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CUSTOMER SATISFACTION AS A PREDICTOR OF REPURCHASE: EVIDENCE FROM KLANG VALLEY

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ABSTRACT

The purpose of this study is to investigate how customer satisfaction predictions impact Klang Valley residents' intentions to repurchase local fried chicken products. In the business world, a lot of entrepreneurs have concerns about items that can make customers loyal and want to buy from them again. Consumers will have many expectations, including the level of service provided by the establishment, how the neighborhood store maintains food quality, and the variety of menus offered. This study is using a quantitative research design that employs a basic random sampling strategy to obtain detailed insights into their forecast regarding customer satisfaction. A questionnaire is distributed to a specific population in Klang Valley. Representing an objective outcome is the goal of using a questionnaire. Before the actual data collection, 103 respondents participated among adolescents and young adults aged 15 to 65 years in the study to gauge the dependability of the research instrument. To analyze all the data, descriptive analysis, reliability testing, and Pearson Correlation were used to determine the link between independent variables and dependent variables. Consequently, the data is deemed reliable as the Cronbach's Alpha value exceeds 0.7, 0.8, and 0.9. A moderately positive connection is shown by the correlation and strength between the independent variables of food quality, service quality, variety of menu, and customer satisfaction. The main aim of this conceptual study is to enhance existing literature and stimulate further research in relevant areas. This study tries to offer a new viewpoint on the prediction of customer satisfaction within the perceived value and intentions to repurchase local fried chicken shops and present a new alternative to step up the strategy of the local business for their customer.

1.0 INTRODUCTION

The local market is integral to business success, as it represents the specific regions and customers a company aims to serve. Understanding consumer preferences and behaviors within local markets is critical for personalized product offerings and tailored marketing strategies (Hanan et al., 2021). In Malaysia, the fast food industry, particularly within the fried chicken segment, has seen significant growth, with companies like Marrybrown innovating their products and expanding menus to cater to diverse customer tastes. The food service market in Malaysia is projected to reach USD 44.1 billion by 2032, with a notable annual growth rate attributed to evolving customer preferences and culinary diversity (Ab-Rahim, 2017). This presents an opportunity for businesses to engage in localized marketing strategies that resonate with Malaysian consumers, especially in the context of emerging behaviors driven by socio-political dynamics.

Despite this growing interest, a significant research gap exists in understanding specific consumer satisfaction factors and their influence on repurchase intentions in the local fried chicken market. Existing literature often generalizes customer behavior without delving into the nuances of local preferences, particularly in the context of Malaysian fried chicken outlets such as Marrybrown and Muiz Hot Chicken (Jalis et al., 2014). Further compounding this issue, external factors such as geopolitical crises have affected consumer preferences and brand allegiances, notably shifting interests towards local options away from global brands like KFC (Semasa et al., 2021).

This research is significant as it not only attempts to fill the identified gap but also explores the impact of various customer satisfaction determinants on food consumption behaviors. By examining aspects such as service quality, cleanliness, menu diversity, and pricing strategies, this study aims to clarify their roles in shaping customer satisfaction and intentions for repeat purchases within the Malaysian fried chicken market (Shin et al., 2019). Given that consumer satisfaction directly correlates with profitability and market competitiveness, understanding these factors can empower local businesses to enhance their service delivery and meet customer expectations more effectively.

In addressing this gap, the study will seek to answer the following research questions:

1. What are the key determinants of customer satisfaction among Malaysian fried chicken consumers?

2. How do elements of service quality, cleanliness, and menu variety influence repurchase intentions within this market?

3. What role do external socio-political factors play in customer preferences for local versus global fried chicken brands?

By investigating these questions, the research endeavors to contribute insights that can guide local fried chicken vendors in developing effective strategies to enhance customer satisfaction and bolster repurchase behaviors.

Malaysia's fried chicken industry is influenced by Malay, Chinese, and Indian cuisines, which vary in flavor and menu. Local fried chicken restaurants in Malaysia rely on customer satisfaction and repurchase intent. This paper is considered significantly important because it will show the relationship between food quality, service quality, variety of menu, and customer satisfaction. The better the perceived value, the more satisfied the customer. This study suggests that businesses must understand the complexity that affects these factors to succeed in a competitive environment.

2.0 LITERATURE REVIEW

2.1   Customer Satisfaction

Customer satisfaction is an assessment made after a transaction when the selected option is at least equal to or beyond customer expectations, whereas customer dissatisfaction occurs when the outcomes fall short of expectations (Kasim, 2021). While in the study of Chungung (2021) it said that customer satisfaction, or lack thereof, is the emotion that results from a person contrasting his or her perception of the real or expected product performance with the actual product performance. Hence, it shows that when consumers like the products, the intent to purchase them can help businesses succeed. Thus, buying a key factor in sales and marketing (Suryani & Syafarudin, 2021).

To build long-term client connections and stay ahead of their rivals, business owners must understand what factors satisfy clients. Satisfied customers are more inclined to stay loyal, purchase more, and recommend the shop to others (Chungung, 2021). Basically, customer satisfaction can be defined as the disparity that arises between the anticipated outcome or performance and the actual result (Ananda et al., 2021). A good service experience will make people want to buy or use it again. While dissatisfied customers will disappoint them and have a bad impact on the shop.

Thus, it is crucial for businesses to understand and meet customer expectations to ensure high levels of satisfaction. By consistently delivering on promises and providing excellent service, companies can build strong relationships with their customers. These definitions illuminate customer satisfaction in multiple ways. Overall, understanding the satisfaction of consumers helps influence future research and practical strategies to increase the retention of customers to make purchases.

2.2   Service Quality

Service quality is a crucial factor in determining a firm's revenue, as it reflects a thorough and long-term assessment. Research from (Yolanda & Rahmidani, 2020) indicates that service quality positively impacts consumer interest in returning to a restaurant. Thus, it can be concluded that when customers achieve a good service from the shop, it will increase satisfaction and the intention towards repurchasing the product. To attain high service quality, it is important to identify service problems and establish measures for service performance, results, and customer satisfaction levels (N L P Suciptawati et al., 2023). The problem might be from the shop's cleanliness and the quick response from the shop towards customer's order. service quality is the extent to which the service provided meets customer expectations.

Studies have repeatedly demonstrated a favorable correlation between service quality and customer happiness (Putro & Rachmat, 2019). Thus, a study from Suhud et al., 2023) suggests that industries must offer items or services that meet client needs to ensure customer satisfaction. From (Bello et al., 2020) study on service quality in Malaysia's fried chicken industry focuses on two dimensions: technical and functional. Technical quality refers to the final outcome of the service process, such as the quality of the fried chicken served, such as Muiz Fried Chicken serving their food with crisp texture, nutritional qualities of oils. Meanwhile functional quality is about the customer's experience, such as Muiz Fried Chicken providing responsive and empathetic service.

The local fried chicken shops in Malaysia like Marrybrown and Ayam Goreng Muiz should be aware of the importance of customer satisfaction by providing high-quality service. The study aims to improve the service quality of local fried chicken in order to boost customer satisfaction and promote repeat purchases. Overall, understanding the service quality helps influence future research and practical strategies to increase the satisfaction and retention of customers to make purchases of local fried chicken.

2.3   Food Quality

According to Abdullah (2019), stated that clients consider food quality as a primary factor while selecting a restaurant or cafe. The features encompass the nutritional content, variety of menu options, and flavor of the food. When discussing the halal consumption of food and its hygiene in Malaysia, it is crucial to note that the majority of the population in Malaysia is Muslim (Mokhtar & Shamsudin, 2020). According to Salleh et al., (2023) cited from (Jin et al., 2012) defined food quality as encompassing food flavor, presentation, temperature, freshness, nutritional content, and menu diversity. Therefore, it can be inferred that when clients experience high food quality at the business, their contentment and intention to repurchase the goods would improve.

Past studies have used halal, taste of food and healthy menu as the measurement of the instrument. (Ikhsan et al., 2013). It is claimed that Halal is the most important for Muslims, and it has been proven effective towards food quality when the food has a halal certificate (Mokti et al., 2022). When the shop is already validated and certain about their food quality, it will increase the satisfaction of the customers since they will expect the food to be satisfying.

Local fried chicken restaurants in Malaysia, such as Ayam Uncle Bob or the latest brand Hot Bird, should enhance and elevate the food's quality to match that of other local fried chicken establishments in Klang Valley. Overall, understanding the food quality helps influence future research and practical strategies to increase the satisfaction and retention of customers to make purchases of local fried chicken.

2.4   Variety of Menu

As customers of food shops, they are looking for businesses that offer a diverse selection of menus because this can pique their interest in trying a wide range of meals (Rajput & Gahfoor, 2020). Fulfilling consumers' preferences and expectations will lead to their satisfaction and increase the likelihood of repeat purchases through return visits. Repeat purchases ensure an increase in profit (Pusiran et al., 2019).

Past researchers found that businesses may create a satisfying dining experience that thrills customers, promotes loyalty, and drives success in Malaysia's thriving fried chicken sector by consistently developing their menu offerings and listening to customer input (Dewi et al., 2021). Nowadays, Marybrown provides its customers with an extensive assortment of unique, state-of-the-art items created with their passion for fast food in mind (Satia Utama, 2021). Moreover, businesses often leverage menu variety as a strategic tool to enhance customer satisfaction and loyalty (Tarigan et al., 2020).

In order to keep consumers interested and eager to try new foods while making sure that their eating experience is delightful and fresh, businesses can periodically refresh their menu with seasonal specials, limited-time deals, and promotional goods, as Muiz Fried Chicken does. Enhancing the quality of food, services and menu offerings, such as maintaining a diverse selection and staying abreast of current trends, can contribute to consumer loyalty and satisfaction by providing added value. The subsequent section will delve into the further discussion.

2.5   Theory

2.5.1   Customer Satisfaction Theory

Customers always have influence on requirements, desires, and expectations. Human needs are perceived situations of lack and might encompass physical, social, and personal requirements. Wants are the manifestation of human needs influenced by society and individual personality. Demands are the desires of individuals supported by their ability to purchase goods or services (Kotler, 2000). As stated by Kotler & Armstrong (2017), there are four customer satisfaction assessment methods. The Complaints and Suggestions System, Customer Satisfaction Survey, Ghost Shopping, and Analysis of Lost Customers Analysis. To achieve customer satisfaction, the business must understand customer needs and wants. According to the Comparison Level Theory, consumers may incorporate a variety of comparison standards into their consumption experience (Yuksel, 2008). The hypothesis suggests that customer satisfaction sets a comparative level for several factors when evaluating a product or service. These variables include the price at which the goods were acquired, the expectations regarding quality, and the expectations about performance (Rana, 2024). The comparison-level theory is a branch of marketing theory that claims that consumers rate their degree of pleasure based on an implicit comparison to an internal standard, rather than the outcome they experienced.

2.5.2   Service Quality Theory

Service quality aims to address consumer wants and aspirations to achieve customer satisfaction (Tjiptono & Chandra, 2016). Local store owners must understand consumer wants and provide outstanding service to enhance retention and repurchase. The study demonstrates that the services offered have an impact on consumers' willingness to pay more for services and their commitment to reusing them (Darmawanti & Soebandhi, 2020). Because of its comprehensiveness and extensive use in measuring service quality, the SERVQUAL model created by Parasuraman et al. (1988) is highly respected. SERVQUAL measures service quality by assessing respondents' expectations and perceptions on five dimensions: Tangibles, Reliability, Responsiveness, Empathy, and Assurance. Local fried chicken shops must well-maintain their premises, employees wear clean attire, and kitchens are kept clean. Furthermore, they will serve consumers quickly and efficiently. They must develop trust and confidence to satisfy customers. Lastly, empathy is care; thus, it is essential to listen to clients. Customer satisfaction is also significantly influenced by the quality of the services provided, which encompasses attitude, promptness, and experience. (Zamani et al., 2020).

3.0 METHODOLOGY

This study explores the intricate relationship between customer satisfaction and several elements of local fried chicken shop businesses, particularly focusing on service quality, food quality, and the variety of the menu. This study collects the primary data from researchers. The research will adopt a quantitative method. This study also adapted two methods in this study which are data collection and analysis.

First, for the method of data collection, a simple random sampling strategy was used by collecting data from targeted people around Klang Valley. The research's respondent was drawn from adolescents and young adults from 15 to 65 years old. The questionnaire was distributed by the WhatsApp application and also through self-distribution, the utilization of QR codes at locations including Central Market, food festivals, and MAEPS. As a result, a total of 103 respondents were collected. Furthermore, there were four aspects of service quality that were adopted by Tjiptono & Chandra (2013). For food quality, there were 4 questions that the study asked, and adapted from Abdullah (2018), and the last one from Njoto (2016) contributed to the adaptation of the question for a variety of menus that consist of 3 questions.

Next, for the method of analysis. The first procedure is data preparation. This research has divided the section into demographic and variables. After that, the data were analyzed by using version 29 of the Statistical Package for the Social Sciences (SPSS) software. The last step is the method of processing the statistical data by using Cronbach's Alpha Coefficient (α) and Correlations of The Overall Pearson Correlation between independent variables and dependent variables to test the hypothesis.

The questionnaire was chosen because it is the most efficient approach for collecting data and information from respondents. Also, make sure that the method is appropriate for the aims. Finally, this is to prevent the possibility of obtaining false or biased results. Here is the research framework, a structured system of concepts and theories that provide support and guidance for study. The purpose of the study framework is to determine the relationship between these three variables and customer satisfaction.
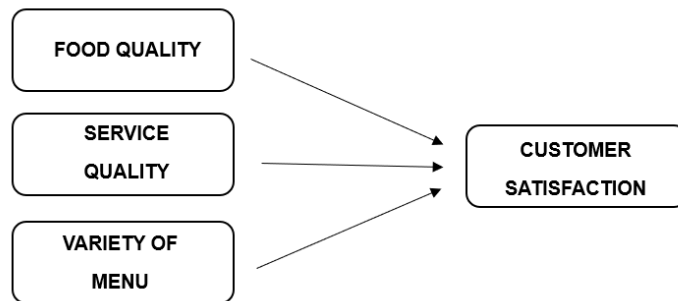

Figure 1: The Conceptual Research Framework

4.0 FINDINGS AND DISCUSSION

4.1   Introduction

The study presents the findings of a survey conducted with 103 participants. Descriptive and inferential statistics were used to analyze the questionnaire data. Researchers examined data in this study using the Statistical Package for the Social Sciences (SPSS). Analyzed the data using descriptive analysis, reliability testing, and Pearson's correlation analysis. The section's conclusions encompassed an analysis of the findings.

4.2   Response Rate Profile

Table 1 displays the categorization of respondents based on gender, age, education, monthly income, and working sector. 58.3% of the 103 respondents are female, indicating that females make up a slightly larger portion (41.7%) of the sample compared to males. 56.3% of respondents are aged 15-24, 38.8% are aged 25-54, and the remaining 4.9% are aged 55-64. The largest group consists of respondents aged 15-24, while the smallest group targeted includes individuals aged 55-64. Regarding education, 54.4% of respondents have a bachelor's degree or more, while 24.3% have a diploma. 18.4% is from secondary school, 1.9% is from pre-university, and the smallest contribution, at 1%, comes from primary education. Since most respondents are aged 15-24, with 68.9% having a monthly salary below RM 3440 it makes sense. The second greatest percentage comes from individuals with an income ranging from RM3440 to RM5249, resulting in 18.4%. Lastly, the demographic data also covered the working sector, a total of 43.7% covered by students, 35.9% are from private employees, 16.5% from the government and last one, 3.9% are self-employed.

Table 1. Demographic Factor Analysis

MEASUREMENT	ITEMS	PERCENTAGE
Gender	Male	41.7%
	Female	58.3%
Age	15 - 24 years old	56.3%
	25 - 54 years old	38.8%
	55 - 64 years old	4.9%
	65 - over	0
Education	Primary Education	1%
	Secondary Education	18.4%
	Pre-University (Form 6/ Matriculation)	1.9%
	Diploma	24.3%
	Bachelor and above	54.4%
Monthly Income	< RM 3440	68.9%
	RM 3440 - RM 5249	18.4%
	RM 5250 - RM 7689	4.9%
	RM 7690 - RM 11810	4.9%
	RM 11820 and above	2.9%
Working Sector	Government	16.5%
	Private	35.9%
	Self-employed	3.9%
	Student	43.7%

4.3 Independent Variable and Dependent Variable

Table 2. Descriptive Analysis of Service Quality

SERVICE QUALITY	N	MEAN	STANDARD DEVIATION
(S1) I feel that the shops respond to my request urgently and willing to respond to me quickly	103	3.97	.845
(S2) I feel that the shop welcoming and caring to me	103	3.93	.855
(S3) I feel that the shops are very clean, spacy, and decorate well	103	3.91	.898
(S4) I feel that the store has good convenience to respond to my needs quickly and in a positive manner	103	3.95	.890

Table 2 indicates the result for service quality. The result shows the highest mean and standard deviation is 3.97 and .845. Respondents agreed that when the shop responds promptly to requests, it is welcoming and caring, nevertheless clean, spacious, and well-decorated. It offers good convenience and prompt, positive responses to customer needs. Customers often

comment on the friendly and attentive staff, as well as the overall pleasant atmosphere of the shop (Gawron, 2021). The combination of excellent service and an inviting ambiance keeps customers coming back for more.

Table 3. Descriptive Analysis for Food Quality

FOOD QUALITY	N	MEAN	STANDARD DEVIATION
(F1) The fried chicken of the convenience store is reliable, that is, they last for a specified period	103	3.83	.818
(F2) The fried chicken at the convenience store meets specified standards	103	3.98	.792
(F3) The fried chicken from the convenience store is durable	103	3.80	.890
(F4) The fried chicken specification meets my expectations	103	3.94	.884

Table 3 shows the descriptive analysis of food quality. The result shows the highest mean and standard deviation is 3.94 and .884. The respondent indicated that the food quality played a role in their satisfaction with the purchases. If the fried chicken is long-lasting, reliable, and durable, it fits their expectations, as shown by the data. Greater fulfillment of expectations by the local shop leads to increased customer satisfaction.

Table 4. Descriptive Analysis for Variety of Menu

VARIETY OF MENU	N	MEAN	STANDARD DEVIATION
(V1) The many variations of flavors make me want to taste all the flavors on the local chicken shop menu with an industrial concept	103	3.98	.960
(V2) The availability of a variety of menus makes me want to visit another local chicken shop with an industrial concept.	103	3.76	.955
(V3) The availability of a healthy food menu made me buy a local chicken shop with an industrial concept.	103	3.89	.907

As shown in Table 4 for the variety of menu, the result shows the highest mean and standard deviation is 3.98 and .960. Most of the respondents agreed that the availability of a variety of menus make them like to repurchase and visit the local fried chicken shop. Other than that, a variation of menu also makes them want to try all the menu. This shows that the customers are willing to visit and support their business if the menu is variety. Everyone can find their perfect fried chicken dish when there are many options available (Affifah et al., 2023). Various choices guarantee that every customer can savor a delectable meal according to their taste preferences.

Table 5. Descriptive Analysis for Customer Satisfaction

CUSTOMER SATISFACTION	N	MEAN	STANDARD DEVIATION
(C1) I feel satisfied when I visit a local chicken shop with an industrial concept considering the time and energy I put in	103	3.98	.767
	103	4.03	.798

(C2) I feel satisfied visiting a local industrial chicken shop compared to my expectations	103	4.08	.788
(C3) I refer other people to visit a chicken shop with industrial concept			

Table 5 shows the descriptive analysis of customer satisfaction, the result shows the highest mean and standard deviation is 4.08 and .788. It is revealing that the majority of respondents agreed that they are satisfied when their expectations correspond with their experience at the local fried chicken business. The consumer enjoys sharing knowledge and likes to recommend a chicken shop to others. A delighted customer is likely to repurchase from the local fried chicken store. Customer satisfaction is known to rise when the shop prioritizes service quality, food quality, and fair costs (Chungung, 2021).

4.4   Reliability Test

Table 6: Table of Cronbach's Alpha Coefficient (α)

CRONBACH'S ALPHA RANGE	LEVEL OF RELIABILITY
α > 0.9	Excellent
α > 0.8	Good
α > 0.7	Acceptable
α > 0.6	Questionable
α > 0.5	Poor
α > 0.4	Unacceptable

Source: Umaji & Paireekreng (2023)

As in table 6, the study uses Cronbach's Alpha values to figure out to ensure the data's trustworthiness and interior consistency (Frost, 2022). An index is thought to be good if its Cronbach's Alpha number is greater than 0.70. If the Cronbach Alpha number is less than 0.60, it means that the instrument is not reliable, which is undesirable. The range of values between 0.60 to 0.80 is thought to be acceptable and good. The way stable and consistent the tool in question determines how reliable it is. In this study, Cronbach's Alpha values for all constructs were significantly higher than 0.90 have an excellent level.

Table 7: Result of reliability test

VARIABLES	INSTRUMENTS	CRONBACH'S ALPHA COEFFICIENT
(IV) Service Quality	4	0.896
(IV) Food Quality	4	0.900
(IV) Variety of Menu	3	0.722
(DV) Customer Satisfaction	3	0.870

The overall Cronbach's Alpha Coefficient value for the study's independent and dependent variables was displayed in Table 7. Researchers evaluated three independent variables with Cronbach's Alpha.

First, four questions were used to evaluate the quality of the service. The Cronbach's Alpha for the questions in this section was determined to be α = 0.896 in Table 4.7, indicating a good score. The coefficients obtained for the social variable were considered reliable.

Second, four questions were used to evaluate the food quality. Table 4.7 displays the outstanding Cronbach's Alpha value of α = 0.900 for the questions in this section, which indicates excellent. As a result, the coefficients found for the social variable were reliable.

Thirdly, three questions were used to evaluate the variety of the menu. Table 4.7 displays the acceptable Cronbach's Alpha value of α = 0.722 for the questions in this section. The social variable's coefficients were thought to be dependable.

α = 0.870 was Cronbach's Alpha score for the dependent variable and it shows good. It is found that the level is reliable for these three questions about customer satisfaction and repurchasing local fried chicken.

4.5   Result of Inferential Analysis

Table 7: Table of Pearson Correlation Coefficient

SIZE OF CORRELATION	INTERPRETATION
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Jaadi (2019)

The Pearson correlation coefficient research is one of the important analyses that determine the degree of the linear relationship between the independent variable (IV) and dependent variables (DV). This research aims to identify the independent variables (food quality, service quality, and variety of menu) and dependent variables (customer satisfaction). If a correlation was discovered, the researchers were left to determine the direction and degree of the association between the variables. Therefore, the association's strength dictates whether it is appropriate to continue the relationship or not.

The Overall Pearson Correlation result between IV and DV. Correlations		Compute_IV1	Compute_IV2	Compute_IV3	Compute_DV
Service Quality_IV1	Pearson Correlation	1	0.825**	0.507	0.662**
	Sig. (2-tailed)		< 0.001	< 0.001	< 0.001
	N	103	103	103	103
Food Quality_IV2	Pearson Correlation	0.825**	1	0.537**	0.665**
	Sig. (2-tailed)	< 0.001		< 0.001	< 0.001
	N	103	103	103	103
Variety of Menu_IV3	Pearson Correlation	0.507**	0.537**	1	0.693**
	Sig. (2-tailed)	< 0.001	< 0.001		< 0.001
	N	103	103	103	103
Customer Satisfaction_DV	Pearson Correlation	0. 662**	0. 665**	0. 693**	1
	Sig. (2-tailed)	< 0.001	< 0.001	< 0.001	
	N	103	103	103	103

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

Figure 2: Result of Overall Pearson Correlation

H1: There is a significant relationship between service quality and customer satisfaction.

Figure 2 displays the results of the correlation test examining the relationship between service quality and customer satisfaction. The coefficient of 0.662 indicates a moderate positive relationship, supporting and confirming hypothesis H1. Both p-values are 0.001, which is below the significance level of 0.05. The association is positive as service quality is linked to consumer pleasure during purchases. Therefore, both variables tend to increase. Higher service quality leads to increased client satisfaction. Customers are more likely to be satisfied when they receive what they expect or more.

H2: There is a positive relationship between food quality and customer satisfaction

Figure 2 indicates the results of the correlation between the relationship between food quality and customer satisfaction. It showed a statistically moderate positive correlation, as the coefficient is 0.665, supporting and confirming hypothesis H3. Both p-values are 0.001, indicating statistical significance below the significance level of 0.05. A considerable statistical association is demonstrated between food quality and customer satisfaction. The best explanation for the relationship is that food quality increases customer satisfaction and leads to the intention to repurchase the local fried chicken. Customers have a greater likelihood of being satisfied with their service experience when they are able to take pleasure in the cuisine that they are served.

H3: There is a positive relationship between the variety of the menu and customer satisfaction.

Figure 2 displays the results of the correlation test examining the relationship between the variety of menu and customer satisfaction. The coefficient of 0.693 indicates a moderate positive relationship, supporting and confirming hypothesis H3. Both p-values are 0.001, which is below the significance level of 0.05. The association is positive as the variety of menu is linked to customer satisfaction during purchases. Therefore, both variables tend to increase. The varied menu provides choices to accommodate a wide range of tastes, leading to customers delighting in discovering new flavors and sampling various cuisines.

4.5   Discussion Based on Research Objectives

The Influence of Service Quality on Customer Satisfaction

The results showed that service quality has a significant effect on customer satisfaction. This study employs the following service quality evaluation indicators: The shop's attentiveness and courteous service, as well as its cleanliness, comfortable space, and decor, make the customer satisfied. All of those assessments have an impact on customer satisfaction, given that consumers seek out service quality when placing an order.

This means the higher the level of service, the higher the customer satisfaction, and it will increase the retention to purchase local fried chicken shops. When the service provided is good, they will not hesitate to come back because they have already been satisfied with the service experience before.

The current study suggested that the satisfaction level is a key for the local fried chicken shop to maintain their service quality. The results of this study are by previous research by (N L P Suciptawati et al., 2023), which suggests that there is a match between customer expectations and perceived service quality.

The Influence of Food Quality on Customer Satisfaction

According to the findings of the study, food quality has a substantial impact on consumer satisfaction. This study employs the following food quality evaluation indicators: dependability and longevity, adherence to specified standards, durability, and satisfaction of customer expectations. All of those measurements have an impact on customer satisfaction, given that consumers seek out food quality when placing an order.

Consistency in the quality of ingredients and preparation methods guarantees that customers of the convenience store will receive fried chicken that meets their expectations each time. This consistency fosters customer trust and loyalty.

The findings of this study are consistent with those of (Suhud et al., 2023) study, which concluded that the quality of the food has a substantial impact on the satisfaction of the customers.

The Influence of the Variety of Menu on Customer Satisfaction

According to the findings of the study, a variety of menus has a substantial impact on customer satisfaction. This study employs the following variety of menu instrument measurements: variety of flavors, desire to visit and healthy food options. All of those assessments have an impact on customer satisfaction, given that consumers seek out a variety of menu items when placing an order. The study shows when more menus are available, it stimulates customer's interest and drives them to try new things. This variety makes clients try more flavors, boosting their happiness and probability of returning. The findings of this study are consistent with those of (Tarigan et al., 2020) study, which concluded that the variety of the menu has a substantial impact on the satisfaction of the customers.

5.0 CONCLUSION

The implications of this research for customer retention and satisfaction at the local fried chicken restaurant in Klang Valley are substantial. By identifying the factors that affect the customer satisfaction, the local fried chicken shop can improve their basic but important amenities to maintain the loyalty of the customer and increase the customer satisfaction. In order to attain customer satisfaction, local fried chicken shops must prioritize the provision of services and products that cater to customers' distinct requirements. Additionally, they should offer a top quality of food that accommodates customers' preferences and provide a variety of choices for the menu from which to choose.

The findings also reveal an intricate connection between food quality, service quality, and menu variety, which has a significant impact on customer satisfaction. According to the survey, the greater the menu variety and availability, the more likely they are to return to the local fried chicken shop. This research also shows that Malaysians are rational in replacing

neighboring chicken stores with fried chicken franchises, which should be boycotted in order to support and sustain the country's fried chicken industry.

This study's limitations include the need to investigate how other factors affect customer satisfaction. This helps understand customer preferences for the local fried chicken store. To ensure the reliability of the result, the study should focus on one local business to examine how food quality, service quality, and menu diversity affect purchase intentions. Other than that, the study also has an issue with participants that did not give a cooperation to scan the QR code given by the researchers. This is due to the fact that the participants were being cautious from the possibility of being scammed.

Overall, the goal of this conceptual study is to add to the literature and promote future research on relevant themes. This study seeks to provide a new perspective on the subject matter by combining existing theories and proposing a novel framework. Furthermore, the findings may have practical consequences for practitioners in the sector looking to enhance their methods.

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