

The Impact of Service Quality on Customer Satisfaction Towards Shell-Out Restaurant in Malaysia

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ABSTRACT

Customers' priority is placed on service quality. The shell-out restaurant setting appears to keep customers happy. As a result, customers that want to have a more in-depth conversation with personnel appear to be denied this opportunity, resulting in customer unhappiness. This study determines the relationship between service quality and customer satisfaction in shell-out restaurants. This study was conducted in Malaysia shell-out restaurants. The total sample size for this study was 384 respondents, who were randomly selected to answer 30 questions. The results show that the dependent variable (customer satisfaction) is influenced by independent variables (reliability, responsiveness, tangibles and empathy). There was a solid significant and positive correlation coefficient between reliability, responsiveness, tangibility, and empathy of influence service quality on customer satisfaction towards shell-out restaurants in Malaysia. The findings of this study can be used as a guide for hospitality operators and academics looking to understand the influence of service quality and customer satisfaction in shell-out restaurants.

Keywords: Service quality, Customer Satisfaction, Reliability, Responsiveness.

INTRODUCTION

The issue at hand concerns service quality in the restaurant hospitality industry. Due to the poor quality of service provided, low quality service will have a negative impact on a restaurant. Service quality problems can be created with some additions or adjustments, as well as doing a good job, possibly resulting in high high-quality service. Thus, customer opinion is important to an organization, and customer satisfaction with quality services should be high. This study aims to determine customer satisfaction with the quality of service a restaurant provides. A conceptual framework and hypothesis will be used further to explain the link between the independent and dependent variables. The summary will wrap up the entire conversation.

This study explains and explores the methodology and procedures used to measure service quality and customer satisfaction at a shell-out restaurant. The research design, population and sample size, sampling procedure, data collecting, research instruments, and data analysis were all described in this study. Validity and reliability are critical in determining if the samples collected are valid and predictable. As a result, the reliability test will be conducted using Cronbach's alpha approach. Additional analysis and exploration of the link between the variables will be conducted using Pearson's correlation test.

The first section explores and highlights the results supporting the analysis's main objective.

1. To determine the relationship between service reliability and customer satisfaction towards shell-out restaurant
2. To determine the relationship between responsiveness and customer satisfaction towards shell-out restaurants.
3. To determine the relationship between service tangibility and customer customer satisfaction towards shell out restaurants.
4. To determine the relationship between empathy and customer satisfaction towards shell out restaurants.

Researcher

This research aims to provide clearer information and address the entire existence of information to new researchers. This research also provides future studies with new sources, knowledge and up-to-date information on customer satisfaction with restaurant services in Malaysia. In Malaysia, for example, service quality and customer satisfaction are the pillars of an organization's effectiveness and profitability. Most organisations compete fiercely to continue to retain customers by highlighting the uniqueness of their respective services in the marketplace.

Authority

The further importance of this study is how service quality affected customer satisfaction at Malaysian take-out restaurants. This research will provide information to the authorities who wants to attract and retain customers must be concerned about service quality. This study also raises awareness of the shortcomings of the shell-out restaurant and makes recommendations to help them improve. The shell-out restaurant will better understand its customers' needs as a result of this research. Implementing approaches suited for the scenario can help restaurants operating in a highly competitive market improve numerous elements such as fairness of service quality, food quality, service tangibility, and service reliability. The findings of this study will give restaurant owners a better knowledge of how restaurant service quality affects customer satisfaction, which in turn influences their behavioural intentions, such as return visits, referrals, and good word-of-mouth.

Consumer

This study is also important to consumers. Since consumers or communities are important contributors to quality service, several studies have examined quality service influencing customer satisfaction. Measuring customer satisfaction is an important element in providing better, more efficient and more service effective (Eboli & Mazzulla, 2015). When customers feel dissatisfied with a service, the service can be identified as ineffective and inefficient (Alom et al., 2019). The study also attracted the community's interest to look at the quality services provided.

LITERATURE REVIEW

Definition of Reliability

Reliability is a significant component of hospitality and leisure. The capacity to "perform the promised service reliably and accurately" or "deliver on its promises" is referred to as reliability. Customers like to do business with companies that follow through on their commitments, which is usually communicated to the firm's customers implicitly (Kassie, 2017). Some businesses, such as restaurants, may make it a point of differentiation in their services. Customer satisfaction might be defined as fresh food supplied at the correct temperature and accurately for the first time in the food and beverage business.

The importance of reliability in goods and services has recently been questioned. For example, where there is significant variation in faults between competing products and customers can distinguish the variation, dependability is likely to drive overall quality. Effective service organisations figure out how to use the inherent flexibility of service production to more than compensate for the difficulties of achieving consistent and predictable service quality.

Responsiveness

Plenty of restaurant problems and their solutions have to do with customer service especially on responsiveness of their staff. The willingness to assist clients and deliver prompt service is referred to as called responsiveness (Kassie, 2017). This dimension is concerned with

immediately and carefully responding to customer requests, queries, and complaints. When a company tells its clients how long it will take to acquire answers or have their problems resolved, it is said to be responsive. Companies must consider responsiveness from the customer's perspective rather than from the company's perspective in order for the company's perspective to be successful (Kassie, 2017). Nowadays, shell-out restaurants are an example of a widely distributed food industry in Malaysia.

According to prior research, responsiveness is the readiness to assist clients and deliver timely service. The theoretical structure, for example, serves as the foundation for all studies. It is a rationally generated, defined, and elaborated association network among variables judged significant to the problem, developed through techniques like observation and literature study.

Tangibility

Tangibles are the physical appearance of facilities, equipment, personnel, and textual documents is, referred to as dimensions. It refers to the appearance and condition of the silverware, dinnerware, staff uniforms, the menu's appearance and design, and restaurant signage and marketing (Kassie, 2017). Firms use tangibles to convey image and signal quality (Kassie, 2017). Customer impressions of tangible service quality can be influenced by facilities such as a well-equipped reception desk or skilled people.

Meanwhile, all tangible aspects of service quality be given special attention because they have an impact on customer loyalty and can result in increased revenues for the company. Nagy (2019), for example, measured five satisfaction assessments toward the facilities supplied at Langkawi Island jetty terminals, including comfort, safety, cleanliness, sufficiency, and functionality.

Empathy

Empathy is described as "the firm's caring, personalised attention to its customers." (Kassie, 2017). The customer is regarded as a one-of-a-kind individual. Empathy can be demonstrated in various ways, including knowing the customer's name, preferences, and needs. The capacity to deliver personalised services is a competitive advantage for many small businesses versus larger corporations (Kassie, 2017). In industries where creating relationships with clients is more important than "transaction marketing," this dimension is also more appropriate.

In the context of fine dining, empathy can be expressed by demonstrating concern in times of service failure and giving service recovery, or by going out of your way to fulfil a customer's unique needs, such as vegetarian food. For example, prompt service customers expect quick service and long lines at the counters, therefore, an empathy restaurant may not be appropriate. In a fine dining establishment, on the other hand, empathy may be necessary to maintain client loyalty because the waiter understands how the customer prefers his or her meal prepared. Some clients, on the other hand, some clients may simply want to be left alone to enjoy their cuisine and do not want excessive attention.

Customer Satisfaction

Customer happiness has been the most crucial factor in corporate success from the beginning of time. Customer satisfaction has been a priority for firms in all market sectors, including the aviation industry, hospitality and tourism industry, and food service sector, hospitality, tourism, and food service sectors, since the twentieth century, according to studies (Anderson & Sullivan, 1993). As a result, customer satisfaction is linked to a person's 155 positive or negative emotions (Kotler and Keller, 2011: 144). So, for any type of business to prosper in the market with their services and products, client happiness is critical, especially for well-known customer service satisfaction such as Shell out restaurant customer service.

Research Hypothesis

The literature review highlighted that independent variables like reliability, responsiveness, tangibility and empathy affect customer satisfaction. Therefore, the study planned to examine 114 the level of effect among these variables. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

- H1** There is a significant relationship between reliability and customer satisfaction towards the shell-out restaurant.
- H2** There is a significant relationship between responsiveness and customer satisfaction towards the shell-out restaurant.
- H3** There is a significant relationship between tangibility and customer satisfaction towards the shell-out restaurant.
- H4** There is a significant relationship between empathy and customer satisfaction towards the shell-out restaurant.

Research Framework

Figure 1 below shows the research framework used for this study

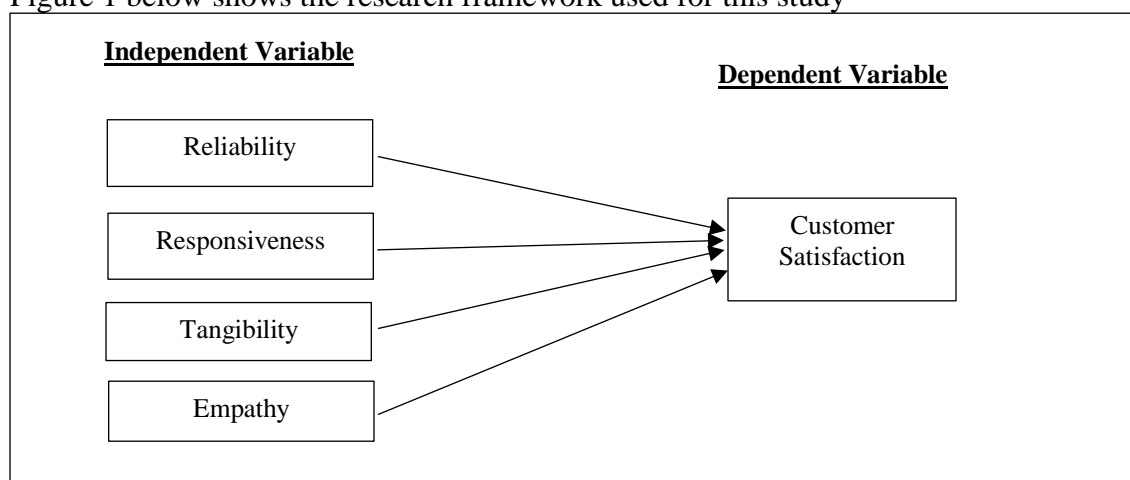


Figure 17: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method where questionnaires were distributed to 384 respondents were had to dine in at the shell-out restaurant. In this research, the target populations chosen were Malaysian citizens.

Moreover, a set of questionnaires was distributed to the population to collect the data: people who dine in at shell-out restaurant. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement. The researcher divided the questionnaire into 4 four sections which are Section A, B, C and D. For Section A, the questionnaire requested for the general information about the Malaysian citizen's households' demographics, such as the living area of respondents, gender, age, race, education level, working status, income level and family members of demographic information. For Sections B, C and D, the questions elaborated more on the dependent and independent variables, which were (i) Reliability, (ii) Responsiveness, (iii) Tangibility, and (iv) Empathy that were examined in the survey.

Data Collection

Collecting and measuring information of gathering and evaluating information from various sources to create a complete and accurate picture of a subject. Data collection aids a person or organization answer important questions, evaluate outcomes, and forecast future probability and trends. An online for this investigation, a questionnaire will be employed to collect data. An entire survey will be circulated through social media platforms such as Google Forms,

WhatsApp, and Facebook. It was very convenient to minimize cost, save time and significantly applicable during this pandemic outbreak

Sampling

The sampling method used in this study was non-probability sampling which was convenience sampling. The questionnaire was distributed to the respondents who are among the household living in three urban areas in Peninsular Malaysia through online and social media. The study used this method because questionnaires were prepared and distributed online or posted them to on social media pages to gather information from the respondents.

$$s = \frac{x^2 N p (1 - P)}{e^2 (N - 1) + x^2 p (1 - p)}$$

n= sample size

N= population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

Computers assisted the researchers by reducing the work necessary to gather data and facilitating quantitative analysis. Four types of data analysis were used in this study: frequency analysis, descriptive analysis, reliability test and Pearson correlation analysis. The data obtained was analysed by using SPSS version 26.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Demographic	Frequency	Percentage
Gender		
Female	252	65.6
Male	132	34.4
Race		
Bumiputera Sabah	1	0.3
Chinese	26	6.8
Indian	36	9.4
Malay	321	83.6
Age		
Less than 20 years old	4	1.0
21 - 30 years old	363	94.5
31 - 40 years old	14	3.6
41 - 50 years old	3	0.8
Marital Status		
Married	26	6.8
Single	358	93.2
Education Level		
Certificate	3	0.8
Postgraduate	11	2.9
Secondary	51	13.3

Undergraduate	319	83.1
Occupation		
Employed	61	15.9
Student	321	83.6
Unemployed	2	0.5
Have you ever dined in at the Shell out restaurant?		
Yes	384	100.0

A total of 384 questionnaire sets were assigned through the online platform. This portion contained the respondents' contextual profiles. This section focuses on the demographic profile and background of the respondents, including gender, race, age, marital status, education levels, occupation, and you have ever dined in at the Shell out restaurant. Table 1 shows the summarized demographic results of the respondent's profile. The total number of male respondents is 132, while the total number of female respondents is 252. Male respondents comprised 34.4% of the total 384 respondents, while female respondents made up 65.6%. With 321 responses, the data shows that Malays form most of those who participated in the race (83.6%). Indians came in second with 36 replies, accounting for about 9.4% of the total. The Chinese were next, with 26 replies representing 6.8 percent of the total and one respondent representing 3 percent of the total from other races.

As shown by table 1, the data revealed that most of those who answered the questionnaire were between the ages of 21-30 years old, with 363 people answering and a response rate of 94.5%. Then came the 31-40 age group, with 14 responders and a 3.6% response rate. The age group of 41-50 had 3 respondents and a response rate of 8%. Finally, 4 people in the less than 20 age group answered the survey, accounting for 1% of all respondents.

According to the table, the total number of married respondents is 26, while the total number of single respondents is 358. Married respondents comprised 6.8% of the total 384 respondents, while single respondents made up 93.2%.

At the educational level, most respondents are undergraduate, with 319 respondents and a value of 83.1%. Respondents from the secondary education level came in second with 51 respondents and a value of 13.3%, followed by respondents from the postgraduate with 11 respondents and 2.9%. Finally, the certificate had the lowest response rate, with 3 people responding for a total of 0.8%.

According to the table, student respondents account for the most significant percentage of respondents (83.6%) with 321 respondents. Employed came in second with 61 replies, accounting for about 15.9% of the total. The Unemployed were next, with 2 replies representing 5% of the total.

Furthermore, all 384 respondents had to dine in at the Shell Out restaurant with 100 percent.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Service Reliability	The employees are always taking the right order from customers.	4.22	0.717
	Provide service as promised to customers to maintain the quality and reputation of the restaurant.	4.36	0.744

	Provide fast service as promised time to meet customer needs accurately.	4.22	0.725
	Maintain error-free records in order to maintain the good name of a restaurant.	4.34	0.765
	Reliability in dealing with customer service problems in a thoughtful and professional manner.	4.21	0.718
	Maintain service performance to attract more customers.	4.36	0.749
Responsiveness	The restaurant is smart in resolving guest complaints and balancing inconveniences.	4.21	0.708
	Services delivered on time.	4.35	0.751
	The waiting time to be served is acceptable from customer.	4.23	0.725
	The employees are willing to help customers.	4.35	0.746
	Employees have a good understanding of the needs of the customers.	4.21	0.713
	There are sufficient employees to serve the customers.	4.36	0.759
Service Tangibility	The condition of the restaurant is clean, tidy and the staff is dressed appropriately.	4.22	0.718
	Sufficient parking area is available at the restaurant.	4.34	0.761
	The shell out restaurant has a visually attractive dining area.	4.21	0.717
	Has good lighting in every room.	4.34	0.765
	The menu is easy to read, understand and can attract customers.	4.24	0.713
Empathy	The employees are always pay attention to the customer.	4.21	0.716
	The employees can communicate and understand the need of customers.	4.36	0.749
	Employees welcoming customers by greeting and smiles.	4.20	0.722
	The shell out restaurant offers a number of appealing and easily accessible packages and sets.	4.37	0.750
	The employees are always courteous and polite.	4.21	0.706
	Employees know how to deal with difficult	4.35	0.750

	situations such as handling customer complaints professionally.		The
Customer Satisfaction	I will recommend the restaurant to other people.	4.23	0.728
	I will recommend others about the restaurant experience.	4.35	0.746
	Overall, I am satisfied with the overall experience in shell out restaurant.	4.23	0.727
	I feel employees have the ability to perform the services/work expected with trust and responsibility.	4.34	0.755
	I was satisfied with the service provided from the shell out restaurant.	4.23	0.715
	I am quite pleased with the waiter's/ability restaurant's to clearly and thoroughly answer all of my inquiries.	4.36	0.755

descriptive analysis that showed independent variables verified a moderate mean score ($M = 4.2904$, $SD = 0.62671$). The mean score for all dimensional variables was moderate, with service reliability at 4.2834 ($SD = 0.61662$), responsiveness at 4.2852 ($SD = 0.61618$), service tangibility at 4.2682 ($SD = 0.62283$), and empathy at 4.2839 ($SD = 0.61754$). Furthermore, the dependent variable verified the middle mean score ($M = 4.2904$, $SD = 0.62671$), with customer satisfaction of 4.2904 ($SD = 0.62671$) as a sub-variable.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Service Reliability	6	0.915
Responsiveness	6	0.916
Service Tangibility	5	0.902
Empathy	6	0.919
Customer Satisfaction	6	0.923

In this variable, the number of items is as follow service reliability (6), responsiveness (6), service tangibility (5), empathy (6), and customer satisfaction (6). This analysis used the reliability analysis to determine Cronbach's Alpha values for all variables. The values are as follows: service reliability (0.915), responsiveness (0.916), service tangibility (0.902), empathy (0.919), and customer satisfaction (0.923). All the reliability was above the 0.9 average, usually considered excellent (Matkar, 2012).

Result of Pearson Correlation Analysis

The Table 5 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	Result	Findings of Data Analysis
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H1: There is a positive relationship between reliability and customer satisfaction.	r = 0.978, p = 0.000 Very high positive	H1: Accepted
H2: There is a positive relationship between responsiveness and customer satisfaction.	r = 0.980, p = 0.000 Very high positive	H2: Accepted
H3: There is a positive relationship between tangibles and customer satisfaction.	r = 0.967, p = 0.000 Very high positive	H3: Accepted
H4: There is a positive relationship between empathy and customer satisfaction.	r = 0.986, p = 0.000 Very high positive	H4: Accepted

Hypothesis 1 (H1) proposed that reliability positively correlates with customer satisfaction. The finding reported in this study revealed that the reliability recorded value of Pearson Correlation, which is $r = 0.978$, $p = 0.000$. Thus, the result accepts hypothesis 1 (H1), whereby reliability is positively significant with customer satisfaction.

Hypothesis 2 (H2) proposed that responsiveness positively correlates with customer satisfaction. The finding reported in this study revealed that the responsiveness recorded value of Pearson Correlation, which is $r = 0.980$, $p = 0.000$. Thus, the result accepts hypothesis 2 (H2), whereby responsiveness positively impacts customer satisfaction.

Hypothesis 3 (H3) proposed that tangibility positively correlates with customer satisfaction. The finding reported in this study revealed that the tangibility recorded value of Pearson Correlation, which is $r = 0.967$, $p = 0.000$. Thus, the result accepts hypothesis 3 (H3), whereby tangibility is positively significant with customer satisfaction.

Hypothesis 4 (H4) proposed that empathy positively correlates with customer satisfaction. The finding reported in this study revealed that the empathy recorded value of Pearson Correlation, which is $r = 0.986$, $p = 0.000$. Thus, the result accepts hypothesis 4 (H4), whereby empathy positively impacts customer satisfaction.

DISCUSSION AND RECOMMENDATION

The discussion aims to resolve the questions and address the hypotheses as stated in the first chapter of this study. In general, this study has extensively studied the impact of service reliability, and customer satisfaction towards shell-out restaurants a substantial relationship. Based on the study's findings, the current study would provide several recommendations for SERVQUAL (service quality) to improve all the dimensions of service quality to bring higher perceived service quality and customer satisfaction.

Service quality is low as perceived by consumers in the shell-out restaurant and hence customer satisfaction. Consumers have higher expectations than what they receive from the shell-out restaurant, even though the difference is not wide. To answer our research questions, how customer satisfaction perceives service quality and are satisfied with service offered by shell-out, the gap scores analysis carried out provided answers to these questions. The overall perceived service quality is high as expectations exceed perceptions meaning consumers desired more than what was offered. As a result of this gap, the customer is clearly satisfied.

The research findings are also essential for future research continuation. Thus, it is recommended that future research examines the knowledge of SERVQUAL (service quality) towards customers satisfaction by including more demographic characteristics of the respondents such as ethnicity, religion, monthly income, marital status, occupation, and many more to generate different results or findings from various perspectives.

Furthermore, it is recommended that future researchers improvise the data collection of this study, especially in terms of questionnaire distribution. Rather than distributing the questionnaires through the internet, future researchers can engage in a face-to-face questionnaire distribution. As a result, the researchers can explain the research purpose in detail while distributing the questionnaires to the potential respondents. Additionally, an extent of interaction between the researchers and the respondents can also be helpful to enlighten the respondents more clearly about what will be asked in the questionnaires.

CONCLUSION

In conclusion, this study has been accomplished to discover the impact of service quality on customer satisfaction towards shell-out restaurants in Malaysia. Four independent variables, reliability, responsiveness, tangibility and empathy, were chosen to examine their relationships with the dependent variable, customer satisfaction among customers in Malaysia. A total of 363 respondents from the age of 21 – 30 years old were selected from all states in Malaysia to examine their satisfaction with shell-out restaurants. Overall, based on Pearson's correlation analysis, the reliability scored a value of *0.978, followed by responsiveness with *0.980, tangibles with *0.967, and empathy with *0.986.

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