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Bachelor of Administrative Science

Factors That Influence Customer Loyalty in Fast Food
Restaurants

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THE DECLARATION

Declaration

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

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Abstract

Purpose – This paper aims to determine the factors that influences customer loyalty in fast food restaurants and develop a research framework to explains the factors that influences customer loyalty in fast food restaurants.

Design/methodology/approach – The study use quantitative method by using the responses from 383 customers who answered a survey questionnaire in fast food restaurants. The data analysis will be used are descriptive statistic (frequencies, percentages, mean, and standard deviation), Pearson Correlation and Multiple Regression Analysis.

Findings – The results of the study shows that food quality has a significantly strong and positive relationship with customer loyalty while, physical environment has a moderate strong relationship with customer loyalty. There have a significant between all factors that been testified towards customer loyalty.

Research limitations/implications – results from the research shows that food quality is the most influence factor toward customer loyalty meanwhile the price is the lowest factor that influence customer loyalty in fast food restaurant among the customer at Amanjaya Mall, Central Square and Village Mall. The sample involved for this study is only from two malls which are Amanjaya Mall, Central Square and Village Mall in Sungai Petani, Kedah. The result or finding of this study may differ if this study also conducted in many mall that located in different state around north region of Peninsular Malaysia.

Keywords Customer loyalty, food quality, physical environment, price, perceived value.

Paper type Research Paper

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