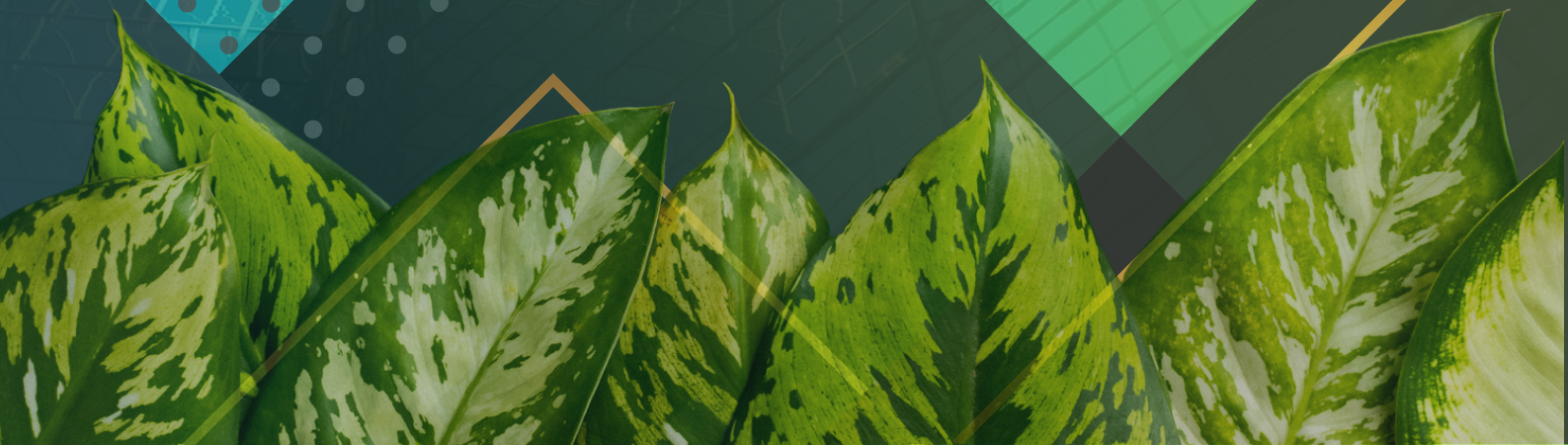




E-PROCEEDING HOTWEC 7.0

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





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MEASURING PERCEIVED SERVICE QUALITY TOWARD CUSTOMERS LOYALTY IN MALAYSIA FAST FOOD RESTAURANT

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ABSTRACT

This study examines the relationship between service quality, fast food restaurant, tangibility, reliability, assurance, empathy and responsiveness which is the main factor that plays an important role in ensuring customer loyalty towards fast food restaurants among Malaysians. We are using quantitative methods which is using questionnaire surveys were distributed to all layers of Malaysians regardless of race and age. Based on the questionnaire provided, we obtained a total of 384 respondents and the data gathered and analyzed for descriptive, reliability and correlation using SPSS version 26. In this study, the reliability test is one option to discuss the pilot test which is to know that the question is valid for the variables. Next, the Pearson correlation identifies the relationship between tangibility, reliability, assurance, empathy, responsiveness and customer loyalty in Malaysia's fast-food restaurants.

Keywords: Service Quality, Fast Food Restaurant, Tangibility, Reliability, Assurance, Empathy, Responsiveness

INTRODUCTION

Fast food restaurant is a type of restaurant that serves food and drinks that are ready to be served quickly. Fast food generally has a standardized preparation and cooking process, so it can be served quickly to customers. Fast food outlets, sometimes referred to as quick service restaurants (QSR) in the business. This restaurant has certain features in its business which are specialising in fast meal fare and providing scant table service. Fast food companies typically serve cuisine that is "sweet meat diet" friendly and has an affordable menu.

Fast food restaurants are typically a part of a chain of eateries or franchise businesses that supply each restaurant with standardised ingredients or partially produced food and supplies via a controlled supply system. There are many fast food restaurant companies today such as KFC, Mc Donald, Subway and others. Those fast food companies are the largest and most numerous in the world. Every country in the world, including Malaysia, has its franchise and restaurants are multinational corporations.

There are objectives of this research:

This research is aiming to accomplish the following objectives:

1. To identify the attribute of service quality in influencing customers to visit fast food restaurants.
 - a. To identify the relationship between tangibility and customer loyalty towards fast food restaurants in Malaysia.
 - b. To identify the relationship between reliability and customer loyalty towards fast food restaurants in Malaysia.
 - c. To identify the relationship between assurance and customer loyalty towards fast food restaurants in Malaysia.
 - d. To identify the relationship between empathy and customer loyalty towards fast food restaurants in Malaysia.
 - e. To identify the relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia.

SIGNIFICANCE OF THE STUDY

Researchers

This study explores the importance of the service quality toward fast food restaurants surrounding Malaysia people. This part uses five dimensions which are tangibility, reliability, assurance, empathy and responsiveness to take out the perceived service quality of fast food. Researchers use a lot of material like media social, and technology to investigate customer satisfaction which will lead to customer loyalty.

Owners

This study will provide information about the customer's loyalty in fast food restaurants in Malaysia. The study clarified the problems that fast food restaurants faced. Fast food restaurants are one of the main choices where a million people use to get some food. Indeed, fast food restaurants have numerous advantages and disadvantages for everyone. Therefore, fast food restaurant operators can use the information obtained from this study to ensure customer loyalty towards their restaurant.

LITERATURE REVIEW

In order to present a balanced perspective that contains conflicting evidence, discrepancies, established and latest thinking, a literature review must be an insightful, unique, and yet objective summary of the data (Catherine L Winchester, 2016). The systematic literature research goes beyond a quick evaluation of literature and requires more than just a few succinct bullet points. It is an extension of the information gathering that may be done to obtain a personal viewpoint into the history of a topic. Performing a literature review is essential for coming up with research ideas, incorporating what is known about a subject, finding potential knowledge gaps, and determining how the study could contribute to a deeper understanding of the subject (Mark Salji, 2016).

Service Quality

Measure of how well a company meets consumer expectations in terms of the services it provides. In comparison to their consumer's expectations, customers purchase services. The level of service in fast food restaurants can vary depending on a multitude of variables, such as the restaurant chain, the location, the management style, and specific staff members. In fast

food restaurants, there are some common elements that contribute to the overall service quality. One of the key elements in determining an organization's performance and greater efficiency is customer happiness in general. The SERVPERF instrument's definition of customer satisfaction is used in this essay. (Cronin and Taylor, 1992)

Fast Food Restaurant

An industry term for a specific kind of the term "quick-service restaurant" (QSR) refers to a restaurant that sells fast food and provides minimal table service. These places often of a set menu and limited table service, which encourages guests to place their orders, pay, and get their food quickly. The fast food restaurant business is growing rapidly in this decade. Example for fast food restaurants is McDonald's, KFC, Pizza hut, and Subway.

Tangibility

What is meant by "tangibility" is the outward look of physical facilities, including the equipment, personnel, and written materials offered by the service provider. (Blose & Tankersley, 2004). For instance, the appearance of the staff and the hygiene of fast food restaurants. Tangibility is a term frequently used in business and marketing to refer to a product or service's tangible qualities that buyers can actually experience.

Reliability

In a fast food restaurant, reliability refers to the business's dependable and constant performance in providing its goods and services. It includes a number of crucial components that provide a dependable client experience. The way a service provider responds to a customer's issue and provides the appropriate service as requested and at the scheduled time are all factors in reliability (Blose & Tankersley, 2004). For example, customers will believe what they see in the advertisement and they will accept that they can get the same as the advertisement.

Assurance

Described as the extent to which service providers are knowledgeable, courteous, and able to engender confidence. Restaurant customers feel secure when transacting in money there since the staff members are kind, informed, and welcoming. Additionally, the assurance dimension comprises the following: customers feel secure in their transactions; employees regularly show consideration for customers; and staff are knowledgeable enough to respond to customers' inquiries (Parasuraman et al., 1988).

Empathy

Empathy is the staff members' tenderness and love for the client (Zeithaml et al., 1990). Empathy is important because the staff needs to understand the customer's thoughts and emotions. In addition, by filling in knowledge gaps, empathy enables businesses to engage with their customers more effectively.

Responsiveness

Refers to how quickly and attentively a business responds to customer requirements, requests, and concerns. Responsiveness is depending on how ready the service provider or its staff is to satisfy the expectations of their customers (Saghier & Nathan, 2013). It entails taking the initiative to deliver effective and beneficial customer service. Customer satisfaction and referrals are both positively correlated with responsiveness.

Research Hypothesis

A hypothesis ought to be reasonable, testable, and take into consideration the most recent findings and research techniques. A forecast or a hypothesis is also a statement of the relationship between two variables. It suggests that an independent variable and a dependent variable are causally related. As a result, the research suggests:

H1o: There is no relationship between tangibility and customer loyalty towards fast food restaurants in Malaysia.

H1a: There is a relationship between tangibility and customer loyalty towards fast food restaurants in Malaysia.

H2o: There is no relationship between reliability and customer loyalty towards fast food restaurants in Malaysia.

H2a: There is a relationship between reliability and customer loyalty towards fast food restaurants in Malaysia.

H3o: There is no relationship between assurance and customer loyalty towards fast food restaurants in Malaysia.

H3a: There is a relationship between assurance and customer loyalty towards fast food restaurants in Malaysia.

H4o: There is no relationship between empathy and customer loyalty towards fast food restaurants in Malaysia.

H4a: There is a relationship between empathy and customer loyalty towards fast food restaurants in Malaysia.

H5o: There is no relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia.

H5a: There is a relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia.

Research Framework

Figure 1 shows the conceptual framework about measuring perceived the service quality toward customer loyalty in Malaysia fast food restaurants. The dependent variable for this research is customer loyalty in Malaysia fast food restaurants, and this is 5 dimensions of independent variable in service quality that conclude which are tangibility, reliability, assurance, empathy and responsiveness.

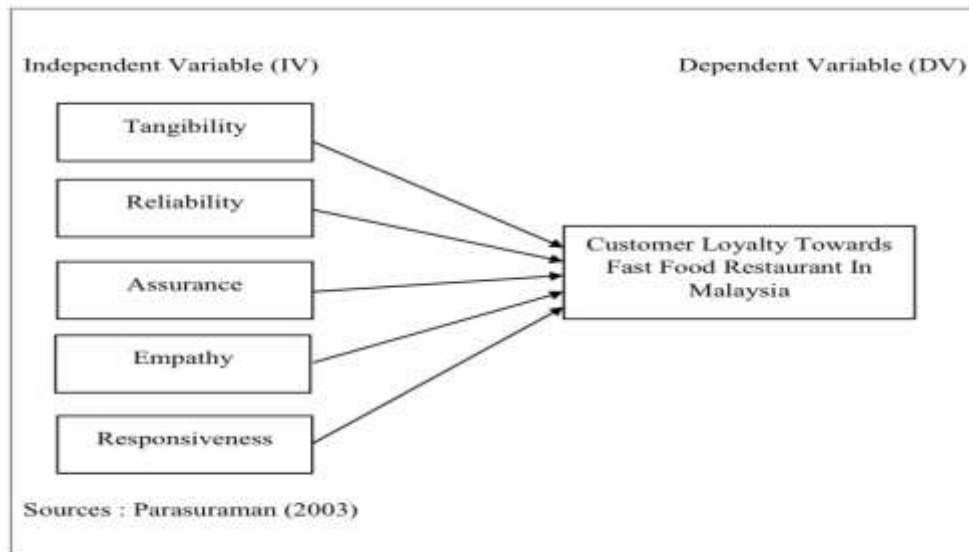


Figure 1 : Conceptual Framework

METHODOLOGY

Research Design

In this study, the researcher used a quantitative research method. In addition, the quantitative approach is the most appropriate research method to conduct this research. This method is an organized way to measure and gather data from different sources. While this method also has statistics and mathematical tools to determine the results. In addition, quantitative can be determined by the relationship between the cause of the issue and the factors affected by the issue. Based on Oxford Fajar (2013), this quantitative method can be developed through questionnaires or face-to-face interviews. In this study, the researcher will make more use of online platforms to conduct questionnaires and quantitative methods because they can be disseminated on a large scale.

Data Collection

The researcher used the main data approach for this investigation. Data that has never been seen or that has never existed before is referred to as primary data. Primary data is the outcome of the initial investigation. Primarily, primary data collection and analysis take more time. Primary data collection techniques come in two flavours: quantitative and qualitative. The researcher then used a questionnaire to gather data. This is due to the researcher's employment of a quantitative research methodology. Additionally, because they are standardised, surveys are less expensive than other approaches and simpler to manage. Data concerning numerical variables make up quantitative data, used to verify or put to the test theories and premises. A subject's generalizable facts can be established using this research technique. Common quantitative techniques include experiments, observations that are recorded statistically, and thorough investigations. Finally, the researcher uses Google Forms to implement data gathering through internet channels.

Sampling

Sampling is a research strategy in which data is collected from a segment of the population in order to make conclusions about the entire population. A "population" in this sense is often referred to as a "universe." According to Sedgwick, 2013, to describe study participants, there are two different sampling techniques that might be utilised: Random samples (sometimes called probability samples) and non-random samples (sometimes called non-probability

samples). Therefore, the number of people is large, the technique used by the researcher in the survey, and the population is a random sample that is not a probability sample.

Researchers utilise convenience sampling as a technique to get information for market research from a preexisting pool of respondents.. The data collected using this sample is used exclusively for scientific research purposes. This sampling approach relies on criteria such as ease of contact, ease of contacting the group, willingness of respondents to participate, low cost, inexpensive method, and ease of conducting the survey. In addition, a questionnaire should be prepared for all individuals who participate. This sample is conducted for 384 respondents where everyone can participate because the researcher wants to collect data from everyone throughout Malaysia. The target population is Malaysians. Overall, this method is related to surveys.

Data Analysis

Data analysis is a method for assessing information using intellectual and scientific thought to investigate all aspects of the provided information that must be resolved. Information from various sources is collected, reviewed and categorized to determine the final outcome or type. With the sophistication of the computer, the researcher's information collected in this analysis will be analyzed using the Social Science statistical package Version 24 (SPSS). IBM SPSS version 24 is a set of comprehensive statistical tools to process statistical data and generate various results to answer research objectives. Next, the researcher used descriptive statistics, reliability statistics and Pearson's correlation to evaluate quantitative data.

FINDINGS

The Respondent's Demographic Profile

Table 1: Demographic Profile of Sample

Characteristic		Frequency	%
Gender	Male	123	32
	Female	261	68
Age	20 – 25 years old	326	84.9
	26 – 30 years old	25	6.5
	31 – 35 years old	11	2.9
	35 – 40 years old	10	2.6
	Above 40 years old	12	3.1
Race	Malays	341	88.8
	Chinese	29	7.6
	Indian	9	2.3
	Iban	5	1.3
Marital Status	Married	40	10.4
	Single	344	89.6
Education Level	SPM / STPM	49	12.8
	Diploma	67	17.4
	Degree	262	68.2
	Master	6	1.6
Occupation	Full-Time Employee	72	18.8
	Part-Time Employee	24	6.3
	Unemployed	4	1
	Self – employed	13	3.4
	Student	271	70.6

Table 1 presents an overview of the responder profile. First of all, look at the gender of the respondent. As humans know that there are only two genders, male and female. The total number of male respondents is 123, while the total number of female respondents is 261. A total of 384 respondents participated in this study, with 32% of them being male and the remaining 68% being female.

Next, also look at the age of the respondents found in the study. There were 384 respondents which consisted of 326 respondents from the category 20 - 25 years old respondents equal to 84.9%, respondents from the category 26 - 30 years old respondents equal to 6.5%, respondents from the category 31 - 35 years old respondents equal to 2.9%, respondents from the category 35 - 40 years old respondents equal to 2.6% and respondents from the category 40 years old and above respondents equal to 3.1% had responded to questionnaire. Then, went to the race and the researcher found that there were 384 respondents who consisted of 341 respondents equal to 88.8% for the category of Malays, 29 respondents equal to 7.6% for the category Chinese, 9 respondents equal to 2.3% for the category Indian and 5 respondents equal to 1.3% for the category Iban had responded to the questionnaire.

After that, the data was shown that the single status consumes more fast food which is 344 respondents equal to 89.6% compared to the married status which is only 44 respondents which is equal to 10.4%. Besides, the educational level shows there were 384 respondents who were consisted of 49 respondents equal to 12.8% for the category SPM / STPM, 67 respondents equal to 17.4% for the category Diploma, 262 respondents equal to 68.2% for the category Degree and 6 respondents equal to 1.6% for the category Master had responded to questionnaire. Finally, Table 1 shows the respondents by occupation. The total number of respondents is 384 respondents. Respondents for full - time employee is 72 respondents equal to 18.8%. Then, respondents for part - time employee is 24 respondents equal to 25.0%. Next, respondents for unemployed is 4 equal 1.0%, and respondents for self - employed is 13 respondents equal to 3.4%. The last respondents are students with the 271 respondents equal to 70.6% who contributed to this study.

Reliability Test

Reliability analysis was used to measure the reliability of questionnaires. Before discovered the actual questionnaire, researcher had performed in pilot test section, which is conduct 30 respondents to test before the questionnaire was distributed to 384 respondents. This is to know, that the questionnaires are reliable and validity of the variable. Cronbach's Alpha analysis was used to evaluate the data in order to guarantee the reliability and coherence of information.

Table 2: Result of Reliability Test

Variable	Number of Item	Cronbach's alpha coefficient	Strength of association
Customer loyalty in Malaysia's fast-food restaurants	4	0.841	Very good
Tangibles	4	0.853	Very good
Reliability	4	0.874	Very good
Assurance	4	0.858	Very good
Empathy	4	0.825	Very good
responsiveness	4	0.865	Very good

Table 2 above is a measure for the dependability of dependent and independent variable analyses in pilot tests. The questionnaire has a Cronbach's alpha more than 0.6, which is over the threshold for good and dependable reliability. As a result, the test can be applied and accepted in this study, according to the results. Next, there were four questions in the dependent variable, which is customer loyalty in Malaysia fast food restaurants. This section's the Cronbach's Alpha coefficient result is 0.841, which is considered to be very

good. As a result, the responses to the variable's questions' coefficients were valid and supported. There are five independent variables in a reliability analysis. The quantifiable variable was measured using four questions.

Table 2 also showed that, this question had a very good Cronbach's Alpha score of 0.853. Then, the coefficient obtained for the questions in personal variable were reliable. The second variable in Independent Variables is reliability and have four questions correctly, thus the Cronbach's Alpha value for these sections is 0.874 and the remark is very good. The other Independent Variables is assurance and empathy which also have four questions. Therefore, the coefficient obtained for these questions were also reliable. The result in Cronbach's Alpha is 0.858 and 0.825, and it is very good. Responsiveness was identified as the last item in the Independent Variables and has four questions in this section. Besides, the coefficient obtained from the result is 0.865 and it is very accepted. Last, all of the response was very well comprehended and accepted in this study, as shown by the reliability,

Descriptive Analysis

The mean and standard deviation of this study have been examined in section C, which includes all the research questions presented to the respondents

Table 3: Descriptive Statistic

Variables	N	Mean	Standard Deviation
Tangibility	384	1.83	0.65
Reliability	384	2.10	0.75
Assurance	384	1.95	0.68
Empathy	384	1.95	0.66
Responsiveness	384	1.89	0.68

Table 3 displayed the total number of responses, as well as the mean value and standard deviation for both independent and dependent variables. Reliability, with a mean of 2.10% for independent variables, had the highest mean. The second highest variable was assurance and empathy with the same score 1.9%. Next, responsiveness mean score is 1.89% and the lowest score is tangibility which is 1.83%.

Pearson's Correlation

The Pearson Correlation Coefficient analysis is a crucial tool for finding the statistical correlation or relationship between independent variables (IV) and dependent variables (DV). The objective of this analysis is to identify whether the independent variables are correlated, which is Tangibility, Reliability, Assurance, Empathy and Responsiveness and Dependent Variable which is customer loyalty toward fast food restaurants in Malaysia. If a correlation was found, the strength and direction of the relationship between the variables needed to be determined.

Hypothesis 1

H1a: There is a relationship between tangibility and customer loyalty towards fast food restaurants in Malaysia.

Table 4: Correlation coefficient for Tangibility and customer loyalty towards fast food restaurants in Malaysia.

		Customer	Tangibility
Customer	Pearson Correlation	1	.630**
	Sig. (2-tailed)		0
	N	384	384
Tangibility	Pearson Correlation	.630**	1
	Sig. (2-tailed)	0	
	N	384	384

Table 4 shows the significant value, the overall response rate (384), and the Pearson correlation coefficient. The p-value was 0.000, which was below than the significance level of 0.01. With a correlation value of 0.630, the tangibility item and customer loyalty towards a fast food restaurant in Malaysia shown a strong positive relationship.

Hypothesis 2

H2a: There is a relationship between reliability and customer loyalty towards fast food restaurants in Malaysia.

Table 5: Correlation coefficient for Reliability and customer loyalty towards fast food restaurants in Malaysia.

		Customer	Reliability
Customer	Pearson Correlation	1	.483**
	Sig. (2-tailed)		0
	N	384	384
Reliability	Pearson Correlation	.483**	1
	Sig. (2-tailed)	0	
	N	384	384

Table 5 shows the total number of respondents (384), the Pearson correlation coefficient, and the significant value. The p-value was 0.000, below the level of significance of 0.01. With a correlation value of 0.438, the reliability item and customer loyalty towards a fast food restaurant in Malaysia showed a high positive relationship.

Hypothesis 3

H3a: There is a relationship between assurance and customer loyalty towards fast food restaurants in Malaysia.

Table 6: Correlation coefficient for Assurance and customer loyalty towards fast food restaurants in Malaysia.

		Customer	Assurance
Customer	Pearson Correlation	1	.552**
	Sig. (2-tailed)		0
	N	384	384
Assurance	Pearson Correlation	.552**	1
	Sig. (2-tailed)	0	
	N	384	384

Table 6 shows the total number of respondents (384), the Pearson correlation coefficient, and the significant value. The p-value was 0.000, below the level of significance of 0.01. With a correlation value of 0.552, the assurance item and customer loyalty towards a fast food restaurant in Malaysia showed a strong positive relationship.

Hypothesis 4

H4a: There is a relationship between empathy and customer loyalty towards fast food restaurants in Malaysia.

Table 7: Correlation coefficient for Empathy and customer loyalty towards fast food restaurants in Malaysia.

		Customer	Empathy
Customer	Pearson Correlation	1	.565**
	Sig. (2-tailed)		0
	N	384	384
Empathy	Pearson Correlation	.565**	1
	Sig. (2-tailed)	0	
	N	384	384

Table 7 shows the total number of respondents (384), the Pearson correlation coefficient, and the significant value. The p-value was 0.000, below the level of significance of 0.01. With a correlation value of 0.565, the empathy item and customer loyalty towards a fast food restaurant in Malaysia showed a strong positive relationship.

Hypothesis 5

H5a: There is a relationship between responsiveness and customer loyalty towards fast food restaurants in Malaysia.

Table 8: Correlation coefficient for Responsiveness and customer loyalty towards fast food restaurants in Malaysia.

		Customer	Responsiveness
Customer	Pearson Correlation	1	.599**
	Sig. (2-tailed)		0
	N	384	384
Responsiveness	Pearson Correlation	.599**	1
	Sig. (2-tailed)	0	
	N	384	384

Table 8 shows the total number of respondents (384), the Pearson correlation coefficient, and the significant value. The p-value was 0.000, below the level of significance of 0.01. The responsiveness item and customer loyalty towards Malaysia's fast food restaurant exhibited a strong positive relationship with a correlation value of 0.599.

DISCUSSION AND RECOMMENDATION

The first recommendation of study is a perspective study on the importance of ensuring customer loyalty in business. This is because the importance of ensuring customer loyalty is that it can help a business grow more rapidly. In addition, research related to this topic will also give awareness to entrepreneurs to focus on customer loyalty. In addition, they can also do

research on customer loyalty not only in the field of fast food. They can also do research related to other businesses such as hospitality, transportation and telecommunications. Researchers can also conduct a study to open the eyes of entrepreneurs about the importance of providing good products and services to their customers in order to ensure that their customers will be loyal to the products and services they run. In addition, the researcher can also provide some of the best steps in ensuring customer loyalty. For example, giving promotions to customers, creating a member card system, and so on.

Therefore, customers will be more interested in choosing the products or services provided because they feel valued and get various benefits when they are loyal to the products and services offered. For the second recommendation, future research needs to use appropriate methods to obtain information related to customer loyalty. Researchers can obtain information by using quantitative methods, which is by conducting surveys. This will help the researcher in obtaining data about the research being conducted. In survey questions, researchers need to prepare questions that are appropriate to the study being conducted to facilitate respondents to provide accurate information to help them complete the study. In addition, the survey questions also need to be disseminated well in order to obtain a sufficient number of respondents to conduct their research. Researchers can use google form to prepare their questions. This is easier and more productive to make it convenient for responders to respond to the questions provided. Therefore, we hope that future researchers will use the suggestions given to help them in conducting research in ensuring customer loyalty.

CONCLUSION

Finally, based on data collected from 384 respondents using Google Form, the researchers had successfully finished this research, which was titled "Measuring Perceived Service Quality Towards Customer Loyalty in Malaysia's Fast Food Restaurant.". The researcher identified the most important elements as follows for study objectives: tangibility, reliability, assurance, empathy and responsiveness as an important factor that must be present in ensuring customer loyalty in fast food restaurant services. Based on the statement of problems found in this study, there are several things that fast food restaurant operators need

to do in order to overcome this problem in order to increase customer loyalty to their products and services. The first problem statement is that fast food operators find it difficult to ensure that products and services produced are always in the best condition because this plays a major role in attracting the interest and loyalty for their customers. In addition, the quality of the food provided must also be constantly monitored to ensure that the quality of the food is always in a satisfactory condition to prevent customers from making complaints about the food provided.

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