

Impact of Different Determinants on Customer's Satisfaction Level (A case of Fast Food Restaurant)

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ABSTRACT: This research paper finds out the factors that are important in satisfying fast food restaurant consumers. Customer prefers one restaurant over another on the basis of some factors/ variables. The factors in our research on the basis of which preference is made are high quality of food, exceptional employee service, environment and price and security. Some people consider price as an important factor in selecting a restaurant while some prefer quality and don't care of the high price. The data is collected from respondents through questionnaires based on five point likert scale. There are total 225 questionnaires filled from the respondents. Data is collected from the respondents living in the cities of Gujrat and Gujranwala Punjab Pakistan. Most respondents are educated male while some are female. Regression analysis is applied on the data collected through respondents who pay visit to fast food restaurants like Kfc and Pizza hut etc. The result is that in these cities most respondents find adequate price as a valuable factor before paying a visit to a fast food restaurant. Low price increases their satisfaction levels in these two cities. If they find restaurant satisfying, they are likely to generate positive word of mouth.

KEYWORDS: Customer satisfaction, Regression analysis

I. INTRODUCTION:

The restaurant sector is one of the most important sectors of the world. Millions of people visit restaurant for their pleasure. Some go to restaurants for business meetings dinner, while some go for family celebration. People who go for family celebration often spend the most on restaurant, because they want to make their visit a memorable one. Our research paper is based on the factors of preference for the restaurants. What is the most important determinant or factors that come in the mind of the consumers when selecting a restaurant to dine? The factors that are selected in this research paper are price, quality, environment, exceptional employee service and security services. These are the most important factors that a consumer thinks of before selecting a restaurant.

This research paper throws light on these variables and tells how they are important. Consumers who go to restaurant for family celebration will often look for quality, environment, exceptional employee service and security services. There is a possibility that consumers who go to restaurants for family celebration will often ignore the high price of the restaurants, because they want high quality and pleasurable environment for their celebration. Consumers who go to restaurants just because there is no one to cook at home or they are far from their homes will often look for low price and they will sacrifice the exceptional security and service and quality of food. The business people like family celebration consumers will also focus more on quality and environment instead of low price because they are business people and high quality is mostly in their budget. They can afford high price for high quality. Customer retention is very important indicator for measuring organizational performance (Kaplan and Norton, 2001). Customer retention is much better as compared to acquiring new customers. Acquiring new customers is important but it is more costly than customer retention. Quality and customer satisfaction have long been recognized as playing a crucial role for success and survival in today's competitive market. Not surprisingly, considerable research has been conducted on these two concepts. Customers who are satisfied pay more tips and help business by becoming its ambassadors and also link other businesses. There is high correlation between customer retention and profitability (Reicheld and Sasser, 1990). Retained customers are much more profitable and less costly than acquiring new customers. Exceptional employee hospitality and environment also plays a vital role in profitability and customer retention. This research is done by collecting data from respondents through questionnaires which is based on five point likert scale on the basis of the above mentioned variables/factors.

II. OBJECTIVE OF STUDY

The objective of this research paper is to find out the factor that has the greatest impact on the satisfaction levels of restaurant customers. To find out which of the following factors provide the most satisfaction to fast food restaurant consumers:

- Price
- Quality
- Environment
- Exceptional Employee service
- Security

The impact of these factors is checked in this research paper. So the objectives are:

- To propose a model for maximizing satisfaction of fast food restaurant customers
- To find the most valuable factor in these two cities by applying regression analysis on all the factors

III. LITERATURE REVIEW:

There are several factors that lead to preference of a restaurant for its consumers. Important objective of corporate marketing strategies is satisfaction of customers so high level of satisfaction can lead to high level of customer loyalty (Ryu et al., 2012; Suh and Yi, 2006). It can also lead to trust and positive word of mouth (Jani and Han, 2011; Pantelidis, 2010). Marketing research and other supports that other costs such as time efforts and psychic are salient to the consumers (Down, 1996; Leibowitz, 1974; Mincer, 1963; Zeithaml and Berry, 1987; Linder, 1970 and Mabry, 1970). Value is defined as all the factors that are qualitative or quantitative that completes the experience of the shopping people or consumers (Schechter, 1984). This definition of value “value is what you are paying in return for what you are receiving” is favored by (Sawyer and Dickson, 1984). In the study of Doyle (1984), it is consistent with their value conceptualization. Important abstractions have been noted that combines with price and also quality and produces value perceptions in the consumers making purchases at supermarkets. Such major abstractions are convenience, time and freshness. Logical models have been used to verify the influence of consumer’s perceived value on purchase intention in retailing industry (Swait and Sweeney, 2000)

On the basis of literature search it has been found that.

- Food quality impacts the perceived value
 - Service quality has a positive impact
 - Moreover the physical quality of the environment also significantly affects consumers perceived value
- Our variables are price, quality, environment, security and exceptional service/service quality and customer satisfaction. Literature has been collected on these variables

3.1: Price: Restaurants are selected for different reasons. Customers choose restaurants for many reasons like family celebration, business meetings and not having time to go home and cook food themselves (pedraja and yague, J). One of the most important factors of customer’s purchase decision is price. In the study of Antilla (2007), consumer’s price perception must be analyzed to understand its effect on their purchase decisions. Due to continuous increase in ethnical diversity, there is an increase in number of ethnic restaurants in America’s food sector (Liu and Jang, 2009). The number of Chinese restaurants are more than the MacDonald’s and burger king and generates about 17.5 billion dollars annually (Liu and Jang, 2009). According to liu and jang (2009), Chinese restaurants are facing high competition from other Asian restaurants like Indian and Thai etc., so they have to try something new because they cannot solely rely on low price and tasty food. Objective price is the actual price of a service or a product whereas perceived price is the price encoded by the consumer or customer as distinguished by Jacob and Olsen (1977). Some consumers judge quality on the basis of the prices. If the price is high they judge it as high quality and if the price is low then they will perceive as a product or service of inferior quality (Lambert, 1972; Shapiro, 1968). If the customer lack of awareness of product or have insufficient knowledge of a product or service then price along with other extrinsic factors can be considered as important determinants in determining the quality of a product or a service (French, Williams & Chance). But brand image is a much stronger determinant than price (Olsen, 1977). The positive relationship has mostly been found in durable products rather than consumable products (Lambert, 1972; Gardner, 1970). Study of Bishop (1984) states that subsets of consumers are found that equate price with value.

H1: *The Customer Satisfaction has a negative relationship with the total perceived Price.*

Morris (1985) suggested that customers are willing to pay high prices in favor of more convenient packaging. Supermarket consumers told that fast checkout is more important to them than low prices in selection of a store (Food market institute 1985; 1986)

3.2: Quality: In Klaus (1985), service quality is epiphenomenon (one phenomenon derived from another) and subjective in nature. There are five components of service quality i.e. assurance, empathy, tangibles, responsiveness and reliability. They are called determinants or dimensions of service quality (Parasuraman et al, 1985; 1986). Customer's perception of value, price and quality are considered important factors in product selection (Bishop, 1984; Doyle, 1984; Jacob and Olsen, 1985) but the research have been criticized for inadequate concepts and definitions on these (Monroe and Krishnan, 1985; Zeithaml, 1983). Crosby (1979) investigated that value and quality are sometimes mistaken for adjectives like luxury, shininess and weight etc. Objective quality is used to describe the technological superiority and advancement of a product (Anderson, 1984; Monroe and Krishnan, 1985). Some argue that the evaluations of quality are subjective and therefore objective quality does not exist (Maynes, 1976). Garvin (1983) researched that product based quality includes the features of product while on the other hand manufacturing based quality represents conformance to service standards. Product information is stored in memory's several levels of abstraction i.e. payoff of the product and product attribute, In which product attribute is the simplest level while on the other hand value is the complex one (Myers and Shocker, 1981; Young and Feigen, 1975; Olson and Reynolds, 1983). It is also been depicted in grey benefit chain which shows how a product is linked to emotional payoff (Young and Feigen, 1975). Chow et al (2007) gives dimensions of quality i.e. physical interaction and outcome quality. There are some important quality features that differentiate highly satisfied restaurant diners with non-highly satisfied restaurant customers. Three quality factors are service, food and atmosphere which help in measurement of perceived quality (Namkung & Jung, 2008). Olsen (1977) suggests that price and quality relationship exists to some extent. The relationship is not always positive and may not be universal (Peterson & Wilson, 1985). Olsen (1977) states that this relationship can become of less importance when other significant factors like brand image (Gardner, 1971) and store image are present (Stafford, 1969). Not every consumer wants to buy high quality product due to reasons like less money etc. (Olshaveky, 1985). In the implicit and explicit valuation of a product, the quality appears for some of the consumers (Dodds and Monroe, 1985; Dickson and Sawyer, 1984). Some customer uses unit price information to make choice of a product (Aaker and Ford, 1983; Dickson and Sawyer, 1985).

H2: *The Customer Satisfaction has a positive relationship with the perceived quality.*

Brand image is also an important determinant for quality evaluation. It's a perception that a consumer formulates about a brand that is reflected by brand associations (Keller, 1993). When consumers recall some specific characteristics of a product upon encountering it is brand image. Brand image is symbolic in nature (Padgett and Allen, 1997). People in Hong Kong think that a crowded restaurant is a sign of good restaurant image and high quality food (Tse et al., 2002). Food quality, environment and exceptional service are the most important determinants for the consumers in the restaurant sector or dining sector (Ryu and Han, 2010)

3.3: Environment: Food, environment and exceptional employee services are important determinants of restaurant experience and through them one can evaluate service quality (Chow et al., 2007; Namkung & Jang, 2008; Ryu & Han, 2010). The components of perceived value are price and quality, so these two are important part of definition of perceived value (Dodds and Monroe, 1985). Food quality, environment and services given by employees are significantly important in perceiving quality of restaurants (Chow et al., 2007; Namkung and Jung, 2008). Physical environment of a brand is very important in creating a brand image for hospitality firms and also enhances their satisfaction levels (Booms and Bitner, 1982). Brand image also stimulates purchase behavior (Baker et al.). It is also been said that the environment and personnel that contacts with the guest had a positive impact on the perceived corporate image (Nguyen and Leblanc, 2002). It has been suggested that nice interior décor, good quality of food and service and appropriate location is a key to build goodwill and brand image (Ryu et al., 2008). It has been confirmed that there is a positive relationship between restaurant's environment and consumer's perceived value (Han and Ryu, 2009). Dining atmospherics have an impact on the perceived value of the consumers (Liu and Jang, 2009).

H3: *The Customer Satisfaction has a positive relationship with the perceived Environment.*

Physical environment (décor, spatial layout, and ambient conditions) influences customers' price perception and customer satisfaction level, and it also leads to loyalty of the consumers (Han and Ryu, 2009).

3.4: Exceptional Employee Service: Restaurants should give preferences to satisfaction and good service quality because they can generate positive word of mouth, loyalty of consumers and can make consumers/customers to repeat purchases by continuously visiting the restaurant (Han and Ryu, 2009; Liu and Jang, 2009). Delivering good quality service generates customer satisfaction which can lead to competitive advantage (Han & Ryu, 2007). First of all service product is designed and then its features are communicated to the whole employees. After that the service product is delivered to the customers who after experiencing it give

their response. They tell whether they like it or not. They give the feedback. Then the service design is adjusted and it enters a new cycle (Brogowicz et al., 1990; Parasuraman et al., 1985 and others). Customer's perception & expectations of the performance of the service is greatly influenced by previous experiences and also by the cultural factors (Johns and Tyas, 1997). In a study of Teas (1993), it is better that Expectations are worded generically.

Good corporate brand image's antecedent is good service quality (Nguyen and Blanc, 1998). The characteristics of service quality such as empathy and reliability etc. are positively associated with perceived value of the consumers (Eggert and Ulaga, 2002). MacDonald's QSCV slogan led their brand to be successful. Q is for quality, s for service, c for cleanliness and v is for value (Wright et al., 2007). Some researchers have said that service quality is the consumer's impression of inferiority or superiority of an organization's services (Booms and Mehr, 1994). While some have said that it is a function of differences between customers' expectations and organization's performance with the dimension of quality (Parasuraman, Zeithaml and Berry, 1985). Employees who are highly motivated have a clear vision of service quality will provide exceptional service (Cook et al., 2002) quoting Bowen and Lawler (1992) stated. For service quality's perception, customers evaluates three dimensions of service i.e. the environment, delivery and product (Rust and Oliver, 1994)

H4:*The Customer Satisfaction has a positive relationship with the perceived Exceptional Employee Service.*

3.5: Security: Defining security management is problematic, industries gives importance to many aspects of this function (Nalla and Newman, 1990). Security management is an aspect of organizational management (Fayol, 1949). The role of a security manager goes through much transformation in service industries, it incorporates many technological changes which broadens the functions such as prevention of loss and gardening (Wilson and Slater, 1990). In a study of Hearnden (1995), sometimes security is not viewed as an integral function of organization and its one of the major problem. It is sometimes perceived as a peripheral function and not a core or integral function (Guerrier and Lockwood, 1989).

Security is the most important concern for female business travellers (Metropolitan state university of St Paul Minnesota). However it has been find by Howell et al that it is the second most important issue for women. The use of technology has been increasing day by day, so security breaches occur in all the sectors resulting in some major financial loss (Flink, 2002). In a study of Chris e McGoy, adequate security is that level of security planning that is the fulfillment of their duty to take care of their employees and also their restaurant customers. Security level in a restaurant will vary according to the nature of a restaurant, restaurant location and also the crime demographics. It is the duty of restaurant management to provide adequate security for the benefit of all. If the restaurant fails to provide the adequate security necessary, then it will be viewed as a negligence by management if a crime victim sues the restaurant in then court, then it will all on the restaurant and it will have to pay the price . There is security equipment in work by some restaurant chains. Equipment and technological devices like surveillance cameras, alarms, fortified drive thru windows and also robbery prevention training for the whole personnel. Security measures should also be increased as the crime increases. In a study of Doherty, James, Warner and Rick (1996), the benefits of surveillance equipment can never cover the cost of erecting these types of devices in the restaurants. Security's a matter of protecting products sanctity (mark a desorbo Food Quality & Safety magazine, 2007)

H5:*The Customer Satisfaction has a positive relationship with the perceived Security.*

However video surveillance and computer surveillance are important tools for maintaining sound security as these devices protect from not only employee theft but also considers customer security. Most restaurateurs agree on that most of these high tech devices surveillance cameras won't protect an employee who is unable to follow cash handling processes (Doherty, James, Warner and Rick, 1996).

3.6: Customer satisfaction: There are some attributes of service described which if present satisfies consumers and if absent dissatisfies consumers. The attributes are "satisfiers" and "dissatisfiers" (Johnston, 1995). Customer satisfaction is defined that cognitive state of buyer about appropriateness and inappropriateness of the benefit received for service experienced (Howard and Seth, 1969) Consumers are unable to remember or know the actual prices sometimes and they perceive it in the way they find it meaningful (Dickson & Sawyer, 1985). Level of awareness, attention and consumer knowledge appears to be much less (Dickson and Sawyer, 1985; Zeithaml 1982; 1983). Price awareness differs, it is high among the females, married and older and who don't work outside of their homes (Zeithaml & berry, 1987).The physical quality of the environment, food and cleanliness has a major impact on customer satisfaction. If the customers are satisfied then it will build a good image of the restaurant and also leads to goodwill. It has been found that good restaurant/store image has a positive impact on consumers buying intentions and repeat purchases and it will lead to higher satisfaction

which is good for business (Lai et al 2009, Ryu et al., 2008; Andreassen and Lindestad, 1998). The relationship between store image and consumer perception of value has been empirically tested by Lindestad (1998). His research finds out that there is no significant relationship between image and perceived value. It has been found out that quick casual restaurant image was a major determinant for satisfaction and perceived value (Ryu et al., 2008). Consumer's perceived value can estimate behavioral intentions and customer satisfaction (Chiou, 2004; Patterson and Spreng, 1997; Ryu et al., 2008; 2010).

Even If the service is provided via internet, perceived value of the consumers is a major driver of customer satisfaction (Chiou, 2004). It has also been found out that value have a positive impact and has a direct relationship with customer satisfaction levels (Patterson and Spreng, 1997). Many studies have confirmed that perceived value has a major impact on customers repurchase intentions and positive word of mouth (Han and Ryu, 2009; Kim et al., 2009; Kivela et al., 1999; Namkung and Jang, 2007; Oliver, 1999; Ryu et al., 2010). It has been found out in university's food service dining that satisfaction is associated with positive word of mouth by the consumers (Kim et al., 2009). Customer satisfaction is a feeling of pleasure or disappointment in relation to the organization's services (Oliver 1981; Patterson and Walker, 2001). The link that is between loyalty and satisfaction has called into question (Skogland and Siguaw, 2004). Customer satisfaction is the individual perceived performance of a service or product relating to his/her expectations (Schiffman and Kanuk, 2004). If failing occurs then service recovery is an important tool to satisfy the customers (Johnston and Fern, 1999). In the study of Sanes (1993), to improve customer satisfaction, feedback by consumers is very important and complaints are the most useful and beneficial source of information to improve the overall satisfaction levels of the consumers. In a study of Lewis (1983), Customers who are dissatisfied are likely to spread negative word of mouth for the company.

Based on above hypothesis, following model is proposed:

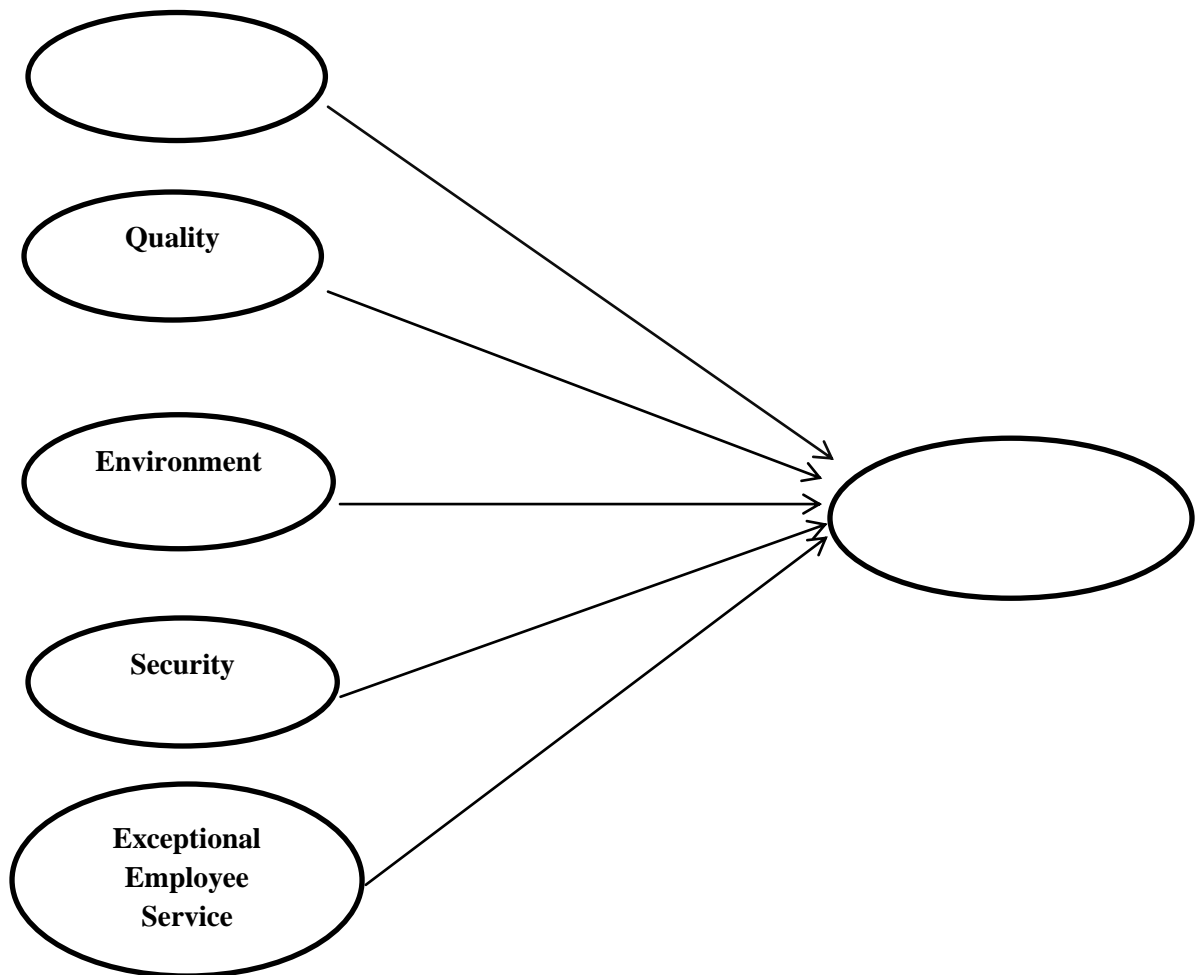


FIGURE 1: Proposed Model

The above model suggests that there are 5 major characteristics in a fast food restaurant i.e. price, quality, environment, security, exceptional service that leads to increased customer satisfaction. These 5 are the most considerable characteristic.

IV. METHODOLOGY:

4.1: Discussion of factors:

According to Kivela (1997) and a Quick Track (2003) study, critical factors for the selection or rejection of restaurants are food quality and variety. In addition to these factors, customers also prefer a quick-service restaurant (Quick Track, 2003). In the latter study, the taste or flavor of the food, cleanliness of the restaurant, accuracy, temperature of the food, quality of the ingredients, value for money, speed of service, friendliness/courtesy were studied. With a view to identifying the major attributes for choosing eating outlets, five attributes of fast Food outlets-price, quality, environment, exceptional service and security were studied to check their effect on customer satisfaction through questions made on them. No. of Items for each variable (Price, Quality, Environment, Security, Exceptional Employee Service and Customer Satisfaction) were five. These were analyzed by using a five-point Likert scale (1 = strongly disagree; 5 = strongly agree).

4.2: Selection of cities:

It was critical to select cities to study behavior and consumption pattern of people towards fast food restaurants. Above all, these cities were selected by considering the accessibility of data collection. The selected cities were Gujranwala and Gujrat located in Punjab Province of Pakistan. Another reason for selection of these cities was that there is trend in dining out in these cities and day by day increase in no. of restaurant customers leading to increased no. of restaurants.

4.3: Selection of factors:

Factors for the selection of fast food restaurants used in this study were:

- Price
- Quality
- Environment
- Security
- Exceptional Employee Service

4.4: Sample selection and size:

Students, Businessmen, Employees as well as others were selected fast food customers. The purpose of research was to see important elements. In this study total 300 questionnaires were delivered across two cities. Convenience Sampling was used to get responses from respondents. Sample size of 300 was selected by using the following formula:

$$\text{Sample Size} = \text{No. of Parameters} \times 10$$

$$300 = 30 \times 10$$

4.5: Instrument and data collection:

Data Collection involves Primary data collection. Primary data was collected by online responses, as well as manually by distributing and collecting printed questionnaires. The first segment of questionnaire included the respondent's demographic profile. The second segment focused on questions examining customer behavior and consumption pattern of fast food, while in the last section respondents were enquired to rate the importance of the certain factors in the selection of restaurants. These factors were developed on five point Likert scales, where 5 denotes strongly agree and 1 strongly disagree

4.6: Data analysis:

A total of 225 useable questionnaires were received reducing initial sample size of 300 to final sample size to 225. Response rate was 75%. This data was analyzed using Multiple Linear Regression Model. Table I depicts analysis of Customer's profile while Table II, Table III, and Table IV represent Regression Model Summary, ANOVA and Regression Coefficients respectively, while Table V shows normality test to check if data set is normal.

V. RESULTS

In this section the results of the research are discussed. Table 1 is analysis of respondent's profile. Male were dominant with a response rate of 56.4%. The most frequent age group was group no.1 i.e.; 18-22 and age groups 26-30 and above 30 was almost same in numbers i.e.; 17.3 and 16.9 respectively. Mostly Respondents were Students (48%). A majority of 54.2 % visits restaurants sometimes and only a minor percentage of 4 %

respondents used to visit fast food restaurants more than three times a week. 53.8 % people want to know information about ingredients used in the dishes while 46.2 were curious about how the dishes are prepared and cooked. 56.4 % respondents were health conscious, 19.6 % were not health conscious while 24.0% were health conscious but not always. Above half of the respondents (50.2%) were satisfied, 22.7% were highly satisfied, while 18.7% were dissatisfied with today's fast food restaurant sector. Most preferred restaurant was KFC, while Pizza Hut and Bhaiyah Pizza were ranked second and third with a small difference only. Others included AFC, HFC etc. with a percentage of 15.6%.

Multiple linear Regression analysis is applied. Table 2 is regression model summary. This table shows that R^2 is 0.601 which explains that our independent variables explain 60.1 percent variation in the dependent variable and we can say that the model in this research paper is a good fit. Table 3 is the ANOVA test for testing overall prediction of model. The F-ratio in the ANOVA table tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(5,218) = 135.158, p = 0.000 < 0.05$. (i.e., the regression model is a good fit of the data) Table 4 is the normality test. This table shows the results of normality test, and it is observed that the p-value for Shapiro-Wilk Test of normality is 0.090 which is greater than level of significance as; ($p = 0.090 > 0.05$) and hypothesis of normality is accepted. Hence it is concluded that the data set is normal and the assumption of regression analysis is satisfied, so the regression analysis can be applied on the data set. Table 5 is the coefficients table. Unstandardized Coefficients indicate how much the dependent variable varies with an independent variable, when all other independent variables are held constant. Among five predictors, Price is most important because it has high beta value -0.328 which is greater than all other beta's. But it has negative relationship with dependent variable i.e.; customer satisfaction. Other Four predictors have a positive relationship with dependent variable.

VI. DISCUSSION

So it has been found out that price is the most considered factor when visiting a fast food restaurant in these two particular cities of Pakistan i.e. Gujrat and Gujranwala. There is a trend of eating outdoors in these cities but mostly people have saving habits in these two cities, so they consider low price as the valuable factor in increasing their satisfaction with a particular restaurant. So price is the most considered factor in these cities. The people in these cities consider low price the most important to them. While the second most important factor is environment. The beta for price variable is -.328, for quality is .218, for environment is 0.244, for security is 0.132 and for exceptional employee service is 0.159. This indicates that price is the most considered factor for increasing customer satisfaction in these two cities.

VII. CONCLUSION

Our research is on the things that are considered as most important before visiting a fast food restaurant. The selected variables are price, quality, environment, security and exceptional service. We have found out that the price is the most important factor for people in two cities of Pakistan i.e. Gujrat and Gujranwala. Price is ideal determinant for increasing the satisfaction level of fast food restaurant consumers. A model for customer satisfaction is proposed that tells the major factors in determining customer satisfaction. So these five factors should be considered when formulating a marketing strategy. However priority of one factor over another would be diverse for different regions.

VIII. LIMITATIONS OF STUDY

The selected sample size was 300 but 225 responses were collected. Other limitation is that some respondents were hesitant to participate. Although the results were reliable but there are other factors too which affect customer satisfaction and can be analyzed in future. The sample size was limited to two cities of Pakistan only, other geographical areas can be analyzed in future Investigation. The sample was limited to Restaurant sector so its results cannot be generalized on other service sectors.

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APPENDIX:

Table 1: Analysis of customer's profile:

Total 225 Valid Questionnaires were recorded.Sample characteristics and consumption patterns of customers are shown in Table I.

Table 1:

Variables	Frequency	Percent
Gender		
Male	127	56.4
Female	98	43.6
Age		
18-22	94	41.8
23-25	54	24.0
26-30	39	17.3
Above 30	38	16.9
Occupation		
Student	108	48.0
Employed	56	24.9
Own Business	26	11.6
Others	35	15.6
Frequency of Visits to Fast Food Restaurant Per Week		
Sometimes	122	54.2
Once a week	71	31.6
Three times a week	23	10.2
More than three times a week	9	4.0
Need for Information		
Ingredients used in the dishes	121	53.8
How the dishes are prepared and cooked?	104	46.2
Health Consciousness		
Yes	127	56.4
No	44	19.6
Not Always	54	24.0
Satisfaction Level with todays' Restaurant Sector		
Highly Dissatisfied	15	6.7
Dissatisfied	42	18.7
Neutral	4	1.8
Satisfied	113	50.2
Highly Satisfied	51	22.7
Preferred Fast Food Restaurants		
Bhaiyah Pizza	53	23.6
KFC	61	33.3
Pizza Hut	62	27.6
Others	49	15.6

Table 2: Regression model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.601	.402	2.41727

Table 3: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1000.184	5	200.037	135.158	.000 ^a
	Residual	322.811	218	1.483		
	Total	1322.996	223			

a. Predictors: (Constant), Exceptional_Employee_Service, Quality, Environment, Security, Price

b. Dependent Variable: Customer_Satisfaction

Table 4: Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Customer_Satisfaction	1.091	225	.089	.082	225	.090

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.581	1.071		14.545	.000
	Price	-.328	.092	-.334	-2.045	.006
	Quality	.218	.070	.082	2.823	.020
	Environment	.244	.066	.151	3.671	.000
	Security	.132	.058	.172	2.277	.024
	Exceptional_Employee_Service	.159	.056	.190	2.058	.019

a. Dependent Variable: Customer_Satisfaction