

THE IMPACT OF FOOD QUALITY, SERVICE QUALITY, AND PHYSICAL ENVIRONMENT TOWARD CUSTOMER SATISFACTION ON KFC

PENGARUH KUALITAS MAKANAN, KUALITAS LAYANAN DAN LINGKUNGAN FISIK TERHADAP KEPUASAN KONSUMEN PADA KFC

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ABSTRACT

As the competitions among FFR businesses are inevitable, to comprehend the factors associated with the successful of KFC as the leader of the market based on the dimension of dining experience attribute to customer satisfaction, this research is conducted. This research aimed to investigate the impact of Food Quality (X1), Service Quality (X2), and Physical Environment (X3) toward Customer Satisfaction (Y) in KFC in Indonesia. This research used a quantitative method to analyze the effect between the independent and dependent variables. The samples were taken from purposive sampling, consisting of 250 of KFC customers who had visited the restaurant within the past year. The questionnaire was used as the research instrument to collect the primary data. This research is supported by previous study as well to support the result. The data were collected by SPSS and PLS application. The results of this research indicate that Food Quality (X1), Service Quality (X2), and Physical Environment (X3) have a significant impact as well on Customer Satisfaction (Y). Hence, it is important to maintain those variables to the standard quality as those have a significant impact toward customer satisfaction.

ABSTRAK

Karena persaingan antar pelaku bisnis FFR tidak dapat dihindari, maka untuk memahami faktor-faktor yang terkait dengan keberhasilan KFC sebagai pemimpin pasar berdasarkan dimensi atribut dining experience terhadap kepuasan pelanggan, maka penelitian ini dilakukan. Penelitian ini dilakukan untuk mengetahui pengaruh Food Quality (X1), Service Quality (X2), dan Physical Environment (X3), terhadap Customer Satisfaction (Y) konsumen KFC. Penelitian ini menggunakan metode kuantitatif untuk mengamalisis pengaruh antara variabel independen dan dependen. Sampel diambil menggunakan teknik purposive sampling yang terdiri dari 250 konsumen KFC di Indonesia yang telah mengunjungi KFC dalam kurun waktu setahun terakhir. Kuesioner digunakan sebagai instrumen penelitian untuk mengumpulkan data primer. Penelitian ini didukung oleh penelitian sebelumnya juga untuk mendukung hasil penelitian. Data yang terkumpul kemudian dianalisis menggunakan aplikasi SPSS dan PLS. Hasil penelitian ini

menunjukkan bahwa Food Quality (X1), Service Quality (X2), dan Physical Environment (X3) memiliki hubungan yang signifikan terhadap Customer Satisfaction (Y). Oleh karena itu, variabel-variabel tersebut perlu dipertahankan standard kualitasnya karena ketiganya memiliki pengaruh yang signifikan terhadap kepuasan pelanggan.

Keywords: Food quality, service quality, physical environment, customer satisfaction, fast-food restaurant.

INTRODUCTION

The covid-19 pandemic undoubtedly has a significant impact towards the Indonesian economy. However, there are three primary sectors that remain a mainstay of the economy. The top three economic sectors mentioned are service, industry, and agriculture with the biggest percentage of gross domestic product (GDP) contribution. Based on Plecher (2020), service industry indicates the biggest shares with 44.23%. In service industry, food and beverage segment has an important role. As can be seen by the data from Statista (2020), after adjusted for expected impact from Covid-19, the forecast from 2021 until 2025 still indicates stable growth with the expected amount of \$3,723.6m total revenue in food and beverage industry by 2025. By the reason of how huge the contribution of food and beverage industry to Indonesia's GDP, the food and

beverage industry became pivotal to its economy.

There are several categories of food and beverage industry that has been significantly growing in Indonesia. One of which is fast food restaurant (FFR). FFR refers to food service outlets quickly serving inexpensive foods with minimal preparation and table service (Fleischhacker, 2010) FFR is suitable for the current lifestyle of society who desire for convenient and quick for consumption.

Restaurant with fast food concepts has been utilizing franchise systems. The amount of potential customer in Indonesia turns FFR international brands to continuously expand their business in Indonesia through a holding company as a franchisor. As stated by Hanaysha (2016) building customer satisfaction is considered nowadays as a key priority for brand

success and performance. In order to achieve its satisfaction and able to compete with competitors, the business should fulfilling the customer compassion by delivering a decent dining experience from its foods, friendly employee-customers interaction and physical environment (Canny, 2013). Hence, considering factors that encouraging the enhancement of customer satisfaction extent is a crucial due to the availability of many choices in the market as the customer can easily switch restaurant if the quality does not meet its requirement.

Among several brands of fast-food restaurant that available such as Mcdonalds, Texas Chicken, Wendy's, A&W, and others, everyone has different choices of a restaurant that they will visit. Some people choose a restaurant that is simple yet provides satisfaction in the taste of the food they eat. Also, there are those who visit the restaurant due to the complete package of pleasure by the environment, the food, and the service that they could not obtain from other restaurants. Currently, the

restaurant is growing very rapidly. Food service businesses are challenged to create a unique differentiation and clear positioning so that consumers can differentiate from their competitors.

The demand for fast-food services and fast-food restaurants (FFRs) has been growing steadily across the world Carranza, R., Diaz, E. & Consuegra, D. M. (2018). One of the most favored FFR in Indonesia is Kentucky Fried Chicken (KFC). According to KFC Indonesia (2011), KFC was established by PT. Fastfood Indonesia, Tbk on 1979. KFC has been monitoring the condition of the market through Brand Image Tracking Survey (BITS) that held by an independent agency which aim to acknowledge the perception of the customer regarding the food quality, service quality and the facility as well as the perception of the brand image. The results of BITS consistently indicated KFC as the highest position for Top of Mind Awareness.

KFC has been operating for 42 years in Indonesia. Indeed, considering the

food quality is one of criterion for its success. KFC offers several menu items, the main product of KFC is the Colonel's Original Recipe and Hot and Crispy fried chicken. KFC also provides variety of menu items that adjusted from local taste, such as perkedel, rice, salad and soup. Moreover, the quality of the food will be comprehended by the measurement of food quality. Overall quality of the food and beverage, the taste, the freshness, the nutritious aspect, and the portion size is categorized under food quality measurement (Serhan & Serhan, 2019).

Furthermore, it is well-known that FFR is a self-service restaurant with less interaction between customer and staff if compared to fine dining restaurant or family restaurant. However, FFR as the part of hospitality industry that should be able to offer proper service based on the standard sets as the service quality has an impact towards customer satisfaction on FFR as stated by Qin & Prybutok (2009) and stated as well by Nunkoo et al (2019)

about the study that analyze the relationships between service quality and customer satisfaction.

According to Yrjölö et al (2019), the quality of the food is an inevitable part of the customer experience and is commonly addressed through perceptions of deliciousness and nutritional value, or through the aesthetics of the food. The food quality and service quality are the primary factor to consider in the establishment of restaurant. The study that conducted by Zhong, Y. & Moon, H. C. (2020) in China, with the improvement in living conditions, Chinese customers care increasingly about what, how, and where they eat. However, as the restaurant industry has grown and more consumers increasingly expect a more upscale and entertaining environment to enhance the dining experience, restaurateurs are making efforts to meet that expectation with innovative and exciting physical surroundings (Ryu & Kim, 2012). The creation of comfortable physical environment that supported by preferable interior design and the availability of various

additional facilities such as good music, nice decoration and etc. which potentially result as a special attraction for its customers that will ultimately influence their purchasing decisions. Nowadays, customers are no longer willing to sacrifice just to get average even lack service. Otherwise, they visit restaurant wanting a good environment (atmosphere) when they are looking for an unforgettable experience.

Customers nowadays expect those three dining experience attributes to perform well. An excellent overall dining experience via excellent food in conjunction with good atmosphere and high-quality service needs to be achieved to meet their satisfaction (Ryu & Kim, 2012). The competition among FFR businesses are inevitable due to the expansion of brands mentioned across country. Based on the explanation above, maximizing food quality, service quality and physical environment are required in order to be the predominant in the market. Specifically, to comprehend the factors associated with the successful of KFC based on the

dimension of dining experience attribute to customer satisfaction, this research will encompass **“The Impact of Food Quality, Service Quality and Physical Environment toward Customer Satisfaction on KFC”**.

REVIEW OF THEORY

Customer Satisfaction

Building customer satisfaction is considered to be a key priority for business success (Hanaysha, 2016). Satisfaction is the customer's fulfillment response. It is a judgment that a product/service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment including levels or under- or overfulfillment (Oliver, 2010:8). Kotler in Lupiyoadi and Hamdani (2009) states that satisfaction is the level of feeling where a person states the results of the comparison of the performance of the product (service) received and expected. Companies should. Always be aware of the importance of customer factors in this era of globalization. According

to this, measuring the level of customer satisfaction is very necessary, even though it is not as easy as measuring the weight or height of the customer concerned. Engel in Tjiptono (2014) states that Customer satisfaction is a after-purchase evaluation where the alternatives chosen are at least the same or exceeding customer expectations, while dissatisfaction arises when the results do not meet expectations - feelings formed about the experience of consumption.

Food Quality

Peri (2006) stated that food quality can be defined as “fitness for use” or, more appropriately for foodstuff, “fitness for consumption” which leads to what the expert in ISO standards call “customer” or “consumer” satisfaction. The quality of food has to reach a decent standard to make the customer is able to consume the food properly and satisfy its customer. However, food nowadays does not solely rely on the minimal standard serving. As the core of restaurant attributes, food should be presented properly based

on the optimum standard of each restaurant. In order to measure the quality required by the customers, certain standards should be considered. Adopted from Ryu & Kim (2012), there are several aspects regarding food quality; fresh, delicious, nutritious, menu variety, and food’s smell. Likewise, Namkung & Jang (2007) stated that the quality of food is deemed to be evaluated on the taste, freshness, and how the food is being presented to customers.

Food quality is a quality and food characteristic that is acceptable to consumers, including external factors such as size, shape, color, consistency, texture, and taste (Potter and Hotchkiss, 1995). According to West, Wood, and Harger (1965) stated that food quality standards, although difficult to define and cannot be measured mechanically, can still be evaluated through their nutritional value, the level of ingredients used, the taste, and the appearance of the product.

Service Quality

The customer is not only demanding for the food but also how they interact with the staff. Kotler & Keller (2009:42) defines that service is any intangible act or performance that one party offers to another that does not result in ownership of anything. Service is the intangible product by the service provider to the customer in return for money to obtain experience of pleasure. Service quality, generally defined, is the degree to which a non-tangible product fulfills a customer's needs, desires, and expectations of service (Akram, 2017). Service means "any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything". Service quality means the ability of a service provider to satisfy customer in an efficient manner through which he can better the performance of business (Ramya et al, 2019). Despite the fact that fast food restaurant is categorized as self-service restaurant which the service process performed with the

participation of the customers itself. Whereas, the fast food restaurant is still a part of the hospitality industry and the service interaction still occurs between the customer and the staff of the restaurant. Wu & Mohi (2015) stated as well that Fast-food service quality is an essential strategy for restaurant success. Although, service deliver benefits are often intangible and difficult to evaluate prior to purchase and consumption (Ryu & Han, 2009). There are several models to measure the quality of service which one of those models is SERVQUAL by Parasuraman (1988), includes five dimensions of service quality measurement; tangibles, reliability, responsiveness, assurance and empathy.

Physical Environment

Physical environment is a crucial factor to consider. Due to the attention given by the customer as stated by Namkung & Jang (2007) that the physical environment is another important factor that gets the attention of customers in restaurant industry. Physical environment

consist of all the tangible and intangible elements that exist inside and outside a restaurant (Hanaysha, 2016). The setting components can also include the seating's organization, the various decorations, and the music ambient (Andaleeb, 2007). According to Kotler (1974) in Jang et al. (2010) the physical environment is "The effort to design buying environments to produce specific emotional effects in buyers that enhance his purchase probability" which means that there is an effort to design the physical environment of purchases to produce certain emotional effects in purchases that increase the probability of buying, it can be concluded that The physical environment can be a marketing tool to induce positive behavior in situations where the product or service is consumed. Based on Cox and Brittain (2000) store atmosphere can be defined as the dominant sensory effect created by the design, physical characteristics and merchandising activities. Which means that the physical atmosphere of a place of sale or restaurant as a

dominant effect related to the five senses can be created through shop design, physical characteristics and merchandise activities. According to Ha and Jang (2010), although the physical environment plays an important role in the dining experience of customers, environmental elements also have the ability to influence customers even before they experience the actual performance of service providers or service outputs, such as food. Another research that conducted by Ha and Jang (2012), the quality of the physical environment can be considered important in influencing the level of customer satisfaction, especially because customer responses to the physical environment are part of their consumption experience.

HYPOTHESIS

H1: Food Quality variable affecting and have a positive significant impact towards Customer Satisfaction in KFC. The hypothesis proposed is based on the previous researches by Carraza & Diaz (2018).

H2: Service Quality variable affecting and have a positive significant impact towards Customer Satisfaction in KFC. The hypothesis proposed is supported by the previous studies by Serhan & Serhan (2019), and Carraza & Diaz (2018).

H3: Physical Environment variable affecting and have a positive significant impact towards Customer Satisfaction in KFC. The hypothesis proposed is based on the previous researches by Carraza & Diaz (2018).

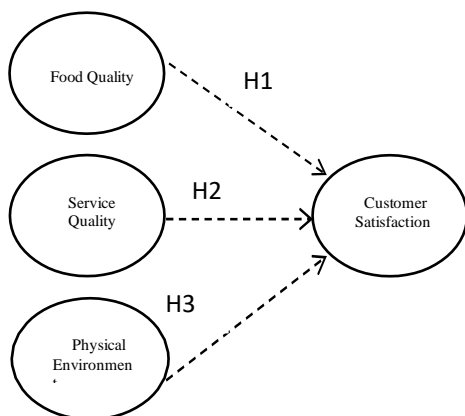


Figure 2.2 Hypothesis Model

RESEARCH METHOD

This research uses explanatory research. This research utilizing all of the variables available using analytical tools and existing object from prior study and includes replication research. The research

data obtained using online questionnaire that spread throughout online respondent in Indonesia and did not limited on one particular city. The population of this research is KFC customers that have been visiting KFC in the past a year due to the Covid19 pandemic that made people could not come to the outlet within current period of time. Hence, it is determined to expand the range of the minimum period of customer's visit. The study used samples taken from population of 250 customers of KFC in Indonesia as this research is using non-probability sampling method and purposive sampling technique. Moreover, this research used two types of data which is primary data from online questionnaire and the secondary data, including literature review, the results of journals ad research that has been done, as well as the other sources that are relevant to the issues discussed.

This research analyzed by quantitative method. According to the existing dependent and independent variables, there are

several independent variables which will be analyzed using PLS in order to analyze the impact of food quality, service quality and physical environment toward customer satisfaction. This research uses descriptive statistics to explain the result of the research. For the validity and the reliability test, this research is utilizing SPSS (Statistical Product and Service Solution) as the application for processing data. Furthermore, this research testing the hypothesis using PLS-SEM.

RESULT

Validity Test

Each item has an r-count value between 0.627-0.916 and r table is 0.154. Hence, it can be interpreted that $r \text{ count} > r \text{ table}$. All significance values are less than 0.05. The data concludes that all statement items in the questionnaire can be declared valid and can be used to measure research variables.

Reliability Test

| No | Variable | Cronbach's Alpha | Reliability Standard | Conclusion |
|----|-----------------------|------------------|----------------------|------------|
| 1 | Food Quality | 0,901 | >0,70 | Reliable |
| 2 | Service Quality | 0,967 | > 0,70 | Reliable |
| 3 | Physical Environment | 0,953 | > 0,70 | Reliable |
| 4 | Customer Satisfaction | 0,954 | > 0,70 | Reliable |

Source: Processed Primary Data by SPSS

The reliability test was undertaken by looking at the alpha-Cronbach coefficient value for each variable. A variable is reliable (consistent) when it has an Alpha-Cronbach coefficient value of more than 0.600. Based on the reliability test in the table, all variables have a reliability coefficient above 0.70. Accordingly, it means that each of the variables from the questionnaire has a high level of reliability, then all of these variables are worthy of being used as a measuring tool because the reliability result shows that the answers were consistent.

(SEM) PLS Analytical Result

| Variable | | Coefficient Path | P-Value | Conclusion |
|---------------------------|----------------------------|------------------|---------|-------------|
| Predictor | Respond | | | |
| Food Quality (X1) | Customer Satisfaction (Y1) | 0.209 | 0.001 | Significant |
| Service Quality (X2) | Customer Satisfaction (Y1) | 0.287 | 0.000 | Significant |
| Physical Environment (X3) | Customer Satisfaction (Y1) | 0.402 | 0.000 | Significant |

Source: Data Processed, SEM PLS

Testing the Structural model is essentially testing the hypothesis in the research. Hypothesis testing is done by using the t-test (T-statistic) on each of the direct influence paths partially. In the second part of the SEM PLS analysis is the interpretation of a structural model. The structural model presents the relationship between the research variables. The coefficient of the structural model states the magnitude of the relationship between one variable and another. There is a significant influence between one variable on other variables if the P-value is <0.05 . Graphically, the results of hypothesis testing in the SEM structural model with the SmartPLS approach can be seen in

Figure 4.1, which is graphically presented as follows:

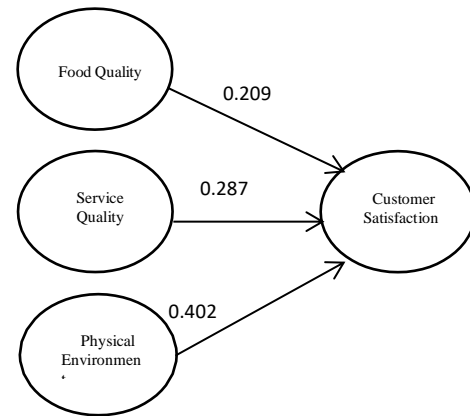


Figure 4.1 (SEM) PLS analytical Result

Source: Processed Data.

The effect of Food Quality (X1) on Customer Satisfaction (Y1), obtained a structural coefficient of 0.209 and a P-value of 0.001. Because the P-value <0.05 , and the coefficient is positive, it indicates that there is a significant and positive influence between Food Quality (X1) on Customer Satisfaction (Y1). This means that the higher the Food Quality

(X1), the higher the Customer Satisfaction (Y1). Thus, **hypothesis 1 of this study is accepted.**

The effect of Service Quality (X2) on Customer Satisfaction (Y1), obtained a structural coefficient of 0.287 and a P-value of 0.000. Because the P-

value <0.05 , and the coefficient is positive, it indicates that there is a significant and positive influence between Service Quality (X1) on Customer Satisfaction (Y1). This means that the higher the Service Quality (X2), the higher the Customer Satisfaction (Y1). Thus, **hypothesis 2 of this study is accepted.**

The effect of Physical Environment (X3) on Consumer Satisfaction (Y1), obtained a structural coefficient of 0.402 and a P-value of 0.000. Because the P-value <0.05 , and the coefficient is positive, it indicates that there is a significant and positive influence between the Physical Environment (X3) on Consumer Satisfaction (Y1). This means that the higher the Physical Environment (X3), the higher the Consumer Satisfaction (Y1). Thus, this research **hypothesis 3 is accepted.**

DISCUSSION AND CONCLUSION

Food Quality

In this research, the food quality has 11 indicators that used to measure its

quality of product served by KFC. Overall, the food quality reach the acceptance from the customers that KFC has a good standard regarding the quality of the food. This research is in accordance with Carraza & Diaz (2018) that has significant impact of food quality to customer satisfaction. Ensuring the quality of food as a restaurant is the Major thing to enforce. By applying standards to each product, the consistency of the quality of KFC's food and beverage products is a mainstay for its consumers. However, based on the research of Serhan & Serhan (2019), despite of being the strongest predictor of customer satisfaction, food quality turns out to the second important element that affecting the customer satisfaction. Which means that the quality of food is not always the mere thing that must be considered, but there are several other factors that will contribute to customers to feel satisfied after visiting the restaurant.

Service Quality

Service Quality used 5 indicators to measure its quality of service. The

quality of service cannot be separated from the restaurant because without a good service quality, a restaurant will not provide an optimal performance to satisfy its customers. As stated by Serhan & Serhan (2019), the quality of service was the strongest predictor of customer satisfaction. Although fast food restaurants are a restaurant category with minimal service and unlike fine dining restaurants and family restaurants. Still, the interactions between consumers and employees cannot be avoided. Hence, when the interaction occurs, at that time the services provided must be maximized and in accordance with the standards that have been applied by the restaurant itself.

Physical Environment

Physical environment used 9 indicators to measure its quality of physical environment within the outlet of KFC. Nowadays, consumers are increasingly demand value a pleasant physical environment in the entire dining experience (Canny, I. U, 2013). Physical environment is one of the elements that significant to

customer satisfaction as stated by Zhong & Moon (2020). Food quality and service quality are very common reasons to visit a restaurant and to satisfy consumers. However, with the many alternative restaurants and the fierce of competition, the physical environment can be a competitive advantage for the restaurants to perform.

Conclusion

Based on the results of the research and discussion of Food Quality, Service Quality and Physical Environment on the Customer Satisfaction decision process, the following conclusions can be drawn:

1. There is a significant impact of food quality on consumer satisfaction. It means, the higher the food quality of KFC products, the higher the customer satisfaction.
2. There is a significant impact of service quality on consumer satisfaction. It means, the higher the service quality of KFC performance, the higher the customer satisfaction.
3. There is a significant impact of physical environment on consumer

satisfaction. It means, the better the physical appearance of KFC environment, the higher the customer satisfaction.

4. Most of the respondents were from age 21-25, female gender, income less than 1 million rupiah, and mostly more than 10 times within a year of visit.

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