



**Factors influencing Customer Contentment in Fast Food Restaurants Amid the COVID-19 Pandemic:
A study from Lahore district**

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Abstract

Fast food restaurants are a big hit in today's world but there was a huge set back to these restaurants during COVID 19 pandemic. Restaurants face huge losses. They also changed dynamics of their operations offering different services. The dine-in mode changed to takeaways and delivery along with car dine-ins. This paper aims to determine relationship between factors including service quality, cultural and social dynamics, COVID 19 protocols, price and customer satisfaction. This study can be used as a basis for fast food restaurants and other related industries to enhance customer satisfaction worldwide.

Keywords: Structure Equation Modeling, Fast Food Restaurants, COVID 19, Service quality

1. Introduction

The COVID-19 is a highly infectious respiratory infection caused by the SARS-CoV-2 corona virus. The virus was discovered in December 2019 in Wuhan, China, and it soon spread around the world, resulting in a pandemic. Fever, cough, shortness of breath, and exhaustion are all common COVID-19 symptoms. When an infected individual coughs or sneezes, the virus spreads mostly through respiratory droplets.

Lockdown, social distance, mask-wearing, and vaccination efforts have all been used by governments and health organizations throughout the world to combat the virus's spread. The epidemic has had far-reaching consequences for public health, economy, and everyday life, causing enormous changes in how people work, interact, and travel.

The pandemic of COVID-19 had a tremendous influence on the fast-food business, altering customer satisfaction in a variety of ways. Several elements have played an important part in moulding the consumer experience during this difficult period.

A challenge for the food industry has been the steadily growing and strengthening competition in the service sector, Mwangi (2010). Every company strives to develop competitive advantages over its competitors (Banterle et al., 2013). Competitive pricing, sales promotion, food quality, and excellent customer service are the main factors that influence client patronage and satisfaction, which will result in customer loyalty when it comes to strategic reactions in the food industry.

Customer satisfaction and loyalty are recognized to be related (Bowen & McCain, 2015). Customer loyalty increases at a certain point along with increase in customer satisfaction. Customer response to the discrepancy between what they received and what they expected is known as customer satisfaction. According to Gerpot et al. (2021), "customer satisfaction depends on how effectively the items or services meet their expectations." It is clear, though, that customer satisfaction is related to customer spending and firm profitability (Nunkoo et al. 2020; Audi et al. 2021). Due to future advancements and changes throughout time, such as change in technology and internet, product attributes, conditions, and situational elements, there may be some modifications in the customer's behavior. The COVID-19 epidemic is the finest illustration of these changes since it has generated social exclusion and repeated lockdown, which have disrupted consumer behavior.

Customers have a significant effect on price and the quality of services delivered. Fair pricing and high-quality services contribute to client trust and a positive image. In addition, when properly managed, fair pricing and high-quality services satisfy customers (Limakrisna & Ali, 2016). This is so that it can continue to thrive in a competitive field, as client happiness is essential. The COVID-19 epidemic, however, caused a change in consumer behavior

The cost and quality of the goods are two other elements that may affect client happiness. Furthermore, these studies, which were carried out prior to the COVID-19 pandemic, only used a small sampling size. According to the results of Ong et al. (2022), customer loyalty is influenced by consumer satisfaction, while both factors also have an impact on product and customer service quality. The study also examined the effects of product and service quality as well as other variables on customer satisfaction. To gain a better understanding of the COVID-19 pandemic's economic impact, another variable that may have an impact on customer satisfaction, such as pricing, may also be taken into account. It will be intriguing to research the model's application in fast food establishments, particularly when added to other factors such as cost, cultural influence, and product quality during the COVID-19 pandemic.

It is necessary to evaluate customer satisfaction in order to determine the profit loss during the COVID-19 pandemic that may be applied even after the pandemic. To better understand consumer behavior, it is important to analyse the various variables that affect customer happiness. During the COVID-19 pandemic, this would help establish stronger strategies and marketing plans. Developing a sustainable business model has been essential during the COVID-19 epidemic. The sustainable business model might thus be used even after the COVID-19 pandemic because customers are already embracing the new normal.

The purpose of the study was to use the factors like food quality, service quality, pricing and COVID19 to correlate the variables influencing customer satisfaction for fast-food restaurants. This research might be used as the foundation for the company's value creation and business strategy on how to boost customer satisfaction and grow its client base. The expanded approach might also be used and expanded among other fast-food outlets. Finally, other fast-food restaurants or service-related sectors could implement the study's conclusions in their global strategy planning.

2. Literature Review

Customer satisfaction is considered a vital factor in the success of any organization. Previous research on restaurants has indicated that customer satisfaction is the pivotal factor upon which the restaurant's image relies. Furthermore, various factors

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influence customer satisfaction and contribute to both positive and negative image of a product or a restaurant. Among these, the most extensively examined elements include the quality of food and service, pricing, and the ambiance of the restaurant. Sabir et al. (2014) claim about the customer satisfaction that it has become the most significant aspect as it has substantial impact on the profitability of businesses. Hanaysha and Hilman, (2015) claims that customer satisfaction leads to an increase in the trust of customers.

Researchers in previous studies have put forth various definitions of customer satisfaction. Customer satisfaction, according to Hui and Zheng (2010), is the total evaluation or judgement made by customers regarding the quality of products or services offered by a service provider. Customer satisfaction, according to Hansemark and Albinsson (2004), is the entire appraisal of a brand's products or services by consumers, including their emotional responses to the brand's capacity to satisfy their wants and wishes.

“Customer satisfaction can be analyzed with the help of different factors such as food quality, price, and cultural influence, and SERVQUAL dimensions can be utilized. Previous studies have shown that the SERVQUAL dimensions have been adapted and used in many studies in different service settings, geographic locations, and cultural contexts.” (cf. Naik et al. 2010). In this study, we analyzed customer satisfaction in terms of service quality, food quality, pricing, and the COVID-19 pandemic.

One of the important factors that stands out as a crucial factor contributing to increased customer satisfaction is service quality. Line et al. (2016) conducted research examining the connection between satisfaction and the perceived quality of service. According to Qin and Prybutok (2008), “it is suggested that management examines and enhances the quality of services provided, as doing so will motivate and inspire customers to make additional purchases.” According to Kalaja et al. (2016), a customer receives the products and services and also assesses their quality if they are satisfied or increased their needs and expectations. One study conducted by Omar et al. (2016) discovered that service quality is more significant than the quality of food available when considering the dining satisfaction of any customer.

Customers from any part of the world have certain expectations for the products they purchase, and the quality of the product plays a significant role in meeting or exceeding those expectations. If the product meets or exceeds their expectations, the customer will be satisfied with their purchases and the vice versa. (Arдын et al. 2023). In their study, Ha and Jang (2013) investigated that food quality encompasses assessments of taste, proper cooking, as well as the creatively presented. The study informs that well-cooked food contributes to customer satisfaction. Past research on the restaurant industry by (Abdullah and Rozario, 2009) showed that customer visit is highly dependent on food quality. Customer contentment is linked to food quality, which is evaluated based on various attributes such as aroma, taste, nutritional value, food color, and so on (Liu & Tse, 2018; Serhan & Serhan, 2019).

According to Andaleeb and Conway (2006), the price of goods on a menu acts as a barometer for quality, potentially attracting or deterring customers. The cost of the items has a substantial impact on customer perceptions. The pricing of menu items fluctuates according to the restaurant's style. It is assumed that customers are more likely to associate high prices with premium quality, while lower prices may lead to feelings of being "ripped off." Researchers have also observed that customer satisfaction is likely to occur when the price of a product aligns with its perceived value. Albari and Kartikasari (2019) show that fair pricing increases customer satisfaction. Both claimed that a product's pricing method will truly affect customer satisfaction. Thus, price is a significant factor affecting customer satisfaction. On the other hand, Gustafsson et al. (2005) claimed that the more affordable the product, the more it will satisfy the customer, and he will buy the product repetitively as it will come in its range.

The COVID-19 pandemic has created unprecedented challenges for businesses worldwide, and the hospitality industry is no exception. The pandemic has changed the daily lives of almost everyone around the world and has had a significant impact on the food industry (Ong et al. 2022). Based on a study by Ong et al. (2022), approximately 1,100 respondents in the United States were asked whether their dietary habits had continued since November 2020. Not surprisingly, 55% of the survey respondents reported that their breakfast behavior had changed, 51% reported that their lunch behavior had changed, and 53% reported that their dinner behavior had changed. Therefore, it is incorrect to claim that the COVID-19 pandemic changed individual habits. Additionally, Ong et al. (2021) and German et al. (2022) also highlighted the sudden change in people's behavior during the COVID-19 pandemic. The results of this study also showed that with proper and appropriate protocols and security enhancements, consumers will take time to check the services offered. Considering all the risks and precautions associated with the spread of COVID-19, people are reluctant to use the services provided, and their satisfaction is low. Additionally, individual bookings are likely to increase, such as when conducting online grocery shopping as a precaution against the COVID-19 pandemic.

2.1. Hypotheses

H₁: Service quality had a significant effect on customer satisfaction

H₂: Pricing had a significant effect on customer satisfaction

H₃: COVID-19 had a significant effect on customer satisfaction.

H₄: Food quality had a significant effect on customer satisfaction

3. Methodology

3.1. Sample Size

The sample of 100 respondents are selected for conducting this study.

3.1.1. Sampling Technique

The sample size is selected using Yamane method of sample selection.

The sample of size 100 is selected using Simple Random sampling.

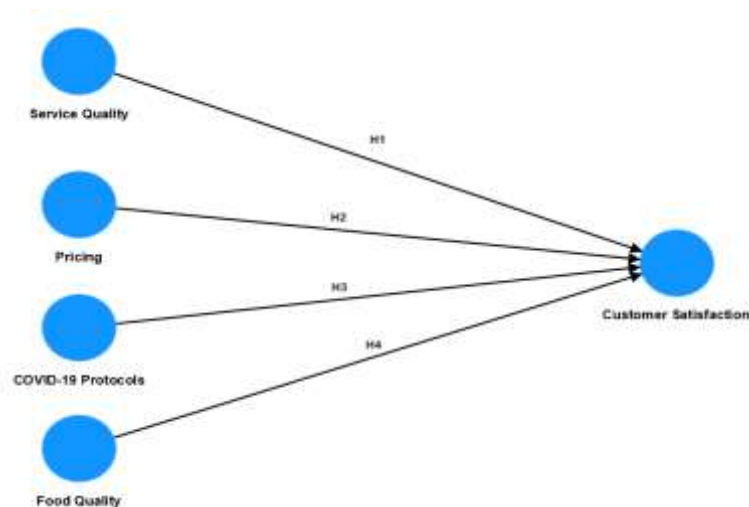
3.1.2. Questionnaire

The data is collected through a new designed questionnaire.

3.1.3. Statistical Analysis Techniques

For the analysis purpose descriptive analysis and Structure Equation Modelling is applied using Smart PLS for the testing of H1, H2, H3, H4 hypothesis.

3.2. Proposed



4. Results and Discussion

Table 1. Descriptive Analysis

A. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	80	63.5	63.5	63.5
	Male	46	36.5	36.5	100.0
	Total	126	100.0	100.0	

B. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	20	15.9	15.9	15.9
	21-30	30	23.8	23.8	39.7
	31-40	64	50.8	50.8	90.5
	41-50	12	9.5	9.5	100.0
	Total	126	100.0	100.0	

C. Number of times you eat in a fast food restaurant:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	once a week	38	30.2	30.2	30.2
	Twice a week	10	7.9	7.9	38.1
	three times a week	4	3.2	3.2	41.3
	four or more times a week	4	3.2	3.2	44.4
	once a month	70	55.6	55.6	100.0
Total	126	100.0	100.0		

D. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	30	23.8	23.8	23.8
	Employed	94	74.6	74.6	98.4
	others	2	1.6	1.6	100.0
	Total	126	100.0	100.0	

E. Discount is one of the reasons I eat in fast food restaurants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	9.5	9.5	9.5
	No	64	50.8	50.8	60.3
	Sometimes	50	39.7	39.7	100.0
	Total	126	100.0	100.0	

The above table 1 show the descriptive statistics. Female respondents were more than male respondents as shown in Table a. There are 63.5% female respondents and 36.5% male respondents. Most of the respondents were between age bracket of 31-40 years i.e. 50.8% followed by people between 21-30 years i.e. 23.8%. 55.6% respondents eat in a fast food restaurant once a month followed by 30.2% of the respondents who eat in a fast food restaurant once a week. 74.6% of the respondents are

employed followed by 23.8% of the respondents who are students. Mostly eat in fast food restaurants without discounts. (50.8%)

Table 2: Descriptive Statistics and Correlational Analysis

Factors	Mean	S.D	COVID-19 Protocols	Customer Satisfaction	Food Quality	Pricing	Service Quality
COVID-19 Protocols	3.37	0.57	1				
Customer Satisfaction	3.56	0.64	-0.285	1			
Food Quality	4.11	0.53	-0.159	-0.223	1		
Pricing	3.09	0.74	-0.163	-0.596	-0.193	1	
Service Quality	4.07	0.47	-0.152	0.247	-0.159	-0.62	1

4.1. Interpretations of Descriptive Statistics of table 2

The mean of the COVID-19 Protocols is 3.37, with a standard deviation of 0.57. This means that the average rating for this factor is 3.37, and that the ratings are relatively consistent, with most ratings falling within 0.57 points of the mean.

The mean of Customer Satisfaction is 3.56, with a standard deviation of 0.64. This means that the average rating for this factor is 3.56, and that the ratings are somewhat spread out, with some ratings being much higher or lower than the mean.

The mean of Food Quality is 4.11, with a standard deviation of 0.53. This means that the average rating for this factor is 4.11, and that the ratings are relatively consistent, with most ratings falling within 0.53 points of the mean.

The mean of Pricing is 3.09, with a standard deviation of 0.74. This means that the average rating for this factor is 3.09, and that the ratings are somewhat spread out, with some ratings being much higher or lower than the mean.

The mean of Service Quality is 4.07, with a standard deviation of 0.47. This means that the average rating for this factor is 4.07, and that the ratings are relatively consistent, with most ratings falling within 0.47 points of the mean.

4.2. Interpretations of Pearson Correlations

The correlation between COVID-19 Protocols and Customer Satisfaction is -0.285, which indicates a no significant relationship. The correlation between COVID-19 Protocols and Food Quality is -0.159, which indicates a no significant relationship. The correlation between COVID-19 Protocols and Pricing is -0.163, which indicates a no significant relationship. The correlation between COVID-19 Protocols and Service Quality is -0.152, which indicates a no significant relationship.

The correlation between Customer Satisfaction and Food Quality is -0.223, which indicates a no significant relationship. The correlation between Customer Satisfaction and Pricing is -0.596, which indicates a negative relationship. This means that as customer satisfaction decreases, pricing tends to decrease as well. The correlation between Customer Satisfaction and Service Quality is 0.247, which indicates a no significant relationship.

The correlation between Food Quality and Pricing is -0.193, which indicates a no significant relationship. The correlation between Food Quality and Service Quality is -0.159, which indicates a no significant relationship.

The correlation between Pricing and Service Quality is -0.620, which indicates a negative relationship. This means that as pricing decreases, service quality tends to decrease as well.

4.3. Internal reliability using Cronbach Alpha

Internal reliability is a measure of how well the items in a scale measure the same construct. Cronbach's alpha is a common measure of internal reliability. It is calculated by averaging the item-to-total correlations. An item-to-total correlation is the correlation between a single item and the total score on the scale. A high item-to-total correlation indicates that the item is measuring the same construct as the scale as a whole.

Cronbach's alpha is interpreted as follows:

- 0.70 or higher: Good internal reliability
- 0.60 to 0.70: Acceptable internal reliability
- 0.50 to 0.60: Questionable internal reliability
- 0.40 or lower: Poor internal reliability

A higher Cronbach's alpha indicates better internal reliability. This means that the items in the scale are more likely to be measuring the same construct.

Table 3

Factors	Items	Cronbach's alpha
Service Quality	17	0.721
Pricing	3	0.753
COVID-19 Protocols	3	0.731
Food Quality	3	0.746
Customer Satisfaction	3	0.769
Overall	29	0.744

Here are some specific interpretations of the Cronbach's alpha values in the table:

- The Cronbach's alpha value for Service Quality is 0.721, which is acceptable. This means that the 17 items that measure Service Quality are somewhat consistent with each other.
- The Cronbach's alpha value for Pricing is 0.753, which is good. This means that the 3 items that measure Pricing are very consistent with each other.

- The Cronbach's alpha value for COVID-19 Protocols is 0.731, which is good. This means that the 3 items that measure COVID-19 Protocols are very consistent with each other.
- The Cronbach's alpha value for Food Quality is 0.746, which is good. This means that the 3 items that measure Food Quality are very consistent with each other.
- The Cronbach's alpha value for Customer Satisfaction is 0.769, which is good. This means that the 3 items that measure Customer Satisfaction are very consistent with each other.
- The Cronbach's alpha value for Overall is 0.744, which is good. This means that all of the 29 items in the table are very consistent with each other.

4.4. Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is a statistical method used to test the fit of a hypothesized measurement model to a set of observed data. The measurement model is a set of equations that specify the relationships between the observed variables and the latent variables that they are assumed to measure. Item loadings are the coefficients that represent the strength of the relationship between the observed variables and the latent variables. Composite reliability is a measure of the internal consistency of a scale. It is calculated by averaging the item-to-total correlations. Average variance extracted (AVE) is a measure of how much variance in the observed variables is explained by the latent variables. In CFA, item loadings are expected to be statistically significant and positive. Composite reliability is expected to be greater than 0.70. AVE is expected to be greater than 0.50. If the item loadings, composite reliability, and AVE are all acceptable, then the hypothesized measurement model is said to be a good fit to the data. This means that the observed variables are likely to be measuring the latent variables that they are assumed to measure. If the item loadings, composite reliability, or AVE are not acceptable, then the hypothesized measurement model may not be a good fit to the data. This means that the observed variables may not be measuring the latent variables that they are assumed to measure.

Table 4

Factors	Items	Item Loadings	Composite reliability	Average variance extracted (AVE)
Service Quality	SQ1	0.767	0.733	0.503
	SQ2	0.767		
	SQ3	0.753		
	SQ4	0.723		
	SQ5	0.739		
	SQ6	0.714		
	SQ7	0.704		
	SQ8	0.699		
	SQ9	0.731		
	SQ10	0.709		
	SQ11	0.705		
	SQ12	0.705		
	SQ13	0.716		
	SQ14	0.766		
	SQ15	0.794		
	SQ16	0.749		
	SQ17	0.717		
Pricing	P1	0.759	0.782	0.584
	P2	0.718		
	P3	0.868		
COVID-19 Protocols	COVID1	0.702	0.748	0.568
	COVID2	0.78		
	COVID3	0.756		
	COVID4	0.716		
	COVID5	0.713		
	COVID6	0.784		
	COVID7	0.786		
	COVID8	0.744		
Food Quality	FQ1	0.859	0.811	0.659
	FQ2	0.784		
	FQ3	0.789		
Customer Satisfaction	CS1	0.902	0.837	0.621
	CS2	0.768		
	CS3	0.842		

Here are some specific interpretations of the item loadings:

- **Service Quality:** The item loadings for the Service Quality factor are all relatively high, suggesting that all of the items are good measures of this factor. SQ1, SQ2, SQ3, and SQ4 all have item loadings of 0.767 or higher, which

means that they have very strong positive relationships with the factor. These items suggest that the restaurant provides good customer service and that employees are friendly and helpful.

- **Pricing:** The item loadings for the Pricing factor are also relatively high, suggesting that all of the items are good measures of this factor. P3 has the highest item loading of 0.868, which means that it has a very strong positive relationship with the factor. This item suggests that customers are satisfied with the prices at the restaurant.
- **COVID-19 Protocols:** The item loadings for the COVID-19 Protocols factor are all relatively high, suggesting that all of the items are good measures of this factor. COVID1, COVID2, COVID3, and COVID4 all have item loadings of 0.756 or higher, which means that they have very strong positive relationships with the factor. These items suggest that the restaurant is taking steps to protect customers from COVID-19.
- **Food Quality:** The item loading for the Food Quality factor are all relatively high, suggesting that all of the items are good measures of this factor. FQ1 has the highest item loading of 0.859, which means that it has a very strong positive relationship with the factor. This item suggests that customers are satisfied with the quality of the food at the restaurant.
- **Customer Satisfaction:** The item loadings for the Customer Satisfaction factor are all relatively high, suggesting that all of the items are good measures of this factor. CS1 has the highest item loading of 0.902, which means that it has a very strong positive relationship with the factor. This item suggests that customers are overall satisfied with their experience at the restaurant.

4.5. Composite Reliability and AVE

The composite reliability of 0.733 indicates that the items measuring Service Quality are internally consistent. The AVE of 0.503 suggests that Service Quality explains 50.3% of the variance in the items measuring it.

The composite reliability of 0.782 indicates that the items measuring Pricing are internally consistent. The AVE of 0.584 suggests that Pricing explains 58.4% of the variance in the items measuring it.

The composite reliability of 0.748 indicates that the items measuring COVID-19 Protocols are internally consistent. The AVE of 0.568 suggests that COVID-19 Protocols explains 56.8% of the variance in the items measuring it.

The composite reliability of 0.811 indicates that the items measuring Food Quality are internally consistent. The AVE of 0.659 suggests that Food Quality explains 65.9% of the variance in the items measuring it.

The composite reliability of 0.837 indicates that the items measuring Customer Satisfaction are internally consistent. The AVE of 0.621 suggests that Customer Satisfaction explains 62.1% of the variance in the items measuring it.

4.6. Path Coefficients

The path coefficients is the direct effect of one construct on another construct, controlling for all other constructs in the model. The beta is a measure of the strength of the direct effect. It is interpreted as the change in one construct for a one unit change in another construct, controlling for all other constructs in the model. The standard error is a measure of the uncertainty around the estimate of the direct effect. It is calculated as the square root of the variance of the estimate. The t-value is a measure of the statistical significance of the direct effect. It is calculated by dividing the beta coefficient by the standard error. The p-value is a measure of the probability of obtaining the observed direct effect by chance, assuming that the null hypothesis is true. A p-value of less than 0.05 is considered statistically significant. The hypothesis is a statement about the direction of the direct effect. The hypothesis is either accepted or rejected based on the p-value.

Table 5

	Beta	S.E	t-values	P values	Hypothesis
H ₁ : Service Quality -> Customer Satisfaction	-0.373	0.086	4.326	0.000	Accepted
H ₂ : Pricing -> Customer Satisfaction	-0.156	0.099	3.56	0.005	Accepted
H ₃ : COVID-19 Protocols -> Customer Satisfaction	-0.137	0.106	3.289	0.007	Accepted
H ₄ : Food Quality -> Customer Satisfaction	-0.169	0.089	2.899	0.008	Accepted

Here is a more detailed interpretation of the results:

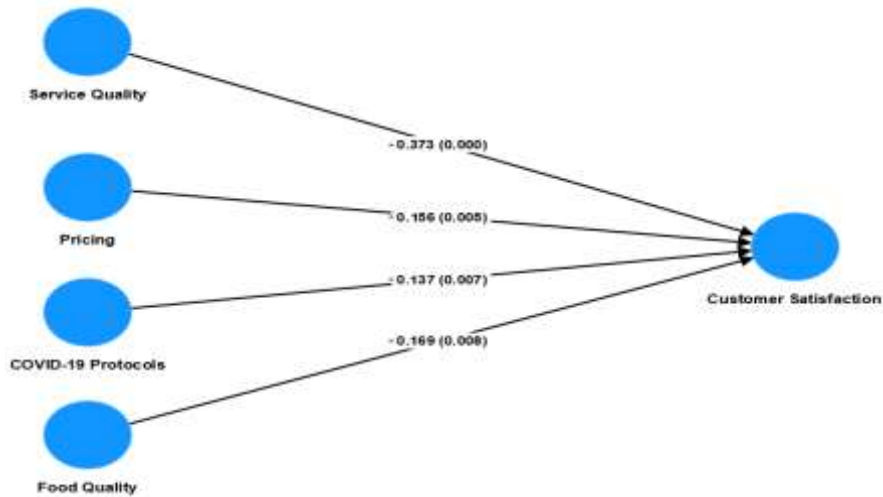
H₁: Service Quality -> Customer Satisfaction: The beta coefficient for service quality is -0.373, which means that for every one-unit increase in service quality, there is a 0.373-unit decrease in customer satisfaction. The p-value for service quality is 0.000, which is less than 0.05. This means that there is a statistically significant relationship between service quality and customer satisfaction.

H₂: Pricing -> Customer Satisfaction: The beta coefficient for pricing is 0.156, which means that for every one-unit increase in pricing, there is a 0.156-unit decrease in customer satisfaction. The p-value for pricing is 0.005, which is less than 0.05. This means that there is a statistically significant relationship between pricing and customer satisfaction.

H₃: COVID-19 Protocols -> Customer Satisfaction: The beta coefficient for COVID-19 protocols is -0.137, which means that for every one-unit increase in COVID-19 protocols, there is a 0.137-unit decrease in customer satisfaction. The p-value for COVID-19 protocols is 0.007, which is less than 0.05. This means that there is a statistically significant relationship between COVID-19 protocols and customer satisfaction.

H₄: Food Quality -> Customer Satisfaction: The beta coefficient for food quality is -0.169, which means that for every one-unit increase in food quality, there is a 0.169-unit decrease in customer satisfaction. The p-value for food quality is 0.008, which is less than 0.05. This means that there is a statistically significant relationship between food quality and customer satisfaction.

4.7. Final Model with Results



5. Conclusion

A comprehensive analysis of the relationships between COVID-19 protocols, food quality, service quality experience, and customer satisfaction has yielded insightful findings, shedding light on the intricate dynamics within the restaurant industry. The correlations between customer satisfactions showed no significant relationship with service quality, food quality, and COVID-19 protocols. In particular, a negative correlation was observed between customer satisfaction and pricing (-0.596), suggesting that when customer satisfaction declines, pricing tends to decline as well. Cronbach's alpha values for Service Quality (0.721), pricing (0.753), COVID-19 Protocols (0.731), Food Quality (0.746), and Customer Satisfaction (0.769) surpassed the acceptable threshold of 0.70. Furthermore, the path coefficient analysis investigated the direct impact of service quality, pricing, COVID-19 protocols, and food quality on customer satisfaction. The beta coefficients representing the strength of these relationships are negative, suggesting that improvements in these factors are associated with lower customer satisfaction. The results are statistically significant for all paths, with p-values below the conventional threshold of 0.05. Overall, the results show that although this study did not identify significant correlations between COVID-19 protocols and various aspects of restaurant experience, the internal reliability and validity of the measurement model were robust. Meanwhile, the negative path coefficients indicate that improvements in service quality, price, COVID-19 protocols, and food quality are associated with lower customer satisfaction. These results highlight the important role these factors play in shaping restaurant guests' overall satisfaction. Finally, this study provides valuable insights for restaurant managers and highlights the delicate relationship between operational aspects and customer satisfaction. While the negative relationships may seem counter intuitive, they underscore the importance of continuous improvements in service quality, pricing strategies, adherence to COVID-19 protocols, and food quality to enhance overall customer satisfaction.

Table A1(Appendix): Data of Respondents Survey

Gender	Age	Number of times you eat in a restaurant	Occupation	Monthly income	Discontented on the reason for eating fast food restaurants	Number of children	Following questions are regarding assessment based on price of food	Reception Appearance counters and waiting areas	Store hygiene	Speed of serving the food and order of the customers	Accuracy in responding to the orders of the customers	Staff returns personal belongings and bills to them	Queue waiting time	Staff promptly serves the customer
Female	31-40	once a month	Employee	Above 80000	Sometimes	somewhat Dissatisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied
Female	31-40	once a week	Employee	60000 to 80000	No	very dissatisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied
Male	31-40	once a week	Employee	40000 to 60000	Sometimes	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied
Male	31-40	once a month	Employee	Above 80000	Sometimes	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Satisfied
Male	31-40	once a week	Employee	Above 80000	No	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Very Satisfied
Female	21-30	once a month	Employee	60000 to 80000	Sometimes	somewhat Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied
Female	31-40	once a month	Employee	Above 80000	No	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	very dissatisfied	Somewhat Satisfied
Female	21-30	once a week	Employee	40000 to 60000	No	very dissatisfied	Very Satisfied	Very Satisfied	Very Satisfied	Dissatisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Satisfied
Female	31-40	once a month	Employee	60000 to 80000	Yes	Dissatisfied	Very Satisfied	Dissatisfied	Somewhat Satisfied	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Dissatisfied	Dissatisfied
Female	41-50	once a month	Employee	Above 80000	No	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Dissatisfied	Dissatisfied	Somewhat Satisfied
Female	31-40	once a month	Employee	60000 to 80000	No	very dissatisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied
Female	31-40	once a month	Employee	40000 to 60000	Sometimes	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Somewhat Satisfied	Very Satisfied	Somewhat Satisfied	Very Satisfied
Male	41-50	once a month	Employee	Above 80000	Sometimes	Dissatisfied	Somewhat Satisfied	Dissatisfied	Dissatisfied	Very Satisfied	Somewhat Satisfied	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied
Female	21-30	once a month	Employee	60000 to 80000	Yes	very dissatisfied	Very Satisfied	Somewhat Satisfied	Dissatisfied	Somewhat Satisfied	Very Satisfied	Somewhat Satisfied	Dissatisfied	Somewhat Satisfied
Female	31-40	once a month	Employee	Above 80000	No	very dissatisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied
Female	31-40	once a month	Employee	Above 80000	No	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied
Male	31-40	Twice a week	Employee	Above 80000	No	Somewhat Satisfied	somewhat Dissatisfied	somewhat Dissatisfied	somewhat Dissatisfied	somewhat Dissatisfied	somewhat Dissatisfied	Dissatisfied	Dissatisfied	Dissatisfied

Male	21-30	four or more times a week	Employee	4000 to 6000	No	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	somewhat Dissatisfied	Dissatisfied
Female	31-40	once a week	Employee	6000 to 8000	No	very dissatisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied
Male	31-40	once a week	Employee	4000 to 6000	Sometimes	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied
Male	31-40	once a month	Employee	Above 8000	Sometimes	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Somewhat Satisfied
Male	31-40	once a week	Employee	Above 8000	No	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Very Satisfied
Female	21-30	once a month	Employee	6000 to 8000	Sometimes	somewhat Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied
Female	31-40	once a month	Employee	Above 8000	No	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	very dissatisfied
Female	21-30	once a week	Employee	4000 to 6000	No	very dissatisfied	Very Satisfied	Very Satisfied	Very Satisfied	Dissatisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Satisfied
Female	31-40	once a month	Employee	6000 to 8000	Yes	Dissatisfied	Very Satisfied	Dissatisfied	Somewhat Satisfied	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Dissatisfied	Dissatisfied
Female	41-50	once a month	Employee	Above 8000	No	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Dissatisfied	Dissatisfied
Female	31-40	once a month	Employee	6000 to 8000	No	very dissatisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied
Female	31-40	once a month	Employee	4000 to 6000	Sometimes	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Somewhat Satisfied	Very Satisfied	Somewhat Satisfied	Very Satisfied
Male	41-50	once a month	Employee	Above 8000	Sometimes	Dissatisfied	Somewhat Satisfied	Dissatisfied	Dissatisfied	Very Satisfied	Somewhat Satisfied	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied
Female	21-30	once a month	Employee	6000 to 8000	Yes	very dissatisfied	Very Satisfied	Somewhat Satisfied	Dissatisfied	Somewhat Satisfied	Very Satisfied	Somewhat Satisfied	Dissatisfied	Somewhat Satisfied
Female	31-40	once a month	Employee	Above 8000	No	very dissatisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied
Female	31-40	once a month	Employee	Above 8000	No	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied
Male	31-40	Twice a week	Employee	Above 8000	No	Somewhat Satisfied	somewhat Dissatisfied	somewhat Dissatisfied	somewhat Dissatisfied	somewhat Dissatisfied	somewhat Dissatisfied	Dissatisfied	Dissatisfied	Dissatisfied
Male	31-40	once a week	Employee	Above 8000	Yes	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Very Satisfied	Somewhat Satisfied
Female	21-30	once a month	Employee	Above 8000	No	very dissatisfied	Somewhat Satisfied	Very Satisfied	Dissatisfied	somewhat Dissatisfied	Somewhat Satisfied	Dissatisfied	Dissatisfied	Somewhat Satisfied
Female	31-40	once a month	Employee	Above 8000	Sometimes	very dissatisfied	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Dissatisfied	Somewhat Satisfied
Female	31-40	once a week	Employee	Above 8000	No	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Dissatisfied	Dissatisfied
Male	31-40	once a month	Employee	Above 8000	Sometimes	somewhat Dissatisfied	Dissatisfied	Somewhat Satisfied	somewhat Dissatisfied	somewhat Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied
Female	21-30	once a month	Employee	6000 to 8000	No	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Dissatisfied	Somewhat Satisfied	Very Satisfied
Female	31-40	once a month	Employee	Above 8000	Sometimes	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Dissatisfied	Somewhat Satisfied	Dissatisfied	Dissatisfied	Dissatisfied
Male	41-50	once a month	Employee	Above 8000	No	very dissatisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Satisfied	Dissatisfied	Somewhat Satisfied	Dissatisfied
Male	31-40	once a month	Employee	Above 8000	Sometimes	somewhat Dissatisfied	Somewhat Satisfied	somewhat Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Satisfied	very dissatisfied
Female	31-40	once a week	Employee	Above 8000	Sometimes	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied
Female	15-20	Twice a week	student	Less Than 4000	No	very dissatisfied	Dissatisfied	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Dissatisfied
Male	31-40	once a week	Employee	Above 8000	No	Dissatisfied	Very Satisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Somewhat Satisfied	Very Satisfied	Very Satisfied
Female	21-30	once a week	Employee	6000 to 8000	Yes	very dissatisfied	Very Satisfied	Very Satisfied	Somewhat Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Dissatisfied	Very Satisfied
Male	21-30	four or more times a week	Employee	4000 to 6000	No	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Dissatisfied	Dissatisfied
Female	31-40	once a month	Employee	Above 8000	No	somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Somewhat Dissatisfied	Very Satisfied
Female	15-20	once a week	student	Above 8000	No	very dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Very Satisfied	Very Satisfied	Dissatisfied	Dissatisfied	Somewhat Satisfied
Female	15-20	once a week	student	Above 8000	No	very dissatisfied	Dissatisfied	Dissatisfied	Somewhat Satisfied	Somewhat Satisfied	Somewhat Satisfied	Dissatisfied	Dissatisfied	Somewhat Satisfied

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