

**The Relationship among Service Quality, Food Quality,
Perceived Value, Customer Satisfaction and Behavioural
Intentions in the Malaysian Fast Food Industry**

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ABSTRACT

Fast food industry generates multi-billion dollars every year worldwide and is still growing, especially in Asia. Malaysian consumers were first exposed to fast food when A&W opened its outlet in Malaysia in 1961. Since then, the fast food industry has experienced dramatic growth in Malaysia. Today, fast food consumption is becoming a part of the Malaysian's lifestyle.

A number of studies have been undertaken to address the service quality and customer satisfaction in fast food restaurants. This can be problematic because some other potential determinants of customer satisfaction such as food quality and perceived value are disregarded. Moreover, most studies have focused on Western countries compared to the limited attention paid to Eastern countries. In Malaysia, most of the fast food studies focused on the normative and legal aspects of Western-based fast food restaurants.

The objective of this study is to examine the relationship among service quality, food quality, perceived value, customer satisfaction and behavioural intentions in the fast food industry in Malaysia. The research framework illustrates that service quality, food quality and perceived value are antecedents of customer satisfaction, which in turn influences behavioral intentions.

A non-probability via quota sampling method is employed to select research respondents. In the quota sampling, respondents are selected using the 50:30:20 ratio for Malay, Chinese and Indian and other ethnic groups on a convenience basis. The undergraduate students of the University of Malaya are used because they are believed to be knowledgeable about the topic being studied.

A survey in a form of self-administered questionnaire has been used to collect the data from 350 undergraduate students of the University of Malaya with a response rate of 93%. Different types of statistical techniques such as Cronbach's Alpha analysis, Pearson correlation analysis and Hierarchical Multiple Regression are employed to analyse the data collected.

The scores obtained from Cronbach's Alpha analysis indicate that all variables used in this study have adequate internal consistency reliability and are acceptable. The results of the Pearson correlation have revealed that service quality, food quality and perceived value directly and positively influences customer satisfaction as well as customer satisfaction directly and positively influences behavioural intentions. Hierarchical Multiple Regressions have proven the mediating effects of customer satisfaction in the relationship between service quality, food quality, perceived value and behavioural intentions.

This study has made theoretical and practical contributions to the body of knowledge of fast food management in Malaysia. For fast food researchers, the findings of this study provide insightful inputs for their future research while for fast food operators, this study helps to identify key determinants of customer satisfaction and behavioural intentions.

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