to provide a comfortable atmosphere. Furthermore, up to 69.8% of locals, particularly in the Ampang area, felt that cleanliness is an important factor to consider **when opening a local burger restaurant with an industrial style.**

5. Does the satisfaction of customers influence local people, especially in the Ampang area, to re-purchase a local burger?

From the research result in figure 38, as many as 40.6% local people, especially in Ampang area, agreed that they are satisfied when they visit a local burger establishment with an industrial approach, given the time and effort they put in. Furthermore, up to 39.6% of locals, particularly those in the Ampang area, believed that visiting a local industrial burger business exceeded their expectations. Furthermore, as many as 42.5% of locals, particularly in the Ampang district, stated that they would prefer that others visit a burger store with an industrial style.

4.0 CONCLUSION

The research findings provide valuable insights into customer behavior and preferences within the Ampang area, specifically focusing on local burger shops. The data collected offers a detailed understanding of the demographic composition, revealing that a slight majority of respondents are female, accounting for 53.3% of the total sample. Additionally, there is a significant representation of individuals in the early working age group (15-24 years), comprising 51.4% of the respondents. This demographic breakdown sheds light on the customer base of local burger shops, indicating a diverse mix of age groups and gender preferences.

Moreover, the research highlights the educational background of the respondents, with the majority holding a Bachelor's degree or higher. This suggests a well-educated customer base within the Ampang area, potentially influencing their preferences and expectations when dining at local burger establishments. Furthermore, the income distribution among respondents reveals that a significant portion earns less than RM3440 per month, indicating that pricing and affordability may be key considerations for customers when choosing where to dine. The dominance of self-employed individuals in the employment sector, followed closely by those in the private sector, provides insights into the occupational profile of the local community and their potential dining habits. Overall, this demographic and socioeconomic information offers valuable context for understanding customer preferences and behaviors in the local burger sector within the Ampang area.

The robustness of the research findings is underscored by the high Cronbach's Alpha values across the questionnaire sections, indicating a high level of internal consistency and reliability in the responses provided. The questionnaire encompassed a comprehensive exploration of key aspects such as service quality, food quality, menu variety, cafe atmosphere, and overall customer satisfaction, offering a holistic view of customer perceptions within local burger shops. Analysis of the correlations between independent and dependent variables revealed significant relationships, with service quality, menu variety, and cafe ambiance showing strong positive correlations with customer satisfaction, highlighting their pivotal roles in shaping customer contentment. However, the slightly lower correlation observed for food quality suggests an area that may benefit from improvement, signaling the need for heightened attention to enhance this aspect.

Furthermore, the response percentages for each question illuminated both strengths and areas for potential enhancement within local burger establishments. While a substantial proportion of respondents acknowledged the responsiveness, welcoming atmosphere, cleanliness, and convenient locations of the shops, there was a varied response concerning the durability and quality standards of food products, indicating a call for greater focus on improving food quality. The positive reception towards menu variety and cafe ambiance, encompassing factors like room temperature and cleanliness, underscores their significance in elevating customer satisfaction levels. Ultimately, the overwhelmingly high levels of customer satisfaction reported, coupled with the willingness of many respondents to recommend the local burger shops to others, highlight the overall positive reception and potential for growth and success within the local burger sector in the Ampang area.

In conclusion, the research provides valuable insights into the factors that influence customer satisfaction in local burger shops in the Ampang area. These findings can guide strategies to enhance customer satisfaction and foster repurchase intentions, contributing to the success and growth of the local burger sector. The results obtained through the Statistical Package for the Social Sciences (SPSS version 29) were discussed further and at the same time conclusions were made based on the results obtained from the responses from the respondents. This research analysis revealed significant relationships between these factors and customer satisfaction, indicating that service quality, food quality, variety of menu, and cafe atmosphere play crucial roles in influencing customer satisfaction and intentions to repurchase local burgers.

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