

Impact of Food Quality on Customer Satisfaction in Local Burger Outlets

Umi Nadzirah Abdullah^{1*}, Zaliza Azan, Jumain Aborashang²

^{1,2}University Poly-Tech Malaysia
56100 Kuala Lumpur, Malaysia
Corresponding Author: zaliza@uptm.edu.my

Received 30 September 2024, Revised 20 October 2024, Accepted 31 October 2024, Published 30 November 2024

ABSTRACT

This study investigates the impact of food quality on customer satisfaction for local burgers in Cheras, Malaysia, addressing the limited research on local fast-food contexts in Malaysia. The research aims to identify the factors influencing customer satisfaction in local burger restaurants. 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 positively influence customer satisfaction. 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 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. This study contributes to the understanding of customer satisfaction determinants in local burger outlets and provides insights for business owners to improve their offerings.

Keywords: *Food Quality, Service Quality, Menu Variety, Cafe Atmosphere*

How to Cite:

Abdullah, U. N., Azan, Z., & JUmain Amborashang. (2024). The Impact of Food Quality On Customer Satisfactions And Local Burger Repurchase Decision: Kesan Kualiti Makanan Terhadap Kepuasan Pelanggan Dan Keputusan Pembelian Semula Burger Tempatan. *Jurnal Evolusi* , 5(2), 69–75. <https://doi.org/10.61688/jev.v5i3.282>

Copyright: © 2023 The Author(s)

Published by Universiti Poly-Tech Malaysia.

This article is published under the Creative Commons Attribution (CC BY 4.0) license.

<http://creativecommons.org/licenses/by/4.0/legalcode>

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, highlighting a gap in the literature (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 limited studies have examined its variation across demographic groups and its influence on behavioural outcomes such as repurchase intention and word-of-mouth (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. 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. Therefore, examining this context can provide more specific and practical insights. This study aims to examine the impact of food quality on customer satisfaction in Malaysian burger outlets, addressing existing research gaps and offering practical implications for improving service quality and enhancing customer satisfaction in the local fast-food industry.

LITERATURE REVIEW

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 research gap in this context (Hanaysha, 2016; Bakar & Hoong, 2021).

Previous studies have consistently identified customer satisfaction as a key outcome variable influenced by multiple service-related factors in the food service industry (Hanaysha, 2016; Iqbal et al., 2023). In particular, food quality has been widely recognised as a dominant determinant of customer satisfaction due to its direct impact on customer experience and perceived value (Ryu & Han, 2009; Namkung & Jang, 2007).

Empirical evidence indicates that food quality, including attributes such as taste, freshness, and presentation, significantly influences customer satisfaction levels (Sulek & Hensley, 2004; Ryu et al., 2012). In addition, service quality and physical environment factors have also been found to affect customer perceptions and overall dining experience (Lau et al., 2019; Ha & Jang, 2010). However, the relative importance of these factors may vary depending on the type of food service setting and customer characteristics (Ramanathan et al., 2016).

Despite extensive research in the broader restaurant industry, studies focusing specifically on local burger outlets, particularly in the Malaysian context, remain limited (Bakar & Hoong, 2021; Lee & Christiarini, 2021). This highlights the need for more context-specific investigations to better understand how these factors influence customer satisfaction in local food businesses.

Food Quality

Food quality is a multifaceted concept that has been defined in various ways across different studies. Namkung & Jang (2007) define food quality as the attributes of food that meet customers' expectations and enhance their dining experience,

emphasizing its role in customer satisfaction and behavioral intentions. Similarly, Malekpour et al. (2022) describe food quality as the intrinsic and extrinsic attributes of food products that influence consumer perceptions and satisfaction. In contrast, Abdullah et al. (2023) focus on hygiene and service-related aspects, suggesting that these factors are crucial for gaining repeat patronage and favorable word-of-mouth. The similarities among these definitions highlight the importance of food quality in shaping customer experiences, while the differences reflect varying emphases on intrinsic attributes (e.g., taste, freshness) and extrinsic factors (e.g., hygiene, service). Therefore, food quality in this study is defined as a combination of intrinsic and extrinsic attributes that influence customer satisfaction and behavioural intentions.

High food quality enhances customer satisfaction and fosters loyalty and positive word-of-mouth (Jeong & Jang, 2011). Research indicates that superior food quality leads to increased satisfaction, which in turn influences repeat patronage and electronic word-of-mouth (Rajput & Gahfoor, 2020). Food quality also serves as a primary driver of customer satisfaction, influencing perceptions of value and overall dining experience (Ryu & Han, 2009). Additionally, it contributes to the restaurant's brand image, as customers often associate high-quality food with reputable establishments (Ryu et al., 2012; Al-Tit, 2015).

The impact of food quality on customer satisfaction is well documented. Numerous studies have established a direct relationship between perceived food quality and satisfaction levels. For instance, Ryu & Han (2009) found that food quality significantly influences customer satisfaction and behavioural intentions in quick-casual restaurants, while Sulek & Hensley (2004) identified food quality as a key factor affecting customers' intention to return.

Empirical studies consistently highlight the importance of food quality in shaping customer satisfaction. However, limitations exist in previous research, particularly regarding contextual factors influencing food quality perceptions. Many studies focus on specific restaurant types or geographical locations, which may limit generalisability (Yalcinkaya & Just, 2022). In addition, the interaction between food quality and other factors, such as service quality and ambiance, requires further investigation (Ha & Jang, 2010). As noted by Liu & Yan (2019), food quality significantly influences consumer behaviour, particularly in shaping perceptions of value and satisfaction, which in turn affect revisit and recommendation intentions.

Food quality is a critical determinant of customer satisfaction in the restaurant industry. Its multifaceted nature, encompassing both intrinsic and extrinsic attributes, plays a significant role in shaping customer experiences. The existing literature highlights the need for further research in specific contexts, particularly in local food businesses such as burger outlets.

METHODOLOGY

Research Approach

This study adopts a descriptive quantitative research approach to examine the relationships between key variables. This approach is appropriate as it allows the collection and analysis of numerical data to address the research objectives. Specifically, the study investigates the relationships between service quality, food quality, menu variety, and café atmosphere with customer satisfaction in local burger outlets. The study focuses on respondents in the Ampang area, Selangor.

Research Design

This study employs a survey research design, which is widely used in social science research to collect data on attitudes and perceptions (Scott, 2001). Data were collected from 150 respondents in the Ampang area using a structured questionnaire. The questionnaire is a commonly used instrument for collecting data on participant characteristics, behaviour, and perceptions related to the research problem (Bulmer, 2004). The questionnaire was distributed online to respondents within the target population.

Population and Sample

This study focuses on residents in the Ampang area, Selangor. The target population includes individuals from diverse demographic backgrounds, such as students, employees, and self-employed individuals. A total of 150 respondents were included in the sample. A non-probability convenience sampling technique was employed, where respondents voluntarily participated in the survey. This method is appropriate due to accessibility and time constraints.

Research Instrument

The instrument used in this study is a structured questionnaire. It consists of closed-ended questions using multiple-choice options and a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) to measure respondents' perceptions. The questionnaire comprises 23 items divided into five sections: A (Demographic), B (Service Quality), C (Food Quality), D (Menu Variety), E (Café Atmosphere), and F (Customer Satisfaction). Items measuring food quality were adapted to reflect relevant attributes such as taste, freshness, and presentation, rather than inappropriate measures (e.g., product durability). Reliability of the instrument was assessed using Cronbach's Alpha, and future studies may incorporate validity testing such as factor analysis (EFA/CFA) to further strengthen construct validity.

Table 1

Show Description of Questionnaire

SECTIONS	DESCRIPTIONS	NUMBER OF ITEMS
Part A : DEMOGRAPHIC	This part contains generic questions on the respondents' demographic characteristics such as gender, age, education, monthly income, and employment sector.	5 items: Questions 1-5
Part B : SERVICE QUALITY	These sections are intended to assess respondents' perceptions and experiences with stores in terms of responsiveness, customer service, cleanliness, location, and convenience. The purpose is to collect data on the stores' overall happiness and reliability, with an emphasis on factors like promptness, friendliness, cleanliness, and accessibility.	4 items: Questions 6-9
Part C : FOOD QUALITY	The purpose of these parts is to evaluate the items' reliability, quality, durability, and conformance to expectations, with a focus on coffee, pastries, and other commodities sold by the convenience store. The objective is to assess respondents' satisfaction and faith in the longevity, standards, durability, and specifications of the convenience store's products.	4 items: Questions 10-13
PART D : VARIETY FOOD	The purpose of these questions is to learn about the respondent's preference for trying new flavors, visiting other neighboring companies, and making purchases based on the availability of a variety of menu options, especially in the context of an industrial-themed shop. The purpose is to gain a better understanding of the appeal of flavor variety, menu diversity, and the influence of healthy food options on respondents' choices and preferences at a neighborhood burger establishment with an industrial theme.	3 items: Questions 14-16
PART E : CAFE ATMOSPHERE	The purpose of this part is to ascertain the respondent's preferences and opinions on the ambiance and environmental factors at a neighborhood burger establishment with an industrial theme. The emphasis is on temperature preferences, the usefulness of music, the necessity of a pleasant scent, and the importance of cleanliness in establishing a comfortable and appealing environment in the aforementioned type of business.	4 items : Questions 17-20
PART G : CUSTOMER SATISFACTION	The purpose of these sections is to measure the respondent's overall satisfaction and likelihood of recommending a local burger restaurant with an industrial theme. The emphasis is on determining satisfaction with the time and effort required, alignment with expectations, and likelihood of recommending the aforementioned type of store to others. These questions aim to elicit the respondent's overall positive experiences and potential support for the industrial-themed local store.	3 items : Questions 21-23

Data Collection

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

Data Analysis

The data analysis in this study contains six parts.

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

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

FINDINGS AND DISCUSSION

Table 2

Show the percentage of demographic

Descriptive

ITEM	LIST OF ITEM	PERCENTAGE
GENDER	Female	53.3%
	Male	46.7%
AGE	15 - 24 (early working age)	51.4%
	25 - 54 (prime working age)	41.9%
	55 - 64 (mature working age)	5.7%
	65 - over (elderly)	1.0%
EDUCATION	Bachelor and above	69.5%
	Diploma	16.2%
	Pre-university (Form 6/Matriculation)	4.8%
	Primary education	1.9%
	Secondary education	7.6%
MONTHLY INCOME	Less than RM3440	76.2%
	RM11820 and above	1.9%
	RM3440 - RM5249	16.2%
	RM5240 - RM7689	4.8%
	RM7690 - RM11819	1.0%
WORKING SECTOR	Government	24.8%
	Private	37.1%
	Self employed	38.1%

According to figure 29, part A demographic question examined the gender of people in Ampang areas towards customer intention to repurchase to local burger shops. In the table, the conclusion can be drawn that 53.3% respondent is female ,while the minority audience 46.7% are male. All these options have been chosen by more than half of the respondents. The demographic question examined the age of people in Ampang. It can be said that 51.4% are from ages 15-24 years old (early working age) , 41.9% are from 25-54 years old (prime working age) respondents, 5.7% 55-64 years old (mature working

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

Reliability

Table 3

Shows the Cronbach's Alpha

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

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

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

Correlation

Table 4

Shows the correlation between independent variable and dependent variable

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

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

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

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

Table 5

Shows the percentage of the respondents who agree to the questions

ITEM	QUESTION	PERCENTAGE OF AGREE
Service Quality	I feel that the shops respond to my request urgently and willing to respond to me and they are accurate and dependable	39.6%
	I feel that the shop welcoming and caring to me	43.4%
	I feel that the shops are very clean, spacy, and located in a good spot	39.6%
	I feel that the shop is convenience shops responds to my demands in a quick and positive manner	41.5%
Food Quality	I feel that the shop is convenience shops responds to my demands in a quick and positive manner	50%
	The products burger at the convenience store meets specified standards.	46.2%
	The products burger of convenience store are durable.	39.6%

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

1. Does the quality of service impact customer satisfaction ?

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

2. Does the quality of food impact customer satisfaction ?

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

3. Does the variety of menu impact customer satisfaction ?

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

the Ampang area, felt that the availability of a healthy food menu influenced their purchase of a local burger business with an industrial theme.

4. Does the burger shop atmosphere impact customer satisfaction ?

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

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

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

CONCLUSION

This study examines the factors influencing customer satisfaction in local burger outlets in the Ampang area. The findings indicate that service quality, food quality, menu variety, and café atmosphere positively influence customer satisfaction, with café atmosphere and service quality showing relatively stronger relationships. These findings contribute to the existing literature by providing empirical evidence on the determinants of customer satisfaction in local fast-food contexts, particularly within Malaysian burger outlets, which have received limited attention in previous studies. From a practical perspective, the results suggest that local burger businesses should prioritise improvements in food quality, enhance service efficiency, expand menu variety, and create a comfortable café environment to strengthen customer satisfaction and competitiveness. However, this study has several limitations. First, the use of non-probability convenience sampling limits the generalisability of the findings. Second, the study focuses only on respondents in the Ampang area, which may not represent other regions. Third, the analysis is limited to correlation techniques, which do not fully explain causal relationships between variables. Future research should consider using larger and more diverse samples, applying advanced statistical techniques such as regression or structural equation modelling (SEM), and exploring additional variables such as price perception or brand image to provide a more comprehensive understanding of customer satisfaction in the fast-food industry. In conclusion, this study confirms that multiple service-related factors play a significant role in shaping customer satisfaction in local burger outlets, highlighting the importance of delivering high-quality food and service experiences to achieve long-term business success.

REFERENCES

- Abdillah, W., & Jogiyanto, H. M. (2015). *Partial least squares (PLS): Alternatif structural equation modeling (SEM) dalam penelitian bisnis*. Andi.
- Abdullah, A., 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>
- Akash, V. (2022). Loyal and disloyal customer satisfaction in aviation industry. <https://doi.org/10.46254/in02.20220253>
- 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>
- Al-Tit, A. (2015). The effect of service and food quality on customer satisfaction and customer retention. *Asian Social Science*, 11(23). <https://doi.org/10.5539/ass.v11n23p129>
- Anderson, S., & Sin, L. (2020). The influence of store atmosphere on purchasing decisions and customer satisfaction. *Journal of the Community Development in Asia*, 3(3), 70–78. <https://doi.org/10.32535/jcda.v3i3.891>
- Antikasari, R., Baktiono, A., Arimbawa, I., & Damayanti, E. (2021). The influence of product, restaurant atmosphere, and customer value on customer loyalty. *Quantitative Economics and Management Studies*, 2(4), 244–250. <https://doi.org/10.35877/454ri.qems321>
- Bakar, S., & Hoong, C. (2021). Factors influencing service quality in restaurant business. <https://doi.org/10.2991/aebmr.k.210727.008>
- Candra, S., & Juliani, M. (2018). Impact of e-service quality and customer value on customer satisfaction. *Binus Business Review*, 9(2), 125–132. <https://doi.org/10.21512/bbr.v9i2.4650>
- Dawi, N., Jusoh, A., Štreimikis, J., & Mardani, A. (2018). The influence of service quality on customer satisfaction. *Economics & Sociology*, 11(4), 198–218. <https://doi.org/10.14254/2071-789x.2018/11-4/13>
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). The effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28, 307–319.
- Goyal, A., & Singh, N. P. (2007). Consumer perception about fast food in India. *British Food Journal*, 109, 182–195.
- Ha, J., & Jang, S. (2010). Effects of service quality and food quality. *International Journal of Hospitality Management*, 29(3), 520–529. <https://doi.org/10.1016/j.ijhm.2009.12.005>
- Han, H., & Kim, Y. (2010). Green hotel customers' decision formation. *International Journal of Hospitality Management*, 29(4), 659–668. <https://doi.org/10.1016/j.ijhm.2010.01.001>
- Hanaysha, J. (2016). Testing the effects of food quality and service quality on customer satisfaction. *Journal of Asian Business Strategy*, 6(2), 31–40. <https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.31.40>
- Iqbal, M., & Indradewa, R. (2023). The effect of service quality on customer satisfaction. *International Journal of Research and Review*, 10(7), 831–843. <https://doi.org/10.52403/ijrr.20230798>
- Jalilvand, M., Salimipour, S., Elyasi, M., & Mohammadi, M. (2017). Factors influencing word of mouth behaviour. *Marketing Intelligence & Planning*, 35(1), 81–110. <https://doi.org/10.1108/mip-02-2016-0024>

- Jeong, E., & Jang, S. (2011). Restaurant experiences triggering eWOM. *International Journal of Hospitality Management*, 30(2), 356–366. <https://doi.org/10.1016/j.ijhm.2010.08.005>
- Lau, T., Cheung, M., Pires, G., & Chan, C. (2019). Customer satisfaction in restaurants. *International Journal of Wine Business Research*, 31(4), 532–554. <https://doi.org/10.1108/ijwbr-10-2018-0060>
- Lee, H., & Christiarini, R. (2021). Analysis of service quality and food quality. *Eco-Buss*, 4(2), 230–241. <https://doi.org/10.32877/eb.v4i2.274>
- Liu, Y., & Yan, R. (2019). Predictors of consumer behavior in food context. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.02512>
- Malekpour, M., Yazdani, M., & Rezvani, H. (2022). Intrinsic and extrinsic food attributes. *British Food Journal*, 124(13), 578–598. <https://doi.org/10.1108/bfj-02-2022-0097>
- Namkung, Y., & Jang, S. (2007). Does food quality matter in restaurants? *Journal of Hospitality & Tourism Research*, 31(3), 387–409. <https://doi.org/10.1177/1096348007299924>
- Petrescu, D., Vermeir, I., & Petrescu-Mag, R. (2019). Consumer understanding of food quality. *International Journal of Environmental Research and Public Health*, 17(1), 169. <https://doi.org/10.3390/ijerph17010169>
- Rajput, N., & Gahfoor, W. (2020). Satisfaction and revisit intentions. *Future Business Journal*, 6(1). <https://doi.org/10.1186/s43093-020-00021-0>
- Ramanathan, R., Yun, D., & Ramanathan, U. (2016). Customer satisfaction in buffet restaurants. *Benchmarking: An International Journal*, 23(2), 469–486. <https://doi.org/10.1108/bij-01-2015-0012>
- Ryu, K., & Han, H. (2009). Influence of food and service quality. *Journal of Hospitality & Tourism Research*, 34(3), 310–329. <https://doi.org/10.1177/1096348009350624>
- Ryu, K., Lee, H., & Kim, W. (2012). Restaurant quality and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 24(2), 200–223. <https://doi.org/10.1108/09596111211206141>
- Sulek, J. M., & Hensley, R. L. (2004). Food quality and customer return. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235–247. <https://doi.org/10.1177/0010880404265345>
- Yalcinkaya, B., & Just, D. (2022). Customer reviews in restaurants. *Cornell Hospitality Quarterly*, 64(1), 63–73. <https://doi.org/10.1177/19389655221102388>