

PURCHASING BEHAVIOR AND SATISFACTION OF FAST-FOOD RESTAURANT CUSTOMERS IN CALBAYOG CITY

Joseph Emil Ampuan David^{1*}, Herbert Manang Fabillar²

^{1,2}College of Management, Northwest Samar State University, Calbayog City, 6710, Samar, Philippines

*Corresponding author; Email: joseph.david@nwssu.edu.ph¹

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Abstract

This paper examined the relationship between satisfaction and purchasing behavior of fast-food restaurant customers in Calbayog City. In addition, this study also aimed to identify the respondents' profiles and the different factors influencing their satisfaction and purchasing behavior. The researchers used a descriptive-correlational research design to conduct this study. The researchers used a structured questionnaire adopted from a previous study. The questionnaires were provided to 384 participants in Calbayog City. The gathered data were analyzed using SPSS 29. The analyzed data by the researchers showed that family members, dine-in or online order options, and restaurant menus influence the purchasing behavior of fast-food restaurant customers. On the other hand, the satisfaction of fast-food restaurant customers in Calbayog City was influenced by menu options, payment methods, online application or website navigation, food placement technology, customers' testimonials, friends and family recommendations, and services. The study revealed no significant relationship between satisfaction and purchasing behavior of restaurant customers in Calbayog City.

Keywords: Customer satisfaction, purchasing behavior, fast-food restaurants, customers, Calbayog City.

Introduction

Various studies have identified the relationship between purchasing behavior and customer satisfaction in different business areas. As a result, some studies have shown a positive relationship between purchasing behavior and customer satisfaction, while some areas have shown no significant relationship. The emergence of many fast-food restaurants provided customers with different options on where to eat and buy food. This also entailed differing behaviors caused by satisfaction in choosing a fast-food restaurant and buying from them.

Purchasing behavior is usually based on the previous experiences of a customer. Many studies have been conducted on customer purchasing behavior. It is important to consider that customer purchases may be brief encounters with random businesses. According to the study of Ofosu-Boateng (2020), consumers' purchasing behavior was influenced by cultural, social, personal, and psychological factors. The purchasing behavior of consumers involves decision-making based on past experiences while considering attitudes, situations, and emotions. Furthermore, the study of Hee and Yen (2018) stated that customers' financial and economic status also affected their power to buy and purchase decisions. This shows that a customer's purchasing behavior is determined by their income.

According to Teoh *et al.* (2021), customers' purchasing behavior was influenced by cultural, social,

physical, and marketing mix. This is true, especially in the Philippines, where these factors play a pivotal role in consumers' decisions to purchase. This is also supported by the study of Ramya and Ali (2016) which revealed that factors such as internal or psychological factors (motivation, perception, learning, beliefs, and attitudes), social factors (family, reference, role, and status), cultural factors (culture, sub-culture, and social class), economic factors (personal income, family income, income expectations, liquid assets, and government policies), and personal factors (age, income, occupation, lifestyle, and personality) influence the buying behavior of customers. Marketers consider them in promoting their products. Marketers use customer data to strategize and influence the customers' buying decisions. In addition, marketers should always update and monitor these data to arouse the presence of their businesses and products through marketing communications (Kusá, Zaušková, & Čábyová, 2020).

Furthermore, the influence of social media can also be considered a major factor in the customers' purchase decisions. According to Kumar, Konar, and Balasubramanian (2020), social media significantly influenced why customers visited specific restaurants. Their study further revealed that social networking sites had higher credibility than other marketing means. In addition, social media influencers affected the purchase decisions of the customers. This is reflected in the study by Venciute, Mackeviciene, Kuslys, and Correia (2023). There was an influencer-follower congruence.

It played an important role in the customers' purchasing behavior. This is true since most Filipinos, especially the younger generations, rely on social media for reviews, comments, and suggestions about a product. Kumar *et al.* (2020) revealed that social media advertising influenced customers' behaviors.

Mirabi, Akbariyeh, and Tahmasebifard (2015) revealed that advertising greatly impacted the purchasing behavior of customers. Mirabi *et al.* (2015) stated that advertising created the customers' awareness, influencing them to make buying decisions while increasing the likelihood of positive evaluation. It has shown that different businesses should not neglect advertising as part of the marketing mix. Good advertising influences the decision-making of the market. For this reason, a lot of firms spend huge amounts of money on their advertising activities (Zhao, Butt, Murad, Mirza, & Al-Faryan, 2022).

Customer satisfaction is a major factor in strategizing a business, which influences the repurchasing behavior of customers based on their product or service evaluations (Tiganis, Grigoroudis, & Chrysochou, 2023). Customer satisfaction has been thoroughly studied and discussed in various publications and different industries. According to the study of Khatun and Dash (2022), customer satisfaction in restaurants was affected by factors such as service quality, food quality, variety of food on the menu, food availability, healthful quality, neatness of the area, behavior, and appearances of employees, atmosphere within restaurant premises. All these factors may positively or negatively influence the evaluation of every customer towards their satisfaction.

According to Raji and Zainal (2016), customer satisfaction led customers to repeat purchases, with positive word of mouth, resulting in customer loyalty. Customer satisfaction reflected a good experience. Customer satisfaction plays a crucial role in the success of a business as it is positively associated with repeat purchase intentions, food quality, restaurant service quality, and physical environment quality (Rajput & Gahfoor, 2020). Good experiences are shared by customers through word of mouth. According to Manyanga, Makanyeza, and Muranda (2022), customer satisfaction and word of mouth were major factors affecting customer loyalty. A good experience will influence a customer to make a repeat purchase. Satisfied customers shared their experiences with other people they knew or met.

Customer satisfaction is critical in every business. It is an indicator of the performance of a business since it is considered the starting point of excellence and a baseline for customers to rely on a business (Chikazhe, Makanyeza, & Chigunhah, 2021). Keeping the customers

satisfied with the offerings will result in better business revenue and more opportunities (Yusoff & Nayan, 2020). Customer satisfaction can be considered a major factor between service quality and repurchase intention (Jasin & Firmansyah, 2023).

While literature establishes significant relationships between customer satisfaction and purchasing behavior in different industries, the relationship in fast-food restaurants in Calbayog City is not yet known. Because of this, the researchers decided to conduct this study.

This study aims to identify the relationship between purchasing behavior and satisfaction of fast-food restaurant customers in Calbayog City. Furthermore, it seeks to profile the customers based on the identified samples and identifies the major factors influencing these behaviors.

This study is anchored on the theory of planned behavior by Ajzen (1991) and the customer satisfaction model by Thomassen as cited by Yang, Chen, and Shen (2017). The theory of planned behavior explains why customers buy from fast-food restaurants in Calbayog City. On the other hand, the customer satisfaction model provides the process for the customers' satisfaction decisions based on their perceived performance of the fast-food restaurant customers compared to their expectations.

Regarding purchasing behavior, the theory of planned behavior includes current and prospective customers' attitudes, subjective norms, and behavioral control. Attitudes concerning this study are the specific behaviors of individuals as a result of their overall evaluation of fast-food restaurants. Subjective norms pertain to the perceived social influence affecting the decisions of current and prospective customers in Calbayog City. Lastly, this theory also tackles the perceived behavioral control of the current and prospective customers of fast-food restaurant customers, which considers their actions when buying from fast-food restaurants.

The customer satisfaction model concerning this study clarifies the fast-food restaurant customers' process according to factors such as expectation, perceived performance, and judgment. Customers' expectations relate to the activities of the fast-food restaurant in terms of marketing activities and actual experiences. The customers' perceived performance of the fast-food restaurants pertains to their actual evaluation according to their experience, which is then compared to their expectations. Lastly, customers' judgment is the decision about the fast-food restaurants as a result of comparing the actual performance to their expectations.

Applying the theory of planned behavior and the customer satisfaction model reveals customers' purchasing behavior and satisfaction with fast-food restaurants in Calbayog City.

Research Methods

Research Design

A descriptive-correlational research design is employed to conduct this study. Descriptive-correlational research design involves collecting data to describe variables and explore the relationships between them (Creswell, 2014). This research design explains the relationship between satisfaction and purchasing behavior of fast-food restaurant customers.

Population, Sample Size, and Sampling Technique

The researchers do not identify a specific population size. The number of restaurant customers in Calbayog City is different every day. No restaurant in Calbayog City is keeping a list of their everyday customers. The researcher uses Cochran's formula to identify the study's sample size. Cochran's formula is used since no population list is available. The confidence interval is 95% with a 5% margin of error and an estimated population proportion of 0.5 (conservative estimate). With this, the researchers come up with a 384-sample size. Simple random sampling is used to identify respondents. Simple random sampling is suitable for the study to provide unbiased inferences about the population, especially since no population size.

Instrumentation

The researchers use a structured questionnaire to gather the data needed for this study. The questionnaire consists of three parts. Part one includes the respondents' basic information such as an address, age, sex, average monthly income, marital status, and highest educational attainment. Part two includes Likert items about the respondents' attitudes toward fast-food restaurants. Part three includes Likert items about purchasing behavior and customer satisfaction. Parts two and three of the questionnaires use a 5-point Likert scale wherein 5 is "Strongly Agree," 4 is "Agree," 3 is "Undecided," 2 is "Disagree," and 1 is "Strongly Disagree." Parts two and three of the questionnaire are adopted from the study of Teoh *et al.* (2021). The study of Teoh *et al.* (2021) was carried out to provide insights and bases for informed decisions about a business's planning strategies. The Likert items used in their questionnaire are relevant to this study because of the similarity of the respondents' characteristics and the nature of their study.

Results and Discussion

Data Analysis

The information gathered from the respondents via the instrument is tallied, coded, and analyzed using

Statistical Package for Social Sciences (SPSS) version 29. The data are then presented in tables generated as the output of the analyses using SPSS 29.

The data are not approximately normally distributed, indicated by *p-values* less than 0.001 using the Komogorov-Smirnov test, as shown in Table 1.

Table 1
Tests of Normality

	Kolmogorov-Smirnov ^a		
	Statistics	df	p-value
Purchasing Behavior	0.096	384	<0.001
Satisfaction	0.086	384	<0.001

a. Lilliefors Significance Correction

The median ranks the respondents' responses on their satisfaction and purchasing behavior toward fast-food restaurants since the data are on the Likert scale and are ordinal. According to Chyung, Roberts, Swanson, and Hankinson (2017), if the data is ordinal, the median or mode should be used, rather than the mean, as the measure of central tendency. Then, the researchers decide to use a non-parametric test. Spearman's rho is applied to identify the relationship between purchasing behavior and satisfaction of fast-food restaurant customers.

Locale of the Study

The study identifies fast-food restaurants in Calbayog City, Samar, Philippines. Calbayog City is a coastal city in the province of Samar. Calbayog City is ranked 60th in terms of business presence and professional organizations in the Philippines ("Cities and Municipalities Competitive Index," 2022).

Profile of the Respondents

The researchers identify the characteristics of the respondents based on their profiles. Table 2 shows the profiles of the respondents.

It can be seen that the highest percentage of the respondents are 36 to 40 years old (20.8% of the total respondents), while those above 60 years old (2.1% of the respondents) have the least number of respondents going to fast-food restaurants. The majority of the respondents are female (51%). This study also shows that the highest percentage of respondents (25%) have an average monthly income ranging from PHP 10,001.00 to PHP 15,000.00, while those earning PHP 1,000.00 to PHP 5,000.00 are the least (1%). In terms of civil status, the majority of the respondents (56%) are single, followed by married respondents (39.3%). Regarding highest educational attainment, most respondents are

college graduates (43.2%) and are followed by respondents with units in master's degrees (16.7%).

Table 2
Profile of Respondents

Characteristics	Frequency	Percentage (%)
Age (n=384)		
18 to 25 years old	53	13.8
26 to 30 years old	60	15.6
31 to 35 years old	47	12.2
36 to 40 years old	80	20.8
41 to 45 years old	53	13.8
46 to 50 years old	44	11.5
51 to 55 years old	28	7.3
56 to 60 years old	11	2.9
Above 60 years old	8	2.1
Sex (n=384)		
Male	188	49.0
Female	196	51.0
Average Monthly Income in PHP (n=384)		
1,000.00 to 5,000.00	4	1.0
5,001.00 to 10,000.00	63	16.4
10,001.00 to 15,000.00	96	25.0
15,001.00 to 20,000.00	59	15.4
20,001.00 to 25,000.00	48	12.5
25,001.00 to 30,000.00	33	8.6
30,001.00 to 35,000.00	35	9.1
35,001.00 to 40,000.00	28	7.3
More than PHP 40,000.00	18	4.7
Civil Status (n =384)		
Single	215	56.0
Married	151	39.3
Separated	9	2.3
Widowed	9	2.3
Highest Education Attainment (n =384)		
High School Level	13	3.4
High School Graduate	15	3.9
College Level	33	8.6
College Graduate/ Bachelor's Degree	166	43.2
Units in Master's Degree	64	16.7
Master's Degree	50	13.0
Units in Doctoral Degree	24	6.3
Doctorate Degree	19	4.9

Attitudes toward Fast-food Restaurants

Table 3 shows customers' attitudes toward fast-food restaurants. This study shows that 24.4% of the respondents prefer Mang Inasal over other fast-food restaurants in Calbayog City. Next to Mang Inasal are both Shakey's and JC Food Spot, which account for 20.1% each. The least preferred fast-food restaurant is Chowking, with only 3.4% of respondents preferring it over other fast-food restaurants. Thirty-one percent

(31%) of the respondents prefer fast-food restaurants because of the services they provide to the customers. The results further show that 29.2% of the respondents prefer certain fast-food restaurants because of the taste and satisfaction they get from the foods offered, while 25.8% prefer fast-food restaurants because of the new menu. On the other hand, 13.3% of the respondents prefer fast-food restaurants because of promotions and discounts. This study further shows that 35.7% of the respondents dine in fast-food restaurants more than once a week, 29.2% once a month, and 22.7% once a week, while 12.5% only once a year at fast-food restaurants.

Table 3
Attitudes toward Fast-Food Restaurant

Attitudes	Frequency	Percentage (%)
Preferred Fast-food Restaurant (n=384)		
Mang Inasal	82	24.4
Shakey's	77	20.1
JC Food Spot	77	20.1
McDonald's	62	16.1
Jollibee	59	15.4
Greenwich	14	3.6
Chowking	13	3.4
Reason of Preference (n=384)		
Services	119	31.0
Taste and Satisfaction	115	29.9
New Menu	99	25.8
Promotion and Discount	51	13.3
Frequency of Dining (n=384)		
More than once a week	137	35.7
Once a month	112	29.2
Once a week	87	22.7
Once a year	48	12.5
Source (n=384)		
Social media/online promotion	113	29.4
Television	98	25.5
Word of Mouth (Family and friends)	87	22.7
Print Ads	69	18.0
Radio	17	4.4
Frequency of Using Online Delivery Services (n=384)		
More than once a week	172	44.8
Once a week	84	21.9
Once a year	81	21.1
One a month	47	12.2
Services Provided (n=384)		
Excellent	199	51.8
Above Average	174	45.3
Below Average	11	2.9

Social media/online promotion plays a great role in making the respondents prefer a fast-food restaurant. Table 3 shows that 29.4% of the respondents find fast-food restaurants through social media, television, word of mouth, print ads, and radio. Regarding online delivery services, 44.8% of the respondents use it more than once a week. Those who use online delivery services only once a month account for 12.2%. Furthermore, the researchers find that 51.8% (majority) of the respondents rate the services of their preferred fast-food restaurants as excellent.

Factors Influencing Purchasing Behavior of Customers

Table 4 shows the medians and their corresponding descriptions based on the different factors influencing customers' purchasing behavior. The major factors influencing the purchasing behavior of restaurant customers were family members who liked the menu, the dine-in and online order options, and the restaurant's menu offering, as indicated by the median value of 4 (Agree).

On the other hand, the respondents disagreed that the prices influence their behavior, as indicated by the median value of 2. They were undecided whether the area's culture and lifestyle affected their purchasing behavior, as the median value 3 (Undecided).

Table 4
Factors Influencing Purchasing Behavior of Customers

Factors	Median	Description
Culture in the area affects the perception of purchasing in fast-food restaurants.	3	Undecided
Family members like the menu of fast-food restaurants.	4	Agree
Most of my peers and family dine in or order online from fast-food restaurants.	4	Agree
Prices influenced you to purchase.	2	Disagree
Fast food fits your lifestyle.	3	Undecided
The menu offered by fast-food restaurants is appealing.	4	Agree

Legend:

Scale	Description
5 -	Strongly Agree (SA)
4 -	Agree (A)
3 -	Undecided (U)
2 -	Disagree (D)
1 -	Strongly Disagree (SD)

The results in Table 4 implied that the customers primarily consider the opinions of their family members and peers while considering the offerings of the

fast-food restaurants. The results also implied that the customers are more influenced by word-of-mouth rather than the prices of the products offered by the fast-food restaurants in Calbayog City. The culture and lifestyle of the customers were not prime considerations in choosing the fast-food restaurants, as implied by the results.

Factors Influencing Customer Satisfaction

Table 5 shows the medians and descriptions of the different factors influencing the satisfaction of customers. Table 5 shows that the customers strongly agree that the menu options were the main reason for them to be satisfied with fast-food restaurants in Calbayog City, as indicated by the median value of 5 (Strongly Agree). This implies that having more options for customers contributes greatly to the extent of customer satisfaction. Furthermore, the customers agreed that the payment methods, online application or navigation, technology, customer testimonials, recommendations of friends and family members, and provided services influenced their satisfaction towards fast-food restaurants in Calbayog City as indicated by the median value of 4 (Agree). This implied that these

Table 5
Factors Influencing Customer Satisfaction

Factors	Median	Description
Fast-food restaurants offer various menu options.	5	Strongly Agree
Payment methods are convenient.	4	Agree
The online application/website is easy to navigate.	4	Agree
The technology used by fast-food restaurants provides easy placement of orders.	4	Agree
Experience with fast-food services.	3	Undecided
Fast-food restaurants' prices are affordable.	2	Disagree
Promotion/ Advertisements set prices that are reasonable to purchase.	3	Undecided
Customer testimonials serve as my base for purchase.	4	Agree
Recommendations of friends and family	4	Agree
Services provided by fast-food restaurants	4	Agree

Remark:

Scale	Description
5 -	Strongly Agree (SA)
4 -	Agree (A)
3 -	Undecided (U)
2 -	Disagree (D)
1 -	Strongly Disagree (SD)

were the major factors determining the extent of customer satisfaction towards fast-food restaurants in Calbayog City. Fast-food restaurants should also take this seriously, as failure to meet the customers' expectations regarding these factors may result in dissatisfaction. On the other, the respondents were unsure whether their experiences with fast-food services and prices, as indicated in the promotional activities, influenced their satisfaction, as indicated by the median value of 3 (Undecided). The respondents disagreed that the prices set by the fast-food restaurants were affordable, as indicated by the median value of 2 (Disagree). This can be attributed to the area's economy, where most people were from the lower-income class.

The Relationship Between Purchasing Behavior and Satisfaction of Customers

Table 6 shows the correlation between purchasing behavior and satisfaction of fast-food restaurant customers in Calbayog City.

Table 6
Relationship Between Satisfaction and Purchasing Behavior of Fast-food Restaurant Customers in Calbayog City

Purchasing Behavior	Satisfaction		
	<i>n</i>	<i>r_s</i>	<i>p-value</i>
	384	-0.010	0.843

Legend:

1.00	Perfect Relationship (P)
±0.91 to ±0.99	Very High Relationship (VH)
±0.71 to ±0.90	High Relationship (H)
±0.41 to ±0.70	Moderate Relationship (M)
±0.21 to ±0.40	Low Relationship (L)
±0.00 to ±0.20	Negligible Relationship (N)

Table 6 shows the correlation between satisfaction and the purchasing behavior of customers. The table shows a negative negligible non-significant relationship between satisfaction and purchasing behavior of customers as indicated by the correlation coefficient of -0.010 and *p-value* of 0.843. This finding contradicts most of what is found in the existing literature. This may be because of the different factors affecting customers' satisfaction and purchasing behavior. Also, the different economic status may be a prime contributing factor to the differences in results. One study that is in contrast to this finding is the study of Reza *et al.* (2019), showing that satisfaction significantly impacts the purchasing behavior of customers. According to their study, the reliability and responsiveness of the business and its employees impact consumer satisfaction, which later influences the buying frequency of consumers. The findings of this study were also contradictory to

the study conducted by Castillo and Del Rio (2023). According to their study, customer repeat purchase is influenced by customer satisfaction. This shows that in their study, customers' purchasing behavior towards a business is significantly influenced by their experiences. On the other hand, the findings of the study by Wu (2022) were consistent with the results of this study. His findings showed that consumers' satisfaction did not significantly impact their purchasing behavior. However, Wu (2022) found that customers' purchasing behavior was significantly correlated with loyalty instead of satisfaction. His study further showed that customers continue to buy from fast-food restaurants because of loyalty.

Conclusions and Implications

The age group 36 to 40, representing 20.8% of the respondents, is higher than the rest groups. The statistics from the sex grouping confirmed that most of the respondents are females. Twenty-five percent of the respondents have an average monthly income ranging from PHP 10,001 to PHP 15,000, which is higher than the other average monthly income groups. The majority (56%) of the respondents are single. Most of the respondents are college graduates.

The results reveal that a higher percentage (24.2%) of the respondents prefer Mang Inasal over other fast-food restaurants in Calbayog City. The respondents prefer their fast-food restaurants mainly because of the services, taste, and satisfaction. Many respondents dine in once a week in their preferred fast-food restaurants. It can also be concluded that social media or online promotion plays a great role in letting customers know about their offerings. Many customers are using online delivery services more than once a week. Furthermore, the most (51%) rate their preferred restaurant as excellent.

Customer satisfaction of fast-food restaurant customers in Calbayog City is influenced by menu options, payment methods, online application or website navigation, food placement technology, customers' testimonials, friends and family's recommendations, and restaurant services. On the other hand, the purchasing behavior of fast-food customers in Calbayog City is influenced by family members who like the menu, dine-in or online order options, and restaurant menus.

Furthermore, this study shows a negative, negligible, non-significant relationship between the satisfaction and purchasing behavior of fast-food restaurant customers in Calbayog City. The findings of this study on the relationship between purchasing behavior and customer satisfaction are inconsistent with existing literature. This may be a unique case in the area. With

this, the researchers conclude that though satisfaction is an important factor, it does not always influence customers' purchasing behavior. Further studies should be conducted in the area.

Limitations and Future Direction

Although this study shows different important findings, it is limited only to Calbayog City and its local customers. This study focuses only on the fast-food restaurants and the respondents' perceptions. It may not be true for other areas and types of businesses. Further empirical and conclusive studies could be carried out in studying customers' satisfaction and purchasing behavior. Comparative studies with other cities in the Philippines may also be done. To broaden the scope of this study and impart a deeper understanding of the relationship between purchasing behavior and customer satisfaction, other dining establishments may also be included.

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