COMMERCE DEPARTMENT

FACTORS INFLUENCING CUSTOMER PURCHASE INTENTIONS TOWARDS PIZZA HUT GIANT BUKIT TINGGI, KLANG

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DECLARATION OF ORIGINALITY

TITLE   :   **FACTORS INFLUENCING CUSTOMER PURCHASE INTENTIONS TOWARDS PIZZA HUT GIANT BUKIT TINGGI, KLANG.**

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2. We verify that 'this project' and its intellectual properties are our original work without plagiarism from any other sources

3. We agree to release the project's intellectual properties to the above said polytechnic in order to fulfil the requirement of being awarded **<u>Diploma in Business Study.</u>**

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ABSTRACT

The purpose of the study was to investigate the factors influencing customer purchase intention towards Pizza Hut Giant Bukit Tinggi, Klang. Nowadays, purchase intentions are an important aspect of organizational long-term success in the fast food industry. In addition, purchase intentions are the critical element in competing with other competitive environments; hence, it is important for the fast food industry to pay a significant attention to this matter. The present study was conducted to identify the key factors that influence the customer purchase intentions towards Pizza Hut Giant Bukit Tinggi, Klang. Employing the quantitative method in this study, a total of 384 questionnaires were distributed with the response rate of 100%. Another purpose of this study was to identify the most important factors that can increase customers purchase intention. Therefore, the Pizza Hut Giant restaurant can enhance the customers' experience, solve their problems, and ultimately obtain high quality business by understanding the key factors of purchase intentions in fast food industry.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Pizza Hut is an American restaurant chain and international franchise which was founded in 1958 in Wichita, Kansas by Dan and Frank Carney. The company is known for its Italian American cuisine menu, including pizza and pasta, as well as side dishes and desserts. Pizza Hut has 18,703 restaurants worldwide as of December 31, 2019, making it the world's largest pizza chain in terms of locations. Pizza Hut's international presence under Yum! Brands includes Canada and Mexico in North America; India, Bangladesh, Pakistan, Japan, Saudi Arabia, the United Arab Emirates, Qatar, the Philippines, Vietnam, Thailand, Malaysia, Singapore and others. The company announced a rebrand that began on November 19, 2014, in an effort to increase sales, which had dropped in the previous two years. The menu was expanded to introduce various items such as crust flavors and 11 new specialty pizzas. Work uniforms for employees were also refreshed. In 2017, Pizza Hut was listed by UK-based company Richtopia at number 24 in the list of 200 Most Influential Brands in the World.

While in Malaysia, Pizza Hut Malaysia is a fast food industry that operated by QSR Brands BHD which is the biggest chain franchisee and also acquired to holds the KFC and Ayamas over the outlets in Malaysia. QSR Brands Bhd dominates Malaysia's retail food industry and expanding over the local market. In 2011, Pizza Hut Malaysia chain has grown to over 210 larger sized restaurants in Malaysia. The first outlet is located at Yow Chuan Plaza, Kuala Lumpur which is established on 19th May 1982. With the featuring of Italian-American cuisine – the world's favorite pan pizza and other dishes, Pizza Hut Malaysia offers a comfortable, friendly environment and having a great moment time with family or friends in a casual dining restaurant (Pizza Hut, 2013). Moreover, QSR Brands Bhd also operates Pizza Hut Delivery Malaysia to provide delivery services to the consumers (QSR Brands, N/A). Pizza Hut Malaysia produced the pizza as main

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goods. Pizza is perishable goods which those pizzas are frozen and have to keep in the fridge freshly in a certain period of time. Pizza also can be consumer goods because it is consumed by the consumers.

According to QSR Brands Bhd annual report 2011, the total revenue of Pizza Hut Malaysia is RM412, 423 (Bursa Malaysia, 2011). It is clearly to know that Pizza Hut Malaysia is keep on increasing the revenue from 2007 to 2011. Based on this article, the new cheesy pizza "Ultimate Cheesy 7 Pizza" had contributed 20 per cent of revenue to the company. This is because they are using promotion strategies such as TV advertisement and campaign events in order to boosting up the sales of pizza hut from the revenue every year (Eu, 2011). With the Malaysian trends of population becoming more urban in the lifestyle, a wide range of customers such as households and teenagers would become their main targeted group.

Having a variety of menu items, Pizza Hut is by far one of the most popular pizza branches in Malaysia. Variety of Pizza can be choose from the menu which can give the consumers a moment to choose from. Pizza's toppings that is full of meat and all the way to the seafood taste can be served to the customers, which is a good move to attract the consumers purchase intentions. This franchise is not just serve Pizzas for their whole profit, but Pizza Hut Malaysia also presenting other both Italian and American cuisine in their menu.

The intention of the current research was to understand the factors affecting the customers purchase intentions towards Pizza Hut at Giant Bukit Tinggi, Klang, Selangor. Apart from that, the present study analyzed whether and how the factors affect the customers in purchasing the Pizza Hut's products. Therefore, the current research explored the relationship between food quality, service quality, Positive Image, and restaurant environment with the customers purchase intentions towards Pizza Hut Giant Bukit Tinggi, Klang.

1.2 PROBLEM STATEMENT

A restaurant is a commercial outfit, which specializes in the preparation of quality food and to serve them to satisfy the customer's demands. Conway and Andaleeb (2006) outline that restaurants must consider the extent to which they can conduct business. The food of course, has to be enjoyable, well presented and value-for-money; yet, important and essential as it is, the meal is no longer considered the primary reason why people visit a restaurant. On the other hand, customer purchase intentions also plays an important role in every company when it comes to selling their products. Purchase intention promotes more profitable businesses to the industry, particularly when customers are satisfied with the production. Hence, purchase intention has been regarded as one of the most significant sections in the business field. Generally, customer satisfaction is described as how customers assess production after utilizing a product as well as how they estimate the services of production by comparing it with products from other companies that are in the same industry.

The food industry is a high-risk business proposition. It got lofty level of competition and a lot of detail to be perfect in the market. According to an often quoted study by H.G. Parsa (2005), 60% of business fail in the first year. But, how can a restaurant ensure their success throughout their market? Not just that food business have to invent a unique selling point, but they have to keep the customer service towards the consumers are on the good shape. The key to success is happy customers who want to return again and again. The name of the brands and the attitude of the staffs also affecting the market of a restaurant. Meanwhile, menu must be in a good quality so that it can attract more and more people to buy the products.

On another note, purchase intention is responsible in determining if a product meets customers' expectations and need in order to further explore their assessment on goods and services. This notion claims that customers will be more satisfied when the field of production and services meets the customers' expectations. On the other hand, customers will be more dissatisfied if the performance of production is less than their expectations. More importantly, purchase intention is

the key to promote a long-term business success which helps to keep customers and collect CLV (customer lifetime value). It is important to determine purchase intention because it is hard to assess customers' expectations, while businesses only tend to recognize it after the product has already been transferred.

Purchase intention has a primary responsibility in businesses considering that it is a significant tool in safeguarding a competitive advantage despite the difficulty and the cost involved in the process. Apart from that, a high level of purchase intention will be able to build profitable relationship with customers. Furthermore, there is a prediction regarding the need to preserve an existing customer because it is cheaper than attracting new customer. Therefore, employers frequently exploit new production and focus more on quality by upgrading their services from time to time in order to preserve the existing customers which are deemed to be the most significant aspect in businesses.

In this case, a considerable amount of literature point out that a customer is satisfied by excellent service. Ma and Yang (2018) argued that a customer will also be satisfied if the product they receive is made of a good quality. Excellent service focuses on empowerment, innovation, and making employees' part of attitude and behaviors. In addition, organizational employees play a vital role in purchase intention.

In conclusion, this study will determine, what are the factors that will influence customers purchase intentions towards Pizza Hut?

1.3 RESEARCH OBJECTIVE

Based on the problem statement mentioned before, the following are constructed:

1. To identify the factors that influence purchase intentions in Pizza Hut Giant Bukit Tinggi, Klang.

2. To identify the most important factors that can increase customers purchase intention.

3. To examine the relationship between factor and the customer purchase intention.

1.4 RESEARCH QUESTION

Based on the objectives of the study that have been stated, therefore our research questions are as follows:

1. What are the factors that make purchase intentions towards Pizza Hut Giant Bukit Tinggi, Klang?

2. What is the most important factors that can increase customers purchase intentions?

3. What is the relationship between factors and the customer purchase intention?

1.5 SIGNIFICANCE OF THE STUDY

Our significance of study shows that the four factors are intertwined and related to customer purchase intentions which also affects customer satisfaction. The present study intends to understand about the factors that can influence the consumers purchase intention towards the Pizza Hut. Understanding the factors can provide added leverage to provide the knowledge for people.

On the other hand, this study can significantly benefit for the Pizza Hut Giant Bukit Tinggi, Klang to strengthen their customer satisfaction towards them while improving the factors that empowering the purchase intentions towards them. This study can also benefit the franchise on the knowledge about the potential factors that can improve the purchase intentions.

1.6 SCOPE OF THE STUDY

Scope of study explains that there are factors must be taken seriously to achieve customer purchase intentions and customer satisfactions. With proper research and development, studies show that companies should focus more on the factors affecting customer purchase intentions furthermore customer satisfaction. Regarding that, this study is about the customer purchase intention towards the Pizza Hut Giant Bukit Tinggi, Klang. The scope of discussion of this study is refers to the people who lives in Klang.

1.7 LIMITATION OF STUDY

1) Respondents hesitate to spare time to complete questionnaires that might not concern them

2) Respondents are not interested in giving cooperation because they have no interest in the research.

3) The pandemic of Covid-19 limit the movement of the researchers in searching for the information at the study location.

1.8 DEFINITION OF TERMS OF THE STUDY

i.   Purchase Intentions - "Purchase intention is the implied promise to one's self to buy the product again whenever one makes next trip to the market" (Fandos & Flavion, 2006; Halim & Hameed, 2005). A customer will also be satisfied if the product they receive is made of a good quality. Excellent service focuses on empowerment, innovation, and making employees' part of attitude and behaviors. (Ma and Yang, 2018)

ii. Food Quality - Food quality is the most significant component of purchase intention provided that the environment components and service quality are contrasted by other fields of the restaurant. (Sulek and Hensley, 2014). Food quality is the key stator that promotes customers to visit fast food restaurant. Food quality is considered as a crucial estimator for fast food dining restaurants in ensuring customer loyalty. (Susskind and Chan, 2000).

iii. Restaurant Environment - Restaurant environment a significant antecedent of customers' pleasure, arousal and behavioral intention in an upscale restaurant context. (Ryu and Jang, 2008).

iv.   Service Quality - perception of factors influencing word of mouth (WOM) vary across employees and customers. (Iqbal and Hassan, 2018). service quality enhances, customer's satisfaction and customer's loyalty where their relationship is moderated by gender in the service sector. (Kassim and Abdullah, 2010) (Iqbal et al., 2016).

v.   Positive Image - "positive experience over time following several good experiences will ultimately lead to positive image" (Ostrowski et al., 1993). Performance quality influences a general evaluation of the brand. (Selnes, 1993)

1.9 SUMMARY OF THE CHAPTER

In conclusion, this research is basically searching for what is the factors that influencing the customers purchase intentions towards Pizza Hut Giant Bukit Tinggi, Klang. The research is to identify is there any significant relationship that influence the purchase intentions.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Literature review is a collector of published information on a particular area of research such as article, journal and case studies. This Chapter represents on how a company maintaining their performance on sustaining the products sales towards customers purchase intentions.

2.2 RESEARCH CONCEPT

2.2.1 Purchase Intention

Purchase intention or referring to willingness to buy is widely defined as the likelihood of a consumer to purchase a product or service (Dodd & Supa, 2011; Sam & Tahir, 2009). It is also being defined as conscious plan made by an individual to make an effort to purchase a brand (Spears & Singh, 2004). Purchase intention is used as a focal construct to indicate consumers' buying behavior in market research (Yang & Mao, 2014).

In addition, according to (Kamins & Marks, 1991) consumers will have a higher purchase intention with a familiar brand. Likewise, if a product has higher brand awareness it will have a higher market share and a better quality evaluation (Dodds, et al., 1991; Grewal, et al., 1998). Beside that Hsu (2000) mentioned that an awareness brand will have a higher purchase intention than a less awareness brand. Furthermore, Garretson and Clow (1999) suggest that perceived quality will influence consumer purchase intention, and Monore (1990) indicates that perceived quality will positively influence purchase intention through perceived value.

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Meanwhile, a number of researchers present the importance of quality and its positive correlation with purchase intention considering that a well-known food quality will influence the retention of customers. In this case, a considerable amount of literature point out that a customer is satisfied by excellent service.

2.2.2 Food Quality

According to Sulek and Hensley (2014), food quality is one of the most crucial parts in dining experience. Food quality is a major factor that influences the purchase intention in regard to the choice of restaurants. On a similar note, Susskind and Chan (2000) discovered that food quality is the key stator that promotes customers to visit fast food restaurant. Food quality is considered as a crucial estimator for fast food dining restaurants in ensuring customer loyalty. Sulek and Hensley (2014) agreed by stating that food quality is the most significant component of purchase intention provided that the environment components and service quality are contrasted by other fields of the restaurant. Furthermore, the positive relation between food quality and satisfaction would influence the purchase intention of customers.

There are several aspects of food quality that need to be considered in investigating the influence of excellent food on purchase intention which menu variety, and tastiness of food. Moreover, Raajpoot (2002) added that variety of food, menu design, serving size, and food presentation in the food service industry are important determinants of food quality.

2.2.3 Positive Image

According to Cannon *et al.* (2008), a brand name is a word, letter, or a group of words or letters. Branding is used to identify the product or service offered and differentiate it with its competitors. In addition, Hsieh and Lindridge stated that brand image is the perception of a brand

through brand association in the minds of customers (in Sondoh *et al.,* 2007). So, it can be concluded that brand image is a set of brand associations formed and attached to the minds of customers. Customers who are accustomed to using certain brands tend to have the consistency of brand image.

Selnes (1993) argued that performance quality influences a general evaluation of the brand. Similarly, in the examination of airline service, Ostrowski et al. (1993) posited that "positive experience over time following several good experiences will ultimately lead to positive image" (p. 23). In the restaurant industry, a consumer's perception of a restaurant's image is likely to fully reflect customer's cumulative consumption experiences (e.g. food, atmospherics, and service). Among the many components that comprise a consumer's consumption experiences is a restaurant's service quality, which makes it a salient element. Thus, it is reasonable to expect that the perception of restaurant service quality directly influences the perception of restaurant image.

2.2.4 Service Quality

Past research indicates customers' desire for a more personalized and closer relations with service providers. The service quality that acts as an attitude of 'a long run entire assessment" has led to the relationship between the existence of the service quality and satisfaction. Kassim and Abdullah (2010) and Iqbal et al. (2016) confirmed that service quality enhances, customer's satisfaction and customer's loyalty where their relationship is moderated by gender in the service sector. Moreover, the restaurant industry positively influences the purchase intention for service quality, particularly in terms of confirmation of the assumption. In the present study, facilities measurement was discovered to be the least significant aspect of purchase intention.

Furthermore, Zeithaml's search and experience characteristics model is in the middle of the causal chain of perceived service quality which was the result of the complicated nature of service quality measurements. On another note, Iqbal and Hassan (2016) and Iqbal, Iqbal et al. (2016)

extended the research work of Parasuraman et al. (1988) by investigating the role of service quality in the service sector of Pakistan and the United Kingdom. A few empirical investigations provided several conclusions in terms of determining a completely distinct outcome such as when a service is evaluated to have more weight in customers' minds as part of the core aspect.

A considerable amount of studies investigated service quality as a complex construct that concludes distinct measurements. Every one of those measurements could be tested, while distinc standards of significance are able to retrieve customer preferences. Satisfaction and loyalty sidelong countries certify the existence of "significant distinct identified in the importance located on each measurement" through a well-formulated conclusion. Service quality has a significant association with customers' loyalty (Iqbal et al. 2016) despite being utilized in a diverse manner. Particularly in the context of its dimensions such as tangibles, reliability, responsiveness, assurance, and empathy (Iqbal and Hassan 2016).

2.2.5 Restaurant Environment

The first studies about physical environment were conducted by Kotler P (1973), who noted that conscious designing of space to produce specific emotional effects in the buyer to enhance their probability and atmosphere could be divided on the basis of the five human senses; namely, sight, sound, scent, touch, and taste

In today's world, it is undeniably true that individuals prefer to have meals outside more frequently. Customers, nowadays, are willing to spend a premium to help them save time and have a better meal environment. These factors stimulate restaurateurs to emphasize their effort in designing and offering a more comfortable environment for customers. Ryu and Jang (2008) found that restaurant environment a significant antecedent of customers' pleasure, arousal and behavioral intention in an upscale restaurant context.

A considerable amount of studies have demonstrated that it is necessary to make the ambience more pleasant and innovative to ensure the success of a company. Moreover, it was also discovered that the ambience of a fast food restaurant is regarded to be more important than the fast food itself. Hence, the current research postulated that establishing the ambience of fast food restaurants is the single most significant attribute because it is always perceived to be more important than the food served.

A possible explanation for this the fact that experienced customers tend to pay more attention towards ambient factors.

2.3 LITERATURE REVIEW

Based on the above literature, the antecedence of purchase intention is Service quality, restaurant environment, purchase intentions, food quality and positive image. On the basis of previous study in different categories of context on these constructs including food quality, service quality, price, and purchase intention, following the research framework are proposed (see Figure 2.3). This study examined the interrelationships between these variables in the context fast food by providing empirical evidence.

Independent Variable   Dependent Variable
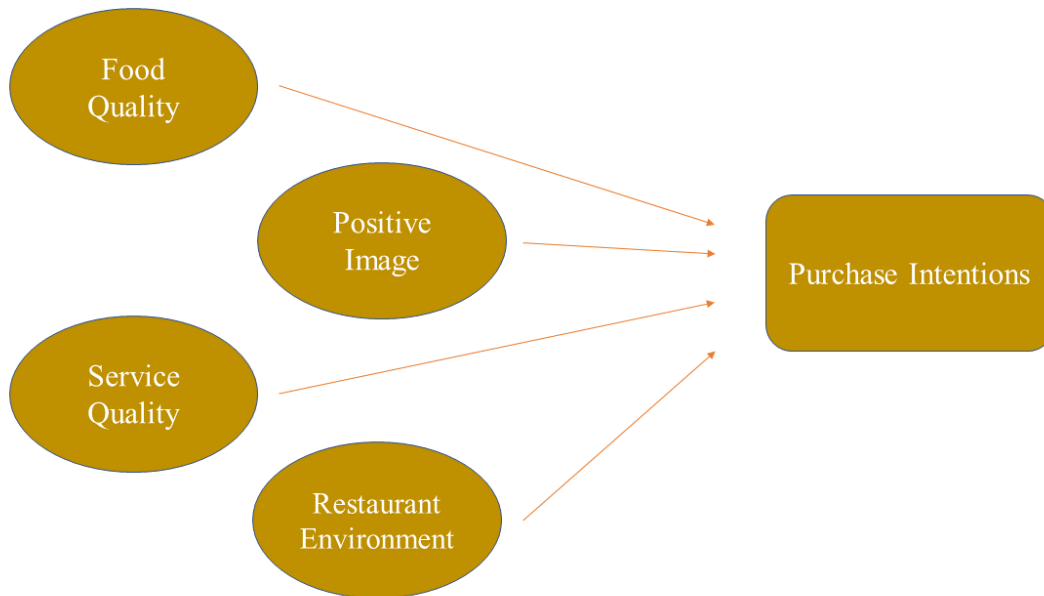
Figure 2.3 Independent Variable and Dependent Variable

Based on the framework above, we can identify the hypothesis of the research which every independent variables must have the significant relationship that can support the variable between the independent variables and the dependent variable. The hypothesis of the study as below:

1. H1: The food quality has a positive influence on purchase intentions.

2. H2: The service quality has a positive influence on purchase intentions.

3. H3: The positive image can have a positive influence on purchase intentions.

4. H4: The restaurant environment has a positive influence on purchase intentions.

The factors of food quality, service quality, positive image, and restaurant environment have a great influence to the customers purchase intentions towards Pizza Hut Giant Bukit Tinggi, Klang. The influence of all the variables are related to the objectives of this study. Based on the literature review, most researchers claimed that these contexts have significant influence to the consumers purchase intentions.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter discussing on the methodology of research, whereby the appropriate method is used in obtaining the factors the influence customers purchase intention towards Pizza Hut Giant Bukit TInggi, Klang, in order to achieve the research objectives.

Fourth Edition of the Oxford Wordpower Dictionary have mentioned that methodology is defined as the system that includes the methods and principles used in an activity or discipline. Methodology can also be defined as the method or discipline used during a particular study to achieve a certain objective. Research, however, is defined as investigation and careful examination (Iskandar 1996). To be exact, it is summarized as a technique of designing, collecting and analyzing the data in order to getting output of evidence that can support a study.

This chapter is clearly define the methods used to conduct the study as well. The researchers explain on how the necessary data and information to address the research objectives and questions was collected and analysed. Elements which are described in this topic are research framework, data collection method, research instruments, population and sampling techniques, research sample, data analysis methods and research measurement. This study is conducted wholly descriptive and correlative using questionnaires. Questionnaires also distributed among the customers of Pizza Hut Giant Bukit Tinggi, Klang, Selangor.

3.2 RESEARCH DESIGN

The research design is the researcher's overall plan for obtaining answers to the research question guiding the study. This research is a descriptive research that uses quantitative data. It is conducted in order to collect data of the factor that influence customer purchase intention towards Pizza Hut Giant Bukit Tinggi, Klang. The purpose of the survey is to collect quantitative method information. Quantitative studies are the numerical illustration and manipulation of observations for the cause of describing and explaining the phenomena that those observations reflect. This helped in analyzing the response obtained on strategies to improve service quality Pizza Hut. This survey type implements a questionnaire to understand a specific subject from the sample at a definite time period (Adi Bhat,2019).

3.2.1   Quantitative Method

Quantitative data is in the form of numbers, mathematical and statistical analysis of these numbers can lead to establishing some conclusive results. Quantitative data is used to answer questions such as "How many?", "How often?", "How much?". This data can be verified and can also be conveniently evaluated using mathematical techniques. This method is based on random sampling and structured data collection instruments.

3.3 DATA COLLECTION METHOD

Information series approach is substantial and effective in supporting researchers greatly of their quest to success ("Researchers have studied," 2009). Except, the statistics accrued through researchers should be reliable and valid to the study because misguided statistics collection can affect the outcome of the study and might cause invalid results ("statistics series technique," n.D.). The present study is descriptive in nature as it seeks to study the factor than influence customer's purchase intention towards Pizza Hut Giant Bukit Tinggi, Klang. Data usually can be gathered through one or more methods. Carefully select the method of gather the data is a must by consider few perspectives like the outcome and result got from this method so that the research only can be carry out in valid and recognized. Generally, there have two types of data which is primary data and secondary data. Primary data consists of information gathered for some specific purposes and primary data is also collects through surveys and research. Secondary data are consists of information that already exists somewhere having being collected for some purposes. In order ensure that the valid and trusted of research, it normally will use both primary and secondary data.

The data collection process which is conducted by the researchers is to distribute the questionnaires to the study population. The study population is Pizza Hut Giant Bukit Tinggi, Klang customer. Questionnaires distributed to the post-purchase customer of Pizza Hut Giant Bukit Tinggi. They are given 5-10 minutes to answer the questionnaires. The data obtained later collected and analysed to meet the study's objectives.

3.3.1 Primary Data

Primary data is data that is collected by a researcher from first-hand sources, Primary data has been collected on this study. For this study, self-administered questionnaire is chosen because of its convenience, inexpensive, discount of biases and extra anonymity. The reason of the questionnaire is to generalize from a sample to a population to make inferences about the target

population. Therefore, 384 questionnaire were distributed to the respondents who is the customers of the Pizza Hut Giant Bukit Tinggi, Klang. This is to discover the factors that influence their purchase intentions towards the Pizza Hut.

3.3.2 Secondary Data

Secondary data is called facts that have been accrued by previous researchers and without problems to be had. The term contrasts with primary data, which is data collected directly from its sources. The reason of gathering secondary statistics facilitates to make major facts series greater particular and allow researchers to discern out what are the deficiencies and what additional statistics which are wanted to be accumulated for observation. Researchers gathered information from online portals like journals, etc.

3.4 POPULATION, SAMPLE SIZE AND SAMPLE TECHNIQUE

A population can be defined by any number of characteristics within a group that statisticians use to draw conclusions about the subjects in a study. Sample is defined as a smaller set of data that a researcher chooses or selects from a larger population by using a pre-defined selection method. These elements are known as sample points, sampling units, or observations. This research population would be conducted on Pizza Hut Giant Bukit Tinggi, Klang customer, who staying at Klang, Selangor. Questionnaires have been distributed to the customers of Pizza Hut Giant Bukit Tinggi, Klang.

3.4.1 Target Population

Target population is the entire group of people or objects to which the researcher wishes to generalize the study findings. The target population meets the set of criteria of interest to researchers. In this research the target population is the customers of Pizza Hut Giant Bukit Tinggi, Klang. The survey has been conducted by distributing questionnaires to the customers' visiting Pizza Hut Giant Bukit Tinggi, Klang. The age range of target population is eighteen years old and above, wherein they know how to assess their personal conversation level and have purchasing power. Consequently, they are the pleasant respondents to acquire facts.

3.4.2 Sample Size

The sample sizes that will be selected are the people living in Klang area. Based on Zamboni (2010), sample size measures that number of individual samples measured or observations used in a survey or experiment. In statistics, sample size is generally represented by the variable "n". Krejcie and Morgan table is used in determining the sample size. Based on Krejcie & Morgan, (1980), the number of population is exceeding 100 000, which resulting the respondents should be 384.

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size.
S is sample size.

Table 3.4.2 Krejcie and Morgan

3.4.3 Sampling Technique

In this research sampling techniques, researcher use non-probability sampling in which the respondents are decided on from the population in some non-random manners. Researchers have used this sampling technique because all targeted respondents need to fit the criteria of that they need to be customers on Pizza Hut Giant Bukit Tinggi, Klang. The age range of target population is eighteen years old and above. Sets of questionnaire were distributed to the customers.

3.4.4 Sampling Location

Researchers focused on people who visited Pizza Hut Giant Bukit Tinggi, Klang. This is because the targeted population for this research is the customers of Pizza Hut Giant Bukit Tinggi, Klang. Researchers distributed the questionnaires through face-to-face interaction.

3.5 RESEARCH INSTRUMENT

Research instrument in any tools to obtain and collect research data. The instrument can be questionnare, list of interview question and checklist. In this research, questionnaire was the main research instrument in this study, with the objective to elicit as much related information as possible from the respondents. According to Sekaran and Bougie (2013), the questionnaire is an appropriate way to collect data as it is easy to use, easy to manage, save time and facilitate data processing steps. Sekaran and Bougie (2013) also states the types and forms of questions in a questionnaire will determine the quality of the questionnaire. It would contain enough questions to be able to meet survey objectives but not so many as to be off-putting to respondents. The questions must be long enough to elicit the information that was required but short enough to encourage an optimum response rate.

But, extra warning should be taken in designing the questionnaires for higher clarification of each question. Assessment is completed upon collecting of facts from the questionnaires. Question inside the questionnaires were followed from the preceding researchers and modified based totally upon the need to shape into this study (O'Brien, 1997).

3.5.1 Questionnaire Design

Questionnaire is by far the most common instrument, whether administrated in person, by phone, email, or online. It is very flexible, there are many way to ask questions. The questionnaires is a complete set of printed aims to get certain and particular information. In additions, it is also 25 important of worksheets practiced in any field of research. The questionnaire consisted of the following six sections:

1) Section A: Personal Data of Respondents
2) Section B: Food Quality
3) Section C: Service Quality
4) Section D: Restaurant Environment
5) Section E: Positive Image
6) Section F: Purchase Intentions

In section A, it consists of 12 questions which closely related to the demographic records namely gender, age, marital status and other questions regarding the respondents. It is recorded to classify the customers from the Klang area.

In section B, consists of four question regarding the food quality from the Pizza Hut. This segment recorded about the customers views on the food quality from the Pizza Hut Giant Bukit Tinggi, Klang.

In section C, it includes four question. This phase prompt at the service quality factors that can influence customer purchase intention towards Pizza Hut Giant Bukit Tinggi, Klang.

In section D, it consists of four questions. This section asking about how customer experienced in the Pizza Hut Giant Bukit Tinggi, Klang's restaurant environment.

In section E, it consists of four questions. This phase wants to know how customer view towards the positive image of the Pizza Hut Giant Bukit Tinggi, Klang.

In section F, it consists of 12 questions. This section activates at the factors that influence the customer purchase intentions.

Finally, the 384 questionnaires become dispensed to the target respondents. To increases the validity and reliability of the statistics accumulated, the respondents are requested on their willingness to take part inside the questionnaire prior to the questionnaire.

But, under the pandemic of Covid-19 circumstances, the questionnaire cannot be distributed in hard copy to the customers due to obey the SOP from the government for the sake of safety of the researchers. We distributed the questionnaire to the respondent through online using Google Forms.

Variable	Item	Measurement Item	Scale
Food Quality	b.i.1	I found variety of Pizza Hut menu category.	Linear Scale
	b.i.2	Everytime I buy the menu, I can fulfill my own satisfy because of the variety of product can be choose.	
	b.i.3	All product that they serve are fresh.	
	b.i.4	The packaging is precise and easy to use for dine in.	
Service Quality	b.ii.1	Staff always treat me good with their services.	Linear Scale
	b.ii.2	Staff always suggest me the best buy product according to me liking.	
	b.ii.3	Staff will be there when I need them.	
	b.ii.4	I always get fast respond and services from the staff.	
Restaurant Environment	b.iii.1	Store location is not far from me.	Linear Scale
	b.iii.2	Store location is easy to access.	
	b.iii.3	The design of store is good.	
	b.iii.4	The atmosphere or embience of store make me feel comfortable.	

Positive Image	b.iv.1	I always have good experience when I attend to the restaurant.	Linear Scale
	b.iv.2	Pizza Hut Klang using a proper uniform during their work.	
	b.iv.3	Pizza Hut Klang's staff always shows good impressions towards customers.	
	b.iv.4	Pizza Hut Klang's staff always deliver the best performance towards their customers.	
Purchase Intentions	c.i.1	The variety of menu selection is the most important factors that influence my pruchase intentions.	Linear Scale
	c.i.2	The quality of the foods always influence my purchase intention.	
	c.i.3	The type of packaging is affecting my purchase intention.	
	c.ii.1	The services from staffs influence my purchase intention.	Linear Scale
	c.ii.2	Staffs suggestion always influence my purchase intention.	
	c.ii.3	Fast respond from the staff always influence my purchase intention.	
	c.iii.1	Pizza Hut Klang's staff performance always influence my purchase intention.	Linear Scale
	c.iii.2	Pizza Hut Klang's staff good impressions towards their	

	customer often affect my purchase intention.	
c.iii.3	Pizza Hut Klang's staff attire always hooked my purchase intention.	
c.iv.1	Place is another factors that influence my purchase intention.	Linear Scale
c.iv.2	The atmosphere and ambience of the premise always getting my purchase intention.	
c.iv.3	The restaurant location is one of the factors influencing my purchase intentions.	

Table 3.5.1 Items for Each Contexts

3.5.2 Pilot Test

Before the behaviour of the real questionnaire, a pilot test has been completed to discover the feasible mistakes done inside the questionnaires including the ambiguous questions. Meanwhile, pilot checking out provides the possibilities for the researchers to discover and treatment a wide range of the capability problems in order to arise in getting ready the questionnaire and correct it before the actual questionnaire is carried out (Pratt, 2008).

For the pilot test, 30 questionnaires had been allotted and the remarks collected turned into used to improve the clarity of the question. After the questionnaires were accumulated, the reliability test was performed by way of the usage of the statistical challenge for SPSS.

In order to test the reliability, Cronbach's Coefficient Alpha was followed. Table 3.5.2 display the result of the pilot test carried out.

Context	Number of Items	Cronbach's Alpha
Food Quality	4	0.746
Service Quality	4	0.798
Restaurant Environment	4	0.785
Positive Image	4	0.926
Purchase Intentions	12	0.947

Table 3.5.2(1) Result of Reliability Test

Cronbach's Alpha	Internal Consistency
0.00 – 0.20	Poor / Unacceptable
>0.20 – 0.40	Questionable / A Bit Reliable
>0.45 – 0.60	Acceptable / Reliable Enough
>0.60 – 0.80	Good / Reliable
<0.80 – 1.00	Excellent / Very Reliable

Table 3.5.2(2) Cronbach's Alpha Table

Source: Hair et al. (2010)

3.6 METHOD OF DATA ANALYSIS

Data analysis is the process of evaluating data using analytic and logical reasoning to examine each components of the data provided. Drew et al (2008). This form of analysis is just one of the steps that must be completed when conducting a research experiment. Data from various sources is gathered, reviewed and then analyzed to form some sort of finding or conclusion.

The data gained from the questionnaires use descriptive statistics that is processed by using **IBM SPSS Statistics 23.**

3.6.1 Validity and Reliability

Testing reliability and validity is the important step in the scale development process. The researchers have conducted pilot survey for statistical variability of the scale. Cronbach's Alpha is the most commonly used measure of reliability.

Validity stresses on the instruments' ability to capture or explain what the researchers want to know (Sekaran & Bougie, 2016). Validity refers to the accuracy of the inferences, interpretations, or actions made on the basis of the test scores (Messick, 1989). Validity is the extent to which any measuring instrument measures what it is intended to measure (Thatcher, 2010). According to Pearson's correlation table (r-table), if the value of each item is greater than r-table (Appendix 1).

Reliability refers to the consistency, stability and repeatability of result i.e. the result of a researcher s considered reliable if consistent result have been obtained in identical situations but different circumstances (Twycross and Shields, 2004). Reliability test involves Cronbach's alpha to measure the consistency of a questionnaire, majorly demonstrated by Likert Scale questions.

According to Laerd Statistics (2013), Cronbach's alpha is the most common measure of internal consistency or reliability.

3.6.2 Descriptive Analysis

Descriptive analysis is used to describe the basic features of the data in the study. They provide simple summaries about the sample and the measures. Together with simple graphic analysis, they form the basis of virtually every quantitative analysis of data. Descriptive analysis refers back to the information of raw statistics into a form in an effort to make researchers clean to apprehend and interpret. Descriptive records are supplied with the aid of frequencies, measures of central tendency and dispersion. Frequencies system presents records and graphical shows which can be beneficial in presenting many sorts of variables.

3.6.3 Correlation Analysis

Pearson correlation used to determine the inter-correlations among all the study variable. Table 4. Shows the summary of the results. The relationship between customer purchase intention and food quality, service quality, restaurant environment, and positive image studied using the value of correlation coefficient (r). If the correlation coefficient (r) obtained is strong, then there will be a strong relationship between the dependent variable and the independent variable. Moreover, if it found that the correlation coefficient value (r) was weak, the relationship between the independent variable with the dependent variable was weakening. Cohen (1992) suggest that effect sizes of 0.20 are small, 0.50 are moderate or medium, and 0.80 are large enables us to compare an experiment's effect size results to known benchmarks. Table 3.6.3 shows table of effect size from Cohen (1992).

Effect size (Cohen, 1992)

0.20	Weak
0.50	Moderate
0.80	Strong

Table 3.6.3 Effect Size

3.6.4 Regression Analysis

Multiple regression analysis is a statistical technique that can be used to analyse the effect of two or more independent variables on a single interval-scaled dependent variable (Zikmund, 2000). In selecting suitable applications of multiple regressions, there are three primary issues to be considered. The following are the assumptions that were incorporated in the test.

3.7 SUMMARY OF THE CHAPTER

The third chapter demonstrates the research design, population, research and sampling and it also demonstrates the data collection method, research instrument and method of data analysis. The research methodology and design indicates the overall process of the research. This chapter helps Pizza Hut Giant Bukit Tinggi, Klang to know more about their customer needs and satisfaction towards Pizza Hut. It helps researchers to consider it as one of the samples and models for the research data collection and process from the beginning of the problem statement to the research finding.

CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

This chapter represents the result of the study from the statistical analysis conducted on the collected data and hypothesis testing. This chapter will further elaborate the output of study based on the SPSS. The data collected was analyzed by using IBM SPSS. IBM SPSS (Statistical Package for the Social Sciences) is a computer application that supports statistical analysis of data, generating tabulated reports, charts and plots of distributions and trends, descriptive statistics and complex statistical analysis. This chapter consists of respondent's profile findings, validity & reliability, descriptive statistic and regression analysis.

4.2 SAMPLE AND PROFILES

A total of 384 responses were obtained from 384 questionnaires that have been distributed. The demographic profile of the respondents have been identified in section A of the questionnaire. A total of 12 questions consists of respondent's gender, age, races, profession, income, marital status, have they ever been to pizza hut, when did they mostly buy the Pizza Hut's product, are they satisfied, do they prefer to walk-in to purchase or delivery, and have they ever use the promotion.

Profile	Frequency (N)	Percentage (%)
Gender		
Male	225	58.6%
Female	159	41.9%
Age		
18 – 21 Years Old	226	58.9%
22 – 30 Years Old	101	26.3%
31 – 40 Years Old	28	7.3%
40 Years Old - Above	29	7.6%
Races		
Malays	288	75.0%
Chinese	35	9.1%
Indian	27	7%
Others	34	8.9%
Profession		
Students	238	62%
Workers	119	31%
Unemployed	8	2.1%
Self Employed	19	4.9%
Income		
Below RM1200	243	63.3%
RM1201 – RM3500	109	28.4%
RM3501 – RM6000	28	7.3%
RM6000 and Above	4	1%
Marital Status		
Single	321	83.6%
Married	63	16.4%
Have you ever been to Pizza Hut Klang?		
Yes	380	99%
No	4	1%

When did you mostly buy Pizza Hut Products?		
Breakfast	5	1.3%
Lunch	129	33.6%
Dinner	249	64.8%
Are you satisfy with their products and services?		
Yes	376	97.9%
No	8	2.1%
Which would you prefer?		
Walk-in buy in store	237	61.7%
Delivery	147	38.3%
Have you ever use Pizza Hut promotion for their menu before?		
Yes	331	86.2%
No	53	13.8%

Table 4.2 Sample and Profile

As shown in Table 4.2, the analysis of respondents' gender has revealed that 58.6% of the respondents were male while female consisted of 41.9% of the total sample size.

Furthermore, there were 58.9% of the respondents falling into category of 18 to 21 years old, 26.3% in the range of 22 to 30 years old, 7.3% comes from the age of 31 to 40 years old, while other 7.6% are from 40 years old and above.

Next, majority of the respondents were malay with 75% of the respondents, while 9.1% of it were Chinese, 7% from the Indians and 8.9% are from other races like Iban and Kadazandusun races.

The research also ask about the respondents' profession. 62% from the respondents are students, 31% are workers, 19% of them are self-employed while the other 2.1% are unemployed.

The income of the respondents also have been asked in the questionnaires. 63.3% from the respondents were receiving below RM1200 which include to the respondent who did not have any income. 28.4% from the respondents income were RM1201 until RM3500, 7.3% were receiving income of RM3501 until RM6000 and other 1% of the respondents received around RM6000 and above.

Next, researchers searching for the respondents' marital status where 83.6% of them are single, and other 16.4% from the respondents are married.

Most of the respondents are attending the restaurant at dinner time which is 64.8% of them. 33.6% are going to the restaurant during lunchtime and other 1.3% attending at breakfast time.

After that, researchers wanted to know if the respondents are satisfy with the services from the Pizza Hut. 97.9% of the respondents satisfied while 2.1% of them are not.

61.7% of the respondents prefer to walk-in buy in the restaurant. The other 38.3% were prefer to delivery to them.

Lastly, researchers asked about have they used the Pizza Hut promotion. 86.2% from the respondents have used it but 13.8% of them were not.

4.3 SCALE OF MEASUREMENT

Scale of measure or level of measurent is a classification that describes the value of information within the values assigned to variables. Each scale of measurement has certain properties which intern determines the appropriateness for use of certain statistical analyses.

4.3.1 Reliability Test

Reliability analysis refers to the fact that a scale should consistently reflect the construct it is measuring. The quality data collected from questionnaire surveys was important to produce accurate and good results. A preliminary test was carried out to ensure that the data was free from any mistakes before further research was conducted so that consistent decisions could be made.

Variables	Number of items	Number of items discarded	Cronbach's Alpha
Food Quality	4	-	0.854
Service Quality	4	-	0.839
Restaurant Environment	4	-	0.786
Positive Image	4	-	0.832
Customer Purchase Intentions	12	-	0.912

Table 4.3.1 summary of reliability analysis

Table 4.3.1 shows the value of Cronbach's Alpha coefficient for all items according to food quality, service quality, restaurant environment, positive image and customer purchase intentions towards Pizza Hut Giant Bukit Tinggi, Klang as shown in the table above is higher than the minimum level of 0.7 as proposed by Nunnally (1978). Therefore, questionnaire items showed satisfactory internal consistency to continue in further statistical analysis.

4.4 RESEARCH FINDINGS

4.4.1   Descriptive Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
I found variety of Pizza Hut menu category. (b.i.1)	384	1	5	4.32	0.797
Everytime I buy the menu, I can fulfill my own satisfy because of the variety of product can be choose.(b.i.2)	384	1	5	4.28	0.751
All product that they serve are fresh. (b.i.3)	384	1	5	4.30	0.781
The packaging is precise and easy to use for dine-in. (b.i.4)	384	1	5	4.26	0.794
Valid N (listwise)	384				

Table 4.4.1(1) Descriptive Statistics for Food Quality

The result from table above shows that respondents are tend with the question "I found variety of Pizza Hut menu category" as the mean is 4.32 higher than the other questions which are the mean value 4.26, 4.28 and 4.30. This can be conclude that customers are tend to buy the Pizza Hut Products because the variety of Pizza Hut menu attract the customers the most compared to others.

	N	Minimum	Maximum	Mean	Std. Deviation
Staff always treat me good with their services. (b.ii.1)	384	1	5	4.09	0.785
Staff always suggest me the best buy product according to my liking. (b.ii.2)	384	1	5	3.98	0.844
Staff will be there when I need them. (b.ii.3)	384	1	5	4.02	0.783
I always get fast respond and services from the staff. (b.ii.4)	384	1	5	3.93	0.878
Valid N (listwise)	384				

Table 4.4.1(2) Descriptive Statistics for Service Quality

The result from table shows that respondents are tend with the question "Staff always treat me good with their services" as the mean is 4.09 higher than the other questions which are the mean value 3.93, 3.98 and 4.02. Based on the result, the study can conclude that customer tend to make a purchase when the customer have a good services from the staffs of Pizza Hut.

	N	Minimum	Maximum	Mean	Std. Deviation
Store location is not far from me. (b.iii.1)	384	1	5	3.80	1.103
Store location is easy to access. (b.iii.2)	384	1	5	4.08	0.794
The design of the store is good. (b.iii.3)	384	1	5	4.11	0.732
The atmosphere or ambience of store make me feel comfortable. (b.iii.4)	384	1	5	4.12	0.751
Valid N (listwise)	384				

Table 4.4.1(3) Descriptive Statistics for Restaurant Environment

The result from table shows that respondents are tend with the question "The atmosphere or ambience of store make me feel comfortable" as the mean is 4.12 higher than the other questions which are the mean value 3.80, 4.08 and 4.11. This shows that customers are tend to buy products from Pizza Hut Giant Bukit Tinggi, Klang because of they feel comfortable in the atmosphere and the ambience of the restaurant.

	N	Minimum	Maximum	Mean	Std. Deviation
I always have good experience when I attend to the restaurant. (b.iv.1)	384	1	5	4.03	0.798
Pizza Hut Klang using a proper uniform during their work. (b.iv.2)	384	1	5	4.13	0.716
Pizza Hut Klang's staff always shows good impressions towards customers. (b.iv.3)	384	1	5	3.97	0.736
Pizza Hut Klang's staff always deliver the best performance towards their customers. (b.iv.4)	384	1	5	3.98	0.773
Valid N (listwise)	384				

Table 4.4.1(4) Descriptive Statistics for Positive Image

The result from table above shows that respondents are tend with the question "Pizza Hut Klang using proper uniform during their work" as the mean is 4.13 higher than the other questions which are the mean value 3.97, 3.98 and 4.03. The study conclude that when the staff always shows the positive image of the restaurant, customers are tend to make a purchase at the restaurant.

	N	Minimum	Maximum	Mean	Std. Deviation
Food Quality					
The variety of menu selection is the most important factors that influence my pruchase intentions. (c.i.1)	384	1	5	4.32	0.754
The quality of the foods always influence my purchase intention. (c.i.2)	384	1	5	4.27	0.708
The type of packaging is affecting my purchase intention. (c.i.3)	384	1	5	4.12	0.831
Service Quality					
The services from staffs influence my purchase intention. (c.ii.1)	384	1	5	3.93	0.775
Staffs suggestion always influence my purchase intention (c.ii.2)	384	1	5	3.87	0.850
Fast respond from the staff always influence my purchase intention. (c.ii.3)	384	1	5	3.98	0.790
Positive Image					
Pizza Hut Klang's staff performance always influence my purchase intention. (c.iii.1)	384	1	5	3.78	0.858

Pizza Hut Klang's staff good impressions towards their customer often affect my purchase intention. (c.iii.2)	384	1	5	3.78	0.826
Pizza Hut Klang's staff attire always hooked my purchase intention. (c.iii.3)	384	1	5	3.70	0.807
Restaurant Environment					
Place is another factors that influence my purchase intention. (c.iv.1)	384	1	5	3.84	0.819
The atmosphere and ambience of the premise always getting my purchase intention. (c.iv.2)	384	1	5	3.86	0.793
The restaurant location is one of the factors influencing my purchase intentions. (c.iv.3)	384	1	5	3.83	0.829
Valid N (listwise)	384				

Table 4.4.1(5) Descriptive Statistics of Purchase Intentions

The result from table above shows that respondents tend with the question "The variety of menu selection is the most important factors that influence my pruchase intentions." (c.i.1) because of the highest mean compared to other questions. At the same time, the means from question "Pizza Hut Klang's staff performance always influence my purchase intention." (c.iii.1) and "Pizza Hut Klang's staff good impressions towards their customer often affect my purchase intention." (c.iii.2) are the lowest which the value of mean is 3.78 which contribute to the lowest influence of customer purchase intentions.

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4.4.2   Correlation Analysis

Factors	Cronbach's Alpha (>0.70)	Items	Mean	Std. Deviation
Food Quality	0.854	4	4.2910	0.6512
Service Quality	0.839	4	4.0065	0.67665
Restaurant Environment	0.786	4	4.0273	0.66958
Positive Image	0.832	4	4.0273	0.61707
Customer Purchase Intention	0.912	12	3.9405	0.57285

Factors		Food Quality	Service Quality	Restaurant Environment	Positive Image	Customer Purchase Intention
Food Quality	Pearson Correlation Sig (2-tailed) N	1				
Service Quality	Pearson Correlation Sig (2-tailed) N	0.555** 0.000 384	1			
Restaurant Environment	Pearson Correlation Sig (2-tailed) N	0.577** 0.000 384	0.546** 0.000 384	1		
Positive Image	Pearson Correlation Sig (2-tailed) N	0.559** 0.000 384	0.693** 0.000 384	0.672** 0.000 384	1	
Customer Purchase Intention	Pearson Correlation Sig (2-tailed) N	0.386** 0.000 384	0.588** 0.000 384	0.628** 0.000 384	0.735** 0.000 384	1

Table 4.4.2 Mean, Standard Deviation and Correlation on Independent Variable.

4.4.2.1 Correlation of Food Quality with Customer Purchase Intention

As presented in Table 4.4.2, the correlation between food quality and customer purchase intention has a positive influence as the $r = 0.386$ (p-value = 0.000). The value of the correlation coefficient ($r = 0.386$) indicated that the linear relationship that exists between the variable were in weak positive relationship. The result also explain that there was a significant relationship between customer purchase intention and the food quality whose significant value is 0.000.

4.4.2.2 Correlation of Service Quality with Customer Purchase Intention

As presented in Table 4.4.2, the correlation between service quality and customer purchase intention has a positive influence as the $r = 0.588$ (p-value = 0.000). The value of the correlation coefficient ($r = 0.588$) indicated that the linear relationship that exists between the variable were in medium or moderate positive relationship. The result also explain that there was a significant relationship between customer purchase intention and the food quality whose significant value is 0.000.

4.4.2.3 Correlation of Restaurant Environment with Customer Purchase Intention

As presented in Table 4.4.2, the correlation between service quality and customer purchase intention has a positive influence as the $r = 0.628$ (p-value = 0.000). The value of the correlation coefficient ($r = 0.628$) indicated that the linear relationship that exists between the variable were in medium or moderate positive relationship. The result also explain that there was a significant relationship between customer purchase intention and the food quality whose significant value is 0.000.

4.4.2.4   Correlation of Positive Image with Customer Purchase Intention

As presented in Table 4.4.2, the correlation between service quality and customer purchase intention has a positive influence as the r = 0.735 (p-value = 0.000). The value of the correlation coefficient (r = 0.735) indicated that the linear relationship that exists between the variable were in medium or moderate positive relationship. The result also explain that there was a significant relationship between customer purchase intention and the food quality whose significant value is 0.000.

4.4.3   Regression Analysis

The data is then analyzed using multiple regression analysis. Multi regression model is used to analyze the effect of independent variables towards dependent variable. To make sure the significance of the multiple regression, some test have to be conducted:

ANOVAa

Model		Sum of squares	df	Mean Square	F	Sig.
1	Regression	74.611	4	18.653	138.417	0.000b
	Residual	51.073	379	0.135		
	Total	125.684	383			

Table 4.4.3(1) Anova table

F-test is to measure the ability of all independent variables in explaining the behavior of h dependent variable (Lind,Marchal and Wathen, 2012). F-test is used to know the influence of independent variable towards dependent variable concurrently. The F-test can be stated has influence if the significant value is less than 0.05. Based on the table above, the significant value is 0.000 that means less than 0.05. With that, it means that independent variables such as Food Quality, Service Quality, Restaurant Environment and Positive Image influences simultaneously have significant impact toward dependent variable, which is customer purchase intention.

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(constant)	1.071	0.143		7.482	0.000		
	Food Quality	-0.138	0.038	-0.157	-3.644	0.000	0.576	1.736
	Service Quality	0.135	0.040	0.160	3.373	0.001	0.477	2.098
	Restaurant Environment	0.238	0.040	0.279	5.941	0.000	0.488	2.051
	Positive Image	0.487	0.049	0.524	10.008	0.000	0.391	2.561

Table 4.4.3(2) Coefficients Table

T-test is use to know the partially influence between variable X towards variable Y. It can be stated as influence if the significant value is less than 0.05. Based on the data above, all variable has lower significant value than 0.05. So, it can be concluded that the partially influence of all variable X (Food Quality, Service Quality, Restaurant Environment and Positive Image) has influence towards variable Y (customer purchase intention). VIF is use to identify the multi-collinearity of variable and it can be stated as valid if VIF is less than 5. Therefore, from the table above, it can be conclude that there is no multi-collinearity of all variables.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.770a	0.594	0.589	0.36709

Table 4.4.3(3) Model Summary

R-square is the coefficient of multiple determination for multiple regression. As shown in the Table 4.4.3(3), it is found that the R-square is 0.594. It means that 59.4% of customer purchase intentions towards Pizza Hut Giant Bukit Tinggi, Klang, can be explained by Food Quality, Service Quality, Restaurant Environment and Positive Image. Meanwhile, the remaining 40.6% of the purchase intention towards Pizza Hut Giant Bukit Tinggi, Klang, is explained by other variables that are not used in this research.

Therefore, from all of the SPSS analysis and the result above, it can be conclude that factors such as Food Quality, Service quality, Restaurant Environment and Positive Image have significant influence towards purchase intentions. According to T-test, Food Quality has a positive influence with customer purchase intention. This positive influence is supported by Qaisar Iqbal (2018) who researched about factors affecting purchase intentions in generation Y: an empirical evidence from fast food industry in Malaysia. The study resulted in positive relationship between food quality and purchase intentions. Second variable is service quality; service quality has a

positive influence with customer purchase intention as well. This positive relationship is supported by Muhammad Arslan (2014) who researched about impact of brand image and service quality on consumer purchase intention. The study resulted in positive relationship between service quality and purchase intentions.

The last 2 variable are positive image and restaurant environment. For restaurant environment attribute has a positive relationship with the customer purchase intention. This statement is supported by Mahmoud (2017) who researched about the impact of green marketing mix on purchase intention. The last variable is positive image that has a positive relationship with purchase intentions as well. This statement is supported by Akaah and Korgaonkar (1988) who researched about the relationship between brand image and purchase intention. However, all independent variable has a positive relationship with customer purchase intention but the value contribution based on R-square is only 58.9% and the remaining value is influenced by the other factors.

4.5 SUMMARY OF THE CHAPTER

In this chapter, the descriptive analysis and the regression method which were used to analyze the outcome of the data collected and generated results for further discussion. The next chapter will provide a more detailed discussion of the major findings and conclusion of the study.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

In the previous chapter, the researchers have obtained results from the data collected. This chapter will discuss on the findings from previous chapter and it contains four parts which are the interpretation of results, limitation, recommendation and conclusion of the study.

5.2 RECAPITULATION OF THE STUDY

This study aims to analyze the factors that influence customer purchase intention towards Pizza Hut Giant Bukit Tinggi, Klang. There is need to understand how that the factors can influence the purchase intentions. In order to substantiate the research problem, four independent variable have been stated throughout the research, which is food quality, service quality, restaurant environment, and positive image were chosen as the factors that can influence the customer purchase intention. The findings of the study however, eventually answer the following question:

1. What are the factors that make purchase intentions towards Pizza Hut Giant Bukit Tinggi, Klang?

2. What is the most important factors that can increase customers purchase intentions?

3. What is the relationship between factors and the customer purchase intention?

There were several hypotheses developed to test the relationship between the independent variables and the dependent variable so that it can be conclude if there is any influence from any of the independent variable. The following hypothesis that have been stated in the research are as below:

1. H1: The food quality has a positive influence on purchase intentions.

2. H2: The service quality has a positive influence on purchase intentions.

3. H3: The positive image can have a positive influence on purchase intentions.

4. H4: The restaurant environment has a positive influence on purchase intentions.

All set of hypothesis above are for testing that if there is any significant relationship between the independent variables and the dependent variable, which is customer purchase intention.

5.3 DISCUSSION

H1 : The food quality has a positive influence on purchase intentions.

First factor is food quality. The analysis for food quality attribute has mentioned that it has significant influence on customer purchase intention towards Pizza Hut Giant Bukit Tinggi, Klang (Table 4.4.3). From the data above, it mention that the food quality of the Pizza Hut has a positive influence, following with the menu variety, packaging, and variety of product to be choose from for the customers and also the packaging of the product. From data analysis of questionnaire, it can be conclude that the company has to improve the packaging of the product because the majority of respondents are less agreed with the statement that the packaging is precise and easy to use for dine in.

H2 : The service quality has a positive influence on purchase intentions.

Second factor is service quality where the indicators for the variable is services from the staff and staff suggestion for the customers. Services from the staff towards customer has the contribution towards customers purchase intention and the least contribute is how fast the staff respond to the customer (Table 4.4.3). In this factor, the company has to be more focus on customer service so that it can raise the customer intention to buy the products and feel satisfied with their purchase. Moreover, service quality still has a significant influence on customer purchase intentions towards Pizza Hut Giant Bukit Tinggi, Klang. (Table 4.4.3)

H3 : The positive image can have a positive influence on purchase intentions.

Another factors is positive image. From staff apparel, impressions, delivering best performances all the way to customer good experience always influence customer purchase intention. Majority of the customer agreed that if the staff always good looking with their apparel, it can make the customer tend to have a delightful experience at the store (Table 4.4.3). Meanwhile, positive image still has a significant influence on customer purchase intentions towards Pizza Hut Giant Bukit Tinggi, Klang. (Table 4.4.3)

H4 : The restaurant environment has a positive influence on purchase intentions.

Last factor that has been used for this research is restaurant environment. The indicators of restaurant environment are the store location, the design of the store and the atmosphere and the ambience of the store. The majority of the respondents are agree that ambience and the design of the premise is the reason to make a purchase (Table 4.4.3). But, to make it more precise, company can improvise the design of the premise so that the customer purchase intention is not dropping from time to time.

However, all independent variable has significant influence on purchase intention which is 59.4% of dependent variable, which is the customer purchase intention, is explained by independent variable, which are food quality, service quality, positive image and restaurant environment. The remaining 40.6% is explained by another factors that are not use in this research.

5.4 LIMITATION

Despite the useful findings of this research, this study have several implications that needs to be acknowledged.

Firstly, the findings have a major problem when the pandemic of Covid-19 limit the movements of the researches in searching for the information at the study location. This is because of the conditional movement control orders (CMCO). This restrict our research to getting move easily in handout questionnaires and compiling all of the information from the Pizza Hut Giant Bukit Tinggi, Klang.

Secondly, the findings in his study depend on the honesty of the respondents. This limitation occurs because respondents are not interested in giving cooperation because they have no interest in the research.

Lastly, respondents tends to hesitate to spare time to complete questionnaires that might not concern them. This is because respondents may have to catch time and other problems may occur to them. It is depends on the respondents if they want to answer the question or not.

5.5 FUTURE RESEARCH

1. Future research can expand this study to include the new factors that can be implemented in Pizza Hut's customer purchase intentions.

2. Further research is needed to determine whether this study can be replicated in other franchise or any other business to attract business' purchase intention.

5.6 CONCLUSION

The research was based on the objectives which are to investigate the factors that influence purchase intentions in Pizza Hut Giant Bukit Tinggi, Klang, to identify the most important factors that can increase customer purchase intention and to examine the relationship between factor and the customer purchase intention.

After the analysis of Pearson correlation analysis, multiple regression analysis and reliability test, results have shown that all of the four independent variables include food quality, service quality, restaurant environment, and positive image have positive significant relationship and influence with customer purchase intention. In addition, multiple regression analysis has shown that the relationship between customer purchase intention is a positive significant relationship. Furthermore, few necessary improvements actions to be taken by the Pizza Hut Giant Bukit Tinggi, Klang, have been suggested in this chapter.

The study has shown that the purchase intention has a strongest relationship with food quality according to the Cronbach's Alpha. Food quality was the most salient determinant of purchase intention. This is line with the research conducted by Sulek and Hensley (2014), Susskind and Chan (2000), and Raajpoot (2002). This indicates that the higher food quality is, the higher purchase intentions will become. This because, consumer likes to consume a healthy, variety of menu, and the freshness of the food that they ordered and that is why the customers are willing to pay more for the price.

5.7 RECOMMENDATION

Based on the research that was conducted, there were recommendations that can be forwarded to customer purchase intention towards Pizza Hut Giant Bukit Tinggi, Klang, to improve the purchasing of customers towards them.

In term of the food quality, the company should improve the packaging of the product because the majority of respondents are less agreed with the statement that the packaging is precise and easy to use for dine in. The colourful or new design of packaging can attract the purchase intention towards the franchise. For example, the limited edition packaging which can be used later and washable.

In term of the service quality, Pizza Hut Giant Bukit Tinggi, Klang should improve on the staff services towards the customer. Staffs have to be helpful, cheerful, and not too clumsy when doing their work that involving customers. Based on the result, the study can conclude that customer tend to make a purchase when the customer have a good services from the staffs of Pizza Hut. So, the premise have to make sure that every staffs attitude are good while in doing the services.

In term of restaurant environment, the premise of Pizza Hut Giant Bukit Tinggi, Klang, can add some new touches in the design of the place. Whether from the furniture or the ambience can be improvise so that customer are more delightful to enjoy their meals and purchases in the premise.

In term of positive image, Pizza Hut Giant Bukit Tinggi, Klang, have to maintain the image of the restaurant. The company must ensure that the services, the apparel of the staffs, staffs good performance, are on point where it is needed. Research have conclude that customer like to attend the restaurant with a good service were served to them.

The researchers hoped that the recommendation would be considered by the Pizza Hut Giant Bukit Tinggi, Klang and conducted in order to increase and improve purchase intention towards them.

5.8 SUMMARY OF THE CHAPTER

As a conclusion, this portion summarizes the entire chapter of this study. There are improvements that can help the Pizza Hut Giant Bukit Tinggi, Klang, to make improvements in order to maximize the customer purchase intention towards them.

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APPENDICES

APPENDIX A : Questionnaire

APPENDIX B : Krejie and Morgan table

APPENDIX C : Gantt Chart

APPENDIX A

FACTORS INFLUENCING CUSTOMER PURCHASE INTENTIONS TOWARDS PIZZA HUT GIANT BUKIT TINGGI, KLANG

Dear Sir/Madam,

We are students from Politeknik Sultan Salahuddin Abdul Aziz Shah are undergoing a project on "Factors Influencing Customer Purchase Intentions Towards Pizza Hut Klang". Therefore, we are requiting for you to please fill up this Questionnaire to enable us to complete the project.

Thank you.

Section A : Personal Data of Respondent

1. NAME :
    NAMA

2. GENDER
    JANTINA
    ☐ Male
       Lelaki
    ☐ Female
       Perempuan

3. AGE
   UMUR
   - ☐ 18 – 21
   - ☐ 22 – 30
   - ☐ 31 – 40   ☐ 40 – Above

4. RACES
   KETURUNAN
   - ☐ Malays
     Melayu
   - ☐ Chinese
     Cina
   - ☐ Indian
     India
   - ☐ Others
     Lain-lain

5. PROFESSION
   PEKERJAAN
   - ☐ Students
     Student
   - ☐ Workers
     Pekerja
   - ☐ Unemployed
     Penganggur
   - ☐ Self employed
     Bekerja sendiri

6. INCOME
   PENDAPATA
   - ☐ Below RM1200
     Bawah RM1200
   - ☐ RM1201 – RM3500
     RM1201 – RM3500
   - ☐ RM3501 – RM6000
     RM3501 – RM6000
   - ☐ RM6000 and above
     RM6000 ke atas

7. MARITAL STATUS
   HUBUNGAN
   - ☐ Single   ☐ Married
     Bujang   *Berkahwin*

8. Have you ever been to Pizza Hut Klang?
    Anda pernah ke Pizza Hut Klang?
    ☐ YES
       YA
    ☐ NO
       TIDAK

9. When did you mostly buy Pizza Hut Products?
    Bilakah anda membeli Produk Pizza Hut?
    ☐ Breakfast
       Sarapan Pagi
    ☐ Lunch
       Makan Tengahari
    ☐ Dinner
       Makan Malam

10. Are you satisfy with their products and services?
    Adakah anda berpuas hati dengan produk dan perkhidmatan mereka?
    ☐ YES
       YA
    ☐ NO
       TIDAK

11. Which would you prefer?
    Manakah cara yang anda lebih mahukan?
    ☐ Walk-in buy in store.
       Pembelian di kedai.
    ☐ Delivery
       Penghantaran

12. Have you ever use Pizza Hut promotion for their menu before?
    Adakah anda pernah menggunakan promosi Pizza Hut untuk menu mereka sebelum ini?
    ☐ YES
       YA
    ☐ NO
       TIDAK

Section B : In this section you will be asked to give your opinion on the statements/events related to variables towards purchase intention of self-service concept. Circle the number.

SECTION B: FOOD QUALITY					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I found variety of Pizza Hut menu category. *Saya menjumpai pelbagai kategori di menu Pizza Hut.*	1	2	3	4	5
Everytime I buy, I can fulfill my own satisfaction because of the variety of product I can choose. *Setiap kali saya membeli, saya dapat memenuhi kepuasan saya sendiri kerana pelbagai produk yang boleh saya pilih.*	1	2	3	4	5
All product that they serve are fresh Semua produk yang mereka sediakan adalah segar	1	2	3	4	5
The packaging is precise and easy to use for dine in *Pembungkusannya tepat dan senang digunakan untuk makan di dalam.*	1	2	3	4	5

SECTION C: SERVICE QUALITY					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Staff always treat me good with their services *Pekerja selalu melayan saya dengan cara yang elok degan layanan mereka*	1	2	3	4	5
Staff always suggest me the best buy product according to my liking *Pekerja selalu mecadangkan product yang terbaik untuk kesukaan saya*	1	2	3	4	5
Staff will be there when I need them *Pekerja selalu menolong saya jika saya minta pertolongan*	1	2	3	4	5
I always get fast respond and services from the staff *Saya selalu mendapat respon dan perkhidmatan yang pantas daripada pekerja*	1	2	3	4	5
SECTION D: RESTAURANT ENVIRONMENT					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Store location is not far from me *Lokasi kedai tidak jauh daripada saya*	1	2	3	4	5
Store location is easy to access *Lokasi kedai senang diakses*	1	2	3	4	5
The design of store is good. *Reka bentuk kedai adalah bagus*	1	2	3	4	5

The atmosphere or ambience of store make me feel comfortable *Suasana kedai membuat saya berasa sangat selesa*	1	2	3	4	5

SECTION E: POSITIVE IMAGE					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I always have good experience when I attend to the restaurant *Saya selalu mempunyai pengalaman yang baik di restoran*	1	2	3	4	5
Pizza Hut Klang using proper uniform during their work *Pizza Hut Klang menggunakan pakaian seragam yang sesuai semasa mereka bekerja*	1	2	3	4	5
Pizza Hut Klang's staff always shows good impressions towards customers *Staff Pizza Hut Klang selalu menunjukkan tanggapan yang baik terhadap pelanggan*	1	2	3	4	5
Pizza Hut Klang's staff always deliver the best performance towards their customers *Kakitangan Pizza Hut Klang sentiasa memberikan prestasi terbaik kepada pelanggan*	1	2	3	4	5

PURCHASE INTENTION					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
FOOD QUALITY					
The variety of menu selection is the most important factors that influence my pruchase intentions *Kepelbagaian di menu adalah faktor terpenting yang mempengaruhi niat pembelian saya*	1	2	3	4	5
The quality of the foods always influence my purchase intention *Kualiti makanan selalu mempengaruhi niat pembelian saya*	1	2	3	4	5
The type of packaging is affecting my purchase intention *Jenis pembungkusan mempengaruhi niat pembelian saya*	1	2	3	4	5

SERVICE QUALITY					
The services from staffs influence my purchase intention *Perkhidmatan dari pekerja mempengaruhi niat pembelian saya*	1	2	3	4	5
Staffs suggestion always influence my purchase intention *Cadangan dariapa pekerja selalu mempengaruhi niat pembelian saya*	1	2	3	4	5
Fast respond from the staff always influence my purchase intention *Maklum balas yang pantas dari pekerja selalu mempengaruhi niat pembelian saya*	1	2	3	4	5

POSITIVE IMAGE					
Pizza Hut Klang's staff performance always influence my purchase intention *Prestasi pekerja Pizza Hut Klang selalu mempengaruhi niat pembeliani saya*	1	2	3	4	5
Pizza Hut Klang's staff good impressions towards their customer often affect my purchase intention *Layanan baik daripada pekerja Pizza Hut Klang terhadap pelanggan mereka sering mempengaruhi niat pembelian saya*	1	2	3	4	5
Pizza Hut Klang's staff attire always hooked my purchase intention *Pakaian pekerja Pizza Hut Klang selalu menarik minat pembelian saya*	1	2	3	4	5

RESTAURANT ENVIRONMENT					
Place is another factors that influence my purchase intention *Tempat adalah faktor yang mempengaruhi niat pembelian saya*	1	2	3	4	5
The atmosphere and ambience of the premise always getting my purchase intention *Suasana di premis selalu mempenagaruhi niat pembelian saya*	1	2	3	4	5
The restaurant location is one of he factors influencing my purchase intentions *Lokasi restoran adalah salah satu faktor yang mempengaruhi niat pembelian saya*	1	2	3	4	5

APPENDIX B

TABLE KREJIE AND MORGAN

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size.
S is sample size.

GANTT CHART

Aktiviti	Bulan/Minggu													
	Ogos			September				Oktober				November		
	2	3	4	1	2	3	4	1	2	3	4	1	2	3
Penentuan Tajuk														
Kajian literature														
Perundingan dengan penyelia														
Penyediaan Proposal						*								
Penyediaan Instrumen dan Pengumpulan Data														
Analisis data														
Penulisan draf projek														
Penyemakan dan draf akhir													**	
Penyerahan Projek Akhir														