

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This final chapter reviews the research that has been undertaken. The overview of the study is firstly presented, followed by the major findings of the study. Then, the marketing implications of the findings which would be good use to the FFR managers in Malaysia are presented. Furthermore, the contributions of the study are elaborated in both theoretical and practical terms. Lastly, limitations of the study are highlighted and suggestions for future research are provided.

5.2 OVERVIEW OF THE STUDY

The main objective of the study is to investigate the relationship among service quality, food quality, perceived value, customer satisfaction and behavioural intentions in the Malaysian fast food industry. Specifically, this study intends to investigate the effects of service quality, food quality and perceived value on customer satisfaction as well as the effects of customer satisfaction on behavioural intentions. This study also seeks to examine the mediating effects of customer satisfaction in the relationship between service quality and behavioural intentions, food quality and behavioural intentions and between perceived value and behavioural intentions.

The research framework in the present study was adapted from the study by Qin and Prybutok (2009). Qin and Prybutok (2009) used this research framework to capture perceived service quality, food quality and perceived value and to investigate its

relationship with customer satisfaction and behavioural intentions in the fast food industry in the United States.

Several studies have been carried out to address the service quality and customer satisfaction in FFRs (Brady et al., 2001; Gilbert et al., 2004; Kara et al., Lee and Ulgado, 1997). This could be problematic because some other potential antecedents of customer satisfaction such as food quality and perceived value were disregarded (Qin and Prybutok, 2009).

In Malaysia, most of the studies focused on the normative and legal aspects of Western-based fast food restaurants (Azudin and Karaim, 1988; Noor, 2006) with the exception of Bougoure and Neu (2010). Bougoure and Neu (2010) studied the relationship among service quality, customer satisfaction and repurchase intentions using Malaysian fast food consumers. Hence, it could be concluded that no research has been undertaken to investigate the relationship among service quality, food quality, perceived value, customer satisfaction and behavioural intentions in the fast food industry in Malaysia.

The measurements of the constructs in this study were adapted from previous studies. All the scales were reported reliable and valid in previous studies. A total of 56 items were used to capture the consumer perceptions of the five constructs used in this study. All the items were measured using a seven-point Likert scale with 1 = strongly disagree and 7 = strongly agree.

A 6-page questionnaire was developed and used as the research instrument in this study. The questionnaire contained 66 close-ended questions. The questionnaire was divided into two sections with its specific purpose. The first section consisting of 56 questions was to examine the perceptions of the five constructs used in the present study, namely service quality, food quality, perceived value, customer satisfaction and behavioural intentions. The second section containing 10 questions was designed to capture respondents' demographic characteristics and their dining behaviours.

The sampling technique used in this study was non-probability sampling, specifically quota sampling. The sampling quota was 50:30:20 for Malay, Chinese and, Indian and other ethnic group respectively to ensure that the sample is similar to the actual ethnic composition of the Malaysian population. Questionnaires were distributed to the samples on convenience basis.

The sample of this study was made up of 300 undergraduate students of the University of Malaya because they were customers of FFRs and also because they adopted a modern lifestyle pattern inclined towards eating outside and socialising with friends (Goyal & Singh, 2007). Additionally, students represent a large market segment for fast food services (Kaynak, Kucukemiroglu and Askoy, 1996) and spend millions each year (Knutson, 2000). A total of 350 questionnaires were distributed and 326 were obtained. The number was then reduced to 300 after the data had been screened, checked and cleaned. The response rate was 93%.

The present study involved four phases of data analyses. First, descriptive analyses were used to profile the respondents' socio-economy characteristics. Second,

Cronbach's alpha was performed to assess the internal consistency validation of the variables. Third, a series of Pearson Correlation analysis were computed to examine the relationship between customer satisfaction and the following variables - service quality, food quality, perceived value and behavioural intentions. Lastly, Hierarchical Multiple Regressions were employed to investigate the mediation effect of customer satisfaction in the proposed model.

5.3 MAJOR FINDINGS

In general, the outcomes of the initial analyses have demonstrated support for the importance of the proposed research framework in examining the relationship among service quality, food quality, perceived value, customer satisfaction and behavioural intentions in the fast food industry in Malaysia. This section discusses the findings of the statistical analyses in the present study.

5.3.1 Descriptive Profile of the Respondents

The descriptive statistics showed the demographic patterns of the respondents. Firstly, the samples were mostly male undergraduate students between 21-23 years old. Secondly, about 44.3% of the respondents had parents whose monthly income less than RM2,000. Thirdly, about 25% of the respondents chose FFRs as their most visited restaurants. Forthly, about 49.7% of the respondents visited FFRs less than a week. Lastly, a total of 88.3% of the respondents reported that they had visited FFRs 0 and 5 times in a month.

5.3.2 Reliability Assessment

A reliability assessment was performed to assess the internal consistency validation of the variables. All variables were tested using Cronbach's alpha with the range of acceptance from 0 to 1. Product quality received the highest alpha value of 0.880, followed by behavioural intentions (0.857), perceived value (0.828), customer satisfaction (0.780), reliability (0.755), tangibles (0.747), responsiveness (0.709), assurance (0.691) and the lowest is empathy (0.581). Based on Nunnally's (1967; 1978) standard, the scores obtained for all the variables have adequate internal consistency reliability and are acceptable.

For the five dimensions of service quality, the alpha values were reported lower than the main reference, Lee and Ulgado (1997). The difference of the alpha values might be influenced by cultural factors (Qin and Prybutok, 2009). As for food quality, perceived value, customer satisfaction and behavioural intentions, the results were incomparable with the previous studies since the items measuring the variables were taken from various sources.

5.3.3 Hypotheses Testing

A total of 7 hypotheses were proposed in this study. Pearson Correlation analysis was employed to test the Hypotheses 1 to 4. Hypotheses 5a to 5c were tested using Hierarchical Multiple Regression. Below is the summary of the hypotheses testing of this study.

H1: Service quality directly and positively influences customer satisfaction.

From the Pearson correlation analysis conducted to test the relationships, service quality positively correlated to customer satisfaction ($r=0.725$, $p<0.05$). This finding is consistent with the findings of previous research (Qin and Prybutok, 2009; Qin, Prybutok and Zhao, 2010; Sulek and Hensley, 2004; Bougoure and Neu, 2010). Qin and Prybutok (2009) and Qin, Prybutok and Zhao (2010) found that service quality directly and positively influenced customer satisfaction in the FFRs in the United States and China respectively. Additional support is found in the works of Bougoure and Neu (2010). They pointed out that service quality positively affected the customer satisfaction of Malaysian fast food consumers.

H2: Food quality directly and positively influences customer satisfaction.

Based on the results and consistent with the study by Qin and Prybutok (2009) and Qin, Prybutok and Zhao (2010), food quality had an impact on customer satisfaction in FFRs ($r=0.803$, $p<0.05$). It could be concluded that the more favourable consumers' perceptions towards food quality, the more positive will the customer satisfaction be. Similarly, Namkung and Jang (2007) argued that food quality has a significant relationship with customer satisfaction.

H3: Perceived value directly and positively influences customer satisfaction.

The results showed that perceived value directly and positively influenced customer satisfaction ($r=0.705$, $p<0.05$). This is consistent with Qin, Prybutok and Zhao's (2010) study, which found that perceived value directly and positively influenced the customer satisfaction of fast food consumers in China.

H4: Customer satisfaction directly and positively influences behavioural intentions.

The results have evidenced the positive effects of customer satisfaction on behavioural intentions in the Malaysian FFRs ($r=0.746$, $p<0.05$). The results support the studies by Oliver (1980), Reichheld and Sasser (1990), Jones et al. (2006) and Ha and Jang (2010). All these studies found that customer satisfaction was an antecedent of behavioural intentions which positively influenced customer behavioural intentions such as willingness to recommend, repurchase intention and positive word-of-mouth (Ha and Jang, 2010). The impacts of customer satisfaction on behavioural intentions have been proven in the context of FFRs (Qin and Prybutok, 2009), hotel (Ladhari, 2009), wildlife refuge (Shu et al., 2002) and private hospital industry (Boshoff and Gray, 2004).

H5: Customer satisfaction as a mediator

In attempting to test the mediating effect of customer satisfaction in the proposed research framework, Hierarchical Multiple Regression was employed based on the four guidelines proposed by Baron and Kenny (1986). Gill et al. (2007) believe that examining the mediating role of customer satisfaction would give a better understanding of the effects of one construct on another construct.

H5a: Customer satisfaction mediates the relationship between service quality and behavioural intentions.

The results have revealed that service quality significantly influenced behavioural intentions ($F=124.362$, $p<0.05$) and service quality significantly influenced customer

satisfaction ($F=330.067$, $p<0.05$). The results also showed that customer satisfaction was significantly associated with the behavioural intentions with service quality accounted for ($F = 186.715$, $p<0.05$). With the addition of customer satisfaction to the full model, the relationship between service quality and behavioural intentions in terms of ΔR square decreased from 29.2% to 26.3%. As a conclusion, service quality influences customer satisfaction which in turn influences behavioural intentions. The output obtained from this study is consistent with the studies of Bitner and Zeithaml (2000), Olorunniwo and Hsu (2006), Hong and Goo (2004), Caruana (2002), Qin and Prybutok (2009), Qin, Prybutok and Zhao (2010) and Bougoure and Neu (2010).

H5b: Customer satisfaction mediates the relationship between food quality and behavioural intentions.

The results have proven the path from food quality to behavioural intentions ($F=285.676$, $p<0.05$) and from food quality to customer satisfaction ($F=539.692$, $p<0.05$). When customer satisfaction was accounted for, customer satisfaction significantly influenced behavioural intentions ($F=209.696$, $p<0.05$). In terms of changes of R square, the result showed that the relationship between food quality and customer satisfaction decreased from 48.9% to 9.6% when customer satisfaction was accounted for. As a conclusion, customer satisfaction is a mediator in the relationship between food quality and behavioural intentions. The findings of this study is supported the works of Chow et al. (2007), Qin and Prybutok (2009) and Qin, Prubutok and Zhao (2010).

H5c: Customer satisfaction mediates the relationship between perceived value and behavioural intentions.

The results have shown a positive and significant relationship between perceived value and behavioural intentions ($F=200.919$, $p<0.05$) and between perceived value and customer satisfaction ($F=294.971$, $p<0.05$). When customer satisfaction was accounted for, customer satisfaction significantly influenced behavioural intentions ($F=205.322$, $p<0.05$). The effect of perceived value on behavioural intentions decreased from 40.3% to 17.7% (in terms of ΔR Square) with the addition of customer satisfaction in the full model. Hence customer satisfaction played a mediator role on the effects of perceived value on behavioural intentions, which is consistent with studies by Wakefield and Barner (1996), Sirohi et al. (1998), Sweeney et al. (1999), Gill et al. (2007) and Qin, Prybutuk and Zhao (2010).

The results are summarised in Table 5.1.

5.4 MARKETING IMPLICATIONS

The overall objective of this study is to investigate the relationship among service quality, food quality, perceived value, customer satisfaction and behavioural intentions in the FFRs in Malaysia. Resulted from the rapid growth of the fast food industry in Malaysia over the last two decades and the constant changing of consumer behaviour, the fast food industry has become a competitive industry in Malaysia. Therefore, understanding the underlying factors influencing consumer perceptions about FFRs in Malaysia in terms of service quality, food quality, perceived value, customer satisfaction and behavioural intentions is vital for FFR managers to satisfy the Malaysian fast food consumers' needs and retain customers.

Table 5.1 Summary of Hypothesis Testing

Hypothesis Number	Hypothesis	Statistical Method	Results
H1	Service quality directly and positively influences customer satisfaction.	Pearson Correlation	Supported
H2	Food quality directly and positively influences customer satisfaction.	Pearson Correlation	Supported
H3	Perceived value directly and positively influences customer satisfaction.	Pearson Correlation	Supported
H4	Customer satisfaction directly and positively influences behavioural intentions.	Pearson Correlation	Supported
H5a	Customer satisfaction mediates the relationship between service quality and behavioural intentions	Hierarchical Multiple Regression	Supported
H5b	Customer satisfaction mediates the relationship between food quality and behavioural intentions	Hierarchical Multiple Regression	Supported
H5c	Customer satisfaction mediates the relationship between perceived value and behavioural intentions	Hierarchical Multiple Regression	Supported

The first implication of this study is related to the influence of service quality on customer satisfaction. Results have evidenced the positive relationship between service quality and customer satisfaction in the Malaysian fast food industry, which is consistent with the findings of Bougoure and Neu (2010). Hence, this study provides a more comprehensive picture for FFR managers to improve service quality by emphasising on the underlying dimensions to get the best return on their improvement efforts.

With regard to the tangible dimension of service quality, it is very important for FFR managers to ensure that tangible and visible aspects of the FFRs are attractive, clean and comfortable. As such, the equipment in FFRs should be up-to-date and the physical facilities are visually appealing. Additionally, the appearance of the physical facilities of FFRs should reveal the type of services provided. FFR managers also have to emphasise on the server's appearance such as well dressed and neat. When consumers feel that the physical environment reflects the service quality provided, their satisfaction level will be increased.

In terms of the reliability and responsiveness dimensions of service quality, FFR managers should do their level best to deliver the promised service accurately, promptly and dependably. The frontline staff also should be more responsive to the customers' personal requests and offer their help to the customers when needed. By offering quicker service, customer satisfaction will be enhanced, which in turn increases revisit intentions.

Within the fast food context, the empathy and assurance dimensions of service quality are also shown to be of great importance to increase customer satisfaction. With these findings, FFR managers are to be aware that individualised attention and personalised service are playing an important role in building up a long-term relationship with customers. The frontline staff should undergo training to ensure that they offer a more personalised approach when dealing with their customers and have the customer's best interest at heart and are knowledgeable enough to answer customer's questions. A well-trained and experienced staff can make customers feel safe in these restaurants and therefore feel satisfied with the service.

The second implication is related to the significant relationship between food quality and customer satisfaction. The findings here have pointed out that food attributes are key contributors in the formation of customer satisfaction. The multi-dimensional scales of food quality used in this study have provided input to FFR managers about the importance of food freshness, presentation, nutrition value, hygiene, taste and a variety in food and beverages in satisfying customers. Consequently, FFR managers can achieve, retain, upgrade and leverage competitive advantages in the fast food industry by improving food quality.

Along with the increase of health consciousness and health related articles in daily newspapers and magazines, consumers are increasingly interested in healthier food and higher quality food preparation. Thus, FFR managers should introduce healthier options in the form of healthy food with low calorie, low fat or low-carbohydrate in order to capture new market segment and in the face of growing concerns for rising obesity levels among Malaysian fast food consumers. Moreover, FFR managers also should highlight the information about nutrition value of the fast food on the packaging and promotional materials in order to communicate with the consumers and to increase their satisfaction.

As for food preparation, FFR managers should reinforce personal hygiene and the workplace sanitation. Kara et al. (1995) claimed that the consumers in the United States placed cleanliness and nutritional value of the food as criteria in the fast food selection. Thus, the way food is produced and the ingredients used in food production must be taken into account in order to obtain safe food. Emphasising the quality of

food, specifically food components and hygiene, could be an effective strategy to maintain long-term relationship with customers.

Another implication that can be drawn from this study is regarding the significant influence of perceived value on customer satisfaction. The findings imply that customers are sensitive with the cost of receiving the service and cost matters in relation to satisfaction. Thus in a competitive environment, FFR managers should carefully evaluate price competition, as it will influence customers' assessment of perceived value. Once consumer perceptions on the price are favourable, their satisfaction with perceived value can be enhanced.

Furthermore, a favourable image assessment will drive customers to resist competitive offering. The impacts of perceived value on customer satisfaction could be improved through an enhancement of the image of fast food because image has been recognised as a competitive advantage in the market. Most customers visit restaurants not only because of service quality and good food, but also due to the value for money (Yuksel and Yuksel, 2002). As such, FFR managers have to improve the image of fast food by promoting the value for money in their products and services. A positive image such as value for money will not only increase customer satisfaction and help to retain customers, but will also encourage positive word of mouth among fast food consumers.

The fourth implication of this study is related to the effects of customer satisfaction on behavioural intentions. The conceptual model proposed in this study provides some helpful insights for FFR managers to examine customer satisfaction in the fast food

industry. To be able to succeed and survive in today's highly competitive markets, FFR managers should continually strive to enhance customer satisfaction by improving the three significant antecedents discussed in this study. High level of customer satisfaction will lead to favourable behavioural intentions such as positive word-of-mouth and customer loyalty.

In the service industry specifically FFRs, positive word-of-mouth proves to be of great importance to the success of fast food business. The magnitude of recommendation in FFRs is fundamentally due to the uncertainty related to the purchase and the difficulty associated with the evaluation of the service.

In addition, customer loyalty has been recognised as a crucial factor of success. FFRs must make every effort to enhance customer loyalty because "the longer the relationship with the customer, the more likely they will buy additional services, recommend the services to others and pay more as they value their affiliation" (Zeithaml et al., 1996).

The last implication of this study is that customer satisfaction appeared to mediate the relationship between service quality and behavioural intentions, food quality and behavioural intentions and, perceived value and behavioural intentions. These findings imply that the importance of positive customer satisfaction in FFRs. Hence, FFR managers can induce favourable behavioural intentions by improving service quality, food quality and also perceived value to increase positive customer satisfaction.

5.5 CONTRIBUTIONS OF THE STUDY

The contributions of this study are significant in terms of theoretical and practical perspectives. As such, the present study is expected to make the following contributions:

5.5.1 Theoretical Contribution

From a theoretical viewpoint, the major contribution of this study is on the development of a research framework in the fast food industry in Malaysia. In the Malaysia context, most of the studies focused on the normative and legal aspects of Western-based fast food restaurants (Azudin and Karaim, 1988; Noor, 2006) with the exception of Bougoure and Neu's (2010) study. Bougoure and Neu (2010) studied the relationship among service quality, customer satisfaction and repurchase intentions of Malaysian fast food consumers. Qin and Prybutok (2009) have pointed out that some of the potential determinants of customer satisfaction such as food quality and perceived value were ignored in the studies. Thus, this study adds to the existing fast food studies in Malaysia because it represents the first attempt to investigate the relationship among service quality, food quality, perceived value, customer satisfaction and behavioural intentions in the Malaysian fast-food industry.

5.5.2 Practical Contribution

The findings of the present study have revealed that service quality, food quality and perceived value positively influenced customer satisfaction which in turn influenced behavioural intentions in the Malaysian fast food industry (Qin and Prybutok, 2009; Qin, Prybutok and Zhao, 2010; Bougoure and Neu, 2010).

From the fast food operator's perspective, these findings have proposed that in attempting to enhance customer satisfaction and create favourable behavioural intentions, FFR managers should put in extra effort in creating favorable perceptions towards the three significant factors discerned in this study: service quality, food quality and perceived value. Thus, this study can spark a keen interest among FFR managers in increasing service quality, food quality, perceived value and customer satisfaction, which in turn can influence behavioural intentions.

With regard to service quality, it is timely for FFR managers to increase the service quality and to ensure that the delivery of service to the customers in a right way. The findings of this study have also suggested that FFR managers should improve service quality by emphasising the underlying dimensions of service quality: tangible, reliability, responsiveness, assurance and empathy. For example, in terms of reliability and responsiveness, FFR owners and managers should do their level best to deliver the promised service accurately, promptly and dependably. In addition, FFR managers also have to ensure that tangible and visible aspects of the FFRs are attractive, clean and comfortable.

Apart from service quality, FFR managers should also focus on the food quality in their restaurants since fast food industry is a competitive industry where customers are tempted by a variety of restaurants and foods. Customers always assess their satisfaction level by comparing the food quality with the competitors' restaurants. Hence, today satisfying customer by offering superior service quality is no longer sufficient and therefore food quality should also be taken into account. From the findings of this study, food characteristics have been recognised as influential factors

to retain the customers. Food quality delivered by a FFR is a key determinant in the selection of FFRs. Thus, building a positive perception by considering these factors – safety of food for consumption, nutrition of food, food presentation, personal hygiene in preparing foods, food freshness, food tasty and variety of foods - is crucial.

The findings of this study also showed that perceived value also is a key antecedent of customer satisfaction and behavioural intentions. Similarly, Qin, Prybutok and Zhao (2010) revealed that perceived value had a positive relationship with customer satisfaction, which in turn influenced behavioural intention in the FFRs in China. Customers are price sensitive and they will try to get the lowest price for a product or service by comparing the prices offered by different vendors. Thus, the implication of this study for fast food management is that FFR managers should try to convince the customers that they are getting value-for-money products or services. Additionally, the management should pay attention to price competition as price competition is positively associated with the customers' assessment of perceived value. "Do not keep their customers waiting for a long time" is also crucial in generating a favourable perceived value.

Another contribution for the FFR managers is that the present study provides additional evidence on the importance of food quality and perceived value in fast food studies. According to Qin and Prybutok (2009), most of the studies on FFRs are limited to the relationship between service quality and customer satisfaction in FFRs, some other potential antecedents of customer satisfaction such as food quality and perceived value were disregarded. This study found that food quality and perceived value had a positive relationship with customer satisfaction, which in turn influenced

favourable behavioural intentions among Malaysian fast food consumers. Therefore, future research should consider food quality and perceived value in the fast food studies.

For the consumers, this study provides some important knowledge to the consumers in fast food selection. Choosing a right FFR give the consumer both emotional and physical satisfaction. In this regard, the understanding about the hypothesised relationships in this study is very important to consumers because it can educate consumers on how to make a beneficial decision and how not to be influenced and manipulated by the marketing strategies employed by FFRs.

5.6 LIMITATIONS OF THE STUDY

In spite of the claim that this study has made several theoretical and practical contributions and has achieved all the stated research objectives adequately and appropriately, this exploratory study is bound by some limitations. It is important to identify the limitations in this study in order to suggest directions for future research.

The first limitation of the study is that the data were collected from only undergraduate students of the University of Malaya. This group is comparatively homogeneous. Students normally have a specific timetable and low spending power. Consequently, they have expectations for service quality, food quality and perceived value that are different from or lower than other groups of customers (Law et al., 2004). Thus, the generalisability of the results must be viewed within the context of this study.

The second limitation is the findings of the present study cannot be applied to the fast food industry in other countries. With globalisation, many FFRs have expanded their business into various countries. The cultures may be varied across countries. Therefore the determinants identified in this study might not be reliable across countries, cultures and even with university and colleges students (Qin and Prybutok, 2009).

The third limitation is the results of the present study cannot be applied conclusively to the whole restaurant industry. This is mainly because numerous restaurants have different nature and characteristics (Ladhari et al, 2008). Therefore, the findings of the present study can only be applied to the fast food industry and it is not possible to generalise to other types of restaurant.

The last limitation of this study is the use of convenience sampling may also decrease external validity (Ryu et al., 2008). This approach required respondents to recall their last dining experience at FFRs to answer questions. The responses about actual dining experience could have some bias because the respondents relied on their memory to recall the dining experience which might not be the recent one. Hence, results obtained from this study should be used cautiously when generalising the results to the fast-food consumer population in Malaysia.

5.6 SUGGESTIONS FOR FUTURE RESEARCH

For future research, especially with regard to FFRs in Malaysia, studies could replicate this model by using diverse samples instead of only undergraduate students. The use of diverse samples is to provide a deeper understanding of Malaysia FFRs.

Since there is a great diversity of service industries, the conceptual model proposed in this study could also be replicated for studies in other service settings.

Because the fast food industry is a global business, there is a need for future research to examine and modify the determinants of service quality, food quality and perceived value in FFRs across nations. Since this study has been carried out in Malaysia, the identified variables in this study are potentially inconsistent across cultures even with college students. Moreover, it would be appropriate to consider individual characteristics such as age, income, gender and culture as key determinants in examining the relationship among service quality, food quality, perceived value, customer satisfaction and behavioural intentions.

Since some of the service attributes were not included in this study, future research should also consider exploring new dimensions of perceived service quality in the FFRs in Malaysia. FFRs such as McDonald, KFC, Pizza Hut and Domino's Pizza in Malaysia have introduced home delivery service for their customers in Malaysia, especially urban areas. Pizza Hut was the first FFR in Malaysia to launch the home delivery service. Customers nowadays can place an order by calling the hotline number or just ordering online. The home delivery service has gained a favourable response since it was launched in Malaysia. Thus, the quality of the ordering system and delivery system can be included in the current FFR Success model.

Since a convenience sampling approach was used in this study, respondents were required to recall their last dining experience at FFRs to answer questions. The responses about actual dining experience could have some bias because the

respondents relied on their memory to recall the dining experience which might not be the recent one. Thus future research should develop a systematic design to collect the data. For example, researchers can distribute the questionnaire to the respondents in FFRs to ensure that they can provide their most recent experiences on the actual experience.

5.7 CONCLUSION

The overall objective for this study is to investigate the relationship among service quality, food quality, perceived value, customer satisfaction and behavioural intentions in the Malaysian fast food industry.

With regard to the study's hypotheses, the results revealed that service quality, food quality and perceived value positively influenced customers satisfaction as well as customer satisfaction positively influenced behavioural intentions in the Malaysian fast food industry. In addition, the findings of this study have also shown that customer satisfaction mediated the relationship between service quality, food quality, perceived value and behavioural intentions.

The findings of this study are very useful for FFR managers for implementing marketing strategies. The results provide valuable input to FFR managers in order to achieve, retain, upgrade and leverage competitive advantages in a competitive market. In addition, the study has also made theoretical and practical contributions. The limitations and suggestions for future research will provide a clearer picture for other researchers.

With the revelation of these findings, the research objectives of this study have been fulfilled and the study is therefore completed.