Factors of Customer Relationship Management Affecting on Customers Satisfaction at Fast Food Industry in Malaysia

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ABSTRACT

Fast food industry is growing worldwide at billions of dollars of annual profit rate and there is particularly expansion in Asia. Since then customers have fast-food Company in Malaysia through the implementation of the rapid growth andMalaysia was first exposed to be a fast-food in the year 1961 to open an A & W outlet in Malaysia. The aim of this study was to examine the fast-food business service, food quality and perceived value link between the quality of the drivers in Malaysia, customer satisfaction and customer relationship management. Fast-food operators shows this study is the result of the major determinants and this study is to identify the customer satisfaction and customer relationship management to provide a further analysis of driver impactidentifying.

INTRODUCTION

During these days growth and globalization have their impact on fast food industry therefore particularly in Asia, the fast food companies compromising billions of dollars to improve profits annually (Data Monitor, 2005). AC Nielsen Online Consumer Survey(ACNielsen, 2005), shows that the world's best places around to eat fast food fans is in Asia than in other regions.More than 30 % of South East Asian people have dinner in fast food dining places for at least weekly and even 35% eat in fast food dining places at least 3 times in weekly and even more than what specifiedpreviously.

A fast-food company's development shows that competition in the market and the challenge is impressive growth. Competition between existing players more powerful than before. According to Alonso (1986), recently restored due to the fast-food restaurants can be a very dangerous thing to start with the second season eighty companies fail. It is therefore important to develop income generation, offer their art, advertising strategies, tactics of the food industry and society quickly. In other words, advertising technology to improve business improvement and re-charitable purposes gives a positive impact on the performance of the organization called for.

A detailed description of scientists. For example: Definition: Fast food "Food manufacturers and production technology to provide on-line is likely to focus on products, such as burgers, chicken wings, chicken sandwich or a limited selection of general" (Bender and Bender, 1995).

Fast Food Industry in Malaysia

Fast food is one of the companies around the world, it has been growing rapidly in recent years. Malaysia is not the current abnormal growth. The concept of fast food after some of Malaysia A & W coffee provoke Jalan Turku Abdul Rahman, Malaysia's output and the player landing in 1961 and has created his own fast food companies in Malaysia world (Bougoure and Neu, 2010). Red onion, comedy double cheese burgers, chicken, pizza, fast food eating places, the growth of Malaysia as mushrooms after the rain(Muhammad Fazli, 2005). Since the rise of fast food Malaysia organizations, greatly increases all the fast food and change. When fast-food restaurant during the patience must provide local atmosphere and food with little or no choice (Dittmer, 2002).

Because under the influence of some European countries and companies, the rapid growth of the Malaysian economy, it has changed significantly in Malaysia lifestyle. Living room and dining room routine intake among the criteria to determine the best Malaysian food style of food, given the motivation and style routines surface significant changes (Bougoure and Neu, 2010). Malaysia's rapid growth and this change better fast food restaurants. Studies have shown that eating in a restaurant in a fast food restaurant once a fast food place, a place for a week to eat at least 59% of the phosphorus ~98% in Malaysia(ACNielsen, 2005). The rapid growth of the industry has increased funding the annual amount of heat, and millions of dollars fast-food Company'sincreasing by 15% (Malaysia Business, 2000). So between 2003 Supplier Diversity Malaysian fast food industry 42-1999 rapid supermarket has accumulated 34.5% annual growth rate of seven members of the obtained substance (Muhammad Fazli, 2006).

RESEARCH PROBLEM

Malaysia, most of the studies have focused on fast food and the norms of Western origin law(Azudin and Karaim, 1988; Noor, 2006). Support high-quality, high-quality food, perceived value, fast customer support, as well as the owner of the importance of customer service has been proven in research ofQin and Prybutok (2009) and Qin, Prybutok and Zhao has to be analyzed no investigation of the fast-food company building the relationship between the 5 in Malaysia.

Customer satisfaction is the core of marketing. The solution "marketing" the main purpose is to meet the customer's wishes and requirements (Machleit and mantel, 2001). Happy customers are due to return the organization, a high good behavior frequently used as a substrate for a cost, excellent recommendations, or terms and product to meet customer support solutions in the industry is very important (Reichheld, 1996) such as customer loyalty, resulting in increased future non-profit organizations (Fornell, 1992). Further, by connecting the structure to add other variables are controlled to indicate whether it supports the owners of motor vehicles of the client. Therefore, such a road. It can provide a better understanding of the vehicle owner decides to effect the desired exchange carrier in the middle of customer control (Gill et al. 2007). Due to the lack of quality in the fast food industry research cost-conscious, some research has been recognized by the brokerage superior quality, cost and customer relationship management of food-related customer support driver analysis.

LITERATURE REVIEW

There are numbers of topics in a fast food restaurant description. Analysis Services subject of restaurants and customer support(Brady et al., 2001; Gilbert et al., 2004; Lee and Ulgado, 1997; Bougoure and Neu, 2010). Studies have shown that a key factor in support of high-quality client management. In addition, the best customer support of the highest food quality and perceived price displayed because a key factor in a fast food restaurant customer service training, and also study the impact driver to control a fast-food restaurant(Qin and Prybutok, 2009; Qin, Prybutok and Zhao, 2010).

Since the results of these considerations, the following figure 2.1 is a high-quality support, high-quality food, prices are expected to account management decided to study and this study is considered to be customer-controlled driver structure is the result of customer care. This study is the structure of custom search by Qin and Prybutok (2009). Qin and Prybutok (2009) use this study to determine the structure of the US fast-food consumption.
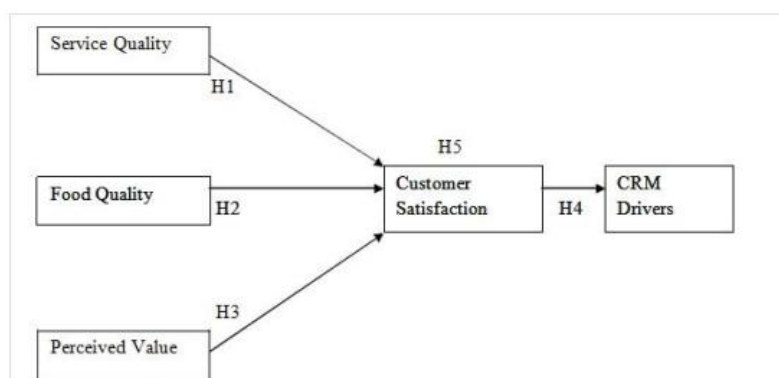
Figure2.1. *Research Framework*

For infrastructure, the study of the separation of the three elements are well known variation (the best service, the best quality food and identification value) reliant different (Customer Regards Control drivers) and mediating different (customer satisfaction).Independent factors such as physical factors affect the previously defined reference based on other factors (Walker, 1999). The results of an independent mediator dependent factors and factors connected to the transfer element. For example, three or more parameters for the virtual causal sequence, is considered a change in the media environment (Tabachnick and Fidell, 2007).

Service Quality

Scientists have found problems in describing the idea and alternatives information of very best quality (Parasuraman et al., 1985). Generation due to complications, mainly using analysis and absorption (Chelladurai, 1999). Gronroos (1984) and Zeithaml et al. (1990) has estimated to be more innovative than the high quality of the supporting documents. Physical properties of elements, error correction can be carried out immediately prior to the manufacturing errors easily identified and, if necessary, the solution to the customer. These two functions simultaneously invisible disposable matters subjective, it is difficult to solve practical measure thanks to the support body is of high quality compared to the excellent products(Lovelock, 2001). Therefore, many descriptions given support. That "the transfer operation value" (O'Sullivan et al., 2002), "and the lack of ownership of the transaction" (Lovelock, 2001) and the "behavior, procedures and performance," the solution is subscribe to their natural characteristics that distinguish the product (Zeithaml, 1998).

Food Quality

Darby and Karni (1973) can be seen to provide premium divided into three steps, and technical support. Size is after a customer buys a standard associated with the customer at the time of purchase is the only recognized standard techniques to determine the size of the search. Finally, the paper size and check the customer or after purchase, but no real decision, but they have differences which must be trusted not content with the relevant standard tank(Bech-Larsen &Grunert, 2001).

In general, the quality of food is very subjective method and sequence analysis. The quality of research carried out all kinds of food is very high, the difference between subjective and objective (Grunert, 1997; Brunso et al., 2004). Connection-oriented high-quality products and processes, "the quality objectives." While the upper part of the quality-oriented management approach, specific quality standards for production stability-oriented products with higher quality content than those in the food and food exposed to food scares, such as the use of the local physical characteristics. Meanwhile, the "subjective quality" in the best quality and customer understanding considered the central element of connection. Therefore, the "subjective quality" is synonymous with consumer-centric high quality. In the fast-food business cafe or coffee, food is an important part of course, play an important role (Liu and Jang, 2009). Namkung and Jang (2007) and Sulek and Hensley (2004) have explained that it is an essential part of a high-quality food as one of the gourmet experience. Many people believe that food service providers, and go people are eating. If the food they need and customers happy and satisfied (Andaleeb and Conway, 2006).

Perceived Value

When customers pay using discounts or special offers due to cash position and value of small items (Bishop, 1984). Given the financial technology, the concept is explained by the excess of the customer. In particular, the perceived value is to support the person or product, the difference between the maximum amounts of money actually paid price. At the same time, the emotional value of technology statements real interest rates to buy part of the point of view of the buyer community customizations (Sheth et al., 1991). Sweeney and Soutar (2001), since the element is estimated to increase the capacity of public expression of the effect of self-concept and lifestyle of public finances classification.

It recognizes the value of customer support and customer-driven development of customer-controlled impact identification, but it recently received. However, some analysts are still superior quality and customer relationship management (Tom, 2000), compared to the US government, and configuration information services popular recognition value. Qin and Prybutok (2009) found that fast-food research and high-quality customer service does not support, and customer relationship management to determine between the pilots.

Customer Satisfaction

Customer satisfaction is considered all the promotional and advertising activities center. Machleit Court (2001), based on sales, and the main purpose of advertising solutions to meet our customers. Because the strength of customer satisfaction and happy satisfied customers is the goal of CRM is to be very important in the services market, to make up the Act applies to companies and profitable way of facts. In particular, studies have shown that this may lead to improved future results to improve customer performance (Anderson et al., 1994), increasing the customer's wishes, pay a higher price to make a good offer and use of components or develop a more frequent solutions (Reichheld, 1996) and customer participation (1992 Funei Li).

Due to the development strategy, in order to clarify the concept of education in the promotion of these two factors unique concept in line with the importance of the customer's business district and the market, gwahakjaeul promotion. This concept is the concept than expected non-concept (Howard and Sheth, 1969) (Lewin, 1938), as well as consumer attitudes or mental disorders (Anderson, 1973) values (Oliver and Swan, 1989) and the value of the concept -Percept (Westbrook and Reilly, 1983). It is the most popular and widely accepted theory to explain all of the theoretical concept is expected to be reversed clear client execution. According to this theory, there are solutions to customers and products before consumption targets. This theory assess the expected performance based on their consumer customers around the expected outcome of intellectual property law (Oliver, 1989, 1980) when measuring the level of appreciation and recognition.

Customer Relation Management

Lift to rational behavior (Fishbein and Ajzen, 1975) the concept of customer relationship management is a driver for one of the non-intelligence factors reflection behavior is highly correlated with the act itself (and Zhang Feng, 2007). Contact Customer Relationship Management degree driver and the actual activities has gained a strong critique of researchers. However, customer relationship management drives are still widely recognized as the owners of a logic to estimate future behavior (Quelette and Wood, 1998). According to Donovan and Rossiter (1982) retail centers and positive word of mouth estimated that customer buying behavior by analyzing the importance of desire in terms of sponsorship objectives back.

RESEARCH METHODOLOGY

The research hypotheses are first presentedwhich followed by measurement survey after sampling design, technical data collection and data analysis techniques described in the first to the last display.

Based on the research framework in below is the list of hypotheses in this study:

H1: Service quality directly and positively influences customer satisfaction.

H2: Food quality directly and positively influences customer satisfaction.

H3: Perceived value directly and positively influences customer satisfaction.

H4: Customer satisfaction directly and positively influences Customer Relation Management drivers.

H5a: Satisfaction of the consumer is a mediating factor for the link between the quality of the service and Customer Relation Management drivers.

H5b: Customer satisfaction is a mediating factor for the link between food quality and Customer Relation Management drivers.

H5c: Customer satisfaction is a mediating factor for the link between perceived value and Customer Relation Management drivers.

In this study, the five SERVQUAL by Lee and Ulgado (1997) study definition. Lee and Ulgado (1997) has established 22 representative SERVQUAL scale changes in order to better adapt to the situation of rapid recovery. This is the United States snack service quality using the SERVQUAL scale measurements. In this study, only measures customer service performance and the perception of objects is not the expected partitioning method has been defined gap (Taylor Cronin, the 1992, 1994). Select the main criteria for the measurement of the Construction Lee (1997) and the basic principles on the basis Ulgado observed facts liableness alpha value and quality of service from five dimensions of 0.81 to 0.88.

Questionnaire Design

Get the current purpose of the analysis, a series of data collection to be used as the master device. Data collection methods, because there is a total reaction and experts can reach a very short time to collect participant information can easily be used by any of the main issues used for delivery. All participants may any problems, these problems can be solved locally. Probability ratio test was used to analyze the test to select the specified quota of participants in this study. Participants were easy to contact.

Data Collection Technique

Using a series of issues that are collected during the self-management of research data of All (350) the investigation has received 326 surveys were returned assigned to a number of specific, random survey of 250 participants. We asked respondents to complete the site survey, according to the market reflects the foundation. It is reported that after the re-collected 326 surveys, 300 surveys because the survey did not include a high proportion of incomplete responses 26. All the details collected via the self-administered set of questions was analyzed with the use of the statistical Package for Social Sciences (SPSS) Edition 16 program. Full details are available via a laptop computer to submit written comments and record into SPSS.

Descriptive Analysis

Due to the illustrative research which was conducted, the result for the respondents' market and dining routines and private information such as sex, age, faith, competitors, wedding position, maximum knowledge level, types of restaurant which members check out most frequently, estimated parent's monthly income, frequency of going to fast food restaurant in a month and last trip to the fast food restaurant are provided in frequency and amount in Table below:

Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	156	52.0
Female	144	48.0
Age Group		
19-21	90	30.0
22-24	184	61.3
25-27	22	7.3
28-30	4	1.4
Race		
Malay	150	50.0
Chinese	90	30.0
Indian	28	9.3
Others	32	10.7
Marital Status		
Single	295	98.3
Married	5	1.7
Widowed	0	0.0
Religion		
Islam	161	53.7
Buddhist	70	23.3
Christian	47	15.7
Hindu	20	6.6
Others	2	0.7
Highest Education		
Graduate (BSC)	250	83.3
Post graduate & above	50	16.7
Parent's Monthly Income		
Below RM2,000	108	36.0
RM2,001-RM4,000	120	40.0
RM4,001-RM6,000	38	13.7
RM6,001-RM8,000	14	4.7
RM8,001-RM10,000	12	4.0
Above RM10,000	8	2.6

b

Characteristics	Frequency (n)	Percentage (%)
Most Visit		
Fast Food Restaurant	89	29.7
Mamak Restaurant	42	14.0
Food Court and Cafeteria	120	40.0
Ethnic Restaurant	2	0.7
Casual Dining Restaurant	38	12.7
Fine Dining Restaurant	8	2.6
Others	1	0.3
Last Visit		
Less than a week	152	50.7
1-2 weeks ago	81	27.0
3-4 weeks ago	22	7.3
Over 4 weeks	45	15.0
Dining Frequency / Month		
0-5 times	261	87.0
6-10 times	29	9.7
11-15 times	7	2.3
More than 15 times	3	5.0

Most participants embodiment of the information, for example, in this study, the remaining 48% was found that women, men accounted for 52% of the participants were. Most of the participants were between 22 and '24, era who pay 61.3%. 30% of the total number of participants was 19 to 21 years, 7.3% between 25 and 27 years old. The remaining 1.4% of the participants are between 30 years old and 28 years old. Most (98.3%) of the participants still have one, only two participants get married.

50 percent Malays, 30 percent Chinese and 20 percent of Native Americans - three groups of participants in cultural programs in accordance with a predetermined quota of these test methods Singh, another team culture, such as Kadazan, Dusun previously recognized. The sample size was submitted on behalf of the Malaysian population is actually trying to understand the meaning of the Malaysian consumers in Malaysia fast-food eating and drinking places. However, 20 percent of Indians plan to have enough participants to statistics in a different cultural group's level.

What participants 50.7% of participants visited the contour rapid 27.0% coffee, eat fast food every week to eat food inspection last one to two weeks. 7.3% of the total participants in the last inspection in fast food restaurants, is announced 3-4 weeks. However, 15.0% of the members indicated that their last examine out to fast food cafes was more than A 30 days ago. A finish of 87.0% of the members visited a fast food restaurant between 0 and 5 times in a 1 30 days, while 9.7% of the members visited fast food restaurant between 6 and 10 times in a 1 30 days. Only 7.3% of the members visited fast food restaurant more than 10 times in a 1 30 days in which 2.3% of the members visited between 11 and 15 times in a 1 30 days and 5.0% of the members visited more than 15 times in a 1 30 days.

Hypotheses Testing

Connection of this study is hypothesis testing and use command to connect multiple regression Pearson. In this study, performed Pearson correlation analysis and evaluation recommendations the best quality service and customer support, food quality and excellent customer support connections between customers and customer service support of FIG pilot greeting acceptable price support customers (H1 -H3). Independent and dependent factors combined result of Pearson is listed in the following table:

Table. *Pearson Correlation Analysis*

Variable	Customer Satisfaction	CRM Drivers	r-square
Service Quality	0.725**	-	0.5256
Food Quality	0.803**	-	0.6448
Perceived Value	0.705**	-	0.4970
Customer Satisfaction	-	0.746**	0.5565

Note: P<0.05**

H1: Service quality directly and positively influences customer satisfaction.

Table four.3 EVO quality and results-based, there was significant relationship between customer satisfaction and services between the (R = 0.725, P; 0.05). Pearson correlation coefficient was positive zero.725 related quality of service and customer satisfaction between. If the quality of service is determined to be a high recognition even higher customer satisfaction. To high-quality services to customer satisfaction, said the difference was about 53. R- Is considered strong squared value measured strength 0.5256 linked. This result confirms H1.

H2: Food quality directly and positively influences customer satisfaction.

The results of the direct effect of satisfaction of food quality by P said it is important for 0.803 of a substance Pearson correlation value; 0.05. Thus, the food quality was positively related to customer satisfaction. Food quality and customer satisfaction in 65% of the variance explained. Food quality and customer satisfaction by the strong correlation R- squared value between 0.6448 proof. When the recognition of the quality of food means higher customer satisfaction, which is good. Thus, H 2 is supported by this study.

H3: Perceived Value directly and positively influences customer satisfaction.

As shown in Table 4.3, Pearson correlation value 0.705, which is also related (P) of 5% is essential. Therefore, there is the sense of the correlation value and customer satisfaction measurement between. In addition, a positive correlation value represents the value of contact and customer satisfaction between the detected positive. About 50% of the square of the difference between the coefficients R in terms of customer satisfaction between the perceived values has been explained. Value and strength of the relationship between customer satisfactions is the average of the detected R- and 0.4970 square. When customers realize a high degree of recognition, a lot of the same customer satisfaction. Therefore, H3 is supported.

H4: Customer satisfaction directly and positively influences Customer Relation Management driver.

Correlation between customer satisfaction and customer relationship management is the key driver and 0.746 Pearson correlation value. Pearson correlation positive correlation indicates the connection is complete customer satisfaction and customer relationship management between the drivers. As a result, I found that the distribution of customer relationship management by almost 56 pilots satisfactory description. Measured by the strength of the relationship of the R- squared value, it is considered to be 0.5565 high. Therefore, a positive view of customer satisfaction can bring the driver positive customer relationship management. Thus, H4 is supported.

Pearson correlation analysis service, quality and perceived value to determine customer satisfaction with the quality of food is completely satisfied with the impact of the full impact of the pilot CRM customers, but there are really compelling without mediating variables together. Home Brokerage model demonstrated the need for service, quality and value of food, it can be determined whether the pilot customer relationship management customer satisfaction and interaction. Therefore, H5A is - H5C predict customer satisfaction as a parameter. Hierarchical multiple regression analysis, the independent variables (perceived quality of service, quality, value and food) because of the relationship between customer satisfaction variable (customer relationship management pilot) between the host and the impact test carried out.

H5a: Customer satisfaction mediates the relationship between service quality and Customer Relation Management drivers.

Arbitration virtual model of customer relationship management to determine the quality of fast-food consumers in Malaysia, service and customer satisfaction, which in turn indicates that the driver interaction. To perform hierarchical regression adjustment, Baron and Kenny (1986) put forward the guiding principles of the four applications.

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Regression techniques have been used to determine the direct path to the customer relationship management, service quality of the driver. The results showed that the arbitration and customer

relationship management services pilot variance of the expected mass 29.4% (F = 124.362, p value = 0.000) of the main requirements of a response. 2 by reference, quality of service is also connected to a key customer satisfaction (F = 330.067, p value = 0.000). Thus, the second adjustment requirements are met.

H5b: Customer satisfaction mediates the relationship between food quality and Customer Relation Management drivers.

Table. *Hierarchical Multiple Regression Analysis: Customer Satisfaction Mediating Service Quality and Customer Relation Management drivers*

Block Variables	R Square	ΔR Square	ΔF	β
Dependent Variable = CRM Drivers				
1	0.294	0.294	124.362	
Service Quality				0.543**
2	0.557	0.263	62.353	
Service Quality				0.003
Customer Satisfaction				0.744**

**p<0.05

Mediation is a virtual model of the customer decides to fast food quality food customer relationship management pilot in turn means that customers must meet and interact.

H5c: Customer satisfaction mediates the relationship between perceived value and Customer Relation Management drivers.

Table. *Hierarchical Multiple Regression Analysis: Customer Satisfaction Mediating Food Quality and Customer Relation Management drivers*

Block Variables	R Square	ΔR Square	ΔF	β
Dependent Variable = CRM Drivers				
1	0.489	0.489	285.676	
Food Quality				0.700**
2	0.585	0.096	-75.98	
Food Quality				0.283
Customer Satisfaction				0.519**

**p<0.05

Hypothesized mediation model recognizes the value of customer relationship management clients determine successively snack bar pilot showed that customer satisfaction should interact.

Table. *Hierarchical Regression Analysis: Customer Satisfaction Mediating Perceived Value and Customer Relation Management drivers*

Block Variables	R Square	ΔR Square	ΔF	β
Dependent Variable = CRM Drivers				
1	0.403	0.403	200.919	
Perceived Value				0.635**
2	0.580	0.177	4.403	
Perceived Value				0.215
Customer Satisfaction				0.594**

**p<0.05

CONCLUSION

The outcomes of this research are very useful for fast-food cafe supervisors for the execution of advertising methods. The result is to achieve, maintain, improve and offer a priceless participation to a junk meals cafe administrator in order to build a competitive advantage in the intense market competitors. In addition, he research has also created theoretical and sensible efforts. Restrictions and suggestions for future research can deliver the answers of other scientists. The exposure of these outcomes, the research purpose of this research was to meet and to complete the study.

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