A Study of Customers' Satisfaction at Burger King in Asian Countries

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ARTICLE INFORMATION

ABSTRACT

The desire to raise customer satisfaction is driven by the rising demand for high-quality services from customers and the fierce competition in the fast-food business. Customer satisfaction is influenced by a number of criteria, including service quality, product price, and product quality, which have been discovered to assure the business's long-term profitability. The objective of this study is to examine the factors effecting customers' satisfaction at Burger King, including perceived product quality, price, and service quality in Asian Countries. The countries selected for this study are Malaysia, Indonesia, and India. A quantitative method was applied using surveys to collect data from customers. There were 126 customers who had made purchases at Burger King's who participated in the survey. This study found a substantial relationship between every independent variable and customer satisfaction. As a result of the findings, Burger King should focus on maintaining food quality, serving customers with speed and keeping the price competitive to have a positive impact on satisfaction.

Keywords: Asian Countries, Burger King, Customers' Satisfaction, Price, Product Quality, Service Quality

INTRODUCTION

Fast food establishment Burger King is well-known for its flame-broiled hamburgers. It is the second-largest hamburger chain in the US, behind McDonald's. It is among the most popular brands in the fast-food sector. According to reports, Burger King has 14,000 restaurants as of the early 21st century, spread over roughly 100 countries. The corporate headquarters are in Miami, Florida (Lewis, 2023). Since the fast-food restaurant industry is expanding quickly due to the preference of the public to eat at fast food restaurants for convenience and to save time, eating out has become more popular due to changes in consumer preferences (Chun & Nyam-Ochir, 2020). Moreover, customers' contentment at the fast-food restaurant is another issue that they are worried about. Businesses must learn how to retain consumers in this highly competitive market by comprehending and addressing client needs in order to increase customer satisfaction (Hasbullah, Amin, Nordin, & Razak, 2021). Customer satisfaction is crucial to the long-term survival of any organization; thus, a company should be aware of the needs, wants, and demands of its clients (Camilleri, 2017). The perception is that customer satisfaction affects repurchase intentions and behavior, which in turn affects future revenue and profitability for an organization (Gogoi, 2020). It is amply demonstrated that customer satisfaction affects repurchase intentions, which can enhance sales and profitability for a company (Rajput & Gahfoor, 2020). This study is mainly to identify and examine the connections between consumer satisfaction, price, and the quality of the products and services offered.

Customers' satisfaction in marketplaces with intense competition is now crucial for a company's success, especially in the food and beverage sector (Anderson, Fornell, & Lehmann, 1994). An important continuous study that organizations can use to evaluate how well they are meeting client needs with their goods and services is the analysis of customer satisfaction. In order to improve consumer satisfaction and customer loyalty, the fast-food sector not only produces excellent meals but also improves its service quality to maximize customer satisfaction and customer loyalty (Pérez-Morón et al., 2022). The importance of maintaining consumer satisfaction has increased as it will increase the earnings of a business. If a customer's expectations are not met by a product or service, they will be disappointed. Yet, if their expectations are met, they will remain loyal to the product. Many variables that affect customer satisfaction have been found to safeguard the profitability and sustainability of the company in terms of the company. As a result of the above concerns, this research is mainly focused on the examination of the aspects that affect the satisfaction of customers in Burger King. This study was concerned with factors such as product quality, price, and service quality (Malik, Jaswal, Malik, & Awan, 2013). The following shows the objective of this research: (1) To determine the customers' level of satisfaction at Burger King in Asian countries; (2) To ascertain the relationship between Burger King's product quality and customers' satisfaction; (3) To ascertain customers are satisfied with its prices in Burger King; and (4) To ascertain the relationship between service quality and customers' satisfaction in Burger King.

LITERATURE REVIEW

Customer Satisfaction
Customer satisfaction with fast food restaurants is an indicator of how happy consumers are with the food's quality and level of service. Feelings of pleasure and well-being are part of customer satisfaction and might result from the service. Customer behavior and social psychology both extensively study customer satisfaction. Customer satisfaction is described as the consumer's subjective evaluation of the consumption experience, supported by specific links between the consumer's perceptions and the objective product features. Customer satisfaction is a topic of substantial research in both social psychology and customer behavior. According to Kotler and Armstrong (2000), customer

satisfaction is a function of consumers' expectations prior to product purchase as well as their actual use of the product's functional attributes or service performance; any discrepancy between the two will have an impact on both the positive and negative.

Transactional and total (or cumulative) satisfaction are two different forms of satisfactions that have been identified in the literature (Spiteri & Dion, 2004). Evaluating a specific purchase after it has been made is known as transactional customer satisfaction (Hunt, 1977; Oliver, 1980). In the context of customer satisfaction, transactional satisfaction is described as being brief, based on the evaluation of a single purchase, narrowly focused on the acquired product, and subject to subjective judgement. It also applies to first-time buyers, in contrast to habitual users, place varying emphasis on attributes (Wangenheim, 2003). In contrast, total consumer satisfaction, also known as general satisfaction, can be characterized as the entire impression of a purchase (Fornell, 1992). The customer's overall impression of a product, recurring business, and an evaluation of the parties involved in providing or selling the product (i.e., not just the manufacturer but also the seller) are all factors that contribute to long-term cumulative satisfaction. Because of this, this definition of customer satisfaction is more inclusive and congruent with how satisfaction was conceived in the context of this study.

Product Quality
Product quality is the capacity of a product to perform specific tasks, which may include resilience, reliability, resulting accuracy, simplicity of use and maintenance, and other important characteristics of the product as a whole (Amanah, 2010).

When consumers believe that a product meets their needs or wants, they are more likely to buy it. This indicates how effective product marketing works. To put it another way, the production or design of things should be focused on what the market or customers want, such as high-quality goods. If the product is of great quality, customers will be satisfied (Bei & Chiao, 2001). Cronin, Brady, and Hult (2000) argued that service quality of a product should be included in the research on satisfaction model of the future. Meanwhile, Jahanshahi, Gashti, Mirdamadi, Nawaser, and Khaksar (2011), Amanah (2010), and Brucks, Zeithaml, and Naylor (2000) proved that the quality of a product felt by consumers is a reason that influences customer satisfaction. Etemad-Sajadi and Rizzuto (2013) argued that product quality has a positive effect on customer satisfaction.

H1: Product quality has a positive effect on customer satisfaction.

Price
One of the key elements that has a considerable impact on consumer satisfaction is price. Kotler and Keller (2006) stated that pricing is the whole of what a client spends to receive the advantages of owning and using a good or service. Price is also described as the amount of money used as a medium of exchange for a good or service. Price can also relate to a consumer's financial expenses and is a key determining element in their purchasing decisions, claimed Huang, Guo, and Wang (2019). Customers' judgement of price affordability will be influenced by several of factors, including their thoughts of the product's value, prices charged by competitors, and their demographic backgrounds. (Munnukka, 2006). Customers will be pleased with the food and drink when it is suitable, reasonable, and priced favourably (Berliansyah & Suroso, 2018). Price is a sign of the quality of the product, raising expectations for a better one and resulting in greater satisfaction (Dastane & Fazlin, 2017). This statement is supported by Pandey et al. (2021) that deciding more expensive product price, it should be followed with better product quality. Because sales promotions play a significant role in the marketing mix, pricing methods such as price reductions and increases, the "buy one get two" strategy, and bonus schemes are viewed as a viable approach. Price was used as a broad, all-encompassing concept to emphasise the importance of economic factors while buying

food. The distinctions between price and value were not taken into consideration. Price can be defined as the amount of money charged for a product, whereas value connects this price to the advantages of having the products. Value and price both have an impact on consumers' propensity to purchase a given good. For the relevant information while the following hypothesis is proposed is:

H2: Price is positively related to customer satisfaction.

Service Quality

Service quality is the main factor of a fast-food business that can be assessed and continually improved (Rashid, Abdullah, Yusuf, & Shaari, 2014). Service quality emphasizes the orientation on the fulfillment of expectations on the community (Putra et al. in Taan, 2020). Research from the past has indicated that service quality has a favorable impact on customer satisfaction (Raza, Jawaid, & Hassan, 2015). Zeithaml (1988) stated that the customer's evaluation of the overall excellence or superiority of the service is the conventional definition of service quality. According to Powers and Barrows (2003), the service industry is particularly crucial or vital to the restaurant industry. Parasuraman, Zeithaml, and Berry (1998) created the SERVQUAL tool, which includes five categories to assess service quality: empathy, dependability, assurance, responsiveness, and tangibles (Ann, Anyanwu, & Nnamocha, 2019).

Service providers should coordinate their marketing and operational objectives based on the present client demand that results from their high level of awareness and knowledge since service quality is vital (Raza, Jawaid, & Hassan, 2015; Shafiq, Mostafiz, & Taniguchi, 2019). When services are delivered quickly, customers highly appreciate it. Empathy is necessary to help service providers understand this perspective from customers' point of view. Armstrong (2012) defined empathy as the tailored care and attention that a business offers to its customers. Additionally, the empathy dimension shows how interactions between staff and customers. When we consider the following services, we immediately think of the fast-food industry. To give a few examples, convenient restaurant locations, utensil accessibility, completely packaged meals, and accommodating business hours. To acquire a clear image of what is truly happening, Toosi and Kohonali (2011) advised service provider organizations to try to grasp the situation from the perspective of the consumer. According to Narangajavana and Hu (2008), both tangible and intangible assets need to be prioritized in order to improve service quality. Reliability is defined as the extent to which a guaranteed service is performed precisely and consistently. According to Armstrong (2012), reliability is the ability to consistently and precisely provide the promised service. For the relevant information while the following hypothesis is proposed is:

H3: Service quality is positively related to consumer satisfaction.
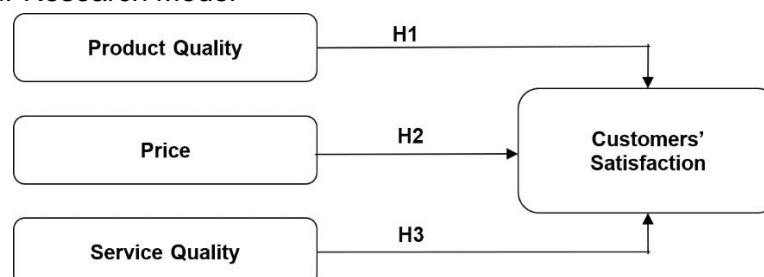
Figure 1. Our Research Model

Figure 1 illustrates our research model. A total of 3 hypotheses were formulated.

RESEARCH METHOD

Sample and Procedure

In the middle of May 2023, researchers will have disseminated a Google Form questionnaire over Facebook and WhatsApp. Since digital surveys can be distributed to respondents all around Malaysia, they have improved the efficacy and efficiency of the data collection process. It is not required to provide responders with a certain window of time in which to react. The digital poll was thus more pertinent given that close contact is advised for everyone due to the coronavirus outbreak. For this study, a sample of 126 respondents in Asian countries was polled. The collected data was afterwards loaded into IBM SPSS Statistics Software 27 for in-depth analysis. Additionally, an evaluation of secondary data from sources such as online journals and websites has also been made.

Measures

The study is conducted mainly to identify and examine Customers' Satisfaction at Burger King in Asian Countries. There are five sections in the Google Form questionnaire, and they are as follows: (a) Demographic Information; (b) Perspective on Burger King's Service Quality; (c) Perspective on Price of Burger King's product; (d) Perspective on Burger King's Product Quality; and (e) Satisfaction towards Burger King's in Asian. On a Likert scale of 1 to 5, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," the questionnaire was distributed to ascertain customer satisfaction at Burger King in Asian countries.

RESULTS

There were 126 respondents participating in this study. In overall, the number of both male and female participated are similar, which are 65 (51.6%) and 61 (48.4%) respectively. In term of ethnicity, Indian constitutes most of the respondents, which is 97 respondents (77%), followed by Malay with 19 respondents (15.1%) and Chinese with only 10 respondents (7.9%). Apart from that, most of the respondents are in the age range of 13-25 years old which made up of 57.1% of respondents, followed by the age range of 26-41 years old, 42-57 years old and 58-76 years old, which are 37.7%, 6.3% and 0.8% respectively. Majority of the respondents are from India (96 respondents) and the rest of the respondents are from Malaysia (30 respondents). Among all the respondents, mostly are Master holder (48.4%), followed by bachelor's degree holder (39.7%), Diploma holder (4.8%), secondary school students (4.0%) and lastly PhD holder (3.2%). For position, half of the respondents are students, which made up of 51.6% of the total, while 35.7%, 7.1%, 3.2% and 2.4% of total respondents are employed, self-employed, homemaker and unemployed respectively. Lastly, there are 78 respondents visited Burger King not more than 2 times in a month, and only 8 respondents visited Burger King over 9 times in a month. Table 1 below displays the summary of respondents' demographic analysis.

Table 1. Summary of Respondents' Demography (*N=126*)

		Number (N)	Percentage (%)
Gender	Female	65	51.60%
	Male	61	48.40%
Ethnicity	Chinese	10	7.90%
	Indian	97	77.00%
	Malay	19	15.10%
Age	13-25 years old	72	57.10%
	26-41 years old	45	35.70%
	42-57 years old	8	6.30%
	58-76 years old	1	0.80%
Nationality	Indian	96	76.20%
	Malaysian	30	23.80%
Educational level	Bachelor's Degree	50	39.70%
	Diploma	6	4.80%
	Master's Degree	61	48.40%
	PhD	4	3.20%
	Secondary School	5	4.00%
Position	Employed	45	35.70%
	Homemaker	4	3.20%
	Self-employed	9	7.10%
	Student	65	51.60%
	Unemployed	3	2.40%
How often do you visit and purchase at Burger King's monthly?	3 to 5 times	34	26.98%
	6 to 8 times	6	4.76%
	9 times and above	8	6.35%
	Not more than 2 times	78	61.90%

Table 2. Descriptive Analysis, Cronbach's Coefficient Alpha and Zero Order Correlation

Variables	1	2	3	4
Product Quality	0.882			
Pricing	0.654**	0.883		
Service Quality	0.660**	0.650**	0.938	
Consumer Satisfaction	0.780**	0.791**	0.738**	0.914
Mean	16.1587	14.6111	19.6746	18.8889
Standard Deviation	2.80118	3.40111	3.95339	4.12838
Number of Items	126	126	126	126

Note: N=126 ; **$p<0.01$ level. Diagonal entries bolded indicates Cronbach's Coefficient Alpha

To examine the customer satisfaction between the product quality, pricing and service quality of Burger King, the correlation among these variables must be studied and analyzed using the quantitative data collected through the survey conducted. In addition, all these variables were already tested for their ability using IBM SPSS Statistics. Table 2 represents the descriptive statistics, Cronbach's coefficient alpha, and zero-order correlation of all study variables. All the coefficient's alpha of the variables were in the range of 0.882 to 0.98.

Table 3. Summary of Regression Analysis

Variables	Consumer Satisfaction
Product Quality	0.362
Pricing	0.397
Service Quality	0.241
R2	0.774
F Value	139.408
Durbin-Watson Statistic	2.037

N= 126; *p.005, **p<0.01, ***p<0.001
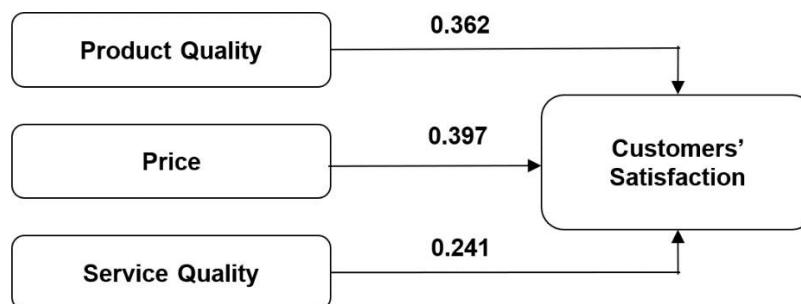
Figure 2. Overview Result

Table 2 shows the summary of regression analysis. This is to evaluate the hypotheses that were already constructed in the literature reviews that have shown in figure 2 with the coefficients between the dependent variable which is customer satisfaction with each independent variables, which are product quality, pricing and service quality. All the three independent variables were positively related with dependent variable in the same range of beta values. As a result, the independent variables that are positively associated with dependent variable, means that product quality, price and service quality highly influence customers satisfaction among the consumers of Burger King in Asian countries. According to this, the hypotheses that have proved the correlation by H1, H2, and H3.

As for R2, the result from the analysis was 0.774 which means that 77.4% of customers satisfaction transpose due to perceived product quality, price of product dan service quality by Burger King at the same time to maintain their corporate image. Based on the result, it has shown that the coefficient between satisfaction with the product quality and customers satisfaction is 0.362, which indicates when product quality of product increases by 1 unit, the satisfaction of customers has increase by 0.362 unit. In other words, a product's quality makes a big difference in how satisfied customers are. Additionally, the price of product has a coefficient of 0.397 with customers satisfaction. This shows that these independent variables have a positive association with customers satisfaction. Lastly, service quality will affect the customers satisfaction with 0.241. This means it was a weak yet positive related with customers satisfaction. In overall, all of the hypotheses have proven.

DISCUSSION

According to Putri, Wongkar, Michael, and Balliansa (2020), product quality is defined as the general qualities of a single good or service that can enable the user to meet their needs, hence enhancing customer satisfaction. When a customer compares his impressions of how well a product or service performed to his intended expectations, it can be said that he is satisfied or dissatisfied with the experience (Wahjoedi, Harjanti, & Rahayu, 2022). According to research by Hermawan, Basalamah, Djamereng, and Plyriadi (2017), high-quality items have maintained a high level of customer satisfaction that can motivate consumers to make additional purchases in the future. Customers will feel satisfied with a product if they have favorable reviews of it. Usually, customers

expect products to be reliable and durable, meaning they can perform consistently over time without malfunctioning or breaking down. When a product demonstrates these qualities, it instills trust and satisfaction in the customer (Wantara & Tambrin, 2019). In other words, customer satisfaction is essential since it promotes a company's financial success and helps the business develop sustainably. Thus, the correlation between the product quality is positively related towards customer's satisfaction of Burger King. This shows that Burger King has prioritised product quality in the production of products in order to win customers' trust and loyalty.

The relationship between price and customer satisfaction is sometimes complex and would be different depending on various factors. In general, customers would be satisfied if a product is priced lower than the perceived value (Sudari, Tarofder, Khatibi, & Tham, 2019). Therefore, a company should arrange their pricing strategies wisely and appropriately to gain satisfaction from customers. In our study, most respondents are agreed that the products offered by Burger King are priced at an affordable level, and the overall quality in terms of products and services worth it. Burger Kings uses several pricing strategies such as offering some promotions and launching a worthy combo of a set of meals. These strategies may create a sense of exclusivity and value for customers; hence the satisfaction would be increased. Apart from that, fair pricing practices ensure that the prices are reasonably and consistently priced. Herrmann, Xia, Monroe, and Huber (2007) stated that price fairness is indirectly influenced the customers' satisfaction judgement. Burger King can build trust and maintain a positive customer relationship by adopting fair pricing practices.

Great service quality will lead to high customer satisfaction as both are interrelated (Sureshchandar, Rajendran, & Anantharaman, 2002). Therefore, the service quality of a business is important because it will affect the feeling and perception of a customer towards the products offered. High quality of service helps to gain the trust and confidence of customers as their expectations and needs towards the products are met. Indirectly, this boosts the satisfaction and brand loyalty of a customer. Overall, customers are satisfied with the staff at Burger King due to their friendliness, politeness, and patience in servicing them. Such satisfaction has successfully retained customers and cultivated their loyalty by repeating their visit to Burger King, as well as recommending Burger King to their family and friends. Furthermore, the effective problem-solving ability of a business is also included as one of the service qualities to solve clients' problems professionally and appropriately. It requires Burger King to be adaptive and flexible in dealing with different kinds of problems. They proactively engaged in anticipating client's needs and taking preventive measures to ensure a smooth service experience.

This study of customer satisfaction at Burger King in Asian Countries provides us with a thorough understanding and insights into the unique preferences and demands of Burger King's consumers in Asian Countries. It aids in identifying the crucial aspects of customer experience such as product quality, pricing and service quality. By understanding the perceptions of customers, Burger King is able to identify the strengths and weaknesses that can be improved to enhance the product and service quality in order to ensure they meet customer expectations. Apart from that, insights from the study can guide Burger King in optimizing its pricing strategy to align with customers' preferences and market conditions in each Asian country. Ultimately, a comprehensive study on customer satisfaction at Burger King in Asian countries can help the company make data-driven decisions to optimize its offerings, pricing, and service quality.

Furthermore, the findings also provide information on the overall customers' satisfaction and their perceptions of product quality, price and service quality. It can help Burger King to develop more effective marketing and branding strategies specific to Asian countries. By referring to the information, Burger King may create personalised marketing

campaigns that emphasise factors like food quality, value for money, and great service and correspond with local client preferences. As a result, the business can better engage with customers as well as increase their satisfaction. In addition, the brand positioning, unique selling propositions and key differentiators that differentiate Burger King from other competitors can also be determined through this study. Ultimately, a comprehensive study on customer satisfaction at Burger King in Asian countries can help the company make data-driven decisions to optimize its offerings, pricing, and service quality. Burger King can engage with customers and eventually improve their satisfaction and loyalty in the fiercely competitive Asian market by utilising the insights acquired from the study to create more effective marketing and branding strategies.

Lastly, the study can identify areas where Burger King might not be fulfilling customers' expectations by analysing data on customer satisfaction. To improve overall customer satisfaction, this information can be utilised to pinpoint operational or service issues that need to be improved. For example, the study shows that some of the respondents are having opinions that the friendliness of the staffs would not be satisfying.

Burger King may invest money in training programmers to improve the friendliness, professionalism, and customer-centricity of personnel, making sure that clients feel at home and well-cared-for. This can be proved when the majority of respondents agree that the staff are well-trained and are able to answer their inquiries with full patience. Besides, Burger King has also ensured that staff members deeply understand the product item of Burger King, its ingredients as well as the customization options. It is crucial that the consumers receive accurate information and make an accurate decision that suits their preferences. This can therefore result in greater customer satisfaction, elevated consumer loyalty, and favorable word-of-mouth, thus boosting Burger King's overall success in Asian nations.

CONCLUSION

To get the customer's satisfaction result, we use the research method such as sample and procedure, measures to collect related data from 126 respondents from different countries and the date collected by using Likert scale for analysis which data use into IBM SPSS Statistics Software 27 for in-depth analysis. This research also uses regression model to identify correlation between consumer satisfaction and product quality, pricing, and service quality of Burger King. Through the result which shows in Table 2, the respondents who fill up the survey are mostly did not visit Burger King more than two times monthly as more as 61.90% of respondents. When conducting our investigation, we discovered that Burger King has fewer locations than other fast-food chains like McDonald's and KFC. The findings indicate that customers will be more concerned with product price and quality than service quality, and that they will base their decision to continue purchasing Burger King on pricing and product quality. In our study, most participants believed that Burger King provides goods at reasonable costs and that the overall value of the goods and services justifies the cost. Burger King employs a variety of pricing techniques, such as running specials and establishing a line of combo meals that are worthwhile investing in. Customers feel special and valued because to these tactics, which raises customer satisfaction. A fair pricing strategy also makes sure that costs are affordable and constant. Additionally, customers are happy with Burger King staff since they are kind, kind, and patient when serving them. This contentment effectively keeps customers on board, which also fosters loyalty as they patronise Burger King repeatedly and recommend it to their friends and family.

Some suggestions for Burger King include diversifying or expanding the product mix to address current product-mix limitations, such as offering a mix-and-match package so that customers who eat less can choose this package within their budget, Burger King

can offer various promotion vouchers to customers, and Burger King can offer seasonal foods to draw customers. Additionally, the findings could help Burger King improve the calibre of its services. Great service quality will result in high customer satisfaction because the two are related, and the service quality of a business is important because it will influence how customers feel and perceive the products it offers. One important way to draw customers to Burger King is through great service. Customer confidence and trust are increased when high quality service meets their requirements and expectations for the products. Indirectly, this increases a customer's contentment and brand loyalty. Last but not least, Burger King may offer a range of healthful items to meet shifting consumer attitudes towards active lives. While many customers like quick food during the workday, they also value their health. Therefore, Burger King might think about offering a healthier product to customers. One of the factors that customers consider while choosing Burger King is the product quality.

In conclusion, customer satisfaction is a measurement of how well a business's products and services, and general customer encounter live up to customer expectations. By demonstrating how well their goods or services are received by customers, it displays the health of the Burger King firm. Customer satisfaction is influenced by a number of criteria, including service quality, product price, and product quality, which have been discovered to assure the business's long-term profitability.

LIMITATION
Nevertheless, future researchers might find it useful to know what our study's shortcomings were. The first limitation is that we targeted responders from all Asian countries because our data was gathered online using a Google Form while the Covid-19 pandemic phase was still in effect. We shared the Google Form link on our social media, including Facebook and WhatsApp, and team members from other nations also collected data through their social media. Because the majority of respondents are in our age group, which includes people between the ages of 13 and 25, the generalizability of this study to all Burger King customers may be constrained. This is because the respondents are young adults without income because they are students, and the other age groups are unequal. Moreover, given the time limits, it was extremely challenging to get more responses.

The second limitation is that our questionnaire relies on self-report metrics like the Likert scale of 1 to 5, making it unable to monitor the likelihood of biases in answer such as social desirability, individual prejudices, compliant responses, etc. However, the focus of the current study is limited to a few variables. Therefore, the idea can be explored further in further studies. Future studies should steer clear of utilizing leading questions and should only focus on the right Burger King patrons. Future studies should include additional variables including perceived value and consumer loyalty, it is suggested. This survey offers crucial information about consumer satisfaction in the fast-food industry. In short, the study's conclusions provide managers with pointers for better comprehending consumer behaviors, particularly for enhancing customer happiness in the fast-food sector.

DECLARATION OF CONFLICTING INTERESTS
There is no conflict of interest, according to the authors.

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