Jurnal EVOLUSI

IMPACT OF FOOD QUALITY ON CUSTOMER SATISFACTION: A CASE STUDY OF LOCAL BURGER PURCHASE DECISIONS

Umi Nadzirah Abdullah*(a), Zaliza Azan(b), Jumain Aborashang(c)
Corresponding Author*
University Poly-Tech Malaysia, kl2204010793@student.kuptm.edu.my
University Poly-Tech Malaysia, zaliza@uptm.edu.my
Uni Tun Abdul Razak, jumain@unirazak.edu.my

ABSTRACT

This study investigates the impact of food quality on customer satisfaction and repurchase decisions for local burgers in Cheras, Malaysia. The research aims to identify the factors influencing customer satisfaction in local burger restaurants and their implications for both consumers and businesses. A quantitative approach was employed, utilizing questionnaires to collect data from 150 respondents in the Ampang area. The findings reveal that food quality, service quality, menu variety, and cafe atmosphere significantly predict customer satisfaction and repurchase intentions. Customers prioritise food quality, considering taste, appearance, and overall excellence as critical factors in their decision-making process. Service quality, including responsiveness, accuracy, and dependability, also plays a crucial role in shaping customer satisfaction. Additionally, a diverse menu and a pleasant cafe atmosphere contribute to higher levels of customer satisfaction. The study highlights the importance of understanding customer preferences and demographics, such as gender, age, education, income, and employment, to tailor marketing strategies effectively. The results suggest that local burger businesses should focus on improving food quality, enhancing service standards, offering a variety of menu options, and creating an inviting cafe atmosphere to increase customer satisfaction and encourage repeat visits. This study's findings provide valuable insights for both consumers and business owners in the local burger market. Such information allows them to make educated decisions and improve their offerings to meet customer preferences, ultimately fostering long-term success in the fiercely competitive food industry.

ARTICLE INFO

1.0 INTRODUCTION

Customer satisfaction is a critical concept in the food service industry, influencing success, sustainability, and customer loyalty. It reflects how well a customer's experience meets or exceeds expectations and is vital for fostering repeat patronage. While factors like food quality, service quality, and pricing are widely acknowledged as key drivers, their specific impact within local Malaysian contexts, such as burger outlets, remains underexplored, indicating a need for further research (Bakar & Hoong, 2021).

In the competitive food service market, customer satisfaction has become a strategic asset, encompassing food quality, ambiance, and value for money. As consumer preferences evolve, understanding demographic and cultural nuances is increasingly important. Research highlights food quality as a primary influence on satisfaction, yet how it varies across groups or impacts repurchase intentions and word-of-mouth recommendations is insufficiently studied (Lee & Christiarini, 2021; Jalilvand et al., 2017). This gap necessitates deeper insights, particularly in the fast-food sector, where rapid service and high turnover are central.

Customer satisfaction is both a performance metric and a predictor of business success, affecting loyalty and positive word-of-mouth marketing. Consistently satisfying customers enhances competitive edge and operational sustainability. Factors like taste, freshness, and presentation are critical, alongside service quality, including staff responsiveness and dining environment (Iqbal et al., 2023; Lau et al., 2019). However, these influences differ by demographics and preferences, emphasizing the need for tailored strategies rather than a one-size-fits-all approach.

While studies show food quality's strong link to satisfaction and loyalty (Ali, 2016; Akash, 2022), research on local burger outlets in Malaysia is limited. Exploring these unique contexts can provide valuable insights. This study aims to examine food quality's impact on customer satisfaction and repurchase decisions in Malaysian burger outlets, addressing existing research gaps and offering actionable strategies for improving service, fostering loyalty, and contributing to the broader understanding of consumer behavior and its economic impact.

2.0 LITERATURE REVIEW

2.1 Customer Satisfaction

Customer satisfaction is a critical concept in the food service industry, influencing success, sustainability, and customer loyalty. It reflects how well a customer's experience meets or exceeds expectations and is vital for fostering repeat patronage. While factors like food quality, service quality, and pricing are widely acknowledged as key drivers, their specific impact within local Malaysian contexts, such as burger outlets, remains underexplored, indicating a need for further research (Hanaysha, 2016; Bakar & Hoong, 2021).

In the competitive food service market, customer satisfaction has become a strategic asset, encompassing food quality, ambiance, and value for money. As consumer preferences evolve, understanding demographic and cultural nuances is increasingly important. Research highlights food quality as a primary influence on satisfaction, yet how it varies across groups or impacts repurchase intentions and word-of-mouth recommendations is insufficiently studied (Lee & Christiarini, 2021; Jalilvand et al., 2017). This gap necessitates deeper insights, particularly in the fast-food sector, where rapid service and high turnover are central.

Customer satisfaction is both a performance metric and a predictor of business success, affecting loyalty and positive word-of-mouth marketing. Consistently satisfying customers enhances competitive edge and operational sustainability. Factors like taste, freshness, and presentation are critical, alongside service quality, including staff responsiveness and dining environment (Iqbal et al., 2023; Lau et al., 2019). However, these influences differ by demographics and preferences, emphasizing the need for tailored strategies rather than a one-size-fits-all approach.

While studies show food quality's strong link to satisfaction and loyalty (Ali, 2016; Akash, 2022), research on local burger outlets in Malaysia is limited (Jamaludin & Seman, 2024). Exploring these unique contexts can provide valuable insights. This study aims to examine food quality's impact on customer satisfaction and repurchase decisions in Malaysian burger outlets, addressing existing research gaps and offering actionable strategies for improving service, fostering loyalty, and contributing to the broader understanding of consumer behavior and its economic impact.

2.2 Food Quality

Food quality is a multifaceted concept defined in various ways. Namkung & Jang (2007) describe it as food attributes that meet customer expectations and enhance dining experiences, emphasizing its role in satisfaction and behavioral intentions. Malekpour et al. (2022) highlight intrinsic and extrinsic attributes influencing perceptions and satisfaction. Abdullah et al. (2023) focus on hygiene and service quality as crucial factors for repeat patronage and word-of-mouth. These definitions underline food quality's significance while differing in emphasis on intrinsic (taste, freshness) versus extrinsic factors (hygiene, service). A synthesized definition for this research is: "Food quality encompasses intrinsic attributes like taste and freshness and extrinsic attributes such as hygiene and service quality, collectively influencing satisfaction and behavioral intentions."

High food quality enhances satisfaction, loyalty, and word-of-mouth marketing. Research links superior food quality to increased satisfaction, repeat patronage, and positive electronic word-of-mouth (Jeong & Jang, 2011). It significantly predicts behavioral intentions, including revisits (Rajput & Gahfoor, 2020), underlining its importance in a competitive industry where retention is vital.

Food quality drives satisfaction, influencing perceptions of value and brand image (Ryu & Han, 2009). High-quality food fosters loyalty and recommendations, strengthening market position (Al-Tit, 2015, Yusof et al., 2024). Studies confirm food quality's direct impact on satisfaction and return intentions, making it essential for repeat business (Ryu & Han, 2009; Sulek & Hensley, 2004).

Empirical evidence connects food quality to positive eWOM and satisfaction (Jeong & Jang, 2011). However, contextual factors influencing perceptions remain underexplored, with limited focus on interactions between food quality, service, and ambiance (Ha & Jang, 2010). High food quality enhances dining experiences and shapes consumer behavior, particularly in health-oriented choices (Liu & Yan, 2019). It directly impacts perceived value and satisfaction, driving revisits and recommendations (Ryu & Han, 2009).

In conclusion, food quality is a critical determinant of satisfaction, encompassing intrinsic and extrinsic attributes. Maintaining high standards fosters loyalty, word-of-mouth, and business success. Future research should explore contextual influences and interactions with other quality dimensions.

3.0 METHODOLOGY

This study employs a descriptive quantitative research method to examine the relationships between service level, food quality, menu variety, café atmosphere, and customer satisfaction in local burger outlets, focusing on Ampang residents in Selangor. Using a survey design, a sample of 150 respondents (10.15% of a 300,000 population) was randomly selected to ensure inclusivity, following Scott's (2001) and Bulmer's (2004) guidelines for effective questionnaire-based research. The structured 23-item questionnaire, divided into five sections, incorporates checkboxes, multiple-choice questions, and a 5-point Likert scale to capture demographic and behavioral data. Data collection involved distributing Google Forms through local burger outlets, followed by validation, data entry using SPSS, and data cleaning to ensure accuracy and reliability. This systematic approach ensures robust insights into customer satisfaction factors, guided by established research methodologies.

The data analysis in this study consists of two parts: product quality, and overall customer satisfaction. Part A, categorized as demographic questions, includes multiple-choice questions about gender, age, education level, monthly income, and

employment sector. Part B examines food quality, requiring respondents to rate their satisfaction with the reliability and taste of burgers. Part C measures customer satisfaction, where respondents rate their experiences and whether the local burger shop met their expectations. Each section employs structured questions to gather comprehensive insights into factors influencing satisfaction.

4.0 FINDINGS AND DISCUSSION

4.1 Descriptive

This study presents the demographic distribution of the respondents, revealing key insights into their gender, age, education, income levels, and working sectors. A majority of respondents are female (53.3%), with males constituting 46.7%. In terms of age, most respondents fall within the 15-24 early working age group (51.4%), followed by 25-54 prime working age (41.9%), while smaller proportions belong to the mature working age group of 55-64 (5.7%) and the elderly (1.0%). Regarding education, 69.5% hold a bachelor's degree or higher, 16.2% have a diploma, 7.6% completed secondary education, 4.8% have pre-university qualifications, and 1.9% received primary education. Monthly income data show that 76.2% earn less than RM3440, while only 1.9% earn RM11820 or above. The remaining respondents are distributed across income brackets of RM3440-RM5249 (16.2%), RM5240-RM7689 (4.8%), and RM7690-RM11819 (1.0%). Lastly, respondents' working sectors are predominantly self-employed (38.1%) or private sector employees (37.1%), with 24.8% employed in the government sector.

4.2 Reliability

Item	Cronbach's Alpha	N of Items
Part B	.899	4
Part C	.860	3

Table 1 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 refers to the quality of food, 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 business and customer satisfaction. Some customers are not interested in the product because the raw material can last for too long.

Part C 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 news cafe, especially the cafe that serves western cuisine.

4.3 Correlation

INDEPENDENT VARIABLE	DEPENDENT VARIABLE	PEARSON CORRELATION
Food Quality	Customer Satisfaction	.494

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.

The 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 whereas 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 menus between customer satisfaction is significant at .571. This shows that the respondents are satisfied with the local burger store variety offered by the seller. Lastly, the correlation between cafe atmosphera and customer satisfaction is significant at .650. This implies that respondents wanted a change of atmosphera at the local burger store. Where some implies that the store may need to have cool temperatures, 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
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%
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 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.

2. 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.

5.0 CONCLUSION

This study highlights the significant role of product quality in shaping customer satisfaction within local burger shops in the Ampang area. Findings reveal that while customer satisfaction levels are generally high, food quality, particularly aspects such as taste, freshness, and durability, requires improvement to meet customer expectations fully. Strengthening product quality is essential to fostering customer loyalty and driving repeat purchases.

The research provides actionable insights for local burger establishments to enhance their offerings, ensuring higher satisfaction and competitive advantage. The findings can inform strategies focused on improving food quality, ultimately benefiting both customers and the business sector.

For future research, exploring broader geographic contexts or incorporating advanced methods, such as sensory analysis and customer interviews, could provide deeper insights into customer preferences. Investigating the role of food quality in conjunction with emerging trends, such as sustainable practices or health-conscious menus, may also offer valuable contributions to the understanding of customer satisfaction and loyalty dynamics.

REFERENCES

1. Abdullah, K., Putit, L., Raji, M., & Yulia, C. (2023). Malaysian consumers' acceptance of indonesian food quality and restaurant attributes. International Journal of Academic Research in Business and Social Sciences, 13(5). https://doi.org/10.6007/ijarbss/v13-i5/17008
2. Akash, V. (2022). Loyal and disloyal customer satisfaction in aviation industry.. https://doi.org/10.46254/in02.20220253
3. Ali, F. (2016). Hotel website quality, perceived flow, customer satisfaction and purchase intention. Journal of Hospitality and Tourism Technology, 7(2), 213-228. https://doi.org/10.1108/jhtt-02-2016-0010
4. Al-Tit, A. (2015). The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention. Asian Social Science. doi:10.5539/ass.v11n23p129.
5. Al-Tit, A. (2015). The effect of service and food quality on customer satisfaction and hence customer retention. Asian Social Science, 11(23). https://doi.org/10.5539/ass.v11n23p129
6. Bakar, S. and Hoong, C. (2021). Factors influencing service quality in restaurant business: a case of sme bank cafeteria.. https://doi.org/10.2991/aebmr.k.210727.008
7. Ha, J., & Jang, S. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. International Journal of Hospitality Management. doi:10.1016/j.ijhm.2009.12.005.
8. Hanaysha, J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. Journal of Asian Business Strategy, 6(2), 31-40. https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.31.40
9. Iqbal, M. and Indradewa, R. (2023). The effect of customer value and service quality on customer satisfaction and the implications for telkomsel prepaid card purchasing decisions. International Journal of Research and Review, 10(7), 831-843. https://doi.org/10.52403/ijrr.20230798
10. Jalilvand, M., Salimipour, S., Elyasi, M., & Mohammadi, M. (2017). Factors influencing word of mouth behaviour in the restaurant industry. Marketing Intelligence & Planning, 35(1), 81-110. https://doi.org/10.1108/mip-02-2016-0024

11. Jamaludin, A., & Seman, S. A. (2024, August 24). Graduate versus Non-Graduate Entrepreneurs in Urban Malaysia: Involvement in SMEs and Micro SMEs. https://journal.uptm.edu.my/index.php/ijsep/article/view/337

12. Jeong, E., & Jang, S. (2011). Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations. International Journal of Hospitality Management. doi:10.1016/j.ijhm.2010.08.005.

13. Lau, T., Cheung, M., Pires, G., & Chan, C. (2019). Customer satisfaction with sommelier services of upscale chinese restaurants in hong kong. International Journal of Wine Business Research, 31(4), 532-554. https://doi.org/10.1108/ijwbr-10-2018-0060

14. Lau, T., Cheung, M., Pires, G., & Chan, C. (2019). Customer satisfaction with sommelier services of upscale chinese restaurants in hong kong. International Journal of Wine Business Research, 31(4), 532-554. https://doi.org/10.1108/ijwbr-10-2018-0060

15. Lee, H. and Christiarini, R. (2021). Analysis of service quality, food quality, atmosphere against revisit intention and positive word of mouth at casual dining restaurant in batam city. Eco-Buss, 4(2), 230-241. https://doi.org/10.32877/eb.v4i2.274

16. Liu, Y., & Yan, R. (2019). The Predictors of Consumer Behavior in Relation to Organic Food in the Context of Food Safety Incidents: Advancing Hyper Attention Theory Within a Stimulus-Organism-Response Model. Frontiers in Psychology. doi:10.3389/fpsyg.2019.02512.

17. Malekpour, M., Yazdani, M., & Rezvani, H. (2022). Investigating the relationship between intrinsic and extrinsic product attributes with customer satisfaction: implications for food products. British Food Journal, 124(13), 578-598. https://doi.org/10.1108/bfj-02-2022-0097

18. Namkung, Y., & Jang, S. (2007). Does Food Quality Really Matter in Restaurants? Its Impact On Customer Satisfaction and Behavioral Intentions. Journal of Hospitality & Tourism Research. doi:10.1177/1096348007299924.

19. Rajput, A. and Gahfoor, R. (2020). Satisfaction and revisit intentions at fast food restaurants. Future Business Journal, 6(1). https://doi.org/10.1186/s43093-020-00021-0

20. Rajput, N., & Gahfoor, W. (2020). Satisfaction and revisit intentions at fast food restaurants. Future Business Journal. doi:10.1186/s43093-020-00021-0.

21. Ryu, K. and Han, H. (2009). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-casual restaurants: moderating role of perceived price. Journal of Hospitality & Tourism Research, 34(3), 310-329. https://doi.org/10.1177/1096348009350624

22. Sulek, J. and Hensley, R. (2004). The relative importance of food, atmosphere, and fairness of wait. Cornell Hotel and Restaurant Administration Quarterly, 45(3), 235-247. https://doi.org/10.1177/0010880404265345

23. Sulek, J. M., & Hensley, R. L. (2004). The Relative Importance of Food, Atmosphere, and Fairness of Wait. Cornell Hotel and Restaurant Administration Quarterly. doi:10.1177/0010880404265345.

24. Yusof, M. S., Wahid, A., Seman, S. A., Jusoh, Z. S. M., & Razali, H. (2024). An empirical analysis of new product development success among automotive industry vendors in Malaysia. International Journal of Religion, 5(6), 836–847. https://doi.org/10.61707/7vq7fn05