

# FACTORS INFLUENCING SERVICE QUALITY IN FOOD COURT IN MALAYSIA

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*This article focuses on the key factors affecting the quality of service in Malaysian food courts. It analyses the current situation of the Malaysian Food Court and understands the relationship between food quality, waiting time, general physical environment, responsiveness and service quality in the Malaysian Food Court. And in the context of current research, various suggestions for future research are presented. This article focuses on how to improve the quality of service in the food court by improving these key factors, thereby attracting more consumers.*

*Key Words: service quality, food court, Malaysia, food quality, waiting time, general physical environment, responsiveness*

The origin of service quality in food in Malaysia has been observed over the past two and a half decades. Various sources indicate the origin of service quality as the outcome of different domestic business provider's competitive market development. Multiple theories can be stated with regard to the development of service quality concept in Malaysian restaurant industry, among which the most prominent theory is named as economic theory of supply and demand (Othman and Don, 2012:). The theory expresses the view that demand is the motivating factor with regard to the enhancement of supply. It means that if the customer will express the demand of service quality element then the service quality element will be integrated in the restaurant industry at large. The emergence of service quality in food court in Malaysia was experienced when different international as well as domestic restaurant business provider has initiated their business activities within the Malaysian territory.

There are various benefits of emerging of awareness on service quality in food court in Malaysia bring prominent benefit on the economic perspective and enhancement of the gross domestic product (GDP) of Malaysia as quality services increase customers' demand. This leads to blooming of Malaysia restaurant industry and increase job creations (Shaharudin, Mansor and Elias, 2011). The creation of job means the cycle of income, expense and savings is initiated that overall reflects the enhancement of economic growth and stability. Various opportunities had been identified in service quality in food court in Malaysia are enhancement of business scale as the performance of market research reflects the identification of needs and wants of the customers. The integration of needs and wants of the customer reflects the enhancement of the business activities at large. This enhances business expansion of branches within the market.

The prime motivation for the researcher with regard to the performance of the current study is the boom of the Malaysian restaurant industry. The researcher has expressed its interest in market researches within the region of Malaysia and the collection of initial responses from the market regarding the restaurant industry in Malaysia at large have identified various flaws. The identification of these flaws had directed the researcher to perform this research. The first flaw is the confusion between service quality, food quality, waiting time and environment that is presented within the restaurant. All of these elements on the integrated perspective reflect the formulation of the overall restaurant performance at an increased scale. The researcher is also motivated to study the extent of each factor that to what scale, which factor is majorly affecting the overall performance of the restaurant. The impact on the service quality of the restaurant reflects the reduction of business performance.

Customers seem not placing importance on the ways of cooking the food in food court in Malaysia (Ling, Mun and Ling, 2011). If the ingredients are not according to the standard and the food is not cooked properly then the food quality is not good. Customers

are more concern about the speed of the service. It is studied that waiting time needed in a small food court in Malaysia is higher as compared to a big size food court in Malaysia. This can impact the service quality of food court in Malaysia. It is studied that increase in waiting time will reduce responsiveness in food court Malaysia. The low responsiveness will cause unpleasant environment to customers. The low responsiveness will also cause the general physical environment to be unhygienic and not clean due to slow responds of employees working in food court Malaysia to clean the tables and floor to serve next round of customers. This will reduce overall effectiveness of business merchants to increase customer satisfactions.

The aim of this research is to study key factors influencing Service quality in food court in Malaysia. Specific research objectives of the current study are:

- 1) To study the relationship between Food quality and Service quality in food court in Malaysia
- 2) To study the relationship between Waiting time and Service quality in food court in Malaysia
- 3) To study the relationship between General physical environment and Service quality in food court in Malaysia
- 4) To study the relationship between Responsiveness and Service quality in food court in Malaysia

The specific research questions of the current study are:

- 1) What is the relationship between Food quality and Service quality in food court in Malaysia?
- 2) What is the relationship between Waiting time and Service quality in food court in Malaysia?
- 3) What is the relationship between General physical environment and Service quality in food court in Malaysia?
- 4) What is the relationship between Responsiveness and Service quality in food court in Malaysia?

The second part of the study is named as 'literature review'. The chapter is primarily concerned with the work done by various researchers and authors with regards to factors influencing service quality in food court in Malaysia. It helps in enhancing insight of the researcher by revealing various dimensions linked to the subject. Additionally, another important section of this chapter is the one in which hypothesis of the study has been highlighted. These hypotheses are deduced on the basis of literature review. On the basis of this hypothesis, conceptual framework is formulated. Therefore, it is evident that all the sections of this chapter are interconnected with each other.

It has been discussed formerly that the entire research is based on different factors that affect service quality of food court in Malaysia. There are various theories that are linked to these factors. These theories include Theory of Constraint, Total Quality Management, Nordic Model, SERVQUAL Model, and Hierarchical Model. Baharun (2012) discussed about the origin of Theory of Constraints by stating that the inception year of the theory dates back to 90's when the concept of lean manufacturing and bottleneck processes emerged. The core dimensions of this theory are based on these concepts as the theory suggests that service quality is affected by the constraints present in the entire service process. These constraints become a limitation to the improvements in service quality. Therefore, these processes must be removed or improved. Moreover, the founder of this theory is 'Eli Goldratt'. On the other hand, Carson, Carson, Knouse and Roe (2015) mentioned that the idea of Total Quality Management dates back to the time of Hawthorne experiment during 1920's. The theory emerged as a result of modification in processes and is based on the premise that organizations must continuously try to bring improvements in service or product quality. Moreover, Senge and Oliva (2015) highlighted that Gronroos was the one to bring forward Nordic Model in 1984. The model has been shown in the Figure 1 given below:

(Baharun, 2012)

Expected  
Service

Perceived  
Service Quality

Moreover, according to Zeithaml, Parasuraman and Malhotra (2002) the founders of SERVQUAL Models are Parasuraman, Zeithaml and Berry while they introduced it in the year 1985. The entire SERVQUAL Model has been based on five different factors i.e. reliability, responsiveness, empathy, assurance and tangibles. The model has been shown in the Figure 2 given below:

Reliability

Responsiveness

Empathy

Assurances

Tangibles

It is stated that service quality is the most essential element in the food court in Malaysia. It is because that the food court largely depends on service quality provided by the manager of the food court. This is the reason due to managers tend to engage in activities that foster food as well as service quality of the food court. On the other hand, Mansor and Elias (2011) claimed that many researchers worked on various dimensions of service quality and different theoretical characteristics. For instance, many researchers are of the view that customer satisfaction is directly related to the quality of service delivered by the fast food food court. It entails that if the service quality of the food court is poor then the satisfaction of the customers then ultimately it leads to reduced satisfaction.

The first independent variable of the study is 'food quality' whose impact on service quality has been observed with the help of this research. According to Shaharudin, Mansor and Elias (2011) the first essential element that is considered by the customers when they visit any food court is food quality. It entails that quality of food delivered by the food court is placed on the top of the priority list of the customers. On the basis of this priority list, decision to visit the food court is taken. Correspondingly, Rezaei, Mohamed and Shamsudin (2012); Hutton (2015) mentioned that when people make decisions regarding food court visit, they tend to gain information about the food quality of the food court. The source of information can either be their own past experience, friends or social media sites. The latter two factors are considered mainly when the visit is made for the first time while it is usually not the case during multiple visits to a particular place. Moreover, people share their opinions on social websites with regards to various food courts and food quality. These views become the source of information for the customers while building their own opinions on the opinions of others.

The second independent variable of the study is 'waiting time'. Lovelock (2011); bin Yeop Yunus, Ishak and Rhouse (2012) defined it in the context of food courts and food courts as 'the time present between ordering and delivery of the food items. It means that the time taken by the staff of the food court and food courts in delivering the desired food items to the customers is referred as waiting time. According to the study conducted by Tanpure, Shidankar and Joshi (2013); Sahari, Mohd Basir and Jangga (2012) large waiting time leads to customer dissatisfaction because when customers place their orders then they expect to get it as soon as possible. Usually there is an expected waiting time in the minds of customers and if their expectations are not met then they are not likely to get satisfied with the service of the food court. Correspondingly, Ritzer (2011); Mohi, Wu, Raja Abdullah, Jipiu and Abd Majid (2012) declared that waiting time pose its affect on the experience gained by the customers in visiting the food court or food court. Smaller than expected waiting time leads to positive experience and vice versa. It entails that customers give weight age to waiting time in determining the type of experience they got from dining in the food court. They feel happy and satisfied when they receive the order quickly while opposite happens when this is not the case.

Amin (2013) defined it in the context of food court industry by stating that it refers to 'the interior of the food court in which the services are delivered to the customers. It means that it refers to the environment of the food court of which the customer becomes the part when he or she visits the food court. In correspondence with this idea, Hassan, and Rahman (2012) mentioned that the

context of the term 'general physical environment' is not as simple as it seems rather it accounts for several different factors that adds up to form the environment of the food court in Malaysia. Among all these factors, one of the factors is 'sound effects. It entails that customers of food court expect a calm and serene environment for lunch or dinner. If the managers of the food court do not ensure that calm environment is provided to customers then ultimately it leads to customer dissatisfaction. Moreover, Rezai, Mohamed, Shamsudin and Teng (2011); discovered that customers of food court prefer slow music more when they visit any food court over fast one. The reason highlighted by the customers is that it helps them in relaxing which enhances their experience of visiting food courts in return. Therefore, the importance of sound effects within the food court is quite clear from this critical analysis.

Sahari, Mohd Basir and Jangga (2012); defined responsiveness as the feedback given by the staff of the food court to the customers. The feedback can be related to any of the customer's inquiry or issue. Similarly, Idris (2012) claimed that responsive behaviour of food court managers and other staff members help in enhancing customer loyalty and satisfaction. It is because it builds trusts of the customers in the food court. On the other hand, Othman, Salehuddin, Karim and Ghazali (2012) pinpointed that responsiveness of the staff members and perceived importance of customers is complementary to each other. When customers receive favourable response from the management regarding any of their query or complaint then it portrays that they are important for the organization. It in turn increases customer retention rate while help in spreading positive word of mouth. In addition, Zahari and Othman (2013); Jayaraman, Haron, Sung and Lin (2011) focused on the flow of information between and among employees of food court and customers. Necessary and relevant information must be exchanged internally and externally in order to keep customers and employees updated. For instance, in food court, customers must be informed about any new deal introduced by the food court as soon as possible. It helps food courts in attracting target audience at a desired time interval. Otherwise, ineffective flow of information often leads to reduce satisfaction.

There are certain gaps, which are present in the literature review which accounts for the areas not covered by the other researchers and authors on factors influencing service quality in food court in Malaysia. It has been observed that past research studied each of the four independent variables separately while very few ones discussed them altogether. Also, none of past research studied about service quality in food court in Malaysia. Therefore, the current research has filled the gap present in past literature by discussing each of the variables in a single study. On the other hand, these four independent variables represent certain critical areas that need to be considered. For instance, there are various other sub factors and dimensions associated with these variables and in order to understand these variables thoroughly, it is important to understand these sub factors.

The epistemologies deployed in this research on factors influencing service quality in food court in Malaysia are intuitive, authoritative and empirical knowledge. The reasons why this epistemology will be used are that to identify the problem, for reviewing past literature and to conclude the findings of the research. The research paradigm chosen in the research is Positivism as it guarantees that the relation between researcher and the objective reality of the subject is minimal. The rationale for choosing positivism is that the research relies on experimentation and quantitative data collection method is used. The confirmatory of the research is to find if the theory is supported by the data collected or not through hypothesis testing. This reason behind choosing this research paradigm was chosen as the research is quantitative, the researcher is independent, the human interests are irrelevant, and the research is based on hypothesis formulation and testing, deductive approach for research is used and the sample size of the population is large (Tuli, 2011).

The research instrument used for collection of data on factors influencing service quality in food court in Malaysia is questionnaires. The format design of questionnaire is divided into two parts, which are demographic analysis and likert scale based questions. The

questionnaire items used in demographic analysis identify the gender, age educational background, ethnicity, work experience and monthly income of the respondents. For likert scale questions the food quality, service quality, waiting time, physical environment and customer responsiveness towards service quality is asked from respondents in order to gather their feedback about the Malaysian food courts. The measurement used in likert scale range from strongly agree, agree, neutral, disagree and strongly disagree, this measurement for responses is used in order to analyse the level of satisfaction or dissatisfaction among customers. The sources of questions justify reliability as they are based on reviewed literature regarding research topic and are critically examined by the researcher in light of previous researches in similar discipline.

Pilot testing will be conducted to ensure the reliability and validity of questionnaire designed. The questionnaire is administered to pilot subjects similarly like it will be administered in the original study related to factors influencing service quality in food court in Malaysia. The feedback about research questionnaire is gathered from subjects to identify any inconsistency or ambiguity.

The sample size used in the research is 200 respondents who are visitors of Malaysian food courts. The justification for the sampling size of 200 is that the large variation in data is expected so to achieve the accurate result sample size needs to be desirably large.

Definition of Population in research refers to the total number of individuals, which possess characteristics that are relevant for the researcher. An example can be the college students, bankers etc. The importance of knowing the population of this research is due to the fact that the behaviour of food court visitors needs to be studied for better understanding of study. The objective of the study of population is to get a better insight about the expectations of food court visitors. The population of the study is majority of Malaysian and some other foreigner's currently in Malaysia and is both males and females.

The sampling method used in the sample size framework to research on factors influencing service quality in food court in Malaysia is non-probability sampling. The specific criterion of selecting the samples was used for this purpose. To qualify for sample the respondents needed to be residing in Malaysia for more than 1 year, they should be regular visitors of food courts, they should be adult and the sample population should be available for future research. The respondents were accessed by visiting food courts of various malls in Malaysia. For instance, a famous mall was visited at weekend in order to gather as much data possible from visitors.

The quantitative research method can be used in two ways for this study on factors influencing service quality in food court in Malaysia; through internet social media-based survey and a face-to-face paper based survey. The chosen approach for research is exploratory used in order to investigate and find out the relationship of various dependent factors with service quality in food courts of Malaysia. This research approach can be considered as an attempt to set the foundation for the future researches in this discipline. Another reason for deploying exploratory approach is that the new dimension of the topic is addressed in this research. The research approach is deductive. The reasons for the research being deductive are that the research is aimed at testing the theory, it has a hypothesis statement and the emphasis of research is to find the relationship or causality. The research strategy deployed in this study is survey based. The reasons for choosing this strategy are that it is cost effective; it helps in describing the characteristics of large populations and the results of survey are accurate and dependable as the respondents are allowed to be anonymous.

The discussion carried out in the current chapter is related to the expression of the data outcome that had been extracted from the respondents. In addition to this, the current chapter also includes the discussions regarding the application of various analytical techniques for the extraction of the required results.



	N	Minimum	Maximum	Mean	Std. Deviation
Cleaning of food court is important	200	1.00	5.00	1.3500	.61595
Music and noise effects at the food court is important	200	1.00	5.00	1.5050	.84471
Customers are unable to enjoy their meals if the food court is crowded.	200	1.00	5.00	1.4450	.74818
Physical environment affects service quality of food court.	200	1.00	5.00	1.4700	.64900
Valid N (listwise)	200				

	N	Minimum	Maximum	Mean	Std. Deviation
Customers usually visit food courts with best food quality rather than service.	200	1.00	3.00	1.5050	.51116
The ingredients used to prepare the food are fresh.	200	1.00	4.00	1.6000	.56710
Customers usually ignore the standard of service provided if the food is up to the expectations.	200	1.00	3.00	1.5750	.56210
The food quality is worth the price paid.	200	1.00	4.00	1.5950	.68800
Valid N (listwise)	200				

	N	Minimum	Maximum	Mean	Std. Deviation
Customers usually can wait at food court for order if the food quality is good.	200	1.00	3.00	1.5100	.51108
The longer is the waiting time, the lower is customer satisfaction.	200	1.00	4.00	1.6200	.56319
Conscious effort is taken by food court to reduce waiting time	200	1.00	3.00	1.6050	.55725
Customers usually do not go to the food court again if they need to wait for long queue.	200	1.00	4.00	1.6200	.69860
Valid N (listwise)	200				

	N	Minimum	Maximum	Mean	Std. Deviation
The speed of delivering service at food court in Malaysia is good.	200	1.00	3.00	1.5350	.50998
Customers' complaints are solved quickly.	200	1.00	4.00	1.6250	.55309
High initiatives to serve customers better were found in food court in Malaysia.	200	1.00	3.00	1.6300	.56096
Extra services were provide to serve customers better at food court in Malaysia	200	1.00	4.00	1.6700	.70966
Valid N (listwise)	200				

	N	Minimum	Maximum	Mean	Std. Deviation
The service quality in food courts in Malaysia is excellent.	200	1.00	3.00	1.5150	.51096
Food courts focus on delivering the best service to customers.	200	1.00	4.00	1.6050	.55725
Services in food court are above expectations.	200	1.00	3.00	1.6050	.55725
Service quality commensurate with price.	200	1.00	4.00	1.6400	.71622
Valid N (listwise)	200				

The discussions include the presentation of indications from each table as well as the presentation of indications of descriptive statistical result based on likert scale 1= strongly agree; 2= agree; 3 = neutral; 4= disagree; and 5 =strongly disagree.

Table 1 descriptive analysis on independent variable general physical environment studied that the mean value falls between range of 1.35 to 1.47, the lowest mean value 1.35 indicated majority of respondents agree that Cleaning of food court is important. The agreement was highly similar among the respondents as the standard deviation is 0.616, expressed every responded scale was scattered closely.

Table 2 descriptive analysis for food quality expressed the mean value from 1.50 to 1.60. The presentation of the particular mean value means that the entire data includes the responses between the first value of the likert scale to the second value of the likert scale, indicating majority of respondent who dine in Malaysia food court are satisfied with food quality in the food court.

Table 3 descriptive statistics performed in the current chapter is related to the waiting time variable. Similar to the responses of the first descriptive statistics, the mean value of all the discussed questions fall under the range of 1.51 to 1.62. It means that majority of the responses are falling under the first and second option of the likert scale, the statement with lowest mean value 1.51 expressed that Customers usually can wait at food court for order if the food quality is good. Overall, it can be stated that the descriptive statistical analysis expresses the desired results and achieves the core objective of the current research to research on relationship between waiting time and service quality of food court in Malaysia (Krolzig, 2013). Table 4 and Table5 expressed the mean value for responsiveness and service quality of food court in Malaysia is below 2.0, indicating customers who dine in Malaysia food court have positive perceptions towards responsiveness and service quality of food court in Malaysia.

Cronbach's Alpha	N of Items
.805	4



Cronbach's Alpha	N of Items
.837	4

Cronbach's Alpha	N of Items
.811	4

Cronbach's Alpha	N of Items
.717	4

Cronbach's Alpha	N of Items
.805	4

Table 6, Table 7, Table 8, Table 9 and Table 10 analyzed the reliability for all the determined variables are greater than 0.7. If the value of the Cronbach's Alpha value is greater than 0.7, then this value expresses the view that the data gathered on 1) Food quality, 2) Waiting time, 3) General physical environment, 4) Responsiveness and 5) Service quality in food court in Malaysia from the responses is authentic and reliable for further study. The overall reliability of the identified variables is greater than 0.7. In context of the above, it can be stated that the data is authentic and reliable that had been gathered from the respondents. Moreover, the gathered information can be further utilized for further research activities. The discussion that had been performed in the past researches had expressed the view that the assessment of reliability is based on the pattern by which the data had been presented by the respondents. In order to ensure that the responses gathered from the respondents should be appropriate and sufficient for the research, certain questions are interrelated with each other or to a certain extent, the questions are mirror image to each other.

Figure 4 analysed the dots are close to the normality line, this analysed the authenticity of the data and the scenario under which the data had been gathered. The identifications of the indications reflect the justification of the normality line on the theoretical perspective). The identification of the variables justifies the authenticity of multiple regression models on the practical perspective. The first point that had been drawn on the conclusion perspective is related to the judgement of the data authenticity in terms of the performing the statistical tests and analysis. It has been observed that since no problems had been identified with regard to multicollinearity among the predictors that are included in the final model as well as the considerations of normality, equality of variance and linearity are all accomplished. In context of above, it can be depicted that the model of multiple regression is just not only an effective model for analysing the dependent variable but is also a valid and a stable model. The stability and validity of the regression model means that this model can be utilized and relied upon for justifying the probability of relationship between the identified variables. Once the relationship between the identified variables is justified, then it can be stated that the core objectives of the research are achieved through the determined research methodology.

Figure 5 Scatterplots (Q-Q plot) on Service quality in food court in Malaysia are stated by the researcher. All the points fall under the range of +-5 threshold value. This scenario expresses the view that the residual is distributed normally. The conclusion had been extracted from the execution of (Q-Q Plot) on service quality in food court in Malaysia. Since no problems in context of multicollinearity had been identified among the predictors that are integrated in the final model; so, it can be stated that the multiple regression model is the most dependent and the most model for hypothesis testing.

		ServiceQuality	FoodQuality	WaitingTime	PhysicalEnviroment	Responsiveness
Service Quality	Pearson Correlation	1	.950**	.990**	.935	.905**
	Sig. (2-tailed)		.000	.000	.007	.000
	N	200	200	200	200	200
Food Quality	Pearson Correlation	.950**	1	.957**	.950*	.861**
	Sig. (2-tailed)	.000		.000	.034	.000
	N	200	200	200	200	200
WaitingTime	Pearson Correlation	.990**	.957**	1	.941*	.895**
	Sig. (2-tailed)	.000	.000		.047	.000
	N	200	200	200	200	200
PhysicalEnviroment	Pearson Correlation	.935	.950*	.941*	1	.962
	Sig. (2-tailed)	.007	.034	.047		.001
	N	200	200	200	200	200
Responsiveness	Pearson Correlation	.905**	.861**	.895**	.962	1
	Sig. (2-tailed)	.000	.000	.000	.001	
	N	200	200	200	200	200


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

\* . Correlation is significant at the 0.05 level (2-tailed).

Table 11 analyzed the Pearson correlation value is above 0.70, value of significance at 2 tailed is below 0.05, and N is 200 which is the total number of responses for the current research. The Table 18 Pearson correlation value expresses the strength of the relationship between the determined variables are positive and strong. Moreover, the significance value at 2 tailed expresses the indications of the significant relationships between variables, hence the four hypotheses are accepted (Giri, 2014). In other words, it can also be stated that if the scale of the independent variables such as food quality, waiting time, general physical environment and responsiveness are changed then either to the higher extent or to the average extent, the dependent variable scale Service quality

in food court in Malaysia will also changed to the similar extent. Hence, the hypotheses statements that had been presented in this research on factors influencing service quality in food court in Malaysia are accepted.

The acceptance of the hypothetical statements can be justified by the fact that the significance value at 2 tailed in the above table is lower than 0.05. The acceptance of the hypothetical statement also expresses the fact that there is a strong and positive relationship between the determined variables. In context of the value of the Pearson correlation and the significance value at 2 tailed, it had been observed that the identified variables of the current research possess significant relationship between them. The term correlation means the probability of relationship and the observance of change in the identified variables. The past researches had also expressed the similar view that the positivity of the service quality variable is dependent upon various aspects or variables, among which the most prominent variables are the quality of the food and the time for which the customer wait. Moreover, these variables also include the general physical environment of the food court and the responsiveness of the individuals that are working in the food court of Malaysia.



Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.991 <sup>a</sup>	.982	.982	.06586

a. Predictors: (Constant), Responsiveness, Physical Environment, Food Quality, Waiting Time

Table 12 model summary include the value of R as well as the value of R square, adjusted R square and standard error of estimate. All of the indications when accumulated formulate the model summary of the regression analysis. The core motive with regard to the presentation of the model summary is to express the relationship between the determined variables. The value of R illustrates the intensity of the relationship between the determined variables. If the R value is lesser than 0.3 the relationship is weak. If the value is greater than 0.5 then the relationship is positive but average. If the value is greater than 0.7 then the relationship strong and if the value is 1 then there is a presence of perfect relationship between the variables (Kutoyants, 2012). Table 12 analyzed the standard errors are below 0.3, indicating low errors occurred during data collection.

The researcher has also highlighted the points to compare Table 18 Pearson Correlation value with R square in Table 12, that the presented values of the Pearson correlation and the value of the R square are expressing the similar views towards agreeing on acceptance of all four hypotheses of this research, as the value of Pearson Correlation and value of R square are greater than 0.7, which expresses the similar views. The positive and significant relationship between the independent variables 1) Food quality, 2) waiting time, 3) general physical environment and 4) Responsiveness and dependent variable 1) Service quality in food court in Malaysia can be justified by the fact that the correlation value and multiple regression value are on the similar scale.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.866	4	11.467	2643.312	.000 <sup>a</sup>
	Residual	.846	195	.004		
	Total	46.712	199			

a. Predictors: (Constant), Responsiveness, PhysicalEnvironment, FoodQuality, WaitingTime

b. Dependent Variable: ServiceQuality

Table 13 ANOVA table include the sum of squares, mean square and the significance value. The significance value expresses the acceptance or rejection of the hypothetical statements. If the significance value is lower than 0.05, which means that the hypothetical statement is accepted or vice versa. This expressed there is a positive and strong relationship between the determined variables 1) Food quality, 2) waiting time, 3) general physical environment, 4) Responsiveness and 5) Service quality in food court in Malaysia. Similar discussions had been carried out in the past researches with regard to the positivity of the relationship between the determined variables.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.656	.021		.333	.000
	Food Quality	.024	.033	.025	.740	.005
	Waiting Time	.882	.038	.881	23.224	.000
	Physical Environment	.001	.010	.001	.094	.005
	Responsiveness	.096	.022	.095	4.341	.000

a. Dependent Variable: Service Quality

Table 14 Coefficient table analysed unstandardized coefficients and unstandardized coefficients to calculate regression equation for all significant independent variables that contributed to dependent variable. The accumulation of all the above determined variables reflects the development of the coefficient table. The significance value elaborates the acceptance or the rejection of the hypothetical statements as well as justifies the probability of relationship between the determined variables. Nevertheless, the hypothetical statement of the current research had been accepted, which also justifies the possibility of strong and effective relationship between the determined variables.

Table 14 analysed independent variable with largest standardized beta coefficient is waiting time, showing the highest intensity of the linkage between waiting time and service quality in Malaysia food court. The linkage justifies that if the integers of the identified independent variable waiting time changed from one stance to another stance, then the values of the dependent variable is also changed in the similar stance, as the positive beta value expressed direct relationship between waiting time and service quality in Malaysia food court. The concurrency of the relationship between the determined variables expresses the view that there is an

increased dependency of the dependent variable over the independent variables. Past researches express the view that most of the organizations are concentrating on increasing efficiency in waiting time to boost service quality for enhancing the business. The regression equation for all significant independent variables that contributed to dependent variable are calculated below:

$$Y = b_0 + b_1 (X_1) + b_2 (X_2) + b_3 (X_3) + b_4 (X_4) + e$$

Where:

Y = Service quality in food court in Malaysia

b<sub>0</sub> = unstandardized beta value of Constant (Intercept)

b<sub>1-4</sub> = unstandardized beta value

X<sub>1</sub> = Standardized beta value of Food quality

X<sub>2</sub> = Standardized beta value of Waiting time

X<sub>3</sub> = Standardized beta value of General physical environment

X<sub>4</sub> = Standardized beta value of Responsiveness

e = Error

$$Y = b_0 + b_1 (0.25) + b_2 (0.881) + b_3 (0.01) + b_4 (0.095) + e$$

The above performed discussion as well as the formulation of the regression equation overall expressed all significant independent variables that contributed to Service quality in food court in Malaysia. In different researches, the researchers had elaborated the view that majority of the service performers in Malaysia are concentrating on the business enhancement activities. The core element of consideration with regard to the expansion of business is the enhancement of quality. For quality enhancement various aspects of businesses are being changed.

Hypotheses	Pearson Correlation	Regression R Square Value	Significant Value	Status of Hypotheses
H1 <sub>1</sub> : There is a significant relationship between Food quality and Service quality in food court in Malaysia	0.950	0.982	0.005	Accepted
H2 <sub>1</sub> : There is a significant relationship between Waiting time and Service quality in food court in Malaysia	0.990	0.982	0.000	Accepted
H3 <sub>1</sub> : There is a significant	0.935	0.982	0.005	Accepted

relationship between General physical environment and Service quality in food court in Malaysia				
H4 <sub>1</sub> : There is a significant relationship between Responsiveness and Service quality in food court in Malaysia	0.905	0.982	0.000	Accepted

Table 15 hypotheses results table explains the acceptance of the hypothetical statements and the appropriate justification with regard to the acceptance of the statements, as Pearson correlation, R square of the regression analysis and the significance value are below the borderline of acceptance of hypothetical statement, then it can be stated that there is a positive relationship between the determined variables. Moreover, the achievement of the core research aim to research on factors influencing service quality in food court in Malaysia is achieved based on the outcome of the statistical analysis.

The final chapter of the research includes the expression of the conclusive view that had been developed on the basis of the performance of the regression and correlation analysis. In addition to this, the current chapter also includes the recommendations that had been presented to the future researchers as well as to organizations.

The above presented Table 15 expresses the view regarding achieve research objectives of the current study. The first objective is related to studying the probability of relationship between food quality and service quality. The second objective is related to the investigation of the linkage between the waiting time and service quality. Similarly, the third and fourth objective of the current research is related to the assessment of relationship between the general physical environment as well as responsiveness and service quality in food court in Malaysia. On the basis of the above performed discussion, it can be stated that all the objectives of the research are achieved. The justification in reference to the achievement of the research objectives can be presented by the view that all the hypothetical statements are accepted.

The first limitation was the reduced number of responses for the research activities, as not many visitors who dine in Malaysia food court are keen to take part in this survey. The second research limitation was related to the scope that the current research outcome can only be applied to the region of Malaysia. The third limitation was the authenticity of the data gathered from the responses, regardless the fact that the data had been gathered from the responses in a controlled environment but there is an increased probability of ambiguity presence in the data gathered from the responses. The interpretation of the gathered information in the appropriate manner was also another limitation that overall affected the outcome of the research. In an overall perspective, each limitation has simultaneously reduced the effectiveness of the research in a drastic manner. The overall research outcome could be effective if the above determined limitations could be managed while executing the current research in the rightful manner.



There are various recommendations that had been made for future researches in context of the current research variables. The variables of the current research include food quality, waiting time, general physical environment and responsiveness within the service quality in food court in Malaysia. The first recommendation presented to the future researchers was the increase of the number of responses by extending research period from 3 months to 5 months. The core reason of increasing the total number of responses is to ensure the increase of the authenticity of the future research. The second recommendation presented to the future research is related to the change or increase the scope of the research. The prime concern of increasing the overall research scope is to ensure the collection and interpretation of the research data from various researches. If one origin is selected for the future research then the application of the research outcome will be actualized in that particular region. The next recommendation is to design the research questionnaire in such a manner that it overcomes the aspect of ambiguity, such as to add in subjective open ended questions. The elimination of the ambiguity overall increases the authenticity of the research in an effective manner. Overall, it can be stated that the integration of the above presented recommendation integration increases the authenticity of future research.

The above include the discussion of the key points of the overall research. The above discussions that had been carried out in the above research overall expresses the essentiality of service quality in business activities. It reflects the increase of the overall effectiveness in terms of finance and operational activity.

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	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	91	45.5	45.5	45.5
Female	109	54.5	54.5	100.0
Total	200	100.0	100.0	

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 21	51	25.5	25.5	25.5
22 -30	54	27.0	27.0	52.5
31 - 40	42	21.0	21.0	73.5
41 - 50	53	26.5	26.5	100.0
Total	200	100.0	100.0	

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Secondary and below	40	20.0	20.0	20.0
A-levels	42	21.0	21.0	41.0
Professional	38	19.0	19.0	60.0
University Degree	43	21.5	21.5	81.5
Post Graduate	37	18.5	18.5	100.0
Total	200	100.0	100.0	

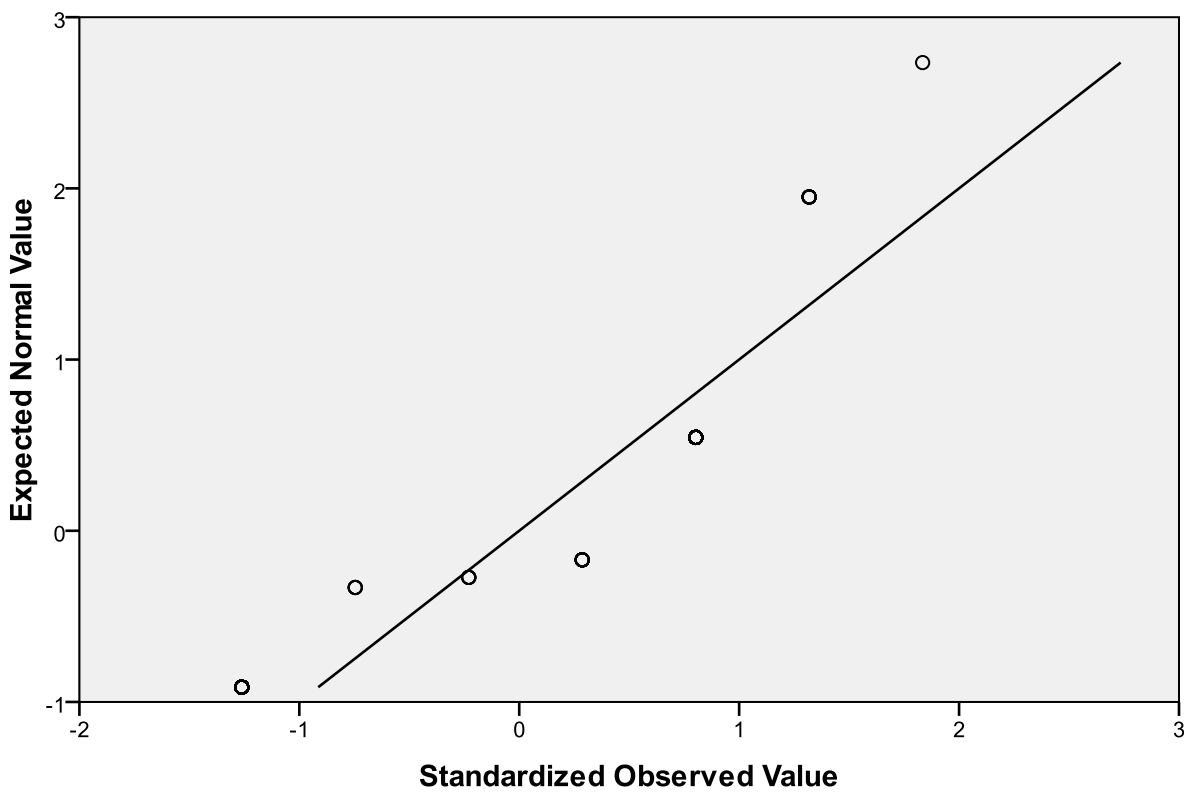
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below RM 2,000	30	15.0	15.0	15.0
RM 2,001 – RM 3,000	35	17.5	17.5	32.5
RM 3,001 – RM 4,000	38	19.0	19.0	51.5
RM 4,001 to RM 5,000	43	21.5	21.5	73.0
RM 5,001 to RM 6,000	28	14.0	14.0	87.0
Above RM 6,001	26	13.0	13.0	100.0
Total	200	100.0	100.0	

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 2 times a month	56	28.0	28.0	28.0
3 - 5 times a month	48	24.0	24.0	52.0
6 - 9 times a month	52	26.0	26.0	78.0
10 times a month	44	22.0	22.0	100.0
Total	200	100.0	100.0	

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below RM 10	53	26.5	26.5	26.5
RM 10 – RM 20	46	23.0	23.0	49.5
RM 20 – RM 30	48	24.0	24.0	73.5
RM 30 and above	53	26.5	26.5	100.0
Total	200	100.0	100.0	



**Normal Q-Q Plot of ServiceQuality**



Detrended Normal Q-Q Plot of ServiceQuality

