

Service quality, food quality, and customer loyalty in the fast-food industry in San Jose, Occidental Mindoro

De Guzman, Mariah Jocelle M. ✉

Divine Word College of San Jose, Philippines (mariahjocelle49@gmail.com)

Pineda, Clewene Yalle C.

Divine Word College of San Jose, Philippines (cleweneyallepineda@gmail.com)

Talucod, Hanna Claire S.

Divine Word College of San Jose, Philippines (hanna.talucod24@gmail.com)

Bharwani, Lavisha R.

Divine Word College of San Jose, Philippines (lavishabharwani29@gmail.com)

Pastrana, Samver G.

Divine Word College of San Jose, Philippines (samver.pastrana22@gmail.com)

Catu, Justien Meyer

Divine Word College of San Jose, Philippines (justienmeyerleonardo@gmail.com)

Limos-Galay, Jenny A.

Divine Word College of San Jose, Philippines (jennygalay05@gmail.com)

Received: 23 March 2025

Available Online: 3 May 2025

Revised: 25 April 2025

DOI: 10.5861/ijrsm.2025.25507

Accepted: 30 April 2025



ISSN: 2243-7770

Online ISSN: 2243-7789

OPEN ACCESS

Abstract

Customer experience became crucial to different businesses; it drove satisfaction that led to customer loyalty. This study aimed to determine the level of service quality and the current status of food quality in different fast-food establishments (McDonald's, Mang Inasal, Bonchon, and Chowking) in San Jose, Occidental Mindoro. It examined whether service and food quality significantly affected customer loyalty. This quantitative approach employed a descriptive correlational design. The data were gathered from a random sample of 338 customers from different fast-food establishments, using a 4-point Likert scale and adapted questionnaires. The findings revealed that workers in the fast food sector deliver outstanding customer service due to their readiness to assist and their skills and knowledge that enable them to serve customers efficiently. Furthermore, when it comes to food quality in the fast food sector, survey participants favor freshly prepared meals because they find them more enjoyable. Since it improves the overall dining experience, the participants mentioned that they prefer their meals to be flavorful. Moreover, because they had a good experience, the participants are likely to revisit this fast food restaurant. In addition, service quality also has a bigger effect on customer loyalty than food quality. This study recommends that the fast-food industry maintain high standards of food quality to earn customer loyalty and stay ahead in a competitive market. Lastly, future researchers may analyze how marketing strategies of the fast food industry, such as influencer partnerships and social advertising, affect the insights and loyalty of its customers.

Keywords: customer loyalty, service quality, food quality, communication skills, fast food industry

Service quality, food quality, and customer loyalty in the fast-food industry in San Jose, Occidental Mindoro

1. Introduction

Understanding the dynamic world of fast-food businesses is one of the most in-demand sectors in the market because of its affordability and convenience (Ahamed et al., 2024). Customer loyalty has become a crucial focus for food businesses striving to maintain their market position. As ABM students familiar with business and also consumers, the researchers recognized that preferences change and competition widened; the service quality and food quality in the food industry were clearly pivotal factors that shaped customer loyalty. Fast food establishments were recognized for their convenience and speed and were commonly seen as options for customers making choices based on sudden cravings. Understanding these factors that could foster customer loyalty was essential for food businesses to ensure positive word-of-mouth and repeat purchases to maintain market presence. A high level of food quality was a key marketing strategy that provided customer satisfaction and retention, ultimately resulting in a positive purchasing experience (Zhong & Moon, 2020). According to the study by Sochenda (2021), food quality encompassed various key features and aspects, including freshness, wholesomeness, texture, color, nutritional value, flavor, fragrance, presentation, taste, menu diversity, healthiness, and freshness. Additionally, food quality emerged as the most significant component among these variables.

The business of food quality and its effect on customer satisfaction and behavioral intent in restaurants implied six food quality attributes: presentation, variety, healthy options, taste, freshness, and temperature. Conversely, food quality was often regarded as one of the significant factors influencing customer satisfaction and loyalty. Service quality is also vital in developing long-term relationships between consumers and establishments. Therefore, clear approaches to delivering service were essential for attaining quality service. This included the procedures, frameworks, communication channels, and training programs involved in the quality process. Another important factor in maintaining service delivery standards was monitoring and controlling employee performance. Services are intangible, and their quality was evaluated based on customers' viewpoints. Hence, employees had to approach customers in a manner that met their expectations. Effective management should provide precisely what the customer expects. This meant that whatever the customer anticipated from the service had to be provided accordingly (Vu, 2021). Customer loyalty itself was a multifaceted concept that transcended mere repeat purchases. It embodied a deeper emotional connection that customers developed with a brand, influenced by their overall experiences. In the fast food industry, where switching costs were low and alternatives abundant, cultivating loyalty was essential for sustained success. According to Ismail and Yunan (2016), customer loyalty is connected to customers' willingness to make repeat purchases, supported by a psychological bond and favorable attitudes toward a business's offerings.

The connection between service quality and food quality widened the effects of customer loyalty toward a business. Both service quality and food quality contributed to customer loyalty, but achieving this consistently and with great quality had a positive impact on the food business. Based on the researchers' experience, if a customer did not meet their expectations for food quality, it might still be acceptable if the food establishment offered exceptional service. In contrast, poor service could lead to customer dissatisfaction, even if the food's taste or presentation was remarkable. Many people say that we first eat with our eyes, but the quality of a restaurant's service could be a significant weakness for many food businesses. This effect highlighted the importance of a holistic approach to customer experience, where both service quality and food quality were seen as necessary factors in building customer loyalty and fostering positive reviews and good reputations. The relationship among service quality, food quality, and customer loyalty had complex categories and was an essential part of a food business. As competition became more challenging and customer expectations changed, understanding how these factors interacted was crucial for food businesses seeking to thrive in the evolving market environment and demand.

The fast food industry continued to evolve based on changes in consumer behaviors, wants, and needs. Through a thorough examination of these three factors, this research aimed to provide a sufficient understanding of how they drove customer loyalty, offering information to enhance and ensure customer experiences in different fast food establishments. In addition, this study examined how these two factors affected, interacted with, and influenced customer loyalty, seeking to provide insights that could contribute to strategic decision-making for fast food owners. It aimed to identify which aspects of service quality affected customer loyalty, and how food quality contributed to it. Additionally, this research investigated whether service quality and food quality influenced customer loyalty, thereby providing a comprehensive understanding. The data obtained from this research was beneficial to many food businesses, specifically fast food companies. By identifying factors of customer loyalty, fast food establishments improved their strategies to enhance customer loyalty and foster successful food businesses. Furthermore, the data gathered for this study contributed to food businesses in the fast food industry in meeting customers' wants, needs, and expectations.

Statement of the Problem - This study aimed to determine the service quality, food quality, and customer loyalty of fast food industries in San Jose, Occidental Mindoro. Specifically, it seeks to answer the following questions: (1) What is the level of service quality in the fast-food industry in terms of communication skills and employee expertise? (2) What is the status of food quality in the fast food industry in terms of the physical appearance of the food and value of the food? (3) What is the level of customer loyalty in the fast food industry in San Jose, Occidental Mindoro? (4) Is the level of customer loyalty significantly affected by service quality and food quality?

Significance of the Study - This study examined the relationship between service quality, food quality, and customer loyalty in the fast food industry in San Jose, Occidental Mindoro. The insights and data gathered from this study were helpful to the following individuals: to fast food establishments because satisfied customers led to repeat buyers and potentially fostered their loyalty. Consequently, this increased the profits of the fast food chain, providing the financial foundation for the establishment to expand. To fast food establishment owners because it enhanced their knowledge and understanding of customer perceptions regarding the food and services offered, enabling them to improve and provide higher quality food and services. Moreover, to fast food establishment employees as they were trained to deliver enhanced service and food quality to customers. They learned to interact more effectively with customers and understood their needs and preferences. Also to customers based on the enhancements the establishments made to improve the service and food quality they offered. Customers experienced a more reliable, safer, hygienic, and overall better experience at certain fast food restaurants. Furthermore, to aspiring business owners who planned to own food businesses, as it helped them expand their knowledge about customers' preferences and expectations regarding service and food quality and how to gain customer loyalty. Additionally, to the community by boosting the local food economy, as customer loyalty led to increased sales and revenue. This also resulted in more job opportunities, helping to grow the local community. Lastly, to future researchers who sought to study service quality and food quality and their effects on customer loyalty in food businesses within a specific area. The data collected could be used for comparative analyses between this study and future research. New investigations could gather additional information regarding the study, enhancing their knowledge. This study served as a foundation for future researchers whose topics aligned with the business field, particularly in food businesses.

Scope and Delimitation of the Study - Data collection was conducted over a specific period, from September 2024 to February 2025. Fast food differs from other food businesses concerning service standards, food preparation, and customer expectations. This study aimed to provide insights into the effect of service quality and food quality on customer loyalty in fast-food restaurants in San Jose, Occidental Mindoro. The respondents of this study were customers of fast-food restaurants; it did not include customers from other food businesses and those who do not buy from these fast-food restaurants. This study did not cover other food businesses such as carinderia (local eateries) since it could lead to an excessively vast study. Moreover, it is limited to fast-food restaurants in San Jose, Occidental Mindoro, affecting the generalizability of the results. This study also did not cover Jollibee, as they have refused to participate. The variables considered were service quality, which had sub-variables of

communication skills and employee expertise; for food quality, the sub-variables were the physical appearance of the food and value of the food, and customer loyalty. This study did not consider other variables such as price, promotions, and location. In this study, the researcher did not consider gender, age, employment, and income level as variables related to the dependent variable. However, future researchers may explore other variables.

2. Methodology

Research Design - The researchers used a descriptive correlational design to determine the level of service quality, food quality, and customer loyalty in the fast-food industry in San Jose, Occidental Mindoro. They aimed to provide reliable evidence on how these variables interacted and influenced customer loyalty, specifically in fast-food establishments. This allowed the exploration of relationships among the variables using correlational design.

Respondents of the Study - The participants of this research study were 338 out of 2200 daily diners or customers of the four (4) fast-food restaurants in the town of San Jose, Occidental Mindoro. Simple random sampling was used on the subjects within the dining observing time. Through the probability sampling technique, the researchers obtain information from the customers who go to these fast food outlets more often. The sample size was computed using Slovin's formula with a 5% margin of error and 95% confidence level; such findings of the study enabled painting of a better image of the scenario about the customers in the quick service restaurants in San Jose, which were beneficial for these restaurants in strategizing on how to enhance satisfaction and return patronage of customers. The information about the number of daily customers came from the managers of different fast foods that were included in the study.

Research Instrument - An adapted questionnaire is the research instrument that the researchers utilized for gathering data. The questions were composed of three (3) parts; the first part of the adapted questionnaire by Zhong and Moon (2020), Althubiti (2016), & Dhar (2014b) includes twelve (12) questions aimed at assessing the current state or status of service quality as perceived by the respondents. The 2nd part was adapted by Rilya et al. (2019), Kaewmahaphinyo et al. (2020), & Konuk (2019) and contains twelve (12) questions aimed at evaluating the level of food quality that the respondents received. The last part was adapted by Zhong and Moon (2020), Namin (2016), and Yiming et al. (2024) with ten (10) items in the survey questions. The adapted questionnaires were evaluated by respondents utilizing a 4-point Likert scale to indicate their level of agreement. In order to assess the validity and reliability of the adapted questionnaire, the researchers consulted experts at DWCSJ to pinpoint weaknesses and areas where the instrument could be enhanced. The recommendations and insights provided by the research adviser and experts were incorporated to refine the instrument.

Data Gathering Procedure - Prior to conducting the research, the researchers sent a request letter to the managers of fast-food establishments in San Jose, Occidental Mindoro, which was signed by both the research adviser and the academic coordinator. The purpose of the request letter was to seek permission to carry out the study and to obtain information regarding the daily number of customers. Once the managers responded and granted approval for the request, the researchers personally distributed and collected the survey questionnaires from the customers. It took thirteen (13) days to gather all data from the customers of 4 fast-food establishments. After gathering all the data needed, the researchers entered the responses into Excel.

Statistical Treatment of the Data - The information gathered from the questionnaire was carefully analyzed, employing a range of statistical methods. This study applied a weighted mean computation to assess the levels of service quality, food quality, and customer loyalty. Additionally, the researchers utilized Pearson's correlation and regression analysis to explore the relationships among the variables. The results were subjected to statistical treatment, yielding findings that are generalizable to the overall population from which the sample was drawn.

Ethical Considerations - Before initiating the study, the researchers made sure that the owners or managers of the fast food establishment were thoroughly briefed on the nature, goals, purposes, risks, and advantages of the research. Additionally, they conveyed that the identities of participants would remain anonymous and that the findings might be published in academic journals, potentially in peer-reviewed formats. The researchers adhered

to principles of respect and fairness in their treatment of participants. They ensured that no one's privacy was compromised without explicit consent and guaranteed that participation was wholly voluntary, allowing respondents the option to withdraw at any time. The information collected was accurate and reported with honesty. Researchers presented the results candidly, without distortion or bias, ensuring that only factual information was shared. Proper credit was attributed to all authors of the sources used, following correct citation practices. The entire research process was carried out with fairness and transparency. These ethical considerations aim to safeguard the rights of the participants and preserve the integrity of the study. The key ethical principles included informed consent, clear communication, confidentiality, fairness in interactions with participants, honesty in data collection, and proper source attribution, all of which contribute to the ethical execution of the research.

3. Results and Discussions

Table 1

Mean Level of Service Quality Fast-Food industry in Sam Jose Occidental Mindoro in terms of Communication skills & Employee expertise

INDICATORS (Communication skills)	Weighted Mean	Verbal Description
1. The employees always assist me whenever I need their help.	3.61	High Level
2. The employees can easily solve my problem.	3.46	High Level
3. The employees provide an immediate answer to my questions.	3.57	High Level
4. The employees are friendly	3.60	High Level
5. The employees are helpful	3.58	High Level
6. The employees are knowledgeable and skilled in their jobs	3.59	High Level
Composite Mean	3.57	High Level
INDICATORS (Employees expertise)	Weighted Mean	Verbal Description
1. The employees are capable of making me feel at ease and comfortable.	3.54	High Level
2. The employees take the initiative to ask or tell me related information about my orders.	3.54	High Level
3. The employees can manage to deal with my needs.	3.49	High Level
4. The employee is proficient.	3.47	High Level
5. The employees provide an outstanding service	3.49	High Level
6. The employees are knowledgeable and skilled in their jobs	3.59	High Level
Composite Mean	3.52	High Level

Legend: 3.26 – 4.00 High level; 2.50 – 3.25 Moderate level; 1.75 – 2.49 Low level; 1.00 – 1.74 Very low level

Table 1 shows the mean level of service quality in the fast food industry in terms of employee communication skills and employee expertise, which got a composite mean of 3.57 and 3.52, respectively. This shows that the respondents strongly agree with the quality of service offered by different fast-food industries in San Jose, Occidental Mindoro. Additionally, it revealed that employees' communication skills are one of the factors that they observe for satisfaction to the service provider of every fast food in San Jose Occidental Mindoro; consequently, communication skills have a critical contribution to meeting customer expectations and fostering loyalty. This aligns with the study of Tanković et al. (2023), who stated that communication is one of the most essential abilities in the capacity to communicate one's thoughts and emotions to others in a way that they can understand appropriately, as well as the ability to observe, listen, and comprehend the messages of others. Moreover, in terms of employee expertise, a composite mean of 3.52 with a verbal description of high level means that the respondents observed employees' professionalism and good practice in handling their service. It shows that employees' expertise is a crucial tactic for developing a good service for customers.

Moreover, the findings showed that employees' expertise was considered at a high level, meaning it meets customers' preferences and expectations in terms of the expertise of employees who were observed. This was supported by the findings of Villanueva et al. (2023) that service quality had a significant relationship with customer satisfaction and loyalty. In addition, customer satisfaction was raised by staff members who were well-trained, knowledgeable, and had excellent interpersonal skills since they could offer prompt, customized service (Kumolu-Johnson, 2024). Knowledge allows people to execute and finish tasks to achieve the best possible results.

Table 2

Mean Extent of Food Quality in Fast-Food Industry in San Jose Occidental Mindoro in terms of Physical Appearance of the Food & Value of the Food

INDICATORS (Physical Appearance of the food)	Weighted Mean	Verbal Description
1. I want my food to be plated nicely.	3.67	High Extent
2. I prefer my food to have a large portion.	3.57	High Extent
3. I want my food to smell nice.	3.76	High Extent
4. I prefer my food to be served visually appetizing	3.74	High Extent
5. I prefer my food to be served at a good temperature.	3.76	High Extent
6. I prefer my food to be served fresh.	3.80	High Extent
Composite Mean	3.72	High Extent
INDICATORS (Value of the Food)	Weighted Mean	Verbal Description
1. I prefer my food to be tasty.	3.82	High Extent
2. The food is being served according to my expectations.	3.56	High Extent
3. The food was valuable for its cost.	3.62	High Extent
4. The price of the food is reasonable.	3.62	High Extent
5. The quality of food in fast food is generally high.	3.54	High Extent
6. The fast food serves high-quality food for me.	3.55	High Extent
Composite Mean	3.62	High Extent

Legend: 3.26–4.00 High Extent; 2.51–3.25 Moderate Extent; 1.76–2.50; Low extent, 1.00 – 1.75; Very Low Extent

Table 2 presents the mean extent of food quality in the fast-food industry as assessed by the customers in terms of the physical appearance of the food and value of the food, garnering a composite mean of 3.72 and 3.62, respectively, and a verbal description of both high extent. In connection to the physical appearance of the food, this study reveals that the respondents are pleased with the food quality of different fast-food industries in San Jose, Occidental Mindoro. In addition, the result shows that the customers who dined at fast-food restaurants were satisfied with the quality of food the restaurants served, especially in terms of their appearance. This aligns with the study of Okamoto et al. (2022), which states that food plated nicely can increase appetite. It implies that food that is appealing to the eye impacts a customer's desire to eat. Moreover, the table above shows the mean extent of food quality in the fast-food industry in terms of the value of the food, with a composite mean of 3.62. This reveals that the respondents strongly agree with the quality of food the different fast-food industries in San Jose Occidental Mindoro serve. The high extent of verbal description indicates that most of the customers who dined at the fast-food restaurants were satisfied with the quality of food they served in terms of the value of the food. Similarly, the study by Sunaryo (2019) stated that food quality is a fundamental component that can greatly affect customer satisfaction.

Table 3

Mean Level of Customer Loyalty

INDICATORS	Weighted Mean	Verbal Description
1. I will visit this fast food place again.	3.68	High Level
2. I can recommend this fast food to others.	3.60	High Level
3. I can give a good review of this fast food to others.	3.59	High Level
4. I can share my dining experiences with my friends and acquaintances.	3.61	High Level
5. I prefer this fast food restaurant to other food establishments.	3.36	High Level
6. I left a great review for this fast food place due to my loyalty.	3.43	High Level
7. I will discuss recommendations to resolve the shortcomings of this fast-food restaurant.	3.44	High Level
8. I like the location of the fast food.	3.64	High Level
9. I prefer if the fast food offers discounts and promos.	3.66	High Level
10. I've been liking this fast food for quite some time now.	3.58	High Level
Composite Mean	3.56	High Level

Legend: 3.26 – 4.00 High level, 2.50 – 3.25 Moderate level, 1.75 – 2.49 Low level, 1.00 – 1.74 Very low level

Table 3 reflects the mean level of customer loyalty among respondents in the fast food industry in San Jose, Occidental Mindoro, with a composite mean of 3.56. This explains that most customers are satisfied with the quality of the fast food industry and are likely to continue supporting it by dining there frequently. This was supported by the study of Ibojo and Asabi (2015), who stated that a business depends on the satisfaction of its

customers. He explained that when customers are satisfied with the products or services a business provides, customers are more likely to remain loyal to a certain business.

Table 4

Correlation Coefficients and p-values for Hypothesis Testing (H0)

Variables	Correlation Coefficient	Effect Size (r^2)	Critical value	t-value	P-value	Interpretation
Service Quality→ Customer Loyalty	0.649	0.421	1.968	15.634	0.001	Highly Significant
Food Quality→ Customer Loyalty	0.599	0.359	1.968	13.714	0.001	Highly Significant

Legend: p-value<0.05 Significant

Table 4 presents the result of the statistical analysis, which shows that service quality and food quality have a highly significant relationship with customer loyalty. This is supported by the correlation coefficients of 0.649 and 0.599, which indicated a moderately positive correlation among the variables. This implies that service quality and food quality are directly correlated with customer loyalty, meaning when one increases, the other increases. The effect sizes 0.421 and 0.359 further underscored the significance of the relationship. The t-values of 15.634 and 13.714 are greater than the critical value of 1.968, and the p-value of 0.001 is less than 0.05. indicates that the result is statistically significant and is highly unlikely to occur by chance. Thus, the findings led to the rejection of the null hypothesis.

In addition to Table 4, these findings indicate that there is a highly significant relationship between customer loyalty and service quality, proving that as the service quality improved, customer loyalty tended to increase. Customers who are satisfied with the service have a higher chance of returning and becoming loyal customers. This is supported by the study of Du and Tang (2014), which stated that improved service quality is one of the effective ways to improve customer loyalty to the business. Similarly, according to Chen (2016), the quality of services plays a significant role in making or creating a business in a specific industry. It emphasized the need for most businesses to increase efforts to improve their services to meet customer needs. The findings of the study also indicate that there is a highly significant relationship between customer loyalty and food quality. This shows that higher food quality contributed to increasing customer loyalty. This aligns with the study by Kusuma et al. (2014), which suggested that the quality of the product influenced customer loyalty. Additionally, customers evaluated food quality based on their expectations and experience with the food (Abdullah et al., 2018). When the product is high quality, customers are more likely to be loyal to the brand and business; therefore, improved product quality encourages customers to return for more purchases and eventually form loyalty (Lone & Bhat, 2022). Furthermore, Majid et al. (2018) revealed that improving food quality and service quality increases the level of customer loyalty. They stated that customer loyalty is significantly affected by food quality and service quality. Thus, the findings of the analysis proved that there is a highly significant relationship among the variables; the data reveals that there is a highly significant relationship between customer loyalty to service quality and food quality.

4. Conclusions

Based on the study's important findings, the following conclusions were made: Employees in the fast food industry provide excellent customer service because they are always willing to help and have the necessary knowledge and abilities to serve customers more effectively. Additionally, regarding the quality of food in the fast food industry, respondents prefer eating freshly prepared meals since they find it to be more pleasurable. Because it enhances the dining experience, the respondents said they preferred their meals to be tasty. Additionally, because they had a positive experience, the respondents are probably going to return to this fast food establishment. Finally, the findings showed a strong correlation between food and service quality and consumer loyalty. Finally, the findings showed a strong correlation between food and service quality and consumer loyalty. Additionally, it produced the following findings: respondents place a slightly higher value on service quality than food quality,

and food quality influences positive customer experiences, which can result in customer loyalty. Service quality also has a bigger effect on customer loyalty than food quality. Additionally, a higher-quality meal can boost patronage among customers.

Recommendations - The recommendations were presented based on the conclusions derived from the significant findings of the study: In terms of the level of service quality in the fast food industry in San Jose Occidental Mindoro, the researcher suggests that fast food industries may consider implementing training programs such as workshops that focus on problem-solving, efficiency, and competency in customer service. Fast food industries may consider assigning tasks to employees that align with their loyalty. Status of food quality in fast food industries in San Jose, Occidental Mindoro: They may consider sourcing locally to improve the taste and quality of the food they serve to their customers. Fast food industries may conduct portion size analysis to ensure that they give their customers serving sizes that align with their expectations. Moreover, fast food industries may introduce loyalty programs such as discounts, promos, and rewards. Additionally, service quality and food quality significantly affect customer loyalty; the researcher suggests that fast-food industries may enhance their service efficiency and food quality by providing continuous training and regularly collecting customer feedback. Fast food may maintain high standards of food quality to earn customer loyalty and stay ahead in a competitive market. Lastly, future researchers may analyze how marketing strategies of the fast food industry, such as influencer partnerships and social advertising, affect the insights and loyalty of its customers.

5. References

- 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. DOI: 10.6007/IJARBS/v8-i17/5226
- Ahamed, S., Tabassum, N., Moniruzzaman, M., Hasan, M. M., & Hasif, M. a. M. (2024). Consumer preferences of fast-food items in Mymensingh, Bangladesh. *Archives of Agriculture and Environmental Science*, 9(1), 69–75. <https://doi.org/10.26832/24566632.2024.0901011>
- Althubiti, M. M. (2016, December 1). The effect of cultural background on perceived service quality and guest's satisfaction for hotel guests among Muslim pilgrims. <https://ttu-ir.tdl.org/items/a7ac603f-4e1f-4122-bc6b-107f0cd7849e>
- Chen, J. L. (2016). The relationship among service quality, relationship quality, and customer loyalty for chain restaurant industry. *International Journal of Marketing Studies*, 8(3), 3342. doi:10.5539/ijms.v8n3p33
- Dhar, R. L. (2014b). Service quality and the training of employees: The mediating role of organizational commitment. *Tourism Management*, 46, 419–430. <https://doi.org/10.1016/j.tourman.2014.08.001>
- Du, Y., & Tang, Y. (2014). A literature review on the relationship between service quality and customer loyalty. *Business and Management Research*, 3(3), 27-33. <https://doi.org/10.5430/bmr.v3n3p27>
- Ibojo, B. O., & Asabi, O. M. (2015). Impact of customer satisfaction on customer loyalty: A case study of a reputable bank in Oyo, Oyo State, Nigeria. *International Journal of Managerial Studies and Research*, 3(2), 59-69. <https://www.arcjournals.org/pdfs/ijmsr/v3-i2/6.pdf>
- Ismail, A., & Yunan, Y. S. M. (2016). Service quality as a predictor of customer satisfaction and customer loyalty. *Logforum*, 12(4), 269-283. <https://doi.org/10.17270/j.log.2016.4.7>
- Kumolu-Johnson, B. (2024). Improving service quality in the fast food service industry. *Journal of Service Science and Management*, 17(01), 55–74. <https://doi.org/10.4236/jssm.2024.171002>
- Kusuma, N. P., Suyadi, I., & Abdillah, Y. (2014). Analyzing The Effect Of Product Quality On Customer Satisfaction And Customer Loyalty In Indonesian SMEs. *Jurnal Administrasi Bisnis (JAB)*, 14(1). <https://media.neliti.com/media/publications/84269-EN-analyzing-the-effect-of-product-quality.pdf> EN-analyzing-the-effect-of-product-quality.pdf
- Lone, R. A., & Bhat, M. A. (2022). Product quality and customer loyalty: A review of the literature. *International Journal of Management IT and Engineering*, 12(3), 8-27.

- https://www.researchgate.net/publication/365449743_Product_Quality_and_Customer_Loyalty_A_Review_of_literature
- Majid, M. A. A., Samsudin, A., Noorkhizan, M. H. I., Zaki, M. I. M., & Bakar, A. M. F. A. (2018). Service quality, food quality, image, and customer loyalty: An empirical study at a hotel restaurant. *International Journal of Academic Research in Business and Social Sciences*, 8(10), 1432-1446. <https://doi.org/10.6007/IJARBSS/v8-i10/5310>
- Namin, A. (2016). Revisiting image-ers' perception of service quality in fast food restaurants. *Journal of Retailing and Consumer Services*, 34, 70–81. <https://doi.org/10.1016/j.jretconser.2016.09.008>
- Okamoto, K., Tanaka, S., Suzuki, Y., Shigematsu, T., Kunieda, K., Hojo, K., Shimizu, A., Ohno, T., & Fujishima, I. (2022). Food appearance affects reward-related brain activity in healthy adults: a functional magnetic resonance imaging study. *International Journal of Food Sciences and Nutrition*, 73(8), 1116–1123. <https://doi.org/10.1080/09637486.2022.2137784>
- Rilya, R. R., Mandey, S. L., & Wenas, R. S. (2019). Analysis of the Effect of Brand Image, Product Quality, and Social Media on Consumer Purchase Intentions of Kokumi's Contemporary Drinks in Manado City. *International Journal on Economics, Finance and Sustainable Development*, 93–107. <https://doi.org/10.31149/ijefsd.v3i8.2117>
- Sochenda, S. (2021). Modeling of customer satisfaction and customer loyalty in the fast food industry. *Sochenda International Journal of Economics, Business and Accounting Research (IJEBAR)*. <https://doi.org/10.29040/ijebar.v5i4.3984>
- Sunaryo, I. (2019). Effects of food quality, service quality, price, environment, and location towards customer loyalty of Indonesia's Local Fast Food Industry. *J Ti Undip Jurnal Teknik Industri*, 14(3), 119. <https://doi.org/10.14710/jati.14.3.119-128>
- Tanković, A. Č., Vitezić, V., & Kraljić, V. (2023). Employee communication and soft skills influencing tourists' satisfaction. *European Journal of Tourism Research*, 34, 3410. <https://doi.org/10.54055/ejtr.v34i.2967>
- Villanueva, M. C. C., Alejandro, A. F., & Ga-An, M. L. L. P. (2023). Measuring the Service Quality, Customer Satisfaction, and Customer Loyalty of Selected Fast-Food Restaurants during the COVID-19 Pandemic. *Open Journal of Business and Management*, 11(03), 1181–1207. <https://doi.org/10.4236/ojbm.2023.113066>
- Vu, T. (2021). Service Quality and Its Impact on Customer Satisfaction. doi.10.6084/m9.figshare.17089454.
- Yiming, L., Ruanggoon, J., & Koohathongsumrit, N. (2024, June 1). Effect of service quality on customer loyalty in the Fast-Food Industry: A Perspective from University Students in Hangzhou City, Zhejiang Province, China. <https://wjst.wu.ac.th/index.php/stssp/article/view/25839>
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4), 460. <https://doi.org/10.3390/foods9040460>

