

## **BAB V**

### **PENUTUP DAN KESIMPULAN**

Pada bagian bab 5 ini, peneliti akan memaparkan kesimpulan berdasarkan analisis data yang telah dilakukan pada bab sebelumnya, lalu peneliti juga akan memaparkan implikasi manajerial atas penelitian yang telah dilakukan dan ditutup dengan keterbatasan penelitian yang disertai dengan saran yang sebaiknya dilakukan pada penelitian selanjutnya.

#### **5.1 Kesimpulan**

Pada bagian ini, peneliti akan memberikan kesimpulan berdasarkan pertanyaan filter mengenai keterkaitan responden terhadap Burger King dan pertanyaan yang berkaitan dengan karakteristik profil demografi responden (usia, jenis kelamin, pekerjaan, pendapatan/ uang saku per bulan, dan restoran cepat saji yang paling sering dikunjungi). Berdasarkan hasil analisis tersebut, maka dapat ditarik kesimpulan sebagai berikut:

1. Pada penelitian ini, responden yang mengetahui Burger King, pernah melakukan pembelian dan mengonsumsi produk Burger King secara *dine in* (makan di tempat) adalah sebanyak 156 responden.
2. Pada penelitian ini, jenis kelamin responden yang turut berpartisipasi dalam penelitian ini didominasi oleh laki-laki dengan jumlah sebanyak 84 responden atau sebesar 53,8% dari total responden dalam penelitian ini.
3. Pada penelitian ini, usia responden yang turut berpartisipasi dalam penelitian ini didominasi oleh rentang usia 15-25 tahun dengan jumlah sebanyak 133 responden atau sebesar 85,3% dari total responden dalam penelitian ini.
4. Pada penelitian ini, pekerjaan responden yang turut berpartisipasi dalam penelitian ini didominasi oleh pelajar/ mahasiswa dengan jumlah sebanyak 121 responden atau sebesar 77,6% dari total responden dalam penelitian ini.

5. Pada penelitian ini, pendapatan/ uang saku per bulan responden yang turut berpartisipasi dalam penelitian ini didominasi dengan rentang Rp 1.000.000 – Rp 1.999.999 dengan jumlah sebanyak 54 responden atau sebesar 34,6% dari total responden dalam penelitian ini.

6. Pada penelitian ini, restoran cepat saji yang paling sering dikunjungi oleh responden adalah McDonald's dengan jumlah 102 responden atau sebesar 65,4% dari total responden dalam penelitian ini.

Berdasarkan hasil uji hipotesis yang telah dilakukan pada bab 4 yang meneliti terkait pengaruh kualitas makanan, kualitas lingkungan fisik, dan kualitas layanan karyawan terhadap persepsi nilai konsumen, kepuasan konsumen, dan niat perilaku konsumen Burger King, maka dapat ditarik kesimpulan sebagai berikut:

1. Berdasarkan data yang diperoleh dan analisis yang dilakukan pada bab 4, dapat ditarik kesimpulan bahwa terdapat pengaruh yang positif dan signifikan antara kualitas makanan terhadap persepsi nilai konsumen Burger King.

2. Berdasarkan data yang diperoleh dan analisis yang dilakukan pada bab 4, dapat ditarik kesimpulan bahwa terdapat pengaruh yang positif dan signifikan antara kualitas lingkungan fisik terhadap persepsi nilai konsumen Burger King.

3. Berdasarkan data yang diperoleh dan analisis yang dilakukan pada bab 4, dapat ditarik kesimpulan bahwa tidak terdapat pengaruh yang signifikan antara kualitas layanan karyawan terhadap persepsi nilai konsumen Burger King.

4. Berdasarkan data yang diperoleh dan analisis yang dilakukan pada bab 4, dapat ditarik kesimpulan bahwa terdapat pengaruh yang positif dan signifikan antara persepsi nilai konsumen terhadap kepuasan konsumen Burger King.

5. Berdasarkan data yang diperoleh dan analisis yang dilakukan pada bab 4, dapat ditarik kesimpulan bahwa terdapat pengaruh yang positif dan

signifikan antara kepuasan konsumen terhadap niat perilaku konsumen Burger King.

## **5.2 Implikasi Manajerial**

Berdasarkan hasil penelitian dan pembahasan yang telah dilakukan sebelumnya, maka implikasi manajerial yang dapat diberikan pada Burger King adalah sebagai berikut:

1. Berdasarkan hasil pada hipotesis pertama, diperoleh hasil bahwa kualitas makanan berpengaruh signifikan terhadap persepsi nilai konsumen. Beberapa cara yang dapat dilakukan untuk meningkatkan kualitas makanan antara lain dengan meningkatkan rasa dari makanan agar memiliki cita rasa yang tinggi dan beraroma yang menggugah selera konsumen. Selain itu, Burger King juga dapat membuat tampilan visual makanan dengan lebih unik dan menarik untuk dilihat oleh konsumen. Kualitas makanan menjadi salah satu aspek yang penting untuk dilakukan agar persepsi nilai yang dirasakan oleh konsumen menjadi lebih baik sehingga konsumen akan merasa bahwa harga yang mereka bayarkan untuk Burger King telah sepadan dengan pengalaman pembelian yang mereka peroleh. Oleh karena itu, Burger King harus menetapkan standar dari produk mereka agar kualitas dari setiap produk dari Burger King memiliki kualitas yang tinggi sehingga memberikan persepsi nilai yang baik bagi konsumen.

2. Berdasarkan hasil pada hipotesis kedua, diperoleh hasil bahwa kualitas lingkungan fisik berpengaruh signifikan terhadap persepsi nilai konsumen. Beberapa cara yang dapat dilakukan antara lain dengan menjaga kebersihan area makan Burger King dan mendesain interior gerai agar nyaman dan menarik untuk dikunjungi oleh konsumen. Kualitas lingkungan fisik menjadi salah satu aspek yang penting untuk dilakukan agar persepsi nilai yang dirasakan oleh konsumen menjadi lebih baik sehingga konsumen akan merasa bahwa harga yang mereka bayarkan untuk Burger King telah sepadan dengan pengalaman pembelian yang mereka peroleh. Oleh karena

itu, Burger King harus terus menjaga dan mengembangkan desain dari interior maupun eksterior gerai mereka agar memiliki tampilan yang menarik, bersih, dan rapi agar membuat konsumen lebih nyaman untuk makan di Burger King.

3. Berdasarkan hasil pada hipotesis ketiga, diperoleh hasil bahwa persepsi nilai konsumen berpengaruh signifikan terhadap kepuasan konsumen. Indikator dengan nilai *mean* tertinggi pada variabel persepsi nilai konsumen menunjukkan bahwa pengalaman pembelian di Burger King sepadan dengan harga yang mereka bayarkan. Oleh karena itu, Burger King harus dapat memberikan pengalaman pembelian yang baik bagi konsumen. Beberapa hal yang dapat dilakukan antara lain meningkatkan porsi atau ukuran dari makanan mereka agar lebih mengenyangkan dan sesuai dengan harga yang diberikan. Burger King juga dapat mengadakan lebih banyak promo atau paket menu yang lebih terjangkau oleh kebanyakan konsumen. Burger King juga dapat berinovasi untuk menambah variasi item menu yang mereka miliki agar konsumen memiliki lebih banyak pilihan sehingga perusahaan dapat memiliki target pasar yang lebih luas. Selain itu, Burger King harus dapat membuat gerai mereka terasa lebih mewah dan bersih agar pengalaman makan di Burger King sesuai dengan harga yang ditawarkan.

4. Berdasarkan hasil pada hipotesis keempat, diperoleh hasil bahwa kepuasan konsumen berpengaruh signifikan terhadap niat perilaku. Kepuasan konsumen tersebut dapat diukur dari tingkat kepuasan secara keseluruhan, *mood* konsumen, maupun bagaimana konsumen tersebut menikmati waktu yang mereka habiskan di Burger King. Konsumen yang puas cenderung akan melakukan pembelian berulang, memberikan *feedback* positif, maupun melakukan ajakan pada konsumen potensial lainnya. Oleh karena itu, Burger King harus selalu dapat menjaga dan meningkatkan standar kualitas dari produk dan gerai mereka untuk dapat memperoleh kepuasan dari setiap konsumen Burger King. Burger King

juga dapat memberikan promo ataupun *event* tertentu untuk meningkatkan relasi dengan konsumen sehingga mereka akan merasa lebih puas ketika menjadi konsumen Burger King.

### **5.3 Keterbatasan Penelitian**

Berdasarkan penelitian yang telah dilakukan, terdapat beberapa kelemahan penelitian yang ditemukan, yaitu:

1. Pada penelitian ini, terdapat 1 item pernyataan KM 2 yang berbunyi “Makanan di Burger King Bernutrisi”, padahal Burger King merupakan restoran cepat saji atau *junk food* yang identik dengan makanan yang tidak bernutrisi. Hal tersebut menyebabkan item pernyataan tersebut menjadi tidak valid sehingga harus dihapus.
2. Pada penelitian ini, mayoritas responden yang berpartisipasi memiliki pendapatan/ uang saku per bulan sebesar Rp 1.000.000 – Rp 1.999.999 dimana dengan pendapatan/ uang saku tersebut akan cenderung merasa bahwa harga yang ditawarkan oleh Burger King mahal dan tidak sebanding dengan apa yang diberikan oleh Burger King. Hal tersebut menyebabkan variabel persepsi nilai konsumen memiliki nilai *mean* yang paling rendah jika dibandingkan dengan variabel lainnya.

### **5.4 Saran Penelitian Kedepan**

Berdasarkan kelemahan yang terdapat dalam penelitian ini, maka saran yang dapat diberikan peneliti untuk penelitian kedepannya adalah:

1. Pada penelitian selanjutnya, sebaiknya peneliti dapat memperhatikan kesesuaian item indikator dengan objek yang diteliti untuk meminimalisir adanya item pernyataan yang tidak valid.
2. Pada penelitian selanjutnya, sebaiknya peneliti menyesuaikan demografi responden dengan objek yang diteliti agar jawaban yang diberikan responden lebih optimal.

## DAFTAR PUSTAKA

- Abror, A., Patrisia, D., Engriani, Y., Evanita, S., Yasri, Y., & Dastgir, S. (2019). Service Quality, Religiosity, Customer Satisfaction, Customer Engagement and Islamic Bank's Customer Loyalty. *Journal Of Islamic Marketing*, 11(6), 1691–1705. <https://doi.org/10.1108/Jima-03-2019-0044>
- Al-Ababneh, M. M., Masadeh, M. A., Al-Shakhsheer, F. J., & Habiballah, M. A. (2018). The Impact of Internal Service Quality on Job Satisfaction In The Hotel Industry. *Research In Hospitality Management*, 8(1), 55–62. <https://doi.org/10.1080/22243534.2018.1501182>
- Annur, C. M. (2023). Inilah restoran Cepat Saji Yang memberikan pelayanan terbaik menurut warga Indonesia: Databoks. Pusat Data Ekonomi dan Bisnis Indonesia. <https://databoks.katadata.co.id/datapublish/2023/02/20/inilah-restoran-cepat-saji-yang-memberikan-pelayanan-terbaik-menurut-warga-indonesia>
- Annur, C. M. (2023). Perempuan Lebih sering konsumsi Makanan Cepat Saji Ketimbang Laki-Laki: Databoks. Pusat Data Ekonomi dan Bisnis Indonesia. <https://databoks.katadata.co.id/datapublish/2023/02/16/perempuan-lebih-sering-konsumsi-makanan-cepat-saji-ketimbang-laki-laki>
- Annur, C. M. (2023). Survei Kurious: Burger King restoran Cepat Saji Dengan Hamburger Terenak di Indonesia: Databoks. Pusat Data Ekonomi dan Bisnis Indonesia. <https://databoks.katadata.co.id/datapublish/2023/02/16/survei-kurious-burger-king-restoran-cepat-saji-dengan-hamburger-terenak-di-indonesia>
- Anuraga, G., Indrasetianingsih, A., & Athoillah, M. (2021). Pelatihan Pengujian Hipotesis Statistika Dasar Dengan Software R. *Budimas: Jurnal Pengabdian Masyarakat*, 3(2). <https://doi.org/10.29040/Budimas.V3i2.2412>
- Arikunto, Suharsimi. 2016. *Prosedur Penelitian: Suatu Pendekatan Praktik*.
- Ashraf, S., Ilyas, R., Imtiaz, M., & Ahmad, S. (2018). Impact Of Service Quality, Corporate Image and Perceived Value on Brand Loyalty with Presence and Absence Of Customer Satisfaction: A Study Of Four Service Sectors Of Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 8(2), Pages 452-474. <https://doi.org/10.6007/Ijarbss/V8-I2/3885>
- Ayuni, R. F. (2017). *Forecasting Of Satisfaction and Revisit Intention of Indonesia Shoppers In Shopping Malls*. 2.
- Bougie, R., & Sekaran, U. (2020). *Research Methods for Business: A Skill Building Approach* (8th Ed.). Wiley.
- Brunner, T. A., Stöcklin, M., & Opwis, K. (2008). Satisfaction, Image and Loyalty: New Versus Experienced Customers. *European Journal of Marketing*, 42(9/10), 1095– 1105. <https://doi.org/10.1108/03090560810891163>
- Chao, C.-M. (2019). Factors Determining the Behavioral Intention to Use Mobile Learning: An Application And Extension Of The Utaut Model. *Frontiers In Psychology*, 10, 1652. <https://doi.org/10.3389/Fpsyg.2019.01652>

- Das, G., & Varshneya, G. (2017). Consumer Emotions: Determinants and Outcomes in A Shopping Mall. *Journal Of Retailing and Consumer Services*, 38, 177–185. <https://doi.org/10.1016/j.jretconser.2017.06.008>
- Dincer, M., & Guzel, S. (2018). The Effect of Restaurant S Physical Environment on Perceived Value, Customer Satisfaction and Loyalty: Case Of Istanbul. *Journal Of Tourism and Gastronomy Studies*, 6(4), 626–643.
- Fatmawati, F., & Lubis, A. S. (2020). Pengaruh Perilaku Kewirausahaan Terhadap Kemampuan Manajerial Pada Pedagang Pakaian Pusat Pasar Kota Medan. *Jurnal Muhammadiyah Manajemen Bisnis*, 1(1), 1. <https://doi.org/10.24853/jmmb.1.1.1-10>
- Fauziah, F., & Karhab, R. S. (2019). Pelatihan Pengolahan Data Menggunakan Aplikasi Spss Pada Mahasiswa. 1(2).
- Flint, D. J., Blocker, C. P., & Boutin, P. J. (2011). Customer Value Anticipation, Customer Satisfaction and Loyalty: An Empirical Examination. *Industrial Marketing Management*, 40(2), 219–230. <https://doi.org/10.1016/j.indmarman.2010.06.034>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Universitas Diponegoro.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis (7th Ed.)*. Pearson.
- Hyman, D. M. R. (N.D.). *Open- Versus Close-Ended Survey Questions*.
- Hana, C. (2018). “Analisis Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan End User Pada Pt. Barokah Jaya Sejahtera”.
- 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>. Jakarta: Rineka Cipta
- Hyman, M. R., & Sierra, J. J. (2016). *Open- versus Close-Ended Survey Questions*. 14.
- Indrasari, M. (2019). *Pemasaran & Kepuasan Pelanggan*. Unitomo Press.
- Jalilvand, M. R., 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>
- Jeaheng, Y., Al-Ansi, A., Chua, B.-L., Ngah, A. H., Ryu, H. B., Ariza-Montes, A., & Han, H. (2023). Influence Of Thai Street Food Quality, Price, And Involvement on Traveler Behavioral Intention: Exploring Cultural Difference (Eastern Versus Western). *Psychology Research and Behavior Management*, Volume 16, 223–240. <https://doi.org/10.2147/prbm.S371806>
- Jin, N., Lee, H., & Lee, S. (2013). Event Quality, Perceived Value, Destination Image, And Behavioral Intention of Sports Events: The Case of The IAAF World Championship, Daegu, 2011. *Asia Pacific Journal of Tourism Research*, 18(8), 849–864. <https://doi.org/10.1080/10941665.2012.711336>



- Joel Turkson, P., Amoah, F., & Van Eyk, M. (2022). Shoppers' Experience Value and Behavioural Intentions in Shoppingmalls: The Mediating Effect of Satisfaction. *African Journal of Business and Economic Research*, 17(4), 189–210. <https://doi.org/10.31920/1750-4562/2022/V17n4a9>
- Khalaf Ahmad, A. M. (2012). Attractiveness Factors Influencing Shoppers' Satisfaction, Loyalty, And Word of Mouth: An Empirical Investigation of Saudi Arabia Shopping Malls. *International Journal of Business Administration*, 3(6), P101. <https://doi.org/10.5430/Ijba.V3n6p101>
- Konuk, F. A. (2019). The Influence of Perceived Food Quality, Price Fairness, Perceived Value and Satisfaction On Customers' Revisit And Word-Of-Mouth Intentions Towards Organic Food Restaurants. *Journal Of Retailing and Consumer Services*, 50, 103–110. <https://doi.org/10.1016/J.Jretconser.2019.05.005>
- Kotler, P., & Keller, K. (2016). *Marketing Management (15th Ed.)*. Pearson Education.
- Kotler, P., Keller, K., Brady, M., Goodman, M., & Hansen, T. (2012). *Marketing Management (4th Ed.)*. Pearson Education.
- Kursunluoglu, E. (2014). Shopping Centre Customer Service: Creating Customer Satisfaction and Loyalty. *Marketing Intelligence & Planning*, 32(4), 528–548. <https://doi.org/10.1108/Mip-11-2012-0134>
- Kuruuzum, A., & Koksall, C. D. (2010). The Impact of Service Quality On Behavioral Intention In Hospitality Industry. 2(1).
- Laboratory, B. M. (2019, December 11). *SPSS*. Laboratory. <https://bbs.binus.ac.id/bbslab/2019/12/spss/>
- Laras, A. (2022, August 8). *Ini Syarat, Biaya Dan Alur kerjasama restoran SIAP Saji Burger King*. *Bisnis.com*. <https://entrepreneur.bisnis.com/read/20220808/263/1564188/ini-syarat-biaya-dan-alur-kerjasama-restoran-siap-saji-burger-king>
- Lee, W. S., Moon, J., & Song, M. (2018). Attributes Of the Coffee Shop Business Related to Customer Satisfaction. *Journal Of Foodservice Business Research*.
- Liu, H., Li, H., Dipietro, R. B., & Levit, J. A. (2017). The Role of Authenticity in Mainstream Ethnic Restaurants: Evidence From An Independent Full-Service Italian Restaurant. *International Journal of Contemporary Hospitality Management*.
- Mathur, T., & Gupta, A. (2019). Impact Of 'Dining Atmospheric' And 'Percived Food- Quality' On Customer Re-Patronage Intention in Fast- Casual Restaurants. *Tourism And Hospitality Management*, 25(1), 95–119. <https://doi.org/10.20867/Thm.25.1.6>
- Meiryani. (2021, August 12). Memahami Uji F (Uji Simultan) Dalam Regresi Linear. <https://accounting.binus.ac.id/2021/08/12/memahami-uji-f-uji-simultan-dalam-regresi-linear/>
- Meiryani. (2021). Memahami Uji T Dalam Regresi Linear. *Binus University School of Accounting*.



- Mencarelli, R., & Rivière, A. (2014). Perceived Value in B2b And B2c: A Comparative Approach and Cross-Fertilization. *Marketing Theory*, 15(2), 201– 220. <https://doi.org/10.1177/1470593114552581>
- Mensah, I., & Mensah, R. D. (2018). Effects Of Service Quality and Customer Satisfaction on Repurchase Intention In Restaurants On University Of Cape Coast Campus.
- Minta, Y. (2018). Link Between Satisfaction and Customer Loyalty In The Insurance Industry: Moderating Effect Of Trust And Commitment.
- Nguyen, Q., Nisar, T. M., Knox, D., & Prabhakar, G. P. (2018). Understanding Customer Satisfaction in The Uk Quick Service Restaurant Industry: The Influence of The Tangible Attributes Of Perceived Service Quality. *British Food Journal*, 120(6), 1207–1222. <https://doi.org/10.1108/Bfj-08-2017-0449>
- Nisya, R. (2019). Burger King. burger whooper dengan acar khas. HHMMM, enak!. RANSEL MUNGIL. <https://www.ranselmungil.com/2019/06/burger-king-burger-whooper-ambarukmo-plaza-jogja.html>
- Padilah, T. N., & Adam, R. I. (2019). Analisis Regresi Linier Berganda Dalam Estimasi Produktivitas Tanaman Padi Di Kabupaten Karawang. *Fibonacci: Jurnal Pendidikan Matematika Dan Matematika*, 5(2), 117. <https://doi.org/10.24853/Fbc.5.2.117-128>
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The Service Quality Dimensions That Affect Customer Satisfaction in The Jordanian Banking Sector. *Sustainability*, 11(4), 1113. <https://doi.org/10.3390/Su11041113>
- Pandya, A. G., Hynan, L. S., Bhore, R., Riley, F. C., Guevara, I. L., Grimes, P., Nordlund, J. J., Rendon, M., Taylor, S., Gottschalk, R. W., Agim, N. G., & Ortonne, J.-P. (2011). Reliability Assessment and Validation Of The Melasma Area And Severity Index (Masi) And A New Modified Masi Scoring Method. *Journal Of the American Academy Of Dermatology*, 64(1), 78- 83.E2. <https://doi.org/10.1016/J.Jaad.2009.10.051>
- Purnomo, R. A. (2016). Analisis Statistik Ekonomi dan Bisnis Dengan SPSS. CV. Wade Group.
- Pusparisa, Y. (2021). Inilah Merek Cepat Saji terbaik di indonesia pada 2021, Mana Kesukaanmu?: Databoks. Pusat Data Ekonomi dan Bisnis Indonesia. <https://databoks.katadata.co.id/datapublish/2021/07/23/inilah-merek-cepat-saji-terbaik-di-indonesia-pada-2021-mana-kesukaanmu>
- Putrianti, A. S., & Samuel, H. (2018). Analysis Of E-Service Quality, Customer Trust, Perceived Value, And Behavioral Intention on Online Transportation in Surabaya. *Petra International Journal of Business Studies*, 1(1), 1–10. <https://doi.org/10.9744/Ijbs.1.1.1-10>
- Ryu, K., & Jang, S. S. (2007). The Effect of Environmental Perceptions on Behavioral Intentions Through Emotions: The Case of Upscale Restaurants. *Journal Of Hospitality & Tourism Research*, 31(1), 56–72. <https://doi.org/10.1177/1096348006295506>
- Ryu, K., Lee, H., & Gon Kim, W. (2012). The Influence of The Quality of The Physical Environment, Food, And Service on Restaurant Image, Customer Perceived

- Value, Customer Satisfaction, And Behavioral Intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200–223. <https://doi.org/10.1108/09596111211206141>
- Salsabilah, T., & Sunarti, S. (2018). Pengaruh Food Quality, Dining Atmosphere Dan Kesesuaian Harga Terhadap Kepuasan Pelanggan Cafe Ria Djenaka Shining Batu. *Jurnal Administrasi Bisnis*, 54(1), 140–148.
- Saulina, A. R., & Syah, T. Y. (2018). How Service Quality Influence of Satisfaction and Trust Towards Consumer Loyalty In Starbucks Coffee Indonesia.
- Sayuti, A. J., & Setiawan, H. (2019). The Effect of Service Quality, Physical Environment and Restaurant Images on Consumer Satisfaction through Perception of Value. *SRIWIJAYA INTERNATIONAL JOURNAL OF DYNAMIC ECONOMICS AND BUSINESS*, 3(3), 243. <https://doi.org/10.29259/sijdeb.v3i3.243-256>
- Setiawan, H., & Sayuti, J. (2017). Effects of Service Quality, Customer Trust and Corporate Image on Customer Satisfaction and Loyalty: An Assessment of Travel Agencies Customer in South Sumatra Indonesia. *IOSR Journal of Business and Management*.
- Schindler, P. (2022). *Business Research Methods* (14th ed.). McGrawHill.
- Siregar, S. (2016). *Statistika Deskriptif untuk Penelitian Dilengkapi Perhitungan Manual dan Aplikasi SPSS Versi 17*. PT Raja Grafindo Persada.
- Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2020). Influence of Fast-Food Restaurant Service Quality and Its Dimensions On Customer Perceived Value, Satisfaction And Behavioural Intentions. *British Food Journal*, 123(4), 1324–1344. <https://doi.org/10.1108/BFJ-09-2020-0771>
- Sofyan, S. (2022). 15 Harga Menu di Burger King 2023 : Makanan, Minuman & Snack. Biayatarif. <https://www.biayatarif.com/harga-menu-di-burger-king/>
- Sotiriadis, M. (2017). Experiential dimensions and their influence on behavioral intentions within the context of nature-based tourism. *Tourism and Hospitality Management*, 23(1), 35–50. <https://doi.org/10.20867/thm.23.1.7>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (2nd ed.). Alfabeta Bandung.
- Sugiyono. (2019). *Statistika Untuk Penelitian*. Alfabeta Bandung.
- Susilowati, I., Pd, S., Si, M., & No, J. R. (2018). Analisis Pengaruh Store Atmosphere dan Food Quality Terhadap Keputusan Pembelian Konsumen Warak Koffie Purwokerto.
- Sutanto, P., & Japariato, E. (2013). Analisa Pengaruh Service Quality, Price, Dan Customer Relationship Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening Di Rumah Makan Taman Handayani Surabaya. *JURNAL MANAJEMEN PEMASARAN PETRA*, 1(2), 1–9.
- Suttikun, C., & Meeprom, S. (2021). Examining the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty. *Cogent Business & Management*, 8(1), 1976468. <https://doi.org/10.1080/23311975.2021.1976468>

- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Taylor, S., DiPietro, R. B., & So, K. K. F. (2018). Increasing experiential value and relationship quality: An investigation of pop-up dining experiences. *International Journal of Hospitality Management*, 74, 45–56. <https://doi.org/10.1016/j.ijhm.2018.02.013>
- Tran, V. D., & Le, N. M. T. (2020). Impact of Service Quality and Perceived Value on Customer Satisfaction and Behavioral Intentions: Evidence from Convenience Stores in Vietnam. *The Journal of Asian Finance, Economics and Business*, 7(9), 517–526. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.517>
- Trimigno, A., Marincola, F. C., Dellarosa, N., Picone, G., & Laghi, L. (2015). Definition of food quality by NMR-based foodomics. *Current Opinion in Food Science*, 4, 99–104. <https://doi.org/10.1016/j.cofs.2015.06.008>
- Tuncer, I., Unusan, C., & Cobanoglu, C. (2020). Service Quality, Perceived Value and Customer Satisfaction on Behavioral Intention in Restaurants: An Integrated Structural Model. *Journal of Quality Assurance in Hospitality & Tourism*, 22(4), 447–475. <https://doi.org/10.1080/1528008X.2020.1802390>
- Tuzunkan, D., & Albayrak, A. (2016). The Importance of Restaurant Physical Environment For Turkish Customers. *Journal of Tourism Research & Hospitality*, 05(01). <https://doi.org/10.4172/2324-8807.1000154>
- Wang, E. S.-T. (2015). Effect of food service-brand equity on consumer-perceived food value, physical risk, and brand preference. *British Food Journal*, 117(2), 553–564. <https://doi.org/10.1108/BFJ-09-2013-0260>
- Wirtz, J., & Lovelock, C. (2018). *Essentials of Service Marketing* (3rd ed.). Pearson Education.
- Zhao, J., & Huddleston, P. (2012). Antecedents of specialty food store loyalty. *The International Review of Retail, Distribution and Consumer Research*, 22(2), 171–187. <https://doi.org/10.1080/09593969.2011.652646>



The logo of Universitas Atma Jaya Yogyakarta is a light blue emblem. It features a central sunburst or fan-like shape with multiple rays emanating from a central point. This central shape is enclosed within a circular border. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a circular path along the top inner edge of this border. Below the circular part, the emblem tapers into a pointed, leaf-like shape.

# **LAMPIRAN 1 Kuesioner**

## SURAT PENGANTAR KUESIONER

Hal : Permohonan Pengisian Kuesioner

Kepada Yth.

Bapak/ Ibu/ Saudara Responden

Di Tempat

Dengan Hormat,

Saya yang bertanda tangan di bawah ini:

Nama : Surya Triputro Sugianto

NPM : 190325021

Program Studi : Manajemen

Fakultas : Bisnis dan Ekonomika

Universitas : Atma Jaya Yogyakarta

Judul : Pengaruh Kualitas Layanan Restoran Cepat Saji Terhadap Persepsi Nilai Konsumen, Kepuasan Konsumen, dan Niat Perilaku Konsumen Burger King Indonesia.

Dengan ini, saya memohon kesediaan Bapak/ Ibu/ Saudara untuk berkenan mengisi lampiran berupa kuesioner yang menjadi bahan penelitian guna menyelesaikan skripsi ini sebagai salah satu syarat kelulusan sarjana. Seluruh informasi dan data responden yang saya peroleh hanya akan digunakan untuk kepentingan penelitian dan tidak akan disalahgunakan.

Demikian surat pengantar ini saya buat, besar harapan saya agar Bapak/ Ibu/ Saudara berkenan untuk membantu saya dalam menyelesaikan tugas akhir ini. Atas Perhatian Bapak/ Ibu/ Saudara, saya ucapkan terima kasih.

Yogyakarta, 4 April 2023

Hormat saya,



Surya Triputro Sugianto



### **A. Pertanyaan Filter**

1. Apakah Anda Mengetahui Produk Burger King?

- a. Ya
- b. Tidak

2. Apakah Anda pernah melakukan pembelian produk Burger King setidaknya satu kali dalam kurun waktu setahun terakhir?

- a. Ya
- b. Tidak

3. Apakah Anda pernah mengkonsumsi produk Burger King secara dine in pada gerai Burger King setidaknya satu kali dalam kurun waktu setahun terakhir?

- a. Ya
- b. Tidak

### **B. Pertanyaan Profil Responden**

1. Jenis Kelamin

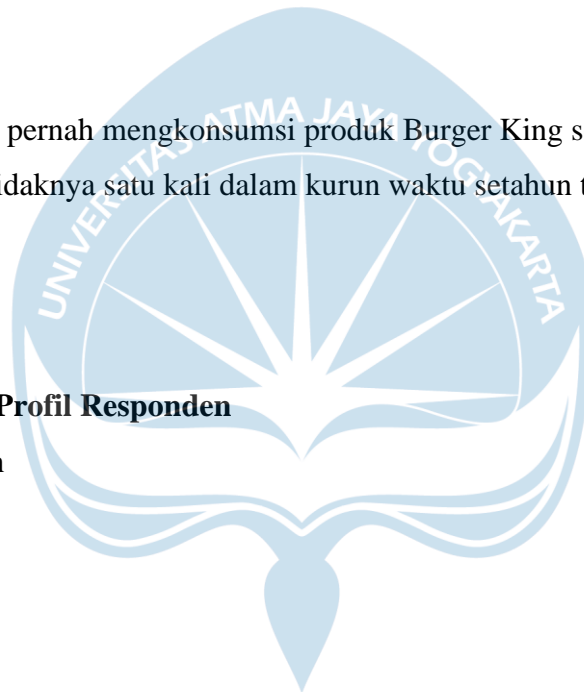
- a. Laki-Laki
- b. Perempuan

2. Usia

- a. 15-25 th
- b. 26-35 th
- c. 36-45 th
- d. 46-55 th
- e. >55 th

3. Pekerjaan

- a. Pelajar/ Mahasiswa
- b. Pegawai Swasta

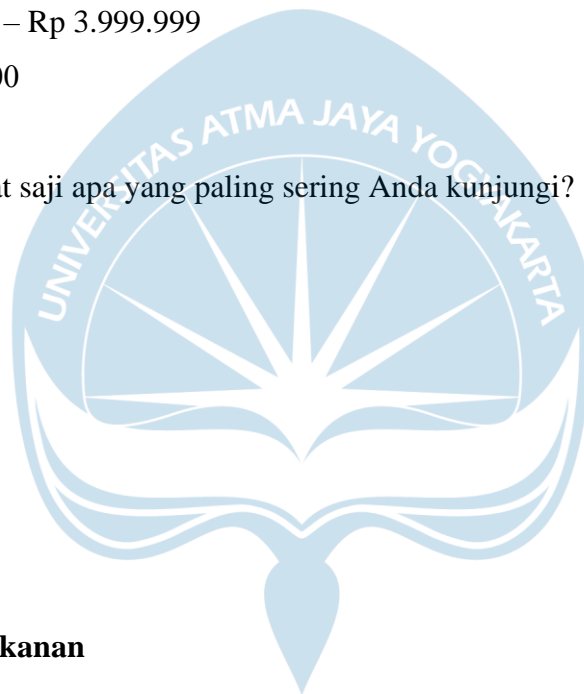


- c. Wiraswasta
- d. Pegawai Negeri Sipil
- e. Lainnya

4. Pendapatan per bulan
- a. < Rp 1.000.000
  - b. Rp 1.000.000 - Rp 1.999.999
  - c. Rp 2.000.000 - Rp 2.999.999
  - d. Rp 3.000.000 – Rp 3.999.999
  - e. ≥ Rp 4.000.000

5. Restoran cepat saji apa yang paling sering Anda kunjungi?

- a. Burger King
- b. McDonald's
- c. KFC
- d. A&W
- e. Lainnya



**C. Kualitas Makanan**

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Makanan di Burger King lezat					
2	Makanan di Burger King bernutrisi					
3	Burger King menyajikan item menu yang bervariasi					
4	Burger King menyajikan makanan segar					
5	Aroma makanan Burger King menggugah selera					
6	Tampilan makanan di Burger King menarik secara visual					

#### D. Kualitas Lingkungan Fisik

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Burger King memiliki desain interior dan dekorasi yang menarik					
2	<i>Backsound</i> music (musik latar) di Burger King menyenangkan					
3	Area makan di Burger King bersih					
4	Karyawan Burger King berpenampilan rapi dan baik					

#### E. Kualitas Layanan Karyawan

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Karyawan Burger King menyajikan makanan sesuai dengan yang saya pesan					
2	Karyawan Burger King menyajikan pelayanan yang cepat dan tepat					
3	Karyawan Burger King selalu bersedia untuk membantu saya					
4	Karyawan Burger King membuat saya merasa nyaman untuk berinteraksi dengan mereka					

#### F. Persepsi Nilai Konsumen

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Burger King memberikan penawaran yang baik dan sesuai dengan harga yang saya bayarkan					
2	Pengalaman di Burger King sepadan dengan harga yang saya bayarkan					

3	Burger King memberikan penawaran yang lebih baik jika dibandingkan dengan pilihan makanan restoran cepat saji lainnya					
---	---	--	--	--	--	--

### G. Kepuasan Konsumen

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Secara keseluruhan, saya merasa puas dengan pengalaman di Burger King					
2	Secara keseluruhan, Burger King membuat saya berada dalam <i>mood</i> yang baik					
3	Saya sangat menikmati waktu yang saya habiskan di Burger King					

### H. Niat Perilaku

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Saya akan senang untuk kembali ke Burger King di lain waktu					
2	Saya akan mempertimbangkan mengunjungi kembali Burger King di masa yang akan datang					
3	Saya akan merekomendasikan Burger King pada orang lain					
4	Saya akan mengatakan hal positif tentang Burger King pada orang lain					
5	Saya akan memotivasi orang lain untuk mengunjungi Burger King					

# **LAMPIRAN 2 Kuesioner Daring**





## Pengaruh Kualitas Layanan Restoran Cepat Saji terhadap Persepsi Nilai Konsumen, Kepuasan Konsumen, dan Niat Perilaku Konsumen Burger King Indonesia

Responden yang terhormat,

Perkenalkan saya Surya Triputro Sugianto (190325021), mahasiswa Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saat ini, saya sedang melakukan penelitian untuk keperluan tugas akhir skripsi saya yang berjudul "**Pengaruh Kualitas Layanan Restoran Cepat Saji terhadap Persepsi Nilai Konsumen, Kepuasan Konsumen, dan Niat Perilaku Konsumen Burger King Indonesia**". Berkaitan dengan hal tersebut, saya memohon kesediaan Bapak/ Ibu/ Saudara untuk mengisi kuesioner di bawah ini. Kesediaan dari Bapak/ Ibu/ Saudara sangat berarti bagi penelitian yang akan saya jalani.

Atas kesediaan dan perhatiannya, saya ucapkan terima kasih.

[suryatriputro16@gmail.com](mailto:suryatriputro16@gmail.com) [Switch accounts](#)



Not shared

\* Indicates required question

Apakah Anda mengetahui Burger King? \*

- Ya
- Tidak

[Next](#)

[Clear form](#)



### Pertanyaan Filter

Apakah Anda pernah melakukan pembelian produk Burger King setidaknya dua kali dalam kurun waktu setahun terakhir? \*

- Ya
- Tidak

Back

Next

Clear form

### Pertanyaan Filter

Apakah Anda pernah mengonsumsi produk Burger King secara *dine in* (makan di tempat) pada gerai Burger King setidaknya dua kali dalam kurun waktu setahun terakhir? \*

- Ya
- Tidak

Back

Next

Clear form

## Demografi Responden

### Jenis Kelamin \*

- Laki-Laki
- Perempuan

### Usia \*

- 15-25 th
- 26-35 th
- 36-45 th
- 46-55 th
- > 55 th

### Pekerjaan \*

- Pelajar/ Mahasiswa
- Pegawai Swasta
- Wiraswasta
- Pegawai Negeri Sipil
- Lainnya



Pendapatan/ uang saku per bulan \*

- < Rp 1.000.000
- Rp 1.000.000 - Rp 1.999.999
- Rp 2.000.000 - Rp 2.999.999
- Rp 3.000.000 - Rp 3.999.999
- $\geq$  Rp 4.000.000

Restoran cepat saji apa yang paling sering Anda kunjungi? \*

- Burger King
- McDonald's
- KFC
- A&W
- Lainnya

Back

Next

Clear form

## KUALITAS MAKANAN

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

1 = STS (Sangat Tidak Setuju)

2 = TS (Tidak Setuju)

3 = N (Netral)

4 = S (Setuju)

5 = SS (Sangat Setuju)

Makanan di Burger King lezat \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Makanan di Burger King bernutrisi \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Burger King menyajikan item menu yang bervariasi \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Burger King menyajikan makanan yang segar \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Aroma makanan Burger King menggugah selera \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Tampilan makanan di Burger King menarik secara visual \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Back

Next

Clear form

### KUALITAS LINGKUNGAN FISIK

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

- 1 = STS (Sangat Tidak Setuju)
- 2 = TS (Tidak Setuju)
- 3 = N (Netral)
- 4 = S (Setuju)
- 5 = SS (Sangat Setuju)

Burger King memiliki desain interior dan dekorasi yang menarik \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Background musik (musik latar) di Burger King menyenangkan \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Area makan di Burger King bersih \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Karyawan Burger King berpenampilan rapi dan baik \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Back

Next

Clear form



## Kualitas Layanan Karyawan

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

**1 = STS (Sangat Tidak Setuju)**

**2 = TS (Tidak Setuju)**

**3 = N (Netral)**

**4 = S (Setuju)**

**5 = SS (Sangat Setuju)**

Karyawan Burger King menyajikan makanan sesuai dengan yang saya pesan \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

Karyawan Burger King menyajikan pelayanan yang cepat dan tepat \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

Karyawan Burger King selalu bersedia untuk membantu saya \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

Karyawan Burger King membuat saya merasa nyaman untuk berinteraksi dengan mereka \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

Back

Next

Clear form

### Persepsi Nilai Konsumen

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

**1 = STS (Sangat Tidak Setuju)**

**2 = TS (Tidak Setuju)**

**3 = N (Netral)**

**4 = S (Setuju)**

**5 = SS (Sangat Setuju)**

Burger King memberikan penawaran yang baik dan sesuai dengan harga yang saya bayarkan \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

Pengalaman di Burger King sepadan dengan harga yang saya bayarkan \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

Burger King memberikan penawaran yang lebih baik jika dibandingkan dengan pilihan makanan restoran cepat saji lainnya \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

Back

Next

Clear form

### Kepuasan Konsumen

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

- 1 = STS (Sangat Tidak Setuju)**
- 2 = TS (Tidak Setuju)**
- 3 = N (Netral)**
- 4 = S (Setuju)**
- 5 = SS (Sangat Setuju)**

Secara keseluruhan, saya merasa puas dengan pengalaman di Burger King \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

Secara keseluruhan, Burger King membuat saya berada dalam *mood* yang baik \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

Saya sangat menikmati waktu yang saya habiskan di Burger King \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

Back

Next

Clear form

### Niat Perilaku

Responden dimohon untuk menjawab pertanyaan di bawah ini dengan memilih satu jawaban yang dianggap paling sesuai dengan opini responden.

Jawaban responden akan dikategorikan menjadi beberapa pilihan, yaitu:

- 1 = STS (Sangat Tidak Setuju)**
- 2 = TS (Tidak Setuju)**
- 3 = N (Netral)**
- 4 = S (Setuju)**
- 5 = SS (Sangat Setuju)**

Saya akan senang untuk kembali ke Burger King di lain waktu \*

1      2      3      4      5

Sangat Tidak Setuju                        Sangat Setuju

Saya akan mempertimbangkan untuk mengunjungi kembali Burger King di masa \*  
yang akan datang

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya akan merekomendasikan Burger King pada orang lain \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya akan mengatakan hal positif tentang Burger King pada orang lain \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya akan memotivasi orang lain untuk mengunjungi Burger King \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Back

Next

Clear form

The logo of Universitas Atma Jaya Yogyakarta is a light blue emblem. It features a central sunburst or starburst design within a circular frame. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a circular path around the top of the emblem. Below the circle, there are stylized, flowing lines that resemble an open book or a decorative flourish.

**LAMPIRAN 3 Kuesioner Jurnal  
Utama**



<b>Variabel</b>	<b>Indikator</b>	<b>Sumber</b>
<b>Kualitas Makanan</b>	The food at fast-food restaurants was delicious	<b>Slack et al. (2020)</b>
	The food at fast-food restaurants was nutritious	
	Fast-food restaurants offer a variety of menu items	
	Fast-food restaurants offer fresh food	
	The smell of fresh food was enticing	
	The food presentation was visually attractive	
<b>Kualitas Lingkungan Fisik</b>	Employees served me food exactly as I ordered	<b>Slack et al. (2020)</b>
	Employees provided prompt and quick service	
	Employees are always willing to help me	
	Employees made me feel comfortable in dealing with them	
<b>Kualitas Layanan Karyawan</b>	Fast food restaurants have attractive interior design and decor	<b>Slack et al. (2020)</b>
	The background music was pleasing	
	The dining areas are thoroughly clean	
	Employees are neat and well dressed	
<b>Persepsi Nilai Konsumen</b>	Fast-food restaurants offer good value for the price	<b>Slack et al. (2020)</b>
	The fast-food restaurant experience was worth the money	
	The fast-food restaurant provides me great value as compared to other food options	
<b>Kepuasan Konsumen</b>	I am satisfied with my overall experience at fast-food restaurants	<b>Slack et al. (2020)</b>
	Overall, fast-food restaurants put me in a good mood	
	I really enjoy myself at fast-food restaurants	
<b>Niat Perilaku</b>	I would like to come back to fast-food restaurants in the future	<b>Slack et al. (2020)</b>
	I would consider revisiting fast-food restaurants in the future	
	I would recommend fast-food restaurants to my friends and others	
	I would say positive things about fast-food restaurant to others	
	I would encourage others to visit fast-food restaurants	



**LAMPIRAN 4 Data Responden  
dan Jawaban Pertanyaan**

Timestamp	Apakah Anda mengetahui Burger King?	Apakah Anda pernah melakukan pembelian produk Burger King setidaknya dua kali dalam kurun waktu setahun terakhir?	Apakah Anda pernah mengonsumsi produk Burger King secara <i>dine in</i> (makan di tempat) pada gerai Burger King setidaknya dua kali dalam kurun waktu setahun terakhir?	Jenis Kelamin	Usia	Pekerjaan	Pendapatan/ uang saku per bulan	Restoran cepat saji apa yang paling sering Anda kunjungi?
4/10/2023 15:40:08	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/10/2023 20:35:14	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King
4/10/2023 20:36:09	Ya	Ya	Ya	Perempuan	26-35 th	Lainnya	≥ Rp 4.000.000	McDonald's
4/10/2023 20:37:09	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King
4/10/2023 20:39:38	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/10/2023 20:42:40	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/10/2023 20:46:44	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/10/2023 20:46:48	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	Burger King
4/10/2023 20:53:46	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	Burger King

4/10/2023 20:59:58	Ya	Ya	Ya	Laki-Laki	26-35 th	Lainnya	≥ Rp 4.000.000	Lainnya
4/10/2023 22:50:09	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	Burger King
4/11/2023 9:15:22	Ya	Ya	Tidak					
4/11/2023 9:17:53	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/11/2023 9:21:56	Ya	Ya	Ya	Laki-Laki	26-35 th	Pelajar/ Mahasiswa	Rp 3.000.000 - Rp 3.999.999	Burger King
4/11/2023 9:24:44	Ya	Ya	Ya	Perempuan	26-35 th	Pelajar/ Mahasiswa	≥ Rp 4.000.000	Burger King
4/11/2023 9:27:12	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/11/2023 9:40:25	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	Lainnya
4/11/2023 11:13:14	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/11/2023 11:13:30	Ya	Tidak						
4/11/2023 11:28:51	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/11/2023 12:02:58	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/11/2023 12:22:15	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/11/2023 14:22:13	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/11/2023 14:34:33	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King
4/11/2023 14:49:52	Ya	Ya	Ya	Laki-Laki	26-35 th	Wiraswasta	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/11/2023 15:19:50	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	KFC
4/11/2023 15:41:15	Ya	Tidak						

4/11/2023 15:41:51	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/11/2023 16:32:53	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/11/2023 17:54:28	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/11/2023 17:54:44	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/11/2023 18:17:04	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/11/2023 18:38:11	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King
4/11/2023 22:01:24	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King
4/11/2023 22:23:43	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King
4/20/2023 14:50:57	Ya	Tidak						
4/20/2023 14:53:27	Ya	Ya	Tidak					
4/20/2023 15:03:43	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King
4/20/2023 15:26:19	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/20/2023 15:30:14	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/20/2023 15:37:50	Ya	Tidak						
4/20/2023 15:45:04	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	KFC
4/20/2023 15:50:42	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/20/2023 15:52:19	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	Burger King
4/20/2023 16:02:45	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's

4/20/2023 16:55:25	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/20/2023 16:57:53	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King
4/20/2023 17:18:48	Ya	Tidak						
4/20/2023 17:33:14	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	≥ Rp 4.000.000	McDonald's
4/20/2023 17:40:56	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/20/2023 18:22:13	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/20/2023 18:41:46	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	Burger King
4/20/2023 20:12:01	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King
4/20/2023 20:13:26	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/20/2023 20:59:09	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/20/2023 23:27:39	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 1:00:36	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/21/2023 10:35:06	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 10:52:54	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Lainnya
4/21/2023 11:00:36	Ya	Ya	Tidak					
4/21/2023 14:40:06	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 15:03:33	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	KFC
4/21/2023 15:05:12	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's

4/21/2023 15:06:24	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/21/2023 15:09:17	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/21/2023 15:15:14	Ya	Ya	Ya	Perempuan	26-35 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/21/2023 15:16:36	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	≥ Rp 4.000.000	Burger King
4/21/2023 15:18:46	Ya	Ya	Tidak					
4/21/2023 15:22:12	Ya	Ya	Tidak					
4/21/2023 15:28:46	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Lainnya
4/21/2023 15:30:15	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/21/2023 15:32:31	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/21/2023 15:48:49	Ya	Ya	Ya	Laki-Laki	15-25 th	Pegawai Swasta	< Rp 1.000.000	McDonald's
4/21/2023 15:49:18	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	Burger King
4/21/2023 15:50:26	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 15:52:03	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	Burger King
4/21/2023 15:54:42	Ya	Ya	Ya	Perempuan	15-25 th	Pegawai Swasta	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/21/2023 15:59:08	Ya	Ya	Ya	Laki-Laki	26-35 th	Wiraswasta	Rp 3.000.000 - Rp 3.999.999	KFC
4/21/2023 16:08:40	Ya	Ya	Ya	Laki-Laki	15-25 th	Wiraswasta	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 16:20:58	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 16:25:09	Ya	Ya	Tidak					

4/21/2023 16:28:51	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 16:32:03	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/21/2023 16:53:27	Ya	Ya	Tidak					
4/21/2023 16:57:24	Ya	Tidak						
4/21/2023 17:16:59	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King
4/21/2023 17:34:59	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/21/2023 17:57:40	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/21/2023 18:14:16	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/21/2023 18:19:02	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/21/2023 18:42:27	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/21/2023 18:54:09	Ya	Ya	Ya	Laki-Laki	15-25 th	Wiraswasta	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 19:46:04	Ya	Ya	Tidak					
4/21/2023 19:48:23	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 19:50:37	Ya	Ya	Ya	Laki-Laki	26-35 th	Pegawai Swasta	≥ Rp 4.000.000	Lainnya
4/21/2023 19:52:16	Ya	Ya	Ya	Laki-Laki	26-35 th	Pegawai Swasta	≥ Rp 4.000.000	McDonald's
4/21/2023 19:54:01	Ya	Ya	Ya	Perempuan	26-35 th	Wiraswasta	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 19:55:03	Ya	Ya	Ya	Laki-Laki	26-35 th	Pegawai Swasta	≥ Rp 4.000.000	McDonald's
4/21/2023 20:02:40	Ya	Ya	Ya	Laki-Laki	26-35 th	Lainnya	≥ Rp 4.000.000	McDonald's



4/21/2023 20:43:10	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/21/2023 21:01:57	Ya	Ya	Tidak					
4/21/2023 21:09:48	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 1.999.999	KFC
4/21/2023 21:09:50	Ya	Ya	Ya	Laki-Laki	26-35 th	Lainnya	Rp 3.000.000 - Rp 3.999.999	Burger King
4/21/2023 21:11:32	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 21:13:22	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/Mahasiswa	≥ Rp 4.000.000	McDonald's
4/21/2023 21:15:13	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	< Rp 1.000.000	KFC
4/21/2023 21:16:45	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 3.999.999	KFC
4/21/2023 21:19:21	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/21/2023 21:25:27	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	≥ Rp 4.000.000	McDonald's
4/21/2023 21:32:30	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Lainnya
4/21/2023 21:40:12	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/21/2023 21:49:16	Ya	Tidak						
4/21/2023 21:53:59	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/21/2023 21:59:21	Ya	Ya	Ya	Perempuan	15-25 th	Pegawai Swasta	≥ Rp 4.000.000	McDonald's
4/21/2023 22:07:26	Ya	Tidak						
4/21/2023 22:51:08	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	< Rp 1.000.000	Burger King
4/21/2023 23:15:20	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's

4/22/2023 0:57:48	Ya	Ya	Ya	Laki-Laki	26-35 th	Lainnya	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/22/2023 9:57:18	Ya	Tidak						
4/22/2023 12:10:06	Ya	Ya	Ya	Perempuan	15-25 th	Wiraswasta	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/22/2023 12:13:56	Ya	Ya	Ya	Laki-Laki	36-45 th	Pegawai Swasta	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/22/2023 12:27:21	Ya	Ya	Ya	Laki-Laki	15-25 th	Wiraswasta	≥ Rp 4.000.000	McDonald's
4/22/2023 12:34:15	Ya	Ya	Ya	Perempuan	15-25 th	Pegawai Swasta	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/22/2023 14:18:49	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	< Rp 1.000.000	KFC
4/22/2023 15:44:01	Ya	Ya	Ya	Perempuan	26-35 th	Pegawai Swasta	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/22/2023 16:00:34	Ya	Ya	Ya	Laki-Laki	26-35 th	Pegawai Swasta	≥ Rp 4.000.000	McDonald's
4/22/2023 18:44:25	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 3.999.999	KFC
4/22/2023 19:18:46	Ya	Tidak						
4/22/2023 21:15:55	Ya	Tidak						
4/22/2023 21:18:34	Ya	Ya	Ya	Laki-Laki	26-35 th	Pegawai Swasta	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/23/2023 12:51:33	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/23/2023 14:01:44	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	≥ Rp 4.000.000	Burger King
4/23/2023 14:43:13	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/Mahasiswa	< Rp 1.000.000	Burger King
4/23/2023 15:09:43	Ya	Ya	Ya	Laki-Laki	26-35 th	Pegawai Swasta	Rp 2.000.000 - Rp 2.999.999	Burger King
4/23/2023 15:17:02	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King

4/23/2023 16:22:41	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/23/2023 16:55:54	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	KFC
4/23/2023 17:58:58	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/23/2023 18:06:29	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	Burger King
4/23/2023 19:10:14	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	≥ Rp 4.000.000	McDonald's
4/23/2023 19:15:23	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/23/2023 19:29:34	Ya	Ya	Ya	Laki-Laki	15-25 th	Pegawai Swasta	≥ Rp 4.000.000	McDonald's
4/23/2023 19:31:14	Ya	Ya	Tidak					
4/23/2023 19:35:06	Ya	Ya	Tidak					
4/23/2023 19:49:51	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/23/2023 20:18:32	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/23/2023 21:10:03	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/23/2023 21:32:37	Ya	Ya	Ya	Laki-Laki	26-35 th	Pegawai Swasta	≥ Rp 4.000.000	McDonald's
4/23/2023 22:50:30	Ya	Tidak						
4/23/2023 23:27:25	Ya	Ya	Ya	Perempuan	26-35 th	Pegawai Swasta	≥ Rp 4.000.000	McDonald's
4/24/2023 0:16:49	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/24/2023 11:01:47	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/24/2023 11:20:58	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	Burger King

4/24/2023 14:03:09	Ya	Ya	Ya	Perempuan	26-35 th	Wiraswasta	≥ Rp 4.000.000	Burger King
4/24/2023 14:23:25	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	KFC
4/24/2023 14:34:26	Ya	Ya	Ya	Laki-Laki	26-35 th	Lainnya	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/24/2023 18:38:23	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/24/2023 18:50:45	Ya	Ya	Ya	Perempuan	15-25 th	Pegawai Swasta	Rp 2.000.000 - Rp 2.999.999	Burger King
4/24/2023 18:53:59	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/24/2023 18:56:10	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	KFC
4/24/2023 19:32:41	Ya	Ya	Ya	Perempuan	15-25 th	Pegawai Swasta	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/24/2023 19:38:06	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/24/2023 19:40:01	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	KFC
4/24/2023 19:41:28	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/24/2023 20:11:12	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	McDonald's
4/24/2023 20:21:08	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/24/2023 20:58:13	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/24/2023 21:34:17	Tidak							
4/25/2023 12:17:43	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/25/2023 16:26:58	Ya	Ya	Ya	Perempuan	15-25 th	Pegawai Swasta	Rp 3.000.000 - Rp 3.999.999	McDonald's

4/25/2023 20:49:08	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/25/2023 20:50:42	Ya	Ya	Ya	Laki-Laki	15-25 th	Lainnya	Rp 2.000.000 - Rp 2.999.999	Burger King
4/25/2023 21:06:47	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	KFC
4/25/2023 21:09:44	Ya	Ya	Ya	Perempuan	15-25 th	Wiraswasta	Rp 3.000.000 - Rp 3.999.999	McDonald's
4/25/2023 21:16:57	Ya	Ya	Ya	Perempuan	15-25 th	Wiraswasta	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/26/2023 17:12:21	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	< Rp 1.000.000	McDonald's
4/26/2023 17:42:39	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	McDonald's
4/26/2023 17:42:52	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King
4/26/2023 18:29:28	Ya	Ya	Ya	Laki-Laki	15-25 th	Pelajar/ Mahasiswa	Rp 2.000.000 - Rp 2.999.999	Burger King
4/26/2023 18:57:40	Ya	Ya	Ya	Perempuan	15-25 th	Pelajar/ Mahasiswa	Rp 1.000.000 - Rp 1.999.999	Burger King

Kualitas Makanan						Kualitas Lingkungan Fisik				Kualitas Layanan Karyawan			
KM1	KM2	KM3	KM4	KM5	KM6	KLF1	KLF2	KLF3	KLF4	KLK1	KLK2	KLK3	KLK4
5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	5	4	5	5	4	4	4	4	4	5	5	4
4	2	2	4	5	4	4	2	4	4	5	4	4	4
5	4	5	5	5	5	5	5	5	5	5	5	5	5
3	3	2	3	3	2	2	2	4	4	5	4	4	4
4	4	4	4	4	5	3	3	5	5	5	5	5	5

5	5	4	4	5	5	4	5	5	5	4	5	5	4
5	4	4	4	4	5	4	4	4	4	5	5	4	5
5	4	5	4	5	4	4	3	5	5	5	4	5	4
4	1	2	5	5	4	4	3	5	5	5	5	5	4
4	4	5	3	4	4	4	4	5	4	4	4	4	4
4	3	4	4	5	5	4	4	5	5	4	5	4	5
5	2	4	5	5	5	5	5	5	5	5	5	5	4
5	4	4	5	4	5	5	5	5	5	5	5	5	4
4	2	4	5	5	5	5	5	5	5	3	5	5	4
4	3	4	4	4	4	3	4	3	4	4	4	4	4
4	2	5	5	5	5	4	3	5	5	5	5	5	5
4	4	2	3	5	5	4	4	4	4	4	4	4	4
4	5	5	5	3	4	4	3	4	5	5	5	5	4
4	2	5	2	4	5	5	3	5	5	5	5	5	5
4	4	5	4	5	4	4	3	4	4	4	5	4	4
4	3	5	4	5	5	5	4	5	4	5	4	4	5
5	4	4	4	5	5	4	4	5	5	5	4	5	5
5	2	4	5	5	5	4	4	5	4	4	2	4	2
4	3	5	4	4	4	5	4	5	4	4	4	4	4
4	4	4	4	4	4	3	3	4	4	5	4	4	4
4	3	4	3	4	3	4	3	4	4	4	4	4	4
4	1	5	2	4	5	4	4	4	4	5	5	5	4
4	2	4	3	4	2	2	2	4	4	4	4	4	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	2	4	4	4	5	4	4	5	5	5	4	5	4

5	4	4	5	5	5	4	4	5	5	5	5	5	5
5			5	5	5	5	5	5	5	4	5	4	5
5			4	4	5	5	4	5	5	5	5	5	5
5			3	5	5	5	5	5	5	5	5	5	5
4			5	4	5	5	4	5	4	5	4	5	4
4			3	3	3	4	3	3	4	4	3	4	3
4			4	4	4	4	4	4	4	4	4	4	4
4			4	4	4	4	4	3	3	5	4	5	3
4			3	4	5	5	2	4	5	4	5	5	5
4			4	5	5	4	5	5	4	4	4	4	5
4			4	5	4	4	3	4	4	5	5	5	5
4			4	3	4	5	2	4	5	5	5	5	5
5			4	4	5	4	4	4	5	4	4	5	4
5			4	4	4	4	4	5	4	5	4	4	2
4			4	5	4	4	5	5	4	5	4	5	4
5			5	5	5	5	5	5	5	5	4	4	5
5			5	5	5	4	2	4	4	5	4	5	5
4			4	5	5	5	4	5	5	5	4	5	4
5			5	5	5	5	5	5	5	5	5	5	4
4			4	5	4	4	5	4	5	4	5	4	5
4			3	3	4	4	3	4	4	4	3	4	3
4			4	4	4	3	4	4	4	4	3	4	4
4			4	5	5	4	5	4	5	4	5	5	5
3			3	5	4	3	3	4	4	5	5	5	4
3			4	3	4	4	3	5	5	5	4	5	4
5			5	5	5	5	4	4	4	4	4	5	5

4			4	5	5	5	4	4	5	5	5	5	5
4			5	4	5	5	4	5	5	5	4	5	5
4			4	4	4	4	3	4	4	4	4	3	3
4			3	4	3	3	3	4	4	5	5	4	3
4			4	4	4	4	4	4	4	4	4	4	4
4			4	3	4	4	3	4	4	4	4	5	4
4			4	4	4	4	3	4	5	5	4	5	5
2			4	2	5	3	2	4	5	4	5	4	4
5			5	5	5	5	4	5	5	5	5	5	5
3			4	4	4	4	3	3	5	5	5	5	4
5			4	5	5	2	5	5	2	2	2	4	4
5			5	4	4	5	5	5	5	5	5	4	5
4			4	5	4	3	3	5	4	5	5	5	5
4			4	4	4	4	4	4	4	4	4	4	4
4			3	3	4	4	3	5	3	5	4	4	5
4			4	5	4	4	4	4	4	4	5	4	4
4			4	4	4	4	4	4	4	4	4	4	4
5			5	5	4	1	5	5	5	5	5	5	5
4			4	4	4	3	3	3	3	3	3	4	4
4			3	4	3	4	4	4	4	4	4	4	4
4			4	4	4	5	3	5	4	5	5	5	4
4			5	3	5	4	3	5	5	5	5	5	5
4			4	4	4	4	4	4	4	4	4	4	4
4			4	4	4	3	4	4	4	4	4	4	4
3			2	2	4	4	3	3	4	5	4	5	4



3			3	3	3	3	2	4	4	4	4	4	3
4			3	4	4	4	3	2	4	4	3	3	4
4			4	4	4	2	3	4	4	4	4	4	4
4			4	4	4	4	4	4	4	4	4	4	4
5			4	5	5	5	5	5	5	5	5	5	5
5			4	4	5	5	5	5	5	4	5	4	5
5			5	5	4	5	5	5	5	5	5	5	5
5			5	5	5	5	5	5	5	5	4	5	5
4			5	5	5	5	5	5	5	5	5	5	5
5			5	5	5	5	5	5	5	5	4	5	5
5			5	5	4	5	5	5	5	5	5	5	5
4			4	4	5	3	2	5	4	5	5	4	4
5			4	5	4	3	3	4	4	5	4	5	3
4			4	4	5	4	4	4	4	4	4	4	4
4			4	5	5	5	5	5	4	5	4	4	5
5			5	4	3	4	3	5	5	5	5	5	5
5			5	5	5	5	4	5	5	5	5	5	5
5			5	4	5	5	5	5	5	5	4	5	4
5			5	5	5	2	2	3	2	5	5	5	5
4			4	4	4	4	3	4	4	4	5	5	4
4			4	4	5	3	4	4	5	5	3	5	4
4			4	3	3	3	3	4	3	4	4	4	4
4			4	4	4	3	3	4	4	4	4	4	4
3			4	4	5	4	2	1	4	4	4	3	2
4			4	4	4	3	3	4	4	4	4	4	4
4			4	3	3	3	3	4	4	5	4	4	4
4			4	3	3	3	4	5	5	5	5	5	5

2			2	3	2	4	2	3	4	4	3	4	3
3			5	4	4	3	3	5	5	5	5	5	5
5			5	5	5	5	5	4	4	4	4	4	5
4			5	3	4	3	5	5	5	4	5	5	4
3			3	5	4	3	3	3	3	5	3	4	3
5			5	5	5	4	5	5	5	5	5	5	5
5			5	5	5	5	5	3	4	5	5	5	4
5			5	5	5	5	5	5	5	5	5	5	5
4			4	4	5	3	2	4	4	5	4	4	4
5			5	5	4	3	3	5	5	5	5	5	4
4			4	4	4	3	3	4	3	4	4	4	4
4			4	4	5	4	2	4	5	5	5	5	4
4			4	4	4	4	2	4	4	4	4	4	4
5			5	4	5	4	4	5	5	5	5	5	5
3			4	4	4	5	3	4	3	5	4	3	5
3			4	2	3	4	3	5	5	5	5	4	3
4			3	3	4	2	2	2	4	4	4	4	3
3			4	4	4	4	4	4	4	4	4	4	4
3			3	3	4	4	3	5	4	5	5	4	3
4			3	3	4	3	3	3	3	4	3	2	2
3			3	4	4	3	3	3	3	5	3	3	3
5			4	4	5	5	4	5	5	5	5	5	4
3			3	3	4	4	3	4	4	4	3	4	3
5			4	5	5	3	2	2	3	4	4	4	4
5			5	5	5	4	4	5	5	5	5	5	5
4			4	4	5	4	5	5	5	5	5	5	5

4			4	4	4	3	3	4	4	4	4	4	4
5			5	5	5	5	5	5	5	5	4	5	5
4			4	5	4	4	4	4	4	4	4	4	4
5			5	4	5	5	5	5	5	5	5	5	5
5			5	5	4	5	5	5	5	5	5	5	5
5			4	5	5	5	5	5	5	5	5	5	5
5			5	5	4	5	5	5	4	5	5	5	5
4			4	4	4	4	4	4	4	4	4	4	4
4			4	5	4	4	5	4	5	5	5	5	4
4			4	4	4	4	3	4	4	4	4	4	4
4			4	4	4	4	3	4	4	4	4	4	4
5			5	4	5	5	5	5	5	5	5	5	4
5			4	4	4	4	4	3	4	5	4	4	4
4			4	5	5	5	5	4	5	5	5	5	5
4			4	5	5	2	5	4	5	5	5	5	5
5			5	4	5	5	5	5	5	5	5	5	4
4			4	4	5	4	4	5	5	5	4	4	4
2			3	4	3	4	3	3	3	3	4	3	3
5			4	5	5	4	4	5	5	5	5	5	5
4			4	5	4	4	4	5	5	5	5	5	5
4			4	4	4	4	4	4	4	4	4	4	4

Persepsi Nilai Konsumen			Kepuasan Konsumen			Niat Perilaku				
PNK1	PNK2	PNK3	KK1	KK2	KK3	NP1	NP2	NP3	NP4	NP5
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	4	5	4	5	5	5
4	4	4	4	4	3	4	4	4	4	3
5	5	5	5	4	4	5	5	5	5	5

2	2	2	3	2	3	3	1	2	3	2
4	4	4	5	5	5	5	1	5	5	5
5	5	4	5	4	5	5	4	5	5	5
4	4	5	5	4	5	4	4	5	5	5
4	4	5	5	4	5	5	4	5	4	4
4	4	2	4	4	4	4	4	3	4	2
4	5	4	4	4	4	4	4	4	3	4
5	5	4	4	4	4	4	4	4	4	4
4	5	5	5	4	5	5	5	5	5	5
4	5	3	4	5	5	5	5	4	5	4
5	5	2	5	5	5	5	5	5	5	5
4	3	3	4	3	3	4	4	4	4	3
4	4	3	4	4	4	4	4	4	4	3
4	4	3	4	4	4	4	4	3	4	4
4	4	3	3	3	4	4	4	3	4	3
2	2	1	3	4	2	3	3	2	2	2
4	4	3	4	4	4	4	5	4	4	4
5	4	3	5	5	4	5	5	4	5	4
5	4	4	5	5	4	4	4	4	5	4
4	2	2	5	5	4	5	4	4	5	2
4	4	4	4	4	3	4	4	4	4	3
4	4	3	4	4	4	4	3	4	4	4
4	4	3	4	4	3	3	3	3	4	3
4	4	2	4	4	4	4	4	4	4	4

2	2	2	4	2	3	2	2	2	3	2
5	5	5	5	5	5	5	5	5	5	5
5	4	4	5	2	2	1	2	5	4	5
5	5	4	4	4	4	5	5	5	5	5
5	4	5	5	4	5	5	4	5	4	4
4	5	4	5	4	5	5	5	5	5	5
4	4	4	4	4	4	4	5	4	4	4
4	5	4	4	5	4	4	5	4	4	5
4	3	3	3	3	3	3	4	4	4	3
4	4	4	4	4	4	4	4	4	4	4
4	5	3	4	4	4	4	4	4	3	4
2	3	2	3	3	4	2	2	2	3	3
5	5	4	5	4	4	5	5	5	4	4
4	4	4	5	4	4	4	4	4	4	4
4	5	2	4	5	4	4	5	4	4	4
4	4	5	4	3	4	3	4	4	5	4
5	5	5	4	4	4	4	5	4	4	4
4	5	4	4	4	5	4	5	4	5	4
5	5	5	5	5	5	5	5	5	5	5
4	5	3	4	4	4	5	5	4	4	4
5	4	5	5	4	5	5	5	5	5	5
4	5	4	5	5	5	5	2	4	3	5
4	4	4	4	4	4	5	4	4	4	5
4	4	4	4	4	4	4	4	3	3	3
4	4	3	4	4	4	5	5	4	4	4
4	5	5	5	5	5	4	5	4	4	4

4	4	3	4	4	4	4	4	3	3	3
3	3	2	4	3	4	3	3	3	4	3
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	5	4	5	4	5	4
5	4	5	5	4	5	4	5	5	4	5
4	4	3	4	4	4	4	3	3	3	3
3	3	3	3	3	3	4	4	4	3	3
3	4	3	4	4	4	4	4	4	4	4
3	3	3	4	4	4	3	3	4	3	2
4	4	4	4	4	5	4	4	4	4	4
4	4	4	4	2	2	2	3	2	2	3
5	5	5	5	5	5	5	5	5	5	5
4	4	3	4	4	3	3	4	3	3	3
5	4	5	5	5	5	4	5	4	5	5
5	5	5	5	5	5	4	5	4	5	4
4	4	4	4	4	4	4	4	4	4	3
4	4	4	4	4	4	4	4	4	4	4
3	4	4	4	4	4	5	5	5	5	5
4	4	3	4	4	4	4	4	5	4	4
4	4	4	4	4	4	4	4	4	4	4
5	4	4	5	5	5	5	5	5	5	5
3	4	4	3	3	3	3	4	3	3	3
3	3	3	4	3	4	4	4	4	3	3
4	4	3	4	4	4	4	4	3	3	3
5	4	5	4	4	4	4	4	4	5	5

4	4	3	4	4	4	4	4	3	4	3
4	4	4	5	5	4	4	4	4	4	4
3	3	3	3	3	3	3	3	3	4	2
3	3	3	3	3	3	3	2	4	4	4
3	4	3	4	4	4	3	3	3	3	3
3	3	4	4	4	3	4	4	4	4	4
4	4	4	4	4	4	4	4	3	3	3
5	5	4	5	5	5	5	4	5	5	4
5	5	4	5	4	5	5	5	4	4	4
5	4	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5
5	5	5	4	5	5	4	5	5	5	5
5	4	5	4	5	5	5	4	4	5	5
4	4	3	4	4	4	5	4	3	5	3
4	4	3	5	5	5	5	5	5	5	5
4	4	3	4	4	4	4	2	3	4	3
5	5	4	5	4	4	5	4	4	5	5
4	5	3	5	5	5	5	5	4	4	3
5	5	5	5	5	5	5	2	5	5	5
5	4	4	5	5	4	5	4	4	5	4
4	4	4	5	4	4	5	5	4	4	4
4	5	3	5	4	5	5	5	4	5	4
4	4	2	4	4	4	4	4	4	4	4
3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4
4	1	1	3	2	3	4	3	4	3	3

4	4	3	4	4	4	4	4	4	4	3
4	4	4	4	4	4	3	3	3	3	3
4	5	3	4	4	4	4	4	3	5	4
5	4	2	4	3	3	2	3	3	3	2
5	5	5	5	5	5	5	4	4	4	3
4	5	5	5	5	5	5	5	4	5	5
4	5	2	5	4	4	4	5	3	4	5
3	3	3	3	3	3	3	3	3	3	3
5	5	3	5	5	5	5	5	5	5	5
4	5	5	5	5	5	5	5	5	5	5
5	5	4	5	5	5	4	5	4	5	3
5	4	4	4	4	4	4	4	4	3	3
4	4	3	3	3	3	3	4	3	3	3
4	4	4	3	3	3	3	3	3	3	3
4	3	2	4	3	4	4	4	2	4	2
4	4	2	4	4	4	4	4	4	4	4
5	4	4	5	4	4	4	5	4	4	4
4	4	5	5	4	4	5	4	3	3	5
4	4	2	3	3	2	2	4	1	3	1
3	3	2	3	3	2	3	3	3	3	3
4	4	4	4	4	3	4	3	3	3	3
3	3	2	3	3	3	3	3	3	3	3
3	4	3	4	3	4	4	4	4	3	3
3	3	3	3	3	3	3	4	3	3	3
5	5	4	5	5	4	5	5	4	5	4
4	4	3	3	4	4	4	4	3	4	3



4	4	3	5	4	4	4	4	3	4	3
4	5	4	4	5	5	5	5	4	5	4
4	5	5	5	5	5	4	5	5	5	5
4	4	3	4	4	4	4	4	4	4	3
5	5	5	5	3	4	5	5	4	5	4
4	4	3	4	4	4	4	4	3	4	3
4	5	4	5	5	5	5	5	4	5	5
4	5	5	5	5	5	4	4	5	5	5
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	5	5	4	4	4
4	5	5	5	5	5	5	4	4	5	5
3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	3
4	4	4	4	4	5	5	5	5	5	5
4	4	3	4	5	4	4	4	3	4	3
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5
4	4	4	5	4	5	5	4	4	5	5
4	5	4	5	4	5	4	2	4	4	3
3	2	2	2	2	2	3	2	2	2	2
4	4	4	4	5	4	5	5	5	5	4
5	5	5	5	5	5	5	5	5	5	4
4	4	4	4	4	4	4	4	4	4	4



**LAMPIRAN 5 Hasil Olah Data  
SPSS**

## Hasil Olah Data 30 Responden

### Item Statistics

	Mean	Std. Deviation	N
KM1	4.33	.547	30
KM2	3.27	1.172	30
KM3	4.17	.986	30
KM4	4.03	.890	30
KM5	4.50	.630	30
KM6	4.43	.858	30

### Item Statistics

	Mean	Std. Deviation	N
KM1	4.33	.547	30
KM2	3.27	1.172	30
KM3	4.17	.986	30
KM4	4.03	.890	30
KM5	4.50	.630	30
KM6	4.43	.858	30

### Item Statistics

	Mean	Std. Deviation	N
KM1	4.33	.547	30
KM2	3.27	1.172	30
KM3	4.17	.986	30
KM4	4.03	.890	30
KM5	4.50	.630	30
KM6	4.43	.858	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KM1	20.40	7.903	.718	.574
KM2	21.47	7.154	.300	.692
KM3	20.57	7.702	.317	.666
KM4	20.70	7.597	.412	.628
KM5	20.23	8.668	.363	.648
KM6	20.30	7.183	.541	.583

### Case Processing Summary

		N	%
Cases	Valid	30	85.7
	Excluded <sup>a</sup>	5	14.3
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.789	4

### Item Statistics

	Mean	Std. Deviation	N
KLF1	4.07	.828	30
KLF2	3.73	.944	30
KLF3	4.57	.568	30
KLF4	4.50	.509	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
KLF1	12.80	2.648	.727	.665
KLF2	13.13	2.533	.621	.750
KLF3	12.30	3.597	.637	.734
KLF4	12.37	3.964	.528	.781

### Case Processing Summary

		N	%
Cases	Valid	30	85.7
	Excluded <sup>a</sup>	5	14.3
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.752	4

### Item Statistics

	Mean	Std. Deviation	N
KLK1	4.57	.568	30
KLK2	4.50	.682	30
KLK3	4.53	.507	30
KLK4	4.23	.679	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
KLK1	13.27	2.409	.409	.763
KLK2	13.33	1.816	.638	.640
KLK3	13.30	2.355	.540	.704
KLK4	13.60	1.834	.630	.645

### Case Processing Summary

		N	%
Cases	Valid	30	85.7
	Excluded <sup>a</sup>	5	14.3
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.852	3

### Item Statistics

	Mean	Std. Deviation	N
PNK1	4.10	.845	30
PNK2	4.03	.964	30
PNK3	3.43	1.165	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PNK1	7.47	3.775	.748	.788
PNK2	7.53	3.223	.806	.715
PNK3	8.13	2.947	.660	.885

### Case Processing Summary

		N	%
Cases	Valid	30	85.7
	Excluded <sup>a</sup>	5	14.3
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.818	3

### Item Statistics

	Mean	Std. Deviation	N
KK1	4.33	.661	30
KK2	4.07	.785	30
KK3	4.00	.830	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
KK1	8.07	1.995	.751	.691
KK2	8.33	1.885	.619	.805
KK3	8.40	1.697	.669	.759

### Case Processing Summary

		N	%
Cases	Valid	30	85.7
	Excluded <sup>a</sup>	5	14.3
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.898	5

### Item Statistics

	Mean	Std. Deviation	N
NP1	4.23	.774	30
NP2	3.90	1.062	30
NP3	4.00	.947	30
NP4	4.27	.785	30
NP5	3.77	1.073	30



### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NP1	15.93	10.685	.852	.860
NP2	16.27	10.685	.544	.926
NP3	16.17	9.523	.885	.844
NP4	15.90	10.852	.798	.870
NP5	16.40	9.421	.762	.875

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 <sup>a</sup>	.530	.521	.50159

a. Predictors: (Constant), KualitasLayananKaryawan, KualitasMakanan, KualitasLingkunganFisik

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.196	3	14.399	57.231	.000 <sup>b</sup>
	Residual	38.242	152	.252		
	Total	81.438	155			

a. Dependent Variable: PersepsiNilaiKonsumen

b. Predictors: (Constant), KualitasLayananKaryawan, KualitasMakanan, KualitasLingkunganFisik

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.331	.377		-0.877	.382
	KualitasMakanan	.544	.094	.423	5.781	.000
	KualitasLingkunganFisik	.378	.090	.330	4.208	.000
	KualitasLayananKaryawan	.106	.103	.074	1.027	.306

a. Dependent Variable: PersepsiNilaiKonsumen

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759 <sup>a</sup>	.576	.573	.44845

a. Predictors: (Constant), PersepsiNilaiKonsumen

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.004	1	42.004	208.869	.000 <sup>b</sup>
	Residual	30.970	154	.201		
	Total	72.974	155			

a. Dependent Variable: KepuasanKonsumen

b. Predictors: (Constant), PersepsiNilaiKonsumen

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.286	.202		6.375	.000
	PersepsiNilaiKonsumen	.718	.050	.759	14.452	.000

a. Dependent Variable: KepuasanKonsumen

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 <sup>a</sup>	.691	.689	.40563

a. Predictors: (Constant), KepuasanKonsumen

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.697	1	56.697	344.591	.000 <sup>b</sup>
	Residual	25.338	154	.165		
	Total	82.036	155			

a. Dependent Variable: NiatPerilaku

b. Predictors: (Constant), KepuasanKonsumen

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.367	.200		1.835	.068
	KepuasanKonsumen	.881	.047	.831	18.563	.000

a. Dependent Variable: NiatPerilaku



**LAMPIRAN 6 Jurnal Utama**

# Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions

Effect of fast-food restaurant service quality

Neale J. Slack<sup>[1]</sup>

*School of Management, Fiji National University, Suva, Fiji*

Gurmeet Singh

*Graduate School of Business, The University of the South Pacific, Suva, Fiji, and*

*Jazbeen Ali, Reshma Lata, Karishma Mudaliar and Yogita Swamy*

*School of Management, Fiji National University, Suva, Fiji*

Received 3 September 2020

Revised 12 October 2020

25 October 2020

Accepted 3 November 2020

## Abstract

**Purpose** – The purpose of this study is to investigate the effect of fast-food restaurant service quality (compound effect of food quality, physical environment quality and employee service quality) and its dimensions (when acting independently) on customer perceived value, satisfaction and behavioural intentions.

**Design/methodology/approach** – Data was collected from 400 fast-food restaurant customers in Fiji using a public-intercept survey. The study used descriptive and inferential analysis. This research also used backward elimination multiple regressions to test the hypotheses of this study.

**Findings** – The compound effect of fast-food restaurant service quality dimensions on customer perceived value revealed food quality and physical environment quality are significant determinants of customer perceived value, however employee service quality is not. In contrast, the effect of the fast-food service quality dimensions acting independently on customer perceived value revealed the three dimensions are significant determinants of customer perceived value. Results also confirmed that customer perceived value is a significant determinant of customer satisfaction and customer satisfaction is a significant determinant of behavioural intentions.

**Research limitations/implications** – This study highlights to fast-food restaurateurs and marketers the importance of determining the compound effect of fast-food restaurant service quality dimensions, delivering the right combination of fast-food restaurant service quality dimensions to customers and not singling out dimensions in an attempt to enhance restaurant service quality.

**Originality/value** – This study makes important contributions towards understanding the compound effect of fast-food restaurant service quality dimensions and the independent effect of these dimensions on the formation of customer perceived value, customer satisfaction and behavioural intentions.

**Keywords** Fast-food, Restaurant, Service quality, Customer perceived value, Customer satisfaction, Behavioural intentions

**Paper type** Research paper

## Introduction

According to *Zion Marketing Research (2017)*, the global fast-food market capitalisation was in excess of USD539.63 billion in 2016 and is projected to continue to develop at a compound annual growth rate (CAGR) in excess of 4.2% through to more than USD690.80 billion in 2022. Ongoing strong competition among the leading global fast-food companies, expansion of online ordering, drive-thru facilities at fast-food outlets, app-based companies providing delivery services and a rapid rise in adoption of fast-food consumption in emerging economies, is driving current sales growth and anticipated to power the growth of the fast-food sector into the foreseeable future. Further, increasingly hectic lifestyles, dual incomes



British Food Journal  
© Emerald Publishing Limited  
0007-070X  
DOI 10.1108/BFJ-09-2020-0771

---

BFJ

and rising household disposable income, in combination with a growing inclination for inexpensive, convenient, ready-made food options with minimal waiting time, have the potential to unlock future growth in the fast-food sector. At the same time, increasing consumer health awareness (Globe News Wire, 2019) and the unknown long-term impact of the COVID-19 pandemic on patterns of consumer behaviour (Kohli *et al.*, 2020) are expected to have a lasting effect on the fast-food market.

Fast-food markets in developed economies are now at “saturation point”. Therefore, global fast-food companies desirous of boosting sales have in recent times been attracted to and entered emerging economies. Aggressive western fast-food marketing employed by global fast-food companies has drastically changed traditional eating habits and increased demand for fast-food products (Janssen, 2017). Despite the evident socio-demographic differences in populations of emerging economies compared to developed economies (The World Bank, 2016), and the resultant changes in consumer behaviour towards increased consumption of fast-food products in emerging economies, scant empirical research attention has been paid to explain the factors that influence consumer choice and selection of fast-food restaurants and that have driven the changes in consumer behaviour towards fast-food restaurants in emerging economies (Ryu *et al.*, 2012). Also, while fast-food restaurant service quality as a construct, and its separate dimensions comprising food quality, physical environment quality and employee service quality (Carranza *et al.*, 2018; Clemes *et al.*, 2011; Shahzadi *et al.*, 2018) are suggested to significantly influence a customer’s choice of restaurant to be visited, customer perceived value and satisfaction gained from a restaurant dining experience and behavioural intentions, studies of these critical success factors for restaurants (Zeithaml *et al.*, 2009) and their interrelationships are limited in emerging economies. To the best of our knowledge no prior published research of this type has been undertaken in the fast-food restaurant sector of an emerging economy such as the Republic of Fiji. Therefore, the objective of this study is to contribute to and expand on extant theoretical knowledge of consumer behaviour, and close the knowledge gaps pertaining to the influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions, in an emerging economy.

This study is underpinned by the Theory of Reasoned Action (TRA) which suggests that individuals are rational decision makers who use available information to systematically make decisions (Rodrigo *et al.*, 2019). While empirical studies that apply the TRA to explain and predict customer fast-food purchasing behaviour are common (Kim *et al.*, 2013), those studies are predominantly of developed economies. Hence, this study is unique and theoretically important in that through the application of TRA to explain and predict fast-food restaurant customer behaviour in an understudied emerging economy, we expect to contribute to new knowledge by expanding on existing fast-food restaurant customer behavioural knowledge from a context other than a developed economy. Further, from an emerging economy perspective, this study also intends to provide valuable insight into and inform global fast-food restaurant companies, restaurateurs and marketers “what customers actually want from a dining experience from the customer’s perspective” (Ha and Jang, 2013, p. 384), enable targeted strategies to be developed to deliver the exact offering and quality of service to meet their customers’ needs (Shahzadi *et al.*, 2018) and in turn enhance customers’ fast-food restaurant experience, perceived value, satisfaction and behavioural intentions, in order to attract and retain more consumers (Jang and Namkung, 2009). While this study was carried out pre COVID-19 pandemic, it provides a sound reference point for similar such empirical studies post COVID-19 to determine the impact of the pandemic on consumer behaviour.

The remainder of this paper is organised as follows. First, a review of extant literature of the study’s constructs is provided and various relationships are postulated. Second, a conceptual framework is presented and the empirical methods are described and justified.



---

Next, the paper reports and explains the study's findings. Finally, conclusions and theoretical and practical implications are offered, and future research and limitations are examined.

Effect of fast-food restaurant service quality

---

### **Literature review**

#### *Factors affecting choice of restaurant and customer perceived value*

A customer's choice of restaurant to be visited, dining experience needed and customer perceived value gained from a restaurant dining experience are determined by a number of factors, and those factors' are relative importance to the customer (Liu and Tse, 2018; Marinkovic *et al.*, 2014; Weinstein, 2020). Previous studies show that a range of differing opinions exist as to the specific factors and combination of factors directly and indirectly affecting a customers' choice of restaurant and perceived value. Kim and Moon (2009) identified a diverse range of factors including the price of meal, customers' past experience with similar types of restaurants, reputation of restaurant, convenience of restaurant location, memorable restaurant advertising, appearance of other customers, and employee service and attire, that in combination influence a customers' choice of restaurant and perceptions. Other researchers have determined an assortment of factors that affect a customer's choice of restaurant and perceptions such as food quality, cleanliness, service, value, menu variety, convenience, atmosphere (Kafel and Sikora (2013); food, service, price and value; atmosphere dimensions (Liu and Tse, 2018); and service quality, food quality, physical environment, price and gender (Zhong and Moon, 2020). Notwithstanding the obvious variation in factors and their combinations suggested by these researchers, some authors (Carranza *et al.*, 2018; Clemes *et al.*, 2011; Shahzadi *et al.*, 2018) identified commonalities across these researchers' findings and showed that food quality, physical environment quality and employee service quality (comprising fast-food restaurant service quality) are principal factors affecting a customer's choice of restaurant, dining experience and customer perceived value. Hence, these three factors comprising fast-food restaurant service quality form the basis of this research, in order to better understand their influence on customer perceived value.

Recent studies have also identified that the factors affecting a customers' choice of restaurant and perceived value are not static, and continue to evolve as customers' restaurant experiences and expectations continue to change (Klein, 2020). Therefore, ongoing research of these factors and their effect on customers' choice of restaurant and perceived value is necessary to ensure that restaurateurs and marketers maintain restaurant offerings that are contemporary and personalised to meet the ever-changing customer needs (Marinkovic *et al.*, 2015).

#### *Influence of restaurant service quality on customer perceived value*

Service quality like perceived value "are abstract concepts with varying meanings depending on the context" (Morar, 2013, p. 169) and are typically defined from the customers' viewpoint (Morar, 2013). That being the case, it is commonly accepted that service quality is the customers' comparison between their expectations of the service offered and their perception of the actual service received (Yarimoglu, 2014), and that service quality is a critical success factor for service companies (Shin *et al.*, 2019; Yusoff *et al.*, 2010) such as restaurants (Zeithaml *et al.*, 2009). Another widely used marketing concept, namely customer perceived value, is suggested to comprise the trade-off by the customer between all benefits gained from the business offering received as opposed to the sacrifices needed to be made by the customer to obtain the benefits (Slack and Singh, 2020; Weinstein, 2020). In the twentieth century many companies relied solely on their service or product dominance to distinguish themselves from their competitors (Thielemann *et al.*, 2018). However, in the twenty-first century, many of

---

BFJ

these same companies have recognised the need to be innovative (Ferraris *et al.*, 2020) in their service quality and value offering in order to discriminate themselves from competitors, and in so doing deliver customer perceived value of the brands they are selling. Providing value to customers is now arguably one of the most important elements of marketing strategies of the twenty-first century (Berghman *et al.*, 2006), with most marketing activity directed towards creating customer perceived value (Babin and James, 2010).

Recent studies of quick-casual and fine dining restaurants (Shahzadi *et al.*, 2018) and fast-food restaurants (Carranza *et al.*, 2018) suggest restaurant service quality comprises three critical factors namely food, physical environment and employee services. These three factors “are considered the attributes that customers use to evaluate perceived quality” (Ha and Jang, 2013, p. 384) and which influence customer perceived value (Clemes *et al.*, 2011) of a restaurant dining experience. Existing literature also shows that restaurant service quality acts as a predictor of customer perceived value (Chen and Hu, 2010), service quality positively influences customer perceived value (Clemes *et al.*, 2011; Ha and Jang, 2013) and the three factors comprising fast-food restaurant service quality (food quality, physical environment quality and employee service quality) are significantly positively related to customer perceived value (Carranza *et al.*, 2018; Clemes *et al.*, 2011; Shahzadi *et al.*, 2018). Thus, it can be hypothesised that:

*H1.* Each of the three fast-food restaurant service quality dimensions (i.e. food quality, physical environment quality and employee service quality) has a compound effect and each dimension contributes to a significant positive influence on customer perceived value.

*Influence of food quality, physical environment quality and employee service quality on customer perceived value*

Food quality comprises a complex amalgam of factors and cues (such as physical aspects, composition and microbial characteristics, nutritional value, processing and storage and safety) used by customers to evaluate the quality of food, differentiate food products and determine the degree of acceptability (Namkung and Jang, 2007; Trimigno *et al.*, 2015). Food quality needs only to be altered slightly to either enhance or diminish customer’s perception of food quality (Michel *et al.*, 2015) and customer perceived value (Ryu *et al.*, 2008). Food quality provided by a restaurant is foremost in customers’ decision to prefer one restaurant over another (Alonso *et al.*, 2013; Serhan and Serhan, 2019). Further, recent studies regard food quality as the most significant restaurant service quality dimension influencing a customer’s selection process and quality perception (Kukanja *et al.*, 2017; Shahzadi *et al.*, 2018) and show that food quality significantly affects customer perceived value (Ryu *et al.*, 2008).

Despite the importance and impact of food quality on determining customer’s restaurant choice, satisfaction and behavioural intentions, a paucity of prior research has investigated the effect of food quality on perceived value. Limited prior research findings reported in marketing literature suggested food quality significantly affected perceived value derived by customers from a restaurant experience (Mathur and Gupta, 2019; Ryu *et al.*, 2008, 2012). Based on the mentioned literature, it is postulated that:

*H2.* Food quality has a significant positive influence on customer perceived value.

The physical environment quality of a restaurant is another factor which a restaurateur and marketer can capitalise on as a key marketing strategy to differentiate from competitors. The physical environment (“atmospherics”) of a restaurant is defined as “the conscious design of a space in order to encourage specific emotional effects in the customer, to ultimately enhance his/her willingness to purchase a product or service” (Heung and Gu, 2012, p. 1170). The physical environment comprises all tangible and intangible elements inside and outside a



restaurant (Jalilvand *et al.*, 2017; Ryu *et al.*, 2012) and includes all the material objects and stimuli (such as décor, spatial layout, ambience, comfort and cleanliness), their arrangement (Ha and Jang 2012) and convenience (Choi *et al.*, 2012). The quality of the physical environment elements of a restaurant significantly influence a consumer's perceptions of the restaurant service provider (Nguyen and Leblanc, 2002), and provide customers with a distinctive dining experience (Choi *et al.*, 2012). The physical environment is also an important construct because it attracts customers (Ha and Jang, 2012), "customers use the physical environment in judging the quality of products or services" (Ha and Jang, 2012, p. 204), and it generates positive emotions in customers which stimulates purchasing behaviour (Marinkovic *et al.*, 2014). Additionally, a well-designed physical environment is critical in influencing consumers' pre- and post-purchase decisions and satisfaction with the quality of products and services offered by a service provider (Bitner, 1992). By establishing a customer dining experience in a pleasant and comfortable atmosphere, customer perceived value and competitive advantage can be developed (Jalilvand *et al.*, 2017; Ryu *et al.*, 2012). The physical environment is also a major predictor of and has a positive influence on customer perceived value (Jalilvand *et al.*, 2017; Ryu *et al.*, 2012). Based on previous literature, a positive relationship between physical environment quality and customer perceived value is postulated:

*H3. Physical environment quality has a significant positive influence on customer perceived value.*

Dining in a restaurant is essentially a social event (Andaleeb and Conway, 2006), with customers visiting a restaurant to enjoy food, with pleasant company, while experiencing great service (Salem-Mhamdia and Ghadhab, 2012, p. 269). Therefore, service quality provided by restaurant employees is considered a key element in the restaurant dining experience (Andaleeb and Conway, 2006). "Employee service quality" (in the restaurant industry) is defined as the level of interpersonal service provided by restaurant employees, when they interact with customers (Ha and Jang, 2010). Customers assess the interpersonal service interaction with restaurant employees and form their perceptions of a restaurant's employee service quality. By building on the service interactions between restaurant employees and customers (through the knowledge and manner of the employees; and by employees' service of food as ordered, provision of prompt service and minimisation of service failures), enhanced levels of restaurant employee service quality result (Ryu *et al.*, 2012), customer perceptions of product quality are promoted, and consumer's willingness to buy is increased (Sweeney *et al.*, 1997). Further, extant literature indicates that employee service quality significantly influences customers' perceptions of value (Sweeney *et al.*, 1997), positively affects customer perceived value (Sanchez, 2006) and is a significant predictor of customer perceived value (Thielemann *et al.*, 2018). Thus, we propose that:

*H4. Employee service quality has a significant positive influence on customer perceived value.*

#### *Influence of customer perceived value on customer satisfaction*

While a wide variation in definitions of the concept customer satisfaction exists in extant literature, it is suggested that three common constituents are contained in each definition, namely a response (emotional and cognitive), the response is targeted towards a particular product or service, expectation, consumption experience, etc., and the response takes place at a certain time (such as after consumption) (Giese and Cote, 2000, p. 3). Therefore, in this study, the following definition of customer satisfaction, which is widely cited, and that contains the three common constituents, is adopted: "the customer's response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the

---

BFJ

actual performance of the product as perceived after its consumption” can result in customer satisfaction” (Tse and Wilton, 1988, p. 204).

Customer value and satisfaction are widely accepted as the main expectations customer’s desire to be met from a restaurant dining experience (Clemes *et al.*, 2011). Further, empirical evidence from numerous studies support the causal link between value and satisfaction (Lam *et al.*, 2004; Wang *et al.*, 2004). Other studies also confirm customer perceived value is an antecedent to customer satisfaction (Gallarza *et al.*, 2011), strongly positively correlated with customer satisfaction (Thielemann *et al.*, 2018) and a reliable predictor of customer satisfaction (Thielemann *et al.*, 2018; Williams *et al.*, 2017). It has also been stated that customer satisfaction is dependent upon customers’ perceptions of perceived value, and that customers’ future intentions are largely determined by customer perceived value (Anderson *et al.*, 1994). Acknowledging these customer expectations, and the strong interrelatedness and effect of customer perceived value on customer satisfaction, restaurateurs and marketers continuously develop new strategies to deliver customer value in order to promote customer satisfaction (Ha and Jang, 2013), and ultimately enhance long-term business success (Flint *et al.*, 2002). Thus, the following hypothesis is proposed:

H5. Customer perceived value has a significant positive influence on customer satisfaction.

#### *Influence of customer satisfaction on behavioural intentions*

For this study the concept “behavioural intentions” is defined as the likelihood that after a restaurant experience, customers will exhibit positive behaviours such as repurchase from the restaurant, recommend and provide positive word-of-mouth about the restaurant and resist price sensitivity and complaining behaviour (Sulaiman and Haron, 2013). It is well documented in the literature that satisfied customers will demonstrate positive behavioural intentions, and a direct positive relationship exists between customer satisfaction and behavioural intentions (Han and Ryu, 2009; Namkung and Jang, 2007). These arguments are supported by the findings of researchers (Dwaikat *et al.*, 2019; Rajput and Gahfoor, 2020) that customer satisfaction positively affects behavioural intentions, many empirical studies that find customer satisfaction is strongly associated with re-patronage from the same service provider (Bendall-Lyon and Powers, 2004), the opinion of Sulaiman and Haron (2013) that customer satisfaction directly and positively affects willingness to recommend and finally the assertion of Athanassopoulos *et al.* (2001) that satisfied customers tend to stay with the existing service provider, practice positive word-of-mouth communication and are highly unlikely to switch service providers. Drawing from the previous research, it is hypothesised that:

H6. Customer satisfaction has a significant positive influence on behavioural intentions.

#### **Theoretical foundation and conceptual framework**

The conceptual framework for this study is underpinned by the TRA. The TRA, which was developed by Fishbein and Ajzen (1977), is a model for prediction of behavioural intentions and behaviour and is used to explain the decision-making process of consumers. According to the theory, individuals are rational decision-makers who use available information to systematically make decisions, with behavioural intention a key predictor of individuals’ behaviour (Rodrigo *et al.*, 2019). This study employs TRA to explain and predict the influence of fast-food restaurant service quality dimensions (food quality, physical environment quality and employee service quality) on customer perceived value, customer satisfaction and behavioural intentions. Empirical studies that apply the TRA to explain and predict customer fast-food purchasing behaviour are common (Kim *et al.*, 2013).

Figure 1 displays the conceptual model of the relationships and hypotheses to be tested between fast-food restaurant service quality (and its dimensions food quality, physical environment quality and service quality) and customer perceived value, customer satisfaction and behavioural intentions.

## Methodology

### Measures

The survey questionnaire adopted for this empirical study contains 33 items. Section 1 contains eight demographics items. Section 2 contains 25 items adapted from the survey instrument developed by Ryu *et al.* (2012) and was measured using a 5-point Likert scale (1 = "strongly disagree" to 5 = "strongly agree"). Section 2 also comprises four constructs. The first construct is fast-food restaurant service quality and consists of three dimensions namely food quality (6 items) (Jang and Namkung, 2009; Namkung and Jang, 2007), physical environment quality (4 items) (Jang and Namkung, 2009; Ryu and Jang, 2007, 2008) and employee service quality (4 items) (Brady and Cronin, 2001; Jang and Namkung, 2009). The other three constructs are customer perceived value (3 items) (Oliver, 1997; Ryu *et al.*, 2008), customer satisfaction (3 items) (Oliver, 1997; Ryu *et al.*, 2008) and behavioural intentions (5 items) (Zeithaml *et al.*, 1996).

### Sample

Fiji is a small island developing country located in the South Pacific with a total population of 884,887. Five urban centres were chosen in Fiji (Suva, Nadi, Lautoka, Savusavu and Labasa) as they contain the highest concentration of fast-food restaurants and 494,252 citizens being 55% of the total population (Fiji Bureau of Statistics, 2018). During the period October–December 2017 a public-intercept survey using a self-completion questionnaire was administered in the English language. A systematic probability sampling technique was used to collect data from every 20th fast-food restaurant customer as they exited a fast-food restaurant. Respondents were selected at varying times and on all days of the week to ensure appropriate representation of the population. Eighty responses were obtained from each urban centre. In this study the formula approach developed by Yamane (1967, p. 886) was used to calculate the sample size. While other approaches to determining sample size exist, the Yamane (1967) simplified formula allows for different combinations of levels of confidence and precision, and population size, is frequently cited. A 95% confidence level ( $P$ ) and desired level of precision ( $e$ ), and population size of 884,887 ( $N$ ) were used. When

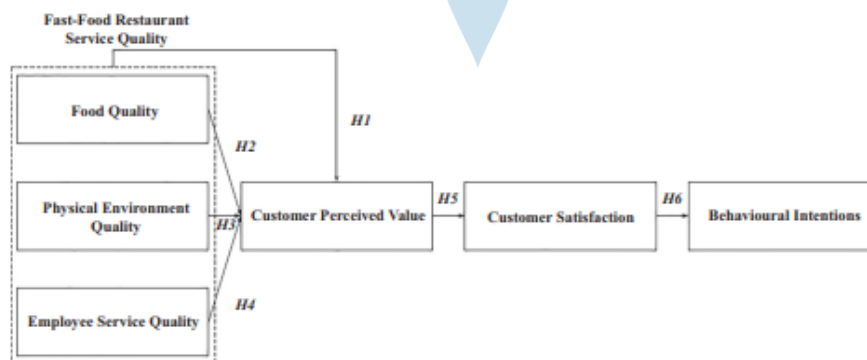


Figure 1. Conceptual model



the formula  $n = N/1 + N(e)^2$  is applied to the above sample, we calculated the sample size as 400.

### Results and discussion

Collected data was codified and Statistical Package for the Social Sciences version 25 was used to analyse the data. Descriptive and inferential statistics were calculated and conclusions drawn from the data analysis.

#### Sample characteristics

This study's respondents were predominantly female ( $n = 241, 60.25\%$ ) and married ( $n = 258, 64.50\%$ ). The dominant age group of respondents was from 18 to 25 years of age ( $n = 138, 34.50\%$ ), followed by 26–30 years of age ( $n = 127, 31.75\%$ ) and 31–40 years of age ( $n = 110, 27.50\%$ ). Respondents' were mainly Fijians of Indian decent ( $n = 208, 52.00\%$ ) closely followed by I-Taukei ( $n = 192, 48.00\%$ ). Most respondents held tertiary qualifications ( $n = 290, 72.50\%$ ) and earned gross annual incomes of Fiji\$10,001–Fiji\$20,000 ( $n = 190, 47.5\%$ ). Respondents' mainly purchased fast-food several days a week ( $n = 275, 68.75\%$ ), at lunchtime Monday to Friday ( $n = 226, 56.50\%$ ), and with co-workers ( $n = 170, 42.50\%$ ) and friends ( $n = 150, 37.50\%$ ). Respondents tend to spend Fiji\$5.01–Fiji\$10.00 ( $n = 219, 54.75\%$ ) and Fiji\$10.01–Fiji\$15.00 ( $n = 147, 36.75\%$ ) per person per fast-food meal.

#### Reliability statistics

Table 1 shows that Cronbach's alpha results for each construct tested range between  $\alpha = 0.932$  and  $0.969$ , for each dimension of fast-food restaurant service quality between  $\alpha = 0.869$  and  $0.948$  and for each item between  $\alpha = 0.695$  and  $0.944$ . Considering the alpha value for the questionnaire was  $\alpha = 0.991$  and all constructs, dimensions and items alpha values were around or exceeded the value of  $0.700$  (Nunnally, 1978), it is suggested that this questionnaire has an acceptable degree of internal consistency.

#### Mean and standard deviation values

Descriptive information detailed in Table 1 reveals the mean values for each of the constructs range between  $M = 2.992$  and  $3.369$ . The fast-food restaurant service quality mean value ( $M = 2.992$ ) suggests customers were disagreeing/undecided that fast-food restaurants provide service quality. The other construct's mean values suggest customers were undecided/agreeing that fast-food restaurants provide customer perceived value ( $M = 3.369$ ), customer satisfaction ( $M = 3.353$ ) and promote customers' favourable behavioural intentions ( $M = 3.365$ ) towards fast-food restaurants. The dimensions of fast-food restaurant service quality mean values suggest customers were disagreeing/undecided regarding the physical environment quality ( $M = 2.721$ ) and employee service quality ( $M = 2.978$ ), and were undecided/agreeing regarding the food quality ( $M = 3.278$ ), of fast-food restaurants.

For the research items, a wide variation in mean values is evident ranging from "The dining areas are thoroughly clean" ( $M = 2.598$ ) to "The food at fast-food restaurants was delicious" ( $M = 3.483$ ). This and other interesting patterns have been identified. For example, food quality item's mean values suggest customers were undecided/agreeing that "The food at fast-food restaurants was delicious" ( $M = 3.483$ ), "The smell of the food was enticing" ( $M = 3.423$ ), "The food presentation was visually attractive" ( $M = 3.408$ ) and "Fast-food restaurants offer fresh food" ( $M = 3.383$ ). Customers on the other hand were disagreeing/undecided that "The food at fast-food restaurants was nutritious" ( $M = 2.803$ ).

The SD ( $SD$ ) values for each of the constructs range between  $SD = 0.859$  and  $0.897$ , for the dimensions of fast-food restaurant service quality between  $SD = 0.869$  and  $0.970$  and for

Variables	Mean	SD	Cronbach's alpha	Effect of fast-food restaurant service quality
<i>Fast-food restaurant service quality</i>	2.992	0.877	0.969	
Food Quality	3.278	0.869	0.948	
FQ.1 The food at fast-food restaurants was delicious	3.483	0.989	0.938	
FQ.2 The food at fast-food restaurants was nutritious	2.803	1.013	0.695	
FQ.3 Fast-food restaurants offer a variety of menu items	3.173	0.977	0.706	
FQ.4 Fast-food restaurants offer fresh food	3.383	0.979	0.937	
FQ.5 The smell of fresh food was enticing	3.423	0.917	0.919	
FQ.6 The food presentation was visually attractive	3.408	0.902	0.910	
<i>Employee Service quality</i>	2.978	0.970	0.920	
SQ.1 Employees served me food exactly as I ordered	3.185	1.081	0.809	
SQ.2 Employees provided prompt and quick service	2.875	1.059	0.862	
SQ.3 Employees are always willing to help me	2.938	1.006	0.824	
SQ.4 Employees made me feel comfortable in dealing with them	2.915	1.070	0.868	
<i>Physical environment quality</i>	2.721	0.947	0.869	
PEQ.1 Fast food restaurants have attractive interior design and décor	2.785	1.003	0.821	
PEQ.2 The background music was pleasing	2.658	0.937	0.756	
PEQ.3 The dining areas are thoroughly clean	2.598	1.065	0.827	
PEQ.4 Employees are neat and well dressed	2.843	1.015	0.850	
<i>Customer perceived value</i>	3.369	0.897	0.932	
CPV.1 Fast-food restaurants offer good value for the price	3.338	0.889	0.906	
CPV.2 The fast-food restaurant experience was worth the money	3.413	0.948	0.922	
CPV.3 The fast-food restaurant provides me great value as compared to other food options	3.358	0.936	0.880	
<i>Customer satisfaction</i>	3.353	0.878	0.945	
CS.1 I am satisfied with my overall experience at fast-food restaurants	3.345	0.961	0.890	
CS.2 Overall, fast-food restaurants put me in a good mood	3.393	0.889	0.908	
CS.3 I really enjoy myself at fast-food restaurants	3.323	0.920	0.889	
<i>Behavioural intentions</i>	3.365	0.859	0.958	
BL.1 I would like to come back to fast-food restaurants in the future	3.290	0.862	0.944	
BL.2 I would consider revisiting fast-food restaurants in the future	3.423	0.928	0.909	
BL.3 I would recommend fast-food restaurants to my friends and others	3.398	0.915	0.937	
BL.4 I would say positive things about fast-food restaurant to others	3.380	0.890	0.901	
BL.5 I would encourage others to visit fast-food restaurants	3.333	0.897	0.878	

**Table 1.**  
Descriptive statistics

individual items between  $SD = 0.862$  and  $1.081$ . These findings suggest a wide range of perceptions of respondents exist in relation to fast-food restaurant service quality, customer perceived value, customer satisfaction and behavioural intentions.

#### *Bivariate correlations*

All constructs, dimensions and item correlations tested are moderate/strong, positive and statistically significant at the 0.05 level ( $p < 0.01$ ). The correlation between fast-food restaurant service quality and customer perceived value is  $r = 0.834$ , between customer perceived value and customer satisfaction is  $r = 0.963$ , and between customer satisfaction and behavioural intentions is  $r = 0.947$ . Correlations relating to the three dimensions of fast-food restaurant service quality and customer perceived value range between  $r = 0.704$  and  $0.907$ . Item correlations range between  $r = 0.475$  and  $0.975$ .

#### *Regression analyses*

Backward elimination multiple regressions were conducted using SPSS to test the six hypotheses of this study, and Tables 2–4 show the results of the analyses.

BFJ

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the estimate
1	0.909 <sup>a</sup>	0.826	0.825	0.37559
2	0.907 <sup>b</sup>	0.823	0.823	0.37807
3	0.704 <sup>c</sup>	0.496	0.494	0.63814
4	0.764 <sup>d</sup>	0.583	0.582	0.58031
5	0.963 <sup>e</sup>	0.928	0.928	0.23538
6	0.947 <sup>f</sup>	0.897	0.896	0.27668

**Note(s):** a. Predictors: (Constant), Physical Environment Quality, Food Quality

b. Predictors: (Constant), Food Quality

c. Predictors: (Constant), Physical Environment Quality

d. Predictors: (Constant), Employee Service Quality

e. Predictors: (Constant), Customer Perceived Value

f. Predictors: (Constant), Customer Satisfaction

**Table 2.**  
MLR-Model summary

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression <sup>a</sup>	265.371	2	132.686	940.580	0.000 <sup>b</sup>
	Residual	56.004	397	0.141		
	Total	321.375	399			
2	Regression <sup>b</sup>	264.485	1	264.485	1850.319	0.000 <sup>d</sup>
	Residual	56.890	398	0.143		
	Total	321.375	399			
3	Regression <sup>c</sup>	159.298	1	159.298	391.176	0.000 <sup>f</sup>
	Residual	162.077	398	0.407		
	Total	321.375	399			
4	Regression <sup>d</sup>	187.344	1	187.344	556.312	0.000 <sup>h</sup>
	Residual	134.031	398	0.337		
	Total	321.375	399			
5	Regression <sup>e</sup>	285.344	1	285.344	5150.171	0.000 <sup>j</sup>
	Residual	22.051	398	0.055		
	Total	307.396	399			
6	Regression <sup>k</sup>	264.268	1	264.268	3452.143	0.000 <sup>l</sup>
	Residual	30.468	398	0.077		
	Total	294.736	399			

**Note(s):** a. Dependent Variable: Customer Perceived Value

b. Predictors: (Constant), Physical Environment Quality, Food Quality

c. Dependent Variable: Customer Perceived Value

d. Predictors: (Constant), Food Quality

e. Dependent Variable: Customer Perceived Value

f. Predictors: (Constant), Physical Environment Quality

g. Dependent Variable: Customer Perceived Value

h. Predictors: (Constant), Employee Service Quality

i. Dependent Variable: Customer Satisfaction

j. Predictors: (Constant), Customer Perceived Value

k. Dependent Variable: Behavioural Intentions

l. Predictors: (Constant), Customer Satisfaction

**Table 3.**  
MLR-Anova

*Model 1* - Influence of fast-food restaurant service quality (i.e. compound effect of food quality, physical environment quality and employee service quality) on customer perceived value.

At step 1 of the analysis the three fast-food restaurant service quality dimensions were entered into the regression equation. Food quality ( $p = 0.000$ ) and physical environment



Model		Unstandardised coefficients		Standardised coefficients		Sig	Effect of fast-food restaurant service quality
		B	Std. Error	Beta	t		
1	(Constant) <sup>a</sup>	0.291	0.073		3.966	0.000	
	Food Quality	0.878	0.032	0.850	27.421	0.000	
	Physical Environment Quality	0.074	0.029	0.078	2.507	0.016	
2	(Constant) <sup>b</sup>	0.298	0.074		4.029	0.000	
	Food Quality	0.937	0.022	0.907	43.015	0.000	
3	(Constant) <sup>c</sup>	1.555	0.097		16.004	0.000	
	Physical Environment Quality	0.667	0.034	0.704	19.778	0.000	
4	(Constant) <sup>d</sup>	1.266	0.094		13.494	0.000	
	Employee Service Quality	0.706	0.030	0.764	23.586	0.000	
5	(Constant) <sup>e</sup>	0.179	0.046		3.903	0.000	
	Customer Perceived Value	0.942	0.013	0.963	71.765	0.000	
6	(Constant) <sup>f</sup>	0.255	0.055		4.667	0.000	
	Customer Satisfaction	0.927	0.016	0.947	58.755	0.000	

**Note(s):** a. Dependent Variable: Customer Perceived Value  
b. Dependent Variable: Customer Perceived Value  
c. Dependent Variable: Customer Perceived Value  
d. Dependent Variable: Customer Perceived Value  
e. Dependent Variable: Customer Satisfaction  
f. Dependent Variable: Behavioural Intentions

**Table 4.**  
MLR-coefficients

quality ( $p = 0.000$ ) with  $p$  values  $< 0.05$  contributed to the model. Employee service quality ( $p = 0.183$ ) did not contribute to the model, as  $p$  value  $> 0.05$ . At step 2 multiple linear regressions were run again for the two remaining fast-food restaurant service quality dimensions. Food quality ( $p = 0.000$ ) and physical environment quality ( $p = 0.016$ ) contributed to the model:  $F(2, 397) = 940.580, p < 0.0005, R^2 = 0.826$ . Results indicate that 82.6% of the variance of customer perceived value could be accounted for by the compound effect of fast-food restaurant service quality dimensions. The regression equation for predicting customer perceived value is: Customer perceived value =  $(0.291) + (0.878 * \text{Food quality}) + (0.074 * \text{physical environment quality})$ . For this model only food quality  $t(397) = 27.421, p < 0.05$  and physical environment quality  $t(397) = 2.507, p < 0.05$  were significant predictors of customer perceived value and have a significant positive influence on customer perceived value. Hypothesis H1 is rejected. Also, from the magnitude of the  $t$ -statistics it can be suggested that food quality had more influence than physical environment quality on customer perceived value.

#### Model 2 – Influence of food quality on customer perceived value

Food quality was entered into the regression equation. Food quality ( $p = 0.000$ ) contributed to the model:  $F(1, 398) = 1850.319, p < 0.0005, R^2 = 0.823$ . Results indicate that 82.3% of the variance in customer perceived value could be accounted for by food quality. The regression equation for predicting customer perceived value is: Customer perceived value =  $(0.298) + (0.937 * \text{food quality})$ . For this model food quality,  $t(398) = 43.015, p < 0.05$  was a significant predictor of customer perceived value and has a significant positive influence on customer perceived value. Hypothesis H2 is accepted.

#### Model 3 – Influence of physical environment quality on customer perceived value

Physical environment quality was entered into the regression equation. Physical environment quality ( $p = 0.000$ ) contributed to the model:  $F(1, 398) = 391.176, p < 0.0005,$

BFJ

$R^2 = 0.496$ . Results indicate that 49.6% of the variance in customer perceived value could be accounted for by physical environment quality. The regression equation for predicting customer perceived value is: Customer perceived value = (1.555) + (0.667\* physical environment quality). For this model physical environment quality  $t(398) = 19.778, p < 0.05$  was a significant predictor of customer perceived value, and has a significant positive influence on customer perceived value. Hypothesis H3 is accepted.

*Model 4 – Influence of employee service quality on customer perceived value*

Employee service quality was entered into the regression equation. Employee service quality ( $p = 0.000$ ) contributed to the model:  $F(1, 398) = 556.312, p < 0.0005, R^2 = 0.583$ . Results indicate that 58.3% of the variance in customer perceived value could be accounted for by employee service quality. The regression equation for predicting customer perceived value is: Customer perceived value = (1.266) + (0.706\* employee service quality). For this model employee service quality  $t(398) = 23.586, p < 0.05$  was a significant predictor of customer perceived value, and has a significant positive influence on customer perceived value. Hypothesis H4 is accepted.

*Model 5 – Influence of customer perceived value on customer satisfaction*

Customer perceived value was entered into the regression equation. Customer perceived value ( $p = 0.000$ ) contributed to the model:  $F(1, 398) = 5150.171, p < 0.0005, R^2 = 0.928$ . Results indicate that 92.8% of the variance in customer satisfaction could be accounted for by customer perceived value. The regression equation for predicting customer satisfaction is: Customer satisfaction = (0.179) + (0.942\* customer perceived value). For this model customer perceived value  $t(398) = 71.765, p < 0.05$  was a significant predictor of customer satisfaction, and has a significant positive influence on customer satisfaction. Hypothesis H5 is accepted.

*Model 6 – Influence of customer satisfaction on behavioural intentions*

Customer satisfaction was entered into the regression equation. Customer perceived value ( $p = 0.000$ ) contributed to the model:  $F(1, 398) = 3452.143, p < 0.0005, R^2 = 0.897$ . Results indicate that 89.7% of the variance in behavioural intentions could be accounted for by customer satisfaction. The regression equation for predicting behavioural intentions is: Behavioural intentions = (0.255) + (0.927\* customer satisfaction). For this model, customer satisfaction  $t(398) = 58.755, p < 0.05$  was a significant predictor of behavioural intentions, and has a significant positive influence on behavioural intentions. Hypothesis 6 is accepted.

## **Conclusions, implications, future research and limitations**

### *Conclusions*

Socio-demographic differences in the populations of emerging economies and developed economies exist (The World Bank, 2016). Notwithstanding, in this study of fast-food restaurant customers from an emerging economy it has been identified that the socio-demographic characteristics of those fast-food customers and their fast-food consumption behaviour patterns align closely with and can be explained by previous research findings from developed economies. In this study, fast-food customers were identified as predominantly female, 18–25 years of age, employed and tertiary qualified, who purchased fast-food several times a week at lunchtime (Monday to Friday) with co-workers and friends (while socialising), and spent up to 10% of their gross annual income on fast-food. Previous research findings from developed economies found that time scarcity and limited time for cooking meals (Rydell *et al.*, 2008) contributed greatly to unhealthy food choices (Jabs and Devine, 2006) and consumption of more fast food (Rydell *et al.*, 2008). Also, employed people were more inclined to eat fast-food than unemployed people (French *et al.*, 2000), and positive



associations have been identified between consumption of fast-food and educated females who were employed, as compared to their male counterparts (Hidaka *et al.*, 2018). Other research identified that eating fast-food meals out once or more per week was most common in the young adult age group (19–29 years) and was significantly more than other age groups (Adams *et al.*, 2015), and the percentage of adults who consumed fast food decreased significantly with age above the 18–25 age group (Fryar *et al.*, 2018). Researchers also identified that because of the pace of modern life, increases in the length of the work day, misjudgement of the amount of food to bring to work and still being hungry, being invited by co-workers and friends to eat lunch out and in proximity to the workplace, work routines and limited time allowed for lunch breaks, strongly influenced unplanned and spontaneous behaviour of eating out and consuming fast-food at lunch time on work days (Pfeiffer *et al.*, 2017). It is suggested that these factors that influence changes in the lifestyle of people in developed economies also influence changes in their fast-food consumption behaviour patterns, are a global phenomenon, are also evident in emerging economies and are likewise promoting fast-food consumption (Globe News Wire, 2019).

Previous studies also suggest that different ethnic groups typically have unique food cultures peculiar to those groups (Sibal, 2018). However, in this study no statistically significant differences in fast-food restaurant consumption behaviour patterns of the main ethnic groups from the emerging economy (i.e. I-Taukei and Fijians of Indian Descent) were identified. This finding suggests that aggressive western fast-food marketing campaigns have been effective in changing attitudes, perceptions and perceived norms of these ethnic groups, resulting in a transition away from consumption of more “traditional” cultural foods towards consumption of fast-foods where consumption behaviour of the different ethnic groups is somewhat indistinguishable. Ketchell (2015) reinforces this study’s finding and suggests that the marketing communications of global fast-food companies are effective in changing customers’ attitudes, perceptions and perceived norms associated with fast-food consumption, and in influencing consumer habits and repeat purchases of fast-foods.

Descriptive analysis of the items comprising this study’s constructs is also enlightening. Findings suggest that although fast-food customers perceive fast-food is not nutritious, customers have a sensory attraction to fast-food (appearance, taste and smell) and perceive that fast-food is “worth the money”. This study’s findings are also in line with other research that suggests fast-food customers are “hooked” on fast-foods (Janssen, 2017), even though they acknowledge that fast-food is “laden with fat, sugar and salt” (Janssen, 2017) and “not good for you”, because fast-food is convenient, has consistent and appealing appearance and taste and is low cost (Min *et al.*, 2018). These findings show that fast-food customers have both positive and negative perceptions of fast-food. However, it is suggested that customers will continue to purchase more fast-food because they value the convenience, taste and low cost and somewhat disregard the nutritional value of the food (Min *et al.*, 2018).

Inferential analysis findings of this study affirm the findings of Wall Mullen and Berry (2007) that customers’ perceptions of the influence of fast-food restaurant service quality on customer perceived value are multilayered and complex. In line with other research (Chen and Hu, 2010; Kukanja *et al.*, 2017; Shahzadi *et al.*, 2018), fast-food customers in this study perceived that each of the individual dimensions of fast-food restaurant service quality (namely food quality, physical environment quality and employee service quality) in isolation positively influence their perceptions of customer perceived value; and, of the three fast-food restaurant service quality dimensions, food quality had the most significant influence on customer perceived value (Ryu *et al.*, 2008). However, other researchers argue that customers use a combination (not individually and in isolation) of food quality, physical environment quality and employee service quality when evaluating fast-food restaurant service quality (Ryu and Han, 2010) and trade-off all benefits gained from the fast-food restaurant service quality with the sacrifices they make to obtain the benefits to determine the customer

---

BFJ

perceived value (Weinstein, 2020). This study concurs with these other findings and identified that customers utilise a combination of service quality dimensions in their perceptions of customer perceived value and that those dimensions significantly influence customer perceived value and accounted for 82.6% of the variance in customer perceived value. Further, the TRA underpins our findings, in that customers use all available information to systematically make decisions that affect their perceptions of customer perceived value and behavioural intentions (Rodrigo *et al.*, 2019). However, one finding of this study, that the service quality dimension namely employee service quality when in combination with the other two service quality dimensions, did not statistically significantly influence customer perceived value, superficially appears not to be in line with previous research of Ryu and Han (2010) and Weinstein (2020). But this finding can be readily explained in that customers in this study show that when all three dimensions of fast-food restaurant service quality were considered in determining perceived value, the relative importance of employee service quality to those customers was considered insignificant in comparison to the other two factors namely food quality and physical environment quality. Researchers (Liu and Tse, 2018; Marinkovic *et al.*, 2014; Weinstein, 2020) also confirm that customers consider the relative importance of factors in determining perceived value derived from a restaurant dining experience. Further, customers from different economies bring to the fast-food restaurant dining experience different perceptions of what fast-food service quality and its dimensions, and customer perceived value is (Wener, 1985). This study's findings also show that customer perceived value has a positive influence on customer satisfaction, and customer satisfaction has a positive influence on behavioural intentions. These findings respectively reinforce previous research outcomes of Thielemann *et al.* (2018) and researchers (Han and Ryu 2009; Namkung and Jang, 2007) from developed economies.

#### *Theoretical implications*

Overall, the present study contributes to extending scant previous knowledge on fast-food restaurant consumer behaviour in emerging economies. Firstly, this study has identified that global fast-food company marketing campaigns in emerging economies have been effective in changing consumption behaviour of different ethnic groups away from "traditional" cultural foods to fast-foods. Secondly, fast-food customers in this study have been shown to "trade-off" positive and negative perceptions of fast-food, which affected their fast-food consumption behaviour. Thirdly, emerging economy specific socio-demographic characteristics of fast-food customers and their fast-food consumption behaviour patterns detailed in this study contribute to previous findings of similar such studies which have largely been carried out of customers in developed economies. Fourthly, the influence and peculiarities of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions, in an understudied emerging economy has been revealed and adds to extant knowledge. Fifth, Rodrigo *et al.* (2019) suggest that customers use all available information (such as a combination of fast-food restaurant service quality dimensions) to systematically make decisions that affect their perceptions of customer perceived value. However, this study is unique in that it has shown that customers prioritised fast-food restaurant food quality over physical environment quality, while employee service quality was not significant to customers in determination of perceived value of a dining experience. Finally, while this study was carried out pre-COVID-19 pandemic, it provides a sound theoretical reference point for similar such empirical studies post-COVID-19 to determine the impact of the pandemic on consumer behaviour in the studied emerging economy.

#### *Practical implications*

The findings of this study offer useful insight into and inform global fast-food restaurant companies, their restaurateurs and marketers, of the unique and positive interrelationship



between the fast-food restaurant service quality preferences and customer perceived value perceptions of a dining experience, of emerging economy fast-food restaurant customers, such as from the Republic of Fiji. Further insight is provided in that fast-food restaurant customers' satisfaction with a dining experience was found to be directly dependent upon the customers' perception of perceived value received, and customers' future fast-food restaurant dining intentions were largely determined by the customer satisfaction received from the dining experience. It is suggested that based on this study, global fast-food companies should plan, create and provide unique and targeted emerging economy specific restaurant customer marketing promotions consistently reinforced by restaurant offerings of food quality, physical environment quality and employee service quality, which would ideally provide customer's value and satisfaction from a dining experience, sufficient enough that customers would not only remain as loyal customers of the restaurant but also positively promote dining at the restaurant, and not be enticed to a competing restaurant. This study also provides an opportunity as suggested by researchers (Giacosa *et al.*, 2017; Rajput and Gahfoo, 2020), for global fast-food companies to ensure their business models are innovative, contemporary and personalised, to meet the emerging economy customers' needs.

#### *Limitations and future research*

This study has several limitations and opportunities for future research. Firstly, this study only investigates the effect of fast-food restaurant service quality and its three dimensions (food, atmospherics and service) on customer perceived value, satisfaction and behavioural intentions pre-COVID-19. Future studies could replicate this study post-COVID-19 to discern changes in consumer behaviour and could be extended to include other variables (e.g. price, image, trust, wait time, restaurant location) which in addition to restaurant service quality could affect customer perceived value, satisfaction and behavioural intentions.

Secondly, only one emerging economy namely the Republic of Fiji formed the basis of this study. While Fiji is one of the largest emerging economies in the South Pacific region, future studies could consider extending the study to include cross-country comparisons of other emerging economies and the generalisability of results. Thirdly, considering the potential impact of cultural factors on customers' perceptions of fast-food restaurant service quality, perceived value, satisfaction and behavioural intentions, a cross-cultural comparative analysis could be considered in future research (Ferraris *et al.*, 2019). Fourthly, considering the globally competitive fast-food sector, and the ever-increasing focus on the social impact of this sector, future research could consider investigating global fast-food companies' use of cause-related marketing research (CRM) to enhance corporate image, improve attitudes and beliefs towards the fast-food companies and increase consumer purchase intentions, as a result of fast-food companies' sponsorship of good, charitable causes (Becker-Olsen *et al.*, 2006; Ferraris *et al.*, 2019). Finally, considering linear regressions are limited to evaluating constructs and relationships between constructs, it is also recommended that structural equation modelling be used for future studies to enable assessment of the reliability and validity of future model measures, and assessment of the moderating and mediating effects of variables.

#### **Note**

1. Retired.

#### **References**

- Adams, J., Goffe, L., Brown, T., Lake, A.A., Summerbell, C., White, M., Wrieden, W. and Adamson, J. (2015), "Frequency and socio-demographic correlates of eating meals out and take-away meals at home: cross-sectional analysis of the UK national diet and nutrition survey, waves 1-4 (2008-2012)", *International Journal of Behavioral Nutrition and Physical Activity*, Vol. 12 No. 1, pp. 1-9.

- Alonso, A.D., O'Neill, M., Liu, Y. and O'Shea, M. (2013), "Factors driving consumer restaurant choice: an exploratory study from the Southeastern United States", *Journal of Hospitality Marketing and Management*, Vol. 22 No. 5, pp. 547-567.
- Andaleeb, S.S. and Conway, C. (2006), "Customer satisfaction in the restaurant industry: an examination of the transaction-specific model", *Journal of Services Marketing*, Vol. 20 No. 1, pp. 3-11.
- Anderson, E.W., Fornell, C. and Lehmann, D.R. (1994), "Customer satisfaction, market share, and profitability: findings from Sweden", *Journal of Marketing*, Vol. 58 No. 3, pp. 53-66.
- Athanassopoulos, A.D., Gounaris, S. and Stathakopoulos, V. (2001), "Behavioral responses to customer satisfaction: an empirical study", *European Journal of Marketing*, Vol. 35 Nos 5-6, pp. 687-707.
- Babin, B.J. and James, K.W. (2010), "A brief retrospective and introspective on value", *European Business Review*, Vol. 22 No. 5, pp. 471-478.
- Becker-Olsen, K.L., Cudmore, B.A. and Hill, R.P. (2006), "The impact of perceived corporate social responsibility on consumer behavior", *Journal of Business Research*, Vol. 59 No. 1, pp. 46-53.
- Bendall-Lyon, D. and Powers, T.L. (2004), "The impact of structure and process attributes on satisfaction and behavioral intentions", *Journal of Services Marketing*, Vol. 18 No. 2, pp. 114-121.
- Berghman, L., Matthyssens, P. and Vandenbempt, K. (2006), "Building competences for new customer value creation: an exploratory study", *Industrial Marketing Management*, Vol. 35 No. 8, pp. 961-973.
- Bitner, M.J. (1992), "Servicescapes: the impact of physical surroundings on customers and employees", *Journal of Marketing*, Vol. 56 No. 2, pp. 57-71.
- Brady, M.K. and Cronin, J.J. (2001), "Some new thoughts on conceptualizing perceived service quality: a hierarchical approach", *Journal of Marketing*, Vol. 65 No. 3, pp. 34-49.
- Carranza, R., Diaz, E. and Martin-Consuegra, D. (2018), "The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis", *Journal of Hospitality and Tourism Technology*, Vol. 9 No. 3, pp. 380-396.
- Chen, P.T. and Hu, H.H. (2010), "How determinant attributes of service quality influence customer-perceived value: an empirical investigation of the Australian coffee outlet industry", *International Journal of Contemporary Hospitality Management*, Vol. 22 No. 4, pp. 535-551.
- Choi, W.S., Heo, J.S. and Kim, M.J. (2012), "Effects of physical environment on brand loyalty and moderated effects of brand image", *International Proceedings of Economics Development and Research*, Vol. 56 No. 12, pp. 57-61.
- Clemes, M.D., Gan, C. and Ren, M. (2011), "Synthesizing the effects of service quality, value and customer satisfaction on behavioural intentions in the motel industry: an empirical analysis", *Journal of Hospitality and Tourism Research*, Vol. 35 No. 4, pp. 530-568.
- Dwaikat, N.Y., Khalili, S.A., Hassis, S.M. and Mahmoud, H.S. (2019), "Customer satisfaction impact on behavioral intentions: the case of pizza restaurants in Nablus City", *Journal of Quality Assurance in Hospitality and Tourism*, Vol. 20 No. 6, pp. 709-728.
- Ferraris, A., Giudice, M.D., Grandhi, B. and Cillo, V. (2019), "Refining the relation between cause-related marketing and consumers purchase intentions: a cross-country analysis", *International Marketing Review*, Vol. 37 No. 4, pp. 651-669.
- Ferraris, A., Vrontis, D., Belyaeva, Z., De Bernardi, P. and Ozek, H. (2020), "Innovation within the food companies: how creative partnerships may conduct to better performances?", *British Food Journal*, ahead-of-print No. ahead-of-print, doi: 10.1108/BFJ-07-2019-0502, (accessed 23 October 2020).
- Fiji Bureau of Statistics (2018), *2017 Fiji Population and Housing Census: Administration Report, Suva, Fiji*, available at: <https://dataspace.princeton.edu/jspui/handle/88435/dsp01n583xx76v> (accessed 29 August 2020).
- Fishbein, M. and Ajzen, I. (1977), *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Addison-Wesley, Reading, MA.



- Flint, D.J., Woodruff, R. and Gardial, S. (2002), "Exploring the phenomenon of customers' desired value change in a business-to-business context", *Journal of Marketing*, Vol. 66 No. 4, pp. 102-117.
- French, S.A., Harnack, L. and Jeffery, R.W. (2000), "Fast food restaurant use among women in the Pound of Prevention study: dietary, behavioral and demographic correlates", *International Journal of Obesity*, Vol. 24, pp. 1353-1359.
- Fryar, C.D., Hughes, J.P., Herrick, K.A. and Ahluwalia, N. (2018), *Fast Food Consumption Among Adults in the United States, 2013–2016. NCHS Data Brief, No 322*, National Center for Health Statistics, Hyattsville, MD, available at: <https://www.cdc.gov/nchs/products/databriefs/db322.htm>.
- Gallarza, M.G., Gil Saura, I. and Holbrook, M.B. (2011), "The value of value: further excursions on the meaning and role of customer value", *Journal of Consumer Behaviour*, Vol. 10 No. 4, pp. 179-191.
- Giacosa, E., Ferraris, A. and Monge, F. (2017), "How to strengthen the business model of an Italian family food business", *British Food Journal*, Vol. 119 No. 11, pp. 2309-2324.
- Giese, J.L. and Cote, J.A. (2000), "Defining consumer behaviour", *Academy of Marketing Science Review*, Vol. 2000 No. 1, pp. 1-24.
- Globe News Wire (2019), "Global industry trends in fast food market size and share will surpass USD 690.80 billion by 2022", July 12, available at: <https://www.globenewswire.com/news-release/2019/07/12/1882007/0/en/Global-Industry-Trends-in-Fast-Food-Market-Size-Share-Will-Surpass-USD-690-80-Billion-by-2022.html> (accessed 29 September 2020).
- Ha, J. and 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*, Vol. 29 No. 4, pp. 520-529.
- Ha, J. and Jang, S. (2012), "The effects of dining atmospherics on behavioural intentions through quality perception", *Journal of Services Marketing*, Vol. 26 No. 3, pp. 204-215.
- Ha, J. and Jang, S. (2013), "Attributes, consequences, and consumer value: a means-end chain approach across restaurant segments", *International Journal of Contemporary Hospitality Management*, Vol. 25 No. 3, pp. 383-409.
- Han, H. and Ryu, K. (2009), "The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry", *Journal of Hospitality and Tourism Research*, Vol. 33 No. 4, pp. 487-510.
- Heung, V.C.S. and Gu, T. (2012), "Influence of restaurant atmospherics on patron satisfaction and behavioral intentions", *International Journal of Hospitality Management*, Vol. 31 No. 4, pp. 1167-1177.
- Hidaka, B.H., Hester, C.M., Bridges, K.M., Daley, C.M. and Allen Greiner, K. (2018), "Fast food consumption is associated with higher education in women, but not men, among older adults in urban safety-net clinics: a cross-sectional survey", *Preventative Medicine Reports*, Vol. 12, pp. 148-151.
- Jabs, J. and Devine, C.M. (2006), "Time scarcity and food choices: an overview", *Appetite*, Vol. 47 No. 2, pp. 196-204.
- Jalilvand, M.R., Salimipour, S., Elyasi, M. and Mohammadi, M. (2017), "Factors influencing word of mouth behaviour in the restaurant industry", *Marketing Intelligence and Planning*, Vol. 35 No. 1, pp. 81-110.
- Jang, S. and Namkung, Y. (2009), "Perceived quality, emotions, and behavioral intentions: application of an extended Mehrabian-Russell model to restaurants", *Journal of Business Research*, Vol. 62 No. 4, pp. 451-60.
- Janssen, H. (2017), "Junk food and the consumer blame game", available at: <http://theconversation.com/junk-food-and-the-consumer-blame-game-76175> (accessed 25 January 2020).
- Kafel, P. and Sikora, T. (2013), "The usage of quality management methods and tools in food sector organizations", *Food Science Technology Quality*, Vol. 1 No. 86, pp. 204-216.

- Ketchell, M. (2015), *How Marketers Condition us to Buy More Junk Food, the Conversation*, 10 September, available at: <https://theconversation.com/how-marketers-condition-us-to-buy-more-junk-food-43466> (accessed 6 October 2020).
- Kim, W.G. and Moon, Y.J. (2009), "Customers' cognitive, emotional and actionable response to the servicescape: a test of the moderating effect of the restaurant type", *International Journal of Hospitality Management*, Vol. 28 No. 1, pp. 144-156.
- Kim, E., Ham, S., Yang, I.S. and Choi, J.G. (2013), "The roles of attitude, subjective norm, and perceived behavioral control in the formation of consumers' behavioral intentions to read menu labels in the restaurant industry", *International Journal of Hospitality Management*, Vol. 35, pp. 203-213.
- Klein, D. (2020), *Post-coronavirus: A Changed Restaurant Customer with New Expectations*, FSR Magazine, June, available at: <https://www.fsrmagazine.com/consumer-trends/post-coronavirus-changed-restaurant-customer-new-expectations> (accessed 1 October 2020).
- Kohli, S., Timelin, B., Fabius, V. and Veranen, S.M. (2020), *How Covid-19 Is Changing Consumer Behaviour – Now and Forever*, McKinsey & Company, available at: [https://www.mckinsey.com/~/media/mckinsey/industries/retail/our\\_insights/how\\_covid\\_19\\_is\\_changing\\_consumer\\_behavior\\_now\\_and\\_forever/how-covid-19-is-changing-consumer-behaviormow-and-forever.pdf](https://www.mckinsey.com/~/media/mckinsey/industries/retail/our_insights/how_covid_19_is_changing_consumer_behavior_now_and_forever/how-covid-19-is-changing-consumer-behaviormow-and-forever.pdf) (accessed 5 October 2020).
- Kukanja, M., Omeržel, D.G. and Kodrič, B. (2017), "Ensuring restaurant quality and guests' loyalty: an integrative model based on marketing (7P) approach", *Total Quality Management and Business Excellence*, Vol. 28 Nos 13-14, pp. 1509-1525.
- Lam, S.Y., Venkatesh, S., Erramilli, M.K. and Murthy, B. (2004), "Customer value, satisfaction, loyalty, and switching costs: an illustration from a business-to-business service context", *Journal of the Academy of Marketing Science*, Vol. 32 No. 3, pp. 293-311.
- Liu, P. and Tse, E.C.Y. (2018), "Exploring factors on customers' restaurant choice: an analysis of restaurant attributes", *British Food Journal*, Vol. 120 No. 10, pp. 2289-2303.
- Marinkovic, V., Senic, V., Ivkov, D., Dimitrovski, D. and Bjelic, M. (2014), "The antecedents of satisfaction and revisit intentions for full-service restaurants", *Marketing Intelligence and Planning*, Vol. 32 No. 3, pp. 311-327.
- Marinkovic, V., Senic, V. and Mimovic, P. (2015), "Factors affecting choice and image of ethnic restaurants in Serbia", *British Food Journal*, Vol. 117 No. 7, pp. 1903-1920.
- Mathur, T. and Gupta, A. (2019), "The impact of dining atmospherics and perceived food quality on customers repatronage intention in fast casual restaurants", *Tourism and Hospitality Management*, Vol. 25 No. 1, pp. 95-119.
- Michel, C., Woods, A.T., Neuhäuser, M., Landgraf, A. and Spence, C. (2015), "Orienting the plate: online study assesses the importance of the orientation in the plating of food", *Food Quality and Preference*, Vol. 44, pp. 194-202.
- Min, J., Jahns, L., Xue, H., Kandiah, J. and Wang, Y. (2018), "Americans' perceptions about fast food and how they associate with its consumption and obesity risk", *Advances in Nutrition*, Vol. 9 No. 5, pp. 590-601.
- Morar, D.D. (2013), "An overview of the consumer value literature – perceived value, desired value", *International Conference, Marketing From Information to Decision*, 6th ed., pp. 69-186, available at: [https://www.academia.edu/10448005/An\\_overview\\_of\\_the\\_consumer\\_value\\_literature\\_perceived\\_value\\_desired\\_value](https://www.academia.edu/10448005/An_overview_of_the_consumer_value_literature_perceived_value_desired_value) (accessed 2 October 2020).
- Namkung, Y. and Jang, S. (2007), "Does food quality really matter in restaurant? Its impact on customer satisfaction and behavioral intentions", *Journal of Hospitality and Tourism Research*, Vol. 31 No. 3, pp. 387-410.
- Nguyen, N. and Leblanc, G. (2002), "Contact personnel, physical environment and the perceived corporate image of intangible services by new clients", *International Journal of Service Industry Management*, Vol. 13 No. 3, pp. 242-262.



- Nunnally, J.C. (1978), *Psychometric Theory*, McGraw-Hill, New York, NY.
- Oliver, R.L. (1997), *Satisfaction: A Behavioral Perspective on the Consumer*, McGraw-Hill, New York, NY.
- Pfeiffer, C., Speck, M. and Strassner, C. (2017), "What leads to lunch - how social practices impact (non-) sustainable food consumption/eating habits", *Sustainability*, Vol. 9 No. 8, pp. 1-17.
- Rajput, A. and Gahfoor, R.Z. (2020), "Satisfaction and revisit intentions at fast food restaurants", *Future Business Journal*, Vol. 6 No. 1, pp. 1-12.
- Rodrigo, P., Khan, H. and Ekinci, Y. (2019), "The determinants of foreign product preference amongst elite consumers in an emerging market", *Journal of Retailing and Consumer Services*, Vol. 46, pp. 139-148.
- Rydell, S.A., Harnack, L.J., Oakes, J.M., Story, M., Jeffery, R.W. and French, S.A. (2008), "Why eat at fast-food restaurants: reported reasons among frequent consumers", *Journal of American Dietetic Association*, Vol. 108 No. 12, pp. 2066-2070.
- Ryu, K. and Han, H. (2010), "Influence of the quality of food, services, and physical environment on customer satisfaction in quick-casual restaurants: moderating role of perceived price", *Journal of Hospitality and Tourism Research*, Vol. 34 No. 3, pp. 310-429.
- Ryu, K. and Jang, S. (2007), "The effect of environmental perceptions on behavioral intentions through emotions: the case of upscale restaurants", *Journal of Hospitality and Tourism Research*, Vol. 31 No. 1, pp. 56-72.
- Ryu, K. and Jang, S. (2008), "Dinescape: a scale for customers' perception of dining environments", *Journal of Foodservice Business Research*, Vol. 11 No. 1, pp. 2-22.
- Ryu, K., Han, H. and Kim, T.H. (2008), "The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions", *International Journal of Hospitality Management*, Vol. 27 No. 3, pp. 459-69.
- Ryu, K., Lee, H.R. and Kim, W.G. (2012), "The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions", *International Journal of Contemporary Hospitality Management*, Vol. 24 No. 2, pp. 200-223.
- Salem-Mhamdia, A.B.H. and Ghadhab, B.B. (2012), "Value management and activity based costing model in the Tunisian restaurant", *International Journal of Contemporary Hospitality Management*, Vol. 24 No. 2, pp. 269-288.
- Sanchez, J., Callarisa, L.L.J., Rodriguez, R.M. and Moliner, M.A. (2006), "Perceived value of the purchase of a tourism product", *Tourism Management*, Vol. 27 No. 4, pp. 394-409.
- Serhan, M. and Serhan, C. (2019), "The impact of food service attributes on customer satisfaction in a rural university campus environment", *International Journal of Food Science*, Vol. 2019, pp. 1-12, doi: 10.1155/2019/2154548.
- Shahzadi, M., Malik, S.A., Ahmad, M. and Shabbir, A. (2018), "Perceptions of fine dining restaurants in Pakistan", *International Journal of Quality and Reliability Management*, Vol. 35 No. 3, pp. 635-655.
- Shin, Y.H., Kim, H. and Severt, K. (2019), "Consumer values and service quality perceptions of food truck experiences", *International Journal of Hospitality Management*, Vol. 79, pp. 11-20.
- Sibal, V. (2018), "Food: identity of culture and religion", available at: [https://www.researchgate.net/publication/327621871\\_FOOD\\_IDENTITY\\_OF\\_CULTURE\\_AND\\_RELIGION](https://www.researchgate.net/publication/327621871_FOOD_IDENTITY_OF_CULTURE_AND_RELIGION) (accessed 11 October 2020).
- Slack, N.J. and Singh, G. (2020), "The effect of service quality on customer satisfaction and loyalty, and the mediating role of customer satisfaction: empirical research of supermarkets in Fiji", *The TQM Journal*, Vol. 32 No. 3, pp. 543-558.
- Sulaiman, S. and Haron, M.S. (2013), "Foodscape and customer's future behavioral intentions in casual dining restaurant", *Journal of Economics, Business and Management*, Vol. 1 No. 1, pp. 94-97.

- Sweeney, J.V., Soutar, G.N. and Johnson, L.W. (1997), "Retail service quality and perceived value: a comparison of two models", *Journal of Retailing and Consumer Services*, Vol. 4 No. 1, pp. 39-48.
- The World Bank (2016), "Development goals in an era of demographic change", Global Monitoring Report 2015/2016, available at: <http://pubdocs.worldbank.org/en/503001444058224597/Global-Monitoring-Report-2015.pdf> (accessed 6 October 2020).
- Thielemann, V.M., Ottenbacher, M.C. and Harrington, R.J. (2018), "Antecedents and consequences of perceived customer value in the restaurant industry: a preliminary test of a holistic model", *International Hospitality Review*, Vol. 32 No. 1, pp. 26-45.
- Trimigno, A., Marincola, F.C., Dellarosa, N., Picone, G. and Laghi, L. (2015), "Definition of food quality by NMR-based foodomics", *Current Opinion in Food Science*, Vol. 4, pp. 99-104.
- Tse, D.K. and Wilton, P.C. (1988), "Models of consumer satisfaction: an extension", *Journal of Marketing Research*, Vol. 25 No. 2, pp. 204-212.
- Wall Mullen, E. and Berry, L.L. (2007), "The combined effects of the physical environment and employee behavior on customer perception of restaurant service quality", *Cornell Hospitality Quarterly*, Vol. 48 No. 1, pp. 59-69.
- Wang, Y., Po Lo, H., Chi, R. and Yang, Y. (2004), "An integrated framework for customer value and customer-relationship-management performance: a customer-based perspective from China", *Managing Service Quality*, Vol. 14 Nos 2-3, pp. 169-182.
- Weinstein, A. (2020), "Creating superior customer value in the now economy", *Journal of Creating Value*, Vol. 6 No. 1, pp. 22-33.
- Wener, R.E. (1985), "The environmental psychology of service encounters", in Czepiel, J.A., Solomon, M.R. and Surprenant, C.F. (Eds), *The Service Encounter*, D.C. Heath and Company, Lexington, MA, pp. 101-12.
- Williams, P., Soutar, G., Ashill, N.J. and Naumann, E. (2017), "Value drivers and adventure tourism: a comparative analysis of Japanese and Western consumers", *Journal of Service Theory and Practice*, Vol. 27 No. 1, pp. 102-122.
- Yamane, T. (1967), *Statistics, an Introductory Analysis*, 2nd ed., Harper and Row, New York, NY.
- Yarimoglu, E.K. (2014), "A review on dimensions of service quality models", *Journal of Marketing Management*, Vol. 2 No. 2, pp. 79-93.
- Yusoff, W.Z.W., Ismail, M. and Ali, A.S. (2010), "Understanding the services provider perspective towards better service quality in local authorities", *Journal of Facilities Management*, Vol. 8 No. 3, pp. 226-230.
- Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), "The behavioral consequences of service quality", *Journal of Marketing*, Vol. 60, pp. 31-46.
- Zeithaml, V., Bitner, M. and Gremler, D. (2009), *Services Marketing: Integrating Customer Focus across the Firm*, 5th ed., McGraw-Hill, Boston, MA.
- Zhong, Y. and Moon, H.C. (2020), "What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender", *Foods*, Vol. 9 No. 4, p. 460.
- Zion Marketing Research (2017), "Fast food market by type (chicken, Burger/Sandwich, Asian/Latin American food, pizza/pasta, sea-food and others) - global industry perspective, comprehensive analysis and forecast, 2016 - 2022", 28 February, available at: <https://www.zionmarketresearch.com/report/fast-food-market> (accessed 29 September 2020).

#### Further reading

- Altamore, L., Ingrassia, M., Chironi, S., Columba, P., Sortino, G., Vukadin, A. and Bacarella, S. (2018), "Pasta experience: eating with the five senses - a pilot study", *AIMS Agriculture and Food*, Vol. 3 No. 4, pp. 493-520.



---

Zhao, J. and Huddleston, P. (2012), "Antecedents of specialty food store loyalty", *International Review of Retail Distribution and Consumer Research*, Vol. 22 No. 2, pp. 171-187.

Effect of fast-food restaurant service quality

**Corresponding author**

Gurmeet Singh can be contacted at: [singh\\_g@usp.ac.fj](mailto:singh_g@usp.ac.fj)



---

For instructions on how to order reprints of this article, please visit our website:  
[www.emeraldgroupublishing.com/licensing/reprints.htm](http://www.emeraldgroupublishing.com/licensing/reprints.htm)  
Or contact us for further details: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)