

# Attributes Affecting Quick Service Restaurants Revisit Intention among Student of Higher Learning Institutions

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## ABSTRACT

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*There is a growing demand for quick service restaurants worldwide. Notwithstanding the rapid growth, quick service restaurant is in a competitive industry in which the business survival depends on their ability to attract and retain their customers. Previous studies found that customers from limited buying power market segments, such as teenagers studying at higher learning institutions, often consider their food and dining experience in deciding where and what to eat. This study aims to identify the relationship between attributes of quick service restaurants, higher learning institution students' satisfaction and their revisit intention. A self-administered questionnaire was used and distributed to 240 respondents of two higher learning institutions in Terengganu, Malaysia. Data gathered was analysed using SPSS version 21. Results showed that all six hypotheses of this study are supported. Furthermore, all variables which are food quality, service quality, ambience quality, brand image and convenience have significant relation with students' satisfaction. From the findings, students' satisfaction does mediate the relationship between attributes of quick service restaurants and revisit intention. Attribute of brand image appears to be the most influential factor in students' decision on which quick service restaurants outlets they prefer to go to and dine in. Several managerial implications are discussed as guidelines for quick service restaurant operators.*

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## 1. INTRODUCTION

Demands in the foodservice sector have shown rapid growth worldwide, including in quick-service restaurants (QSRs). Despite the growth in demand for their products and services, QSRs face significant competition in attracting and retaining their customers due to the fast change in the global market (Chow et al., 2013). Therefore, to succeed in the business, it is crucial for QSRs businesses to have a well-planned business modus operandi and continuously monitor and update themselves with the changes in demand (i.e., external forces) among various target markets. Having and incorporating the most up-to-date business model are also believed to help the QSRs' business management know the factors that influence their customers' satisfaction, which will lead to revisiting intentions. Many studies have investigated the factors affecting customer satisfaction with QSRs. Focusing on Malaysia, a study on the relationship between food menu selection and customer satisfaction at one of the QSRs in Kuala Lumpur found that the new food menu was the most preferable and ordered by local residents (Shamsudin et al., 2020). Other studies on understanding customer behavior within QSRs research scope (i.e., Rana et al., 2017; Farooqui & Alwi, 2019; Shamsudin et al., 2020; Rajput & Gahfoo, 2020; Slack et al., 2020; Chun & Ochir, 2020; Javed et al., 2021) have revealed several key factors namely food attribute, service quality, and physical surrounding. However, little research has examined the effect of restaurant brand and image on customers' satisfaction and behavioral intention (Abdul Talib, 2009). As described by Kalitesi and İlişkisi (2020), an image is a set of brand associations formed and attached to the mind of customers. It is vital for an organization as it creates a competitive advantage that others cannot easily duplicate.

A positive QSRs business image often serves as a product or service guarantee in the eyes and minds of customers (Abdul Talib, 2009). Moreover, the brand image of a QSR business represents a guide for customers from various market segments, including students studying at higher learning institutions. The QSRs business image enables customers to determine if the restaurant fulfills their needs or expectations. The more closely a product or service offering meets a customer's expectations, the more likely it will persuade them to become regular patrons (Bendall-Lyon & Power, 2004). A favorable customer would probably become a repeat customer, and an unfavorable customer would likely become a non-repeat customer. Repeat customers or consumer loyalty with a clear brand image is crucial for the success of QSRs businesses and will remain stable in today's competitive food and service sector. In the case of QSRs in Malaysia, the demand for buying and enjoying food and drinks from QSRs started in 1963 with the opening of A&W restaurant in Petaling Jaya, Selangor. It was found that most young Malaysian citizens preferred to buy and eat food and drinks from QSRs outlets of established and international chain brands (Bakar et al., 2017). As Bakar et al. (2017) reiterated, many well-established restaurants with famous international brands indicate high-quality trust and products and services. However, it was also reported that young consumers in Malaysia, especially students, had limited spending power and tight financial resources, often discussed as the core factor in their decision-making (Mokhtar et al., 2020). Regardless, it is crucial to have a deeper understanding and examine both financial and non-financial perspectives which influence their decision and satisfaction in choosing and dining at any QSRs. Thus, this study aims to examine the relationships between factors that influence attributes of the QSR, students' satisfaction, and revisit intention among students of higher learning institutions in Malaysia, particularly Terengganu.

## 2. QUICK-SERVICE RESTAURANTS IN TERENGGANU

Terengganu or popularly known as ‘The Land of Turtles’, is situated in the east coast region of West Malaysia with a scenic coastline overlooking the South China Sea (MTPB, 2008). The increasing QSR business in Malaysia is evident that Malaysia is becoming the new future investment destination for foreign franchising businesses. Most of the franchise businesses operating in Malaysia are quick-service multinational companies. On the west coast of the peninsular, the development of the QSR business has mushroomed in great numbers. However, this contrasts with the states on the east coast, where the numbers are very small, and Terengganu is one of them (Abd Kadir & Harun, 2008).

Table 1. The List of Quick Service Restaurants in Terengganu

QSR Outlets	Location
Mc Donald’s	1. Sri Kerteh, Bandar Baru Kerteh, Kemaman
	2. Jalan Baru Pak Sabah, Dungun
	3. Padang Hiliran, Kuala Terengganu
	4. Paya Bunga, Kuala Terengganu
	5. Chukai town, Kemaman
	6. Kijal, Kemaman
	7. Sura Gate, Dungun
Kentucky Fried Chicken (KFC)	1. Jalan Sultan Ismail, Kuala Terengganu
	2. Pantai Batu Buruk, Kuala Terengganu
	3. Paya Keladi Business Centre, Kuala Terengganu
	4. Mydin Mall, Kuala Terengganu
	5. Giant Hypermarket, Kuala Terengganu
	6. Sura Gate, Dungun
Pizza Hut	1. Jalan Sultan Ismail, Kuala Terengganu
	2. Giant Hypermarket, Kuala Terengganu
	3. Mesra Mall, Kemaman
Burger King	1. Mesra Mall, Kemaman
A&W	1. Pantai Batu Buruk, Kuala Terengganu

Sources: *Majlis Bandaraya Kuala Terengganu (MBKT), Majlis Perbandaran Kemaman (MPK) and Majlis Perbandaran Dungun (MPD), Terengganu 2019.*

Until now, only a few franchisors have opened their outlets in Terengganu. Among them are Kentucky Fried Chicken (KFC), McDonald’s, and Pizza Hut (see Table 1). In addition, the number of each franchise’s outlets is very disappointing. The finding from a study by Abd Kadir and Harun (2008) mentioned that advertising and food taste are the main factors influencing customers visiting and dining at QSRs outlets in Terengganu. The income (i.e., spending and buying power) of young customers or those still studying does not appear to be the core factor for the demand. According to Abd Kadir and Harun (2008), location is the main barrier among customers in patronizing QSRs. For example, there are only a few QSRs outlets in Kuala Terengganu to meet the demand of the whole population. Based on the research, it was found that QSRs are only available in the city center. The researchers also suggested that QSRs increase their number of outlets in the residential area.

### **3. THEORETICAL MODEL AND HYPOTHESES DEVELOPMENT**

#### ***3.1 Factors Affecting Customer Satisfaction***

Previous studies conducted by several scholars have determined the factors affecting customer satisfaction (Andreani et al., 2012; Chow et al., 2013; Ergin & Akbay, 2010). Nevertheless, there is no agreement on what and which factors would greatly influence customer satisfaction. This might be because each research was carried out with the involvement of different samples at different locations and scopes. As for this study, five factors: 1) food quality, 2) service quality, 3) ambiance quality, 4) brand image, and 5) convenience have been identified as core factors that affect students' satisfaction and their revisit intention to QSRs.

##### ***3.1.1 Food Quality***

One of the most important factors in influencing customer satisfaction is food quality. This was proven in a study by Mannan et al. (2019), which stated that food quality is valued as one of the most critical determinants of a customer's decision to return to the selected restaurant. Some had suggested that customers would return to a restaurant due to the quality of food and fresh ingredients. Food quality refers to several features, including food presentation, taste, menu diversity, healthiness, and freshness (Hanaysha, 2016). Likewise, Shamsudin et al. (2020) defined food quality as the overall quality characteristics accepted by the consumers. The characteristics mentioned include the internal and external factors such as details of the ingredients and the packaging of the food served. Today's younger generation, especially students studying at higher learning institutions, are more particular in terms of health and safety. They are now more concerned about what they consume and demand high-quality products. Shamsudin et al. (2020) mentioned that the current generation would prefer to consume only good quality food at quick-service restaurants. This contrasts with the previous generations that avoided consuming fast food as they believed it was not healthy. Due to the competition in the fast-food industry and high demand by the customers regarding health and safety issues, service providers and manufacturers are forced to follow the requirements of correct labeling on ingredients, nutrition, and other details. It is crucial to have a deeper understanding on students' responses towards food quality in QSRs outlets.

*H<sub>1a</sub>: QSRs food quality has a significant influence on students' satisfaction*

##### ***3.1.2 Service Quality***

Customers' decisions and purchasing behaviors are interrelated with their appraisal of the overall experience of a service or product (Zhong & Moon, 2020). The study also mentioned that service quality is crucial to a company's success because it affects customer satisfaction and loyalty. Gong and Yi (2018) stated that high levels of service quality might lead to high customer satisfaction. This was supported in a study by Shin et al. (2015), which mentioned that dissatisfaction would occur if the service performance was unmatched by customers' expectations. Various views and perspectives can define service quality. The earliest study on service quality by Parasuraman et al. (1988) defined service quality as a function of the differences between expectation and performance along the quality dimensions. On the other hand, Ryu and Jang (2008) agreed that service is given by the staff in the service set to the customers. Thus, service quality is one of the vital elements of customer satisfaction, and it will significantly affect organizational success, especially in the service industry such as QSRs.

*H<sub>1b</sub>: QSRs service quality has a significant influence on students' satisfaction*

### **3.1.3 Ambiance Quality**

Nowadays, the time has become one of the limitations in preparing food, especially among students, as they need to spend most of their time attending classes and doing their coursework. This leads them to eat out at their convenience more often than ever. For them, going to a restaurant does not only mean dining; but also hanging out with friends, having discussions, and doing their assignments. Hongrimuang (2020) mentioned that the atmosphere within a restaurant could satisfy a person's expectations or needs, such as physiological needs, social needs, self-esteem needs, safety needs and so on. A study done by Ryu et al. (2010) revealed that customers rated more on time-saving and a better eating environment than on earlier days. Atmospheric factors include lights, ambiance, style, cleanliness, comfortable seats, aesthetic elements, music, and noise are important to customers when dining (Javed et al. (2021) as cited in Liu et al. (2014); Pei and Ayub (2015). These are believed to contribute to behavioral intention or repeat patronage. Many studies suggest that an innovative and more pleasant atmosphere is necessary for a firm's success. Farooqui and Alwi (2019) believed that the atmosphere of a restaurant could be as crucial as the food itself. Improvement of food quality alone will not necessarily satisfy their customers since customers today prefer to enjoy a comfortable dining space rather than the food itself (Horng et al., 2013). The demand from customers for a better dining environment has inspired QSRs marketers to keep on upgrading the restaurant environment to increase consumers' satisfaction. This will then lead to consumers' willingness to revisit the restaurant again (Xu, 2007).

*H<sub>1c</sub>: QSRs ambiance quality has a significant influence on students' satisfaction*

### **3.1.4 Brand Image**

One of the strategies to make customers satisfied and become loyal to a product is by building a positive brand image. The brand name refers to a word, a letter, or a group of words or letters (Cannon et al., 2008), whereas the brand image is defined as the perception of a brand through brand association in the mind of customers (Sandoh et al., 2007). According to Andreani et al. (2012), customers familiar with or regularly using certain brands would likely have brand image consistency. It is the way of identifying and differentiating one product from another used by many established industries and companies as a tool in marketing to sustain the business (Idris, 2012). Grewal and Levy (2010) discussed that brand associations reflect the mental links customers have built between a brand and its key product traits, such as a logo, slogan, or famous personality. The important components in the favourability of a brand would be the ability to keep the brand in customers' minds and the fit between the brand impressions in the customers' minds with the desired corporate image of the brand. A study conducted by Sandoh et al. (2007) concerning the overall satisfaction and loyalty intention of cosmetic products revealed that customer loyalty is influenced by a positive brand image, making customers repurchase more in the future. This is supported by a study on quick-service restaurants done by Andreani et al. (2012), which found that the success of McDonald's is also driven by its strategy to maintain its brand image. In his study, Knutson (2000) discovered how college students perceived restaurant brands. It was revealed that branding has an emotional appeal to the customers and tells how consumers want to feel about themselves. Furthermore, customers will also stay loyal to a brand if it fulfills their psychological needs.

*H<sub>1d</sub>: QSRs brand image has a significant influence on students' satisfaction*

### **3.1.5 Convenience**

Customers choose QSRs due to their convenience factors (i.e., accessibility, availability, speed of service and flexibility). According to Ergin and Akbay (2010), convenience can be defined as a positive attitude towards time and energy-saving aspects in meal production. Jekanowski et al. (2001) defined convenience as time-saving due to the avoidance of preparing a meal in the context of food that can be found outside the home. It has been discovered that a consumer's attitude towards the 'convenience' factor directly affects the behavior depending on the consumer's involvement with the food and availability of the resources. The importance of the convenience factor has led to a positive relationship with the consumption of QSR's products and services (Ergin & Akbay, 2010). These factors include the standardized menu, which requires little time to decide on what to eat because customers are already familiar with the menu, the consistency in the quality of the food and fast service, which lead to the minimal time needed to spend in getting the food, the easy access to the food (for instance quick-service restaurants are often attached to gas stations within the neighborhoods), the presence of a drive-through concept whereby customers do not need to enter the restaurant to make their purchase as well as the spacious parking facility provided by the restaurants for customers who choose to dine in. Ergin and Akbay (2010) discovered that young consumers choose fast food as it saves their time since they are always in a hurry. Generally, food quality and service quality were the main elements influencing consumers' eating choices. However, due to the changes in lifestyle, the importance of convenience has greatly increased.

*H<sub>1c</sub>: QSRs convenience has a significant influence on students' satisfaction*

### **3.2 Relationship between Customer Satisfaction and Revisit Intention**

Customer satisfaction refers to an individual's desire or dissatisfaction resulting from comparing a product's perceived performance in relation to their expectation (Pizam et al., 2016). Moreover, the success in fulfilling customers' pleasure and expectations will lead to the restaurateurs' satisfaction. Customer satisfaction is vital to be on top of the game in the market. Satisfied customers will make them loyal supporters of the brand, which will indirectly increase the company's profit and the good image of the product. However, it is not an easy task to fulfill customers' expectations as they have become more aware and educated. Slack et al. (2020) believed that the success of restaurants depends on their understanding of their customers' needs and wants. Meeting customers' expectations will encourage customers' positive impressions, which helps build the intention (i.e., self-awareness) to come back for the same service experience. Behavioral intention is the subjective judgment about how a person will behave in the future, and it usually serves as a dependent variable in many service research and satisfaction models. Teng and Kuo (2011) defined revisit intention as repurchase intention and behaviors that demonstrate the willingness to recommend and disseminate positive information about a service provided. Customers who received an excellent and memorable experience from the restaurant will form a favorable behavioral intention by recommending the restaurant to others, spreading positive words, or becoming loyal customers, ultimately leading to revisiting intention (Chen & Hu, 2010). Chun and Ochir (2020) stated that the attributes of the restaurant influence customers' revisit intention whereby employees who give customers special attention would make them feel unique, and this would increase their behavioral intention. Thus, the environment and entertainment of a restaurant would elicit the customers' affective response and influence their revisit intention.

*H<sub>2</sub>: Students' satisfaction has a significant influence on QSRs' revisit intention*

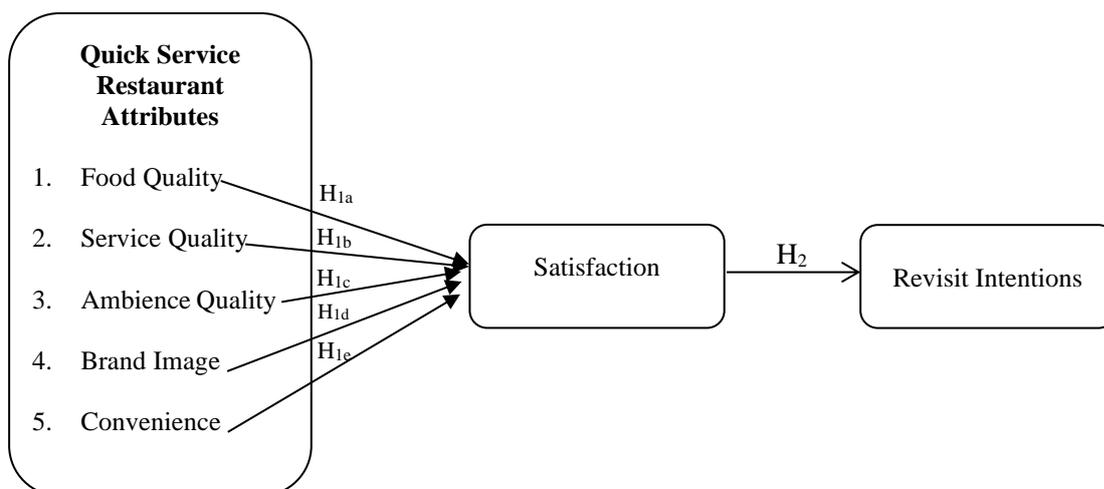


Figure 1. Research Model

Adapted from Chow et al. (2013), Andreani et al. (2012) and Ergin and Akbay (2010)

## 4. METHOD

### 4.1 Research Design

The study is based on a descriptive study that involve collecting data to test hypotheses or answer questions concerning the current status of the study subjects (Lee, 2000). A descriptive study also describes situations and events (Nezakati et al., 2011). This study aims to analyze the relationship between attributes of quick-service restaurants, customer satisfaction and revisit intention among students of higher learning institutions toward fast-food restaurants in Terengganu.

### 4.2 Population and Sample Size

The chosen population for this study is students of higher learning institutions in Terengganu. According to Nezakati et al. (2011), youngsters find fast-food restaurants particularly well-liked. Consistent with earlier studies that stated that college students frequently consume fast food, the current study chose students from the Faculty of Hotel and Tourism Management (FPHP), Universiti Teknologi MARA, Dungun Branch and Management and Science University (MSU) College Kuala Terengganu Campus.

Table 2. Total Sample

Higher Learning Institutions	Diploma	Degree
FPHP UiTM Dungun	2952	855
MSU College Kuala Terengganu	855	55
Total	3807	910

Based on the table above, the sample size was calculated using the Raosoft calculator with a 5% margin error and 95% confidence level, resulting in a sample size of 303 students. As for this study, 240 respondents were chosen to complete the survey. A small sample size can help lower costs and reduce the time in data collection (Chow et al., 2013).

### 4.3 Sampling Design and Data Collection

The sampling technique for this study is non-probability sampling, whereby the data can be gathered quickly because subjects are readily available, efficient, and low-cost. A survey questionnaire was used to collect information regarding factors influencing students' satisfaction and revisit intention toward quick-service restaurants. The research instrument used in this research was a self-administered questionnaire in which the respondent reads the survey question and records their answer without the presence of a trained interviewer (Hair et al., 2006). A questionnaire serves as an important tool to generate responses from the respondents because it is an inexpensive way to gather data from a large group of respondents. Three hundred questionnaires were posted to Universiti Teknologi MARA Dungun Campus and Management and Science University College, Kuala Terengganu Campus. However, only 240 questionnaires were returned, giving a return rate of 80%. All completed questionnaires were thoroughly checked to identify incomplete responses. Then, the data were loaded into SPSS Version 21 for further analyses.

### 4.4 Survey Instrument Development

Close-ended questions were used to collect data for this research. The questions' items were adapted from previous studies, as presented in Table 3.

Table 3. Questionnaire items were adapted from previous studies

Chow et al. (2013)	Andreani et al. (2012)	Ergin and Akbay (2010)
<ul style="list-style-type: none"> <li>• Food Quality</li> <li>• Service Quality</li> <li>• Ambiance Quality</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Image</li> </ul>	<ul style="list-style-type: none"> <li>• Convenience</li> </ul>

Seven-point Likert Scale was used in the questionnaire items. The scales of 1 = "Strongly Disagree", 2 = "Disagree", 3 = "Slightly Disagree", 4 = "Neutral", 5 = "Slightly Agree", 6 = "Agree" and 7 = "Strongly Agree" were used to measure respondents' agreement on the statements given. The purpose of having both positive and negative statements is to control the tendency of certain respondents to mark one or the other end of the scale without reading the items. In addition to this, Section A comprised five items devoted to obtaining the respondents' socio-demographic profiles.

### 4.5 Pilot Study

A pilot study was performed, and the data were then analyzed by referring to Cronbach's alpha values. Cronbach's alpha was used to examine the internal reliability of the 43 items used in measuring the five constructs. Cronbach's alpha varies from 0 to 1, and a value of 0.6 or less indicates unsatisfactory internal consistency reliability. The customer satisfaction score with six items had the highest alpha coefficient of 0.950. Following this is ambiance quality with an alpha coefficient of 0.938 and brand image with an alpha coefficient of 0.926. Food quality, service quality, and convenience have alpha coefficients of 0.912, 0.913, and 0.871. Finally,

the revisit intention items were computed and analyzed. The alpha coefficient reported for this variable is 0.915. Table 4 exhibits the reliability scores of all constructs above 0.6.

Table 4. Reliability Test

Constructs	Cronbach's Alpha	No. of Items
Food quality	0.912	6
Service quality	0.913	8
Ambience quality	0.938	7
Brand image	0.926	6
Convenience	0.871	6
Customer satisfaction	0.950	6
Revisit intention	0.915	4

## 5. DATA ANALYSIS AND RESULTS

### 5.1 Students' Demographic Profiles

As displayed in Table 5, most of the respondents were female (57.5%). More than half of the respondents (50.8%) were in the aged between 22 and 25 years old, and 70.4% were studying at the Degree level. The analysis found that most respondents prefer to dine in at McDonald's. 50% of respondents spent approximately RM11 to RM15 (54.5%) at each visit. It was also found that 81.3% of the respondents would visit and dine in at QSRs 1 to 2 times a week to hang out with friends.

Table 5. Respondents' Demographic Profiles

Socio-demographic Profiles	Total <i>n</i>	Percentage (%)
<i>Gender:</i>		
Male	102	42.5
Female	138	57.5
<i>Age:</i>		
Between 18 and 21	71	29.6
Between 22 and 25	169	70.4
<i>Marital Status:</i>		
Single	240	100
Married	0	0
<i>Race:</i>		
Malay	240	100
Indian	0	0
Chinese	0	0
<i>Level of Education:</i>		
Diploma	71	29.6
Bachelor Degree	169	70.4

## 5.2 Hypothesis Testing: Pearson Correlation Analysis

For the hypothesis testing, Pearson Correlation was employed to measure the relationship between the variables. The results were based on a range of scores between -1 and 1. It is very rare to see 0, -1 or 1. The closer the value of  $r$  to zero, the greater the variation of the data points around the line of best fit. A high correlation will show results between 0.5 to 1.0 or -0.5 to 1.0, and a medium correlation will be between 0.3 to 0.5 or -0.3 to 0.5. The analysis results confirmed that all five factors have significantly influenced the satisfaction of students from higher learning institutions with QSRs food and services. There is a positive relationship between all independent variables and customer satisfaction ( $r=0.867$ ). In addition, the correlation of each independent variable (food quality, ambiance quality, service quality, brand image and convenience) is significant at 0.01 levels, two-tailed toward customer satisfaction. The value between food quality and customer satisfaction is 0.750; ambiance quality and customer satisfaction are 0.813; service quality and customer satisfaction are 0.649; brand image and customer satisfaction are 0.833, and convenience and customer satisfaction are 0.750. In addition, Pearson correlation was also used to examine the relationship between the mediator (customer satisfaction) and the dependent variable (revisit intention). It was found that there is a positive relationship between these two variables, with  $r=0.769$  at 0.01 levels. Table 6. shows the results of the Pearson Correlation analysis.

Table 6. Pearson Correlation Analysis

Variables	Customer Satisfaction	Revisit Intention
Food quality	.750**	
Service quality	.649**	
Ambience quality	.813**	
Brand image	.833**	
Conveniences	.750**	
Customer satisfaction		.769**
Total independent variables	.867**	

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

Based on Table 6, Hypotheses:  $H_{1a}$ ,  $H_{1b}$ ,  $H_{1c}$ ,  $H_{1d}$ ,  $H_{1e}$ , and  $H_2$  were tested and further discussed to examine the relationships between the five factors of students' satisfaction with the dining experience and their revisit intention. It was found that food quality is related to students' satisfaction ( $r=0.750$ ) and their revisit intention. This aligns with Chow et al. (2013), who discovered that food quality, particularly the taste and freshness, is among the most influential factors customers consider when deciding to visit and dine in at QSRs. Findings revealed that from five variables identified and examined in this study, service quality has the least influence on students' satisfaction ( $r=0.649$ ) and revisit intention. This is probably due to little expectation by the students when deciding to dine in at any of the QSRs in Terengganu. Many customers do not have high expectations of the service quality due to the nature of QSRs business operation, which focuses on the sales volume and counter service rather than providing decent and fine services such as those available at the fine dining and casual dining restaurants (Chow et al., 2013).

Pearson correlation analysis confirmed that the third factor, ambiance quality, positively influences students' satisfaction and their return intention at  $r=0.813$ . This supports the study done by Chow et al. (2013). Ambiance quality helps enhance the dining experience of higher learning institution students at the QSRs. Additionally, ambiance quality, such as culinary-related decoration on the restaurant's dining wall, enables the students to better understand the

products and services offered at the QSRs. As discussed earlier, the brand image seems to be an essential tool in influencing customers to decide which QSRs to go to for their meal. The findings of this study further support this notion. Pearson correlation revealed that brand image has the highest score with  $r=0.833$ . Andreani et al. (2012) believed that the brand image of foodservice defines the business's profile – whether the products and services offered are trusted and guaranteed. This study has also found that brand image visibility seems to be a crucial factor among the students as they prefer to be seen and known at which restaurant they would go to for their meals. Convenience factor shares a similar score (i.e.,  $r=0.750$ ) with food quality which has less influence on the students from higher learning institutions in Terengganu than service quality, ambiance quality and brand image factors. Based on the campus location of the students, the majority of the QSRs outlets are not within walking distance. Ergin and Akbay (2010) stated that customers often prioritize what they want to eat and have a preconceived idea of what they will eat rather than how to get to the place/restaurant to buy meals.

All in all, the results of the Pearson correlation analysis verified that all five factors were positively associated with the satisfaction of students from higher learning institutions and their return intention. This study has found that the higher the satisfaction score, the higher the possibility of revisiting intention. According to Slack et al. (2020), customer satisfaction often ensures repeat intention behavior and loyalty to a particular restaurant.

## **6. CONCLUSION**

This study was conducted within a quantitative research approach to better understand students' satisfaction and their return intention toward QSRs in Terengganu. Five factors were examined in this study namely food quality, service quality, ambiance quality, brand image, and convenience. It was found that brand image is the most crucial factor influencing the higher learning students' dining experience whenever they decide to buy and enjoy their meals at QSRs in Terengganu. It was assumed that food quality and service quality would be the priority in the students' decision-making. However, the students have a preconceived idea of the food and dining experience that they will get when visiting the QSRs. A well-established and recognized QSRs speaks of the type of food and services made available to their targeted audiences. This is in line with Ryu et al. (2008), who believe that brand image is not just a specific visual representation of an organization or business establishment. It is symbolic of the nature and trusted quality of business operation. This could be the case for students of higher learning institutions in Terengganu. Thus, to remain competitive, QSRs businesses and managements should continuously provide, maintain, and upgrade their food quality, service quality, and ambiance quality. They should have a clear brand image so that their businesses can be easily recognized and remembered by customers. Furthermore, convenient location and food products should be considered to foster customers' satisfaction with the products and services offered by QSRs. These five factors represent the complexity of measuring and understanding customer satisfaction and their return intention toward QSRs dining experiences.

The study's findings confirmed a positive relationship between the satisfaction of students from higher learning institutions and their revisit intention. Since there are only a few QSRs in Terengganu to meet the demand of the whole population, there is a huge opportunity for QSRs operators to open more outlets there. It is also a great opportunity for local QSRs to operate there since there are no local QSRs in the vicinity yet. Thus, the responsible organizations should provide support and guidance to local enterprises in commercializing their products to be successful franchises. This would indirectly boost the development of the QSRs franchising industry, particularly in developing places located on coastal destinations such as Terengganu, Malaysia. Although the study offers valuable findings, several limitations should be noted. This

study was designed specifically for the QSR business operation in Malaysia. Perhaps future scholars could replicate and further extend the study on attributes affecting students' revisit intention of QSRs in other countries. This helps to recognize the expectation and perception of QSRs service delivery from various student demographic backgrounds such as geographical location (i.e., developing and developed countries). Moreover, it would be interesting to examine if there are any significant differences in students' experiences between those who are enrolled at public and private universities. Different settings delimitate biasness in the findings and expansion of the research is required to strengthen the body of knowledge. Finally, future scholars could investigate emerging issues affecting the advancement of QSR businesses such as service technology applications and the COVID-19 pandemic.

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## **AUTHOR CONTRIBUTION STATEMENT**

WNFMK and MHJ carried out the entire manuscript including the introduction, literature review, methodology, analysis, and discussion and conclusion sections. AA and AEAR also wrote and refine the data methodology section. All authors read and approved the final manuscript.

## **DECLARATION OF CONFLICTING INTERESTS**

The authors declare that they have no conflict of interest.

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## APPENDIX

### Appendix 1. Survey Instrument

Variable	Item	Code	Cronbach Alpha
Food Quality	The food was served fresh.	FQ1	0.912
	The food was served at the correct temperature.	FQ2	
	The food is delicious and flavourful.	FQ3	
	The portion size of food served is worth the price I paid.	FQ4	
	The quality of food served is always consistence.	FQ5	
	I am satisfied with the overall of food quality towards the selected quick service restaurant.	FQ6	
Service Quality	I was greeted by the staff when I entered the restaurants.	SQ1	0.913
	The staff is friendly.	SQ2	
	The staff is able to correct quickly anything that is wrong	SQ3	
	The staff is able to help customers even in a busy situation.	SQ4	
	My order was taken promptly.	SQ5	
	My order was served exactly as what I ordered.	SQ6	
	My order was served in a timely manner.	SQ7	
	I am satisfied with the overall service quality towards the selected quick service restaurant.	SQ8	
Ambiance Quality	The dining area is always clean and presentable.	AQ1	0.938
	The quick service restaurant has an attractive dining area.	AQ2	
	The quick service restaurant always provides comfortable seats in the dining area.	AQ3	
	The restaurant has a decoration that fits with its image.	AQ4	
	The lighting and pleasant air-conditioned in the restaurant improved the dining experience.	AQ5	
	Music and entertainment improved the dining experience.	AQ6	
	I am satisfied with the overall ambiance quality towards the selected quick service restaurant.	AQ7	
Brand Image	The quick service restaurant offered an affordable pricing.	BI1	0.926
	The quick service restaurant has attractive packaging design.	BI2	
	The quick service restaurant has variety in menu selection.	BI3	
	The quick service restaurant offered special meal set (breakfast, lunch and dinner).	BI4	
	The quick service restaurant always persistence in promoting new product.	BI5	
	I am satisfied with the overall brand image towards the selected quick service restaurant.	BI6	
Convenience	Quick service restaurants save me a lot of time with its fast service.	C1	0.871
	Quick service restaurants are always available in anytime because it open 24 hours.	C2	
	Quick service restaurants are easy to access since it available in almost residential area, gas station and shopping mall.	C3	
	Quick service restaurants provide enough parking space.		
	Quick service restaurants provide with easy access to WIFI that allowed me to do my work or surfing while having my meal.	C4	
	I am satisfied with the overall convenience features towards the selected quick service restaurants.	C5 C6	
Customer Satisfaction	I am satisfied with the food quality at the selected quick service restaurants.	CS1	0.950
	I am satisfied with the service quality at the selected quick service restaurants.	CS2	
	I am satisfied with the ambience quality at the selected quick service restaurants.	CS3	
	I am satisfied with the brand image at the selected quick service restaurants.	CS4	
	I am satisfied with the convenience at the selected quick service restaurants.	CS5	
	Overall, I am satisfied with my dining experience at the selected quick service restaurants.	CS6	
Revisit Intention	I would like to come back to the selected quick service restaurants in the future.	RI1	0.915
	I have intention to dine in the selected quick service restaurants again.	RI2	
	I believe I made the right choice by dining at the selected quick service restaurants.	RI3	
	I always consider quick service restaurants to be one of the choices on my 'eating-out' list.	RI4	

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