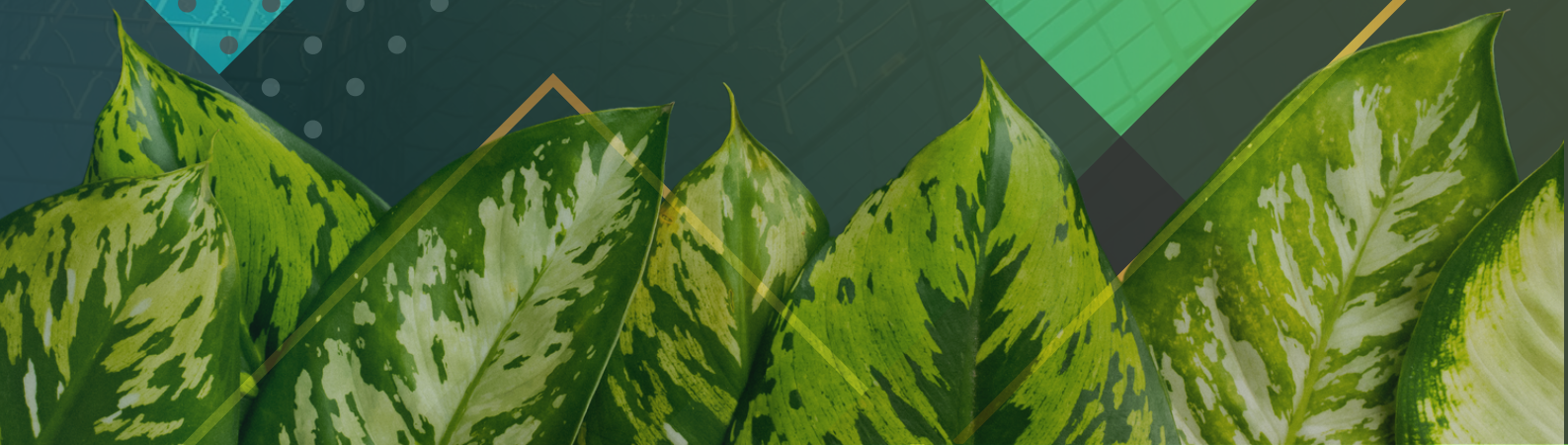




E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**





E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**

Copyright UMK Press, 2023

All rights reserved. No part of this publication may be reproduced, stored in production transmitted in any form, whether electronic, mechanical, photocopying, recording or otherwise, without having permission from the UMK Press.

Perpustakaan Negara Malaysia Cataloguing-in-Publication Data

Title: E-Proceeding Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness Industry For A Brighter Tomorrow

e-ISBN: 978-629-489-007-7

Published by:

UMK Press

Universiti Malaysia Kelantan

Office of Library and Knowledge Management

16300 Bachok

Kelantan

(Member of Malaysian Scholarly Publishing Council (MAPIM))

(Member of Malaysian Book Publishers Association (MABOPA))

Membership Number: 201903)

In Collaboration:

Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan (UMK), Kampus Kota Pengkalan Chepa, 16100 Kota Bharu Kelantan, Malaysia.

CUSTOMER PERCEPTION OF MCDONALD'S RESTAURANT SERVICE QUALITY IN KOTA BHARU KELANTAN

*ARULVANI REVINDARAN, ANG YI MING, SITI NURAI SYAH BINTI ABD. GHAFAR
FAZZRIN AZIRA BINTI ABD AZIZ & *ENCIK MOHAMMED RUQAIMI BIN REMELI*

*Faculty of Hospitality, Tourism and Wellness University Malaysia Kelantan
Corresponding email: ruqaimi@umk.edu.my*

ABSTRACT

Malaysia's food and beverages sector is now increasingly active, with an increase in local customers. This will also make the food and beverages industry more vibrant. Many local customers make food like McDonald's as their leading food, such as breakfast, lunch, and dinner, especially for customers who work and students. This study aims to see the factors that affect customers' perception of McDonald's restaurant service quality in Kota Bharu, Kelantan. These factors are essential in making customers satisfied with service quality. The study's primary data was collected using a structured questionnaire and analysed using SPSS software. The survey was distributed to 348 respondents from McDonald's customers. The food and beverages industry, such as McDonald's, is overgrowing, providing a variety of menus with reasonable prices and convenience features when dining in. Through this study, the researcher sought to discover more about the factors influencing customers' perception of McDonald's restaurant service quality in Kota Bharu, Kelantan. All factors were significantly associated with service quality in McDonald's with a defined level of association ($r = 0.543, 0.544$ and 0.621 , respectively). The finding has shown a significant relationship between Empathy, Reliability, Tangibles and Customer Perception towards McDonald's in Kota Bharu, Kelantan.

Keywords: Service quality, Customer Perception, Tangible, Reliability, Empathy

INTRODUCTION

The issue, at hand is one of service quality in the fast food restaurant hospitality industry. The restaurant cleanliness had a major role in the decision to choose that establishment, followed by the attitudes of the staff and the calibre of the food on the menu. The issues, it seems that the atmosphere of McDonald's restaurants prevents client dissatisfaction. The expectancy-disconfirmation model states that a customer's perceptions are a function of their views. They consider customer perceptions to be transactional, meaning that customers are content with a single aspect of service, as opposed to perceived service quality, which is a general evaluation of a service. The customers won't be satisfied, or won't be as satisfied as they would have been, if the company's service quality expectations are higher than what it really provides if expectations had been met. This study aims to look at how customers perceive a restaurant's level of customer service. Then, a conceptual framework and hypothesis will be used to better explain the link between the independent and dependent variables. The summary will wrap up the discussion. The methodologies and procedures used to assess customer perception and service quality at a

McDonald's restaurant are described and examined in this study. The demographic, sample size, sampling technique, data collecting, research instruments, and data analysis for this study were all described. Therefore, the reliability test will be finished using the Cronbach's alpha approach. More research and analysis into the correlation between the variables will be done using Pearson's correlation test.

1. To determine the relationship between empathy and customer perception at McDonald's Kota Bharu.
2. To determine the relationship between reliability and customer perception at McDonald's Kota Bharu
3. To determine the relationship between tangible customer perception at McDonald's Kota Bharu.

SIGNIFICANCE OF THE STUDY

This study looked into how customers in Kota Bharu, Kelantan, perceived the quality of the service at McDonald's restaurants. This study also offers fresh information and sources for future studies on Malaysian consumers' perceptions of fast food restaurant services. For instance, in Malaysia, an organization's performance and profitability are built on the foundations of service quality and client perceptions. This research also calls attention to the McDonald's restaurant's flaws and offers suggestions to assist them fix them. The results from this study will be useful to the authorities since they need to be concerned about service quality if they want to draw in and keep clients. As a consequence of this study, the McDonald's restaurant will have a more thorough understanding of its customers' demands. Restaurants operating in a market with intense competition can enhance a variety of factors, including the fairness of service quality, service empathy, service tangibility, and service dependability, by using appropriate measures for the situation. The results of this study will help restaurant operators understand how customer perception, which in turn determines their behavioural intentions, is influenced by restaurant service quality.

LITERATURE REVIEW

Empathy

Empathy defined as caring, personalized attentions towards customers (Kassie, 2017). The concept of empathy is commonly heard but often misunderstood. This empathy is usually misunderstood by a few people because the word empathy for some of them is commonly used in terms of feeling, namely pity, sympathy, identification, and self-transfer (Carol M Davis, 1990). Empathy is about knowledge based on the customer's name, preferences, and needs, and thus was born the empathy shown in the above way (Kassie, 2017). According to Kassie (2017), to deliver a service of advantage this small and large business is personal in terms of service. Customer service requires empathy because it bridges knowledge gaps and improves interactions between businesses and their clients. Empathy is a great asset while socialising with other people. If customers feel heard

and appreciated, they are more likely to be satisfied with the responses given to them. Customers may have confidence in the company and understand that these issues will be addressed delicately and rationally.

Reliability

Reliability demonstrates the ability of the service provider to provide services in a dependable and accurate manner. In restaurants, reliability is defined as delivering service as promised, delivering meals on time, and charging fair prices for food. It has been observed that dependability is a very important attribute to possess, especially in the fast food industry. Reliability has to do with how a service provider handles a customer's issue, providing the correct service as requested and at the scheduled time. According to Parasuraman et al. (1985), reliability indicates that businesses provide services accurately the first time. Additionally, it demonstrates how firms try to keep their word and focus on the outcomes.

Tangible

The physical characteristics of the services being offered, such as the way a facility looks, how clean the facilities are, and how the staff members look, are known as tangibles. The term "tangibles" refers to the actual physical characteristics of buildings, machinery, people, and written materials. It includes the menu's appearance and design, as well as restaurant signs and marketing, as well as the condition of the cutlery, crockery, and staff attire (Kassie, 2017). Companies communicate visual and signal quality through tangibles. According to (Kassie 2017), amenities like a well-stocked welcome desk or knowledgeable staff might affect customers' perceptions of the tangible service quality.

Customer Perception

Customer perception refers to the thoughts, emotions, and assumptions that consumers have about your brand. Here's how you create, enhance, and exert control over it. (Inabo, S. 2021). It is crucial for increasing client retention and loyalty as well as brand recognition and reputation. Customers form opinions about products based on what people know in commercials, promotion, user reviews, social media comments, and some other more. Customer perception refers to the thoughts, emotions, and assumptions that consumers have had about the brand. It is crucial for fostering customer retention and loyalty while also increasing brand recognition and reputation. (Parasuraman et. Al 1985)

Research Hypothesis

The literature review made clear that independent factors like Empathy, Reliability, and Tangible have an impact on how customers perceptions. The study's hypotheses were outlined as follows in light of the literature review:

H1: There is a positive relationship between empathy and customer perception at McDonald Kota Bharu.

H2: There is a positive relationship between reliability and customer perception at McDonald Kota Bharu.

H3: There is a positive relationship between tangible and customer perception of McDonald Kota Bharu.

Research Framework

The Figure 1 below shows the research framework use for this study

Source: Parasuraman et al., (1985)

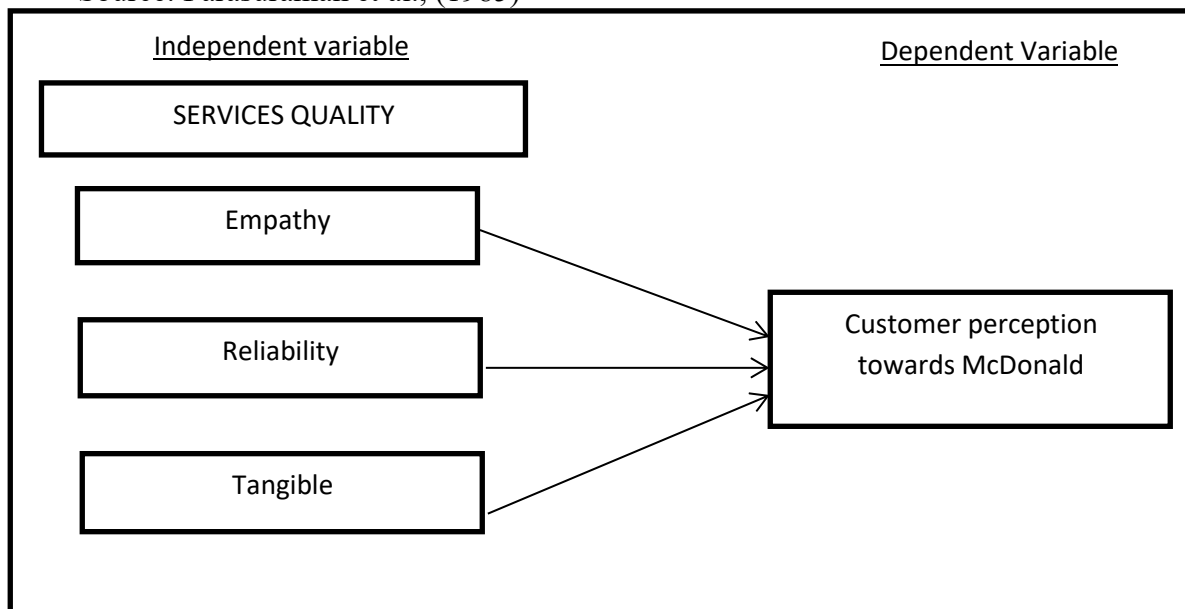


Figure 1: Research Framework

METHODOLOGY

Research Design

For this study's quantitative approach, 384 respondents who were dining at the McDonald's restaurant were given questionnaires. Malaysian citizens in Kota Bharu, Kelantan were the target populations in this study.

In addition, the population was given a set of questionnaires to complete in order to gather information about people who have dined in at a McDonald's restaurant. The questionnaire was separated into Sections A, B, and C by the researcher. The questionnaire's Section A asked for general information about the household demographics of Malaysian citizens, including the respondent's gender, age, race, level of education, occupation, and marital status. The questions in Sections B and C went into further detail on the survey's dependent and independent variables, which were (i) Empathy, (ii) Reliability and (iii) Tangible, Multiple-choice questions and 5-point Likert scales of agreement were employed in the design of this questionnaire.

Data Collection

Collecting data, analysing it, and combining it with data from other sources to generate a comprehensive and accurate picture of a subject. A person or organisation may estimate future probabilities and trends and evaluate results with the use of data collecting. To gather information for this inquiry, an online questionnaire will be used. The complete poll will be disseminated via social media sites including Facebook, Instagram, WhatsApp, and Google Forms. The ability to save costs and save time was incredibly convenient.

Convenience sampling, a non-probability sampling technique, was utilised in this investigation. This approach was adopted in the study since the questionnaires were created and disseminated online. Through internet and social media, the questionnaire was made available to the respondents in the Kota Bharu region of Kelantan.

Data Analysis

Computers made data collection easier for the researchers and made quantitative analysis simpler. Frequency analysis, descriptive analysis, reliability testing, and Pearson correlation analysis were the four methods of data analysis employed in this study. SPSS version 27 was used to evaluate the data that was acquired.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Demographic	Frequency	Percentage
Gender		
Female	222	57.8
Male	162	42.2
Race		
Malay	162	42.2
Indian	118	30.7
Chinese	68	17.7
Others	36	9.4
Age		
Less than 20 years old	37	9.7
21 - 30 years old	191	49.7
31 - 40 years old	86	22.4
41 - 50 years old	38	9.9
51 years old above	32	8.3
Marital Status		
single	211	54.9
Married	173	45.1
Education Level		
Primary	2	0.5
Secondary	82	21.4
Diploma	80	20.8
Bachelor of Degree	163	42.4
Master	41	10.7
Doctor of philosophy	16	4.2
Occupation		
Student	143	37.2
Employed	185	48.2
Unemployed	26	6.8
Retired	30	7.8
Have you ever dined in at the McDonald's restaurant		
Yes	384	100.0
How often do you eat McDonald's on a monthly basic?		
1-2 times	131	34.1
3-4 times	169	44
5-6 times	42	10.9
7 times or more	42	10.9
Never	0	0
What time do you prefer to dine in at McDonald's		
Breakfast	44	11.5
Lunch	135	35.2
Dinner	175	45.6
Supper	30	7.8
Why do you choose to dine in McDonald's		
Fast service	125	32.6
Good ambience	43	11.2
Good quality as in visual materials	44	11.5
Reasonable Price	34	8.9
Tastes Good	113	29.4
Others	25	6.5

A total of 384 questionnaire sets were assigned through the online platform. This portion contained the respondents' contextual profiles. This section focuses on the respondents' demographic characteristics, including gender, race, age, marital status, level of education, employment, and whether they have ever eaten at a McDonald's restaurant. The profile of the respondent's demographic summary is shown in Table 1. Male respondents make up 162 of the total, while female respondents make up 222. Among the 384 responders, men made up 42.2% of the sample while women made up 57.8%. The statistics from the race, which received 162 replies, reveals that Malaysians (42.2%) make up the bulk of the participants. Indians received 118 responses, or around 30.7% of all responses, to place second. The Chinese were next, with 68 replies 17.7% representing 9.4 per cent of the total, and one respondent representing 36 replies of the total from other races.

As shown by table 1, the data revealed that the majority of those who answered to the questionnaire were between the ages of 21-30 years old, with 191 people answering and a response rate of 49.7%. Then came the 31-40 age group, which had 86 responders and a 22.4% response rate. Age group of 41-50 years old had 38 respondents answer response rate of 9.9%. Then, 37 people in the less than 20 years old age group answered to the survey, 9.7% of all respondents. Finally, 51 years old above is 32 and 8.3%.

According to the table, the total number of married respondents is 173, while the total number of single respondents is 211. Married respondents made up 45.1% of the total 384 respondents, while single respondents made up 54.9%.

In educational level, The primary level, is 2 with 0.5%, the most respondents are from the Bachelor of degree, with 163 respondents and a value of 42.4%. Respondents from the secondary education level came in second with 82 respondents and a value of 21.4%, followed by respondents from the postgraduate with 41 respondents and a value of 10.7%. Diploma with 80 and 20.8% finally, the doctor of philosophy with 16 people responding for a total of 4.2%.

According to the table, student respondents percentage of respondents (37.2%) with 143 respondents. Employed came in largest with 185 replies, accounting about 48.2% of the total. The Unemployed were next, with 26 replies representing 6.8% of the total.

Furthermore, all 384 respondents were had dine in at the McDonald's restaurant with 100 percent. How often do you eat mcdonald's on a monthly basic, 1-2 times is 131 with 34.1, Then, the largest is 169 with 44% percent. Moreover, 5-6 times is 42 and with the percent 10.9%. Next, 7 times or more is 42 with 10.9 and finally, never is 0 respondent.

Result of Descriptive Analysis

Table 2 : Descriptive Analysis

Variable	Item	Mean score	Standard Deviation
Empathy	- McDonalds gives you individual attention	4.0052	83960
	- McDonald's has operating hours convenient to all its customer	4.3594	78897
	- Best customer service offered at McDonald's restaurant?	4.1458	79133

	- McDonald's has the best interest of the customers	4.21	724
	- The employees of MacDonal'd's understand your specific needs	4.2292	70402
Reliability	- McDonald's promises to do something by a certain time, and it does so	4.1901	77345
	- McDonald's shows a sincere interest in solving it, when you have a problem	4.1693	74399
	- McDonald's performs the right service	4.2630	70883
	- McDonald's provides its service at the time it promises to do so	4.2109	72247
Tangible	- McDonald's has modern-looking equipment	4.3594	67093
	- McDonald's physical facilities are visually appealing	4.2995	68280
	- McDonald's reception desk employees are neat appearing	4.3099	67426
	- Materials associated with the service (such as pamphlets or statement) are visually appealing at McDonald's	4.2865	65135
Customer Perception	- I will recommend the McDonald's restaurant to other people	4.1875	74487
	- I will recommend others about the McDonald's restaurant experiences	4.1667	76703
	- Overall, I am satisfied with my experience in McDonald's restaurant	4.2995	64342
	- I am satisfied with the service provided by the McDonald's restaurant.	4.3359	62511
	- I am quite pleased with employees/ability of restaurants to clearly and thoroughly answer all of my inquires	4.2891	70232

The mean score for all dimensional variables was moderate, with Empathy at 4.1875 (SD = 0.74487), reliability at 4.1667 (SD = 0.76703), and tangible at 4.2995 (SD = 0.64342). Furthermore, the dependent variable verified the middle mean score (M = 4.3359, SD = 0.62511), with customer satisfaction.

In this variable, the number of items is as follow: Empathy (5), Reliability (4), Tangible (4), and customer perception (5).

Conducted in this analysis to determine Cronbach's Alpha values for all variables. The values are as follows Empathy (0.876), reliability(0.903), tangible (0.857), and customer perception (0.920).

Result of Pearson Correlation Analysis

The Table 5 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	Result	Finding of data analysis
H1- There is a significant relationship between Empathy and customer perception	$r = 0.543$, $p = 0.001$ Moderate positive	H1 - Accepted
H2- There is significant relationship between Reliability and customer perception	$r = 0.544$, $p = 0.001$ moderate positive	H2 - Accepted
H3- There is significant relationship between Tangible and customer perception	$r = 0.621$, $p = 0.001$ moderate positive	H3 - Accepted

Hypothesis 1 (H1) proposed that Empathy is a moderate positive relationship with customer perception. The finding reported in this study revealed that the empathy recorded value of Pearson Correlation, which is $r = 0.543$, $p = 0.001$. Thus, the result accepts hypothesis 1 (H1), whereby empathy is moderate positively significant with customer perception.

Hypothesis 2 (H2) proposed that reliability is a moderate positive relationship with customer perception. The finding reported in this study revealed that the reliability recorded value of Pearson Correlation, which is $r = 0.544$, $p = 0.001$. Thus, the result accepts hypothesis 2 (H2), whereby reliability is moderate positively significant with customer perception.

Hypothesis 3 (H3) proposed that tangible is a moderate positive relationship with customer perception. The finding reported in this study revealed that the tangible recorded value of Pearson Correlation, which is $r = 0.621$, $p = 0.001$. Thus, the result accepts hypothesis 3 (H3), whereby tangible is moderate positively significant with customer perception.

DISCUSSION AND RECOMMENDATION

The discussion aims to answer the queries and address the hypotheses raised in the study's first chapter. This study has looked at the association between customer perception of McDonald's restaurant and service quality in general. The current study would offer various recommendations for SERVQUAL (service quality) based on the study's findings in order to enhance all of the service quality characteristics and raise perceived service quality and customer perceptions.

Determining the link between tangibles and customer satisfaction with McDonald's in Kota Bharu is the third research objective. The data analysis findings in Chapter 4 demonstrate a favourable relationship between tangibility and customer satisfaction. The results of the correlation between the independent and dependent variables show that the H3 is reflected. The

majority of respondents concur that customer satisfaction can be influenced by how tangible a service's quality is.

The results of quantitative research are typically limited, which is the study's second problem. This is essentially the researcher's preferences mostly determine the outcomes. This constrained outcome can be ascribed to the systematic design of the surveys. Frequently, respondents to surveys are provided with little or no chance to explain their answers. As a result, answers can only address the question that was asked. Only three independent variables—service quality, empathy, dependability, and tangibles—are examined in this study. Customer perception is one of the dependent variables as well. Similar to the food and retail industries, there are a number of factors that have an effect on or interact with how people perceive a product or service. There are other crucial aspects of this study as well. This was caused by a dearth of resources and recommendations that would have allowed researchers to base their conclusions on other factors.

Additionally, respondents concurred that they liked the ambiance at McDonald's in Kota Bharu. The fast-food restaurant not only offers high-quality goods for sale, but it has also been set up and designed in keeping with the setting and theme. The supply of a favourable environment is one of the parts for the target company. As customers are drawn to an atmosphere or environment, it might be advantageous to have a positive atmosphere by producing an effective service.

CONCLUSION

In the conclusion of this chapter, the researchers must discuss the study's objectives in relation to the topic being investigated. In McDonald's in Kota Bharu, this study examines the connections between Empathy, reliability, tangible, and customer perception. Based on the examined literature, an analysis framework has been developed.

The link between the independent and dependent variables was the subject of the study. 384 participants completed an online survey for this study. Descriptive statistics, reliability analysis, and correlation analysis were used to collect and analyse the data using the SPSS software.. Overall, based on Pearson's correlation analysis, the Empathy scored a value of *0.543, followed by reliability with *0.544, and Tangible with *0.621.

REFERENCES

- Agbor, J. (2011). *The relationship between customer satisfaction and service quality : a study of three service sectors in Umeå.*
- Akroush, M. N., & Al-Debei, M. M. (2015). An integrated model of factors affecting consumer attitudes towards online shopping. *Business Process Management Journal*, 21(6), 1353–1376. <https://doi.org/10.1108/bpmj-02-2015-0022>
- Akter, M., Sadekin, M. N., & Patwary, A. K. (2020). An Empirical Study on Students' Satisfaction from Mawlana Bhashani Science & Technology University, Bangladesh. *Review of Economics and Development Studies*, 6(2), 363-379.
- Al Mahmud, S. R. (2020). The effectiveness of Facebook advertisements on purchase intention of customers in Malaysia. *South Asian Journal of Social Sciences and Humanities*, 1(1), 97-104.
- Alom, S., Patwary, A. K., & Khan, M. M. H. (2019). Factors affecting the turnover intention of Bangladeshi migrants in the United Arab Emirates: An empirical study on the hotel industry. *International Journal of Innovation, Creativity and Change*, 8(3), 344-360.
- Alsayed, N., Suifan, T., & Alawneh, A. (2015). Exploring the effect of perceived service quality on customers satisfaction: A study of banking sector in Jordan. *Journal of Management Research*, 7, 122. <https://doi.org/10.5296/jmr.v7i1.6966>
- Asiamah, N., Mensah, H., & Fosu Oteng-Abayie, E. (2017). *The Qualitative Report General, Target, and Accessible Population: Demystifying the Concepts for Effective Sampling.* <https://nsuworks.nova.edu/cgi/viewcontent.cgi?article=2674&context=tqr>
- Fengmin, Z., Baijun, W., Jiangtao, B., Li, L., & Patwary, A. K. (2022). Investigating revisit intention of medical tourists in China through nutritional knowledge, perceived medical quality, and trust in the physiologist: A recommendation on health tourism policy measures. *Frontiers in Public Health*, 10, 893497.
- Hau-siu Chow, I., Lau, V. P., Wing-chun Lo, T., Sha, Z., & Yun, H. (2007). Service quality in restaurant operations in China: Decision- and experiential-oriented perspectives. *International Journal of Hospitality Management*, 26(3), 698–710. <https://doi.org/10.1016/j.ijhm.2006.07.001>
- Hazbar, A. M. H., Alem Mohammed, A., & Karim, A. K. A. (2019). An Empirical Study of Factors Influencing hotel customers' online booking Intention. *مجلة العلوم التربوية و الدراسات الإنسانية*, 5(5), 1-17.
- Hilly, Raju, N., Singh, S. S., & Tariyal, M. T. (2015). Service Quality of McDonald's. *Global Journal of Enterprise Information System*, 7(3), 71–79. <https://www.gjeis.com/index.php/GJEIS/article/view/382>
- Li, L., Ragavan, N. A., Patwary, A. K., & Baijun, W. (2022). Measuring patients' satisfaction toward health tourism in Malaysia through hospital environment, nutritional advice, and perceived value: A study on Chinese exchange students. *Frontiers in public health*, 10, 893439.
- Li, L., Wu, B., & Patwary, A. K. (2022). How marine tourism promote financial development in sustainable economy: new evidences from South Asia and implications to future tourism students. *Environmental Science and Pollution Research*, 29, 1155-1172.
- Li, L., Wu, B., & Patwary, A. K. (2022). The psychosocial factors affecting Chinese Outbound Exchange and mobility students' academic performance during COVID-19. *Frontiers in psychology*, 13, 872516.
- 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. <https://doi.org/10.2307/1251430>
- Patwary, A. K., Roy, B., Hoque, R., & Khandakar, M. S. A. (2019). Process of developing a community based tourism and identifying its economic and social impacts: An Empirical study on Cox's Bazar, Bangladesh. *Pakistan Journal of Humanities and Social Sciences*, 7(1), 1-13.
- Sumethokula, P., Patwary, A. K., Srinuanpanc, B., Srinuanpand, C., Suwandee, P., Thammathikulf, A., & Phanong, W. (2020). The potential of new tour repackaging for creative tourism among entrepreneurs in Nakhon Si Thammarat. *International Journal of Innovation, Creativity and Change*, 13(10), 1752-1771.
- Theories and Concepts of the SERVQUAL Model*. (2021, November 1). Ukdiss.com. <https://ukdiss.com/examples/origins-of-servqual-model.php?vref=1>
- Wong, A., & Sohal, A. (2003). Service quality and customer loyalty perspectives on two levels of retail relationships. *Journal of Services Marketing*, 17(5), 495–513. <https://doi.org/10.1108/08876040310486285>
- Wu, B., Liu, S., Wang, J., Tahir, S., & Patwary, A. K. (2021). Assessing the mechanism of energy efficiency and energy poverty alleviation based on environmental regulation policy measures. *Environmental Science and Pollution Research*, 28, 40858-40870.
- Wu, B., Zhai, B., Mu, H., Peng, X., Wang, C., & Patwary, A. K. (2021). Evaluating an economic application of renewable generated hydrogen: A way forward for green economic performance and policy measures. *Environmental Science and Pollution Research*, 1-15.
- Yunus, N. K. Y., Zulkeflee, M., Razak, A., & Ilias, A. (2013). *Expectation towards McDonald's Malaysia: A Study on Service Quality*. Papers.ssrn.com. <https://ssrn.com/abstract=2306212>