Relationship of Service Quality, Food Quality, Price, Physical Environment and Customer Satisfaction: An Empirical Evidence of a Fast Food Restaurant in Malaysia

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ABSTRACT

Customer is known as an individual that purchased the goods or services that produced by an organization. Thus, attracting customers become a primary goal for the company because the customer is an important asset. In order to gain satisfaction from customers, the company really need to understand their needs and wants. Therefore, the objectives of the study are: (1) determine the relationship between service quality, food quality, price and physical environment and customer's satisfaction and ii) examine the most significant factor that can affect customer's satisfaction. For this study, 191 questionnaires were collected from 220 walk-in customers from a fast food restaurant. The findings revealed that service quality, food quality, price and physical environment have positive significant relationship that lead to customer's satisfaction on the service provided by the fast food restaurant. The result indicates that the most significant factor that effect on customer satisfaction at the fast food restaurant is physical environment. Hence, customers are satisfied with the physical environment such as space, design, floor cleanliness, lighting, smell, noise, and air quality. Other than that, the restaurant's atmosphere also influences customer satisfaction, such as music, setting, and decoration, which create a positive image of the restaurant in the minds of customers. The restaurant should maintain their physical environment, to provide distinctive customer experience in order to ensure them revisit the

restaurant frequently. The implications of these findings suggest that the restaurant should focus more on its resources and also improving on service quality, food quality and price of the products which can lead to increasing the level of customer satisfaction.

INTRODUCTION

Attracting customers become a primary goal of most people who do business because the customer is the person who creates the demand. For any business, a customer is the key elements because without customer then no business will happen. A customer is an individual that purchased the goods or services that provided by a business. A customer also can become a consumer when she or he used the goods or services. It is important to have a loyal customer for the business to develop a strong brand name in the market. However, it is not easy to satisfy the customer when the goods and services are provided. This will lead to customer satisfaction from their experience. A customer experience is important to ensure they are satisfied with the service quality to provide by a business.

Services are a crucial issue in the strategic, tactical, and operative management of business operations in many organizations, although the actual performance of a service is taking place at an operative level in a service encounter (Svensson, 2003). A quality is a well define construct, consisting of readily measurable elements such as conformance to specifications, absence of defects, or performance as expected (Garvin, 1987). For services, there are many approaches to defining quality but common to all is that the concept of quality is important because service and quality are clearly linked to customer satisfaction (Aga & Safakli, 2007). According to Edvardsson (1998), a common definition of service quality is that the service should correspond to the customer's expectations and satisfy their needs and requirements. It

also shows that service quality is an important standard needed between the organizations, employees and also customers. Generally, service quality and customer satisfaction are important in order to make an organization sustain their services, customers and employees themselves.

Customer satisfaction is a fundamental element since it is important in fulfilling the needs and wants of customers (Hapsari, Clemes, & Dean, 2016). In a competitive marketplace, customer satisfaction is seen as a key differentiator. This is because, nowadays, businesses that are in the marketplace compete for customers for survival. (Janita & Miranda, 2013). Customer satisfaction can be defined as the degree of satisfaction provided by the goods or services of a company as measured by the number of repeated customers. According to Eugene, (1994), delivering high service quality influences customer satisfaction.

Customers experience included tangible and intangible elements. Mostly the tangible elements can be easily improved, but the intangible elements are difficult to fix if this element underestimated. In Keiser (1988) research, notice that a business will have a capability of long-term financial viability and sustainable if the business can deliver high-quality of service. The restaurant industry is a demanding sector where customer treated like a king and queen. In a restaurant, service quality is very important and continuously with quality improvement to meet the customer satisfaction. As a lifestyle change and dining out become ordinary place or second home to the customers. They need a comfortable ambience and create a pleasant memory. That is why customers prefer an outstanding dining experience where it will influence the customer satisfaction later.

Dining experience included customer judgement towards the quality of food and service to the restaurant ambience. Positive result will lead to customer to revisit and will

recommend to others about the restaurant and vice versa. Hence, to understand the attribute that will satisfy the customer is important to this research. The restaurant should remain competitive and profitable in order to attract new customer. This is because, customers today are more demanding while choose the restaurant that provide variety of menu, with a reasonable price and offer a great experience at the restaurant. Restaurant business show up with a new concept that is casual dining restaurant where the restaurant provides a casual ambience, excellent foods and give a professional service and diligent employees to attend customers. As factors that would influence customer satisfaction are varies and still explored, thus it would be interesting to identify the issue. Hence, the aims of this study are to: (1) to determine the relationship between service quality, food quality, price and physical environment towards customer's satisfaction and (2) to examine the most significant factor that can affect customer's satisfaction.

CUSTOMER SATISFACTION

The literature revealed several definitions of Customer Satisfaction. Customer satisfaction is defined as how the customers react towards the state of satisfaction, and how customers judge the satisfaction level (Hanif, Hafez & Riaz, 2010). Meaning that, customer satisfaction is an evaluation of difference between prior expectation about product and its actual performance. Khayyat and Heshmati (2012) state the customer satisfaction is the reaction of customer toward state of the fulfilment and judgment of customer about the fulfilled state. Additionally, customer satisfaction is about overall of customer assessment towards product or service that provided to the customer. This included their emotion regarding the product or service towards the brand in order to fulfil a customer needs and want (Hansemark & Albinson, 2004).

Customer's satisfaction is the key in service operations because it benefits the organization (Ranaweera & Prabhu, 2003). In a retail organization, customers are strong assets that ensure a lifetime organization operation. If there are no customers, there are no profits, and there are no businesses to operate. An organization needs to place customers as an important index in their company because they are direct users of the services and can value the effectiveness of the services provided (Hayes, 2008). Customer satisfaction is a fundamental element since it is important in fulfilling the needs and wants of customers (Hapsari, Clemes, & Dean, 2016).

According to Gustafsson et al. (2005), present performance of the product or service lead to customer satisfaction when customer are using. Strengthening customer's satisfaction is viewed as a key strategic issue for organization in this competitive era. The most important aspect of the business is customer satisfaction, as customer satisfaction has an important impact on business profits (Sabir, Ghafoor, Hafeez, Akhtar, & Rehman, 2014).

Gregory, Smith, and Lenk (1997), also state that meeting the expectations of the customers strengthens the competitive advantage of the restaurant and enables it to compete with other rivals. And according to Lee (2004), customer satisfaction is the main indicator of the company's performance and long-term commitment.

The customer's behaviour towards a product brand is to frequently purchase the product if they are satisfied and recommend it to others (Oliver & Swan, 1989; Reichel & Teal, 1986). It has also been supported from previous literature that customer satisfaction can influence customer confidence (Hanaysha & Hilman, 2015). In addition, according to Anderson, Fornell, and Lehman (2014), a high degree of customer satisfaction, such as return on investment, market share and profitability, will lead to a better economy. Customer

satisfaction always inter-related with perceived restaurant quality because if consumers achieve good experience, they are willing to get highly satisfied with perceived restaurant quality as well as the restaurant management that exceeds or meet their want (Harrington, Ottenbacher, Staggs, & Powell, 2011).

As studies by Harrington et al. (2011), the restaurant need to get more understanding of customer satisfaction as restaurant quality experience to make sure the consumer satisfaction is achievable or can be maximized in the long term. In addition, Hussain (2013), stated that to retain good and long-run customer relations, the conception of customer satisfaction comes to help businesses because customers are likely to switch to other brands in the same market when they are unsatisfied. From previous research, researcher found that there are positive and significant relationship between price, quality in service and the environment of the restaurant and the customer satisfaction (Sabir et al., 2014). Other than that, the food quality is the most important aspect of the restaurant experience (Sulek & Hensley, 2004) and an essential requirement to satisfy restaurant customers ' needs and expectations (Peri, 2006).

Service Quality

SERQUAL instrument is one of the well-tested instruments available to measure service quality from customer's perspective. This instrument is developed by Parasuraman et al. in 1985. The instrument consists of 22 statement represent the five service dimensions that consumers used to evaluated service quality which is tangibles, reliability, responsiveness, assurance and empathy. According to Nyeck, Morales, Ladhari, and Pons (2002), the SERVQUAL measuring tool "appears to remain the most complete attempt to conceptualize and measure service quality". They also stated that the SERVQUAL measuring

tool has been used by several researchers to examine numerous service industries such as health care, banking, financial services, and education. The SERVQUAL model is the most criticized model and at the same time is the most preferred model. Thus, the researchers in this study believes that SERVQUAL model is the most suitable scale to be used in this study as it uses reliable data. The model was also adopted from previous researchers Parasuraman (1988) and Perunjodi and Prabha (2010). This study was based on the SERVQUAL model that has five dimensions of which includes responsiveness, reliability, assurance, empathy and tangible.

Tangible

According to Edvardsson (1998), tangibility refers to the physical environment in the service organization: premises, equipment, personnel and dress code. This dimension is defined as the physical appearance of facilities, equipment, staff, and written materials (Harr, 2008). In simpler terms, they are the aspects that are easily judged and observed from employee and customer's perspective. An organization's physical environment such as design and layout can affect customers' satisfaction. Stallworth and Kleiner (1996) argued that an increasingly an organization's physical layout should be designed around employee's needs in order to maximize productivity and satisfaction. Innovative workplaces can be developed to encourage the sharing of information and networking regardless of job boundaries by allowing open communication across departmental groups. In relation to that, it makes customer's satisfaction more achievable as it reduces customer's movement to access information. According to Rahim, Amjad and Yomna (2015), tangibility is measurable using key items such as cleanliness of the shop, employees attire, variety in books department, and installation of up-to-date technology.

Reliability

Reliability refers to the ability to perform dependably and accurately according to the promised service. According to Parasuraman (1985), reliability is the ability to perform the promised service in a dependable and accurate manner. In other word, reliability is the ability to perform the promised services in a dependable, accurate and fully responsible manner, without negligence and failure (An & Noh, 2009). The service is performed correctly on the first occasion, the accounting is correct, records are up to date and schedules are kept. Similarly, researchers believe that employees are also able to perform to the promises given.

Responsiveness

According to Edvardsson (1998), responsiveness is the willingness and readiness to punctually and quickly carry out services, to be there for customers and to be available when assistance is needed. Be ready and responsive in organizations is an example of good ethic. Employees need to give extra commitment that will result in customer's satisfaction and an increase organization performance. This dimension is concerned with dealing with the customers' requests, questions and complaints promptly and attentively (Harr, 2008). This can be seen when an organization set the target on how many customers that their employees must entertain per day. Once the target is set, the employee will surely try to maximize their services in order to provide services on time and promptly.

Assurance

According to Van Iwaarden, Van der Wiele, Ball, and Millen (2003), assurance includes competence, credibility, security, knowledge and courtesy of employees and their ability to inspire trust and confidence. Assurance operates via four items that are the employee's skillfulness in providing services, courtesy towards customers, ability to create confidence

in customers, and expertise when responding to customers' questions (Rahim et. al., 2015). Being knowledgeable about their work scopes and tasks can directly motivate employee to become better in their performance with their work and increase customer satisfaction.

Empathy

Empathy includes access, communication, understanding, caring and individualized attention that the firm provides to its customers and employees (Van Iwaarden et al., 2003). It is the continuity from the previous dimension of service quality. When an organization has its tangibility, reliability, responsiveness and assurance in operations, automatically the last dimension of this model will also appear. When an organization understands and cares about their customers, they will definitely know the situations and problems that their customers are having. Empathy is providing individualized attention that the organization provides to its customers (Albarq, 2013). In showing that the organization has empathy towards their customers is by providing the customer with individual attention. The organization must always response to the customers' needs, as to show that the organization care and understand the customers' needs. In the virtual environment of e-service quality, empathy is also important in customer's perception of the e-service quality without having to have face-to-face encounters (Li & Suomi, 2009).

Therefore, it is hypothesized that:

H1: There is a positive significant relationship between service quality and customer satisfaction.

Food Quality

According to Liu and Jang (2009), the essential factor in the success of any restaurant is the quality of the food. Food quality encompasses quality factor such as temperature, food freshness and food preparation (Liu et al., 2009;

Namkung & Jang, 2007). Additionally, to fulfil various expectation and needs for customers, Peri (2006) considered the food quality as an essential part.

Namkung et al. (2007) acknowledge that the important component of the operation of any restaurant is food quality. Therefore, food qualities become main factor influence on customer satisfaction and future purchase intention. According to Ryu et al. (2010) the scope of food quality has been highlighted as a measure of consumer satisfaction within restaurant market as a consequence of which Ryu et al. (2010) adopted five dimensions of food quality that is the smell of food is attract, there is a variety of menu, the food nutritious, the food is delicious and the food is fresh.

The presentation of food is defined as how attractive food is presented and decorated as a tangible sign of the perception of quality by the customer. Previous study finding that presentation of food is a key food characteristic in modelling dining satisfaction (Kivela, Inbakaran, & Reece (1999). In addition, Qin and Prybutok (2009) identified the relationships between behavioural intentions, customer satisfaction, perceived value, food quality and service quality in fast-food restaurants and demonstrated that there is a direct and positive impact of food quality on consumer satisfaction. Moreover, the researchers also found that the most critical part of the entire restaurant environment is food.

According to Kivela et al. (1999) food is the most essential part of the overall restaurant experience. Other than that, Namkung and Jang (2010), state food quality is an absolute requirement to satisfy the needs and expectations of restaurant customers. Previous study has examined various food qualities because food quality is important part in the restaurant business. The general assessment of the quality of food among researchers focuses on the presentation of food, healthy options, taste, freshness, and temperature.

In addition, food presentations as a product or service factor on a tangible quality scale, while healthy options refer to nutritious and healthy food supplies (Raajpoot, 2002). According to Johns and Tyras (1996), stated that healthy food could have a major impact on the customer's perceived experience in the restaurant. The important thing is that many restaurant customers are interested in their health, so the availability of nutritious food products has become increasingly important as one of the core benefits of dining satisfaction (Sulek and Hensley, 2004). Kivela et al. (1999) also did find that taste of the food is a key feature of food which influences customer satisfaction at restaurants.

In addition, Kivela et al., (1999) has noted that freshness of food as a crucial natural quality sign. Meanwhile, freshness according to Shaharudin, Mansor and Elias (2011), has become one important element of customer purchasing intentions. Because the trend is set that consumers look for fresh food or food served in a fresh manner which they find healthy.

Another characteristic for food quality is temperature of foods (Kivela et al., 1999). Previous studies have found that the quality of food directly affects customer satisfaction (Namkung & Jang, 2007). Food quality was also one of the important determinants of customer assessment for a restaurant (Susskind & Chan, 2000). Another similar research which the research emphasizes that the provision of healthy food in the restaurant is one of the key aspects of customer satisfaction building (Kivela et al., 1999).

Therefore, it is hypothesized that:

H2: There is a positive significant relationship between food quality and customer satisfaction.

Price

Price always plays an important role in selection of a product. To decide pricing for a product or service is not easy because the core values of the available goods are used to evaluate price which is crucial for consumer satisfaction. Khan (2011) determines price for customer to decide on a purchase or not. Price functions as indicator to determine consumer experience with goods or service (Mattila & O'Neill, 2003). Therefore, customers are more willing to base their purchase decision on price factor than on anything else (Khan, 2011).

There are a lot of assorted product bearing in different price range (Skindaras, 2009). Kottler and Armstrong (2012) in marketing mix, the price is one of the P's which play and important part in implementing marketing strategy. According to Han and Rye (2009), pricing is one of the most suiting elements which go through quick improvement. The cost linked to restaurant service is different from restaurant style (Andaleeb & Conway, 2006) because the style of the restaurant also impacts the cost of price associated with the restaurant.

The perspective of price fairness refers to the overall assessment by consumers of whether the offered price of a product or a seller's service is genuinely reasonable, acceptable or justified (Xia & Monroe, 2004). Other than that, previous researchers, Bolton, Warlop, and Alba (2003) stated that, when evaluating price fairness, customers like to rely on different reference sources to make better assumptions, such as the cost of goods sold, previous prices and rivals ' prices, in order to form comparisons.

This statement is support by Briesch, Krishnamurthi, Mazumdar, and Raj (1997) where customers often perform benchmarks or reference prices in a number of ways, such as referencing past transactions, considering competitor prices, seller costs, or even observing other customers' prices. According to Anderson et al. (1994), the prices of a product or service can affect the degree of satisfaction among customers, because when they assess the value of a product or service purchased, they tend to consider its price. Just like Campbell (1999) research, price fairness is considered to be a key factor in influencing the brand image and therefore the perceived price unfairness can lead to negative words and changing behaviour.

In addition, the perception of unfair prices by customers leads to negative results, such as higher levels of dissatisfaction, lower levels of buying behaviour, negative words of mouth and increased customer complaints (Rothenberger, 2015). This was supported by certain scholars (Herrmann et al., 2007; Kaura, 2012) who identified price fairness as having a significant positive effect on customer satisfaction.

Therefore, it is hypothesized that:

H3: There is a positive significant relationship between price and customer satisfaction.

Physical Environment

The physical environment is another aspect in which the restaurant can build its competitive advantage. The physical environment involves the whole tangible and immaterial element, which means that there is a restaurant inside and outside. In order to improve the physical environment, the restaurant manager must invest heavily in inferior design such decorations, floor cleanliness, and other accessories, as expenditure is the most important investment for attracting customers (Azim, Shah, Mehmood, & Bagram, 2014).

In addition, the restaurant's atmosphere influences customer satisfaction, such as music, setting, and decoration, which create a positive image of the restaurant in the

minds of customers (Lim, 2010). According to Bitner (1994), the restaurant's intangible features are atmosphere, lighting, smell, noise, air quality and music. While Choi, Heo, and Kim (2012) underline features, surroundings, functionality, and convenience are part of the physical environment element. The restaurant should maintain their physical environment, to provide distinctive customer experience in order to ensure them revisit the restaurant frequently.

Other researcher, Nguyen and Leblanc (2002) also found that the environment includes intangible background features that influence a service provider 's perception of consumers and also relative responses to the environment. In addition, Ryu and Han (2010) find that the significant of construct high attention has been paid to a good physical environment by several researchers and restaurant managers. They were considering the physical environment as an important factor for reinforcing and increasing the satisfaction of customers in hospitality industry. Previous research (Nasir et al., 2014) also discovered that the physical quality of a

restaurant environment has a positive impact on customer satisfaction.

In addition, the physical environment is a key marketing factor for the distinction between a restaurant and a remarkable customer experience with a pleasant and comfortable atmosphere (Canny, 2014). Furthermore, the physical environment has an important effect both on maintaining existing customers and even on attracting new ones. A properly designed physical environment is considered important to influence consumers while assessing their satisfaction with the quality of a service provider's products and services. According to Namkung and Jang (2010), physical environment characteristic includes restaurant function, space, design color and highlighting as one of the important factors that influence during dining experience.

Therefore, it is hypothesized that:

H4: There is a positive significant relationship between physical environment and customer satisfaction
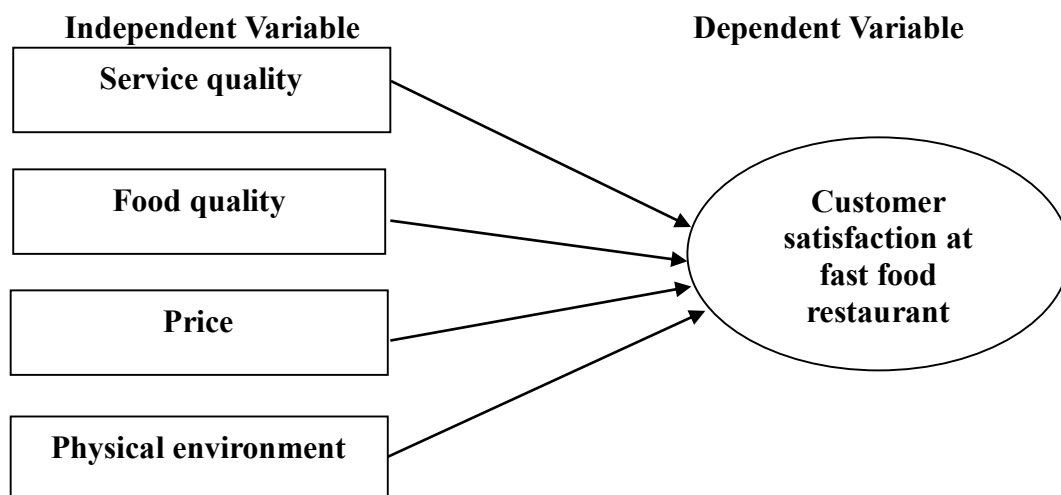
The proposed framework is at Figure 1 below:

Figure 1 Proposed research framework

METHODOLOGY

A quantitative research design was adopted for this study. This study was conducted in a fast food restaurant using purposive sampling. Data were collected using questionnaires which were distributed to the walk-in customers. The respondents were guaranteed on the anonymity and confidentiality of the data provided in which it will be used for academic purposes only. The instruments for service quality and price were adapted from Sabir Ghafoor, Hafeez, Akhtar and Rehman (2014) which have been proven to be reliable and valid.

While the instruments for food quality and physical environment was taken from Jalal Hanaysha, (2016) which has been proven to be reliable. The survey questionnaire used five-point Likert scale ranging from 1= Strongly Disagree, 2= Disagree, 3= Neither Agree Nor Disagree, 4 = Agree and 5= Strongly Agree. All data were analysed using Statistical Package for Social Sciences (SPSS). Descriptive statistics were used to establish frequency distribution for demographic profiles and providing descriptive statistics on the variables tested. Correlation analysis was used to understand the inter-correlation exist among the variables. Finally, multiple regression analysis was employed to test the hypotheses of the study.

RESULT AND DISCUSSION

Data were obtained from 191 walk in customers at a fast food restaurant in Malaysia. The respondents of this study were consisted of 27.2 per cent male and 72.8 per cent of female.

Result Analysis

To test the internal consistency of the variables, reliability test using Cronbach alpha was utilized in the study. Based on Table 1, all variables were found to be acceptable based on their reliability values which ranged from 0.93 to 0.96. This is in line with many suggestions in the literature where reliability of 0.8 above is considered good for a survey instrument. Among the independent variables, service quality show the highest mean of 4.40. The standard deviation for all variables ranges from 0.58 to 0.74 as per Table 2.

Table 1 Reliability and descriptive analysis

	Cronbach's Alpha	Mean	Standard Deviation
Customer satisfaction	0.96	4.25	0.63
Service quality	0.95	4.40	0.58
Food quality	0.93	4.24	0.61
Price	0.94	4.00	0.74
Physical environment	0.95	4.22	0.58

Note: All items used a 5-point Likert scale with (1=Strongly disagree, 2=Disagree, 3= Agree neither nor disagree, 4=Agree and 5=Strongly agree)

Pearson Correlation analysis was conducted to determine the direction, strength and significance of relationships between variables in the study. The correlation analysis was done in order to see the association between dependent variable and independent variables. Based on Table 3 below, all variables used in the study were interrelated to each other.

The correlation analysis result show that physical environment was found to be the highest to be correlated to customer satisfaction (r=0.80, p<0.01), followed by food quality (r=0.70, p<0.01), service quality (r=0.69, p<0.01) and price (r=0.66, p<0.01). The table indicated all correlation values are ranging from 0.60 and above.

Table 2 Pearson correlation analysis

	Customer Satisfaction	Service Quality	Food Quality	Price	Physical Environment
Customer Satisfaction	1.00				
Service Quality	.69**	1.00			
Food Quality	.70**	.72**	1.00		
Price	.66**	.65**	.68**	1.00	
Physical Environment	.80**	.66**	.74**	.63**	1.00

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

In investigating the relationship between independent variables (service quality, food quality, price and physical environment) and dependent variable (customer satisfaction), multiple regression was used in the analysis. The result of multiple regression analysis is shown in Table 4 below. The R^2 for the model below is 0.61. Meanwhile, the adjusted R^2 is 0.60. Therefore, the variance of the model which consisted of independent variables (service quality, food quality, price and physical environment) contributes to customer satisfaction at 61 per cent.

Based on the regression analysis, only three independent variables were found to be linked to customer satisfaction namely physical environment (β= .53, $p<0.01$), service quality (β= .19, $p<0.01$) and food quality (β= .15, $p<0.01$). Physical environment was found to be the highest contributor towards customer satisfaction.

Table 3 Multiple regression analysis

Independent Variables	Dependent Variable Usage (*B*) Customer Satisfaction
Service Quality	.19**
Food Quality	.15**
Price	.07
Physical Environment	.53**
F Value	111.92**
R^2	.61
Adjusted R^2	.60

*$p<0.05$, **$p<0.01$

Discussion

Based on the result, it was found that physical environment has the most significant contribution on customer satisfaction. The finding was supported by other researcher where the physical quality of a restaurant environment positively influences customer satisfaction (Nasir, Ahmed, Nazir, Zafar, & Zahid, 2014). The physical environment involves the whole tangible and immaterial element, which means that there is a restaurant inside and outside. In order to improve the physical environment, the restaurant manager must invest heavily in inferior design such decorations, floor cleanliness, and other accessories, as expenditure is the most important investment for attracting customers (Azim, Shah, Mehmood, & Bagram, 2014). In addition, the restaurant's atmosphere influences customer satisfaction, such as music, setting, and decoration, which create a positive image of the restaurant in the minds of customers (Lim, 2010). Other

than that, Ryu and Han (2010) found that the significant of construct high attention has been paid to a good physical environment by several researchers and restaurant managers. In addition, the restaurant operator was considering the physical environment as an important factor for reinforcing and increasing the satisfaction of customers in hospitality industry. Previous research (Nasir et al., 2014) also discovered that the physical quality of a restaurant environment has a positive impact on customer satisfaction. In addition, the physical environment is a key marketing factor for the distinction between a restaurant and a remarkable customer experience with a pleasant and comfortable atmosphere (Canny, 2014).

This is followed by service quality which was found to have second highest influence on customer satisfaction. This result is similar to Wu and Liang, (2009), where service quality by the employee positively influence customer satisfaction. The employees at the restaurants also play a vital role to ensure the customers is satisfies with the service because the employees are the one who delivered the service to the customers. Other than that, Kim et al. (2006) found that five restaurant dimensions, namely food quality, quality of service, price and value, atmosphere and convenience, have had a significant impact on customer satisfaction in general. The first dimension of service quality is tangibility. According to Rahim, Amjad and Yomna (2015), tangibility is measurable using key items such as cleanliness of the shop, employees' attire, variety in books department, and installation of up-to-date technology. The second dimension of service quality is reliability. In other word, reliability is the ability to perform the promised services in a dependable, accurate and fully responsible manner, without negligence and failure (An & Noh, 2009). The third dimension of service quality is responsiveness. This dimension is concerned with dealing with the customers' requests, questions and complaints promptly and attentively (Harr,

2008). The fourth dimension of service quality is assurance. According to Van Iwaarden, Van der Wiele, Ball, and Millen, (2003), assurance includes competence, credibility, security, knowledge and courtesy of employees and their ability to inspire trust and confidence. Assurance operates via four items that are the employee's skilfulness in providing services, courtesy towards customers, ability to create confidence in customers, and expertise when responding to customers' questions (Rahim, et. al., 2015). Last but not least, the fifth dimension of service quality is empathy. Empathy includes access, communication, understanding, caring and individualized attention that the firm provides to its customers and employees (Van Iwaarden et al., 2003). It is the continuity from the previous dimension of service quality. When an organization has its tangibility, reliability, responsiveness and assurance in operations, automatically the last dimension of this model will also appear. When an organization understands and cares about their customers, they will definitely know the situations and problems that their customers are having. In addition, empathy is providing individualized attention that the organization provides to its customers (Albarq, 2013).

The third highest influence on customer satisfaction is food quality. According to Qin and Prybutok (2009), where the food qualities give a direct and positive impact on customer satisfaction. In addition, Namkung et al. (2007) acknowledged that the important component of the operation of any restaurant is food quality. Other researcher, Kivela et al. (1999) stated that food is the most essential part of the overall restaurant experience. Despite that, Namkung and Jang (2010) also mentioned food quality is an absolute requirement to satisfy the needs and expectations of restaurant customers. Previous study has examined various food qualities because food quality is important part in the restaurant business. The general assessment of the quality of food among researchers focuses on the presentation of food, healthy options, taste, freshness, and temperature.

In addition, food presentations as a product or service factor on a tangible quality scale, while healthy options refer to nutritious and healthy food supplies (Raajpoot, 2002). According to Johns and Tyras (1996), stated that healthy food could have a major impact on the customer's perceived experience in the restaurant. The important thing is that many restaurant customers are interested in their health, so the availability of nutritious food products has become increasingly important as one of the core benefits of dining satisfaction (Sulek & Hensley, 2004). Kivela et al. (1999) also did find that taste of the food is a key feature of food which influences customer satisfaction at restaurants. In addition, Kivela et al., (1999) has noted that freshness of food as a crucial natural quality sign. Meanwhile, freshness according to Shaharudin, Mansor and Elias (2011), has become one important element of customer purchasing intentions. Because the trend is set that consumers look for fresh food or food served in a fresh manner which they find healthy. Therefore, food qualities become main factor influence on customer satisfaction and future purchase intention.

Contrary to previous findings, the findings of the study revealed that price does not have any relationship with customer satisfaction. It is supported by Varki and Colgate (2001), Iglesias and Guillen (2004), utilizing data from restaurant customers, stated that price to be of lesser significance in contributing to customer satisfaction. Additionally, the customer will not be depending on price whereas they are more emphasis on the service provided and the quality of food serve at the restaurant. Likewise, Han and Ryu (2009) did not integrate affective response to customer satisfaction to further indicate the relative contribution of perceived price and affect to customers satisfaction

This study has a few limitations that need to be addressed for future research. Firstly, is the fact that the sample obtained in this study is purely based on only one fast food restaurant in Malaysia. Hence, the result might not be generalized to other restaurants in Malaysia. Future study should consider involving various fast food restaurants in Malaysia. Secondly, as suggested in the literature, studies on customer satisfaction should utilize longitudinal study design as perceptions on customer satisfaction can be captured across time. Since this study is conducted cross-sectionally, future study should consider using longitudinal type of study. Finally, this study is limited to direct relationship between independent and dependent variables. Ideally, moderating and mediating variables should be included to further understand the relationships between variables. Overall, the results indicate that physical environment, service quality and food quality have a positive attitude towards customer satisfaction. Specifically, customer satisfaction is the most influence by the physical environment of the restaurant rather than other factors.

CONCLUSION

As a conclusion, this study would provide significantly to the fast food restaurant operator. The findings revealed that service quality, food quality, price and physical environment have positive significant relationship that lead to customer's satisfaction on the service provided by the fast food restaurant. The result indicates that the most significant factor that effect on customer satisfaction at the fast food restaurant is physical environment. Hence, customers are satisfied with the physical environment such as space, design, floor cleanliness, lighting, smell, noise, and air quality.

Other than that, the restaurant's atmosphere also influences customer satisfaction, such as music, setting, and decoration, which create a positive image of the restaurant in the minds of customers. The restaurant should maintain their physical environment, to provide distinctive customer experience in order to ensure them revisit

the restaurant frequently. The implications of these findings suggest that the restaurant should focus more on its resources and improving on service quality and food quality of the products which can lead to increasing the level of customer satisfaction.

As we know that a customer is an individual that purchased the goods or service that provided by a business. Hence, attracting customers become a primary goal for those who are doing business because the customer is the person who creates the demand. It is necessary to build the customers for the business to develop a strong brand name in the market. In order to keep the business sustained in the long term, the company should ensure to improve the physical environment to fulfil customer satisfaction. Besides that, they have also improved the service quality by providing the appropriate training to the employees especially on how to interact with the customer in food and beverages industry. To ensure the successful of the business, the restaurant operator should take the customer satisfaction into consideration while maintain their service quality, food quality and physical environment. Additionally, customer satisfaction is a key element to build the brand and image for the company to success in future.

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