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CUSTOMER SATISFACTION IN THE FAST FOOD RESTAURANT IN ARAU, PERLIS: A STUDY ON PRICE, FOOD QUALITY AND SERVICE QUALITY

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The high demand from customers for quality services and competitive environment in the fast food industry give rise to the need to improve customers' satisfaction that will increase the restaurant's revenue. The objective of this study is to investigate the factors effecting customers' satisfaction in fast food restaurants namely the price, service quality, and food quality of fast food restaurants in Arau, Perlis. The fast food restaurants selected for this study are Marry Brown, KFC, Pizza Hut and Domino's Pizza. A quantitative method was applied using online questionnaire to collect data from customers. The respondents consisted of customers who had experienced purchasing at these fast food restaurants. The findings of the study revealed that there is a significant relationship between customers' satisfaction and the price of the foods. However, the study indicated insignificant relationships between food quality, service quality of fast food businesses and customers' satisfaction. For future studies, it is recommended that the study area is expanded to involve various samples of the population, for broader results. To obtain more precise and reliable results, a similar study considering other factors that influence customer satisfaction in fast food restaurants could be added as variables.

Keywords: Customer Satisfaction, Fast Food Restaurant, Price, Food Quality, Service Quality

INTRODUCTION

There are many fast food restaurant outlets nowadays, and it has become a popular restaurant for everyone. This is related to people being preoccupied with their jobs and not having time to cook at home. As a trend, fast food restaurants are in high demand these days because they are easy, timesaving and offer a variety of food options. Furthermore, customers are also concerned about their satisfaction when dining at the fast food restaurant. Since the market is so competitive, businesses must learn how to keep customers by understanding and meeting their demands to improve customers' satisfaction. A company should know the needs, wants, and demands of their customers because customer satisfaction is fundamental to the long-term success of the business (Adi et al. 2012). Customer satisfaction is viewed as influencing repurchase intentions and behavior, which, in turn, contributes to an organization's future revenue and profits (Qin & Prybutok, 2009). It is clearly shown that the re-purchase intentions are influenced by customer satisfaction, which can lead to increased revenue and profitability for a business. A fast food restaurant should meet the expectations of the customers in order to benefit more from customer satisfaction, which will contribute to customer loyalty. Therefore, this study has been conducted to analyse the relationships between price, service quality, food quality and customers' satisfaction.

Problem Statement

In highly competitive markets, customer satisfaction has become significant for the business to success primarily in food and beverages industry (Anderson & Fornell, 2000). Analysis of the customer satisfaction is an important ongoing study that can be applied by businesses to determine how successful they are at serving their customers with their products or services. Customer satisfaction has become a major concern as this will lead to enhancing the revenue of a business. Customers would be dissatisfied if the product or services does not meet their expectations, and if the product meets their expectation, they will be loyal to the particular product. In order to ensure the business's long-term profitability and sustainability, several factors that influence consumer satisfaction have been identified. As a result of the above concerns, the

focus of this research was to examine the elements that affect customer satisfaction in fast food businesses. This study was concerned towards factors such as price, service quality, and food quality. The following is the study's research objectives:

i.   To identify the customers' satisfaction in the fast food restaurant.

ii.   To determine the relationship between price and customers' satisfaction in the fast food restaurant.

iii. To determine the relationship between food quality and customers' satisfaction in the fast food restaurant.

iv.   To determine the relationship between service quality and customers' satisfaction in the fast food restaurant.

Literature Review

Customer Satisfaction

Customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness (Agnes & Law, 2004). Therefore, it is important to maximize the restaurant's performance to be able to compete with the rivals to get customer retention. Companies must ensure that they fulfil their customers' expectations in order to encourage repurchase of products or services.To create customer satisfaction, businesses must pay attention to the service and product quality (Anas Hidayat, 2019). Customer satisfaction was not a priority in the past, and people were less concerned with quality. However, due to awareness of good products and high competition between businesses, the customers are concerned to get better products or services, which is why every company is determined to meet the customer's needs in order to enhance the customer satisfaction. Customers tend to repurchase and recommend to others if they feel satisfied of the product or service. Thus, customer satisfaction is significant to build the long-term business especially in the fast food restaurant. When customers are satisfied with the products and services provided by a fast food restaurant, they are more likely to repurchase them, which can affect the frequency to return.

Price

Customers will purchase if the products are worth their money and they consider the purchase to be valuable. People will be satisfied and believe it is worthwhile to spend money on high-quality goods or services if the product or service matches their expectations. According to Anderson et al. (1994), the prices of a product or service can affect the degree of satisfaction among customers, because whenever they assess the given value of a purchased product or service, they tend to consider its price. It shows that price is essential for achieving customer satisfaction because customers are more satisfied when they pay a reasonable price for any products or services. As one of the primary sources of return on investment, price is one of the most critical factors in any company. This is because the customers are interested to look for the best price products or services which could give better values. Hanaysha (2016) found that price fairness has a significant positive effect on customer satisfaction. Other than that, price of the product and services can affect the degree of satisfaction among customers (Anderson et al., 1994). It is shown that customers are more likely to choose good products and services with a reasonable price.

As a response, the following hypothesis is formed:

H1: There is a significant relationship between price and customers' satisfaction in fast food restaurant.

Food Quality

Sulek and Hensley (2004) demonstrated that when consumers are deciding on whether to visit a fast food restaurant, they are likely to consider food quality, as it plays a key role in reflecting the core attributes of that restaurant. The fast food restaurant must ensure that their products are excellent and fulfil the customer' needs and wants. Food quality is significant to build customer satisfaction and at the same time will contribute to free marketing of the restaurant. This is because customers who are pleased with the food will have the intention to repurchase it again and will recommend to others about it. Customers considered food quality as a reflection of the core attributes when visiting to the fast food restaurant. Food quality attributes have previously been studied based on common characteristics like food appearance, taste, variety

of choices, healthier alternative, food freshness, and food temperature. According to Liu & Jang (2009), food quality has widely been considered as an essential aspect in ensuring the restaurant's long-term success. This is because there is an essential relation between customer's understanding and the quality attributes in order to determine overall satisfaction in the food quality (Rijswijk, 2008).

As a response, the following hypothesis is developed:

H2: There is significant relationship between food quality and customers' satisfaction in fast food restaurant.

Service Quality

Many researchers have explored the service quality and defined it as a value obtained by comparing the perception of customers with the service quality and their expectations for it (Saneva & Chortoseva, 2018). Furthermore, service quality can be described as a customer's perception of a company's product or services, including whether they met their expectations or not. Aside from that, service quality is linked to a customer's perception of a company's quality. Service quality refers to the compliance of customer's want, and it is related to customer's satisfaction (Venetis & Ghauri, 2004). Customer service quality is important for a long-term business success in this industry, and it can also enhance sales revenue. It shows that in order to ensure customer satisfaction in a company, the service provider must provide a high-quality service. In this industry, customer service quality is very important to a company's long-term performance and future revenue growth. Service quality refers to the compliance of customer's wants, and it is related to the customer's satisfaction. When the quality of service is high, the customer satisfaction will increase. Service quality refers to the suitability of the needs and wants of the customer which are related to the customers' satisfaction. It is crucial for the service provider to offer a high-quality service in terms of seat ability, wait time, staff attitude, and other factors in order to encourage customer satisfaction and retention. This can also affect the customers' revisit intention to the restaurant and repurchase frequency. Qin and Prybutok (2009) stated that service quality should be enhanced via the detection of novel methods of

working and service development, and organizations have to carry out better knowledge processing to tailor their services to best please their consumers.

As a response, the following hypothesis is developed:

H3: There is a significant relationship between service quality and customers' satisfaction in fast food restaurant.

METHODOLOGY

Quantitative research method was applied and statistical data analysis was utilized to determine the relationship between the independent variables and dependent variable. For sampling design, the source needs based on the time, human resource and cost/budget were reduced. Using probability sampling, the samples are made up of the customers that have had experience dining at the listed fast food restaurants in Arau. Therefore, the population of this study were taken among the Arau community. The research instrument for this study is an online questionnaire. The sample consists of consumers with different demographic profiles of gender, age, ethnicity and income. Table 1 shows the source to construct the questionnaires related to independent variables and the indication for scale measurement.

Table 1

Origin of Construct for Independent Variable

Independent Variable	No of item	Source	Scale measurement
Price - The price offered suitable with the category of menus provided at the fast food restaurant. - The price of the product offered is reasonable. - The products are worth to purchase. - The quality of product at the fast food restaurant is comparable with the price offered. - Customers are satisfied with the price.	5	Xia et al. (2004) Anderson et al. (1994)	**Interval** - Strongly Disagree - Disagree - Neutral - Agree - Strongly Agree

Food Quality - The temperature of food served is still hot. - The temperature of food served is still cold. - The food is prepared fresh and delivered on time. - In order to prepare the foods, only fresh ingredients are used. - The food is presented in a visually appealing style.	5	Namkung & Jang (2008) Shaharudin et al. (2011)	**Interval** - Strongly Disagree - Disagree - Neutral - Agree - Strongly Agree
Service Quality - Foods are served correctly as ordered - The employees at the fast food restaurant are happy to assist. - The employees at the fast food restaurant understand their task - Service at the fast food restaurant is prompt and productive. - The fast food restaurant provides me accurate bill	5	Parasuraman, Zeithaml, & Berry (1988)	**Interval** - Strongly Disagree - Disagree - Neutral - Agree - Strongly Agree

Table 2 presents the source to construct questionnaires related to dependent variables and the indication for the scale measurement.

Table 2

Origin of Construct for Dependent Variable

Dependant variable	No of Item	Source	Scale measurement
Customer Satisfaction - I would like to return to the fast food restaurant in the future. - I have plans to dine in the fast food restaurant again - I would say positive matter about the fast food restaurant to other people. - I will recommend the fast food restaurant to my friends. - I believe I made the good choice by dining at the fast food restaurant.	5	Oliver & Swan (1989)	**Interval** - Strongly Disagree - Disagree - Neutral - Agree - Strongly Agree

The questionnaire consists of five main components; the demographic profile and general information of the respondents, questions on the three factors namely price, food quality, and service quality, and the last part consists of questions related to customer satisfaction. The surveys were written in English and Malay, respectively. Before the actual analysis started, a pilot study was conducted. The pilot test was conducted on 50 respondents which were distributed to respondents at fast food restaurants in Arau, Perlis (Marry Brown, KFC, Pizza Hut and Domino's Pizza). This pilot study is very important as to make sure that the questionnaires are easily understood and can be answered by the respondents. The important characteristics of data obtained from respondents are defined and summarized using descriptive analysis. The Cronbach's Alpha coefficient was used to determine if each of the scale was reliable in the sample study, as shown in Table 3.

Table 3

The scale of Cronbach's Alpha

Alpha Coefficient Range	Strength of the Association
>0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.60-0.69	Questionable
0.50-0.59	Poor
<0.50	Unacceptable

Sources: George and Mallery (2003)

The reliability test results collected from the survey are shown in Table 4. The table shows that the data obtained via questionnaires were accurate and reliable. The Cronbach alpha value of the variables was 70% which is the acceptable reliability standard.

Table 4

Reliability Test Result

Variables	Cronbach's value	Number of items
Dependent Variable:	0.898	5

Customer Satisfaction		
Independent Variable: Product Quality	0.700	6
Independent Variable: Service Quality	0.809	5
Independent Variable: Price	0.922	5
Overall	0.908	21

RESULTS

For the main data collection, 50 questionnaires were distributed at the fast food restaurants in Arau, Perlis. All 50 sets of questionnaires were successfully obtained from respondents via online. The researcher chose to make the survey online because it was more convenient for the researcher to distribute the questionnaire and easy for the respondents to provide information during the Covid-19 pandemic in Malaysia. Table 5 shows the demographic profile of the respondents. Male and female customers accounted for 19% and 31% respectively. The majority of respondents in this study are between the ages of 18 and 27 years old and older. Most of the respondents who were involved in this research are Malay 90%, followed by Chinese 8%, and others 2%. In terms of monthly income, 74% earned between RM1000 and RM2000, 18% between RM3000 and RM4000, and 8% between RM5000 and RM6000.

Table 5

Demographic profile of the respondents

No.	Profile	Frequency	Percentage (%)
1	Gender		
	1- Male	19	38
	2- Female	31	62
2	Age		
	1- 18 To 20 Years Old	6	12
	2- 21 To 23 Years Old	22	44
	3- 24 To 26 Years Old	9	18
	4- 27 Years Old and Above	13	26

No	General Information	Frequency	Percentage
3	Ethnicity		
	1- Malay	45	90
	2- Chinese	4	8
	3- Indian	0	0
	4- Others	1	2
4	Monthly Income		
	1- RM1000 RM2000	37	74
	2- RM3000-RM4000	9	18
	3- RM5000-RM6000	4	8
	4- More Than RM7000	0	0

Table 6 shows general information of the respondents who were involved in this research. Most of the respondents like to eat KFC with a total of 76%, followed by Domino's pizza with 10%, Pizza Hut, 8% and MarryBrown with a total of 6%. Most of the respondents prefer having fast food for dinner 70%, and the remaining 30% prefer fast food for lunch. In terms of frequency, 54% of the respondents visit the fast food restaurant once or twice a month, followed by 36% 3 to 4 times per month, 6% of the respondents visit fast food restaurants 5 to 6 times per month and only 4% visits fast food restaurants approximately 7 times per month. Next, in terms of expenditure, 40% of the respondents spend RM31 to Rm50 for a meal, 26% spends RM30 and RM52 to RM100 for each meal and only 8% spends more than RM100 per meal. Regarding to the motives or reasons why the respondents din it fast food restaurants, 54% chose because of delicious taste, 30% mentioned time-saving as the reason or their choice and 16% dine in because of affordable price.

Table 6

General Information of the Respondents

No	General Information	Frequency	Percentage (%)
1	Which fast food restaurant in Arau, Perlis do you prefer to visit?		
	1- Marry Brown	3	6
	2- KFC	38	76
	3- Pizza Hut	4	8
	4- Domino's Pizza	5	10

2	When you go to a fast food restaurant, what meal time do you normally prefer?	0	0
	1- Breakfast	15	30
	2- Lunch	35	70
	3- Dinner		
3	How often do you go to a fast food restaurant?		
	1- 1 to 2 times/month	27	54
	2- 3 to 4 times/month	18	36
	3- 5 to 6 times/month	3	6
	4- More than 7 times/month	2	4
4	How much does a meal at your favourite fast food restaurant cost you?	13	26
	1- Less than RM30	20	40
	2- RM31 to RM50	13	26
	3- RM51 to RM100	4	8
	4- More than RM100		
5	What motivates you to eat at a fast-food restaurant?		
	1- Delicious taste	27	54
	2- Affordable price	8	16
	3- Timesaving	15	30

The variables of this study, which are the factors affecting customer satisfaction in a fast food restaurant in Arau, Perlis, were described using descriptive analysis results (Table 7). Descriptive analysis was used to analyse the data obtained from the questionnaire survey to have a better perception about the factors that influence the customer satisfaction in fast food restaurants in Arau, Perlis. In this analysis, there were three independent variables: Price with five items (M = 4.08), Food Quality with six items (M = 4.23) and Service Quality with five items (M = 4.44), and one dependent variable, customer satisfaction (M = 4.16).

Table 7

Descriptive Statistics of Variables

Variables	Mean	Std. Deviation
Customer Satisfaction	4.1640	.62687

Price	4.0840	.64787
Food Quality	4.2300	.56634
Service Quality	4.4440	.48199

Research Objective 1

Table 8 tabulates the mean value for customer satisfaction. Customers were pleased as a result of this when they stated that they plan to return back to the fast food restaurant in the future and they have a plan to dine in at the fast food restaurant again. They would say good matters about the fast food restaurant to others and they would recommend the fast food restaurant to their friends and also they believe that they had made the correct decision by dining at the fast food restaurant. Aside from that, all of the products had a mean value that ranged from 4.06 to 4.22.

Table 8

Descriptive statistics (Customer Satisfaction)

Statement	Mean	Std. Deviation
I would like to return to the fast food restaurant in the future	4.22	.737
I have a plan to dine in at the fast food restaurant again	4.16	.710
I would say positive matters about the fast food restaurant to others	4.18	.720
I will recommend the fast food restaurant to my friends	4.06	.767
I believe I had made the correct decision by dining at the fast food restaurant	4.20	.782

Research Objective 2

Table 9 shows the descriptive statistics of price variable for research objective 2. Based on the survey, the quality of product at the fast food restaurant is comparable with the price offered (M = 4.14).It is followed by both questions on the price of the product offered as to whether it is reasonable and I am satisfied with the price offered (M = 4.08). Next, the price offered is suitable

with the category of menus provided at the fast food restaurant and the products are worth to purchase also has a same mean value (M = 4.06).

Table 9

Descriptive Statistics (Price)

Statement	Mean	Std. Deviation
The price offered is suitable with the category of menus provided at the fast food restaurant	4.06	.712
The price of the product offered is reasonable.	4.08	.804
The products are worth to purchase.	4.06	.682
The quality of product at the fast food restaurant is comparable with the price offered.	4.14	.700
I am satisfied with the price offered	4.08	.804

Research Objective 3

In Table 10, the highest mean value represents the food being prepared with a proper method (M = 4.42), followed by the temperature of food served is still hot (M = 4.40). Next, the food is prepared fresh and delivered on time revealed high mean value (M = 4.38), the foods are prepared with just fresh ingredients (M = 4.24) and the food presentation which is visually attractive (M = 4.18). Lastly, the temperature of food served is still cold (if the food should be served cold) indicated low mean value (M = 3.76).

Table 10

Descriptive Statistics (Food Quality)

Statement	Mean	Std. Deviation
The temperature of food served is still hot. (If the food should be served hot).	4.40	.700

The temperature of food served is still cold. (If the food should be served cold)	3.76	1.437
The food is prepared fresh and delivered on time.	4.38	.780
In order to prepare the foods, only fresh ingredients are used.	4.24	.771
The food is presented in a visually appealing style.	4.18	.748
The food was cooked in an appropriate manner.	4.42	.702

Research Objective 4

Table 11 shows the descriptive variable of service quality. The table shows the highest mean value at 4.64 representing the foods are served correctly as ordered. Next, the employees at the fast food restaurant are willing to assist, and the fast food restaurant provides me with an accurate bill had the same mean value as the fast food restaurant provides me with an accurate bill (M = 4.46). Additionally, staffs at the fast food restaurant understand their task had moderate mean value (M = 4.34) and also fast food restaurant provides efficient and fast service (M = 4.32).

Table 11

Descriptive Statistics (Service Quality)

Statement	Mean	Std. Deviation
The foods are served correctly as ordered.	4.64	.563
The employees at the fast food restaurant are willing to assist.	4.46	.646
The employees at the fast food restaurant understand their task.	4.34	.626
The fast food restaurant provides efficient and fast service.	4.32	.713
The fast food restaurant provides me accurate bill.	4.46	.646

Regression Analysis

Table 12 depicts the greatest Beta value for pricing which is 0.593, which is greater than the Beta values for food and service quality. This indicates that price is the most important element impacting customer satisfaction, ahead of food quality and service quality. However, the significant value for food quality is 0.797, and the significant value for service quality is 0.371, both of which are higher than the statistically significant value of 0.05, indicating that these two variables are not statistically significant. Thus, hypotheses 2 and 3 cannot be accepted. Only the hypothesis 1 related to price has a significant value of 0.000, indicating that the price is statistically important. As a result, hypothesis 1 is accepted and pricing is the most important element affecting customer satisfaction in a fast food restaurant in Arau, Perlis.

Table 12

Regression Analysis for Hypotheses

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.915	0.659		1.389	0.172
Food Quality	0.039	0.151	0.035	0.259	0.797
Service Quality	0.167	0.185	0.128	0.903	0.371
Price	0.573	0.121	0.593	4.742	0.000
a. Dependent Variable: Customer Satisfaction					

CONCLUSION

Discussion

The primary purpose of this study is to figure out and evaluate the relationships between price, food quality, service quality and customers' satisfaction in a fast food business. According to the findings, customers were satisfied when they expressed an interest in returning to the fast food restaurant in the future, the willingness to dine in at the fast food restaurant again, expressed the

willingness to speak positively about the fast food restaurant to others, expressed the willingness to recommend the fast food restaurant to their friends, and believed they had made the right decision. The findings of the study indicating that price and consumers' satisfaction have a significant and optimistic relationship. The analysis revealed that price is one of the most important elements influencing customers' satisfaction. Moreover, the customer will feel satisfied when they thought that it is worth to spend a sum of money for that food that they purchased. This is because when they purchase the value of product and services, they tend to consider the price. The respondents are also dissatisfied with the fast food restaurant's food quality because they were concerned about the temperature regulation of the foods, the ingredients used, the freshness of the ingredients, the process of preparation, and other factors. Thus, the service provider needs to ensure that they provide a good quality of food so that the customer will have a better experience which can lead to customer satisfaction. The fast food restaurant in Arau, Perlis provides similar service to the customers, so that the respondents who have been there do not have a different experience while dining at the fast food restaurant. This finding also shows that the respondents have limited access fast food restaurant and less experience about service quality. In addition, the fast food restaurants do not meet customer's expectation in terms of service that has been provided at the fast food restaurant. It is important for service providers to deliver high quality service to their customers so that they can fulfill the customer's desires and wants.

Research Implication

Based on the findings of the study, price has the greatest impact on consumer satisfaction, while food quality and service quality have the slightest effect on customers' satisfaction. The implication of the results is it should encourage fast food owners to offer reasonable price for the value of the products. This is because, from the results of this study, the most influential factor that influences customer satisfaction is the price. Meanwhile, the findings also showed that the least significant factors that influence the customers' satisfaction are service quality and product quality. Through this result, fast food restaurants should maintain and provide a reasonable price for the customers so that all the customers can afford to purchase the products. In addition, the price with added value of the product becomes an attraction of the customers to have the purchase

intention and customer purchasing decisions. Then, it can also make the customers feel worth to spend their money for the products that they purchased. Hence, price of products plays an important role for the customers to make a comparison of the products with other brands competitors.

Research Limitation

During the completion of this analysis, there are some limitations. The study's limitation is that there are too many variables that contribute to fast food restaurant customers' satisfaction, considering the environment, hygiene and sanitation procedures, and the cleanliness of the fast food restaurant's utensils and equipment, because customer satisfaction in fast food restaurant is influenced by variety of factors. It is challenging for the researcher to identify and match variables to the framework or study goals. The lack of access to journals and articles is also another limitation. This is due to the fact that several databases demanded payment in order to access publications and articles, which are essential to this research. However, there are some of local journals and foreign journals that can be used in this study and been used as reference to complete this research. Besides that, another barrier is the inability to approach the target respondents' face-to face due to the Covid-19 pandemic. Therefore, the online survey using google form was adopted as an alternative to collect the data. Aside from that, another limitation is in ensuring that respondents fully understand the survey questionnaire questions, especially those who do not understand English. This is because the target respondents in this study are the public who lives nearby Arau, Perlis. Nevertheless, the researcher provided dual language questionnaire in both the English and Malay language to ensure that the respondents are able to fully understand the questions.

Research Suggestion

There are some research suggestions to improve this study for the benefit of future research. First, it should cover a greater geographical area as well as a larger sample size of Malaysian fast food restaurants. In order to obtain generalizable results, the researcher may consider extending the population as well as the study field. In addition, since Malaysia is comprised of people of

different races, the survey questionnaires should be translated into other languages such as Mandarin and Tamil. Although conducting research will take much longer, it will encourage future researchers to gain a better understanding of today's fast food customers' demands and needs. As an outcome, the study will include a broader view of the consumers' needs and expand the reach of analysis in order to better understand the consumers' perspectives on factors that affect customer satisfaction in fast food restaurants in Arau, Perlis. Potential researchers who want to conduct a similar study should consider all of the aspects that affect consumer satisfaction in fast food restaurants in order to acquire more accurate and reliable results.

As a conclusion, the researcher strongly advised potential researchers to include more independent variables in their studies so that they can analyse this subject from various perspectives and obtain more detailed and reliable results. Furthermore, the researcher is concerned about the difficulties in obtaining information from the target respondents. As a result, rather than relying solely on questionnaires, data could be collected using a variety of methods, such as observation and direct interviewing. This will assist the researcher in obtaining even more detailed information and precise responses. Based on the results shown, price is the only one of the four independent variables that shows a statistically significant positive influence on customer satisfaction, while, other independent variables such as service quality and product quality have an adverse impact on consumer satisfaction in the fast food restaurant in Arau, Perlis. Therefore, it can be concluded that the consumer perspective among the target respondents on factors that influence customer satisfaction in a fast food restaurant in Arau, Perlis is influenced negatively by the variables of service quality and product quality. Meanwhile, customer satisfaction and price have a constructive and significant relationship.

CONFLICT OF INTEREST

The authors declare no conflict of interest**.**

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