LEVEL OF CUSTOMER LOYALTY TO FAST FOOD RESTAURANTS McD

Dziela Muhamad Parid[1], Siti Mahera Ahmat Amin[2], Hartini Adenan[3], Dina Syamilah Zaid[4], Zalikha Zamri[5]

[1]Lecturer at Faculty of Hospitality & Tourism Management, Universiti Melaka

Corresponding author email : dziela@unimel.edu.my

ABSTRACT

Fast food restaurant (McDonald's) is one of the well -known fast food restaurants in Malaysia. The preparation of food as well as the quality given to customers who come to buy food and beverages makes customers loyal to this fast food brand. In relation to that, this study is related to customer loyalty at fast food restaurants (McDonald's) . There are three objectives in this study, namely to identify the relationship between food quality and customer loyalty, identify the relationship between location and customer loyalty and identify the relationship between service quality and customer loyalty at fast food restaurants (McDonald's) . Customers expect their transactions to receive sufficient value while meeting their demands and needs. Failure to do so can lead to unwanted results, such as lower level of customer satisfaction, high rate of customer defection, and lower profits. The results of the study found that customer loyalty is due to the quality of food, location and quality of service where the mean value obtained is positive. Therefore, fast food restaurants should provide quality food and service and should ensure that the location chosen is strategic.

Keywords: *Fast food restaurant (McD), Food Quality, Location, Service Quality.*

TAHAP KESETIAAN PELANGGAN TERHADAP RESTORAN MAKANAN SEGERA McD

ABSTRAK

Restoran makanan segera (Mcdonald's) merupakan salah satu restoran makanan segera yang terkenal di Malaysia. Penyediaan makanan serta kualiti yang diberikan kepada pelanggan yang datang untuk membeli makanan dan minuman membuatkan pelanggan setia dengan jenama makanan segera ini. Sehubungan dengan itu, kajian ini berkaitan dengan kesetiaan pelanggan di restoran makanan segera (Mcdonald's). Terdapat tiga objektif dalam kajian ini iaitu mengenal pasti hubungan kualiti makanan dengan kesetiaan pelanggan, mengenalpasti hubungan lokasi dengan kesetiaan pelanggan dan mengenal pasti hubungan kualiti perkhidmatan dengan kesetiaan pelanggan di restoran makanan segera (Mcdonald's). Pelanggan mengharapkan transaksi mereka menerima nilai yang mencukupi sambil memenuhi permintaan dan keperluan mereka. Kegagalan berbuat demikian boleh membawa kepada hasil yang tidak diingini, seperti tahap kepuasan pelanggan yang lebih rendah, kadar pembelotan pelanggan yang tinggi dan keuntungan yang lebih rendah. Hasil kajian mendapati kesetiaan pelanggan adalah disebabkan oleh kualiti makanan, lokasi dan kualiti perkhidmatan di mana nilai min yang diperolehi adalah positif. Oleh itu, restoran makanan segera harus menyediakan makanan dan perkhidmatan yang berkualiti serta harus memastikan lokasi yang dipilih adalah strategik.

Kata kunci: *Restoran makanan segera (McD), Kualiti makanan, Lokasi, Kualiti Perkhidmatan.*

INTRODUCTION

Food that is served quickly and on demand is referred to as fast food. Another way to describe fast food is as any item that adds little to no nutrients to the diet but is high in fat and calories (Elkhateeb & Alrshidi, 2018). However, fast food is renowned for being the fastest-moving food business in the world due to its consistent choice, customer convenience, and tasty cuisine at affordable prices. Unlike other industries, fast-food restaurants are widespread across the country. It has been rapidly expanding and becoming widely favoured. Many people's eating habits have changed as a result of the fast food industry's beneficial developments (de Rezende & de Avelar, 2012). People frequently select for fast food as a dinner alternative since they believe they have limited time due to everyday hustling activities like long work hours, a busy lifestyle, job, and family.

In addition, a growing number of people from all age groups, particularly younger generations, prefer to eat fast food as a result of changes and transitions in people's lifestyle and eating habits. Because quick-serve meals enable Malaysians to consume their food quickly, fast-food restaurants have thus become the most popular option for the majority of Malaysians.

Due to the changing lifestyles of their patrons, Malaysia's fast-food industry has a wonderful possibility to grow even more (Varsha Ganatra et al. 2020). One of the most important advancements in Malaysia's food service business is the rise of fast-food restaurants.

KFC, McDonald's, Pizza Hut, Subway, Burger King, and many more fast food outlets are well known in Malaysia. The current market's fierce competition among fast-food restaurants and the saturated market share of those restaurants have increased the level of competition (Al Masud, Haque, & Azam, 2018). In this fiercely competitive industry, customer loyalty has grown to be crucial for securing the success of organizations. Therefore, in order to preserve their viability in the market, McDonald's management must cultivate devoted clients (Nur Rashidah & Nalini, 2021). Despite the rivalry and intense competition in the fast-food sector, Malaysia's top fast-food restaurant businesses are still expanding quickly. How these brands endure in the cutthroat food sector is a valid question. Customer loyalty is one of the key measures of how these fast-food establishments retain their organizational long-term performance (Varsha Ganatra et al. 2020). This is so that fast-food restaurants with sizable numbers of devoted patrons can seize the bulk of the market and out compete rivals (Al Masud et al., 2017). Therefore, it is imperative for all participants in Malaysia's fast-food industry to carefully monitor the elements that contribute to repeat business.

In this research study, the researcher are going to focus on the contributing factors to customer loyalty in McD. In fact, McDonald's didn't even exist until 1948, when the first McDonald's,

a hot dog location opened in San Diego. Since then, it has grown to become the largest convenience food chain in the world and the company most associated with the term "fast food." In 1954, Ray Kroc, a distributor of the commercial milkshake blender that the first McDonald's used, joined the company's owners and began to grow the chain (Dr. R. Chandrahasa ,Dr. R. Shashidhar & Ms. Pooja P R,2018).

PROBLEM STATEMENT

The past researcher have studied that food quality factors are contributors to customer loyalty but the halal logo factor has received less attention from researchers to study. This statement can be supported when there are only a few studies on the halal logo factor conducted for fast food restaurants such as Driving Customer Loyalty in the Malaysian Fast Food Industry (Farzana Quoquab, Nur Zulaikha Mohammed Sadom and Jihad Mohammad, 2019). The problem that arises in the place to be studied is the quality of service at the drive-thru counter. Most of the customers of the fast food restaurant often upload their comments and reviews on the website of the fast food restaurant to express their opinion and level of satisfaction.

RESEACH OBJECTIVE

i.   Identifying the relationship between food quality and customer loyalty in fast food restaurants (McD).
ii. Identifying the relationship between location and customer loyalty in fast food restaurants (McD).
iii. Identifying the relationship between service quality and customer loyalty in fast food restaurants (McD).

HYPOTHESIS

H_1 - There is a significant relationship between quality and customer loyalty in fast food restaurants (McD) .
H_2 - There is a significant relationship between location and customer loyalty in fast food restaurants (McD) .
H_3 - There is a significant relationship between service quality and customer loyalty at a fast food restaurant (McD) .

LITERATURE REVIEW

Customer satisfaction
Since the latter half of the 20th century, customer satisfaction has been a major concern across many industry sectors, including aviation, hotel and tourism, food, and food services (Raduzzi and Massey, 2019). However, most businesses did not rely on customers until the 1980s.

Instead, it was based on things, and when customer satisfaction was calculated, it was often measured informally (Raduzzi and Massey, 2019). Customer satisfaction describes a person's sensation of pleasure or disintegration in comparison to his or her perception of post-purchase contentment (Kotler et al. 2017). (Srivastava and Rai, 2018). Customer loyalty was undoubtedly a key to profitability since the first forms of commerce and global interaction existed. According to modern theory and practise (Kurian and Muzumdar, 2017; Leninkumar, 2017), customer happiness is one of the key factors in determining a company's success. Customer loyalty in marketing is valuable since it serves as a gauge of consumer purchasing power (Leninkumar, 2017).

Customer service quality in food
Mohd Aliff Abdul Majid, et.al (2018) stated that customers evaluate food quality from various attributes including taste, temperature, portion size, menu variety and nutritional value. In the context of restaurants, in general, food quality is found to be the most important factor for customers in choosing a restaurant. Food quality is the main determinant in building customer loyalty through satisfaction, especially in restaurants. Product quality is something that has value in the target market

where its ability to provide benefits and satisfaction, including in this case objects, services, organizations, places, people and ideas. In this regard, companies focus their attention on trying to produce superior products and continue to perfect them. Therefore, quality is described as and important factor that drives economic growth companies anywhere in the world in the context of the global market. Marketers need to understand the five product levels, namely, the main / core product (core benefits, generic products, products (expected products), complementary products (additional products), potential products) (Fitriana and Budi Eko Soetjipto, 2015). Food quality, refers to the overall characteristics of food, which depend on its ability to satisfy stated or implied preferences. Quality shows multiple and is a multi-dimensional concept, which is mostly subjective. One of the ways to characterize several dimensions of food quality is to differentiate:

✓ Measurable characteristics - purity; consistency; moisture content; chemical composition; physical characteristics, microbiological form; and maintain quality
✓ Consumption options - choice, smell, taste, colour, size, shape, texture, eating characteristics, according to taste
✓ Environmental characteristics - relation to desired environmental effects and lack thereof
✓ Social characteristics - relation to desired social outcomes or lack thereof Some people would add ethical characteristics (consideration of what is good) to the above list, but it is suggested that this is a double counting, that the above five things exhaust the possibilities .

This categorization defined in terms of the food product itself. However, they also apply to the process by which they are produced. This introduces a further dimension of quality. As more and more food is sold in processed form, as ready-to-eat and catered food, a larger set of quality characteristics comes into the picture. These include various food additives such as colourants, preservatives, stabilizers and processing agents. It is also important for customers to know how to package, present and promote. In different dimensions, certain stages of the production process are very important in the eyes of the customer. For example, there is no reliable way to track eggs, or pork products, whether chickens are hung, or pigs are tethered. Within the tolerances mentioned, and subject to storage and preparation instructions, all consumers must be safe to assume that all food sold is legal and safe to eat (Allan Buckwell, 2003).

Service Quality
Providing quality service is one of the characteristics of an effective company, in addition to providing superior service quality, customer brand perception is positively influenced and this can result in repurchases or recommendations to others who have not yet experienced the product or service (Hapsari, Clemes & Dean, 2017). Jones and Shandiz (2015), explained that the SERVQUAL model is effective in evaluating customer expectations of service quality actually experienced. Mohd Aliff Abdul Majid, Azlina Samsudin, Mohd Hazrin Iman Noorkhizan, Mohd Izwan Mohd Zaki and Arma Mohd Faizal Abu Bakar (2018) stated that service quality is an important factor in customer restaurant selection and is considered an important strategy in restaurant positioning. Restaurant customers want a unique and memorable service experience and may serve as a point of competitive advantage in the increasingly competitive restaurant industry. SERVQUAL is often used as a scale to measure the concept of service quality. Superior service quality has the ability to increase customer loyalty. The term service has been defined differently in the service quality literature. For example, Du Plessis and Rousseau (2003) define service as "separately identifiable, essentially intangible services that provide satisfaction of wants and that are not necessarily related to the sale of other products or services". Payne-Palacio and Theis (2001) define service as "the intangible (non-touchable or inedible) aspect of the dining out experience". Powers and Barrowf (2003) suggest that service is an important or fundamental element in the restaurant sector, bearing in mind that dining in a restaurant is a social event.

Elliott and Meng (2008) stated that customers of luxury restaurants expect the best service through courteous and knowledgeable employees. Kivela et al. (1999, 2000 & 2009) stated that in the restaurant industry, customers not only evaluate the quality of food but also the quality of service they encounter during the dining experience. Perceived service quality is a key determinant of customer satisfaction and behavioral intention. Kivela et al. (1999, 2000) also proposed that a comprehensive model for dining satisfaction and return protection depends on return satisfaction in their study showing that showing the probability of return protection depends on customer satisfaction with five

aspects of the restaurant namely; first and last impressions, quality of service, quality of food, quality of atmosphere and feeling comfortable eating there, and reservations and parking. Ladhari et al. (2008) investigated the determinants of meal satisfaction and post-meal behavioral intentions, and concluded that perceived service quality influences customer satisfaction through positive and negative emotions. In some studies, it has been found that service quality is more important than food quality in dining satisfaction. A study conducted by Yuksel and Yusel (2002) shows that service quality has a significant effect on food satisfaction at the aggregate market level, and especially for adventurous or healthy food seekers. Andaleeb and Conway (2006) examined the factors that explain customer satisfaction in the full service restaurant segment and showed the results that when compared to food quality/reliability, physical design and price, service responses are the most important contributors to customer satisfaction.

Customer Satisfaction

According to Kandampully et al. (2015), stated that customer loyalty can be divided into two, namely active loyalty and passive loyalty. A company can have loyal customers between active loyal customers or passive loyal customers. Both of these types of customers are important but active loyal customers are more important due to the widespread use of internet applications and social media (Kandampully et al., 2015). Jiang and Zhang (2016) argue that customer loyalty is a competitive advantage for different companies. However, customer loyalty is considered a challenging problem for existing companies, especially in a competitive market (Nyadzayo and Khajehzadeh, 2016). Customer loyalty can be characterized as one of the important measures of success for different businesses in the market (Nyadzayo and Khajehzadeh, 2016), and marketing practitioners will eventually apply appropriate marketing strategies and approaches to keep customers loyal to their business (Zhang et al., 2016).). Customer loyalty is often associated with the customer's willingness to repeatedly buy goods or services accompanied by a psychological bond and having a good attitude towards the good or the organization that supplies the goods or services (Deng et al., 2010 Wong & Sohal, 2003, Gede Mahatma Yuda Bakti & Sumaedi, 2013, Prakash, 2011, Yeo et al., 2015). It is usually cheaper to retain existing customers than to attract new customers. Increased loyalty among customers allows organizations to save costs while lowering marketing costs, transaction costs, and also costs due to customer turnover are decreasing. In addition, the scope of sales to larger customers. Organizations with long-term customers can charge higher prices for products and services, because customers trust them. It should be noted that to determine customer loyalty, not only measuring their satisfaction, it is necessary to measure the effect of other factors that form customer loyalty. Although satisfaction is essential to ensure customer loyalty, it cannot be identified as customer loyalty. (Edmundas Jasinskas, Dalia Streimikiene, Biruta Svagzdiena and Arturas Simanavicius, 2016).

Location

Chee-Hua Chin, Fung-Yee Law, May-Chiun Law and T. Ramayah (2018) states that location has a significant relationship with satisfactioncustomers which will lead to customer loyalty. According to Mohammed Belal Uddin (2019), the location of the restaurant has a positive impact to customer satisfaction that leads to customer loyalty towards customer loyalty in fast food restaurants. Based on the study done by Indryati Sunaryo in 2019, there is a relationship that significant relationship between location and customer loyalty. The location of the company has positive and significant relationship with customer loyalty. This shows that the better the location of a company, the more it grows customer loyalty towards a company (Henny Risnawati, Hendy Eka Sumarga and Sugeng Purwanto, 2019). According to Indryati Sunaryo, Ilham Reza Prasetyo, Pamoedji Hardjomidjojo and Luthfi Nurdianchah, 2019, stated that location tends to have a significant influence on loyalty customer. According to Jalal Hanysha, 2016, states that the location of a fast food restaurants have a significant positive effect on loyalty customer. Therefore, to ensure that a restaurant is successful in creating customer loyalty to their restaurant, restaurant industry management should make a wise decision to locate their business by choosing strategic places that have access to a large number of customers. Additionally, customers tend to have positive effect on the ability and strength of a successful brand get a place for their branch in a focus area or busy. By making it easy for customers to reach out to restaurants, they will eventually develop the intention to repurchase if they have a positive experience.

METHODOLOGY

In general, there are two main research methods to obtain data divided into two, namely by using a quantitative approach and a qualitative approach. Researchers can choose one approach or combine both. Quantitative/rationalistic and qualitative/naturalistic approaches are very different at the paradigm level (Hassan Hameed, 2020). Quantitative research methods are one of the numerical or numerical approaches. In particular, this quantitative approach emphasizes aspects of calculation such as percentages, additions, totals and many more related to numbers (Mohd Zuhairil Ikmal Saidi, 2019). The rationalistic method is also known as experimental, scientific, positive and by other names. However, from the 1980s, the more general term is quantitative (Hassan Hameed, 2020). Usually in quantitative research, researchers collect more than one type of data to get a better and more holistic picture of what is happening in the field. Researchers usually obtain various types of data to answer research questions, whereas all these data comes from the field, which means the natural environment where the participants are (Hassan H. Alkatawneh, 2016).

In conclusion, this study is carried out according to the quantitative type because through measurement tools such as questionnaires through the google form method it is easier and obtain easier data and obtain more accurate data because the instrument provides an understanding of the objectives of the study in the form of numbers that are easy to understand. This study was conducted among customers who had visited fast food restaurants (McD) and had 80 randomly selected respondents. The variables used are focused on a few variables only, namely food quality, location/environment and service quality.

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Qualitative research methods come under a broad definition, different variants such as ethnographic, naturalistic, antopological, phenomenological and case study approaches (Hassan Hameed, 2020). In qualitative research, the researcher goes to the field and spends a lot of time there and interviews observing the participants and their environment. It is also important to note that surveys or questions are also known as instruments, while in qualitative research there is no instrument, there is no survey. In qualitative research, the researcher acts as an instrument by asking all the questions, collecting observations and not relying on surveys to gather data. It is also important to note that the characteristic of qualitative research is an emergent design, this means that the way the study is conducted can change during the study (Hassan H. Elkatawneh, 2016). Qualitative research is one that provides insight and understanding of problem setting. This is an unstructured exploratory research method that examines very complex phenomena that are impossible to explain with quantitative research. Qualitative research is used to gain an in-depth understanding of human attitudes, motivations, based on observation or interpretation, to find out how people think and feel. It is a form of research where the researcher gives more weight to the views of the participants. Case studies, grounded theory, ethnography, history and phenomenology are behaviors, experiences,

intentions and types of qualitative research (Sharique Ahmad, Saeeda Wasim, Sumaiya Irfan and Sudarshana Gogoi, 2019). In conclusion, this study is carried out according to the quantitative type because through measurement tools such as questionnaires through the google form method it is easier and obtain easier data and obtain more accurate data because the instrument provides an understanding of the objectives of the study in the form of numbers that are easy to understand . This study was conducted at McDonald's Restaurant. This study was conducted to identify customer loyalty towards fast food restaurants (McD).

Research Instrument

The questionnaire is the research instrument uses in this research.This form contains four parts and is distributed to respondents among customers who visit McDonald's Ayer Keroh, Melaka. The first part is related to the demographic information of visitors at McDonald's Ayer Keroh, Melaka. The questions include aspects related to race, gender, marital status, salary income and educational background. The second part of the questionnaire examines customer loyalty at McDonald's Ayer Keroh, Melaka. A total of 20 items have been identified which have been divided into three sections namely customer loyalty, food quality, location and service quality. Past researchers have listed items or dimensions in terms of customer loyalty, food quality, location and service quality. The questions contained in the questionnaire are divided into several parts namely (a), (b), (c), (d) and which will be prepared for respondents and questions in the form of a 5-point likert scale and also a nominal scale. This 5-point likert scale is divided into 5 options, namely 1. Strongly disagree, 2. Disagree, 3. Not sure, 4. Agree, 5. Strongly agree. This questionnaire is distributed to respondents through the google form method.

Table 1 : Research Instrument

SOURCE	QUESTION	VARIABLES
Customer loyalty	1. The price offered is reasonable and can be obtained by all walks of life. 2. This fast food restaurant product brand is a well-known brand. 3. The interior layout in this fast food restaurant is very neat and clean. 4. These fast food restaurants display price tags for all types of food they serve. 5. The area where this fast food restaurant is located is safe.	Roslina Ahmad &Faridah Jaafar, 2021
Food quality	1. I agree that this fast food restaurant provides fresh food. 2. I agree that the food at this fast food restaurant can last a long time. 3. I agree that this fast food restaurant provides a wide variety of food. 4. I agree that the food provided is in good condition. 5. I agree that the food provided meets the buyer's wishes.	Rokimah Mohamed, Roslina Ahmad & Nurulhuda Md Saad, 2015 Roslina Ahmad & Faridah Jaafar, 2021
Location	1. I agree that this fast food restaurant is easily accessible to customers. 2. I agree that the parking lot available at this fast food restaurant is wide. 3. I agree that the location of this fast food restaurant is located in a strategic location. 4. The surrounding area of this fast food restaurant is very clean for the visitors who come to eat.	Samuel Adhimas Putra, 2013 Roslina Ahmad & Faridah Jaafar, 2021

	5. The surrounding area of this fast food restaurant is very comfortable for the visitors who come	
Service quality	1. I agree that this fast food restaurant has a sufficient number of waiters. 2. I agree that this fast food restaurant often gives special discounts to customers. 3. I agree that the employees at this fast food restaurant are friendly to the customers who come. 4. I agree that the workers at this fast food restaurant are very efficient in doing their jobs. 5. I agree that the employees at this fast food restaurant are qualified with the assigned duties.	Rokimah Mohamed, Roslina Ahmad & Nurulhuda Md Saad, 2015 Roslina Ahmad & Faridah Jaafar, 2021

Pilot Study

The purpose of this pilot study was to ensure that the structure and language used in the questionnaire were easy to understand by the respondents. In addition, the statements stated in the questionnaire are consistent and appropriate with the respondents' experience. Therefore, the questions asked can produce the information the researcher wants from the respondents. Through this pilot study that will be carried out, a total of 24 questionnaires were distributed to respondents through convenience sampling. A pilot study was conducted to determine the validity and reliability of the instrument. This is important to ensure that the study instrument is easy to understand and can really be used to measure the study variables. Reliability can be defined as a measurement value that can be used as a guide to determine the consistency of an item's score (Izzati Rozman, 2018). The reliability of the questionnaire for this pilot study was processed by using the Statistical Package for Social Science (SPSS) version 26.0 software.

Table 2 : Reliability Analysis

Pemboleh ubah	Item	Nilai Cronbach's alpha
Kesetiaan pelanggan	5	.601
Kualiti makanan	5	.837
Lokasi	5	.853
Kualiti perkhidmatan	5	.896

Based on table above, the value of for the dependent variable that is Customer Loyalty obtained a value of = .601, while the value of for Food Quality (Independent Variable 1) = .837, for Location (Independent Variable 2) = . 853 and finally the value of for Service Quality (Dependent Variable 3) obtained a value of = .896. For the dependent variable (Customer Loyalty) shows a value of less than .70 and is considered weak. This shows that the questionnaire is poorly understood by the respondents. This also causes the question for Customer Loyalty to be changed to make it easier for respondents to understand and answer the question. Overall, the list of questions used for the purpose of this pilot study is appropriate.

Research Sampling

The study population consists of buyers who come to McDonald's Restaurant , Melaka. According to the Department of Statistics Malaysia, the total number of residents of the state of Melaka in 2020 is 932,700 people with an average annual growth rate of 1.6 percent compared to 419,400 people in 1970. Of the total population of the state of Melaka, a total of 212,000 people are in the Alor Gajah district. The researcher has chosen this area because the researcher wants to study the loyalty of

customers who come to McDonald's Restaurant, Ayer Keroh, Melaka in terms of food quality, location and service quality. Therefore, the researcher is confident that the selected study population is able to cooperate with the researcher by answering the questionnaire distributed through google form to obtain information about customer loyalty at McDonald's Restaurant, Ayer Keroh.

Study Population
The population for this study is customers who come to the restaurant to eat, either, breakfast, lunch, afternoon tea or dinner (Anwar Nabi Alam and Ravi Nagarathanam, 2016). Customers who come to visit can be said to be regardless of age because it is easy for them to get food regardless of morning, noon, afternoon or night. Apart from making work and affairs easier, the food provided is also diverse and available and suitable for all age groups. The researcher used the Tabachnick and Fidel (2013) formula:

$$N > 50 + 8 \ (m)$$
$$N > 50 + 8 \ (3)$$
$$N > 74$$

A total of 74 respondents who were randomly selected in the McDonald's fast food restaurant Ayer Keroh, Melaka. With this data, the researcher will analyze according to Person's correlation method and multiple regression analysis. And there are four total independent variables in this study. And the minimum number of research samples that will be used are McDonald's fast food restaurant customers, Ayer Keroh, Melaka.

Data Collection
In order to obtain the designated sample, the researcher will use simple random sampling (convenience sampling) to select respondents. Data collection is an important part of the research process. Data collection in research needs to be monitored so that the data obtained can be trusted at its level of reliability. Therefore, data collection is divided into two categories namely primary data and secondary data. Primary data is the most important source of data and information collection in a study. Meanwhile, secondary data is a guide for the researcher to support the facts obtained from the respondents. In the secondary data, the data collection that has been done by the researcher is by distributing questionnaires via whatsapp and sent to customers of McDonald's fast food restaurants, MITC, Ayer Keroh, Melaka. The questionnaire was developed using the google form method.

Data Analysis
Data analysis techniques are methods or ways to process data into information so that the data is easy to understand and useful for finding solutions to problems, especially problems related to research. This study uses the Statistical Package for Social Studies (SPSS 25.0) application. Among the analysis techniques used in this study are Frequency Distribution Analysis, Descriptive Statistical Analysis, Pearson Correlation Analysis, Realibility Analysis and Multiple Regression Analysis. . This study is correlational because the researcher wants to identify customer loyalty, food quality, location and service quality towards fast food restaurants (McDonald's) , Ayer Keroh, Melaka. The purpose of this data analysis is to process the data so that it is easy to understand and draw conclusions based on the data obtained. A total of 74 respondents were randomly selected in the area of McDonald's Ayer Keroh, Melaka. With the existence of this data, the researcher will analyze according to the Pearson Correlation and Multiple Regression Analysis methods.

FINDINGS

Pearson Correlation Analysis
Based on the analysis of the correlation value for the study to have a positive significant relationship between the dependent variable and the independent variable. The correlation value between the relationship between food quality and customer loyalty is (r = .727). Next, is the relationship between location and Customer Loyalty Value Variable Food quality Location Service quality customer loyalty is (r = .818) while for the last Pearson correlation value the relationship between service quality and customer loyalty is (r = .772). Overall, location has a strong relationship in the level of customer loyalty in fast food restaurants (McDonald's) in Ayer Keroh, Melaka.

Reliability Analysis

Based on the analysis customer loyalty has a reliability value of (= .774), while for the independent variable that is in terms of food quality is (= .878) followed by location is (= .916) and the last is service quality which is (= .940). It can be concluded that the research instrument has high reliability (Cronbach's Alpha). Therefore, this shows that the instrument used is suitable for evaluating the level of customer loyalty in a fast food restaurant (McDonald's) in Ayer Keroh, Melaka.

Multiple Regression Analysis

Based on the analysis, location is a contributor to customer loyalty in fast food restaurants (McDonald's) in MITC, Ayer Keroh, Melaka based on beta value (β = .480). In addition, service quality also contributes to customer loyalty in fast food restaurants (McDonald's) in MITC, Melaka with a beta value of (β = .261). Next, service quality also contributes to customer loyalty at fast food restaurants (McDonald's) in Ayer Keroh, Melaka with a beta value of (β = .153). Based on the analysis that has been done, these three hypotheses are accepted.

CONCLUSION

As stated before, this study aims to determine the relationship between food quality and customer loyalty at a fast food restaurant (McDonald's) in MITC, Ayer Keroh, Melaka.

Hypothesis 1 : There is a significant relationship between quality and customer loyalty in fast food restaurants (McDonald's) in MITC, Ayer Keroh.

Based on the analysis shown a positive relationship between food quality and customer loyalty at a fast food restaurant (McDonald's) in MITC, Ayer Keroh, Melaka (β = .153). This shows that food quality greatly affects customer loyalty at fast food restaurants (McDonald's) in Ayer Keroh, Melaka.

Hypothesis 2 : There is a significant relationship between location and customer loyalty in a fast food restaurant (McDonald's) in Ayer Keroh.

Based on the analysis shown a positive relationship between location and customer loyalty in fast food restaurants (McDonald's) in MITC, Ayer Keroh, Melaka (β = .480). This shows that location greatly influences customer loyalty in fast food restaurants (McDonald's) in Ayer Keroh, Melaka.

Hypothesis 3 : There is a significant relationship between service quality and customer loyalty at a fast food restaurant (McDonald's) in Ayer Keroh.

Based on the analysis also shown a positive relationship between service quality and customer loyalty in a fast food restaurant (McDonald's) in MITC, Ayer Keroh, Melaka (β = .261). This shows that service quality greatly affects customer loyalty at fast food restaurants (McDonald's) in Ayer Keroh, Melaka.

SUGGESTIONS FOR FUTURE RESEARCH

Through the research on this study and referring to the findings obtained from the study on customer loyalty this should be done because this fast food restaurant (McDonald's) is one of the fast food restaurants known by all walks of life in Malaysia and visited by many people who come to buy food and drink. This customer loyalty study can also be carried out in a few years from now to identify the level of customer loyalty towards food quality, location and service quality at fast food restaurants (McDonald's) in AyerKeroh, Malacca. In addition, the management responsible for managing the fast food restaurant (McDonald's) can make repairs from time to time. In addition, this study can also be used and help the management of fast food restaurants (McDonald's) to make improvements in terms of food quality, location and service quality as well as other aspects that can be improved.

1. The researcher hopes that the responsible party can make many promotions to attract more customers to come and buy food and drinks at fast food restaurants (McDonald's) so that more buyers can enjoy their food.

2. The researcher hopes that the responsible party will be more careful in choosing an area to build another branch for a fast food restaurant (McDonald's) because it makes it easier for customers to access and is safe for buyers.

3. The researcher hopes that the responsible party can further improve the quality of the food provided so that the buyers feel more satisfied and feel worth the price they pay.

4. The researcher hopes that the responsible party will study more deeply the quality of service offered to customers who come to buy food and drinks so that they are satisfied.

5. The researcher hopes that the responsible party will pay more attention to the level of cleanliness in the fast food restaurant area (McDonald's) so that the buyers who come feel more comfortable to come and dine.

6. The researcher also hopes that more studies on customer loyalty towards fast food restaurants (McDonald's) will be done to facilitate other researchers in the future.

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