Consumers Satisfaction Level Towards Prefered Online Food Delivery Services During Covid 19 Pandemic among Selected Private University Student in Kelana Jaya

Sallehatul Asfiah Mohamad Salleh, Syed Munir Barakbah Bin Syed Faozi Barakbah, Jimmi Tiaw Tzer Ming, Abdul Aziz Jusoh
UNITAR International University, Petaling Jaya, Malaysia

Abstract
The widespread adoption of online food delivery services during the COVID-19 pandemic, particularly in developing countries like Malaysia, has transformed consumer habits. This study focuses on the preferences of selected private university students in Kelana Jaya, aiming to understand the factors influencing customer satisfaction with preferred online food delivery services during the pandemic. In this research, service quality, food quality, and price are identified as key factors affecting customer satisfaction. The study utilizes the extended Theory of Expectancy Disconfirmation Paradigm (EDP) approach, employing quantitative research methods. The sample of 84 respondents surveyed through a questionnaire. Results indicate that food quality plays the most significant role in influencing customer satisfaction, aligning with existing literature. The positive significant relationship between food quality and customer satisfaction highlights the importance of food standards in shaping consumer preferences. This study not only provides insights into the preferences of private university students in Kelana Jaya but also lays the groundwork for broader applications. The findings can be extended to explore factors influencing customer satisfaction in online food delivery services post-COVID-19 across different countries. Overall, this research contributes to valuable insights for future studies in the evolving landscape of online food delivery services.
Keyword: Service Quality, Food Quality, Price, Customer Satisfaction, COVID-19, Theory of Expectancy Disconfirmation Paradigm (EDP)

Introduction
People who were working in cities at present are living with faster pace. The number of people who often ordered food online increased critically in this decade, thus ordering food, and getting the online delivery were widespread in the cities in Malaysia and even the whole

world. Online food delivery service is one of the booming and competitive sectors nowadays especially during this pandemic of Covid-19. They try many different experiments to meet customer satisfaction toward their food delivery service. Customer experience and engagement are very important to increase the volume of user or customer to use their services as the most preferred online food delivery service. Online food delivery services are facing challenges from local restaurants that have expanded dramatically across Malaysia in recent years. In addition, with the improvement in living conditions, Malaysian customers awareness has increase on what, how, and where they eat, so competition between online food delivery companies is inevitable. In order to compete with online food delivery companies, the companies must pay more attention to price, service quality, and food quality that would influence customer satisfaction. The hypothesis of this research is customer satisfaction has significant relationship on factors toward preferred online food delivery services during pandemic among selected private university student in Kelana Jaya.

Literature Review
Service Quality
Service quality is one of the main determining factors of customer satisfaction. Customers are the key evaluator that plays an important role in measuring the quality of service or product (Kalaja et al., 2016). According to Parasuraman et al (1985), service quality is the form of customer perception during the purchasing process and when the product/service is being delivered and recognized as the gap model which is the comparison between the customer's perception of perceived service with their expectation.

Based on the findings of past studies, SERVQUAL had been developed by Parasuraman et al (1988), a method to assess customer satisfaction for service industries, which started research on service quality measurement. The measurement involved the difference between customer perceptions and expectations based on five generic dimensions: tangibles, reliability, responsiveness, assurance, and empathy. In a logistical and supply chain context, the customer's expectations are particularly complex. Different consumer may have different levels of expectation for the criteria of performance. For example, some consumer may be most concerned with responsiveness and rapid handling for an inquiry regarding order status, while others may be more concerned with order completeness or meeting a delivery appointment (Bowersox et al., 2013).

Within a workplace service quality model, many researchers concur that service quality and customer satisfaction are distinct, but strongly interrelated constructs. For example, the ability of service providers to appropriately implement service quality in executing daily job may lead to greater customer satisfaction Ismail et al (2016); Hussain et al (2015) and customer loyalty (Bardauskaite, 2014; Lee et al., 2006). Besides, according to Faarooq et al. (2018), provided evidence for the fact that better quality of personnel services will significantly improve customer satisfaction level.

Food Quality
Ibrahim (2015) stated that quality characteristics of food that is acceptable to consumers is food quality which includes the external factors as appearance (size, shape, colour, gloss, and consistency) and internal factor (chemical, physical). According to Liu et al (2009), the essential factor in the success of any delivery services is the quality of the food. Food quality

encompasses quality factor such as temperature, food freshness and food preparation (Liu et al., 2009; Namkung et al., 2007). Additionally, to fulfil various expectation and needs for customers, Peri (2006) considered the. food quality as an essential part.

Namkung et al (2007) acknowledge that the important component of the operation of any restaurant is food quality. Therefore, food qualities become main factor influence on customer satisfaction and future purchase intention. According to Ryu et al (2010) the scope of food quality has been highlighted as a measure of consumer satisfaction within restaurant market as a consequence of which Ryu et al (2010) adopted five dimensions of food quality that is the smell of food is attract, there is a variety of menu, the food nutritious, the food is delicious, and the food is fresh.

Food quality is significant in determining customer satisfaction and loyalty. Generally, food quality refers to several aspects including food presentation, taste, menu diversity, healthiness, and freshness (Hanaysha, 2016). A high level of food quality is a key marketing strategy which can satisfy, retain and provide good purchasing experience to the customer. Several studies indicated that food quality can positively influence customer satisfaction (Abdullah et al., 2018; Luca et al., 2018). Besides, according to Kivela et al (1999) food quality is the most essential part of the overall restaurant experience. Other than that, Namkung et al (2007), state food quality is an absolute requirement to satisfy the needs and expectations of restaurant customers. Previous study has examined various food qualities because food quality is important part in the restaurant business. The general assessment of the quality of food among researchers focuses on the presentation of food, healthy options, taste, freshness, and temperature. Another similar research which the research emphasizes that the provision of healthy food in the restaurant is one of the key aspects of customer satisfaction building (Kivela et al., 1999). In addition, Qin et al (2009) identified the relationships between behavioural intentions, customer satisfaction, perceived value, food quality and service quality in fast-food restaurants and demonstrated that there is a direct and positive impact of food quality on consumer satisfaction.

Price
Price refers to the amount of money that customers spend on a product or service. Price also can be defined as an exchange for the benefits of using a product or service. Price is a part of main criteria towards customer satisfaction as they evaluate the services received with the price charged to them. To decide pricing for a product or service is not easy because the core values of the available goods are used to evaluate price which is crucial for consumer satisfaction. Khan (2011) determines price for customer to decide on a purchase or not. Price functions as indicator to determine consumer experience with goods or service (Mattila et al., 2003). Therefore, customers are more willing to base their purchase decision on price factor than on anything else (Khan, 2011).

Within the food industry, different groups of consumers tended to choose different standards of food price (Yeo et al., 2017). Consumers becomes more rational and made decisions according to the most benefits that they could get from seeking for the lower and acceptable price (Ollila, 2011). Generally, consumers would also consider the value of food nutrition and the food price. For example, an empirical study conducted by Nakandala et al (2013) had shown that people preferred to spend more on food with higher nutrition values, and vice

versa. Not only take-away but also dine-in, lower priced restaurants would obtain a greater possibility for buyers to choose and try them (Parikh et al., 2004). Lower income group especially sensitive towards the price. Study conducted by Yang et al (2018) revealed that the price and benefits positively effecting customer satisfaction.

According to Anderson et al (1994), the prices of a product or service can affect the degree of satisfaction among customers, because when they assess the value of a product or service purchased, they tend to consider its price. Just like Campbell (1999) research, price fairness is determined as key factor in influencing the brand image and therefore the perceived price unfairness can lead to negative words and changing behaviour. In addition, the perception of unfair prices by customers leads to negative results, such as higher levels of dissatisfaction lower levels of buying behaviour, negative words of mouth and increased customer complaints (Rothenberger, 2015). This was supported by certain scholars Herrmann et al (2007); Kaura (2012) who identified price fairness as having a significant positive effect on customer satisfaction. Furthermore, the research of Hanzaee et al (2010) resulted that the price influences customer value which result to customer satisfaction.

Customer Satisfaction

Customer satisfaction is defined as how the customers react towards the state of satisfaction, and how customers judge the satisfaction level (Hanif et. al., 2010). Meaning that, customer satisfaction is an evaluation of differences between prior expectation about product and its actual performance. Khayyat et al (2012) state the customer satisfaction is the reaction of customer toward state of the fulfilment and judgment of customer about the fulfilled state. Additionally, Customer satisfaction can be defined as an overall assessment of a product or service based on the experience of purchasing and consuming it over time (Khadka et. al, 2017). This included their emotion regarding the product or service towards the brand in order to fulfil customer needs and wants (Hansemark et al., 2004).

Customer's satisfaction is the key in service operations because it benefits the organization (Ranaweera et al., 2003). An organization needs to place customers as an important index in their company because they are direct users of the services and can value the effectiveness of the services provided (Hayes, 2008). Customer satisfaction is a fundamental element since it is important in fulfilling the needs and wants of customers (Hapsari et al., 2016).

According to Gustafsson et al (2005), present performance of the product or service led to customer satisfaction when customers are using it. Strengthening customer's satisfaction is viewed as a key strategic issue for organization in this competitive era. The most important aspect of the business is customer satisfaction, as customer satisfaction has an important impact on business profits (Sabir et al., 2014).

Methodology

A primary study was conducted using a quantitative research design. The questionnaire was distributed to selected private university students in Kelana Jaya. The convenience sampling technique is used in this study as the respondent are convenient and available for the study purpose. Nevertheless only 84 sample were collected and use for further analysis. The multiple regression model used to examine the relationship between the explanatory and response variable using Statistical Package for the Social Sciences (SPSS). The other analysis was conducted to validate the multiple regression output. Pearson correlation coefficient and regression analysis was used to test on the correlation of the factors tested. There are several

analyses was use in this study such as data screening and cleaning analysis, reliability analysis, exploratory factor analysis, descriptive statistics.

Analysis And Result

Data screening and cleaning analysis. Based on Table 1, it shows that there are no missing data and error at the beginning of the research. Missing data is very crucial as it might reduce the sample size available for analysis. This might invariably have effect on the generalization of the result of the study.

Table 1

Case Processing Summary

	Valid		Cases Missing		Total	
Variables	**N**	**Percent**	**N**	**Percent**	**N**	**Percent**
Service Quality	84	100%	0	0.0%	84	100%
Food Quality	84	100%	0	0.0%	84	100%
The Price	84	100%	0	0.0%	84	100%
Customer satisfaction	84	100%	0	0.0%	84	100%

Cronbach's Alpha coefficient was used to measure the internal consistency of the scales adopted in the survey. Based on Table 2, the Cronbach's Alpha value of all variables involved in this research are above 0.8. Customer satisfactions have the highest Cronbach's alpha value, which is 0.911, follow by food quality with 0.871, the price with 0.851 and service quality with 0.835.

Table 2

Cronbach's Alpha Value of Each Variables

Variables	**Number of items**	**Cronbach's Alpha**
Service quality	6	0.835
Food Quality	5	0.871
The Price	5	0.851
Customer Satisfaction	8	0.911

Exploratory factor analysis is conducted to reduce data to a smaller set of summary variables and to explore the potential theoretical structure of the phenomena, which can also examine the relationship between different variables. To analyse if factor analysis is appropriate with the sampling size, the Kaiser–Meyer–Olkin (KMO) test and Bartlett's test of sphericity (BTS) are carried out. Hair et al (2010); Tabachnick et al (2013) recommended if the KMO is greater than 0.6 and the BTS significance $\alpha < 0.05$, then factor analysis can be done with the sample data. Based on Kaiser-Meyer-Olkin (KMO) and Bartlett's test results in Table 3, the sampling adequacy was 0.630 and the significant level was below 0.001, indicating the data were suitable for exploratory factor analysis.

Table 3
KMO (Kaiser-Meyer-Olkin) and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.630
Bartlett's Test of Sphericity	Approx. Chi-Square	199.168
	df	0
	Sig.	0.000

Frequency distribution analysis was conducted. Based on the table 4, 41 out of 84 respondents are females (48.8 %) while 43 of them are males (51.2%). Based on the age breakdown, majority of the respondents were those of Generation Y (age 21 to 23 years old) as compared to other age groups. Among ethnic groups that answered the questionnaire, Malay respondents were the majority compared to other races. The majority of the respondents are single and still living with their parent as the target of this study is primarily focusing on student. Most of the student that participated in this survey are from bachelor's degree which consist of 81%. Majority of the respondents have an income less than RM4,000 and they usually spend between RM11 to RM30 each time when ordering online food delivery. Among many online food delivery services in Malaysia, Food Panda is most preferred online food delivery services among students, and it can determine that the demand on food delivery services is high during this pandemic of COVID-19.

Table 4
Demographic Profile

	Frequency	Percentage
Gender		
Female	41	48.8%
Male	43	51.2%
Age		
18 – 20 years old	7	8.3%
21 – 23 years old	53	63.1%
24 – 26 years old	15	17.9%
27 – 29 years old	2	2.4%
30 and above	7	8.3%
Race/Ethnicity		
Malay	58	69%
Chinese	7	8.3%
Indian	14	16.7%
Other	5	6%
Marital Status		
Single	79	94%
Married	5	6%
Do you live with your family		
Yes	66	78.6%
No	18	21.4%
Level of Education		
Foundation	3	3.6%
Diploma	11	13.1%
Bachelor's Degree	68	81%

Master's Degree	2	2.4%
Monthly Household Income		
Less than RM4,000 per month	40	47.6%
Between RM4,001 to RM5,500 per month	18	21.4%
Between RM5,501 to RM7,000 per month	20	23.8%
Between RM7,001 to RM8,500 per month	3	3.6%
More than RM8,501 per month	3	3.6%
Spend each time when order food		
Less than RM10	3	3.6%
RM11-RM30	71	84.5%
RM31-RM50	5	6%
More than RM50	5	6%
Most preferred delivery services		
Food Panda	75	40.3%
Grab Food	66	35.5%
Bungkus It	3	1.6%
Dah Makan	7	3.8%
Restaurant Own Delivery Services	35	18.8%
Demand on food delivery services		
Yes	61	72.6%
No	23	27.4%

Descriptive Analysis were used in this study to analysis data that helps describe, show or summarize data points in a constructive way such that patterns and emerge the data. From Table 5, service quality contributes mean value of 4.07, while food quality and price have mean value of 3.73 and 3.02 respectively. In sum, the level of customer satisfaction can be assumed as highly being needed and service quality is the most determinant that contribute towards customer satisfaction among selected private university student in Kelana Jaya.

Table 5
Descriptive Analysis

Variables	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. D Statistic
Service Quality	84	3.00	5.00	4.07	0.612
Food Quality	84	3.00	5.00	3.73	0.700
The Price	84	2.00	5.00	3.02	0.878
Customer Satisfaction	84	3.00	5.00	3.76	0.701
Valid N (listwise)	84				

Based on inferential analysis conducted, all tested correlations were significant at the $p < 0.0005$ level. Based on Table 6, the statistical results indicate that all research hypotheses are true. The order of principle components based on the measure of correlation is service quality, food quality and the price. The first subscale affecting customer satisfaction consists of food quality, and this subscale is in a significant and positive relationship with customer satisfaction ($r = 0.795$). The second subscale contains the price, which is significantly and

positively correlated to customer satisfaction (r = 0.607). Finally, in the third subscale, the correlation between service quality and customer satisfaction is positive and significant (r = 0.501).

Table 6
The Correlation Between the Independent Variables and the Dependent Variables

		Satisfaction (DV)
Service Quality (IV1)	Pearson Correlation Sig.(2-tailed)	0.501** .000
Food Quality (IV2)	Pearson Correlation Sig.(2-tailed)	0.795** .000
The Price (IV3)	Pearson Correlation Sig.(2-tailed)	0.607** .000

  ** Correlation is significant at the 0.01 level (2-tailed)

Multiple regression model is applied to examine relationship between service quality, food quality and price towards customer satisfaction. The results from Table 7 reveal that the R^2 of the model shows 0.733 of customer satisfaction. This means that, 73.3% of the proportion of variance in the customer satisfaction that can be explained by service quality, food quality and price. This indicates the data fit the regression model.

Among three independent variables, the highest number of coefficient (Beta) is 0.796 for food quality, while service quality and price have 0.190 and 0.238 accordingly which is significant at the 0.001 level. Thus, the food quality is the most significant among the independent variables with positive relationship towards customer satisfaction. This shows that among the selected private university students, the student prioritizes food quality the most while using the application in ordering their foods. Similarly, based on the previous study by Namkung et al (2007) stated that the food qualities are the main factor that influence customer satisfaction and future purchase intention. This also shows that during pandemic, among the students the food quality factors remain the same as before the COVID-19 pandemic.

While service quality also shows positive relationship towards customer satisfaction which indicates when the services become more quality, the higher the level of the customer satisfaction received. The last factor which is price indicate a positive relationship towards customer satisfaction as the impact of price can hugely affect the customer satisfaction level especially for the students.

Table 7
Multiple Regression Analysis

Dependent Variable (Customer Satisfaction)	Unstandardized Coefficients						
	B	Std. Error	t	Sig.	R²	Adjusted R²	Std. Error of Estimate
(Constant)	1.224	0.291	2.894	0.0001			
Service Quality	0.190	0.106	-1.786	0.0001**	0.733	0.723	0.36905
Food Quality	0.796	0.101	7.874	0.0001**			
The Price	0.238	0.053	4.505	0.0001**			

** $p < 0.01$, significant at 99% confidence level.

Conclusion

This study investigates the significant relationship between factors influencing customer satisfaction with preferred online food delivery services during covid 19 pandemic among selected private university students in Kelana Jaya. The results indicate that customer satisfaction is highly influenced by factors such as service quality, food quality, and price. Previous research has demonstrated a positive and significant relationship between price, quality in service, and customer satisfaction (Sabir et al., 2014). Among these factors, food quality emerged as the most significant contributor to this study. Food quality is recognized as the most crucial aspect of the restaurant experience Sulek et al (2004) and is essential to meeting customers' needs and expectations (Peri, 2006).

This study highlighting the critical factors that affect customer satisfaction in the context of online food delivery services, particularly during a pandemic. It adds to the existing body of knowledge by confirming the importance of service quality, food quality, and price, with a specific emphasis on the paramount role of food quality. This study is significant for both academic researchers and industry practitioners as it underscores the key areas that need attention to enhance customer satisfaction in the growing online food delivery market.

Future Study

For future studies, it is recommended to explore cultural factors that could have a direct and indirect impact on satisfaction with online food delivery services. Future research could also incorporate several indirect factors such as delivery time, the number of available restaurants, menu variety, and driver attitudes. The implications of this study for the industry and government are clear: maintaining high standards in service quality, food quality, and pricing is crucial to boosting demand for food delivery services and supporting the economy. Furthermore, customer satisfaction is highly influenced by changes in technology, consumer expectations, and market conditions, necessitating continuous updates in the industry.

Additionally, expanding the geographical scope of such studies is vital, particularly as the e-hailing industry becomes increasingly important to customers in the digital economy era. This research can benefit restaurants and the broader food industry by identifying potential new markets for online purchases, informing online strategy improvements, and guiding investment decisions in the online food business. By understanding the factors that predict

customer satisfaction with food delivery services, stakeholders can make more informed decisions to enhance service offerings and customer experiences.

Reference

Abdullah, D., Hamir, N., Nor, N. M., Krishnaswamy, J., & Rostum, A. M. M. (2018). Food quality, service quality, price fairness and restaurant re-patronage intention: The mediating role of customer satisfaction. International Journal of Academic Research in Business and Social Sciences, 8(17), 211-226.

Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. Journal of marketing, 58(3), 53-66.

Bardauskaite, I. (2014). Loyalty in the business-to-business service context: A literaturereview and proposed framework. Journal of Relationship Marketing, 13(1), 28-69.

Bowersox J., Closs J., Cooper and Bowersox C. (2013). "Customer expectations: customer relationship management", Supply Chain Logistics Management, pp. 65–66

Campbell, M. C. (1999). Perceptions of price unfairness: antecedents and consequences. Journal of marketing research, 36(2), 187-199.

Farooq, M. S., Salam, M., Fayolle, A., Jaafar, N., & Ayupp, K. (2018). Impact of service quality on customer satisfaction in Malaysia airlines: A PLS-SEM approach. Journal of Air Transport Management, 67, 169-180.

Gustafsson, A., Johnson, M. D., & Roos, I. (2005). The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. Journal of marketing, 69(4), 210-218.

Hair Jr, J. F., Babin, B. J., & Anderson, R. E. (2010). A global p-erspect-ivie. *Kennesaw: Kennesaw State University.*

Hanaysha, J. (2016). Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. Journal of Asian Business Strategy, 6(2), 31-40.

Hanif, M., Hafeez, S., & Riaz, A. (2010). Factors affecting customer satisfaction. International research journal of finance and economics, 60(1), 44-52.

Hansemark, O. C., & Albinsson, M. (2004). Customer satisfaction and retention: the experiences of individual employees. Managing Service Quality: An International Journal, 14(1), 40-57.

Hapsari, R., Clemes, M., & Dean, D. (2016). The mediating role of perceived value on the relationship between service quality and customer satisfaction: Evidence from Indonesian airline passengers. Procedia Economics and Finance, 35, 388-395.

Hayes, B. E. (2008). *Measuring customer satisfaction and loyalty*. Quality Press.

Herrmann, A., Xia, L., Monroe, K. B., & Huber, F. (2007). The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. Journal of product & brand management, 16(1), 49-58.

Hussain, R., Al Nasser, A., & Hussain, Y. K. (2015). Service quality and customer satisfaction of a UAE-based airline: An empirical investigation. Journal of Air Transport Management, 42, 167-175.

Ismail, A., Zaki, H. O., & Rose, I. R. (2016). Interlinkages between service quality, customer satisfaction and customer loyalty in Malaysia: A case study of Armed Forces Medical Organizations. Geografia, 12(7).

Kalaja, R., Myshketa, R., & Scalera, F. (2016). Service quality assessment in health care sector: the case of Durres public hospital. Procedia-Social and Behavioral Sciences, 235, 557-565.

Kaura, V. (2012). A link for perceived price, price fairness and customer satisfaction. Pacific Business Review International, 5(6), 84-88.

Khadka, K., & Maharjan, S. (2017). Customer satisfaction and customer loyalty: Case trivsel städtjänster (trivsel siivouspalvelut).

Khan, N. A. (2011). A study of brands in the food and beverages industry of pakistan. International journal of business and social science, 2(13), 262-271.

Khayyat, N. T., & Heshmati, A. (2012). Determinants of mobile phone customer satisfaction in the Kurdistan region. Journal of Knowledge Management, Economics and Information Technology, 2(3), 1-7.

Kivela, J., Inbakaran, R., & Reece, J. (1999). Consumer research in the restaurant environment, Part 1: A conceptual model of dining satisfaction and return patronage. International Journal of Contemporary Hospitality Management, 11(5), 205-222.

Lee, W., & Lambert, C. U. (2006). The effect of waiting time and affective reactions on customers' evaluation of service quality in a cafeteria. Journal of Foodservice Business Research, 8(2), 19-37.

Liu, Y., & Jang, S. S. (2009). Perceptions of Chinese restaurants in the US: what affects ustomer satisfaction and behavioral intentions?. International journal of hospitality management, 28(3), 338-348.

Luca, A., Marzia, I., Stefania, C., Pietro, C., Giuseppe, S., Ana, V., & Simona, B. (2018). Pasta experience: Eating with the five senses—a pilot study. AIMS Agriculture and Food, 3(4), 493-520.

Mattila, A. S., & O'Neill, J. W. (2003). Relationships between hotel room pricing, occupancy, and guest satisfaction: A longitudinal case of a midscale hotel in the United States. Journal of Hospitality & Tourism Research, 27(3), 328-341.

Mohd Ibrahim, S. (2015). Impact of food quality influencing the behavioral intention on customer satisfaction: food outlet owner vs customer.

Nakandala, D., & Lau, H. C. (2013). An application of a fuzzy-based optimisation model for selecting food products based on cost and nutrition. Journal of research for consumers, 24(1), 15-21.

Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. Journal of Hospitality & Tourism Research, 31(3), 387-409.

Ollila, S. (2011). Consumers' attitudes towards food prices.

Parasuraman, A. B. L. L., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 1988, 64(1), 12-40.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. Journal of marketing, 49(4), 41-50.

Parikh, A., & Weseley, A. J. (2004). The effect of price level and price type on perceptions of a restaurant. J. Res. Consum, 7(1-9).

Peri, C. (2006). The universe of food quality. Food quality and preference, 17(1-2), 3-8.

Qin, H., & Prybutok, V. R. (2009). Service quality, customer satisfaction, and behavioral intentions in fast-food restaurants. International journal of quality and service sciences, 1(1), 78-95.

Ranaweera, C., & Prabhu, J. (2003). On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word of mouth. Journal of Targeting, Measurement and Analysis for marketing, 12, 82-90.

Rothenberger, S. (2015). Fairness through transparency: The influence of price transparency on consumer perceptions of price fairness (pp. 1-32). Univ. Libre de Bruxelles, Solvay Brussels School of Economics and Management, Centre Emile Bernheim.

Ryu, K., & Han, H. (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-casual restaurants: Moderating role of perceived price. Journal of Hospitality & Tourism Research, 34(3), 310-329.

Sabir, R. I., Ghafoor, O., Hafeez, I., Akhtar, N., & Rehman, A. U. (2014). Factors affecting customers satisfaction in restaurants industry in Pakistan. International Review of Management and Business Research, 3(2), 869.

Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait: The case of a full-service restaurant. Cornell hotel and restaurant administration quarterly, 45(3), 235-247.

Tabachnick, B. G., Fidell, L. S., & Ullman, J. B. (2013). *Using multivariate statistics* (Vol. 6, pp. 497-516). Boston, MA: pearson.

Yang, P. (2019). Factors positively affecting customers' fresh vegetable purchase decision on retail outlets in Kunming city in China.

Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. Journal of Retailing and Consumer services, 35, 150-162.