



Customer satisfaction on fast food chains among senior high school students of central Mindanao University

Kayle B Dafilmoto¹, Annie Fritce A Aballe DBM²

¹ Student, Department of Hospitality Management, Hotel and Restaurant Management, College of Hospitality, Central Mindanao University, Musuan, Maramag, Bukidnon, Philippines

² Lecturer, Department of Hospitality Management, Hotel and Restaurant Management, College of Hospitality, Central Mindanao University, Musuan, Maramag, Bukidnon, Philippines

Abstract

Customer satisfaction is the heart of the fast food chains or any businesses. It is the basis on whether the business needs improvement or the performance is doing good. Customer satisfaction is the key to customer loyalty which will strengthen the longevity of a business when acquired. Determining customer satisfaction is a very important data for any businesses due to the rise of competition on customers. Therefore, the study is conducted to determine the customer satisfaction of senior high school students in Central Mindanao University. It is a quantitative study where survey is used for data gathering. The data gathered were processed and analyzed through frequency counts, computation of the mean and percentage. The independent T-test and ANOVA was used to determine the relationship of variables. Results revealed that most of the students are satisfied with the product, delivery, service, company, and price. It was also revealed that there is no significant difference in the customer satisfaction when analyzed according to demographic profile due to majority of the students chose satisfied regardless of age, gender, strand, and grade level. The results also showed that there is no significant difference in customer satisfaction when grouped according to product, delivery, service, company, and price.

Keywords: customer satisfaction, product, service, company, price, delivery, customer loyalty

Introduction

Nowadays, competition increases as the economy rise and companies consider customers more than ever. According to Agbor (2011) ^[1], “Customers are important stakeholders in organizations and their satisfaction is a priority to management.” In surviving the fierce competition, companies must meet the satisfaction of the customers. In the Philippines, fast food chains are producing a great deal of profit (Raquel, 2017) ^[36]. Due to this, it is important to know whether the customer is satisfied to keep the business afloat. It is not simple to satisfy each customer’s wants and demands that is why businesses find it hard to compete for the customer’s loyalty. In Valencia City, fast food chains are relatively common and due to this, the needs of the customers are patronized for it will increase the customer retention (Banzuela, Lopez, Natividad, & Reyes, 2015) ^[5]. Fast food chains prioritize the customer satisfaction to compete with one another for the profits. Customer satisfaction is a measuring tool in determining whether the product and service by the business meet or go beyond the expectation of the customer. It is a main attribute to the performance of the business and part of the balance score card which is a strategic management tool for evaluating the overall business (Aziz, 2012) ^[4]. Customer satisfaction is met when satisfied customers become loyal customers whose intention is to purchase the product again in the future (Raquel, 2017) ^[36]. According to Prus and Brandt (1995) ^[34] and Hunter and Michl (2000) ^[18], the three indicators of loyalty of customer is when satisfaction on products, services and organization is met, customers has the intention to purchase the product repeatedly, and

recommend the product, service, or shop. The product, delivery, staff and service, the reputation of the company, and price is what customers viewed as factors or attributes to meet the customer satisfaction (Hague, Hague, & Morgan, 2004) ^[15]. The researcher conducted the study to determine level of food satisfaction of the senior high school students on the food chains in Valencia City, Bukidnon, Philippines

Research Question

This study is conducted to determine the level of satisfaction of senior high school students on the food chains in Valencia City, Bukidnon, Philippines.

Specifically it aimed to answer the following questions:

1. What is the demographic profile of Senior high students in terms of:
 - Age;
 - Gender
 - First-time or Returnee;
 - Grade Level; and
 - Strand?
2. What is the level of satisfaction of students in the fast food chain in terms of
 - Product;
 - Delivery;
 - Service;
 - Company; and
 - Price?
3. Is there a significant difference on the level of satisfaction of the senior high school students when grouped according to profile?

- Is there a significant difference on the level of satisfaction of the senior high students when analyzed according to the product, delivery, service, company, and price?

Methodology

Presented in this chapter are the research design, research locale, research participants, research instrument, and statistical tools that is used in the study.

Research Design

The study utilized quantitative research design. Quantitative research was used to determine the level of satisfaction of senior high school students towards the selected fast food chains in Valencia City. Also, Independent T-test and ANOVA were used to determine the degree of relationship that exists between the independent and dependent variables of the study. The research type used was survey, a method where in data was collected by asking the respondent to answer a number of questions (usually in a form of a questionnaire).

Research Locale

The study was conducted at Central Mindanao University or commonly known as CMU. Central Mindanao University is a public research university located at the heart of Mindanao Island in the Philippines, specifically at University Town, Musuan, Maramag, Bukidnon. It is beside the University Market and in front of Musuan Elementary School. It is relatively close to Valencia City where the fast food chains are located.

Research Participants

The respondents consisted of 40 grade 11 students and 40 grade 12 students with a total of 80 senior high school students that were randomly selected to serve as respondents of the study. The researcher used simple random sampling where each individual was chosen randomly and all are given the chance to be selected.

Research Instrument

There was only one (1) set of questionnaire in the study that contained 20 questions. The questionnaire was adopted from the study of Hague, Hague, and Morgan (2004) [15]. It is answerable with a 5-point Likert scale satisfaction. It interprets the different categories described as very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, very dissatisfied.

Results and Discussion

The data collection was carried out for a period of one month. The questionnaires that serve as a data to the study was collected and eighty (80) valid questionnaires were returned out of eighty (80) questionnaires distributed. The questionnaires were used to investigate the Customer Satisfaction of Students in the specified fast food chains. The analysis of the collected data reflecting the variables in the research model were carried out by means of the response averages (RA), independent samples t-test, and ANOVA.

Table 1: Demographic profile and customer satisfaction of student in terms of Strand

Strand	N	Percent
ABM	27	33.8
HUMMS	10	12.5
STEM	32	40.0
TVL	11	13.8
Total	80	100.0

Table 1 shows that the number of respondents in STEM were thirty two (32) students having the highest frequency, followed by ABM with twenty seven (27), TVL with eleven (11), and HUMMS with ten (10) students having the lowest frequency of respondents. The strand STEM has the most respondent due to the fact that it has the most abundant number of students in Central Mindanao University Senior High School compared to other strands such as ABM, HUMMS and TVL.

Table 2: Demographic profile and customer satisfaction of student in terms of Grade Level

Grade	N	Percent
11	40	50.0
12	40	50.0
Total	80	100.0

In Table 2, the number of respondents in Grade 11 were forty (40) and the number of respondents in Grade 12 were also forty (40) having it equally distributed to form eighty (80) respondents.

Table 3: Demographic profile and customer satisfaction of student in terms of Age

Age	N	Percent
15	2	2.5
16	26	32.5
17	37	46.3
18	15	18.8
Total	80	100.0

Table 3 shows that most of the respondents were 17 years old having the highest frequency with thirty seven (37) respondents, followed by 16 years old with twenty six (26) respondents, 18 years old with fifteen (15) respondents, and 15 years old with 2 respondents having the lowest frequency of respondents.

Table 4: Demographic profile and customer satisfaction of student in terms of Gender

Gender	N	Percent
Male	40	50.0
Female	40	50.0
Total	80	100.0

In Table 4, the number of respondents in terms of gender is shown. Based on the table shown, the total respondents of the study were eighty (80) where forty (40) respondents were males and 40 respondents were females. It was divided equally to form eighty (80) respondents.

Table 5: Demographic profile and customer satisfaction of student in terms of First time or Returnee

	Grade 11	Grade 12	Total	Percent
First time	6	3	9	11.0
Returnee	34	37	71	89.0
Total	40	40	80	100.0

Table 5 shows the number of returnee and first timer customers in the specific fast food chain. The results shows that 11% of the students were first timers and 89% of the students were returnees. This indicates that most of the students go to fast food chains once a week as most of the student returnees answered once a week in the questionnaire.

Table 6: Customer satisfaction in terms of Product

Items	Mean	Interpretation
The quality of the product.	1.8750	Satisfied
The length of life of the product.	2.4250	Satisfied
The design of the product.	2.1375	Satisfied
The consistency of quality.	2.0750	Satisfied
The variety of products.	2.1250	Satisfied

Based on the table shown, the students were satisfied with the product in terms of quality, length of life, design consistency, and variety of the products. Customer satisfaction is closely related to product quality and customer expectation (Suchánek, Richter, & Králová, 2017)^[40]. Satisfying the customer with the product is one of the most important aspects a business must achieve in order to stay competitive and remain at the top. High food quality has a positive impact on the reputation of the restaurant and it is the needed for business success (Kisang, Hye-Rin, & Woo, 2012)^[26]. Therefore, having the customer satisfied with the product is an indicator that the business is doing well.

Table 7: Customer satisfaction in terms of Delivery

	Mean	Interpretation
The delivery arriving on time.	2.4750	Satisfied
The speed of delivery.	2.6750	Neither Satisfied nor Dissatisfied
The safety of products during delivery.	2.2000	Satisfied
The price of delivering.	2.4750	Satisfied
The availability of contact number in delivery.	2.3500	Satisfied

Table 7 shows that in terms of performance in the delivery of the specific fast food chains, the students were satisfied with the punctuation in time, safety of product during delivery, the additional price in delivery, and availability of delivery. The table also showed that the students are neither satisfied nor dissatisfied of the speed in delivering products. One of the reasons why students are satisfied with the arriving time but not the speed is because arriving on time is different from arriving earlier than the said time. Customers avail the delivery for convenience and saving time especially with people who have busy schedules. Therefore, delivery should always consider time as one of the key to customer satisfaction in terms of delivery. Furthermore, convenience has to be combined with quality of product (Hossain & Adelaja, 2000)^[21], indicating that time is not the only thing to consider but also the quality and safety of

product during the delivery. Products should arrive at the customer unharmed or undamaged to satisfy the customer.

Table 8: Customer satisfaction in terms of Service

	Mean	Interpretation
The sales staff's availability.	2.2625	Satisfied
The sales staff's knowledge.	2.1625	Satisfied
The friendliness of the sales staff.	2.0375	Satisfied
The responsiveness of sales staff to enquiries.	2.0250	Satisfied
The complaint resolution.	2.3000	Satisfied

In table 8, it is shown that the students were satisfied with the staffs or employees' availability, knowledge, attitude, responsiveness to enquiries, and efficiency in complaint resolution. The role of the service is to give the customers the company's offer. According to Parasuraman, Berry, and Zeithmal (1985)^[32], service quality is the pre-purchase expectations, process quality expectation, and output quality expectation of the customers. Therefore, doing well in service is a form of upselling the product of the business because it can convince the customer that the expectation of the customer towards the product is met. The relationship of the service quality and customer satisfaction is inter-related because "the higher the service quality, the higher is the customer satisfaction" (Felix, 2017)^[10].

Table 9: Customer satisfaction in terms of Company

	Mean	Interpretation
The price is reasonable for the quantity of the food.	2.2875	Satisfied
The price is reasonable for the quality of the food.	2.1750	Satisfied
The price of the product is budget friendly.	2.2625	Satisfied
The price fits the budget of the student.	2.4750	Satisfied
The price is cheap.	2.4875	Satisfied

Based on the table above, the students were satisfied with the business or fast food chains in terms of reputation of the company because the expectations were met and the customer felt at ease in purchasing. A good reputation serves as a publicity or signal of good quality and reliable products or services that improves the efficiency in market performance (Raithel *et al.*, 2010)^[35]. This indicates that having a good reputation in business must be maintained through meeting or exceeding the expectation of the customer in order to achieve customer satisfaction.

Table 10: Customer satisfaction in terms of Price

	Mean	Interpretation
The reputation of the fast food chain.	1.8625	Satisfied
The fast food chain reputation meets your expectation.	2.0250	Satisfied
The ease of doing business. (buying products to the company)	2.1875	Satisfied
The fast food chain receives positive feedback from the people you know.	1.9625	Satisfied
The popularity of the fast food chain.	1.6375	Satisfied

Table 10 shows that the students were satisfied with the price of the products in the aspect of quality, quantity, and student budget. This means that the price is understandable with the quality and quantity offered. Also, it is affordable

for the students' budget. According to Green (2013) [12], the primary determinant of food consumption is the food price. Therefore, the price should be affordable and reasonable for the satisfaction of the customer and its willingness to purchase the product again in the future (Gustafsson, Johnson, & Roos, 2005) [13].

Table 11: T-test results on comparing the customer satisfaction in terms of Strand *P-value* of 0.058.

Strand	Mean	Interpretation	P-Value
ABM	2.2815	Satisfied	0.058
HUMMS	2.0720	Satisfied	
STEM	2.2913	Satisfied	
TVL	1.8400	Satisfied	

Table 11 shows the difference in customer satisfaction in terms of strand. The result revealed that the p-value is 0.058 which is greater than the alpha 0.05 ($p > .05$); thus, there is no significant difference in the customer satisfaction of students in terms of strand as most of the students in different strands are satisfied. Students are normally busy with workloads and convenience is what every student wants, thus, when a food chain is convenient for a particular student then it is convenient to most of the students as students experience hardships and stress from school. Fast food is patronized for its minimal time in food preparation and its accessibility or nearby location because people through generation consider convenience as the important determinant of food consumption patterns and its accessibility (Jekanowski, Binkley, & Eales, 2001) [24].

Table 12: T-test results on comparing the customer satisfaction in terms of Grade Level

Grade	Mean	Interpretation	P-Value
11	2.094	Satisfied	0.61
12	2.22	Satisfied	

P-value of 0.61

The result in table 12 revealed that the p-value is 0.61 which is greater than the alpha 0.05 ($p > .05$), thus, there is no significant difference in customer satisfaction in terms of grade level as shown in the result that most of the students are satisfied in both grade levels. It indicates regardless of grade level, the selected fast food chains met the expectation of the customer. According to Agbor (2011) [1], "Customers are important stakeholders in organizations and their satisfaction is a priority to management." Therefore, having met the satisfaction of senior high school students of different grade level is an achievement of a fast food chain.

Table 13: T-test results on comparing the customer satisfaction in terms of Age

Age	Mean	Interpretation	P-Value
15	1.8800	Satisfied	0.56
16	2.2185	Satisfied	
17	2.2454	Satisfied	
18	2.0907	Satisfied	

P-value of 0.56

The result in table 13 revealed that the p-value is 0.56 which is greater than the alpha 0.05 ($p > .05$), thus, there is no significant difference in customer satisfaction in terms of age as the result showed that most of the students of different age are satisfied. This indicates that in getting

customer satisfaction, age will not make any significant difference but the performance of the fast food chains will be the basis. Therefore, fast food chains should focus on improving the business performance to attract and maintain customers. Competition between fast food chains has been increasingly intense and to cope up with the fierce competition, one should focus on the customer which is the heart of the business (Sharmin, 2012) [38].

Table 14: T-test results on comparing the customer satisfaction in terms of Gender

Gender	Mean	P-Value
Male	2.2700	0.057
Female	2.1270	

P-value of 0.057

Table 14 shows the comparison between the customer satisfaction of male and female students on the selected fast food chains. The p-value is 0.057 which is greater than the alpha 0.05 ($p > .05$). The difference between the two means is not significantly different at the 5% level of significance and 95% confidence interval, thus, there is no significant difference in the profile of student satisfaction in terms of gender. Gender does not affect the customer satisfaction as shown in the result above. It does not matter what the gender of the customer is as long as the food chain has a good service because "the higher the service quality, the higher is the customer satisfaction" (Felix, 2017) [10].

Table 15: T-test results on comparing the customer satisfaction in terms of product, delivery, service, company, and price.

	Grade Level	Mean	P-Value	Interpretation
Product	11	2.14	0.81	$P > 0.05$
	12	2.12		
Delivery	11	2.42	0.76	$P > 0.05$
	12	2.45		
Service	11	2.21	0.65	$P > 0.05$
	12	2.11		
Company	11	1.88	0.53	$P > 0.05$
	12	1.99		
Price	11	2.25	0.33	$P > 0.05$
	12	2.43		

P-value of 0.81, 0.76, 0.65, 0.53, 0.33

The table 15 shows the comparison between the customer satisfaction in terms of product, delivery, service, company, and price. Most of the p-value is greater than the alpha 0.05 ($p > .05$). This indicates that the difference between the two means is not significantly different at the 5% level of significance and 95% confidence interval. Therefore, there is no significant difference in the level of satisfaction of students according to the product, delivery, service, company, and price. This indicates that students regardless of grade level are satisfied with the product, delivery, service, company, and price of the selected fast food chains. According to Hague, Hague, and Morgan (2004) [15], the product, delivery, staff and service, the reputation of the company, and price is what customers viewed as factors or attributes to meet the customer satisfaction. Consequently, the fast food chains must meet these criteria in order to satisfy the customer. In connection to the result, the selected fast food chains have met the criteria and the customers were satisfied.

Table 16: Customer Satisfaction of Students

	Frequency	Percent
Very Satisfied	8	9.9
Satisfied	51	63.0
Neither Satisfied nor Dissatisfied	15	18.5
Dissatisfied	4	4.9
Very Dissatisfied	2	2.5
Total	80.0	100.0

Table 16 shows that most of the senior high students were satisfied with the services and products of the selected food chains having 63% of the students are satisfied, followed by 18.5% which is neither satisfied nor dissatisfied, 9.9% are very satisfied, 4.9% are dissatisfied, and lastly 2.5% of the students are very dissatisfied. According to Daikh (2015) ^[7], customer loyalty is highly influenced by customer satisfaction. Therefore, it is important to satisfy the customers to achieve customer loyalty. Customer satisfaction is a determinant for the customer loyalty because customers that are not satisfied are likely to switch to another brand that can meet its satisfaction (Hussain, 2013; Lin & Wu, 2011) ^[20, 29].

Recommendation for Improvement

Based on the results of the study, the following are recommended for future enhancement.

These are the following:

1. A comparative study between the customer satisfaction of Senior high school in terms of age, gender, strand, and grade level.
2. A study that will include the customer satisfaction of the Teachers to investigate whether the customer satisfaction of the older generation differ from the younger ones.
3. A study on which among the fast food chains in Valencia city is most preferred by Senior High school students.

Conclusion

Customer satisfaction is important in determining business stability and longevity. In order to compete on the business sector, it is important to know the target customer and its feedback towards the business for improvement purposes. Meeting the customer expectation results to customer satisfaction and later on is customer loyalty. The respondents were mostly STEM students due to having the most population in the Central Mindanao University Senior High School. Also, most of the respondents' age ranges from 16 to 17 years old. There is equality in the division of respondents in terms of gender and grade level. Most of the students were returnees and returns to the fast food chain once a week. The results of the study revealed that the students were satisfied with the product, delivery, service, company, and price of the selected fast food chains in Valencia City. This indicates that there is a fierce competition for customers, thus, knowing the customer satisfaction benefits a business for it to improve its performance and attract people to patronize the business.

Acknowledgement

The support of Central Mindanao University and the Research Office, for making this study realize; and God Almighty, for His wisdom and strength for without Him this piece of work would not come into reality.

References

1. Agbor J. The relationship between customer satisfaction and service quality: a study of three service sectors in Umeå (Master's thesis). Umea University, Sweden, 2011.
2. Anderson EW, Sullivan MW. The antecedents and consequences of customer satisfaction for firms. *Marketing Science*. 1993; 12:125-143.
3. Angelova B, Zekiri J. Measuring customer satisfaction with service quality using American customer satisfaction model (ACSI Model). *International Journal of Academic Research in Business and Social Sciences*. 2011; 1:232-258.
4. Aziz S. The impact of information technology & hospitality services on customer satisfaction-a case study of fast food industry in Pakistan Muhammad Shaham Bakhat. *Interdisciplinary Journal of Contemporary Research in Business*. 2012; 4:360-390.
5. Banzuela M, Lopez V, Natividad H, Reyes J. Level of satisfaction of Mang Inasal customers in Sto. Tomas Batangas. *LPU- Laguna Business and Accountancy Journal*. 2015; 1:104-117.
6. Cruz A. Relationship between product quality and customer satisfaction (PDF), 2015. Retrieved from <https://scholarworks.waldenu.edu/cgi/viewcontent.cgi?article=2402&context=dissertations>
7. Daikh J. A Research Proposal: The Relationship between Customer Satisfaction and Consumer Loyalty (PDF), 2015. Retrieved from http://scholarsarchivejwu.edu/cgi/viewcontent.cgi?article=1039&context=mba_student
8. Delivery (n.d.). In Merriam-Webster's collegiate dictionary. Retrieved from <http://www.merriam-webster.com/dictionary/delivery>
9. Fast-food. (n.d.). In Merriam-Webster's collegiate dictionary. Retrieved from <http://www.merriam-webster.com/dictionary/fast-food>
10. Felix R. Service quality and customer satisfaction in selected banks in Rwanda. *Journal of Business & Financial Affairs*. 2017; 6(1):1-11.
11. Gottlieb BH, Grewal D, Brown SW. Consumer satisfaction and perceived quality: complementary or divergent construct. *Journal of Applied Psychology*. 1994; 79:875-885.
12. Green R. The effect of rising food prices on food consumption: systematic review with meta-regression. Retrieved from, 2013. <https://www.bmj.com/content/346/bmj.f3703>
13. Gustafsson A, Johnson MD, Roos I. The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. *Journal of Marketing*. 2005; 69:210-218.
14. Hanaysha J. Testing the effects of food quality, price fairness, and physical environment on customer satisfaction in fast food restaurant industry. *Journal of Asian Business Strategy*. 2016; 6(2):31-40.
15. Hague P, Hague N, Morgan C. *Market research in practice: A guide to the basics*. London: Kogan Page, 2004.
16. Hansemark OC, Albinsson M. Customer satisfaction and retention: The experiences of individual employees. *Managing Service Quality*. 2004; 14(1):40-57.
17. Howard JA, Sheth JN. *The Theory of Buyer Behaviour*. London: John Wiley and Sons, Inc. Hoyer, W. D., &

- MacInnis, D. J. (2001). *Consumer Behaviour*. (2nd ed.). Boston: Houghton Mifflin Company, 1969.
18. Hunter V, Michl J. Maximizing customer satisfaction and loyalty to drive growth and profitability. *Velocity*. 2000; 2:124-132.
 19. Hussain SM, Khan S, Yaqoob F. Determinants of customer satisfaction in fast food industry a study of fast food restaurants Peshawar Pakistan. *Studia Commercialia Bratislavensia*. 2013; 6:56-65.
 20. Hussain SM, Ranabhat P. Influence of Service and Product Quality on Customer Retention (PDF), 2013. Retrieved from <http://www.diva.portal.se/smash/get/diva2:633168/FULLTEXT01.pdf>
 21. Hossain F, Adelaja A. Customers' Interest in Alternative Food delivery Systems: Results from a Consumer Survey in New Jersey. *Journal of Food Distribution Research*, 2000, 49-67.
 22. Jashireh A, Slambolchi A, Mobarakabadi H. A literature review of service quality and customer satisfaction. *Advanced Social Humanities and Management*. 2016; 3(2):1-12.
 23. Jekanowski MD. Causes and consequences of fast-food sales growth. *Food Review*. 1999; 22:11-16.
 24. Jekanowski MD, Binkely JK, Eales J. Convenience, accessibility, and the demand for fast food. *Journal of Agricultural and Resource Economics*. 2001; 26:58-74.
 25. Khan B, Rizwan M. Factors Contributing to Customer Loyalty in Commercial Banking. *International Journal of Accounting and Financial Reporting*. 2014; 4(2):413-436. doi:10.5296/ijaf.v4i2.6537.
 26. Kisang R, Hye-Rin L, Woo GK. The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*. 2012; 24(2):200-223.
 27. Kotler P, Keller KL. *Marketing management*. (13th ed.). New Jersey: Pearson Education Inc, 2009.
 28. Lepkova N, Žūkaitė-Jefimovienė G. Study on Customer Satisfaction with Facilities Management Services in Lithuania. *Slovak Journal of Civil Engineering*. 2012; 20(4):1-16. doi:10.2478/v10189-012-0017-4
 29. Lin JSC, Wu CY. The role of expected future use in relationship-based service retention. *Managing Service Quality*. 2011; 21(5):535-551.
 30. Loureiro SMC, Kastenholtz E. Corporate reputation, satisfaction, delight, and loyalty towards rural lodging units in Portugal, *International Journal of Hospitality Management*. 2011; 30:575-583.
 31. Manjunath SJ, Reginald S. Customer Satisfaction in Fast Food Industry: A Case Study of Mysore. *International Journal of Research in Finance and Marketing*. 2016; 6:72-78.
 32. Parasuraman A, Berry L, Zeithmal V. A conceptual model of SQ and its implications for future research. *Journal of Marketing*. 1985; 49:41-50.
 33. Peque P. Digital marketing assessment stages 2.1 and 2.2, 2015. Retrieved from <https://drrobertdavis.files.wordpress.com/2015/06/ndab702-digital-marketing-2015-stage-two-2-1-and-2-2-patrick-peque-do-not-copy.pdf>
 34. Prus A, Brandt DR. Understanding your customers. *Marketing Tools*, 1995, 10-14.
 35. Raithel S, Wilczynski P, Schloderer MP, Schwaiger M. The value-relevance of corporate reputation during the financial crisis. *Journal of Product & Brand Management*. 2010; 19(6):389-40.
 36. Raquel M. Customer loyalty in the fast food industry in the Philippines. *World Journal of Management and Behavioral Studies*. 2017; 5(2):47-53.
 37. Sabir RI, Ghafoor O, Hafeez I, Akhtar N, Rehman AU. Factors affecting customer's satisfaction in restaurants industry in Pakistan. *International Review of Management and Business Research*. 2014; 3(2):869-876.
 38. Sharmin W. Customer satisfaction in business: A case study of moon travel LTD, Finland (Bachelor's thesis). Laurea University of Applied Sciences, Finland, 2012.
 39. Singh S. Impact of color on marketing. *Management Decision*. 2006; 44(6):783-789.
 40. Suchánek P, Richter J, Králová M. Customer satisfaction with quality of products of food business. *Prague Economic Papers*. 2017; 1:19-35.
 41. Wong A, Hsiang L, Tong C. The relationship between customer satisfaction and corporate reputation and credibility. *Asian Journal of Economics, Business and Accounting*. 2017; 4(2):1-12.
 42. Wong A, Zhou L. Determinants and outcomes of relationship quality: a conceptual model and empirical investigation. *Journal of International Consumer Marketing*. 2006; 18(3):81-96. http://dx.doi.org/10.1300/J046v18n03_05