

REVIEW ON SERVICE QUALITY IN FAST FOOD RESTAURANT. CUSTOMER SATISFACTION AS MEDIATOR

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ABSTRACT: The purpose of this study is to measure the relationship between service quality and food quality towards customer loyalty. This study also measures customer satisfaction as the control variable. Customer today is very concerns about their health and diet. Awareness on health is increased as compared to past generations. The pattern of customer support towards fast food continuous increase since 2017 with the awareness of quality service and food are more obvious. Therefore, service provider need to provide the services as according to their customer needs and expectations. The study used questionnaire survey forms distributed in selected fast food restaurants in 5 major cities in Malaysia. 321 participants in the data collections and the respondents derived from of all type of customer's age, background of education, employment and household income. The results show that service quality is not significant towards customer satisfaction but food quality is positive. The relationship between customer satisfaction and customer loyalty is also positive. The results are useful for the managers of fast food restaurant to increase their service level in terms of food in order keep customer retain in the customer lifecycle. The result can also be use by other type of restaurants to improve their service level and keep customer for their benefits over a long term period.

KEYWORDS: Food quality, Customer loyalty, Customer satisfaction, Fast food restaurant

I. INTRODUCTION

Malaysian especially current young generations is very close towards fast food as they grown up together with the fast food development in Malaysia. Previous generation claimed that fast food is not good that may lead to obesity and health problem. In order to counter that, fast food industries started to improve their food services by introduce food awareness campaign to reflects their concern towards consumer health. Research stated that 38.95% eat fast food one to three times a week in 2018 and the numbers increased by additional 12.5 percent in 2019. The same reports also show that at least 6.7% Malaysian eat fast food on monthly basis. The research indicates that fast food is part of current consumer favourite eating places where it offers various of concept and experiences.

Recent research conducted related to the reason why customer eat fast food indicates innumerable answer and among the reason are food safety, suitable taste, quality, price and prompt services. The study was conducted among the top three races in Malaysia consist of Malay, Chinese and Indian. The results however, indicates almost similar answer or responses except for the halal parts. It was also declared that based on the recent survey, customer prefer KFC as their brand of choice followed by McDonald's. The answer for other than KFC and McDonald's resulted different preference between races in Malaysia. It was claimed that beside KFC and McDonald's the Malay is more prefer Domino Pizza, A&W and Burger King. While at the same time, Indian prefer Domino Pizza, A& W and Chicken King. The Chinese somehow prefer Shakey's Pizza, Chicken King and Burger King.

This study focused on the relationship between service quality and food quality towards customer satisfaction and finally customer loyalty. The results of this study should be able to provide insight information about customer responses and expectations towards the two important variables.

II. LITERATURE REVIEW

1. Customer loyalty

Research in marketing have explore the relationship between satisfaction towards loyalty since a few decades ago (Larsson & Broström, 2019). The results however diverge based on the availability of the competitor and switching cost and barrier. Iزارul, Syed and Nayan (2020), stated that in the past customer seems to be more loyal because there are not many choices for customer to switch. Today, there are ample and too many choices available that customer may just decide and port to other service provider (Özkan, Süer, Keser, & Kocakoç, 2019).

Customer loyalty in marketing is very important as it may bring great impact to the business (Nur, Wan, Tajuddin, & Nayan, 2020). The current trend that sees high and fierce competition may invite creative advertisements and promotions for the sake to attract customer from other service provider to them (Quoquab, Mohamed Sodom, & Mohammad, 2019). Hence, service provider must have focused and invest little bit on the current customer in order to keep them in the customer lifecycle (Tabrani, Amin, & Nizam, 2018). Past research (Rosli & Nayan, 2020) claimed that it is much easier to sell products or services to current customer than a new one. Hamzah, A. A., and Shamsudin (2020), stated that possibility current customer to buy is between 60% to 70% as compared to only 5% to 20% for new customers.

Recent research (B. Kadir & Shamsudin, 2019) on retails industry claimed that 60% of total revenue derived from repeat purchase while at the same time, it was also recorded that current customers spend nearly 7% more than the new customers. Such huge and remarkable results demonstrate that customer loyalty is important for the business survival in the long run (Baharudin Kadir, Shamsudin, Nurul, & Mohd, 2020). Service provider should keep in mind that keeping customer is priority (Salem, Shawtari, Shamsudin, & Hussain, 2016) but does not means the new acquisition is not necessary (Özkan et al., 2019). Both must go parallel in order to grow and sustain in the market.

Pursuing to the matters, service provider is recommended by Larsson & Broström (2019), to improve their customer service in order to keep customer loyal. Good communication among the service provider and customer can brings a lot of benefits (Cakici, Akgunduz, & Yildirim, 2019). Most popular initiative to keep customer loyal is by reward them (Aydin, Özer, & Arasil, 2005). The reward can be done through loyalty program that aims to motivate customer to keep on purchase and at the same time enjoyed a rewards (Abror et al., 2019). Loyal customer will feel happy that their purchase and support to the service provider being appreciated and rewarded (Afif, Razak, & Nayan, 2020). There are many types of loyalty campaign in terms of type of reward to their customer (Abu-Alhaija, Raja Yusof, Hashim, & Jaharuddin, 2019). Some may give points over purchased and some may provide discount based on purchased (Abdur Rehman, Osman, Aziz, Koh, & Awais, 2019). The fact is that loyalty program do successfully keep customer retain in the customer lifecycle (Suhartanto, Gan, Sarah, & Setiawan, 2019).

Past studies (Amoako, Anabila, Asare Effah, & Kumi, 2017; Kamath, Pai, & Prabhu, 2019; Suhartanto et al., 2019) highlighted that customer loyalty promotes the positive brand name to the market. Loyal customer tends to be a brand advocates (Hassan, Shamsudin, & Mustapha, 2019). They will promote the services voluntarily without paid (Hasim, Shamsudin, Ali, & Shabi, 2018). Current trends are that customer will promote and share their happiness moment in live social media. Such things indirectly promote the service providers not only in terms of promoting the brand but introducing the menu and meal (Mohd-Ramly & Omar, 2017). It was also recorded that loyal customer is less sensitive on the pricing (Othman, Harun, De Almeida, & Sadq, 2020). Slight increase in the price will not make customer to leave the services or products. According to Mohd-Any, Mutum, Ghazali, and Mohamed-Zulkifli (2019), loyal customer is more cherished the value provided by the service provider (Mohd-Ramly & Omar, 2017). The 'cost to benefits' is their benchmarks before deciding to switch or stay. It means that loyal customer put high value on the services offered by the service provider rather than the cost or amount paid for purchased. Customer will stay in the lifecycle as long as the value for money is positive (Abu-Alhaija et al., 2019).

Loyal customer is not easily influenced by competitor (Abdur Rehman et al., 2019). Customer have strong attachment with the brand and such thing will make competitor far from them. Apparently the service provider will have enjoyed the benefits and enjoyed a steady business sustainability over long term. Based on all the report and past literatures, it was recorded that customer loyalty is important to the service provider (B. Kadir & Shamsudin, 2019). Service provider however need to prepare themselves all the necessary action in meeting the customer expectations (Nur et al., 2020). According to Iزارul et al., (2020), customer must first get the overall positive customer experiences before they enjoyed the satisfaction level (Zamry & Nayan, 2020). Service provider need to strengthened their services delivery, service quality and any other matters that being concerned by customer in order to build the competitive edge in the industry.

2. Customer satisfaction

At present, business organizations especially service based industry have been talking about customer satisfaction and also customer experiences. Customer satisfaction matters have become their priority these days (Kotler & Stonich, 1991). Business however still exploring the best way in satisfying customer as they changed their preferences, trend and purchase behaviour. It was reported that today, the customer is much different than last 10 years. The new generation have a different type of consumer behaviour (Kumar, Scheer, & Kotler, 2000). They have knowledge and able to access to information (Eid, Al Zaabi, Alzahmi, & Elsantil, 2019). They know what exactly they wanted from the service providers. Customer today also concerns about their health (Mannan, Chowdhury, Sarker, & Amir, 2019). They demand high quality food and particular about the food safety (Mohd-Any et al., 2019). The challenge faced by the service provider is to meet their expectations so that they become satisfy and happy.

In marketing, customer's satisfaction is the measurement used to indicates customer overall experiences against the total service delivered by the service provider (Othman et al., 2020). The rule is that customer will get satisfaction should the service delivery is meeting or surpass the customer expectations. Failing to meet the expectations level will lead to frustration and consequences of losing a customer for future purchase. Eid et al., (2019), however stated that service provider may not really concerns on single customer that are not satisfied or frustrated, but the competitor is. Competitor will make used of the customer dissatisfaction experiences as their selling point to attract more customer to them (Rokhman & Abduh, 2019).

Service provider generally will have enjoyed a lot of benefits once they managed to satisfied customer (Mohd-Any et al., 2019). Bear in mind that the reverse effect can also happened should the customer not satisfied. Dissatisfied customer will spread and share their experiences and articulate the negative story about the service provider (Chicu, Pàmies, Ryan, & Cross, 2019). Such thing, should it happens will deteriorated the service provider's brand image and good names (Izarul et al., 2020). Based on that, service provider left with not many choices but to satisfied their customer all the time (Zamry & Nayan, 2020).

Past research indicates that satisfied customer will remain in the customer lifecycle with potential for repeat purchase (Yilmaz, Ari, & Gürbüz, 2018). Satisfied customer not only tends for repeat purchase but possible to spend more than other customer (Janahi & Al Mubarak, 2017). Service provider need to keep satisfied customer under their retention program (Bin et al., 2016). Research in the past (Ahmed, Tarique, & Arif, 2017) recorded that keeping current customer is much cheaper than acquiring new one. The cost to acquire new customer have been reported as 20 times more expensive than keeping the current customer (Mokhtar & Shamsudin, 2020). There is no reason why service provider lack of focus on the current customer as the result from past research have been proven that keeping customer is highly related to the business performance and development (Razak & Shamsudin, 2019).

One of the benefits keeping customer as suggested by (Rita, Oliveira, & Farisa, 2019) is their ability to promote the service provider to their close friends or social networking. Satisfied customer will share their happiness and voluntarily giving referral and testimonial to potential customers (Chicu et al., 2019). It was also stated by Cheng, Gan, Imrie, and Mansori (2019), that potential customer put more trust to past customer's comment and feedback rather than the official statements form the service provider. Most customer today will read the past customer review, comment, opinion and suggestions before they make a final decision (Rita et al., 2019). It has been a trend for customer today to write their feedback at their social media or any internet based platform to express their feeling upon services or purchased (Mohd-Ramly & Omar, 2017). As mentioned earlier, it may contribute to both consequences which is good if the customer is satisfied and bad if the customer is not (Eid et al., 2019). Positives customer experiences will promote the service provider and may increase number of customer and promotes the positive brand image (Rokhman & Abduh, 2019). It also means that the brand reputation will increased and somehow will increase the brand awareness and finally brand equity (Mohd-Any et al., 2019).

There are many positive benefits that the service provider will gain should they managed to served customer well and satisfied. Satisfied customer will promote the services, invite more customers and tends to purchase more (Shamsudin et al., 2015). Such actions indirectly lead to business growth. Number of customer increased will lead to high revenues and increased in market share. High numbers of customer will also lead to high profit (Razak & Shamsudin, 2019). Service provider need to focused on their marketing and business orientation towards customer satisfaction. Understanding customer is the key of excellent services (Amoako et al., 2017). On top of that, employee can also play role in providing excellent services to customer (Özkan et al., 2019). Combination of good services and employee will lead to high customer satisfactions and positive customer experiences (Abu-Alhaija et al., 2019).

3. Food quality

Food quality can be defined as the overall quality characteristics that being accepted by the consumers. The characteristics includes the internal and external factors. At the same time, food quality is the conformity to a certain standards or regulations that governed by the higher authority in a country. Recent research indicates that the current generation behave differently from the previous generations. Today, the customer is more concerns about health and safety. They are particular on what they eat and demand for a high quality products served to them. According to Jun, Kang, & Hyun (2017), there is a change in pattern of customer behaviour where past generations claimed that fast food is not healthy thus they avoid from consuming but current generations wanted to consume only quality food to be served to them at the fast food restaurants.

Recent report from Forbes.com (2019), claimed that there is an increasing demand for the transparency. Customer wish to know the details of the ingredients (Botonaki, Polymeros, Tsakiridou, & Mattas, 2006). Consumer requested for quality products and requested the service provider to put a label on the ingredients of the food. It was reported as well that current customer demand for plant based food rather than artificial mixed food (Yormirzoev, Teuber, & Li, 2019). It was claimed that customer in the 21st century have a strong awareness on the health and awareness. They are particular about the intake of food and avoid unnecessary food that may cause harm to the body.

Jun et al., (2017), stated that customer requested the food to have at least enough nutrition to their body. Service provider responsible to used quality products that can provides energy to the consumer. Bihamta, Jayashree, Rezaei, Okumus, and Rahimi (2017), claimed that nutrition is important for the consumer to growth and develop especially among the kids that went to fast food restaurant frequently. On the same vein, it was highlighted by (Savelli, Murmura, Liberatore, Casolani, & Bravi, 2017) that lack of nutrition may cause physiological changes to the body of consumer.

Past researcher (Fearne & Lavelle, 1996) indicates that customer not only concern about food quality but also demand value for money. The overall benefits of the products should be more than the cost that they pay (Yormirzoev et al., 2019). It was also highlighted that the service provider should follow the market preferences and it will benefit them over a long term based on increase number of customer (Van Rijswijk & Frewer, 2008). High technology lead to the creation of sophisticated equipment that may help service provider to keep the quality in good and maintains the texture and flavour (Bihamta et al., 2017). The competition in the industry and strong demand by the customer indirectly forced the service provider and manufacturer to comply with the requirements of correct labelling with complete information on ingredients and nutritional and details of manufacturer and supplier.

Food quality also related to the packaging and sealed of the products (Yormirzoev et al., 2019). Service provider slowly change their packaging and follow the instructions set by the authorities. It was also highlighted (Fearne & Lavelle, 1996) that food quality also includes the traceability that could be easier for the authorities to recall should there is anything harm or something that not conforming to the standards. Service provider need to pay attention and used market sensing on the demand for food quality. Customer have so many choices that they can just switch to other service provider that managed to meet their needs and wants (Yormirzoev et al., 2019).

4. Service quality

Service quality have been stated as positively influence customer satisfaction by past research (Raza, Jawaid, & Hassan, 2015). It is important because customer will have combined their overall experiences that may lead to satisfaction or frustrations (K. Hussain, Jing, Junaid, Bukhari, & Shi, 2019). Service quality is subjective matters as it involved more on the role of employee to support the effort in providing the services (Shafiq, Mostafiz, & Taniguchi, 2019). The challenges to the service provider is to close the gap between customer expectations against the service delivery (Raza et al., 2015). All effort must be channelled towards ensuring customer enjoyed excellent services throughout their visit the restaurants.

Dimension of service quality for restaurant is as per introduced by (Parasuraman, Zeithaml, & Berry, 1994). Fast food restaurant need to ensure that they looked at the tangible matters such as overall cleaning environment of the restaurant. Service provider must ensure that employee ensure the dining areas is clean and comfortable to customer. It was also highlighted that service provider must ensure that the facilities provided must be at clean and ready to use at any time. Past research (Shurair & Pokharel, 2019) also highlighted that the needs for service provider to provide adequate seating and space for customer.

Service provider must also ensure that they supply of food is fresh and healthy (Shafiq et al., 2019). The service provider must be reliable to provide health personnel to mend the kitchen. At the same time service provider must also obtained a license or certificates that indicates their staff are healthy and their kitchen used the approved equipment's that approved by the local authorities. On top of that customer is looking for a fast and

quick responsiveness. The delivery of food must be accurate and quick (Islam, Ahmed, Ali, & Ahmer, 2019) Service provider is also recommended to provide customization to customer based on their needs related to the food ordering (Ahmad, Ahmad, & Papastathopoulos, 2019).

K. Hussain et al., (2019), claimed that the relationship between employee and customer may contribute to a better relationship that may enhance customer satisfaction. Employee must have high commitment and dedicated to serve customer at all-time (Shafiq et al., 2019). Employee that portray assurance may instil confident to customers on the level of services. Employee must also be courteous while attending customer either in off peak or peak period. On top of that, it was recommended that employee to have enough knowledge on the product information, process and policy (Raza et al., 2015). Employee should be able to answer any enquiries by the customer with regard to the product and services.

Recent research (Shafiq et al., 2019) indicates that customer come to fast food based on various reason and purpose. As such, employee need to be more focused in servicing customer with adaptive approach (Raza et al., 2015). Employee is not recommended to serve customer in a standard manner as different customer may need other type of attention (K. Hussain et al., 2019). Employee must practise high level of empathy in providing service to customer.

It is no doubt that service quality is important and therefore service provider should arrange in a line their marketing and operations objectives based on the current demand from customer that derived from their high level of awareness and knowledge (K. Hussain et al., 2019; Raza et al., 2015; Shafiq et al., 2019).

III. METHODOLOGY

This study attempts to study the factors that lead to customer’s loyalty in the context of fast food restaurants in Malaysia. As this is a quantitative study, cross sectional survey method was used to collect data. Data collection uses the questionnaire survey form using 7 point of Likert scales. All items were adapted from the past studies and carefully designed to make it clear and easy to understands. All items in the questionnaire were sent for face validity where three subject matters were approached to get their consents and comments on the format and structure of the questions. Two of the subject matter expert were from academic sectors and another one was from industry. As a result, some minor changes made in the form of sentence structure as well changes in few words to make the questions is more direct and simple to answer suitable to the local environments. Respondent need to select the best responses based on the options given 1= strongly disagree and 7= strongly agree. The used of 7 Likert-type scales is to get more accurate responses from the participants.

In total 321 responses gathered from a selected 20 venues of fast food restaurants in 5 major cities of Malaysia. Out of 321 questionnaire collected, only 311 are usable and complete. Overall 49% respondents were male and 51% were female. The close gap of percentage indicates that the results of study can be acceptable without the elements of gender bias. Most of the respondents are from middle age between 25 years to 35 years (43%), followed by age between 18 years to 24 years (32 %). It was also recorded that the participants mostly from student’s category, middle income private sectors employee and small portion of own businesses. Structural equation modelling approach was applied in this study to evaluate the model and hypotheses of the study, and the evaluation device was AMOS 20.0. Maximum likelihood method was followed for estimating a parameter. To check the goodness of the fit of the model, a measurement model and a structural model test were applied.

IV. FINDINGS

Table 1 shows the summary statistics of the questionnaire survey. It shows that most of the means is towards the agree side where customer loyalty is the highest at 5.236. Mean for service quality is 5.214 followed by food quality of 5.026 and customer satisfaction at 4.913. Cronbach’s alpha for all variables are above the minimum threshold values. Table 2 is the results of factor loadings with the eigenvalue for each variable. All values show significant values and results.

Table 1: Summary statistics of the questionnaire survey

Constructs	No. of items	Mean	SD	α
Service quality	6	5.214	1.041	0.812
Food quality	5	5.026	1.032	0.882
Customer satisfaction	5	4.913	1.131	0.863
Customer loyalty	5	5.236	1.347	0.801

Notes: SD, standard deviation; α , Cronbach’s α ; overall $\alpha = 0.831$

Table 2: Result of principal component analysis

No	Service quality	Food quality	Customer satisfaction	Customer loyalty
SVQ1	0.877			
SVQ2	0.874			
SVQ3	0.876			
SVQ4	0.798			
SVQ5	0.845			
SVQ6	0.857			
FDQ1		0.854		
FDQ2		0.856		
FDQ3		0.778		
FDQ4		0.845		
FDQ5		0.768		
CTS1			0.881	
CTS2			0.855	
CTS3			0.808	
CTS4			0.811	
CTS5			0.839	
COL1				0.881
COL2				0.855
COL3				0.808
COL4				0.811
COL5				0.839
Eigenvalue	8.136	4.126	3.998	1.892
Variance explained (%)	35.407	17.163	16.915	5.988

Based on table 3, the result of RMSEA = 0.055, GFI = 0.910, NFI = 0.954, CFI = 0.948 and IFI = 0.948. All results meet the standards and guidelines for statistical analysis.

Table 3: Goodness-of-fit statistics for measurement model and structural model

	Suggested values	Measurement model values	Structural model values
X^2/df	<3	1.329	1.357
RMSEA	<0.06	0.055	0.034
GFI	>0.90	0.910	0.930
NFI	>0.90	0.954	0.964
CFI	>0.90	0.948	0.958
IFI	>0.90	0.948	0.958

Table 4, indicates the critical reliability for each variable. The results show that the critical reliability is ranging between 0.85 and 0.93. Average variance extracted (AVE) indicates the range between 0.62 and 0.82. The higher AVE represents true indication of latent construct. The value of AVE should be more than 0.50 (Hair et al., 2010).

Table 4: Measurement model results

Constructs and variables	Standardized loadings	t-statistics	CR	AVE
Service quality				
SVQ1	0.882	15.567**	0.87	0.62
SVQ2	0.909	16.420**		
SVQ3	0.750	12.227**		
SVQ4	0.695	11.123**		
SVQ5	0.875	15.412**		
SVQ6	0.831	15.045**		
Food quality				

FDQ1	0.902	14.675**	0.91	0.74
FDQ2	0.858	13.513**		
FDQ3	0.727	11.154**		
FDQ4	0.831	12.568**		
FDQ5	0.872	13.786**		
Customer satisfaction				
CTS1	0.767	11.124**	0.85	0.71
CTS2	0.718	11.341**		
CTS3	0.695	11.123**		
CTS4	0.875	15.412**		
CTS5	0.835	15.015**		
Customer loyalty				
COL1	0.892	15.179**	0.93	0.82
COL2	0.934	13.691**		
COL3	0.891	17.122**		
COL4	0.851	18.172**		
COL5	0.778	17.520**		

Result of path analysis shows in table 5. It is stated that service quality is not significantly influence customer satisfaction. The rest of relationships are significant as per the details in table below. Figure 1 at the same time, provide a clearer relationship on the outcome of relationships.

Table 5: Path analysis of structural model

Casual path	Path coefficient	t-statistics	Results
Service quality → Customer satisfaction	-1.651**	-5.102	Not supported
Food quality → Customer satisfaction	0.323**	2.957	Supported
Customer satisfaction → Customer loyalty	0.825**	4.817	Supported

Notes: *,** Significant at $P < 0.05$ and $P < 0.01$ levels, respectively



Figure 1: Outcome of the hypothesized structural mode

V. DISCUSSION

The result of this study lead to surprise results that service quality did not significantly contribute to customer satisfaction. It means that the level of service quality will not influence customer towards their repeat purchase or retain in the customer lifecycle. Further investigation was made prior to the result and finally it clues to a very important evident that customer today pay less attentions on the level of service quality because it has been made standards among all type of fast food restaurants. There is not much different between brand A or B that may lead to huge gap to the service levels.

Customer basically tolerates on the service quality unless they demanded for extra services than normal practise in the industry. The current operations procedures practised by almost all fast food restaurants are fully-fledged and went through a series of evolution and developments towards betterment to the customer. It also noted that most of the restaurants engaged a proper quality consultant to guide and design for them the best practises and standard operating procedures. As at today, most of the fast food restaurants have their own procedures although customer may see not much different between one to another.

Based on that, service quality is not really the concerns of customer towards satisfaction. Customer can understand and stands with the service level. It can be said that service provider managed to increase their service quality up to the expectations of customers. New expectations could come later when there is any new trends or patterns started in any other parts of the world that is loftier in terms of service quality.

Food quality reported to be significantly related to customer satisfaction. As mentioned in the literatures that customer today is knowledgeable and they are very concerns about their food and diet. Customer gave high priorities to their health because there is so many health issues that derived mainly from food. The increase numbers of diabetes, high cholesterol and heart problems become the major concerns of young and middle age customer. They are trying to compromise with their needs by emphasising on the food quality. The result is align with past research (S. Hussain, Ahmed, Jafar, Rabnawaz, & Jianzhou, 2017; Prakash, Singh, & Yadav, 2018; Prentice, Chen, & Wang, 2019) that food quality is important as customer is concerns about obesity, diabetes and any other modern popular illness.

Customer satisfaction as reported by past research (Pantouvakis & Bouranta, 2014; Pooya, Abed Khorasani, & Gholamian Ghoushdi, 2020; Rana & Paul, 2017; Zailani, Ali, Iranmanesh, Moghavvemi, & Musa, 2016) is significantly influence customer loyalty. The result of this study, added the manifest that the relationship is exist and strong. Service provider need to ensure that they focused on keeping customer and keep them loyal. There are many loyalty program that the service provider can implements to keep customer in the customer lifecycle.

As a conclusion it can be claimed that service quality offered by fast food restaurants is currently under good deliberation and customer have no issues on the service level as it has been practised in almost uniformity across the restaurants. Service provider need to increase more effort on food quality through educations campaign on nutrition's, diet and awareness to build close relationship between the customer and service provider or the brand itself. Beside that. service provider need to look at their loyalty program in order to enhance the relationship and keep the customer longer in the cycle.

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