



## **Factors Influencing Customer Loyalty towards McDonald's Restaurant in Kuala Terengganu**

Nur Rashidah Ismail, Nalini Arumugam

School of Agriculture Science and Biotechnology, Faculty of Bioresources and Food Industry, Universiti Sultan Zainal Abidin, Besut Campus, 22200 Besut, Terengganu, MALAYSIA.

**\*Corresponding author:** [nalini@unisza.edu.my](mailto:nalini@unisza.edu.my)

### ***ABSTRACT***

Customer loyalty has become an important role in ensuring successful businesses in this highly competitive market. Thus, there is a need for McDonald's management to creating loyal customers in order to maintain their sustainability in the market. The purpose of this study is to measure the relationship of the demographic variable with customer loyalty and also to measure the significant relationship of food quality, physical environment, price and value, and also convenience with customer loyalty in McDonald's restaurant in Kuala Terengganu. Convenience sampling was used to distribute the questionnaire from 120 respondents through social media platforms via WhatsApp and Facebook. The data then were analysed by using Statistical Package of Social Science version 23 to carry out the test from descriptive analysis, cross-tabulation, and multiple linear regression. This study reveals that age, ethnics, education, and income have a significant relationship with customer loyalty on behalf of demographic variables. Meanwhile, on behalf of independent variables, convenience and food quality has a positive relationship with customer loyalty. So, we can say that food quality and convenience factors have the highest influence on customer's loyalty. Thus, McDonald's restaurant should find the strategies on how to improve themselves in that factor such as provide a big size of chicken or a convenience drive thru. It is pretty sure can make customers more comfortable to revisit the restaurants.

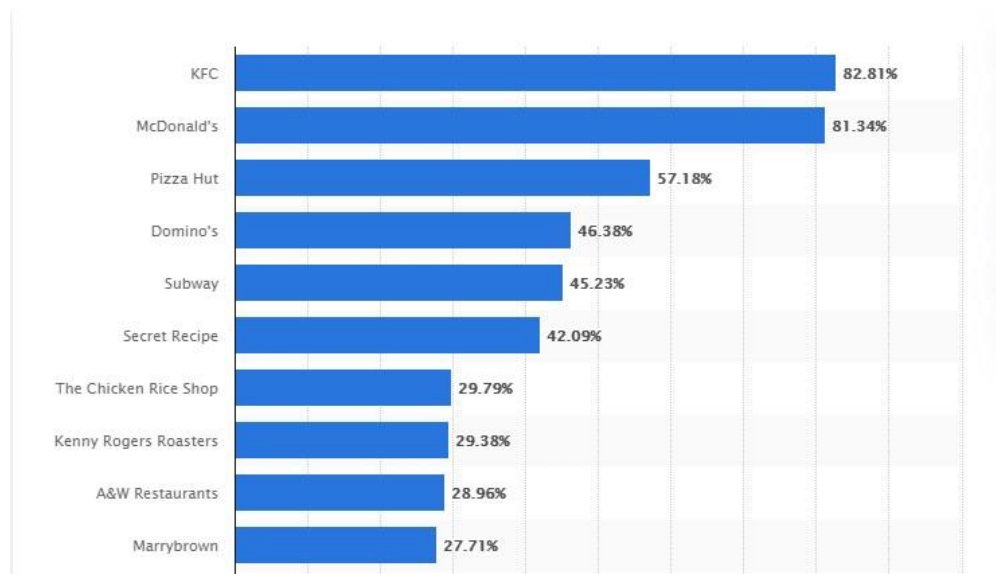
Keywords: Customer Loyalty, Fast Food Restaurants, Food Quality, Convenience

---

### **INTRODUCTION**

Customer loyalty can be described as the strong intention of customers to purchase products or services repeatedly from the same company (Eshghi et al, 2007). In addition, a loyal customer not only purchases the product repeatedly but also recommends it to others to visit and also buys the same and similar products (Liu et al, 2011). Thus, to gain loyal customers, McDonald's management should consistently satisfy and impress their customers to gain their trust and maintain their good relationship. By doing so, it will indirectly convert the regular customer into a loyal one, which can ensure for McDonald's restaurants to keep sustain in the market.

Nowadays, varieties of fast food restaurants exist in the market such as Burger King, KFC, Pizza Hut, Subway, Domino and others make this type of market highly competitive. It is due to the changing lifestyle of Malaysian households which shows the trend toward great consumption of take-away food. As know that, most people especially women instead of becoming housewives, they are now having their career and does have a limited time to cook for themselves and family. Then, fast food restaurants are a great choice for them as they match their busy lifestyle. As the consumption of fast food increases, it resulting in the birth of fast food restaurants that make it highly competitive.



**Fig 1 Result of the survey conducted on the visited fast food restaurants in Malaysia in 2018. (Source: Statista Research Department)**

Figure 1 above shows the competition among fast food restaurants. From here, we can conclude that most Malaysians tend to visit KFC's restaurants compared to the other restaurants as they ranked in the first place. Then, the result shows that McDonald's restaurants ranked second place. However, there are only 1.74% differences between KFC and McDonald's restaurants which respectively represent 82.81% and 81.34%. In simple words, KFC and McDonald's restaurants compete with each other to attract customers to visit their restaurants. Then, in order for McDonald's restaurants to rank at first place, they need to study customer's needs and desire so that they can fulfil and meet the need. Therefore, this study aims to measure the relationship of demographic variables with customer loyalty. Other than that, the study was aims to measure the significant relationship of food quality, physical environment, price and value, and also convenience with customer loyalty. This study will be helpful for the marketers to arrange and develop new strategies to meet and fulfil customer's demands and it will contribute to creating loyal customers.

## **MATERIALS AND METHODS**

### **Research Design and Research Area**

The study was conducted in Kuala Terengganu, Terengganu. The reason for selecting Kuala Terengganu as a research area because the population there is much large compare to other districts. Other than that, this district also famous among the Terengganu population. Then, the processes to distribute the questionnaire

are easily done. The next reason is, as we can see that McDonald's organization keeps growing in Terengganu, thus more people are now interested in purchasing the McDonald's product as the Terengganu population before are only focusing on KFC's restaurants. Then, we will identify what aspect that makes people in Terengganu change their fast food to McDonald's organization. The method of sampling for this study was simple random sampling to select 120 respondents by spreading the google form questionnaire through WhatsApp and Facebook. The reason of selected 120 respondents is because Roscoe (1975); proposed the rules of thumb for determining sample size larger than 30 and less than 500 are appropriate for most research, and the minimum size of sample size should be 30% of the population, thus 120 respondents will be sufficient enough to run the data.

### **Population and Sample**

Generally, two sources of data collection were used in this study which are primary data and secondary data.

The instrument that was used in the primary data is the google form questionnaire which was sent to the respondent through two social media platforms which are WhatsApp and Facebook. The title of the questionnaire was "Factors Influencing Customer Loyalty towards McDonald's restaurant in Kuala Terengganu. The questionnaire was divided into two sections which are section A and section B. For section A, the question was focusing on the demographic information of respondents' meanwhile section B focusing on the customer perception and loyalty information. Two types of questions were used in these questionnaires which are a close-ended question and Likert scale.

Meanwhile, for the secondary data, the instrument that used is obtained by collecting reviewing relevant documents such as articles, thesis, journals, and some engine information such as google

### **Data Analysis**

This study used SPSS version 23 software to analyse the data from the data collection. Before inserting the data, each questionnaire was been reviews to make sure that all the questions were answered. The uncompleted questionnaire will be excluded. The data were analysed starting from descriptive analysis which was used to describe and explore the demographic information of respondents. Next, it was continued with Chi-Square Test of Independence analysis which was used to measure the relationship of the demographic variable with customers' loyalty. Lastly, the study was analysed by using multiple linear regression which is used to predict independent variable contribution towards dependent variable. In my study, it used to measure the significant relationship of food quality, physical environment, price, and value, and also convenience towards customers loyalty.

## **RESULTS AND DISCUSSION**

### **Descriptive analysis**

Table 1 summarizes the findings of frequency and percentage distribution of demographic information of their age, gender, ethnics, education, occupation, and monthly income.

**Table 1 Descriptive statistics on Demographic variable**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	38	31.7
Female	82	68.3
<b>Age</b>		
Less than 10	0	0
11-20	47	39.2
21-30	64	53.3
31-40	4	3.3
41-50	4	3.30
More than 51	1	0.80
<b>Ethnics</b>		
Malay	119	99.2
Others	1	0.80
<b>Education</b>		
Secondary School	12	10.0
STPM/Matriculation/Diploma	44	36.7
Bachelor Degree	58	48.3
Master Degree	2	1.70
PhD Degree	4	3.30
<b>Occupation</b>		
Students	92	76.7
Private Sector Worker	16	13.3
Government Employees	6	5.00
Self Employed	3	2.50
Retired	1	0.80
Housewife	2	1.70
<b>Monthly Income</b>		
Less than RM1,000	100	83.3
RM1,001-RM2,000	12	10.0
RM2,001-RM3,000	2	1.70
RM3,001-RM4,000	0	0
RM4,001-RM5,000	1	0.80
More than RM5,000	5	4.20

As shown in Table 1, with respect to the gender of respondents, 68.3% are female while 31.7% are male. It shows that more females are likely to eating outside compared to males

In case of age distribution, the majority of the respondents were between the age of 21-30 years old which represent about 53.3% and followed by the 11-20 years old which represent about 39.2% and 3.3% of respondents are both represent for the age of 31-40 years old and 41-50 years old and lastly for the age of 51 years old above, it only represents about 0.8%. From this finding, it shows that teenagers are customers who likely to purchase McDonald's products compared to the adult. Since fast food's product is not healthy enough, then make less adult purchase it due to the increase on the health consciousness.

In terms of ethnic's compositions, the respondents were mainly Malay since they represent about 99.2% and followed by other ethnics who represent 0.8%. As this study was conducted in Kuala Terengganu, this might affect this study. It is because there is less population of other ethnicities in Kuala Terengganu compared to the other state.

Next, concerning the educational exposure, 48.3% of the respondents came from bachelor degree followed by the STPM/Matriculation/Diploma students which represent about 36.7% and 10% of the respondents were come from secondary school meanwhile Master degree and Ph.D. degree respectively represent about 1.7% and 3.3%.

For the occupation aspect, it shows that majority of the respondents are students which represent about 76.7% followed by the private sector workers which contribute about 13.3% meanwhile government employee represents about 5%. Other than that, self-employed and housewife respectively represent about 2.5% and 1.7% and only 0.8% of respondents who represent for retired respondents. For this finding, students are the majority of the respondents, then it can be concluded that students have flexible time to visit the McDonald's restaurants as they usually will stay there to eat and also to study as the restaurants are convenient and comfortable. Meanwhile, employees having a difficult situation as they only have 1 hour break to get their lunch. Employees also may not visit McDonald's restaurants after the end of their work as they want to avoid any traffic jams.

In the case of the income distribution, as the majority of the respondents are students, 83.3% of respondents represent the income below RM1, 000 and 10% of respondents represent income in between RM1, 001 until RM2, 000. Besides that, 4.2% and 1.7% of respondents respectively represent the respondents who having income more than RM5, 000 and income in between RM2, 001 until RM3, 000. Lastly, 0.8% of respondents represent the income of RM4, 001 until RM5, 000.

As shown in Table 2, the findings discovered that people are more likely to visit others fast food restaurants compared to the McDonald's restaurant. The findings show that 50.8% of the respondents do not visit McDonald's meanwhile 49.2% visited McDonald's restaurants. That means the respondents who answer no as their choice probably visit other fast food restaurants such as KFC, Subway, Burger King, and so on.

Also, concerning the frequency respondent visited McDonald's restaurants, 73.3% of the respondents have visited not for a fixed time which means that they visited the restaurants without any planning when they must go to the restaurants. They are free to visit the restaurants whenever they want. Besides that, 4.2% of respondents visited the restaurants at least once a week. It shows that this group of respondents was a loyal customer to the McDonald's restaurants.

In terms of spending money on McDonald's products, the majority of respondents spent around RM16 until RM30 as they represent about 55% meanwhile 32.5% of respondents spent less than RM15. Other than that, respondents who spent around RM31 until RM45 and spent more than RM46 respectively represent 6.7% and 5.8%. A majority of respondents were students, then fewer respondents can spend more on McDonald's product as they have to be smart when used their savings.

Regarding how they first hear about McDonald's restaurants, 64.2% of respondents knew about it from social media. When relating to the age distribution, the majority of the respondents are between 21-30 years old, thus this generation mostly sticks to their gadgets every day. Also, nowadays, most marketers will promote their product on social media as they knew that people always with their gadget and it will give advantage to them. Meanwhile, 9.2% of respondents discovered this brand from their families. Usually, this group of respondents has known about this brand since they still a child as their parents visited the restaurants during that time. The remaining on the first discovery of this brand came from friends which represent about 26.7%.

Lastly, the majority of respondents first discover this brand was in between of age 11-20 years old as they represent about 72.5% and followed by the 14.2% which represent of age less than 10 years old. Also, 11.7% and 1.7% respectively came from age between 21-30 years old and more than 31 years old.

**Table 2 Descriptive statistics on general information on McDonald's restaurant**

Variable	Frequency	Percentage (%)
<b>McDonald as the First Choice</b>		
Yes	59	49.2
No	61	50.8
<b>Frequency Visit</b>		
Not for a fixed time	88	73.3
Once a year	3	2.50
Once a month	24	20
Once a week	5	4.2
<b>Spent on</b>		
Less than RM15	39	32.5
RM16-RM30	66	55.0
RM31-RM45	8	6.70
More than RM46	7	5.80
<b>Hear about McDonald</b>		
From Family	11	9.20
From friends	32	26.7
From social media	77	64.2
<b>Age have known McDonald</b>		
Less than 10 years old	17	14.2
11-20 years old	87	72.5
21-30 years old	14	11.7
More than 31 years old	2	1.70

## Cross tabulation

Cross tabulation was used to examine relationship within the data that is not readily evident. Cross tabulation is computed along with chi-square analysis is to help identify if the variables of the study are independent or related to each other. If the two variables are independent, the decision considers as not significant and not able to reject the null hypothesis. In conclusion, the outcome of the study is unreliable. However, if there is a relation between the two variables, it shows that the results are significant and able to reject the null hypothesis and it can be relied on to make strategic decisions.

**Table 3 Relationship between gender with customer loyalty**

Variables	Chi-square	df	Asymptotic significance	Decision
Gender	56.187	43	0.086	Accept Ho

Table 3 above shows the summary of the chi-square test result between gender with customer loyalty. The findings discovered that variables of gender are independent towards customer loyalty and thus did not have a significant relationship with customer loyalty. It can be concluded as refer to the alpha level which should be less than 0.05 associated with a 95% confidence level. As shown in the table above, the p-value (asymptotic significance) of gender is 0.086 which shows the value is more than the alpha level which is 0.05, then it can be concluded the gender and customer loyalty is independent and did not have a significant relationship between each other. As the variables did not have a significant relationship, then the null hypothesis cannot be rejected.

**Table 4 Relationship between age with customer loyalty**

Variable	Chi-square	df	Asymptotic sig.	Decision
Age	1017.127	645	0.000	Reject Ho

Table 4 shows the summary of the chi-square test result between age with customer loyalty. As shown in the table above, the p-value of age is 0.000 which shows that the value is less than the alpha level which is 0.05. Thus, we can conclude the variables of age are not independent towards customers loyalty and thus there is a statistical relationship with customers loyalty. Then, the null hypothesis can be rejected.

**Table 5 Relationship between ethnics with customers loyalty**

Variable	Chi-square	df	Asymptotic sig.	Decision
Ethnics	39.328	43	0.631	Accept Ho

Table 5 shows the summary of the chi-square test result between ethnics with customer loyalty. As shown in the table above, the p-value of ethnics is 0.631 which shows that the value is more than the alpha level which is 0.05. Thus, we can conclude the variables of ethnics are independent towards customers loyalty and thus there is no statistical relationship with customers loyalty. Then, the null hypothesis cannot be rejected.

**Table 6 Relationship between educations with customers loyalty**

Variable	Chi-square	df	Asymptotic sig.	Decision
Education	272.490	172	0.000	Reject Ho

Table 6 shows the summary of the chi-square test result between educations with customer loyalty. The result discovers that the p-value of education is 0.000 which is less than the alpha level of 0.05 and thus it can simplify as the variable of education are not independent of each other and there is a significant relationship between customers' loyalty. Then, the null hypothesis can be rejected.

**Table 7 Relationship between occupations with customers loyalty**

Variable	Chi-square	df	Asymptotic sig.	Decision
Occupation	291.360	215	0.000	Reject Ho

As shown in Table 7, there is a summary of the chi-square test result between occupation with customer loyalty. The result reveals the p-value of occupation is 0.000 which is less than the alpha level of 0.05. Based on the result, we can conclude that the variables are not independent of each other and there is a significant relationship between customer loyalty. In conclusion, the null hypothesis can be rejected.

**Table 8 Relationship between incomes with customers loyalty**

Variable	Chi-square	df	Asymptotic sig.	Decision
Income	362.297	172	0.000	Reject Ho

As shown in Table 8, there is a summary of the chi-square test result between income and customer loyalty. This test shows that the variables are not independent of each other and there is a statistical relationship between customers' loyalty as the p-value for the variables of income is 0.000 which is less than the alpha level of 0.05. In conclusion, the null hypothesis can be rejected.

### **Multiple linear regression**

Multiple linear regression is a statistical technique that uses several independent variables to predict the outcome of the dependent variable. Multiple linear regressions are used when to determine a mathematical relationship between several random variables. In another word, multiple linear regressions measure how multiple independent variables are related to one dependent variable. It can be measure once each of the independent variables has been determined to predict the dependent variable.

### **Regression analysis on the coefficient of determination ( $R^2$ )**

The purpose of conducting the regression analysis is to measure which variables hold the best and give predictions for the dependent variable. The results of this regression test are shown in Table 9, Table 10, Table 11, and Table 12. All variables are including the four independent which are food quality, physical environment, price and value, and also convenience against the dependent variable which is customer loyalty. Table 9 below shows the model summary of regression analysis. This finding shows the correlation (R) of four independent variables influence the dependent variable which is  $R = 0.739$ . After inter-correlation, R square ( $R^2$ ) is generated, the value is 0.546. That means, 54.6% of the variation in customer loyalty can be



explained by food quality, physical environment, price and value, and convenience. All the variables have a good correlation in influencing customer loyalty.

**Table 9 Model Summary of Regression Analysis**

Model	R	R square	Adjusted R square	Std. Error of the estimate
1	0.739	0.546	0.530	0.68896
a. Predictors: (constant), FQ,PE,PV,CN b. Dependent variable: Customer Loyalty				

### Regression analysis of ANOVA

An ANOVA test is a way to find out the result of the survey conducted whether it is significant or not. In a simple word, ANOVA will help to identify whether to reject the null hypothesis or accept the alternate hypothesis. To more understanding about ANOVA, it is a way to testing groups to see if there is a difference between them. Table 10 reveals the finding of F value of 34.580 is significant at the 0.000 level which states the linear relationship between the dependent variable and independent variables. In simple words, 34.580% of the  $R^2$  in customer loyalty is significantly represented by four independent variables namely food quality, physical environment, price and value, and also convenience. Thus, there is a chance that all four variables have an influence on customers' loyalty towards McDonald's restaurant in Kuala Terengganu.

**Table 10 Regression Analysis of ANOVA test**

Model	Sum of square	df	Mean square	F	Sig.
1 Regression	65.655	4	16.414	34.580	0.000
Residual	54.587	115	0.475		
Total	120.242	119			
a. Predictors: (constant), FQ,PE,PV,CN b. Dependent variable: Customer Loyalty					

### Regression analysis of the coefficient

Table 11 below discover the regression of coefficient test which is used to describe the mathematical relationship between independent variables and dependent variables. The p-value for the coefficients reveals whether there is a significant relationship between the variables. To identify which variables in the model have a significant relationship, the combination of p-value and coefficients in regression analysis will help to identify it.

For each independent variable, the function of the p-value is to test the null hypothesis that the variable does not correlate with the dependent variable. For example, if there is no correlation between the independent variables with the dependent variable, then there is no association of changes in variables. To simplify it, there is no enough evidence to discover that independent variables have an influence on the dependent variable.

To measure whether there is enough evidence to reject the null hypothesis, there is a need to identify the p-value of the test. If the p-value for variables is less than the significance level which is 0.05, then the test provides enough evidence to reject the null hypothesis and vice versa. In conclusion, the variable is statistically significant to the dependent variable.

**Table 11 Determinant coefficient of customer loyalty**

Model	Unstandardized coefficients		Standardize coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.263	0.516		4.389	0.000
FQ	0.180	0.089	0.228	2.024	0.045
PE	0.156	0.109	0.023	1.431	0.155
PV	0.014	0.053	0.361	0.262	0.794
CN	0.309	0.093		3.309	0.001

From the table above, it shows that the equation is:

$$\text{Customer Loyalty} = 2.263 + 0.180\text{FQ} + 0.156\text{PE} + 0.014\text{PV} + 0.309\text{CN}$$

From this equation, it states that for every unit increase in food quality, customer loyalty is expected to increase by 0,180 units, while other variables remain unchanged. The same goes for the physical environment, customer loyalty is expected to increase by 0.156 units, while other variables remain constant. Other than that, for every unit increase in price and value, customer loyalty is expected to increase by 0.014 units while other variables remain constant and for every unit increase in convenience, customer loyalty is expected to increase by 0.309 units, while other variables remain unchanged.

As shown in Table 11, the p-value for physical environment and price and value respectively 0.155 and 0.794. The p-value for both variables is more than the significance level which is 0.05, and then it shows that there is no correlation between the variables with customer loyalty. In conclusion, physical environment and price and value are not the significant factors for the customers' loyalty. Thus, we do not have enough evidence to reject the null hypothesis.

Besides that, the p-value for two other variables which are food quality and convenience are respectively 0.045 and 0.001. The p-value for the variables is less than 0.05 and it reveals that there is a correlation between the variables with customer loyalty. To simplify it, food quality and convenience are the significant factors for customer loyalty. Thus, we have enough evidence to reject the null hypothesis.

### Summary of multiple linear regression

Table 12 shows that food quality has a significant factor in customers' loyalty towards McDonald's restaurants as the p-value is 0.045 which is less than 0.05. In conclusion, H1: food quality has a positive influence on customer loyalty has been accepted.

The test also shows for the p-value of the physical environment which is 0.155 more than 0.05, and then it can be concluded as there is no significant relationship between Physical environment with Customer loyalty. Hence, H2: the physical environment has a positive influence on customers' loyalty has been rejected.

Besides that, the result shows that the p-value of price and value is 0.794 which is more than 0.05. This means that hypothesis, H3: price and value have a positive influence on customer loyalty have been rejected.

Lastly, the p-value of convenience is 0.001 which is less than 0.05, and to make it more understanding, convenience has a positive influence on customer loyalty and it is a very good factor. In more detail, convenience acts as the highest influential factor among other variables. Thus, implementing convenience is very important to ensuring loyal customers. In conclusion, H4: convenience has a positive influence on customer loyalty has been accepted.

**Table 12 Summary of multiple linear regression**

<b>H</b>	<b>Hypothesis</b>	<b>Decisions</b>
<b>H1</b>	Food quality has a positive influence on customers loyalty	Accepted
<b>H2</b>	The physical environment has a positive influence on customers loyalty	(Rejected)
<b>H3</b>	Price and Value has a positive influence on customers loyalty	(Rejected)
<b>H4</b>	Convenience has a positive influence on customers loyalty	Accepted

## CONCLUSION

As a conclusion, not all independent variables contributed to customer loyalty towards McDonald's restaurants. However, McDonald's restaurant should identify what factors that have a high influence on customers' loyalty for them to improve the factors so that customers will be more satisfied and happy when visited the restaurant. McDonald's restaurant should analyze the strength and weaknesses of their restaurant and then they can apply the factors that have the most influence on their restaurant and therefore they can implement the appropriate plan to be more successful.

For the first objective, it shows that age, education, occupation, and income have a significant relationship with customer loyalty meanwhile gender and ethnics are independent of customer loyalty thus the variables do not have a significant relationship between customer loyalty. From the results, it can be concluded that age, education, occupation, and income able to reject the null hypothesis as the p-value is less than the alpha value which is 0.05 meanwhile gender and ethnics unable to reject the null hypothesis.

Next for the second objective, the results show that convenience was the highest in influencing customers loyalty meanwhile price and value were the lowest in influencing customers loyalty. Then, McDonald's restaurant should focus more on convenience such as increase the outlets in Kuala Terengganu as it will decrease the distance for customers to reach there and also it will increase the availability. Other than that, food quality also plays a role in influencing customers' loyalty.

Next for the recommendation, future researchers can conduct this study by using a bigger sample size that can represent the large area. By doing so, the study will get more accurate results and better findings that can make the study more precise. Other than that, future researchers can conduct this survey at the McDonald's restaurants by using face to face method so that the respondents able to ask when they are curious about the questionnaire and thus it will avoid any misunderstanding issues. Also, future researchers can investigate more variables that can make more customers loyal to the restaurants. For the limitations of the study, the findings will be more accurate if it can be conducted in McDonald's restaurants. However, due to the Covid-19 issue, the survey cannot be done and I have to make another plan to conduct this survey which I distributed the questionnaire via the online platform.

## ACKNOWLEDGMENTS

I am deeply grateful and thankful to my family for the encouragement, love, and support either physically or mentally in every aspect of my life. My special thanks go to my friends who share the knowledge and keep give mental support whenever I was down until I can complete this thesis. Many thanks to all the respondents who give the cooperation in answering the questionnaire which make this thesis successfully done.

## REFERENCES

- Adoyo, B., Ondoro, C., Ojero, P., Abong', B., Alia, F., & Jeremiah, S.N. (2012). The relationship between customers service quality and customer loyalty among retail pharmacies in Western Kenya. *Business and Management*, 2(3), 11-21.
- Aidahani, F. M. F., & Azman, N. (2018). Factors Affecting Customer Loyalty in the Restaurant Service Industry in Kuwait City, Kuwait. *Journal of International Business and Management*, 1(2), 1-8.
- All About Feel Good \_ McDonald's Malaysia. (n.d). Downloaded from <https://www.mcdonalds.com.my/en/all-about-feel-good>
- Asgari, O., Nezakati, H. (2018). *Factors Influencing Customer Loyalty Towards Fast Food Restaurant*. (June 2011).
- Bukhari, S. (2015). Customer Loyalty in Fast Food Restaurants in Saudi Arabia.
- Dogdubay, M., & Avcikurt , C. (2008). *Customer loyalty in the speciality restaurants: An example from Istanbul*. Turkey: Balikesir University, Tourism and Hotel Management School.
- Eliwa, R. A. (2006). *A study of customer loyalty and the image of the fine dining restaurant* (Master's thesis). Oklahoma State University, Faculty of the Graduate College of the Oklahomoa State University, Stillwater, OK.
- Frank, B. (2012). The formation of concusmer attitudes and intentions towards fast food restaurants: How do teenagers differ from adults? *Managing Service Quality*, 22(3), 260-280
- Gee, R., Coates, G., & Nicholson, M. (2008). Understanding and profitability managing customer loyalty. *Marketing Intelligence & Planning*, 26(4), 359-374
- Ha, J., & Jang, S. (2013). Attributes, consequences, and consumer values: A means end chains approach across restaurants segments. *International Journal of Contemporary Hospitality Management*, 25(3), 383-409.
- Harrington, R. J., Ottonbacher, M.C., & Way, K.A. (2013). QSR choice: Key restaurant attributes and the roles of gender, age, and dining frequency. *Journal of Quality Assurance in Hospitality & Tourism*, 14, 81-100.
- Hassan, N., & Unit, S. S. *Multiple Regression Using SPSS*. Presented on 6 March 2020, University of Miami.
- Hidayat, A., Adanti, A. P., Darmawan, A., & Setyaning, A. N. A. (2019). Factors influencing Indonesian Customer Satisfaction and Customer Loyalty in Local Fast Food Restaurant. *International Journal of Marketing Studies*, 11(3), 131. <https://doi.org/10.5539/ijms.v11n3p131>
- i-Buzz Asia. (2019). How Fast-food Businesses Gain Popularity in Malaysia. Downloaded from <https://www.ibuzz.asia/insight/article/13>

- Ling, K. C., Mun, Y. W., & Ling, H. M. (2011). Exploring factors that influence customer loyalty among generation Y for the fast food industry in Malaysia. *African Journal of Business Management*, 5(12), 48134833. <https://doi.org/10.5897/AJBM10.1141>
- Masud, A. Al. (2018). *Factors Influencing Customer Loyalty towards Fast Food Restaurants: An Empirical Study in Malaysia*. 1(3), 1-17.
- Minitab Express. (2019). Interpret the key results for Cross Tabulation and Chi-square. Downloaded from <https://support.minitab.com/en-us/minitab-express/1/help-and-how-to/basic-statistics/tables/cross-tabulation-and-chi-square/interpret-the-results/key-results/>
- Min, H., & Min, H. (2013). Cross-cultural competitive benchmarking of fast food restaurant services. *Benchmarking: An International Journal*, 20(2), 212-232
- Nezakati, H., Kuan, Y. L., & Asgari, O. (2011). Factors influencing customer loyalty towards fast food restaurants. *International Proceedings of Economics Development and Research (IPEDR)* 10(June 2011), 12– 16.
- Njagi, P. G. (2017). *Factors that influence consumption patterns of junk foods in fast food restaurants in Nairobi city country, Kenya*.
- Olise, M., Okoli, M., Ekeke, J. (2015). Factors Influencing Customer Patronage of Fast Food Restaurants. *International Journal of Economics, Commerce and Management*, III(11), 686-701. Retrieved from [http://www.iaabd.org/sites/default/files/PastConfrence/16thIAABDConferenceProceedings\(Nairobi\).docZipped.pdf#page=330](http://www.iaabd.org/sites/default/files/PastConfrence/16thIAABDConferenceProceedings(Nairobi).docZipped.pdf#page=330).
- Parsa, H., Self, J. T., Gregory, A., & Dutta, K. (2012). Consumer behaviour in restaurants: Assessing the importance of restaurant attributes in consumer patronage and willingness to pay. *Journal of Service Research*, 12(2), 29-56
- Ramapuram, T, E., & Batra, A. (2006). The effect of restaurant attributes on customers' overall perception and return patronage: A case study of Ebony Restaurant, Bangalore, India. Retrieved May 29, 2013, from <http://www.journal.au.edu/journal management /2006/jul06/jul06-article04effect.pdf>.
- Ryu, K. (2005). *DINESCAPE, emotions and behavioural intentions in upscale restaurants* (Doctoral dissertation). Kansas State University, Department of Hotel, Restaurant, Institutions Management & Dietetics, Manhattan, KS
- Sahagun, M. (2018). *Can fast food customers be loyal customers, if so how? Theory, method, and findings*. (March 2014). <https://doi.org/10.1016/j.jretconser.2013.12.002>.
- Statista Research Department. (2018). Malaysia: which fast food (quick-service) restaurants do you go to if any? Downloaded from <https://www.statista.com/statistics/561040/malaysia-visited-fast-foodrestaurants/>
- Tunsi, A. (2000). *Factors associated with customer loyalty for international dining restaurants located in Jeddah, Saudi Arabia* (Doctoral dissertation). Ohio State University, College of Human Ecology, Department of Human Nutrition and Food Management, Columbus, OH.

#### How to cite this paper:

Ismail, N. R ., Arumugam, N. (2021). Factors Influencing Customer Loyalty towards McDonald's restaurant in Kuala Terengganu. *Journal of Agribiotechnology*, 12(1S):1-13