

The Influence of Service Quality and Food Quality Towards Customer Fulfillment and Revisit Intention

Siti Nor Fadillah Binti Ahmad Shariff^{[a],*}; Massyittah Binti Omar^[b]; Siti Nurhanifah Binti Sulong^[a]; Hayati Adilin Binti Mohd Abd Majid^[a]; Hairunnisa Binti Mohamad Ibrahim^[b]; Zuratulraha Binti Jaafar^[b]; Muhamad Shah Kamal Bin Ideris^[c]

^[a]Faculty of Hotel and Tourism Management Universiti Teknologi Mara (UiTM), Dungun Terengganu, Malaysia.

^[b]Taylor's University, Taylor's Lakeside Campus, Hospitality Department Subang Jaya, Selangor, Malaysia.

^[c]Universiti Utara Malaysia (UUM), School of Tourism Hospitality and Environmental Management, Sintok Kedah, Malaysia.

*Corresponding author.

Received 9 April 2015; accepted 12 June 2015

Published online 26 August 2015

Abstract

The intensely competitive environment existing in the restaurant sector makes it vital for firms to achieve customer satisfaction in order to survive in the long term. Obtaining customer satisfaction means that they become an effective and efficient communication resource, at no cost to the firm. Prominent among the factors that determine the levels of customer satisfaction in the food and beverage contexts are service quality and product quality. Nowadays, Chinese cuisine is becoming more attractive and accepted worldwide. Due to large population of Chinese Muslims in Malaysia, restaurants catered or owned by Chinese Muslims are now increasing and cater to all races in Malaysia. Therefore, the objective of the study is to identify the relationship between service quality and product quality towards customer satisfaction and examine revisit intentions of 9 Chinese Muslim restaurants in Shah Alam, Malaysia. The questionnaire was tested for reliability before being used. Correlation and regression analysis were employed to investigate the relationship between the service and product (food), customer satisfaction and revisit intentions to these restaurants. The findings of this study indicate that service quality and food quality have a significant relationship on customer satisfaction and thus have a significant relationship towards revisit intention. In conclusion, it was found that all customers were satisfied with these restaurants and willing to recommend Chinese Muslim restaurants to their relatives and friends and they were

also willing to revisit this type of restaurant in the future.

Key words: Customer satisfaction; Revisit intention; Food quality; Service quality

Siti Nor Fadillah Binti Ahmad Shariff, Massyittah Binti Omar, Siti Nurhanifah Binti Sulong, Hayati Adilin Binti Mohd Abd Majid, Hairunnisa Binti Mohamad Ibrahim, Zuratulraha Binti Jaafar, & Muhamad Shah Kamal Bin Ideris (2015). The Influence of Service Quality and Food Quality Towards Customer Fulfillment and Revisit Intention. *Canadian Social Science*, 11(8), 110-116. Available from: <http://www.cscanada.net/index.php/css/article/view/7369> DOI: <http://dx.doi.org/10.3968/7369>

INTRODUCTION

This paper reports on the the relationship between service quality and customers' satisfaction at Chinese Muslim restaurant in Shah Alam. It also discusses the relationship between food quality and customers' satisfaction. Additionally this paper looks at the relationship between customers' satisfaction and revisit intentions at seven different Chinese Muslim restaurants in Shah Alam, Selangor.

Malaysia is a multicultural and multi-ethnic nation and this national trend of diversity is expected to consistently increase (Josiam & Monteiro, 2004; Sukalakamala & Boyce, 2007). One reflection of this cultural and ethnic diversity is the variety and prosperity of ethnic restaurants in the Malaysian foodservice market. Malaysian ethnic food market generates 21.8 million ringgit Malaysia in annual sales, around 65% of which is from the foodservice industry (Malaysian Food and Drink Report, 2010). As lifestyles change and dining out becomes more and more ordinary, many customer's desire new flavors and experiences. Among the few studies of ethnic restaurants, topics focused on customers' motivations, selection criteria for eating at an ethnic restaurant, and the role of authenticity in ethnic restaurants (Qu, 1997; Josiam