

The Influence of Service Quality on Customer Repurchase Intention Towards Local Fast-Food Products: A Quantitative Study

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ABSTRACT

Understanding consumer satisfaction and repurchase intentions is crucial for success in the competitive food industry. This is especially true for small businesses like the burger stand in Ampang, which serves a diverse group of consumers, including residents, students, families, and employees. This popular burger establishment in Ampang attracts both residents and scholars. Client satisfaction encompasses all aspects of the client experience, including service quality. Businesses that accurately evaluate customer satisfaction levels may address potential issues, alter their offerings, and increase client retention. It's important to understand client repurchase intentions. It not only forecasts repeat business but also assesses customer loyalty and advocacy. Predicting consumer happiness and repurchase intentions in small burger restaurants is a complex subject. It entails comprehending and assessing a number of critical aspects that influence these results, either directly or indirectly. Consider the quality of the business's services. A study of fast-food businesses revealed a correlation between service quality and repeat visits. Providing pleasant, efficient, and rapid service boosts consumer satisfaction and encourages repeat purchases.

Keywords: *Quality food, intention to repurchase, local fast food, customer satisfaction, consumer behavior*

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INTRODUCTION

The fast-food industry in Malaysia represents a significant segment of the country's economy, showcasing a blend of local and international culinary flavors. As consumer preferences evolve, fostering customer loyalty through effective service quality has become paramount for local fast-food vendors. Service quality not only affects immediate customer satisfaction but also influences long-term repurchase intentions, a critical aspect necessary for sustaining profitability in a competitive market (Rasaily et al., 2023; , Alqueza et al., 2022).

Despite the recognized importance of service quality, there remains a noticeable research gap concerning the specific dimensions of service quality that most significantly impact repurchase intentions within Malaysia's fast-food context (Amoako et al., 2021). This paper aims to fill this void by exploring the intricate relationships between various service quality dimensions and the likelihood of customers returning to local fast-food establishments.

The role of service quality in customer retention is well-documented. High-quality service leads to increased customer satisfaction, which in turn enhances repurchase intentions (Ellitan & Edgar, 2024; , Fuzir & Rahman, 2020). For example, a study on KFC's customer base found a direct correlation between superior service recovery performance and heightened customer satisfaction and repurchase intentions (Amoako et al., 2021). Moreover, personalized approaches in service delivery, characterized as service quality sensitivity, have shown to significantly shape consumer motivations, subsequently influencing repurchase intentions (ROZLAN et al., 2024).

Furthermore, a robust understanding of service dimensions, including reliability, assurance, and responsiveness—has positively impacted customers' intentions to revisit fast food restaurants (Fadhila & Putri, 2024; Anggreani & Mardalis, 2024). Consistently delivering high-quality service helps build a strong brand image, further incentivizing consumer loyalty (Anggreani & Mardalis, 2024; Prasetyo et al., 2021).

Despite extensive research on service quality in various hospitality contexts, specific studies investigating its impact on Malaysian local fast-food establishments are scarce. While international studies provide insight into overarching trends, they often overlook cultural and regional nuances that define consumer behavior in Malaysia (Doeim et al., 2022; , Anwar & Septyanto, 2024). Therefore, understanding how local adaptations of service quality can engender repurchase intentions remains under-explored, highlighting a significant research gap.

The current study aims to address the identified research gap through the following objectives:

1. To examine the relationship between service quality dimensions and customer repurchase intention in Malaysia's local fast-food industry.
2. To identify which specific dimensions of service quality most significantly influence customers' decisions to repurchase.

By pursuing these objectives, the study aims to provide actionable insights for local fast-food operators, helping them to refine service delivery to enhance customer satisfaction and retention.

In conclusion, understanding the influence of service quality dimensions on customer repurchase intentions in Malaysia's local fast-food industry is vital for improving business sustainability. As demonstrated through various studies, tailored service quality can significantly affect consumer satisfaction, which in turn drives repurchase intentions. By focusing on the dimensions most relevant to their customer base, operators can enhance competitive advantage and foster consumer loyalty.

LITERATURE REVIEW

Service quality is a critical determinant of customer satisfaction and loyalty, typically encapsulated within the SERVQUAL framework developed by Parasuraman, Zeithaml, and Berry. The SERVQUAL model posits that service quality can be assessed across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy Wang et al. (2015). Tangibles refer to the physical aspects of service, including facilities and equipment; reliability pertains to the ability to perform the promised service dependably; responsiveness indicates the willingness to help customers and provide prompt service; assurance covers the knowledge and courtesy of staff and their ability to inspire trust; while empathy reflects the provision of caring, individualized attention. These dimensions play a significant role in forming customer perceptions and subsequent satisfaction.

Repurchase intention, defined as the likelihood that customers will buy a product or service again, is closely tied to their experiences of service quality. Scholars like Wang et al. Wang et al. (2015) and Brady and Cronin Brady & Cronin (2001) underscore that higher service quality leads to increased customer satisfaction, which subsequently fosters a greater likelihood of repurchase. In recent studies, service quality has also been linked to e-service contexts, where dimensions specific to online services such as fulfillment, efficiency, privacy, and system availability have emerged alongside traditional SERVQUAL elements (Hasan et al., 2024; .

The theoretical framework of the SERVQUAL model has been extensively validated across various contexts. For instance, research shows that service quality directly influences repurchase intentions through customer satisfaction as a mediator (Natalia & Suparna, 2023; (Wiradarma & Respati, 2020). Studies suggest that when customers perceive high-quality service, their satisfaction levels increase, which significantly enhances their intention to repurchase (Wiradarma & Respati, 2020). This mediation is further supported by evidence from sectors such as telecommunications Wal et al. (2002) and e-commerce, where the model has been adapted to consider nuances in customer interactions with online platforms (Hasan et al., 2024; Saleem et al., 2017).

A myriad of empirical studies substantiates the nexus between service quality and customer loyalty. For example, research conducted in the service sectors, such as hospitality and banking, consistently reveals that dimensions of service quality positively correlate with repurchase intentions Ali & Bhasin (2019)Samad, 2014; Saleem et al., 2017). Hume and Mort Hume & Mort (2010) provide insights into the nuanced role of appraisal emotions that arise from service experiences, indicating that while these emotions directly affect satisfaction, they do not have a straightforward relationship with repurchase intention. Additionally, findings from Ali and Bhasin Ali & Bhasin (2019) highlight the importance of perceived value and delivery quality in mediating this relationship in e-commerce contexts, emphasizing that customers are inclined to return when they perceive better service value during their shopping experience.

Thus, a robust body of literature indicates that effective management of service quality dimensions not only cultivates customer satisfaction but also effectively drives repurchase intentions, thereby nurturing long-term customer loyalty. As companies increasingly focus on retaining customers in competitive markets, leveraging the SERVQUAL model to enhance service delivery remains a pertinent strategy.]

METHODOLOGY

The approach used to conduct this inquiry will be detailed in this chapter. Categories include research technique, method of study, population and sampling, study site, instruments, data collection and analysis, and method validity and dependability. This research will look at how customers accept burgers from local brands. This study's procedures will utilize descriptive quantitative research approaches. This technique aligns with the researcher's objective of gathering quantitative data to address specific study concerns. The study's findings will affect all Ampang inhabitants in Selangor. The quantitative research design includes a survey study.

Up to 150 people in the Ampang region may respond to this question and share information. In social science research, questionnaires are crucial for gathering data, information, participant characteristics, behavior, and issue-related components. This analytical study focuses on the villages around Cheras, specifically Ampang. The survey sampled 300,000 people from various populations, including commercial workers, students, academics, and those of Malay, Chinese, and Indian descent. This research study's data was collected via a questionnaire. This study questionnaire employs check boxes, numerous options, and a linear scale (from 1 strongly disagree to 5 strongly agree) to gather response from populations. There are 23 questions in all, separated into five sections (A, B, C, D, E, and G).

FINDINGS AND DISCUSSION

Descriptive

Table 1: Demographic analysis

ITEM	LIST OF ITEMS	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%

The study stresses the role of service quality in determining customer satisfaction and likely to repurchase. Customer satisfaction is directly related to the quality of service offered by local burger eateries. Discussion: Service quality is an important factor in influencing customer happiness. Customers expect timely, efficient service from pleasant and experienced employees. When these expectations are realized, consumers are more likely to enjoy their eating experience and return to the restaurant. The study focuses on certain characteristics that contribute to service quality, such as dependability, responsiveness, competence, accessibility, communication, credibility, security, knowledge, and tangibles. These characteristics affect client impressions and overall satisfaction.

Customers, for example, appreciate the restaurant's dependability in fulfilling its commitments. They also respect attentive and competent staff who can address their requests and concerns efficiently. Furthermore, the study demonstrates that service quality acts as a moderator in the relationship between food quality, menu diversity, cafe setting, and customer pleasure. Customers' total satisfaction levels skyrocket when they receive excellent service, delectable meals, a diverse menu, and a pleasant atmosphere. Finally, the study's findings underscore the significance of service quality in affecting customer satisfaction and likelihood to repurchase. Local burger restaurants may enhance their service quality by concentrating on and strengthening attributes like dependability, responsiveness, competence, and communication, which leads to higher levels of client satisfaction and loyalty.

Reliability

In the next part, we examined the reliability of a scale or collection of items in SPSS (Statistical Package for the Social Sciences) using a variety of methods, including Cronbach's alpha, a commonly used measure of internal consistency dependability. Reliability measures the consistency with which a set of items or questions in a survey or scale analyzes a certain concept or notion.

Table 2: Reliability analysis

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.900	.901	4

Item Statistics			
	Mean	Std. Deviation	N
I feel that the shop responds to my request urgently and willingly	4.08	.895	105
I feel that the shop is welcoming and caring to me	4.03	.860	105
I feel that the shops are very clean and spacious and located in a good area	4.06	.875	105
I feel that the shop is convenient and responds to my demands	4.17	.837	105

Cronbach's alpha is 0.900, as seen for service quality. Furthermore, it means that customers have a favorable experience when they visit their neighborhood burger business. Cronbach's alpha is a measure of how closely related the items on the scale are. A higher alpha value indicates that the items are more internally consistent, which means they reliably measure the same notion. A Cronbach's alpha score of more than 0.5 is typically considered adequate for this investigation. In addition to Cronbach's alpha, the report might include item-total statistics, which show the correlations between each item and the entire scale score. These data can help us discover elements that do not significantly contribute to the scale's dependability and may need to be altered or eliminated. Correlation

In the next part, we used the "Correlation" technique in SPSS (Statistical Package for the Social Sciences) to calculate various types of correlations between variables in your dataset. Correlation is a statistical tool that determines the strength and direction of a relationship between two or more variables. It describes how changes in one variable are linked to changes in another.

Correlations

		IV1	DV
IV1	Pearson Correlation	1	.532**
	Sig. (2-tailed)		<.001
	N	105	105
DV	Pearson Correlation	.532**	1
	Sig. (2-tailed)	<.001	
	N	105	105

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

Figure 3 shows a relationship between IV1 and DV. Furthermore, it implies a connection at the 0.01 level. The output will be a correlation matrix that shows the correlations between the supplied variables as well as their p values. The correlation coefficients are represented as follows: 0 denotes no link, whereas values range from -1 (perfect negative correlation) to 1 (perfect positive correlation). To understand the data, the correlation coefficients and p-values are frequently reviewed. high positive correlations suggest that one variable increases as the other rises, whereas high negative correlations indicate that one variable declines as the other rises. A p-value due to chance or represents a real link between the variables. A p-value tells us if the observed correlation is statistically significant, meaning it is likely attributable to chance or indicates a real link between the variables.

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%

Figure 4 shows the percentage of the respondents who agree to the questions

A p-value due to chance or represents a real link between the variables. According to the study results in figure 4, 39.6% of locals, particularly those in the Ampang region, agree that the stores react to their demands quickly and willingly, and that they are accurate and reliable. Furthermore, up to 43.4% of locals, particularly in the Ampang region, believed that the business was pleasant and compassionate toward them. Furthermore, 39.6% of locals, particularly those in the Ampang region, agreed that the businesses are clean, big, and conveniently placed. Furthermore, 41.5% of locals, particularly in the Ampang region, agreed that the business is a convenience store that answers to their needs in a timely and good manner.

CONCLUSION

Finally, the findings indicate that service quality plays an important role in determining consumer satisfaction and repurchase intentions. The study stresses the significance of several service quality qualities, including dependability, responsiveness, competence, access, communication, credibility, security, knowledge, and tangibles. The research findings show that service quality has a direct influence on customer satisfaction. Customers expect timely, efficient service from pleasant and experienced employees. When these expectations are met, customers are more likely to be pleased with their experience and contemplate repeat purchases. Furthermore, the study reveals that service quality functions as a mediator and moderator in the interaction between other parameters including food quality, menu diversity, and cafe environment, as well as customer pleasure. High-quality service strengthens the effect of these elements on customer happiness. When clients receive exceptional service in addition to delicious cuisine, a broad menu, and a nice setting, their overall satisfaction levels rise dramatically. The study's findings highlight the necessity of local companies focusing service quality to improve customer satisfaction and increase the possibility of repurchase. Businesses may improve their customer experience by concentrating on traits like reliability, responsiveness, expertise, and communication. Overall, the study emphasizes the importance of service quality in determining customer satisfaction and repurchase intentions. Understanding and prioritizing service quality aspects may help organizations improve customer happiness, loyalty, and, eventually, overall success.

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