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## CUSTOMER RETENTION TOWARDS FAST FOOD RESTAURANT IN KLANG VALLEY

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### Abstract:

This study examines the factors influencing customer retention toward fast-food restaurants in Klang Valley, Malaysia. With the rapid growth of the fast-food industry and increasing competition among local and international brands, retaining customers has become a critical challenge. The research focuses on three independent variables – brand image, service quality, and price perception – and examines their impact on the dependent variable, customer retention. The study is grounded in Customer Perceived Value Theory and Relationship Marketing Theory, which explain how perceived value, trust, and commitment influence long-term loyalty. A quantitative research approach was adopted using a structured questionnaire distributed through Google Forms. A total of 167 valid responses were collected from customers aged 18 years and above who had experience dining at fast-food restaurants in Klang Valley. The data were analysed using descriptive statistics, correlation analysis, and regression analysis. The findings reveal that price perception and service quality have a significant positive effect on customer retention. Price perception was identified as the strongest predictor, indicating that customers are more likely to remain loyal when they perceive prices as fair and reasonable. Service quality also

significantly contributes to retention, particularly in terms of staff friendliness and efficiency. However, brand image, although rated positively in the descriptive analysis, was not found to be statistically significant in influencing customer retention. The regression model shows that 72.4% of the variance in customer retention can be explained by the three variables. The study concludes that fast-food operators in Klang Valley should prioritize fair pricing strategies and high service standards rather than relying solely on brand reputation. These findings provide practical insights for marketers and contribute to a better understanding of customer retention in the Malaysian fast-food industry.

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**Keyword:**

Brand Image, Customer Retention, Fast-Food Industry, Price Perception, Service Quality



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## Introduction

### *Background Of Study*

The fast-food industry in Malaysia, particularly in the Klang Valley, has experienced rapid increase in recent year due to rising income levels, urbanization and changing consumer lifestyle. This area has many local and international fast-food brands that compete by offering similar food, prices, and promotions (Habib et al., 2011). This makes it difficult for fast food restaurants to keep their customers loyal.

According to (Parasuraman et al., 1988), customer satisfaction and service quality have been important topics of study. However not many studies explain why some customers stay loyal to a brand for a long time. In today's competitive market, other factors like brand image, service quality and price perception play an important role in retaining customers (Abu Samah et al., 2015).

This study will focus on fast food restaurant in Klang valley and aims to find brand image, service quality and price perception affect customer retention the most. The result of this study can help fast food business understand what is important to their customer and how to keep them coming back.

### *Problem Statement*

In Malaysia, fast food chains are growing quickly and trying hard to attract and keep customers (Habib et al., 2011). Although many brands offer similar food, prices and promotions, not all of them succeed in keeping customer loyal. When customers often switch between brands, it

indicates low customer retention (Nastasioiu & Vandenbosch, 2019). Previous studies mostly focused on customer satisfaction and service quality (Hernon et al., 1999). However, they don't clearly explain how brand loyalty can help companies keep their customers for the long term. Therefore, it is important to study how these factors influence customer loyalty and retention in fast food restaurants, especially in Klang Valley. By understanding what really matter to customer, fast food business can improve their strategies to attract and keep loyal customers.

### ***Research Objective***

1. To determine the relationship between brand image and customer retention in fast-food restaurants in Klang Valley.
2. To identify the impact of service quality on customer retention in fast-food restaurants in Klang Valley
3. To investigate the effect of price perception on customer retention in fast-food restaurants Klang Valley
4. To determine which factor (brand image, service quality, or price perception) has the strongest influence on customer retention.

### ***Scope Of Study***

This study focuses on fast-food consumers in Klang Valley, Malaysia. Klang Valley is chosen because it is a well-developed and highly populated area that has a wide variety of local and international fast-food brands. Such as McDonald's, KFC, Burger King, Texas Chicken, A&W, and others (Abdullah et al., 2015).

The purpose of this study is to find out how brand image, service quality, and price perception influence customer retention. Customer retention refers to how likely consumers will return and continue purchasing the same brand over time (Hofman-Kohlmeyer, 2020). These 3 independent variables were selected because they are commonly discussed in marketing and consumer research, and they are believed to play an important role in shaping customer decisions.

This research will use a quantitative approach, where data were collected through structured questionnaires. The target respondents are customers aged 18 years old and above who have experience visiting or purchasing from fast food restaurants in Klang Valley. Respondents will be asked to rate their opinion on statements related to brand image, service, pricing, and their intention to keep supporting the same brand.

The study focuses only on the fast-food industry in Klang Valley and does not include other food service businesses such as cafés or fine dining. Therefore, the results may not represent consumers in other parts of Malaysia. However, the findings can still provide useful insights for fast-food operators and marketers in Klang Valley.

## Literature Review

### *Customer Perceive Value Theory (Zeithaml,1988)*

Customer perceived value (CPV) theory explains how customers evaluate products and services by comparing the benefits they received with the cost they pay. According to Zeithaml (1988), Customers tend to remain with brands when they believe the overall value offered meets or exceeds their expectations. In fast-food industry, customer evaluate value base on food quality, service experience, convenience and pricing. Therefore, CPV theory provides a suitable theoretical foundation for understanding how price perception influence customer retention.

### *Relationship Marketing Theory*

For this study, relationship marketing theory was used that was developed by Morgan and Hunt (1994). This theory means the importance of establishing and maintain long-term relationships with customers with trust and commitment. This theory suggested that customers are more likely to remain loyal when they trust a brand and feel committed to maintain the relationship. Trust refers to customer's confidence in a company reliability and ability, while commitment means customer's desire to maintain an ongoing relationship with the brand. In fast-food industry, positive experience, reliable service and consistency can strengthen customer trust and encourage repeat purchase. Therefore, Relationship Marketing Theory provide a strong foundation for explaining customer retention behaviour.

### *Customer Retention*

In fast-food industry, customer retention means a customer's willingness to continuing visiting and purchasing from the same restaurant over time. Repeat patronage usually indicates satisfaction with the overall dining experience. (Kotler & Keller, 2016). It shows the extent to why customer continue supporting the same brand instead of switching to alternative. Retained customers are more likely to buy again, generate positive word of mouth and contribute to long-term business profit. Customer retention has become important in competitive industries such as fast – food, that customer is presented with numerous alternatives. (Nastasoiu and Vandenbosch 2019) found that customer retention contributes significantly to sustainable business growth and profitability. Hofman-Kohlmeyer (2020) reported that loyal customer is more likely to continue supporting a brand despite the availability of competing alternatives. This finding show that understanding factors influencing customer retention is essential for business and seek long-term success.

### *Brand Image*

Brand image represents the impression customers develop about a brand through their experiences, emotions, and information they receive from various sources. (Hanaysha, 2016). It shows how customers perceive a brand reputation, quality and uniqueness compared to competitors favourable brand image can strengthen trust and influence customers to continue supporting the brand.

Previous studies show the importance of brand image that influence customer behaviour. (Hanaysha 2016) found that a strong brand image affects customer satisfaction and loyalty in fast-food industry. Nezakati et al. (2011) reported that customers are more likely to remain loyal to brand that possess a strong reputation and positive image. Brand that are well established with higher quality and reliability that increase their likelihood of returning for purchase in future.

Previous studies identified positive relationship between brand image and customer retention, but limited studies have specifically examined its influence of customer retention. Therefore, the following hypothesis is proposed: H1: There is a significant positive relationship between brand image and customer retention in fast-food restaurants in Klang Valley.

### ***Service Quality***

Service quality refers a company's ability to consistently meet or exceed customer expectation. SERVQUAL was developed by Parasuraman, Zeithaml, and Berry (1988) as a model to evaluate customer's perceptions of service quality by comparing their expectations with the actual service they receive. The model consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

According to Udayalakshmi and Sridevi (2023), service quality is considered the primary factor affecting the success of an organization, particularly for fast-food restaurants. Service quality for fast-food restaurants includes clean environment, friendly employees, correct orders, service delivery speed, and complaint handling ability. They determine the overall dining experience of customers.

Several previous studies proved that service quality determines customer retention. Salamah et al. (2022) found that customers who perceive superior service quality are more likely to continue revisiting a business and maintain a long-term relationship with the brand. Therefore, service quality is expected to positively influence customer retention among fast-food restaurant customers.

### ***Price Perception***

Price perception refers to how customers interpret value of a product or service in relation to the amount they are required to pay (Kaura et al., 2015). Customers compare the quality of product and service with the amount they pay to determine if the purchase represents good value. Positive price perception can enhance customer satisfaction and encourage continued patronage.

Research shown that price perception influences customer behaviour and loyalty. According to Zeithaml (1988), customers are more likely to remain loyal when they perceive that the benefits received exceed the costs incurred. Mohd Farid Shamsudin et al. (2020) found that customer are more likely to remain loyal to a brand when they perceive price that is fair and reflective of the quality received. From Kaura et al. (2015) found that perceived price fairness positively influences customer loyalty and behavioural intention. That customer believe that fast food restaurant offers reasonable price and good value for money customers are more likely to continue supporting the brand and make repeat purchases. Although previous studies examined relationship between price perception and customer loyal but there is limited evidence

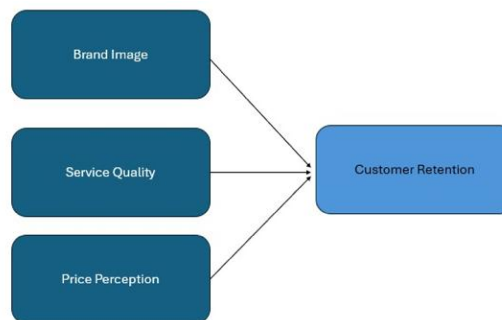
regarding influence on customer retention among fast – food consumer in Klang Valley. Therefore, the following hypothesis is proposed. H3: There is a significant positive relationship between price perception and customer retention in fast-food restaurants in Klang Valley.

### *Conceptual Framework*

The conceptual framework illustrates the relationship between the independent variable and dependent in this study. The independent variable is Brand Image, Service Quality and Price Perception, while Customer Retention serves as the dependent variable of this study. The framework proposes that each independent variable has direct influence on customer retention among fast-food customers in Klang Valley.

**Table 1: Independent Variable & Dependent Variable**

Independent Variable	Dependent Variable
<ul style="list-style-type: none"> <li>• Brand Image</li> <li>• Service Quality</li> <li>• Price Perception</li> </ul>	Customer Retention



**Figure 1: Framework Of Independent Variable & Dependent Variable**

### *Research Hypotheses*

H1: There is a significant positive relationship between brand image and customer retention in fast-food restaurants in Klang Valley.

H2: There is a significant positive relationship between service quality and customer retention in fast-food restaurants in Klang Valley.

H3: There is a significant positive relationship between price perception and customer retention in fast-food restaurants in Klang Valley.

### **Methodology**

#### *Introduction*

This explains about the methodology used in this study. It covers research design, sampling process, sampling technique, data collection procedure, questionnaire design and data analysis methods. This study aims to investigate the factors that influence customer retention towards fast-food restaurant in Klang Valley. A quantitative research approach was adopted using a structured questionnaire that distributed through Google Forms.

### ***Research Design***

Research design is a framework that guides the process of collecting and analysing data to answer the research questions and test hypotheses. A research design ensures that a study is conducted effectively and efficiently while providing valid and reliable findings,

This study adopted quantitative research design because it allows the collection of measurable data from a large number of respondents that enable statistical analysis of the relationship between variables. The quantitative approach was considered appropriate because it facilitates objective analysis through correlation and regression technique.

### ***Sampling Process***

The target population for this study consisted of consumers that experience purchasing or dining at fast food restaurant in Klang Valley. Klang Valley was selected because it is one of the most urbanised and populated regions in Malaysia that with high concentration of both local and international fast-food

### ***Sampling Target***

Respondents were invited to participate by completing an online questionnaire. This ensure that the data collected came from actual fast-food consumers with relevant experience.

### ***Inclusion and Exclusion***

To ensure the relevance and quality of the data collected, inclusion and exclusion criteria were established

For inclusion criteria, respondents were required to be aged 18 and above, reside in Klang valley, Malaysia. Respondents must have purchase or consumed fast food within the past three months. And have experience in dining or purchasing from fast-food restaurants.

For exclusion criteria, respondents were excluded if they were below 18 years old and had never consumed fast food in Klang Valley. Respondents that submitted incomplete questionnaire and duplicate responses were excluded too.

### ***Sampling Techniques***

This study employed a non-probability convenience sampling technique. Respondents were selected based on their availability and willingness. The Questionnaire was distributed through Google Forms and shared through social media platforms such as WhatsApp, Instagram Course Networking and others

Convenience sampling was chosen due to time limitation and comprehensive list of fast-food consumers in Klang Valley. According to Bernard (2002), convenience sampling is commonly used when researchers need to obtain data quickly and efficiently from accessible respondents. A total of 167 valid responses were collected and used for data analysis for this study.

### ***Sampling Timeline***

The process of data collection was conducted in a month period that beginning on 18 June 2025 and ending on 18 July 2025. During this period, the online questionnaire as distributed through various digital platforms.

Google forms were used to administer the survey and record responses automatically. The target was to obtain at least 150 valid responses from individual who have experience consuming fast food in Klang Valley. The one-month period was considered sufficient to gather the required number of responses for statistical analysis.

### ***Questionnaire Design***

The questionnaire was developed using Google Forms and divided into two sections  
Section A: Demographic information

This section collects respondents' demographic information that include gender, age occupation, monthly income, frequency of fast-food consumption and preferred fast-food restaurant.

### ***Section B: Research Variable***

This section consisted of close ended statements that design to measure four key variable such as brand image, service quality, price perception and customer retention.

Respondents were asked to indicate their level of agreement using a 5-point Likert scale.

**Table 2: 5-Point Likert Scale Used in Questionnaire**

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

The questionnaire questions were adapted from validated past studies to ensure content relevance and reliability. The structure was also modified to suit the context of fast-food consumes in Klang Valley.

## **Research Findings**

### ***Demographic Data***

**Table 3: Demographic Research Findings**

<b>Items</b>	<b>Profile</b>	<b>Total Number (N)</b>	<b>Percentages (%)</b>
<b>Gender</b>	Male	98	58.7%
	Female	69	41.3%

<b>Age</b>	Below 18	22	13.2%
	18 – 24	125	74.9%
	25 – 34	8	4.8%
	35 – 44	5	3.0%
	45 & above	7	4.2%
<b>Occupation</b>	Student	139	83.2%
	Employed	19	11.4%
	Self – Employed	5	3.0%
	Entrepreneur	1	0.6%
	Unemployed	3	1.8%
<b>Monthly Income/ Pocket Money</b>	Below Rm500	64	38.3%
	RM 500 – RM 1,499	58	34.7%
	RM 1,500 – RM 2,999	18	10.8%
	RM 3,000 – RM 4,999	13	7.8%
	RM 5,000 – Above	14	8.4%
<b>Frequency Eating Fast Food A Week</b>	0	10	6.0%
	1	63	37.7%
	2	73	43.7%
	3	14	8.4%
	4 or More	7	4.2%
<b>Which Fast Food Chain Prefer the Most</b>	McDonald's	138	82.6%
	KFC	15	9.0%
	Subway	8	4.8%
	Texas Chicken	3	1.6%
	Burger King	1	0.6%
	None, I don't have Habit Eating Fast Food	1	0.6%
	Lajiaobanmian	1	0.6%

### *Gender & Age*

The respondents have 98 male (58.7%) and 69 female (41.3%). Most respondents are aged 18–24 with 125 people (74.9%). This is followed by below 18 with 22 respondents (13.2%). The 25–34 age group has 8 respondents (4.8%), while 45 and above has 7 respondents (4.2%). The least respondents are 35–44 with 5 people (3.0%).

### *Occupation & Monthly Income/ Pocket Money*

Students (82.7%) are the majority respondents, employees are 11.4%, self-employed individual (3.0%), unemployed are 1.8% and only 0.6% are entrepreneurs. Most respondents earned less than RM500 (38.3%) for income or pocket money, and (34.7%) earned between RM500–

RM1,499. Only a group earned RM1,500–RM2,999 (10.8%). 7.8% respondents earned RM3,000–RM4,999. The group with RM5,000 and above (8.4%) is the smallest. These findings reflect that most respondents have lower monthly income, as majority are students.

### *Frequency Of Eating Fast Food & Preferred Fast – Food Brand*

Respondents that eat fast food twice per week the most (43.7%), the once per week is (37.7%). The smaller groups eat it three times (8.4%) or four times or more (4.2%), while 6.0% do not eat fast food during the week.

The most popular preferred brand is McDonald (82.6%), followed by KFC (9.0%), Subway (4.8%), and Texas Chicken (1.6%). A minimal number chose La Jiao Ban Mian and Burger King (0.6% respectively). Overall, McDonald's clearly dominates respondents' preferences.

### *Correlation Analysis*

**Table 4: Correlation Analysis Data Table**

	<b>Brand Image</b>	<b>Service Quality</b>	<b>Price Perception</b>	<b>Customer Retention</b>
<b>Brand Image</b>	1	0.734	0.844	0.740
<b>Service Quality</b>	0.734	1	0.764	0.737
<b>Price Perception</b>	0.844	0.764	1	0.837
<b>Customer Retention</b>	0.740	0.737	0.837	1

Correlation analysis was conducted to examine the relationship between Brand Image, Service Quality, Price Perception, and Customer Retention. The results show that all variables are positively correlated with customer retention.

The strongest correlation was found between Price Perception and Customer Retention ( $r = 0.837$ ), indicating that customers who perceive prices as fair are more likely to return to the restaurant. In addition, brand image shows a strong relationship with Price Perception ( $r = 0.844$ ). Service Quality is also positively correlated with Price Perception ( $r = 0.764$ ) and Customer Retention ( $r = 0.737$ ). Overall, these variables play an important role in influencing customer retention. (Zeithaml, V. A. (1988).

### *Regression Analysis*

**Table 5: Regression Analysis Data Table ®**

Model	R	R-Square	Adjusted R Square
1	0.851	0.724	0.719

$$Y = 1.23 + 0.035BI + 0.21SQ + 0.52P$$

The regression equation shows the relationship between the dependent variable (Y) and three independent variables: Brand Image (BI), Service Quality (SQ), and Price Perception (P). The constant (1.23) is the baseline value of Y when all variables are zero. The coefficients show that BI increases Y by 0.035, SQ by 0.21, and P by 0.52 when each increase by one unit, assuming other variables remain constant.

This shows that price perception has the strongest effect on Y, followed by service quality while brand image has the smallest effect. Overall, the model suggests that these three factors positively influence the value of Y.

Regression analysis was conducted to examine how Brand Image, Service Quality, and Price Perception influence Customer Retention. The R value of 0.851 indicates a strong relationship between the variables.

The R-Square value is 0.724, which means that 72.4% of the variation in customer retention can be explained by brand image, service quality, and price perception. The remaining 27.6% may be influenced by other factors not included in this study. The Adjusted R-Square value of 0.719 also confirms that the model provides a strong explanation of customer retention in fast-food restaurants

### *P – Value*

**Table 6: Regression Analysis Data Table (P -Value)**

<b>Variable</b>	<b>P-Value</b>
Brand Image	0.558917
Service Quality	0.000811
Price perception	5.26E-12

A p-value is used to determine if an independent variable has statistically significant effect on the dependent variable. A p-value less than 0.05 indicates the variable are significant influences customer retention. (Field, 2013).

The result show that Service Quality ( $p=0.000811$ ) and Price Perception ( $p=5.26E-12$ ) have p-values below 0.05 that indicate both variables significantly influence customer retention. Therefore, it shows that customer is more likely to remain loyal when they receive good service and perceive the price as fair and reasonable

Among all variable, Price Perception has the lowest p-value that making it the strongest predictor of customer retention in this study. This shows that customer place greater importance on value for money when deciding to continue patronizing a fast-food restaurant.

In contrast, Brand Image has a p-value of 0.558917 that is higher than 0.05 that showing brand image does not have significant effect on customer retention in this study.

## Discussion

This study examines the effect of brand image, service quality, and price perception on customer retention in fast-food restaurants in Klang Valley. The findings provide important insights into consumer behaviour within a highly competitive market environment.

First, the results indicate that brand image does not have a statistically significant effect on customer retention ( $p > 0.05$ ). Although respondents reported positive perceptions of brand image in the descriptive analysis, this did not translate into actual repeat patronage behaviour. This finding contrasts with earlier studies which suggested that brand image plays a significant role in influencing customer loyalty (Hanaysha, 2016; Nguyen & Leblanc, 2001). One possible explanation is that the fast-food industry in Klang Valley is highly saturated, where major brands already possess strong and well-established brand identities. As a result, brand image may no longer serve as a key differentiating factor, and customers instead prioritise more tangible aspects such as price and service experience. This suggests that while brand image is important in attracting customers, it is insufficient on its own to ensure long-term retention.

Second, the findings shows that service quality has significant effect on customer retention ( $p < 0.05$ ). This result supports the SERVQUAL model developed by (Parasuraman et al. 1988), that emphasises dimensions such as reliability, responsiveness, assurance, empathy, and tangibles in shaping customer perceptions of service quality. For fast-food restaurants, factors such as quick service, staff friendliness, and order accuracy play a critical role in enhancing customer satisfaction. This finding is consistent with prior research indicating that service quality significantly influences customer loyalty and repeat purchase behaviour (Cronin & Taylor, 1992). A possible explanation is that fast-food consumers are highly time-sensitive and value efficiency and convenience. Therefore, a positive service experience increases the likelihood of repeat visits. From a managerial perspective, this highlights the importance of continuous staff training, operational efficiency, and service process improvements to sustain customer retention.

Third, the results demonstrate that price perception is the strongest and most significant predictor of customer retention ( $p < 0.05$ ). This finding strongly supports the Customer Perceived costs that proposed by (Zeithaml,1988), (Suryadi et al.,2018). Suggests that customers evaluate value based on the trade-off between perceived benefits and perceived costs. When customers perceive price is fair and reasonable relative to the quality received, they are more likely to remain loyal. This result is consistent with previous studies that found that perceived price fairness has direct impact on customer satisfaction and loyalty (Kaura et al, 2015). One possible explanation is that the majority of respondents were students, who are generally more price-sensitive, making them more price-sensitive. As a result, price becomes a key determinant in influencing their purchase decisions and repeat behaviour. (Kaura et al., 2013) This finding implies that even strong brand image and good service quality may not be sufficient to retain customers if the perceived value for money is not met.

Overall, the regression model explains that around 72.4% of the variance in customer retention, indicating that brand image, service quality, and price perception collectively provide strong explanatory power. However, other remaining unexplained variance suggests that other factors for example: food quality, convenience, location, and digital experience may also influence customer retention. Future research is therefore recommended to explore these additional

variables to gain a more comprehensive understanding of customer behaviour in the fast-food industry.

## Recommendations

Based on the findings of this study, there are several recommendations are recommended for fast-food restaurants in Klang Valley to enhance customer retention.

First, Restaurant operators should ensure that pricing remains competitive and reflects the quality of products and services offered. Promotional activities and value-added offers can further strengthen customers' intention to revisit. This is consistent with Zeithaml (1988), who emphasised that value perceived plays a critical role in influencing customer retention.

Second, fast-food operators should continuously improve service quality, as it was a significant impact on customer retention. Based on the SERVQUAL model (Parasuraman et al., 1988), companies should focus on enhancing key dimensions such as responsiveness, reliability, and assurance. In practice, this can be achieved by reducing waiting time, improving order accuracy, and ensuring staff are well-trained and responsive to customer needs. The use of self-service kiosks and mobile ordering systems can also improve efficiency and customer experience, ultimately increasing repeat visits.

Third, although brand image was not found to have significant effect on customer retention, it should still be maintained as a supporting factor. Fast-food companies should ensure consistency between their brand image and actual service performance. Rather than focusing solely on promotional branding, companies should align their brand promise with real customer experiences, particularly in terms of pricing and service delivery. (Cronin & Taylor, 1992). This approach can strengthen overall brand trust and indirectly support customer retention.

Finally, fast-food businesses are encouraged to adopt customer engagement strategies through digital platforms, such as mobile applications and loyalty programs. These tools can enhance convenience, provide personalised promotions, and encourage repeat purchases. Given the competitive nature of the fast-food industry, integrating digital solutions can provide an additional advantage in maintaining long-term customer relationships.

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## Appendix

Table A1: Questionnaire Questions

Variables	Questions	References
Customer Retention	<p>This fast-food restaurant product brand is a well – known brand</p> <p>The interior layout in this fast-food restaurant is very neat &amp; clean</p> <p>The area where this fast-food restaurant is located is safe</p> <p>These fast-food restaurants display prices for all the food they serve.</p> <p>The Price is reasonable and can be acceptable for all walks of life.</p>	Roslina Ahmad & faridah Jaafar, 2021
Service quality	<p>The fast – food restaurant have a sufficient number of waiters</p> <p>The fast-food restaurant often gives special discounts to customers.</p> <p>The employees at this fast-food restaurant are friendly to the customers who come</p> <p>The workers at this fast-food restaurant are very efficient in doing their jobs.</p> <p>The employees at this fast-food restaurant are qualified with the assigned duties.</p>	Rokimah Mohamed, Roslina Ahmad & Nurulhuda md Saad, 2015 Roslina Ahmad & Faridah Jaafar,2021
Price Perception	<p>Is the price offered reasonable?</p> <p>The prices of the fast-food restaurant products are different depending on the product.</p> <p>Prices of the fast-food restaurant value in each product.</p> <p>The price of the fast-food restaurant meets customer expectations.</p> <p>Compared to other fast-food restaurants, this brand offers better prices for similar products.</p>	Ilmandani, D. S., & Kusmayadi, O. (n.d.)
Brand Image	<p>I am very familiar with the fast-food restaurant brand.</p> <p>The fast-food Restaurant I prefer is better than another competitor.</p> <p>The appearance of the fast-food restaurant I prefer is interesting.</p> <p>The fast-food restaurant I chose provides a wide variety of products,</p> <p>feel confident in choosing this brand because of its positive image.</p>	Ilmandani, D. S., & Kusmayadi, O. (n.d.)