

TABLE OF CONTENTS

TITLE

STATEMENT OF ORIGINALITY OF THESIS

AGREEMENT OF MENTORING GUIDANCE FOR THESIS

THESIS EXAMINING COMMITTEE

ABSTRACT v

ACKNOWLEDGMENT..... vi

TABLE OF CONTENTS..... ix

LIST OF FIGURES xiii

LIST OF TABLES xiv

LIST OF APPENDICES..... xvi

CHAPTER I INTRODUCTION

1.1 Research Background..... 1

1.3 Research Question..... 4

1.4 Research Purpose 5

1.5 Research Benefit 5

1.6 Research Limitation 6

1.7 Research Scope 7

1.8 Research Method..... 7

1.9 Chapter Outline 9

CHAPTER II LITERATURE REVIEW

2.1 Fast Food..... 11

2.2 Marketing 12

2.3 Consumer Behaviour.....	14
2.4 Repurchase Intention.....	15
2.5 Customer Satisfaction	16
2.6 Service quality.....	18
2.7 Food quality	20
2.8 Price-value ratio	23
2.9 Conceptual Framework and Hypotheses.....	24
2.9.1 Service Quality and Customer Satisfaction	25
2.9.2 Food Quality and Customer Satisfaction	26
2.9.3 Price-Value Ratio and Customer Satisfaction.....	27
2.9.4 Customer Satisfaction and Repurchase Intention	29
2.9.5 Service Quality and Repurchase Intention.....	30
2.9.6 Research model	32

CHAPTER III RESEARCH METHOD

3.1 Research Design.....	34
3.2 Quantitative Research	35
3.3 Type of Research.....	37
3.4 Research Object	39
3.5 Unit of Analysis	40
3.6 Measurement of Variable.....	41
3.7 Conceptual Definition and Operational	44
3.8 Measurement Scale	47
3.9 Data Collection Method	51
3.10 Ethics in Data Collection	54
3.11 Techniques in Making Questionnaires.....	55
3.11.1 Translation Process	58
3.11.2 Double Back Translation with Modification.....	60
3.12 Sampling	61
3.12.1 Defining the Population	62
3.12.2 Sample Frame.....	62
3.12.3 Sampling Design	63

3.12.4 Sample Size	66
3.12.5 Execute Sampling Process	68
3.13 Data Analysis Method.....	68
3.13.1 Pilot Test	69
3.13.1 Getting the Data Ready for Analysis	69
3.13.1.1 Coding and Data Entry	70
3.13.1.2 Editing Data	71
3.13.1.3 Data Transformation	71
3.13.2 Getting a Feel for the Data	72
3.13.3 Testing the Goodness of Measures	74
3.13.3.1 Reliability	74
3.13.3.2 Validity.....	77
3.14 Multivariate Analysis	80
3.15 Structural Equation Modelling (SEM)	86

CHAPTER IV ANALYSIS AND RESULT

4.1 Respondent Profile	88
4.2 Pilot Test Result	90
4.2.1 Feeling the Data Result	90
4.2.2 Pilot Test Goodness of Data Result	92
4.2.2.1 Result of Pilot Test Reliability Test	92
4.2.2.2 Result of Pilot Test Validity Test	94
4.3 Actual Test Result	98
4.3.1 Actual Test Feeling the Data Result.....	98
4.3.2 Actual Test Reliability Result	99
4.3.3 Actual Test Validity Result	100
4.3.4 Hypothesis Testing.....	103
4.4 Discussion	106

CHAPTER V CONCLUSION AND SUGGESTION

5.1 Research Limitations.....	110
5.2 Research Conclusions	112

5.3 Theoretical Implications.....	112
5.4 Managerial Implications.....	114
5.5 Suggestions for the Future Research.....	117



LIST OF FIGURES

Figure 1.1 Flow of chapter I.....	1
Figure 2.1 Flow of chapter two.....	11
Figure 2.2 Traditional Funnel Model.....	14
Figure 2.3 Consumer buying process.....	15
Figure 2.4 Conceptual model.....	32
Figure 3.1 Flow of chapter three.....	34
Figure 3.2 Purpose of researchers using quantitative research.....	37
Figure 3.3 Four types of research variables.....	43
Figure 3.4 Research model.....	43
Figure 3.5 The five-point Likert scale.....	50
Figure 3.6 Types of Questionnaire.....	51
Figure 3.7 Questionnaire Making Technique.....	55
Figure 3.8 Double Back Translation Process.....	59
Figure 3.9 Double back translation with modification.....	60
Figure 3.10 The Sampling Process.....	61
Figure 4.1 Flowchart of Chapter Four.....	88
Figure 4.2 Structural model of research.....	104
Figure 5.1 Flow of chapter five.....	110

LIST OF TABLES

Table 2.1 Summary of food quality dimensions and comparison from the past researches	23
Table 3.1 Differences between qualitative and quantitative research.....	36
Table 3.2 Comparisons of exploratory, descriptive, and causal research	39
Table 3.3 Conceptual and Operational Definition	44
Table 3.4 Properties of the four scales	48
Table 3.5 Advantages and disadvantages of different questionnaires	53
Table 3.6 Summarize of sampling designs, descriptions, characteristics of each.	65
Table 3.7 Average of similar researches sample size	67
Table 4.1 Respondent profile summary	89
Table 4.2 Descriptive statistic of pilot test.....	91
Table 4.3 Reliability pilot test result.....	93
Table 4.4 Outer Loading of Pilot Test	95
Table 4.5 AVE of pilot test	96
Table 4.6 Pilot Correlation test	97
Table 4.7 Actual Test Descriptive Statistics	98
Table 4.8 Actual Test Reliability Result	99
Table 4.9 Actual test outer loading result	101
Table 4.10 AVE result of actual test.....	102

Table 4.11 Fornell-Larcker Criterion Result.....	103
Table 4.12 Hypothesis conclusion	104
Table 5.1 Theoretical Implication.....	113
Table 5.2 Managerial Implication.....	116



LIST OF APPENDICES

- Appendix I : Questionnaire
- Appendix II : Pilot Test Reliability Result
- Appendix III : Pilot Test Validity Result
- Appendix IV : Actual Test Reliability Result
- Appendix V : Actual Test Validity Result
- Appendix VI : Hypothesis Testing Result

