Attributes Influencing Preference of University Students on Fast Food Outlets

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ABSTRACT

The purpose of this research is to identify whether the perceptions and preferences of university students toward fast food restaurants are perceived similarly across these multicultural students in single market location. Essentially, it poses three research questions namely; i) what the perceptions of the university students during their recent visit to a fast food restaurant? ii) What the attributes that influence these university’s students judgment in selection of a fast food restaurant? iii) What the preference of the multicultural students in evaluation of service quality attributes associated with any fast food restaurants. The samples used for this research were students of the University of Queensland (St. Lucia Campus, Brisbane, Australia), which were selected based on their national backgrounds (in term of theirs permanent domicile). The research helps to construct the perceptual maps of these students' preferences for fast-food outlets on some pre-specified attributes (i.e., fast-food outlet attributes or concrete/abstract product attributes),. The research subject selected were six major fast food operators in Australia and as an addition one healthy fast food concept restaurant. Several instruments included in the questionnaires are modified or adapted from the literature review and study framework (Verma et al. 1999; Khan, 1981; Randall and Sanjur, 1981 and; Booth and Shepherd, 1988). These questionnaires will assist the researcher to gain empirical knowledge about the perception of these multicultural students in single market location (Brisbane) – in which the fast-food restaurants as the evaluation subject. In order to evaluate fast-food consumers' perceptions by each student’s ‘group’, a cross- comparison analysis (by using SPSS) method will be used. In summary, the overall goal of the research is to determine whether the different fast-food restaurants are perceived similarly across these students, and whether their positioning can be improved/changed through careful, selective promotion. This research is necessary for fast-food outlets to be more consumer-oriented and to study the changes in consumer preferences and perceptions toward fast-food restaurants and meals. In other words, it is very important for marketing policymakers to include input from fast-food consumers in their marketing plans.

Keywords: Perception, preference, fast-food, consumer behaviour, brand image

INTRODUCTION

This study investigates the university students’ perception toward the fast food restaurant choices. Essentially, it poses three research questions namely; i) what the perceptions of the university students during their recent visit to a fast food restaurant? ii) What the attributes that influence these university’s students judgment in selection of a fast food restaurant? iii) What the preference of the multicultural students in evaluation of service quality attributes associated with any fast food restaurants. Descriptive design was used for this study: to describe the perceptions and preferences of these multicultural students toward the fast food restaurants by using a questionnaire.

LITERATURE REVIEW

The aim of this research is to determine whether the different fast-food restaurants are perceived similarly across the students’ nationality background and in what sense they evaluate these restaurants. For the purpose of this research, ‘fast-food restaurants’ are defined as those multinational companies that sell a standardized product linked to a global restaurant brand.
name. These fast food operations normally feature a limited menu, fast service, low prices, and counter self-service using disposable service-ware. Fast food operations have two very important attributes — convenience and a high level of perceived value. Fast food stores are typically located in high-traffic, high-visibility locations where many potential consumers pass by each day. These stores provide a close-by, convenient place to dine for many individuals. Fast food restaurants also offer a relatively low price and a high-perceived value. Moreover, Christopher and Woods (1994) further argued that “perhaps the most obvious of the many attributes of these fast food segment are its reliance on narrow menus, its catering to extremely price-sensitive customer bases, and its development of “habit forming” purchases through top-of-mind advertising.”

However, ‘perception’ is defined as a process through which individuals are exposed to attend to comprehend information (Mowen, 1995). As is the case with any product, customers form perceptions of fast-food outlets. These perceptions may be formed by word-of-mouth communication, promotions from fast-food restaurants, past personal experiences, and other sources. Some perceptions may be incorrect; differing from country to country (Ali et. al, 1996). There has been little work done in the past on consumer perceptions and preferences for fast-food outlets in terms of customer nationality differences in the single market location (Donthu & Yoo, 1998; Lee and Ulldo, 1997), most of it done in others service areas (Withiam, 1992; Martenson, 1987). According to a study by Ali et al. (1996) they pointed out that previous studies of fast-food outlets have been limited to the description of the characteristics of the fast-food consumers in terms of some demographic and socio-economic factors, and very few have been related to the behavioural and attitudinal orientation of fast-food consumers. A study by Mc Neal et al. (1980), on the other hand, attempted to explore nutritional perceptions of the selected fast-food meals held by consumers from different socio-economic backgrounds and with different nutritional knowledge.

### Culture

Recent research on culture suggested that the concept of what service is depends on the cultural context. Customer satisfaction is a ‘general satisfaction, confirmation of expectations and the distance of the customer’s hypothetical ideal product or service’ (Herbig 1998). Expectations are shaped by a consumer’s culture and if the service delivered does not meet with those expectations, the customer will be unimpressed and dissatisfied with service experience and provider. Thus, service quality and customer satisfaction are heavily culture bound. Each society places different emphasis on certain service quality attributes, which makes the study of service quality and customer satisfaction important in cross-cultural interaction (Herbig 1998). Research has also shown that customers from different cultures and nationalities have different expectations of services and perceptions of the actual service delivered (Donthu and Yoo, 1998; Lee and Ulldo, 1997). Furthermore, each society places different emphasis on certain service quality attributes, which makes the study of service quality and customer satisfaction important in cross-cultural interaction (Herbig 1998). In short, these customers’ perceptions maybe created through brand-personality, brand image, and service quality that were created by a particular foodservice organisation.

### Multicultural Customer Segments

According to Clark (1990), many marketing researchers have studied national character or cultural differences. Using his definition, national characteristics among the population is defined as enduring personality characteristics among the populations of particular nation states. Danaher (1998) suggested that the lack of research on operations strategy for multicultural services relate to the problem of tailoring a service to different customer segments. Pullman et al. 2001, believed that a major component of this problem is the service managers’ challenge of determining both process and product attributes for a service design. For example, process attributes include items such as employee interactions with customer,
reliability and waiting time. **Product attributes** on the other hand, cover tangible items such as employee appearance, building design, cleanliness levels, variety or choices and printed materials. Therefore, depending on the service concept and strategy, one would expect that certain service attributes should be adjusted for different cultural segments, while others have universal expectation or appeal.

Consumers’ Perception and Brand Personality

Brand personality plays an important role in influencing the customer perception towards these restaurants. A work by Siguaw et al. (1999) which studied the brand personality (Aaker, 1997; Upshaw, 1995; Lannon; 1993) argued that restaurants might develop distinctive personalities. The question they tried to answer is, “Can consumers distinguish among those personalities?” They noted “managers have long sought to differentiate their brands from others as one means of achieving competitive advantage. Traditionally, these brand-personality strategies centered on products or services and the corresponding functional or utilitarian benefits those products or services provide. In recent decades, however, the number of brands has proliferated and competition has intensified, making it difficult for managers to differentiate brands on the basis of functional attributes alone”. As a result, they reckoned that symbolic meanings increasingly form a basis for brands' positioning and differentiation. Of primary interest here are the frequent efforts by marketers to create meaningful and distinctive brand personalities in the minds of consumers. Furthermore, a well-established brand personality can result in increased preference and usage (Sirgy, 1982), higher emotional ties to the brand (Biel, 1993), and trust and loyalty (Fournier, 1994). However, in real situation, many service industries struggled with inconsistent, meaningless, or undesirable brand perceptions. For example, the quick-service industry for years conditioned consumers to focus solely on price (Hamstra, 1998). That focus resulted in endless price wars that have sapped customer loyalty and diminished revenues (Benezra, 1998; Wildermuth, 1994).

Consumers’ Perception of Brand Image

Brand image also play an important role in creating consumer perception in which usually include several factors such as product quality, consistent advertising, distribution, brand personality and so on. When people see a certain logo or brand name, they may have an existing image or experience related to the product in mind. A good image can encourage a consumer to place the product in a first preference choice when making a purchasing decision (East, 1997). Thus, appropriate building brand loyalty is very important if a firm wants to attract those consumers with high loyalty. A study by Knutson (2000) was the best example on explaining how college students perceived restaurant brands. She highlighted a recent survey in Restaurants & Institutions showing that the most important factor consumers considered when choosing a restaurant-ranking above service, value, and even cleanliness was, whether their food was prepared the way they asked for it. To the consumers, branding had an emotional appeal. It spoke how consumers want to feel about themselves; they will stay loyal to a brand as long as it fulfills their psychological needs. As what Cebrzynski (1998) illustrates that "consumers go to Starbucks because it has a hip image.... Teen-age boys buy Taco Bell Gorditas because the chain projects a street image."

Louviere (1984) used fast-food outlets to forecast consumer choices. His work is useful in the context of the present study in terms of the identification of the attributes used to understand consumer perceptions of and preferences for the fast-food outlets/meals. Moreover, situational variation also can be used to explain consumer choices and attitudes as Miller and Ginter (1979) work found out the importance of attributes of fast food choice on different consumption occasions. There are a lot of attributes had been studied and formulated in the previous research of fast food choices (Louviere, 1984; Knutson, 2000; East, 1997). For instance, Verma et al. (1999) with the ‘Process Attributes’ analysis is which based on five main decisions. (i.e. Brand name, Menu Variety, Waiting Time Before Ordering, Service time, and Price of a Standard Meal/Dinner) In addition, they also include ‘Product Attributes’ which
cover tangible items such as employees’ appearance, building design, level of cleanliness, branding variety, and printed materials. However, these attributes seem to overlap and brought back to the dimension of service quality concept.

**Services Attributes and Multicultural Perspectives**

The research by Parasuraman et al. (1985, 1988), found that customers develop service attribute expectations from marketing messages and previous experience. To design a new or improved service, managers must determine which attributes are important to customers, whether or not the service is capable of delivering the attributes according to the expectation and the customer’s subsequent perception of the delivered service.

Research has shown that customers from different expectations from services and perceptions of the actual service delivered. Research has also shown that customers from different cultures and nationalities have different expectations of services and perceptions of the actual service delivered (Donthu and Yoo, 1998; Lee and Ulgado, 1997). Furthermore, each society places different emphasis on certain service quality attributes, which makes the study of service quality and customer satisfaction important in cross-cultural interaction (Herbig 1998).

Another research by Mattila (1990) examined the impact of culture on customer evaluations of luxury hotels in Singapore. Comparing Asian Indian, Asian Chinese and Western customers groups, she found evidence that Western customers placed significantly higher importance on physical environment and tangibles than their Asian counterparts. On the other hand, *customisation and personalised* service were significantly more important to Asian Indians than their Western counterparts, no culture-based differences were found for personal recognition and it was perceived to have low importance in that setting. Webster (1989) found that ethnic customer segments (African American, Asians, Anglos and Hispanics) had significant different service quality expectations for both professional and non-professional services.

Lastly, in terms of research idea, it is solely based on the adaptation of Verma et al. (1999) work that compares the food-service preferences of individuals from 3 different language groups and the desired food-service attributes of these passengers waiting at the international terminal at O'Hare airport. This work highlighted the fundamental issue as they notes that “businesses that seek to develop an appropriate operations strategy for serving a multicultural customer market face challenges that are distinct from businesses that serve a relatively homogeneous local market. While the strategic implications of expanding services from a domestic market to international locations have been well documented, the issue of dealing with multinational customers at a single location has largely been neglected by researchers, as far as we can determine” (Verma et al 1999: 76). Hence, this research will manipulate the situation, as in this case, multinational customers is the university students with differences in their nationality background and the selected fast-food restaurants in Brisbane as the market location.
The framework given in Figure 1 consists of a combination of process attributes and product attributes will form the Service concept. This service concept will then lead to the consumers’ judgment (in this case the multicultural students). These consumers will form expectations and perceptions that lead to their preferred product and process attributes, which finally lead to the preferred restaurant.

**METHODOLOGY**

The project was conducted within selected groups of students of The University of Queensland (UQ), St. Lucia Campus and the subject of the research will be the fast-food restaurant within the Brisbane Centre Business District. University students are an appropriate population to this research because they represent a broad spectrum of geographical areas within and outside Australia. The fast-food restaurants that this research tries to evaluate are six major fast-food operators in Australia (McDonalds, Pizza Hut, Kentucky Fried Chicken, Domino’s Pizza, Red Rooster, and Hungry Jack).

These six major fast-food restaurant operators were chosen because they dominate the Australian fast food market with a combined market share of about 42 percent or A$3.1 billion of the total fast food market of approximately A$8 billion (Lyons, 1999; BIS Shrapnel, 1999). All these restaurant chains have numerous outlets in Brisbane and its suburbs.

**Sampling Methods**

The students at the University of Queensland were the population in this study. As this research aims to identify multicultural student perceptions toward fast-food restaurants; the sample selection will involve Australian students and selected International students between 16-25 years (as this age range represented almost 73 per cent of total university’s students age in year 2000 – Appendix 1). Moreover, these young people (16-25 years old) are an extraordinarily important consumer group both for setting trends and for influencing many of their parent's brand choices (Graham & Hamdan, 1987). However, the researcher also decided to include the students aged 26 and above to ease the process of data collection (as it is quite difficult to filter the respondents’ age as this study used the convenience sampling method).
In order to determine the target population of the university’s multicultural students (about 29717 students in year 2000), a quota sampling was used for the sampling technique. The research decided to focus only on Australian students (as they are the majority with 25727 students – Appendix 2) and students from selected Asian countries (as they represent about 67 per cent of total international students based on permanent domicile – Appendix 3). However, because there are over 30 countries in Asia (Appendix 4) and to ease the process of data collection, the research selected three Asian countries with the ‘highest permanent domicile’ number of students. The selected Asian countries are: Singapore (670 students), Malaysia (191 students), and Indonesia (175 students). The data will be collected from approximately 50 respondents in each group (Australian, Singapore, Malaysian, and Indonesian) as according to Roscoe (1975) as quoted by Sekaran (1992), sample sizes larger than 30 and less than 500 are appropriate for most research. It is acknowledged that in limiting the sample to thirty (30), there may have been a potential source of random sampling error, as random sampling error is unavoidable unless sample size is increased (Zikmund, 2000). The sample population totalled 200 people.

The research used non-probability sampling methods as a combination of convenience sampling method and snowballing method. As Australian students represent 87 percent (25942 Australian students) of the total student population, it is easier to use convenience sampling. As this technique refers to the procedure of obtaining units or people who are most conveniently available. It is easy to approach them during the lunchtime at the main refectory or in the library by simply asking their nationality status first (whether they are Australians) and their willingness to participate in this study.

However, there is a problem in collecting data from the three minority groups – Singaporeans, Malaysians, and Indonesians as there is small probability to get the respondent from these students through personal interviews conducted in the university if used the convenience sampling procedure.

To overcome this problem, the snowballing method of sampling will be used in order to gain access to minority groups. Snowballing refers to a variety of procedures in which initial respondents are selected by probability methods, but in which additional respondents are then obtained from information provided by initial respondents (Sudman, 1976). This ‘a friend to friends’ technique is used to locate members of rare populations by referrals. By identifying the key person from these three minority groups – for example through theirs student association membership (e.g. Malaysian Student Association, etc) the survey is then easily linked to others. Reduced sample sizes and costs are a clear advantage of this sampling technique. Bias is likely to enter in the study, however, because a person who is known to someone in the original sampling has a higher probability of being similar to the first person (Zikmund, 2000: 353).

**Data Collection**

The questionnaire was developed for the purpose of collecting data of perceptions and preferences of multicultural students toward fast food restaurants in reference to the research objectives. The questionnaire consisted of four parts. The first three parts will reflect the aim of the study as follows; Part I - resembled the objective to identify the perceptions of these university students during a recent visit to a fast food restaurant; Part II – to identify the attributes that influence these university students’ judgement in the selection of a fast food restaurant; and Part III – to describe the preferences of these multicultural students in the evaluation of service quality attributes associated to any fast food restaurants.

In Part I (Likert scales), students were asked to rate the influence of each of the 18 determinant attributes in reaction to their recent visit to a fast food restaurant in Brisbane. In Part II (Likert scales), students were asked to answer questions pertaining to service quality. This section...
helps in understanding the differences between the respondents based on their cultural background (in this case the nationality).

The Part III used a "name association" format that asked which fast-food restaurant came to their mind for each of the 18 positioning traits. For example, "Which restaurant has the best menu variety?" and "Which fast-food restaurant offers the highest nutrition?". Thus, the total questions for Part I, Part II and Part III are 54 questions.

The final section, Part IV will gather the demographic data of the respondent. The question will covers; gender, age, nationality, study status and frequency of eating at the fast-food restaurants.

These questions reflect the objectives of the research report and investigate the problems/issues identified. The questionnaire contains both descriptive and exploratory questions. The descriptive questions recorded by measuring the frequency of responses in the set categories. These measures have been presented in tabulated or chart forms to better interpret the numerical information obtained. The exploratory questions that measure the attitudes of the respondents were recorded using Likert Scales. This is a popular method as it is easy to administer (Zikmund, 2000).

**RESULT**

In this research, simple mean, frequencies analysis and one-way ANOVA (Analysis of Variance) were employed. One-way ANOVA was used to determine the perceptions of multicultural university students toward a fast food restaurant; to determine the nationality difference of university students toward a fast food restaurant.

As, the purpose of this study was to identify whether the perceptions and preferences of university students toward fast food restaurants are perceived similarly across these multicultural students (Australian, Malaysian, Indonesian, and Singaporean students) in single market location (Brisbane). The result interpretation will align with the following study’s objective below;

1. The respondent perceptions regarding on service quality at a recent visit to a fast food restaurant (overall);
2. The attributes that influence the respondent’s judgment in selection of a fast food restaurant;
   - The judgment of multinational student in the selection of a fast food restaurant;
3. The preferences of multinational university students in evaluation of service quality attributes associate to any fast food restaurants;

**A - Restaurants’ Service and Atmosphere – Part II, Section 1**

The researcher found that the service levels that students’ desired from a fast food restaurant (Restaurants’ service and atmosphere) were significantly higher from the Australian student segment than for other three student segments (as illustrated in Table 1). The eight attributes that had significance differences are as follows; staffs of the restaurant are consistently courteous (Q B2), attractiveness of restaurant ambience (Q B4), cleanliness both inside and outside (Q B5), consistency in the service (Q B6), staff at the restaurant appear neat (Q B8), the physical facilities at the restaurant are visually appealing (Q B9), material associated with the service are visually appealing (Q B10) and location (Q B11).

The less influence or equally no significant different across these students segment were as follow; prompt service to the customer (Q B1), speed of food delivery (Q B3), and the restaurant has modern looking equipment (Q B7).
The researcher found that the quality levels that students’ desired from a fast food restaurant (Restaurants’ food product) were significantly higher from the Indonesian student segment than for other three student segments (as illustrated in Table 2). The five attributes that had significance differences are as follows; good flavour of food (Q B13), variety of menu choices (Q B14), uses fresh ingredients (Q B15), and highest nutritional value (Q B17). The less influence or equally no significant different across these students segment were as follow; adequate size of portion (Q B16), and reasonable price (Q B17).

In sum, the study results indicate that there are significant differences between these multicultural students toward the fast food preference in term of restaurant food product. The ANOVA results also indicate that out of seven fast food attributes in this section, five attributes had significantly influence these students preference of fast food restaurants across different nationality background and are not consistent with hypothesis two, H2.

The Major Findings

The implications and conclusion in this study may generalize only to the University of Queensland students’ population.

Objective 1: Identify the perceptions of these university students during a recent visit to a fast food restaurant – Part I

As there is unequal frequency distribution among the respondents regarding a recent visit to a fast food restaurant, the result might not strong enough to describe the differences based on nationality. However, the researcher manages to describe the pattern of these all students by using mean distribution on each restaurant.

It was found that most respondents had recently visited McDonald. For the first section in this part, most of respondents perceived McDonald restaurant as having gain good reputation on attributes as the following; prompt service, courteous, speed, cleanliness, consistency, staff appearance, printed material, and location.

However, Red Rooster restaurant seems to need to improve certain attributes (as this restaurant obtained lowest mean in seven questions out of eleven). The areas that they should pay attention to were; prompt service, courtesy, attractive ambience, cleanliness, consistency, modern equipment, and physical facilities.

For the second section in this part, it was found that The Subway have gained good perception in term of using fresh ingredients, adequate portion size, nutritional value, and reasonable price.

In conclusion, these results are consistent with hypothesis one H1.

H1: Prompt service, courteous, speed, attractiveness, cleanliness, consistency, modern equipment, staff appearance, physical facilities, printed materials, location, food temperature, flavour, menu choices, freshness, portion size, nutrition, and price of fast food restaurants influence the consumer preference of fast food outlets in Brisbane (Australia in general).

Objective 2: The attributes that influence these university’s students judgement in selection of a fast food restaurant – Part II

For purposes of examining differences across students’ nationality, the researcher has compared the means of the ratings for each question within the four nationalities.
**Restaurants’ Service and Atmosphere**

It was found that there are differences on the consumer preference. Researcher found that the service levels that students’ desired from a fast food restaurant were significantly higher from the Australian student segment than for other three student segments. The eight attributes that had significance differences are as follows; staffs of the restaurant are consistently courteous, attractiveness of restaurant ambience, cleanliness both inside and outside, consistency in the service, staff at the restaurant appear neat, the physical facilities at the restaurant are visually appealing, material associated with the service are visually appealing and location.

The less influence or equally no significant difference across these students segments were as follows; prompt service to the customer, speed of food delivery, and the restaurant has modern looking equipment.

**Restaurants’ Food Product**

The research found that the quality levels that students’ desired from a fast food restaurant were significantly higher from the Indonesian student segment than for other three student segments. The five attributes that had significance differences are as follows; good flavour of food, variety of menu choices, uses fresh ingredients and highest nutritional value. The less influence or equally no significant different across these students segment were as follow; adequate size of portion and reasonable price.

In sum, the results indicate that there are significant differences in perceptions of these multicultural students toward the fast food restaurants in term of restaurants’ service and food product. The ANOVA results indicated that out of eighteen attributes in this part, thirteen attributes had significantly influence these students preference of fast food restaurants across different nationality background and consistent with hypothesis one H2.

H2: The influence of prompt service, courtesy, speed, attractiveness, cleanliness, consistency, modern equipment, staff appearance, physical facilities, printed materials, location, food temperature, flavour, menu choices, freshness, portion size, nutrition, and price of fast food restaurants on the consumer preference of fast food outlets does vary across different nationality background of these students.

**Objective 3: The preferences of these multicultural students in evaluation of service quality attributes associate to any fast food restaurants. - Part III**

It was found that there are big differences between fast food restaurants regarding the restaurants’ service and atmosphere and restaurants’ food product. McDonald seem to be the favourite choice regarding the good service and atmosphere in term of prompt service, courtesy, speed, attractiveness, cleanliness, consistency, modern looking equipment, staff appearance, physical facilities, printed material and location.

However, in terms of restaurants’ food product McDonald seem to be left behind The Subway and Pizza Hut. Pizza Hut was the favourite in terms of temperature, food flavour, and menu choices. The Subway was the favourite with fresh ingredients, portion size, and nutritional value. McDonald was the favourite among the respondents because of its reasonable price.

This part does explain the importance of brand personality as what Aaker (1997) defined it as ‘the set of human characteristics or traits that consumers attributes to a brand’. However in this research it was poorly differentiated. Fewer points of differentiation were found among these fast food restaurants. The researcher argues that the respondents receive less information regarding the brands and, therefore, may have greater difficulty distinguishing one brand from another. Nevertheless, the differences in brand personalities that emerged in this research seem to correspond with the brand names and image.
Recommendations for Further Studies

1. This research could be replicated by other hospitality researchers using different groups of university students from different countries, which reflect the multicultural perspective of the sample, to see if there are similarities to or differences from this study.

2. This research could be replicated among other groups (adults or teenagers) to determine if there are similarities to or differences from this study.

3. This research could also be conducted with other food service market segments as follows; the continental or gourmet segment; the specialty restaurants; the coffee shops; and cafeterias.

4. A larger sample size is recommended for further studies to consolidate validity and accomplish the effective generalization of the results.

Table 1: The Level of Quality Regarding the Attributes that Influence the Consumer Preference of a Fast Food Restaurant - Restaurants’ Service and Atmosphere

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Australian Mean (S.D.)</th>
<th>Malaysian Mean (S.D.)</th>
<th>Singaporean Mean (S.D.)</th>
<th>Indonesian Mean (S.D.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants’ service and atmosphere</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prompt service (Q B1)</td>
<td>4.33 (0.56)</td>
<td>4.42 (0.65)</td>
<td>4.28 (0.68)</td>
<td>4.31 (0.59)</td>
</tr>
<tr>
<td>Staff courteous (Q B2)</td>
<td>3.89 (0.68)</td>
<td>4.14 (0.59)</td>
<td>4.20 (0.65)</td>
<td>3.97 (0.74)</td>
</tr>
<tr>
<td>Food delivery (Q B3)</td>
<td>4.33 (0.52)</td>
<td>4.42 (0.55)</td>
<td>4.36 (0.64)</td>
<td>4.43 (0.74)</td>
</tr>
<tr>
<td>Attractiveness (Q B4)</td>
<td>3.93 (0.62)</td>
<td>3.94 (0.71)</td>
<td>3.91 (0.57)</td>
<td>3.59 (0.50)</td>
</tr>
<tr>
<td>Cleanliness (Q B5)</td>
<td>4.67 (0.56)</td>
<td>4.25 (0.73)</td>
<td>4.56 (0.65)</td>
<td>4.34 (0.48)</td>
</tr>
<tr>
<td>Consistency (Q B6)</td>
<td>4.42 (0.69)</td>
<td>3.92 (1.00)</td>
<td>4.20 (0.65)</td>
<td>4.28 (0.58)</td>
</tr>
<tr>
<td>Modern looking (Q B7)</td>
<td>3.62 (0.78)</td>
<td>3.44 (0.94)</td>
<td>3.52 (0.59)</td>
<td>3.56 (0.50)</td>
</tr>
<tr>
<td>Staff neat (Q B8)</td>
<td>4.31 (0.60)</td>
<td>3.89 (0.67)</td>
<td>3.92 (0.49)</td>
<td>4.22 (0.49)</td>
</tr>
<tr>
<td>Physical facilities (Q B9)</td>
<td>3.87 (0.69)</td>
<td>3.47 (1.06)</td>
<td>3.84 (0.62)</td>
<td>3.69 (0.54)</td>
</tr>
<tr>
<td>Materials associate (QB10)</td>
<td>4.04 (0.60)</td>
<td>3.47 (1.06)</td>
<td>3.64 (0.64)</td>
<td>3.75 (0.57)</td>
</tr>
<tr>
<td>Location (Q B11)</td>
<td>4.47 (0.69)</td>
<td>4.03 (1.16)</td>
<td>4.32 (0.99)</td>
<td>4.25 (0.67)</td>
</tr>
</tbody>
</table>
Table 2: The Level of Quality Regarding the Attributes that Influence the Consumer Preference of a Fast Food Restaurant - Restaurants’ Food Product

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Australian</th>
<th>Malaysian</th>
<th>Singaporean</th>
<th>Indonesian</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Restaurants’ food product</strong></td>
<td>Mean (S.D.)</td>
<td>Mean (S.D.)</td>
<td>Mean (S.D.)</td>
<td>Mean (S.D.)</td>
</tr>
<tr>
<td>Right temperature (QB12)</td>
<td>4.51 (0.55)</td>
<td>4.39 (0.55)</td>
<td>4.52 (0.65)</td>
<td>4.45 (0.67)</td>
</tr>
<tr>
<td>Good flavour (Q B13)</td>
<td>4.53 (0.50)</td>
<td>4.28 (0.61)</td>
<td>4.52 (0.77)</td>
<td>4.59 (0.56)</td>
</tr>
<tr>
<td>Menu choices (Q B14)</td>
<td>3.84 (0.71)</td>
<td>3.86 (1.02)</td>
<td>4.24 (0.66)</td>
<td>3.97 (0.54)</td>
</tr>
<tr>
<td>Fresh ingredients (Q B15)</td>
<td>3.91 (0.76)</td>
<td>4.28 (0.74)</td>
<td>4.16 (0.69)</td>
<td>4.22 (0.55)</td>
</tr>
<tr>
<td>Adequate portion (Q B16)</td>
<td>4.07 (0.45)</td>
<td>4.06 (0.83)</td>
<td>3.92 (0.57)</td>
<td>4.03 (0.47)</td>
</tr>
<tr>
<td>Nutritional value (Q B17)</td>
<td>3.89 (0.61)</td>
<td>3.38 (0.81)</td>
<td>3.80 (0.71)</td>
<td>4.19 (0.74)</td>
</tr>
<tr>
<td>Reasonable price (Q B18)</td>
<td>4.53 (0.55)</td>
<td>4.33 (0.96)</td>
<td>4.28 (0.94)</td>
<td>4.69 (0.54)</td>
</tr>
</tbody>
</table>

REFERENCES


