The Influence of Brand Prestige, Service Quality, Food Quality and Perceived Value on Customer Satisfaction in The Fast-Food Industry

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Abstract

The purpose of this study is to find out any relation between Brand Prestige, Service Quality, Food Quality, and Customer Perceived Value towards Customer Satisfaction in the Fast-Food Industry. As the plan, 101 respondents will be taken in this study. All of them are collected only from fast-food consumers in Jakarta. Some assessments were conducted such as Validity test, Reliability test, Classical Assumption with Normality, Multicollinearity, Heteroscedasticity, and also Multiple Regression. This is the first study to analyze the impact of Brand Prestige, Food Quality, Service Quality and Perceived Value on Customer Satisfaction and Loyalty in Fast-Food Industry.

Keywords:

Brand Prestige, Customer Satisfaction, Customer Loyalty, Service Quality, Fast-Food.

1. Introduction

The phenomenon of globalization is having a major impact on food systems around the world. Food systems are changing, resulting in greater availability and diversity of food, although access to this food is universal by no means. Many of these changes are closely associated with urbanization, increasing incomes, market liberalization and foreign direct investment. Competition for a market share of food purchases tends to intensify with entry into the system of powerful new players such as large multinational fast food and supermarket chains (Schultz 2004). The fast food industry is on in an upward trend. The demand for fast food product is now growing as it is convenience which suits the lifestyle of customers (Nezakati, Kuan, and Asgari 2011). Fast food typically refers to food that is quickly prepared, purchased in self-service from restaurants with precooked ingredients, and served in a packaged form to the customer to take-away such as burgers, French fries, and pizza (Lin and Frazao 1997). Fast food first popularized in the 1970s in the United States, which has today the largest fast food industry in the world (AlFaris et al. 2015). The fast-food industry is now more global than ever and international fast-food consumption continues to increase in popularity. As is the case with any product, customers form perceptions of fast-food outlets. These perceptions may be formed by word-of-mouth communication, exposure to promotion from fast-food restaurants, past personal experience, and other sources (Kara, Kaynak, and Kucukemiroglu 1997). Culture and international marketing of food services are strategically intertwined. While international fast food consumption continues to increase in popularity (Kara, Kaynak, and Kucukemiroglu 1997). It has also been noted that "the act of food consumption is one which is closely related to cultural and ethnic identification" (Keillor and Fields 1996). There are a lot of fast-food outlets in the world (David H.C 2020). Subway is the leader in terms of the number of outlets with 42,998 locations, followed by McDonald's by 37,200 locations and Starbucks by 30,000 locations respectively ("The World's Largest Fast Food Restaurant Chains - WorldAtlas.Com" n.d.).

From Table 1, it can be concluded that there are more than 250,000 fast food outlets that have been trending in the world, and even in Indonesia. In Indonesia, there are several fast food outlets that are quite popular among the public like, McDonald, KFC, Burger King, A&W, Pizza Hut and many others. However, most fast food enthusiasts are middle class and teenagers (Ratnasari 2017). Specifically, in Indonesia, there are 28,4 million visitors in Sederhana Restaurant, 24 million visitors in KFC, and 7,7 million visitors in McDonald's (Wahyono 2019). Over 12 million people living in the jakarta metropolitan area (Jabodetabek), or 59% of the area's population, visit a fast food restaurant in an average of six months (David H.C 2020). Quote from ("Bisnis Restoran Cepat Saji Berpeluang Tumbuh 15% Tahun Ini - Ekonomi Bisnis.Com" n.d.) that the fast-food industry growing steadily and better over time, the industry has estimated growth from 10% to 15% every year. Many people switch from foods that depend on the season, mostly sourced from plants (vegetable) and rich in fiber to foods that are high in carbohydrates, sugars, fats, and salt. They expect practicality in providing food and easy to get from anywhere. (Hartono 2019). Even in Indonesia though, they continue to consume these foods. In fact, as

many as 52% of Jakarta people make junk food as their breakfast alternative (Yanuar 2016). Comparing to annual growth in the US which is only 2,5%, there is a potential for the fast-food industry in Indonesia to grow 4 times larger than the US.

Table 1. The World's Largest Fast Food Restaurant Chains

Rank	Name of Outlet	Number of Location	Rank	Name of Outlet	Number of Location
1.	Subway	42,998	11.	Taco Bell	7,000
2.	McDonald's	37,200	12.	Wendy's	6,490
3.	Starbucks	30,000	13.	Hardee's	5,812
4.	KFC	20,404	14.	Orange Julius	5,700
5.	Burger King	16,859	15.	Papa John's Pizza	5,318
6.	Pizza Hut	16,796	16.	Dairy Queen	4,800
7.	Domino's	15,000	17.	Little Caesars	4,800
8.	Dunkin' Donut	11,300	18.	Tim Hortons	4,774
9.	Baskin-Robbins	7,500	19.	CNHLS	4,000
10.	Hunt Brothers Pizza	7,300	20.	Sonic Drive-In	3,526

https://www.worldatlas.com/articles/the-world-s-largest-fast-food-restaurant-chains.html

In this study, finding out how we can turn the customer satisfaction into a sustainability of a fast food restaurant because there is a close relationship between customer satisfaction, retention, revenue, earnings per share, and stock price (Williams and Naumann 2011). The relationship between satisfaction and loyalty depends on product quality and service. However, (Jahanshahi, Gashti, Mirdamadi 2011) found a connection between satisfaction with loyalty that changes from time to time. Regarding the Brand Prestige, owners and managers have been under constant pressure to develop more effective marketing strategies to maximize brand prestige. A fast food restaurant's owner must find the way how to maximize the Brand Prestige although it's a challenging process, the Brand Prestige was confirmed to increase the level of customer satisfaction and positive behavioral intentions (Hwang and Hyun 2012). (J. R. Hanaysha and Pech 2018) also confirmed the importance of increasing the brand prestige, especially in the restaurant industry, because it has a positive significant effect on attracting customers and maintain a sustainability from the customer itself.

The perceived value is such an important thing to considered well because it's a critical component in explaining customer's revisiting and WOM intentions (Konuk 2019). Findings from perceived value studies can be translated into marketing strategies, promotional strategies and market segmentation, because consumers' perception provide direct input for service development and improvement (Williams and Soutar 2000). (Konuk 2019) also found if perceived value highly affected by perceived food quality, when the customer could evaluate few aspects such as the food healthiness, tastiness, and visually good looking food, the customer will evaluate the price for the food high. So it's an important thing for a restauranteur to keep looking to what can customer evaluate within the product. Another author also confirmed perceived value highly affecting customers' motivation to engage more in social influence like discussing the benefits with others, sharing the knowledge like providing feedback and suggestion, and most importantly the referral behavior like promoting or referring the restaurant to friends, this can be increases the sale (Itani, Kassar, and Loureiro 2019).

1.2 Formulation of the Problems
Based on these conditions, there are six questions discussed as follows:
RQ1. The brand prestige influence customer satisfaction
RQ2. The brand prestige influence perceived value
RQ3. The perceived value influence customer satisfaction
RQ4. Food quality influence customer satisfaction
RQ5. Service quality influence customer satisfaction
RQ6. Service quality influence perceived value

1.3 Research Aim
This research aim would be to find out the relationship between the brand prestige, food quality, service quality, and customer perceived value towards customer satisfaction in the fast-food industry (Jakarta).

1.4 Research Gap
This is the first study to analyze the impact of brand prestige, food quality, service quality, and perceived value on customer satisfaction in the fast-food industry in the Jakarta area.

2. Literature Review
Independent Variable

2.1 Brand Prestige
Many researchers defined perceived brand prestige as a subjective evaluative judgment about a relatively high status of product which positions associated with a brand (Steenkamp, Batra, and Alden 2003; Truong, McColl, and Kitchen 2009; Monga and John 2010). Perceived brand prestige is the key norm for a brand to be considered prestigious (Dubois and Czellar 2002). To differentiate a brand from its competitors and come across the target consumers, brand managers must know how to position that brand to take advantage of its special appeal (Monga and John 2010).

2.2 Service Quality
(He and Li 2011) found that service quality has a positive influence on brand identification. Furthermore, (Ramaseshan and Tsao 2007) stated that an exciting brand with a trendy style and design would be perceived to have quality because, when consumers make judgments about perceived quality, they will assess not only the product but also attributes such as packaging, aroma, style, fit and overall appearance. Service quality has a direct main effect on brand identification. As noted earlier, customers tend to identify with a company that has favorable CSR image (Lichtenstein, Drumwright, and Braig 2004; Luo and Bhattacharya 2006).

2.3 Food Quality
Food quality has been generally accepted as a fundamental element of the overall restaurant experience (Reece, Kivela, and Inbakaran 1999). According to (Peri 2006), food quality is a necessary condition to satisfy the needs and expectations of customers. Despite the importance of food quality in restaurant business, there is no con- sensus on the individual attributes that constitute food quality. Food quality itself has a huge influence on customer satisfaction and future purchase intention and should be fulfilled by restaurants to meet the needs and satisfaction of customers (J. Hanaysha 2016).

Mediating Variable
2.4 Perceived Value
Relationship marketing is centralized around the concept of customer value by placing it at the center and as one of the main approaches when serving customers (Hu, Kandampully, and Juwaheer 2009). Firms also do realize if customers are highly empowered and will only buy offerings with superior value capable of providing a highly satisfying experience (Flint, Blocker, and Boutin 2011). In general, consumers compare the utility and the price of a produc to evaluate the perceived value. Hence, there are two critical determinants of perceived value which are perceived quality and perceived price (Konuk 2019). Perceived value also influences the decision making in the pre-purchase stage of the buying journey, and also influences the satisfaction level and behavioral intentions of customers at the post-purchase stage (Itani, Kassar, and Loureiro 2019).

Dependet Variable
2.5 Customer Satisfaction
Customer Satisfaction is a crucial component of a business strategy as well as customer retention and product repurchase. When the customer is satisfied with the product or service of the company, it can make the customer to purcahse frequently and recommend the products or services to potential new customers (Pecotić, Bazdan, and Samardžija 2014). Many studies also provide evidence of the strong and direct link of satisfaction with loyalty, which is consistent with the notion that overall evaluations influence customer behavior (Schirmer et al. 2018).

3. Method
3.1 Hypotheses
It's believed that customers with a high level of customer involvement are more likely to be satisfied with the restaurant when they feel a high level of brand prestige (Han, Lee, and Hwang 2018). It is widely accepted that a brand's prestigious image becomes an important way to reflect their self-image, which satisfies consumers (Steenkamp, Batra, and Alden 2003). For this reason, consumers prefer to purchase a prestigious brand (Hwang and Han 2014). That is, if a fast food restaurant brand gives a strong prestigious image to their customers who hope to connect fastfood restaurant's prestigious brand image to their self-image, they are more likely to be satisfied with the restaurant. Following this logic, it can be theorized that there is a positive relationship between brand prestige and customer satisfaction. Hence, the hypothesis was proposed:
H: Brand Prestige influences Customer Satisfaction.

According to a data analysis by (Kim, Choi, and Hyun 2020), they revealed that utilitarian-related value perception creates consumers' brand credibility. Moreover, consumers' hedonic value perception and social value perception also increase brand prestige perception. Higher brand prestige is likely to present positive perceptions about a product, store atmospheric, and overall brand value (S. Ha and Im 2012). In conclusion, consumers tend to evaluate a brand that matches their self-concept, consumers with stronger susceptibility to brand prestige are likely to have higher levels of the perceived value of the brand (Joe et al. 2017). Therefore, it's argued that:

H2: *Brand Prestige influences Customer Perceived Value.*

In the research of the relationships between perceived value and customer satisfaction, empirical studies of the conventional retailers discovered that perceived value positively influences customer satisfaction in most cases (Cronin, Brady, and Hult 2000; Eggert and Ulaga 2002). A similar conclusion was also proposed in the studies of online shopping websites and e-commerce (Olorunniwo, Hsu, and Udo 2006; Yang and Peterson 2004). (E. J. Choi and Kim 2013) review several studies on these variables and find that perceived quality either indirectly increases customer satisfaction (through the positive correlation between perceived value and perceived quality) or has a direct, positive effect on customer satisfaction. Given the above discussion, it's argued that:

H3: *Perceived Value influences Customer Satisfaction.*

There are numerous factors concerning food quality to maintain customer satisfaction such as halal category in Saudi Arabia; it's prohibited to serve prohibited foods in the kingdom. However, other aspects also very important, particularly food quality, hygiene quality, responsiveness, and menu (Almohaimmeed 2017). (John and Antony 1998) suggested that the main services offered by restaurants are closer to fulfilling basic human needs, and it is easy for the restaurateurs and customers to articulate their criteria for food and service. Knowledgeable and courteous employees, however, are not a substitute for food quality (G. Qin and Prybutok 2008). Therefore, the authors include food quality as a separate construct rather than a dimension of service quality. As a result, the fourth hypothesis is:

H4: *Food quality is directly and positively related to customer satisfaction.*

(Olorunniwo, Hsu, and Udo 2006) found that the indirect effect of service quality on behavioral intentions is stronger than the direct effect in the context of service sector. (Brady, Robertson, and Cronin 2001) explored the relationship between these three constructs in the fast-food industry, and they also found that the effect of service quality on behavioral intentions is mediated by customer satisfaction. In the research of the relationships between service quality and customer's perceived value in conventional retailing and online shopping, most of the empirical studies have pointed out that service quality will positively influence perceived value (Brady, Robertson, and Cronin 2001; Lai 2004). Among the studies of the telecom industry, (Wang and Wang 2006; Turel, Serenko, and Bontis 2007), respectively, investigated the mobile services in China and Canada and found out that service quality is positively related to perceived value. Hence, the fifth hypothesis is:

H5: *Service Quality significantly influences Perceived Value.*

However, there continues to be divergence related to the issue of whether the direct effect of service quality is so significant that customer satisfaction doesn't need to be the mediating variable. (Cronin and Taylor 1992) proposed that service quality is one of the antecedents of consumer satisfaction, but service quality had less of an effect on purchase intentions than did consumer satisfaction. Another group of researchers believes that service quality and customer satisfaction affect retention simultaneously (Taylor and Baker 1994). The dominant view in the literature is that service quality is the superordinate construct and is the main determinant of customer satisfaction (Brady, Robertson, and Cronin 2001). Building upon these findings, the authors posit that service quality is the antecedent of customer satisfaction. As a result, the sixth hypothesis is:

H6: *Service Quality significantly influences Customer Satisfaction.*
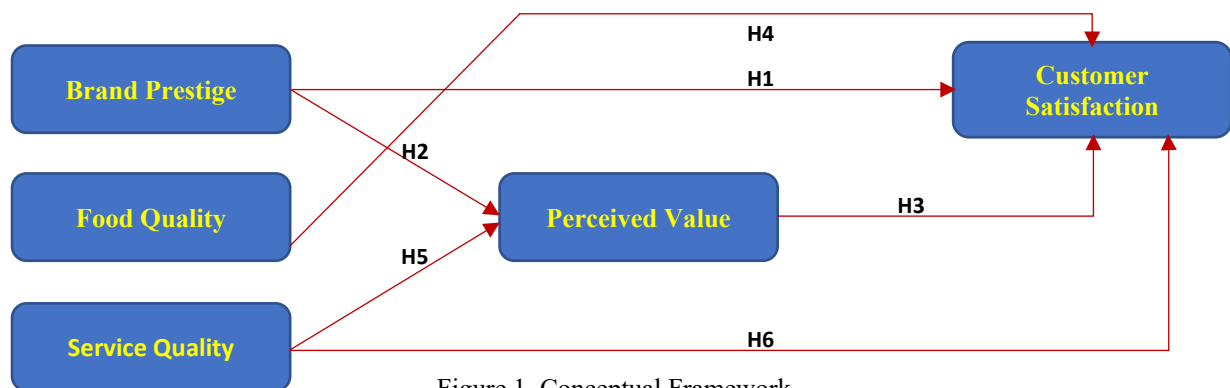
3.2 Conceptual Research Framework

Figure 1. Conceptual Framework

Research Approach

Quantitative research methods will be used because a systematic and empirical investigation of phenomena through statistics and mathematics and the processing of numerical data will be involved (Pollalis and Basias 2018). This research also associated with experiments, the investigation of phenomena, use of advanced tools of statistics (SmartPLS, Amos, or SPSS Statistic), the use of questionnaires (usually with closed questions), the quantification of relations and features, and the collection, procession, and presentation of quantitative data (Pollalis and Basias 2018). Therefore, the quantitative method is the right method for this particular research.

3.3 Measurement and Questionnaire Design

Measurement scales from this study were borrowed and revised to match the corresponding industry. All of the item statements used the seven-point Likert scale to evaluate the respondent's answer which was adopted as follows: The Brand Prestige variable was taken from (J. R. Hanaysha and Pech 2018; Y. G. Choi, Ok, and Hyun 2017). The Service Quality variable was taken from (J. Hanaysha 2016; J. Ha and Jang 2010; G. Qin and Prybutok 2008). The Food Quality was taken from (J. Hanaysha 2016; G. Qin and Prybutok 2008; Josiam et al. 2017). The Perceived Value variable was taken from (Konuk 2019; 2018; H. Qin, Prybutok, and Zhao 2010; Itani, Kassar, and Loureiro 2019). And The Customer Satisfaction variable was taken from (Han, Lee, and Hwang 2018; Y. G. Choi, Ok, and Hyun 2017; J. Hanaysha 2016). Before the survey questionnaire being spread, a study mentor carefully checks the content of the question for the validity approve.

3.4 Data Collection

The data was taken from 112 respondents using Google Form in the form of several questionnaire questions. A permalink was generated to be shared with the fast-food consumer in some area like Jakarta and the others. It was shared mainly using social media.

3.5 Sampling Design

Population

Population refers to the whole group of people or things from which the sample is selected (Greener 2008). In this study, the desired population would be all of the fast-food consumers in Jakarta, Jabodetabek.

Sample Size

According to Cherry (2015), the sample is a small part of a population that symbolizes the entire population together. It's required to improve the accuracy of the result. Also, the sample size must be more than 30, if it's less than 30, it's most likely to show an unacceptable p level (above 0.05) probability that the difference is caused by chance (Greener 2008). It's also recommended for the researcher to get a 30-500 sample size for quantitative research; otherwise, the researcher must use the qualitative techniques (Delİce 2001). In this particular research, the researcher will collect at least 100 samples to give the desired research accuracy.

Respondent's Profile

Respondents' profile that chosen for this research will be specifically prepared: Their monthly income from financially supported by parents, less than five million IDR, five million to ten million IDR, and more than ten million IDR. Gender is male or female. Specific age from less than 15 - 25 years old, 26 – 30 years old, 31-35 years old, and more than 35 years old. Occupation selection divided into an employee, student, entrepreneur or

whether the respondent wants to fill their occupation in case it's not available in the questionnaire. Last, the monthly amount of money they spent to eat outside from less than 500 thousand IDR, 500 thousand to 1 million IDR, and more than 1 million IDR. This research question will only be spread in the Jakarta area using Google Forms as the data gathering platform.

4. Data Collection
Respondents' Profile
The questionnaire was only shared for anyone who had eaten fast-food in the past 2 months in Jakarta. 112 people filled the questionnaire but only 101 of them are valid and usable as the research sample, because the rest said that they had not consumed fast food for the past 2 months.

1. Respondents by Gender
The questionnaire results showed that most respondents are female by representing 50,5% followed by the male which only 49,5% of the total usable sample.

2. Respondents by Age
The respondents are also mostly aged under 25 years old representing whopping 98%, followed by 25 – 30 years old by 2%, 31 – 35 years old by 0%, older than 36 years old by 0%.

3. Respondents by Occupation
For the respondents occupation; most of the respondents are student representing 90,1%, followed by the unspecified employee which could be kind of employee by 6,9%, the entrepreneur by 0%, and also there is a free lancer by 3%.

4. Respondents by Monthly Income
In the case of respondents' monthly income; the majority of the respondents which is 72,2% are under their parents' coverage, followed by less than 5.000.000 by 24,8%, 5.000.000 to 10.000.000 by 3%, and more than 10.000.000 by 0%.

5. Respondents by Monthly Expenditure
Respondents' monthly expenditure to eat outside also dominated them who spend less than 500.000 by 78,2%, followed by 500.000 – 1.000.000 by 18,8%, and more than 1.000.000 by 3%.

Descriptive Analysis
The questionnaire measurement scale ranging from 1 until 7. The scale of 1 is appointed as strongly agree, 2 appointed as disagree, 3 appointed as somewhat disagree, 4 appointed as not agree or disagree (neutral), 5 appointed as somewhat agree, 6 appointed as agree, and 7 appointed as strongly agree. In this study, scale numbers 1, 2, and 3 will be grouped and representing a disagreement. Then, scale numbers 5, 6, and 7 as an agreement. Scale number 4 remains neutral. The respondents' answers are summarized as follow:

1. Brand Prestige
Regarding the brand prestige of a fast-food restaurant. Based on the data shown below, 72.3% of respondents agreed with the statement, followed by 8% disagree, and 19.8% of them are giving a neutral response. 72.2% of respondents also agreed if the fast-food brand has high status, followed by 11% disagree, and 16.8% had chosen neutral. In terms of class segmentation, 45.6% of respondents agreed if the fast-food brand is a high-class restaurant, followed by 21.8% of them disagree, and 32.7% being neutral. Furthermore, 56.5% also agreed if the fast-food brand is respected, followed by 14.9% of disagreement, and 28.7% in the neutral side.

Table 2. Brand Prestige Data Summary

Item Statements	1	2	3	4	5	6	7
	Freq	Freq	Freq	Freq	Freq	Freq	Freq
This fast-food brand is very prestigious	1 (1%)	5 (5%)	2 (2%)	20 (19.8%)	32 (31.7%)	25 (24.8%)	16 (15.8%)
This fast-food brand has high status	1 (1%)	5 (5%)	5 (5%)	17 (16.8%)	37 (36.6%)	17 (16.8%)	19 (18.8%)
This fast-food brand is very upscale	2 (2%)	9 (8.9%)	11 (10.9%)	33 (32.7%)	30 (29.7%)	12 (11.9%)	4 (4%)
This fast-food brand is respected	1 (1%)	9 (8.9%)	5 (5%)	29 (28.7%)	25 (24.8%)	24 (23.8%)	8 (7.9%)

2. Food Quality

For the food quality. 94.1% of respondents agreeing if the fast-food is tasty, followed by only 1% of disagreement, and 5% being neutral. 91% also admitted the fast-food restaurant does offer a variety of items, while 1% of respondents disagree, and 7.9% being neutral for this matter.

Table 3. Food Quality Data Summary

Item Statements	1	2	3	4	5	6	7
	Freq	Freq	Freq	Freq	Freq	Freq	Freq
The fast-food is tasty	0 (0%)	0 (0%)	1 (1%)	5 (5%)	15 (14.9%)	43 (42.6%)	37 (36.6%)
The restaurant offers a variety of fast-food items	0 (0%)	1 (1%)	0 (0%)	8 (7.9%)	18 (17.8%)	38 (37.6%)	36 (35.6%)
The fast-food presentation is visually appealing	0 (0%)	0 (0%)	4 (4%)	12 (11.9%)	23 (22.8%)	41 (40.6%)	21 (20.8%)
The fast-food portion is right	0 (0%)	1 (1%)	5 (5%)	10 (9.9%)	33 (32.7%)	35 (34.7%)	17 (16.8%)
The fast-food serving temperature is right	0 (0%)	1 (1%)	4 (4%)	7 (6.9%)	26 (25.7%)	44 (43.6%)	19 (18.8%)
The fast-food is always served fresh	0 (0%)	4 (4%)	6 (5.9%)	21 (20.8%)	24 (23.8%)	27 (26.7%)	19 (18.8%)
The fast-food dishes in which the food is served are neat and clean	0 (0%)	1 (1%)	3 (3%)	13 (12.9%)	27 (26.7%)	31 (30.7%)	26 (25.7%)
There is a healthy food option	10 (9.9%)	11 (10.9%)	22 (21.8%)	22 (21.8%)	15 (14.9%)	14 (13.9%)	7 (6.9%)

3. Service Quality

For the service quality variable, 93.1% respondents agreed that the restaurant serves food according to what they had ordered, and 0% of disagree option from them, and the rest that 6.9% is neutral. 91.1% also said that the restaurant serves them well and quick, while there 0% of disagree, and 8.9% neutral.

Table 4. Service Quality Data Summary

Item Statements	1	2	3	4	5	6	7
	Freq	Freq	Freq	Freq	Freq	Freq	Freq
The restaurant serves food according to what I ordered	0 (0%)	0 (0%)	0 (0%)	7 (6.9%)	22 (21.8%)	37 (36.6%)	35 (34.7%)
The restaurant serves well and quickly	0 (0%)	0 (0%)	0 (0%)	9 (8.9%)	29 (28.7%)	32 (31.7%)	31 (30.7%)
The restaurant has employees who can answer my questions well	0 (0%)	0 (0%)	1 (1%)	9 (8.9%)	29 (28.7%)	36 (35.6%)	26 (25.7%)
The employees using disposable gloves and hair net when serving the customer	2 (2%)	3 (3%)	8 (7.9%)	22 (21.8%)	30 (29.7%)	20 (19.8%)	16 (15.8%)
Seating and parking availability	0 (0%)	3 (3%)	3 (3%)	14 (13.9%)	30 (29.7%)	33 (32.7%)	18 (17.8%)
Friendly employees	0 (0%)	0 (0%)	2 (2%)	16 (15.8%)	28 (27.7%)	33 (32.7%)	22 (21.8%)
Availability of sauces, etc.	0 (0%)	1 (1%)	3 (3%)	9 (8.9%)	20 (19.8%)	31 (30.7%)	37 (36.6%)
Convenient locations	1 (1%)	0 (0%)	1 (1%)	14 (13.9%)	19 (18.8%)	38 (37.6%)	28 (27.7%)
Employees quickly apologize for mistakes	1 (1%)	0 (0%)	2 (2%)	10 (9.9%)	31 (30.7%)	32 (31.7%)	25 (24.8%)
Cares about customers' complaints	0 (0%)	0 (0%)	3 (3%)	12 (11.9%)	33 (32.7%)	35 (34.7%)	18 (17.8%)
Skills and ability to deal with complaints	0 (0%)	0 (0%)	2 (2%)	19 (18.8%)	31 (30.7%)	34 (33.7%)	15 (14.9%)

4. Perceived Value

For the perceived value variable. 86.1% think if the fast-food is good value-for-money, while 1% disagree, and 12.9% only showed neutral. Furthermore, 81.1% agree if they're getting a good deal or value by eating at the restaurant, followed by 5% being disagree, and 13.9% neutral. 68.3% also find that fast-food is economical, 9.9% disagree, and 21.8% stated neutral. 11.9% of respondents won't continue to eat there if the price were increased slightly, 71.3% of them continue, and 16.8% don't know. 79.2% also agree if the restaurant provides valuable food option to the customer, while 4% disagree, and 16.8% showed neutral.

Table 5. Perceived Value Data Summary

Item Statements	1	2	3	4	5	6	7
	Freq	Freq	Freq	Freq	Freq	Freq	Freq
The fast-food in this restaurant is good value-for-money	1 (1%)	0 (0%)	0 (0%)	13 (12.9%)	27 (26.7%)	41 (40.6%)	19 (18.8%)
You're getting a good deal or good value by eating at this restaurant	0 (0%)	2 (2%)	3 (3%)	14 (13.9%)	38 (37.6%)	28 (27.7%)	16 (15.8%)
The price of the fast-food is economical	1 (1%)	0 (0%)	9 (8.9%)	22 (21.8%)	37 (36.6%)	21 (20.8%)	11 (10.9%)
I might continue to eat at this fast-food restaurant, even if prices were increased a little bit	2 (2%)	2 (2%)	8 (7.9%)	17 (16.8%)	34 (33.7%)	30 (29.7%)	8 (7.9%)
This fast-food restaurant provides valuable food option to customer	0 (0%)	2 (2%)	2 (2%)	17 (16.8%)	27 (26.7%)	34 (33.7%)	19 (18.8%)

5. Customer Satisfaction

In terms of customer satisfaction. 87.2% of respondents satisfied with their decision to buy fast-food at their preferred fast-food restaurant, followed by 0% disagree, and 12.9% of neutrality. 84.2% feel good about the decision to eat at a fast-food restaurant, followed by 2% disagree, and 13.9% showed neutral. 89.2% also pleased to visit the fast-food restaurant, followed by 1% disagree, and 9.9% stated neutral. 79.2% of respondents also enjoyed at the fast-food restaurant, 3% disagree, and 17.8% neutral. 78.2% feel if it was the right thing to be a customer of the fast-food restaurant, 4% disagree, and 17.8% neutral. 84.1% of respondents also got their expectations fulfilled in terms of food quality and services, while 1% disagree, and 14.9% showed neutral. Lastly, 91.1% feel happy with the fast-food restaurant, unfortunately, 2% don't feel the same, and 6.9% stated neutral.

Table 6. Customer Satisfaction Data Summary

Item Statements	1	2	3	4	5	6	7
	Freq	Freq	Freq	Freq	Freq	Freq	Freq
I'm satisfied with my decision to buy fast-food at this fast-food restaurant	0 (0%)	0 (0%)	0 (0%)	13 (12.9%)	23 (22.8%)	44 (43.6%)	21 (20.8%)
I feel good about my decision to eat at this fast-food restaurant	0 (0%)	0 (0%)	2 (2%)	14 (13.9%)	28 (27.7%)	35 (34.7%)	22 (21.8%)
I'm pleased to visit this fast-food restaurant	0 (0%)	1 (1%)	0 (0%)	10 (9.9%)	32 (31.7%)	35 (34.7%)	23 (22.8%)
I enjoyed at this fast-food restaurant	1 (1%)	0 (0%)	2 (2%)	18 (17.8%)	14 (13.9%)	40 (39.6%)	26 (25.7%)
I'm sure it was the right thing to be a customer of this fast-food restaurant	1 (1%)	1 (1%)	2 (2%)	18 (17.8%)	26 (25.7%)	34 (33.7%)	19 (18.8%)
The food quality and services of this restaurant fulfill my expectation	1 (1%)	0 (0%)	0 (0%)	15 (14.9%)	28 (27.7%)	36 (35.6%)	21 (20.8%)
Overall, I'm happy with this fast-food restaurant	0 (0%)	1 (1%)	1 (1%)	7 (6.9%)	26 (25.7%)	43 (42.6%)	23 (22.8%)

5. Results and Discussion

5.1 Validity

For decision making of the validity, each variable will be tested using SPSS software where the benchmark for knowing validity is to compare Corrected Items or Total Correlations with R tables. If the corrected item or total correlation is greater than r table, it can be concluded that the question item is valid. Meanwhile, if the corrected item is smaller than r table, then the question item is invalid. Based on the existing theory, R tables are searched based on the number of samples taken and reduced by two, with a benchmark significance level for two-way test that is 0.05. Because the number of samples taken amounted to 101, and the DF is 99, then the value of r table is 0.1956.

5.2 Reliability

A questionnaire can be said to be reliable if a person's answer to a question or statement is consistent or stable from time to time. For decision making of the reliability, each variable will be tested using SPSS software by determining the value of Cronbach's Alpha and compared to the alpha value that can be accepted in research based on previous theory, which is equal to 0.7. If the cronbach's alpha is greater than 0.7, it can be concluded that the question item is reliable. Meanwhile, if the cronbach's alpha is smaller than 0.7, then the question item is unreliable. From the results of SPSS that have been made, it can be seen from the results of Cronbach's Alpha on each question item from each variable that exceeds the number 0.7. The following is a list of the SPSS output results that have been tested for reliability for each variable:

a. Classical Assumption

The classic assumption test is a statistical requirement that must be fulfilled in an *Ordinary Least Square* (OLS) multiple linear regression analysis. So that regression analysis that is not based on OLS does not require the requirements of classic assumptions, for example logistic regression or ordinal regression. There are several steps that need to be tested as a requirement in testing classical assumptions, namely multicollinearity test, normality test, heteroscedasticity test, and auto correlation test. However, not all classic assumption tests must be performed in linear regression analysis, for example the multicollinearity test is not carried out in simple linear regression analysis and the auto correlation test does not need to be applied to cross sectional data. Because the data in this case study is cross sectional, the auto correlation test will not be applied in this study.

b. Multicollinearity Tests

Multicollinearity test is used to test whether there is a high or perfect correlation between independent variables in the regression model. If there is a high correlation between the independent variables, the relationship between the independent variable and the dependent variable is disturbed. In multicollinearity testing on SPSS, the values that will be needed are Tolerance and VIF values on each variable and tested all together. If the tolerance value is greater than 0.10, it can be concluded that the hypothesis can be accepted and there is no occurrence of multicollinearity. Whereas if the tolerance value is smaller than 0.10, then the hypothesis cannot be accepted and confirmed the existence of multicollinearity. Similarly, the value of VIF has greater than 10, the hypothesis cannot be accepted, and if the VIF value has a value less than 10, the hypothesis can be accepted. Both of these values must produce an acceptable H_0 in order to ensure that there is no multicollinearity.

Based on the data in the table below, it can be seen that each independent variable has a tolerance value greater than 0.10. Brand Prestige has a tolerance value of 0.812 which is greater than 0.10 and is supported by a VIF value of 1232 which is smaller than 10, so it can be concluded that there is no multicollinearity. There is also a Food Quality variable which has a tolerance value of 0.362 which is greater than 0.10 and a VIF value of 2.760 that is smaller than 10, so it can be concluded that there is no multicollinearity. On the other hand, the Perceived Value variable has a tolerance value of 0.448 which is greater than 0.10 supported by a VIF value of 2,234 which is smaller than 10, so there is no doubt that there is no multicollinearity. And for Service Quality variable, the tolerance value is 0.490 which is smaller than 0.10 with a VIF value of 2.042 which is still smaller than 10, so the conclusion is that there is no multicollinearity. The following table is the result of multicollinearity test:

Table 7. Multicollinearity Tests

Coefficients[a]		
	Collinearity Statistics	
Model	Tolerance	VIF
Brand_Prestige	.812	1.232
Food_Quality	.362	2.760
Perceived_Value	.448	2.234
Service_Quality	.490	2.042

a. Dependent Variable: Customer_Satisfaction

c. Normality Tests

A good regression model is a regression that has a normally distributed residual value. So the normality test is not carried out on each variable but on the residual value in order to assess the distribution of data in a group of data or the variable is normally distributed or not. Based on the empirical experience of some statistical experts, the data has a sample of 30 (N> 30), so it can be assumed that the data is normally distributed and commonly referred to as a large sample. However, to provide certainty, the data owned are normally distributed or not, it is better to have a normality test first. Because data not necessarily more than 30 can be ascertained to be normally distributed, and vice versa data with more than 30 is not necessarily not normally distributed. Based on existing theories, the normality test will produce two types of data of normality, namely Kolmogorov-Smirnov and Shapiro-Wilk. Kolmogorov-Smirnov is used sig if DF value is more than 50, while Shapiro-Wilk is used for DF value less than 50. From the two data, what is needed is residual value or Sig from both data and will be compared with Alpha value. If the sig value is greater than the alpha value of 0.05, then the decision is H_0 accepted, which means that the residual value data is normally distributed. Likewise, on the contrary, if the sig value is smaller than the alpha value of 0.05, then the decision H_0 is rejected and the residual value data is not normally distributed.

Table 8. Tests of Normality

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.056	101	.200[*]	.982	101	.179

*. This is a lower bound of the true significance.
a. Lilliefors Significance Correction

Based on the SPSS output data in the above table, it is revealed that the Kolmogorov-Smirnov data has a Sig value of 0.200 which is greater than the alpha value of 0.05. In other words, the H_0 can be accepted and the residual data are normally distributed. There is also data on Shapiro-Wilk which has a Sig value of 0.179 which is greater than an alpha value of 0.05, where H_0 is also acceptable and the residual data is normally distributed. However, due to the number of DF or samples taken as many as 101 and exceeding 50, the value of the data to be used is Kolmogorov-Smirnov.

d. Heteroscedasticity Test

To find out the situation where the variance inequality of the data in the regression model, it is necessary to do a heteroscedasticity test. This study will discuss the Spearman test by looking for correlations between residual values and independent variables. If a correlation is found between the independent variables and the residual value, it can be concluded heteroscedasticity occurs. In the data that has been processed using SPSS later, the required value is the sig Unstandardized Residual value of the independent variable and compared with an alpha value of 0.05. If the sig value is greater than the alpha value of 0.05, then H_0 can be accepted and it can be concluded that there is no heteroscedasticity. Vice versa, if the sig value is smaller than the alpha value of 0.05, then H_0 cannot be accepted and there is a certainty of heteroscedasticity.

Table 9. Heteroscedasticity Test

Correlations		Brand_Prestige	Food_Quality	Service_Quality	Perceived_Value	Unstandardized Residual
Spearman's rho						
Brand_Prestige	Correlation Coefficient	1.000	.427**	.261**	.400**	.109
	Sig. (2-tailed)	.	.000	.008	.000	.277
	N	101	101	101	101	101
Food_Quality	Correlation Coefficient	.427**	1.000	.690**	.697**	.007
	Sig. (2-tailed)	.000	.	.000	.000	.945
	N	101	101	101	101	101
Service_Quality	Correlation Coefficient	.261**	.690**	1.000	.589**	-.004
	Sig. (2-tailed)	.008	.000	.	.000	.969
	N	101	101	101	101	101
Perceived_Value	Correlation Coefficient	.400**	.697**	.589**	1.000	.027
	Sig. (2-tailed)	.000	.000	.000	.	.785
	N	101	101	101	101	101
Unstandardized Residual	Correlation Coefficient	.109	.007	-.004	.027	1.000
	Sig. (2-tailed)	.277	.945	.969	.785	.
	N	101	101	101	101	101

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

Based on the SPSS output table above, the heteroscedasticity values obtained for Brand Prestige, Food Quality, Service Quality, and Perceived Value are respectively, 0.277, 0.945, 0.969, and 0.785 and each is greater than the alpha value of 0.05. In a sense that all H_0 can be accepted, so it can be concluded that there is no occurrence of heteroscedasticity.

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