

# Mediating Role of Customer Satisfaction on the Relationship of Demographic Factors and Customer Loyalty

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## ABSTRACT

This study will investigate and explore between independent variables, and dependent variable which consist of several factors that influence burger's quality in Selangor, Malaysia which affect customer's satisfaction. The research explain the relationship based on demographics of customers through their loyalty towards customer satisfaction. The findings for demographic factors indicate that there is significant difference in customer loyalty. The increase perception on age of customer will influence positively to customer loyalty which in turn enhances the satisfaction of the customers.

**Keywords:** customer satisfaction, loyalty, demographics, Malaysia

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## INTRODUCTION

Today's Malaysian citizen is very familiar with international fast food brand such as Kentucky Fried Chicken, McDonald's, Burger King, Wendy's, Carl's Junior and A & W to enjoy their food offer especially burger (Ailawadi, Neslin, & Gedenk, 2001). It is a big question for every burger lover on when and who started the burger business in Malaysia. Let us explore more to find the answer when I interviewed the founder of Ramly Burger at Cheras (Gay, Mills, & Airasian, 1976; Nguyen et al., 2019; Nikhashemi et al., 2013; Pathiratne et al., 2018; Seneviratne et al., 2019; Tarofder et al., 2019).

Angus brand is the first burger that every burger seller always used in year 1967. The main location for burger seller was in Kuala Lumpur areas especially Pudu Road, Chow Kit Road and Ampang Road. Burger sellers always chose bus stop and market area because these locations are the spot for public (Good, Barr, & Scates, 1941). During that time, mini bus was the main public transportation for Kuala Lumpur residents in terms of their daily activity such as going to market, going to school, commuting to work and going shopping on the weekend. Public can easily access to buy burger because it is located in strategic area.

Saifuddin B Yaakub is a blogger who stated that Megat Shaharin was the first burger seller in Alor Star near a post office at Tunku Ibrahim Road. He started burger business since 1975 and use Fitzpatrick brand for burger patty. During that time only a few customers will buy and eat burger because there are barriers to influence Malay to change rice as traditional food for lunch and dinner time (Aikman, Crites Jr, & Fabrigar, 2006).

The main issue for early burger seller in Malaysia is to find suitable supplier for raw material such as burger bread, burger patty and variety of sauce. They must find all the stock directly at supermarket such as The Store and Great Wall which were very popular among burger seller in year

1970 (Florack, Scarabis, & Gosejohann, 2005). Halal consideration is very important because the entire product is imported from our neighbour Singapore and Thailand. The word "Di Tanggung Halal" on every product is enough to convince for the first timer to test and eat burger (Aiello, Garman, & Morris, 2003).

The literature relating to connections among consumer loyalty, client devotion, and gainfulness can be isolated into two gatherings. The primary, administration the executives writing, recommends that consumer loyalty impacts client dedication, which thus influences productivity. These scientists talk about the connections between fulfillment, devotion, and benefit. Measurably determined assessment of these connections, who exhibited the relationship of consumer loyalty to benefit among emergency clinics. Standard operation hour for early burger seller in Malaysia were constrained due to electric sources were very limited. Usually, normal operation hour started from 10.00 a.m. until midnight. Every day, they must recharge battery from motorcar or lorry to expand their operation hour during night time (Lopez, Melendez, Sauer, Berger, & Wyssmann, 1998). Some of them must use two or three gasoline lamps at one burger stall to attract many customers during night. They open burger business around 10.00 a.m. until 12.00 p.m.

The best part for early burger seller in Malaysia is burger structure. Normally they will use vegetables in burger structure such as onion, cucumber and tomato. Then customer will choose only one sauce either chili sauce or tomato sauce (Armitage & Conner, 1999). Based on the interviewed with Hj Lokman bin Hj Hassan the owner of Om Burger at Jalan Kerja Air Lama, Ampang which is experienced in selling burger for more than 30 years. Margarine and butter play important role for every burger seller in Ampang area because customer will detect a smell of margarine or butter near the entire burger stall. The aroma will become as trademark for every burger seller

and at the same time customers can easily spotted to find burger stall.

There is no standard cooking burger technique for every burger seller in Malaysia (Aaker & Keller, 1990). They gain the skill and knowledge from business partner or friend which has experience in selling burger. In early burger cooking technique, they cut the middle of burger patty and become two sides (Evans & Berman, 2001). This technique is use to improve time of cooking burger patty and at the same situation they will save time for every order.

Meanwhile, due to the big interest of Malaysian towards burger business in Selangor, it obviously will reflect the original quality of burger. As mention by Gilal, Zhang, Gilal, Gilal, and Gilal (2017), the higher the supply, it probably will lead to the difficulty in order to maintain the quality of the food offer. Thus, it can be assumed that due to that reason that is currently happened in Selangor, it maybe will be major factors that influence the taste, ingredients, structure, and type of bread use and flavour of the burger. The main aim in this study is to investigate the demographic factors that may probably influence the quality of burger sell in Selangor area. The research will also focus on the high quality of burger that available in the market where customers can analyse before make any decision to buy and eat any burger on basis of their demographic factors (Esters, Cooker, & Ittenbach, 1998).

#### LITERATURE REVIEW

The literature relating to connections among consumer loyalty, client devotion, and gainfulness can be isolated into two gatherings. The primary, administration the executives writing, recommends that consumer loyalty impacts client dedication, which thus influences productivity. These scientists talk about the connections between fulfillment, devotion, and benefit. Measurably determined assessment of these connections, who exhibited the relationship of consumer loyalty to benefit among emergency clinics. Standard operation hour for early burger seller in Malaysia were constrained due to electric sources were very limited. (Caceres & Paparoidamis, 2007). They even fill in as low maintenance workers. The creators have gathered tales from administration workers, expressing how faithful clients are anxious to fill in as workers. Faithful clients have been seen in lodgings, telling other visitors about the incredible eateries in the lodgings. In club, clients clarify games also, how the player's club attempts to other clients (Herzig, Feigenblat, Shmueli-Scheuer, Konopnicki, & Rafaeli, 2016). Every year, new services have been introduced by Malaysia Airlines. Latest, in early March 2005, Malaysia Airlines has added Xi'an as its 8th destination in China after Hong Kong, Guangzhou, Beijing, Shang Hai, Xiamen, Chengdu and Kunming. After Xi'an has been added as one of the China destinations that Malaysia Airlines served, the airline operates 66 weekly frequencies between Malaysia and China (Gamboa & Gonçalves, 2014).

In response to customer demand in the aviation industry, there were substantial changes in the network operations. Every year, new services have been introduced by Malaysia Airlines. Latest, in early March 2005, Malaysia Airlines has added Xi'an as its 8th destination in China after Hong Kong, Guangzhou, Beijing, Shang Hai, Xiamen, Chengdu and Kunming. After Xi'an has been added as one of the China destinations that Malaysia Airlines served, the airline operates 66 weekly frequencies between Malaysia and China.

In late January 2005, Kolkata has been added as an additional route to India. Kolkata has been the 7th scheduled services destinations in India after Chennai, New Delhi, Bangalore, Hyderabad, and Ahmedabad. Malaysia Airlines tries to focus its strategy in India as it is known as one of the world's booming economies. With Kolkata, Malaysia Airlines is now operating 30 weekly flights to India. Malaysia Airlines is confident in adding Kolkata as one of their destinations because they believe number of tourists' arrivals and business entrepreneurs to the city will rapidly increase in time to come.

The advancement of fleet technology has brought MAS ahead to compete with other carriers in serving the best cabin with the best fleet around such as the newly launched Airbus A380. In order to catch up with regional rivals such as Singapore Airlines who had ordered 10 of A380, Malaysia Airlines ordered six airbus A380 superjets. Malaysia Airlines had also agreed to buy Rolls-Royce engine, the Trent 900 engine to power the six new Airbus A380. Airlines alliance and code-sharing code is now an integral part of the bilateral process as the formation of airline alliance.

As the national carrier preparing for this policy, they have been seeking synergies with other ASEAN national carriers to ensure a healthy competition by signing a code-share agreement with SIA and SilkAir in February 2005. This code-share agreement was a positive step towards more commercial co-operation over the long term.

The changing business landscape had necessitated such code-share arrangements. Besides the sharing of resources, travelers would also have more options, especially with regard to pricing and frequency. The code-share with SilkAir means that more Singaporeans will have a chance to consider Sarawak and Sabah as holiday destinations. They have been all over Peninsular Malaysia, Langkawi and Penang included, and it is time that they look somewhere else like Sabah and Sarawak. The best part for early burger seller in Malaysia is burger structure. Normally they will use vegetables in burger structure such as onion, cucumber and tomato. Then customer will choose only one sauce either chili sauce or tomato sauce (Armitage & Conner, 1999). Based on the interviewed with Hj Lokman bin Hj Hassan the owner of Om Burger at Jalan Kerja Air Lama, Ampang which is experienced in selling burger for more than 30 years. Margarine and butter play important role for every burger seller in Ampang area because customer will detect a smell of margarine or butter near the entire burger stall. The aroma will become as trademark for every burger seller and at the same time customers can easily spotted to find burger stall.

In any airline business, the most crucial part is the in-flight service. Whether it is the seating arrangement, the legroom, entertainment, food and drink, or even the flight attendance, these services are critical. Not many airlines had been able to maintain all the services mention above all in once. However, Malaysia Airlines has proved to the world that they are the cabin of choice, in terms of services. According to many reviews, Customers are served with the best Malaysian culinary classics like Beef Rendang, Nasi Lemak and some international dishes like Chicken Teriyaki and Fish Provençal coupled the drinks of the travelers' own choices, from the selection of freshly peeled fresh orange, to fine wines. Selections of hot drinks were also provided. Travelers may enjoy all of these services while they fondle the remote control of their personal entertainment TV.

One of the airline strongest subsidiaries, Malaysia Airlines Kargo Sdn Bhd, was recently named as the best three of its kind in Asia, for three years in a row. Although there had been a lot of external crisis for the past three years, such as SARS, Bird Flu, Middle East crisis, MASKargo still maintain its position to continue its revenue growth and strengthen its position in global major markets. With 'Going Beyond Expectation' as Malaysia Airlines multimedia branding campaign, MASKargo has set a platform to provide legitimacy and credibility for Malaysia Airlines in it's chosen markets. It serves as a promise to its customers that they would try their best in exceeding beyond the customers expectations in every aspects of the cargo needs.

Malaysia Airlines catering service have become known to many for its 'super-delicious'. Malaysian and international cuisine served on board. For Malaysia Airlines, the superior service quality and culinary excellence is the cornerstone of their strategy. Facing growing customer, industry and service level demands, Malaysia Airlines has to evaluate other airlines catering services if they want to compete and be among the best. The food is generally been seasonally appropriate and the portion is large and generous and it is guaranteed that the food served do not taste like traditional airline food because they are fresh and delicious. There is no problem if travelers want extra snacks and appetizers apart from the portion that already been given to them, since the cabin crew will gladly serve them again.

Malaysia airline is known for the brilliant in-flight services and excellent infrastructure that will set new world standards. Apart from the enhanced in-flight services, the airline was also known to have the best ground services support. Ground staffs are efficient and quick in problem solving such as when the line-ups for check-in are long some travelers will be streamed to the random check points. Malaysia Airlines Academy or MAA was established to empower the employees with knowledge and skills to operate the world-class airline through specialized instructions. Without the help from the ground supports, Malaysia Airlines will not be known to the world of it's highly regarded efficiency. Angus brand is the first burger that every burger seller always used in year 1967. The main location for burger seller was in Kuala Lumpur areas especially Pudu Road, Chow Kit Road and Ampang Road. Burger sellers always chose bus stop and market area because these locations are the spot for public (Good et al., 1941). During that time, mini bus was the main public transportation for Kuala Lumpur residents in terms of their daily activity such as going to market, going to school, commuting to work and going shopping on the weekend. Public can easily access to buy burger because it is located in strategic area.

Building client dedication is one of the greatest challenges for the lodging business. This examination researches and creates techniques that will assist lodgings with expanding client unwaveringness(Gallarza & Saura, 2006).

"Typically, satisfaction is conceived to be a function of quality of services, purchasing process, and pricing policy and most importantly service environment (Agle, Mitchell, & Sonnenfeld, 1999). Satisfaction is the consumer's fulfillment response and hence according to him a satisfaction judgment, involves at the minimum two stimuli—an outcome and a comparison referent."

H1: There is a significant nexus between gender of respondent's and customer's satisfaction

H2: There is a significant nexus between marital status of respondent's and customer's satisfaction

H3: There is a significant nexus between age of respondent's and customer's satisfaction

H4: There is a significant nexus between gender of respondent's and customer's satisfaction

H5: There is a significant nexus between occupation of respondent's and customer's satisfaction

H6: There is a significant nexus between income of respondent's and customer's satisfaction

H7: There is a significant nexus between household members and customer's satisfaction

The conceptual framework is developed logically to explain, described and elaborated network of associations among the variables deemed relevant to the research (Sekaran, 2003).

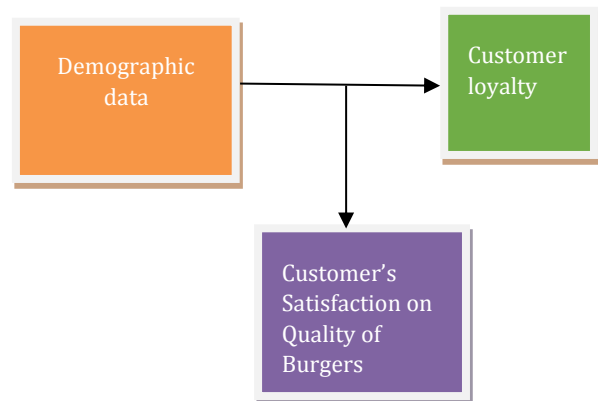


Figure 1: Proposed conceptual framework

**METHODS**

The research focuses on those demographic factors within and outside the consumer environment that affect the choice of burgers' quality. For this study a questionnaire with 16 questions were developed to measure the demographic data and dependent variable. Table 1 below illustrated variables being used.

Table 1: Representativeness of Variables

Variables	Operational Definition	No of questions
Socio-demographic	Degree to which respondents' demographic profiles effects of customer satisfaction on quality of burger	7
Customer loyalty	The degree on which customer loyalty level would influence customer to choose burger	4
Customer's Satisfaction on quality of burger	Degree to which the customers' acceptance on quality of burgers	5

Data was collected from reliable sources, from respondents who are more experienced in using alternative health products. Questionnaire was tested by at least thirty people. Data was collected within a period of two weeks.

**ANALYSIS**

The research is descriptive in nature. The survey was used to answer questions on whether there is an association between demographic factors and customer's satisfaction.

**Measurement and Instrumentation**

“Questionnaire is chosen as the main technique to collect data because it can be self-administered and is simple to score and use. The questionnaire is adapted from several studies. The questionnaire consists of two sections. Section A consists of the items that captured general information about the respondents such as gender, marital status, age, education level, main occupation, monthly income and household size”. This part of the questionnaire is designed by using nominal and ordinal scale. The section B, the researcher would analyse and predict the customer satisfaction of quality of burger. This part of questionnaire is design by using 5 points Likert Scale Rating method.

The population consisted of customers from various background of demographic, all range of ages, multiple races, both male and female. The target population of this research was above eighteen years' old who are working in various sectors of public and private sectors in Selangor. Using Cronbach's alpha to measure internal consistency of the items, those items that did not reach statistical significance were excluded. Reliability is the extent to which a test yields the same results with repeated trials (Table 2).

**Table 2: Reliability of the scales**

Section	No. of Items		Cronbach's alpha
	Initial	Final	
<b>Customer's Satisfaction</b>	5	5	<b>.736</b>
<b>Customer Loyalty</b>	4	4	<b>.782</b>

The results in Table 2 indicate the Cronbach's alpha ranges to 0.7 to 0.8. Therefore, this indicates that the items in the questionnaire are reliable.

There are sets of 350 questionnaires were distributed to the respondents, whom were various type of people from various field in Shah Alam, Selangor. Out of 350 questionnaires, only 300 respondents have answered the questionnaires which yielded about 85.71 percent response rate.

Table 3, summarizes the descriptive statistics of the respondents according to demographic information such as gender, marital status, age, education level, occupation status, monthly income, and household member.

**Table 3: Demographic Profile**

Variables	Frequen cy	Percenta ge (%)
Gender		
Male	140	46.7

Female	160	53.3
Marital Status of Respondent		
Single	180	60.0
Married	113	37.7
Other	7	2.3
Age		
Below than 20	45	15.0
20 to 29	79	26.3
30 to 39	73	24.3
40 to 49	95	31.7
Above 50	8	2.7
Education		
PMR/SPM/STPM	118	39.3
Certificate/Diploma/Degree	164	54.7
Postgraduate or higher	18	6.0
Occupation of Respondent		
Government employees (Public Sector)	82	27.3
Private employees (Private Sector)	90	30.0
Self-employed (Freelance or Own Business)	65	21.7
Other	63	21.0
Income		
Less than RM3,000	121	40.3
RM3,001 to RM5,000	116	38.7
RM5,001 to RM8,000	50	16.7
More than RM8,000	13	4.3
Household Member		
1	57	19.0
2 to 4	160	53.3
5 to 9	82	27.3
10 and above	1	0.3

The marital status of respondents for this study are categorized by three different status, where single

represent for 180 respondents (60%), followed by married for 113 respondents (37.7%) and others was 7 respondents (2.3%). For respondents chooses for other, further investigation were made by asking type of status and all seven respondents response as divorce.

Another respondents profile is classify according to their age, age below than 20 years old represent for 45 respondents (15%), age between 20 to 29 for 79 respondents (26.3%), age between 30 to 39 years old for 73 respondents (24.3%), age 40 to 49 years old for 95 respondents (31.7%) and for age above than 50 years old for 8 respondents (2.7%). Education of respondent's section, the respondent's educations for PMR/SPM/STPM are 118 respondents (39.3%), second by Certificate/Diploma/Degree holder for 164 respondents (54.7%) and postgraduate or higher for 18 respondents (6%). Occupation of respondent's section, Government sector for 82 respondents (27.3%), Private employees' for 90 respondents (30%), self-employed for 65 respondents (21.7%) and others sector for 63 respondents (21%). Further investigation has been made for respondents choosing for other sector and researcher find that all of them are student studies in university especially in University Technology Mara (UiTM) in Shah Alam.

Monthly income of respondent is divided into four categories. First if income less than RM3,000 for 121 respondents (40.3%), income of RM3,001 to RM5,000 for 116 respondents (38.7%), income of RM5,001 to RM8,000 for 50 respondents (16.7%) and finally income more than RM8,000 for 13 respondents (4.3%). Household member for respondents is divided to for categories. First only one member per house for 57 respondents (19%), members for 2 to 4 is 160 respondents (53.3%), 5 to 9 members per house for 82 respondents and above than 10 member per house for 1 respondent (0.3%).

The result of t-test is shown in the table 4.3. This finding indicates that there are no significant differences in customer loyalty between two sector (t value = 0.636, P = 0.002). As the probability error is less than 0.05 (p=0.002 < 0.05). Therefore, it can be concluded that the genders of respondents do any influence on customer satisfaction. Thus, hypothesis one (H1) is accepted.

**Table 4 - T-test between Gender and Customer Loyalty**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.663	4	8.166	15.521	.000
Within Groups	155.204	295	.526		
Total	187.867	299			

Table 5, explains that there is significant relationship between marital status and customer loyalty as f value is 21.927 and p=0.000 which is less than 0.05 and this can be concluded as marital status has an impact to customer loyalty.

**Table 5: ANOVA comparing marital status and customer loyalty**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.171	2	12.085	21.927	.000
Within Groups	163.697	297	.551		
Total	187.867	299			

Table 6 the one-way ANOVA shows that significant level at p = 0.000. Since the p value is below than 0.05, this can be concluded that there is significant difference in customer loyalty based on their age (F = 15.521, P = 0.000). Thus, age does any influence on customer loyalty.

**Table 6- ANOVA comparing age group and customer loyalty**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.663	4	8.166	15.521	.000
Within Groups	155.204	295	.526		
Total	187.867	299			

Table 7, shows ANOVA result between education group and customers loyalty resulted that significant level of p=0.198 and f=1.564. As the p value is more than 0.05, it indicates that there is no relationship between both variables and education level among the respondents has no impact towards customer loyalty.

**Table 7: ANOVA comparing of education and customer loyalty**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.931	3	.977	1.564	.198
Within Groups	184.936	296	.625		
Total	187.867	299			

Table 8 the one-way ANOVA shows that significant level at p = 0.000 and f=8.128. Since the p value is less than 0.05, this can be concluded that there is significant difference in customer loyalty based on their occupation status (F = 8.128, P = 0.000). Occupation status does have any influence on customer loyalty.

**Table 8: ANOVA comparing of occupation group and customer loyalty**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.298	3	4.766	8.128	.000
Within Groups	173.570	296	.586		
Total	187.867	299			

Table 9 shown one-way ANOVA results that significant level at  $p=0.000$  which is the  $p$  value is less than 0.05. This can be concluded that there is significant difference in customer loyalty based on ( $F = 8.787, p=0.000$ ). Income does have any influence on customer loyalty.

**Table 9 - ANOVA comparing of income group and customer loyalty**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.363	3	5.121	8.787	.000
Within Groups	172.504	296	.583		
Total	187.867	299			

Table 10 the one-way ANOVA shows that significant level at  $p = 0.000$  and  $f=6.298$ . Since the  $p$  value is less than 0.05, this can be concluded that there is significant difference in customer loyalty based on their household size ( $F = 6.298, P = 0.000$ ). Household size does have any influence on customer loyalty.

**Table 10: ANOVA comparing of household size and customer loyalty**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.272	3	3.757	6.298	.000
Within Groups	176.596	296	.597		
Total	187.867	299			

Respondents were asked to indicate their perceptions and agreement towards the statements in the questionnaires, using the five points Likert-Scale answer.  
 1.0 to 2.33 = Low, 2.34 to 3.63 = Moderate, 3.64 to 5.00 = High

**Table 11 - Descriptive (Mean and S. Deviation) of Customer loyalty and Satisfaction**

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Customer satisfaction	30	1.00	5.00	3.2760	.79267
Customer loyalty	30	1.00	5.00	3.2500	.78340

Customer loyalty at mean of 3.2500 ( $sd=0.78340$ ) and customer satisfaction at moderate mean (mean = 3.2760,  $sd = 0.79267$ ). Therefore, most of the respondents have the perception to create customer satisfaction and loyalty

### DISCUSSIONS AND CONCLUSIONS

The researcher attempted to investigate customer's loyalty towards the customer satisfaction in burger quality and examine whether these attitudes vary in relation to the customer's personal characteristics such as the gender, marital status, age, education, occupation, income and household member was analysing to view of demographic factor in influence the loyalty and satisfaction. The results of this study reflected that there is relationship found on marital status group in the customer's loyalty. Findings of this study will primary beneficial to government agencies, burger manufacturer, wholesaler, retailer, policy maker and marketer by creating insight into customer loyalty, satisfaction and finally building intentional behaviour to purchase the product.

The main contributions of the current research include providing a reliable and valid questionnaire that is suitable for perceived behavioural intention in burger quality. The current research provides updated, important insights and implications to burger manufacturer managers. In conclusion, the result of this research not only contributes to the existing knowledge on satisfaction study but also provides useful suggestions and insights for improving of purchase intention perception in burger in Klang Valley. It is hoped that customer can receive high quality of burger in the future.

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