The Influence of Product Quality and Service Quality on Brand Leadership: An Empirical Study of Fast-Food Industry Consumers

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DECLARATION

The author hereby declares that this project paper is the original study undertaken by her unless stated otherwise due to acknowledgment has been given to references quoted in the bibliography. The views and analyses in this study are that of author's based on the reference made; and this does not constitute an individual to use this study as technical tool for investment.

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Date   :

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DEDICATION

Everybody has their own story; everybody has their own journey.

Gratefully and thankfully, I dedicate this thesis to the many, many people who

have always provided me with support, inspiration, and encouragement.

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The Influence of Product Quality and Service Quality on Brand Leadership:

An Empirical Study of Fast-Food Industry Consumers

By

Nur Ismazatul Husna Binti Ismail

The objectives to this research is to study the influence of product quality and service quality on brand leadership. Hypothetical deductive study was designed to examinate the relationship between product quality, service quality and brand leadership. The quantitative research approach was applied with questionaries survey feedback from various fast-food industry consumers with sampling design of 107 respondents who participated in this research. This research extracted the data collection using Statistic Package for Social Sciences (SPSS) to validate the measurement model and test hypothesis. In sum, this study would be beneficial to explain the significant positive relationship between product quality and service quality on brand leadership

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Fast food is characterised as easily accessible, quick, tasty, reasonable price, and convenient for customers. According to the Ministry of Health Malaysia, fast food is defined as foods that are intended in large qualities, fast food restaurants are following standardised procedures and served rapidly in restaurants commonly, use the electronic and print media to advertise the services. Goyal & Singh (2007) declared that fast food is the fastest emerging food category in the world. AC Nielsen Online Consumer Survey (ACNielsen, 2005), shows that the world's best places around to eat fast food fans is in Asia than in other regions. More than 30% of South East Asian people have dinner in fast food dining places for at least weekly and even 35% eat in fast food dining places at least 3 times in weekly and even more than what specified previously.

According to Habit et al. (2011), the fast food industry in Malaysia is dominated by American franchises which included A&W, Burger King, Domino's Pizza, Kentucky Fried Chicken (KFC), Marry Brown, McDonald's, Pizza and Subway. These fast food brands fulfil a need for today's often over-scheduled society. This is supported by Atkins & Bowler (2001) stated that the primary reason that influences the customers to choose a quick meal over a home-cooked meal is due to their busy lifestyles, especially the dual-working families with kids. Hence, the fast food industry has been the most preferred choice for majority of

the customers due to the instant preparation of the meal which allows them to eat within a short of period of time. In Malaysia, A&W operates a total of 53 outlets around the country. While McDonald's serves customers in more than 320 restaurants, Kentucky Fried Chicken (KFC) serves customers in more than 700 restaurants nationwide. Besides, there are 120 Burger King restaurants, 197 Marry Brown restaurants, and more than 50 Texas Chicken restaurants nationwide.

In the food industry, it is crucial for restaurants to achieve high level of customer satisfaction and this can be achieved through superior customer service. Undoubtedly, as stated by Chow et al. (2007) that the success of a restaurant business depends on superior service quality, value and customer's satisfaction. Based on Figure 1: Revenue from Wholesale & Retail Trade, Food & Beverages and Accommodation in Second Quarter 2022 from Department of Statistics, Malaysia showed that performance of services sector by segment increase from 9.2% in first quarter 2022 to 26.1% in second quarter 2022. According to Kotler (2011), customers seek a variety of features and benefits with various capabilities to meet and satisfying their needs and wants. Therefore, multiple of criteria will be concerning when making decision for restaurant which are include product packages, service package and others.

Figure 1: Revenue from Wholesale & Retail Trade, Food & Beverages and Accommodation in Second Quarter 2022
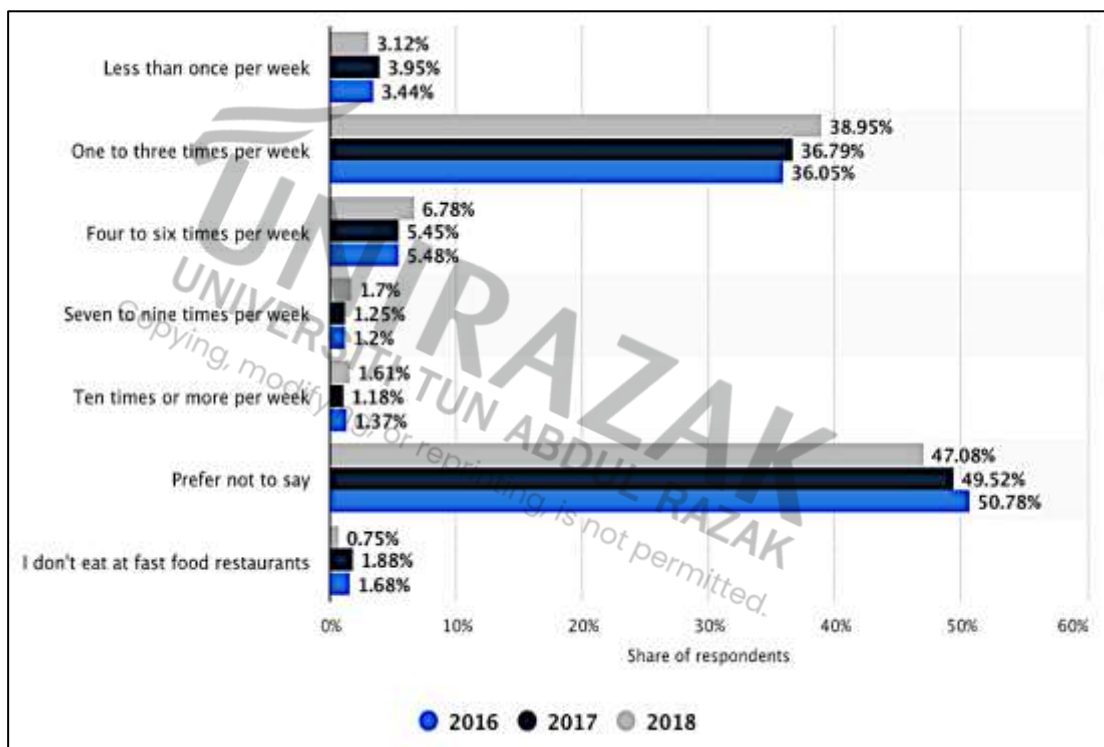
Figure 2: Malaysia - average fast food consumption per week in 2016-2018, (Statista.com)

Based on the Figure 2, it reveals that the average fast food consumption per week in 2016-2018 increases by year. 38.95% of consumers in Year 2018 stated that

they consume fast food one to three times per week. 36.79% of consumers in Year 2017 stated that they consume fast food one to three times per week. 36.05% of consumers in Year 16 stated that they consume fast food one to three times per week. This shows the rise number in food consumption. While, from 1.68% of consumers in Year 2016 who did not eat at fast food restaurants has decrease to 0.75% in Year 2018.

According to Chang et al. (2016), the extent to which consumers perceived a brand or service to be a leader is likely to affect their decision-making behaviour. More specifically, Chang & Ko (2014) stated that consumers may prefer the leading brand or service not only because it provides better quality or value, but also because it represents consumers' self-image. Hence, it shows that managing brands and understanding the influence of branding success become a significant concept to establish customers' positive perception and loyalty. According to Doyle (2003), brands are at the heart of marketing and business strategy. Brand leadership was proposed by Aaker (1996) who is regarded as one of the most well-known academicians in the field of brand equity as a dimension of brand equity. According to Prasad & Dev (2000), building brands equity is considered to be one of the key drivers of a company's success. Therefore, it is vital to observe nowadays the influence of the product quality and service quality on the brand leadership.

1.2 Research Problem

The rise in the number of fast food restaurants nationwide has resulted the rise in the number of consumers in food and beverages in Malaysia, including fast-food industry. Therefore, it is important to analyse the influence on product quality, service quality and brand leadership in order to understand the significant impact to the fast-food brands. According to Jahanshahi (2011), there has been limited empirical research on measuring the influence of product quality and service quality on brand leadership. This study focused on the relationship between food quality and service quality influencing on the brand leadership, particularly in the fast-food industry. This study examined the interrelationship between these variables in the context fast food by providing empirical evidence.

1.3 Research Questions

Based on the data collection and findings, it is aimed to analyse the following research questions:

1. Is there any influence of product quality and service quality on brand leadership?

2. Is there a positive relationship between product quality and service quality on brand leadership?

1.4 Objective of the Study

The objectives of this research are as follows:

1. To analyse the influence of product quality and service quality towards brand leadership.

2. To analyse the positive relationship between product quality, service quality and brand leadership.

1.5 Significance of the Study

Sulek & Hensley (2014) agreed that the food quality is the most significant component of purchase intention provided that the environment components and service quality are contrasted by other field of the restaurants. In addition, Susskind & Chan (2000) discovered that food quality is the key stator that promotes customers to visit fast food restaurant. Both the quality of the products and the quality of the services must be excellent in order for brands to grow and have significant impact.

The importance of product quality and service quality in building brands, particularly in the fast-food business has received very little research despite the importance of these variables. This result of this study should be able to provide insight information about the positive relationship on the brand leadership

towards the two important variables which are the food quality and service quality.

1.6 Research Outline

This research consists of five (5) chapter and the remaining of this thesis is organised accordingly. Chapter 2: Literature Review provides a theoretical foundation of product quality, service quality and brand leadership. In addition, proposed conceptual framework, hypothesis development and summarisation of the whole Chapter 2 will be included. Next, Chapter 3: Research Methodology presents the research design, sampling, data collection methods, measurements and data analysis techniques. Meanwhile, Chapter 4: Results and Discussion presents the result of the research from the data collection of the quantitative analysis. Finally, Chapter 5: Conclusions and Recommendations provides the summary of the key findings and the conclusion of the research. In addition, the limitations of the study and areas for future research are suggested.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will cover the basic understanding and the most vital information regarding product quality, service quality, and brand leadership. This chapter focuses on discussing the theoretical concept and reviewing studies from the fast-food industry. Based on the conceptual framework, the outline of the relationship between product quality and service quality on brand leadership will be built and identified as a hypothesis to be tested.

2.2 Theoretical Foundation and Theoretical Framework

Theoretically, the management of a brand significantly plays an important role in establishing favourable attitudes towards the firm (Curtis et al., 2009). According to Keller (2008) and Martisiute, Vilutyte & Grundey (2010), a powerful brand can be expressed and communicated through its personality and by positioning itself positively minds of its customers with favourable image. Brands also play an important role in the decision-making processes of business customers (Bendixen, Bukasa & Abratt, 2004) Therefore, it is vitally important to performing a critical analysis that allows us to examine the idea as stated by Aaker & Joachimsthaler (2000), brand equity dimension and evolved to brand leadership when brand management raise to the level of leadership.

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2.2.1 Brand Equity Model

According to Cambridge Dictionary, brand is a type of product made by a particular company and sold under a particular name. Keller et al., (2013) and Aaker (1996) reveals that a brand is generally identified as a name, sign, symbol or design, or a combination of them for a specific product or service that differentiates such product or service from its competitors. A product can be easily replicate by other players in a market, but a brand will always be unique. According to Shocker & Aaker (1993), brand equity is a set of brand assets and liabilities related to a brand, its name and symbol that enhance or reduce the value provided by a product or service to a firm and/or to that firm's customer. Feldwick (1996) simplifies the variety of approaches, by providing a classification of the different meanings of brand equity as:

i. The total value of a brand as a separable asset when it is sold, or included on a balance sheet;

ii. A measure of the strength of consumers' attachment to a brand;

iii. A description of the associations and beliefs the consumer has about the brand.

The goal of a branding team of an organisation is to build brand equity. There are several approaches that may be used to address this, including the use of two models created by brand management experts Kevin Lane Keller and David Aaker. These two brand equity models are analysed which known as Aaker's Brand Equity Model and Keller's Customer-Based Brand Equity (CBBE) Model.

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│Brand Awareness││Perceived Quality││   Brand   ││ Brand Loyalty │
│               ││               ││Association││               │
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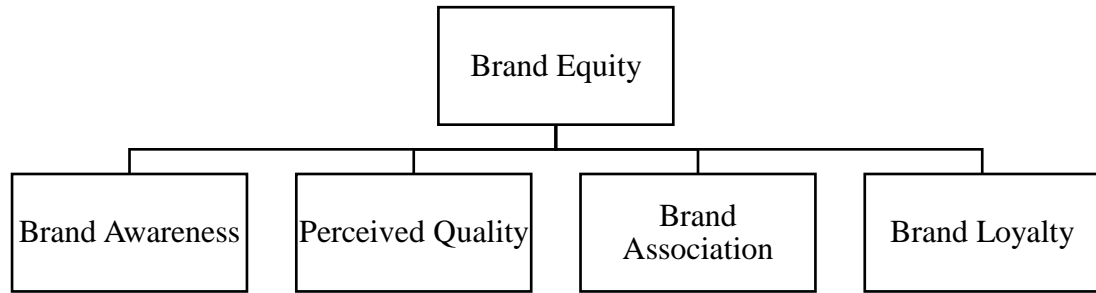
Figure 3: Aaker's Brand Equity Model

Figure 3: Aaker's Brand Equity Model facilitates the development of a brand strategy consisting of multiple components that distinguish a brand from its competitors and advance it. While various CBBE dimensions have been identified in the literature, the four dimensions of CBBE proposed by Aaker (1991) construct the foundation, which are brand associations, brand awareness, perceived quality and brand loyalty.

a) Brand Awareness

Aaker (1991) defines brand awareness as the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category. The process of developing brand equity begins here. As a consumer plans their purchase, information would help the brand into the customer's consideration.

b) Perceived Quality

Perceived quality is another important dimension of brand equity (Aaker, 1991). The perception of the product provides an additional advantage over the real product features. However, until it is proven, perception is unreliable.

c) Brand Association

A brand association is "anything linked in memory to a brand" (Aaker, 1991). In addition, Aaker (1991) suggested that brand associations could provide value to the consumer by providing a reason for consumers to buy the brand, and by creating positive attitudes/feelings among consumers.

d) Brand Loyalty

Brand loyalty is a major component of brand equity. Aaker (1991) defines brand loyalty as a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features. Oliver (1997) defines brand loyalty as a deeply held commitment to rebuy or repertories a preferred product or service consistently in the future, despite situational influences and marketing efforts having potential to cause switching behaviour. Oliver's definition highlighted that the behavioural dimension of brand loyalty, whereas Rossiter and Percy (1987) reveals that brand loyalty is often characterised by a favourable attitude towards a brand and repeated purchases of the same brand over time.
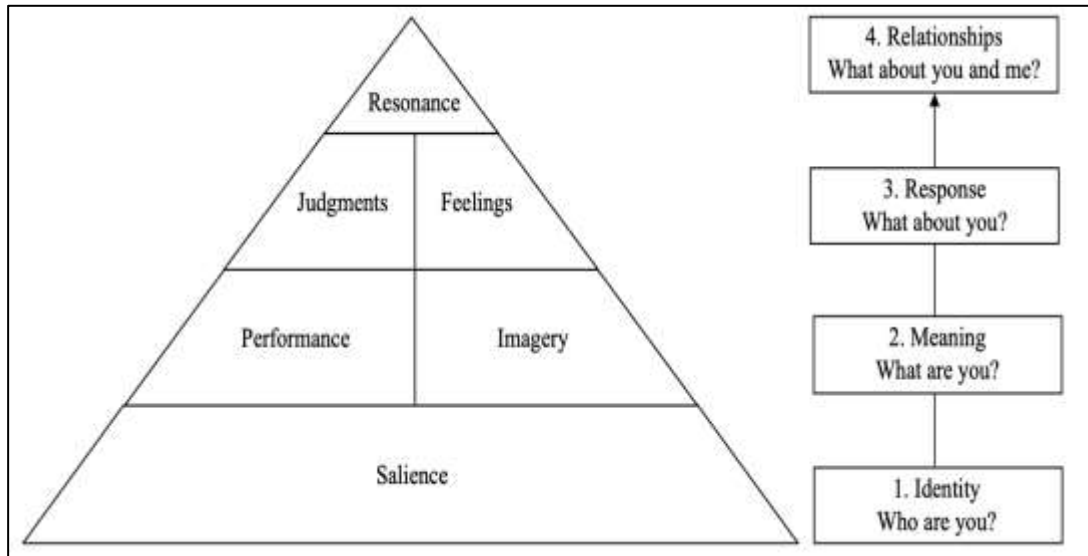
Figure 4: Keller's Customer-Based Brand Equity (CBBE) Model

Figure 4: Keller's Customer-Based Brand Equity (CBBE) Model where Keller (1993) also takes the consumer-based brand strength approach to brand equity suggesting that brand equity represents a condition in which the consumer is familiar with the brand and recalls some favourable, strong and unique brand associations. Hence, there is a differential effect of brand knowledge on consumer response to the marketing of a brand. Powerful brands create meaningful images in the minds of customers (Keller, 1993). As shown in Figure 3, the Keller's CBBE Model identifies four (4) steps for building a strong brand. In this branding ladder, each step is dependent on successfully achieving from brand identity to brand meaning, brand responses and finally brand relationships. These steps in turn consist of six (6) brand building blocks which are salience, performance, imagery, judgments, feelings and resonance where resonance the harmonious relationship in Keller's CBBE Model.

a) Brand Identity

Brand awareness has been cited as the first and the foremost component for building the brand equity of a product or service (Keller, 2001). How the customers view businesses is known as "brand salience," also known as awareness.

b) Brand Meaning

The second step involves creating a brand image that defines the brand and how it should be perceived by customers. Brand meaning consists of brand performance (functional needs) and imagery (psychological and social needs) (Keller, 2001).

c) Brand Response

The third step is developing favourable brand responses which consists of brand judgement and brand feelings (Keller, 2001). When forming opinions about a brand, consumers combine several performance and imagery associations. The emotional reactions and responses that consumers have toward a brand are referred to as brand feelings, and they are linked to the social currency that the brand evokes.

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d) Brand Relationships

The last step which is brand relationships is described by Keller (2001) as having four elements: behavioural loyalty, attitudinal attachment, sense of community and active engagement. Customer loyalty generating factors have also been found to be important to the success of industrial brands (Michell et al., 2001).

2.2.2 Brand Leadership

In particular, the concept of brand leadership, originally coined by Aaker (1996). Consumers often desire to integrate the symbolic meanings embedded in a leading brand into their self-identity as a way to demonstrate their social status (Aaker & Joachimsthaler, 2000). A strong brand requires a good strategy in implementing the brand identity and brand personality.


Figure 5: Brand Leadership Concept

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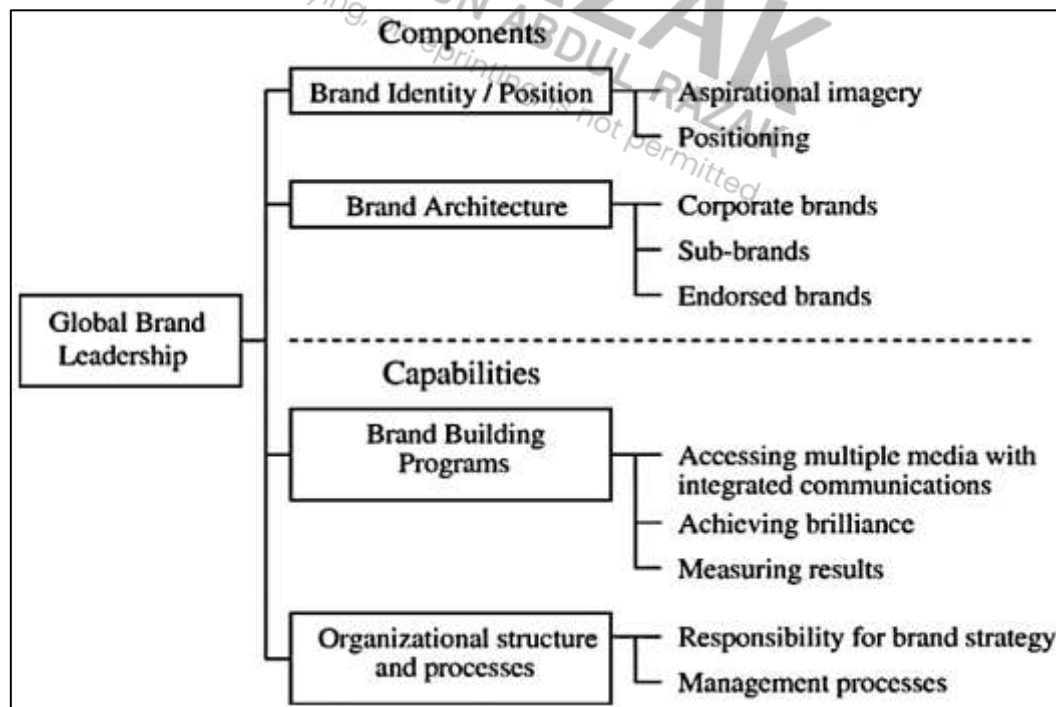
Based on Figure 5: Brand Leadership Concept, there are four key challenges need to be addressed according to the brand leadership concept, which are organisational structure and process, brand architecture, brand identity/position and brand-building programs to be successfully known as a strong brand.

The first challenge is to create organisational structure and processes including managing processes and responsibility for brand strategy. In the competitive environment that organisations face today, a strong brand is a proven source of competitive advantage (Barney, 2014; Berry, 2000).Therefore, Aaker & Joachimsthaler (2000) agreed that the organisation must establish a brand-nurturing structure and culture.

The second challenge is the brand building program. In studies that explicitly measure brand training, the construct appears under different labels, such as brand training (Murillo & King, 2019), brand-oriented training (King & So, 2015), brand knowledge dissemination (Baker et al., 2014; King, 2010; King & Grace, 2010), and brand-centered training (Buil et al., 2016). These studies agreed on the uniformly positive impacts of brand training on various outcome variables, such as brand commitment (King, 2010; Yang et al., 2015), and brand understanding (King & So, 2015; Murillo & King, 2019). The right training and great motivation of the employees will lead to their capability and motivation to deliver the brand promise to the customers. These companies use advertising, as well as other promotional initiatives, to generate expectations and make brand promises to consumers (Brodie et al., 2009).

The determination of the brand and sub brands that must be supported, motivated, modified, and critically, their relationship to one another, presents the third challenge which is brand architecture. Aaker & Joachimsthaler (2000).

The fourth challenge is brand identity and brand position. Brand image, as it consists of brand associations, provides an important opportunity for brands to differentiate their goods and services from other competing brands (Dam, 2020; Ismail & Spinelli, 2012). Hence, this supported statement from Ismail and Spinelli (2012) stated that the brand image is a set of perceptions that brand associations in consumers' memory reflect about a particular brand. By understanding the brand identity would help to communicate to targeted customer effectively.

2.3 Review of Prior Empirical Research

This study is to examine the influence of product quality and service quality on brand leadership. The review of prior empirical research consists of discussion on the fast food industry, customer satisfaction regarding product quality and service quality, the factors that affecting the purchase intentions in fast food industry, and the relationship between product quality, service quality and brand leadership.

2.3.1 Fast Food Industry

Malaysia first saw marked changes in dietary habits because of its rapid economic growth and changes in occupational patterns in the 1980s (Noor, 2002), which led the fast-food industry to experience heavy growth in the 1990s (Soon & Tee, 2014). In the 2000s, the Department of Statistics Malaysia found that the number of fast food restaurants in Malaysia increased from 1621 in 2010 to 2597 in 2015. Xiao, Yang & Iqbal (2019) discovered that the fast food franchising sector takes up about 32% which represent a total of 6000 fast food outlets in Malaysia, while the QSR (Quick Service Restaurant) or fast food market was valued at $493 million (RM1.8 billion) locally.

2.3.2 Product Quality

Sulek & Hensley (2014) agreed that food quality can combine all the food characteristics into one variable. In regard to this, food quality has various characteristics, namely temperature, menu item variety, tastiness, and presentation. Sulek & Hensley (2014) stated 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. This statement support that the positive relation between food quality and satisfaction would influence the purchase intention of customers. A good product quality provides strong basis for creating favourable brand image (Baltas & Argouslidis, 2007; Junyean, 2007). As stated by Hilman (2009), and Eze et al., (2012), product quality is a key strategic technique that global brands use for for building their competitive advantage and enhancing brand equity.

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2.3.3 Service Quality

According to Iqbal et al. (2016), service quality positively influences customers' loyalty, but its four dimensions operate differently across different countries based on customers' preferences (Iqbal et al., 2016). This statement supported by Choudhury (2013) which stated that service quality has a positive and significant influence on purchase intention. Boulding et al. (1993) found that enhanced service quality attracts customers and enforce them to repurchase. Therefore, it is suggested that service quality will positively influence purchase intentions among customers. Most of the studies on service quality has focused on service contexts such as telecommunication, education, and banking sectors (He & Li, 2011; Malik et al., 2011; Nawaz & Usman, 2011). In addition, the relationship between service quality and brand equity has received less attention (He & Li, 2011). Therefore, this research aims to fill up this gap by examining the effect of service quality on brand leadership as a dimension of brand equity. Varghese (2010) provided an evidence for the existence of a strong relationship between service quality and brand leadership, and reported that offering quality of service to customer represents the main factor for building brand leadership.

2.3.4 Relationship between Product Quality, Service Quality and Brand Leadership

According to Hanaysha & Ghani (2013), the influence of product quality and service quality on brand leadership: empirical evidence from Malaysia where product quality and service quality have strong relevance to the automobile context and are considered among the most important factor for purchase decision of the leading brands. Keller (2008) specified that leading brands have

the ability to influence customers' purchase decision through the differentiated values endowed to a certain product or service. In order for a brand to obtain a leadership position, it is very essential to emphasise on product differentiation with something that can't be easily copied or imitated (Rozin & Magnusson, 2003). Brand leadership was proposed by Aaker (1996) who is regarded as one of the most well-known academicians in the field of brand equity as a dimension of brand equity. Hence, this study would fill the gap by incorporating brand leadership as a dimension of brand equity.

2.4 Proposed Conceptual Framework

A proposed conceptual framework for this study was adopted from the Hanasya J. et al. (2013). In this proposed framework include two (2) independent variables and one (1) dependent variable that shown in the Figure 6 below.
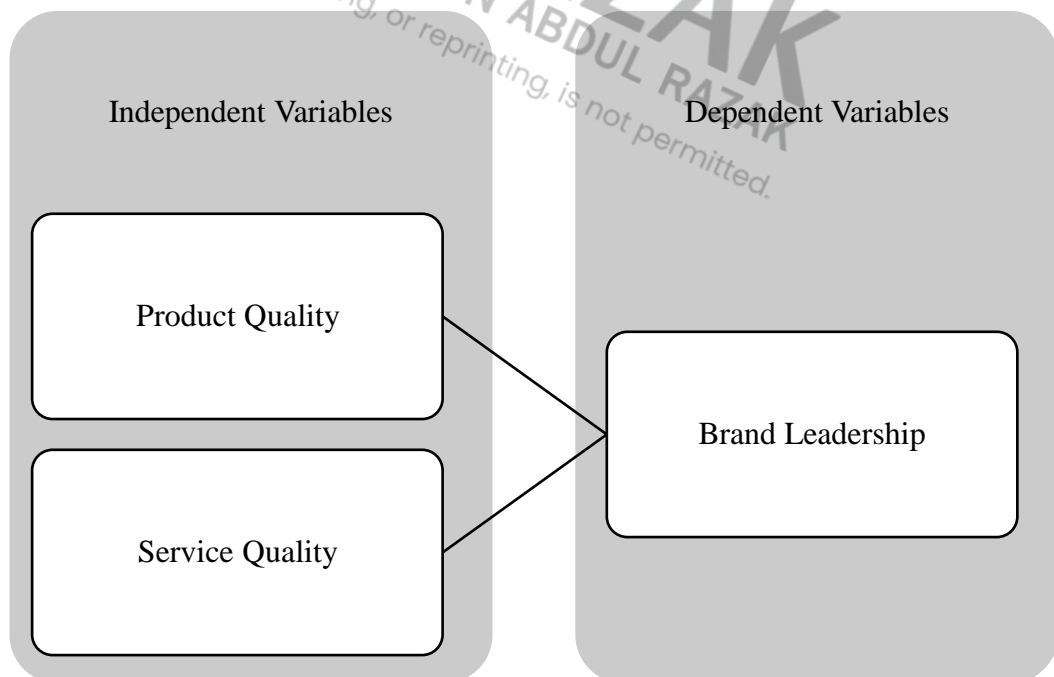
Figure 6: Proposed Conceptual Framework

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The proposed framework suggested in this research which constructed by element of independent variables, hypothesis and a dependent variable which to explore and to map out how product quality and service quality may influence the brand leadership. The product quality in this research refer to the food quality and it can be defined as the overall quality characteristics that can be accepted by the consumers. Meanwhile the service quality in this research as stated by Raza, Jawaid & Hassan, 2015) that service quality is a positively influence customer satisfaction.

2.5 Research Hypothesis

According to Jahanshahi (2011), there has been limited empirical research on measuring the influence of product quality and service quality on brand leadership. Hence, it is vitally important to performing a critical analysis that allows us to examine the idea as stated by Aaker & Joachimsthaler (2000), brand equity dimension and evolved to brand leadership when brand management raise to the level of leadership. Therefore, there are two (2) hypothesis were developed as follows:

Hypothesis 1 (H1): There is a significant relationship between product quality and brand leadership.

Hypothesis 2 (H2): There is a significant relationship between service quality and brand leadership.

2.6 Summary of Chapter 2

Prior to the research done by the other researchers, they concluded that there are positive relationship between product quality and service quality on brand

leadership in other sectors. Based on the proposed conceptual framework, it is suitable to examine the relationship between product quality and service quality on the brand leadership as well as the presence of specific fast food restaurants in Malaysia which might varies the result of the particular fast food consumers.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter represented of overall research design of the study and methodology adopted. This chapter also provided an overview of the general research design, sampling procedures, data collection methodology, variables and measurement as well as techniques for data analysis. These overview is addressed after taking into account on the research objectives and research questions. Lastly, the chapter summary is presented.

3.2 Research Design

This research was designed to analyse the influence of product quality and service quality on the brand leadership of consumers of the fast food industry. The hypothesis testing method of research is stipulated by the theory-then-research (the research empiricists) strategy. It creates a hypothesis based on theory, then tests it using data that has been gathered. This includes developing a theoretical model for testing, creating a number of hypotheses that reflect relationships between its components, design research measures to investigate the model, testing the hypotheses using the collected data, and purifying the model and its associated theories (Reynolds, 1979). The key advantage of the positive strategy is that it "allows researchers to test their hypotheses and rely on objective measures (data) to support their findings" (Wicks & Freeman, 1998). Ethics is a basic condition in scientific research (Bell & Bryman, 2007). The

sample was differentiated according to the fast food brand that the consumers frequently visit. The unit of analysis for this study was individual since it derived from the consumer in Malaysia. Quantitative methods in business research include questionnaires, and field and laboratory experiments (Cavana et al., 2008). As this is a quantitative study, a questionnaire survey method was used to collect data. This research utilised a structured survey and was specifically designed to address the problems identified in the study.

3.3 Population, Sample and Sampling Procedures

The population for this study were among fast food consumers nationwide. When conducting a study, there is no right answer to sample size as stated by Saunders (2009) that an ideal sample size should be between 10 to 30 percent of the population of the study, while Guest, Bunce & Johnson (2006) asserting that theoretical saturation generally occurs in as few as twelve interviewees and that for high level overarching themes, a sample of six interviewees is sufficient to enable development of meaningful themes and useful interpretations. The following issues needs consideration:

    i.   Absolute Sample Size: The absolute sample should be taken into account rather than the sample's relative size in relation to the entire population.

    ii.   Statistic and the Central Limit Theorem: The closer the distribution to the normal distribution, the greater the absolute sample size. In any situation, 30 should be the minimum sample size because it has the

best likelihood of providing an acceptable possibility of distribution. It will be reasonable to utilise the entire sample if it is less than 30.

iii. Time and Cost: According to Bryman & Bell (2003), the law of diminishing returns starts to kick around a sample size of 1000, making it less worthwhile to interview research participants.

iv. Non-Response: Normally, respondents are less motivated like the researcher and or about the research. Additionally, respondents who may have responded might have chosen to offer irrelevant information.

Hair et al. (2010) suggests that the minimum sample size is 100 when considering models containing five or fewer constructs, each with more than three items with high item communalities (0.6 or higher); 150 when models contain seven or fewer constructs and modest communalities (0.5); 300 when models contain seven or fewer constructs and low communalities (0.45), and/or multiple under identified (fewer than three items) constructs; and 500 when models contain a large number of constructs, some with lower communalities, and/or having fewer than three measured items. Therefore, this study taking consideration to have more than 100 respondents to study the research objectives.

According to McCombes (2019), nonprobability convenience sampling method is based on the respondents' willingness and availability to answer questionnaire. Hence, this study were conducted by using this sampling method. Using

convenience sampling technique, 107 respondents of the fast food industry consumers were selected as the sample of this study.

3.4 Data Collection Method

The data was collected by distributing questionnaire via online survey method. Remenyi et al. (1998) stated that a survey includes the collection of data from the target population, which is usually known as collecting primary data. It can be used for explanation, description, and/or hypothesis testing; as a guide to action or for analysing the relationships between particular constructs (Burton, 2000). However, there is no fully perfect survey, so the key to a successful questionnaire is the care taken in implementing the time consuming preparatory work (Remenyi et al., 1998).

3.5 Survey Questionnaire

Questions were asked from the respondents by conducting an online survey which allows for data to be captured immediately, and data analysis can be performed easily and quickly. The questionnaire consisted of five (5) sections which the questions related to demographic profile, selection brand, product quality, service quality and brand leadership. The questionnaire was developed based on the previous research study that was related to this study with minor modification where the list of questions were adapted from Garvin (1998) and Hanasyha (2013). The sample of the questionnaire is attached in the Appendix section of this research.

Section One (1) covers the demographic profile include the gender, age group, ethnicity, marital status, total monthly household income, education level, occupation and nationality. Section Two (2) cover the purchasing profile which include how often the respondent consume fast food on a monthly basic and to choose one fast food restaurant that they frequent the most often. Next Section Three (3), Section Four (4) and Section Five (5) covers the frequency profile as suggested by Munshi (2014) which the five-point Likert scale to be used (strongly disagree, disagree, neutral, agree and strongly agree).

3.6 Variables and Measurement

In this study, the dependent variable is brand leadership. It was measured by identifying the influence of the product quality and service quality that have been implemented by the fast food brands nationwide. Additionally, the demographic factor which focus on the gender, age group, ethnicity, marital status, total monthly household income, education level, occupation and nationality measures the significant level and relationship with the brand leadership strategy. For demographic data, it is derived from the demographic profile in Section One (1) of the questionnaire.

The purchasing profile which include how often the respondent consume fast food on a monthly basic and to choose one fast food restaurant that they frequent the most often measures the significant impact towards another variables involved. The variables which are product quality, service quality and brand leadership. There are six (6) questions under each variable. The measurement

items were adapted from previous research to fit the purpose of this research. The measurement of six (6) items of product quality was adapted from Kennedy et al. (2001), whereas service quality was measured using six (6) items adapted from Taleghani et al. (2011) with a minor modification for the purpose of this study. This is because the items had acceptable reliabilities, with Cronbach's alphas of more than 0.70, and were tested previously in the automobile sector. In addition, brand leadership was measured using six (6) items adapted from Hansyha et al. (2013) with minor modifications to fit the purpose of this research.

This research aimed to establish the questionnaire validity by checking content validity, also known as face validity, which refers to the extent that the measure content of concept in question (Bryman and Bell 2007). The objective of checking content validity is to ensure that the selection of scale items extends past just empirical issues to also include theoretical and practical considerations (Hair et al., 2010).

3.7 Reliability Test

There are 29 questions consists in the questionnaire to test the reliability of the influence of the product quality and service quality on the brand leadership towards fast food industry consumers. According to Cavana (2001), a popular and widely accepted approach to measure reliability is to use the Cronbach alpha and value of Cronbach alpha with the range of greater than 0.70 is considered acceptable and good (Cavana, 2001).

3.8 Data Analysis Techniques

The data collected will be analysed using SPSS software analysis. There are two types of analysis techniques involved in this research which are the descriptive analysis and inferential analysis.

3.8.1 Descriptive Analysis

The demographic data and purchasing profile was discovered under descriptive analysis. According to Malhotra (2007), descriptive research can be used to:

i. Describe the characteristics of relevant groups, such as consumers, salespeople, organisations, or market areas.

ii. Estimate the percentage of units in a specified population exhibiting a certain behaviour.

iii. Determine the perceptions of product characteristics.

iv. Determine the degree to which marketing variables are associated.

v. Make specific predictions.

3.8.2 Inferential Analysis

Normality test, analysis of variance (ANOVA) and multiple regression analysis were used to analyse the data derived from the distributed questionnaires. It was used to identified the significant level of each attributes. The use of normality test due to the parametric statistical analysis, the assumption must be owned by data as if the data are normally distributed (Ghozali, 2005). Normality test is based on skewness and kurtosis values. Skewness and kurtosis value can be view

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as a distribution shape that uses the data interval and ratio level. ANOVA is a statistical analysis technique that divides systematic components from random factors to explain for the observed aggregate variability within a data set. The application of the ANOVA test to determine the impact that independent variables in a regression research have on the dependent variable. Meanwhile, multiple regression analysis is to use the independent variables wholes values are known to identified the value of the single dependent value.

3.9 Summary of Chapter 3

This study was conducted by using online survey questionnaires. The statistical tools of analysis that were used were descriptive analysis and inferential analysis.

CHAPTER 4

RESEARCH RESULT AND DISCUSSION

4.1   Introduction

The purpose of this study is to examine the influence of product quality and service quality on brand leadership an empirical study of fast food consumers. This chapter will be discussing the finding of the study and the discussion based on the research objective. Research objective for this research is (1) to examine the influence of product quality and service quality on brand leadership, (2) to demonstrate the positive relationship between product quality, service quality and brand leadership.

4.2   Respondent Profile

Table 1 below shows the respondent's profile. For this study, 38 of respondent which is 35.5% are male. Meanwhile, 69 0f respondent which is 64.5% are female. Mean and standard deviation value foe gender are M=1.6449, SD=.48081.

Next, age of respondent shows in the table below. Most of the respondent in this study in the range of age 21 – 30 years old which is 76 (71%) respondents. Followed by range 31 – 40 years old which is 20 (18.7%) respondents. For range 41 – 50 years old, shows only 7 (6.5%) respondents in this study. Beside that only two respondent (1.9%) are aged between 51 – 60 years old and respondent (0.9%) are below 21 years old and one respondent (0.9%) is above 60 years old.

Mean and standard deviation value for respondent age are M=2.4019, SD=.78740.

For ethnicity of respondent in this study, majority respondent who involve in this study is Malay which is 95 (88.8%). Followed by others ethnicity is show 6 respondents which is 5.6% respondent. Meanwhile, for Chinese respondent is only 3 (2.8%) and same with Indian respondent is 3 (2.8%). Mean and standard deviation value for ethnicity are M=1.2523, SD=.57023.

For the marital status, result shows that 62 respondents which is 57.9% are single. Followed by 43 respondent which is 40.2% respondents are married. Only one respondent (0.9%) is divorced and one respondent (0.9%) are widowed. Mean and standard deviation value are M=1.4486, SD=.57023.

For the gross monthly household income, result shows that 28 (26.2%) respondents in this study their gross monthly household income are between RM 4,000 to RM 6,000. Followed by 25 (23.4%) respondents are their income is between RM 2,001 to RM 4000. Meanwhile, 18 (16.8%) respondent show that their gross monthly household monthly income between RM 6,001 to RM 8,000 and same goes to income more than 10,001 are 18 respondent which is (16.8%). Only 8 (7.5%) respondents, their gross monthly income are less than RM2,000. Mean n standard deviation value are M=3.4766, SD=1.54398.

Result for educational level shows that, 68 (63.6%) respondents in this study are degree holder. Followed by 23 (21.5%) respondents are master holder and 7 (6.5%) respondents in this study are diploma holder. Meanwhile, only 4 (3.7%) respondents are others professional qualification and also 4 (3.7%)respondents are secondary school. Only one (0.9%) respondent in this study are PhD holder. Mean and standard deviation value are M=3.2056, SD=.87673.

For the respondent occupation, result shows that 59 (55.1%) respondents in this study are working in private sector. Followed by 27 (25.25) respondents are working in Government Sector and 10 (9.3%) respondents are self-employed. Meanwhile, 6 (5.6%) respondents are student and only 3 (2.8%) respondents are others occupation. Only one (0.9%) respondent are unemployed and one (0.9%) of respondent are retired. Mean and standard deviation value are M=4.2897, SD=1.28862.

Lastly is nationality of the respondent. Result shows that all the respondents which is 10 7 (100%) who involve in this study are Malaysian citizen.

Table 1: Respondent's Profile

Variable	Frequency (n=107)	Percentage (%)	Mean	Standard Deviation
Gender			1.6449	.48081
Male	38	35.5		
Female	69	64.5		

Age			2.4019	.78740
Below 21 Years Old	1	0.9		
21 – 30 Years Old	76	71.0		
31 – 40 Years Old	20	18.7		
41 – 50 Years Old	7	6.5		
51 – 60 Years Old	2	1.9		
Above 60 Years Old	1	0.9		
Ethnicity			1.2523	.76594
Malay	95	88.8		
Chinese	3	2.8		
Indian	3	2.8		
Others	6	5.6		
Marital Status			1.4486	.57023
Single	62	57.9		
Married	43	40.2		
Divorced	1	0.9		
Widowed	1	0.9		
Gross Monthly			3.4766	1.54398
Household Income	8	7.5		
Less than RM 2,000	25	23.4		
Between Rm 2,001 –	28	26.2		
RM 4,000	18	16.8		
Between RM 4,001 –	10	9.3		
RM 6,000	18	16.8		

Between RM 6.000 – RM 8,000				
Between RM 8,000 – RM 10,000				
More than RM 10,001				
Education Level			3.2056	.87673
Secondary School	4	3.7		
Diploma	7	6.5		
Bachelor Degree	68	63.6		
Master Degree	23	21.5		
Doctoral Degree	1	0.9		
Other Professional Qualification	4	3.7		
Occupation			4.2897	1.28862
Student	6	5.6		
Self Employed	10	9.3		
Unemployed	1	0.9		
Government Sector	27	25.2		
Private Sector	59	55.1		
Retired	1	0.9		
Others	3	2.8		
Nationality			1.000	.0000
Malaysian	107	100		
Non-Malaysian	-	-		

4.3   Purchasing Profile

4.3.1   Do You consume fast food?

Table 2 show that respond respondent for the question "do you consume fast food?'. Result shows that most of the respondent which is 106 (99.1%) are consume fast food. Only one (0.9%) respondent stated that her/him not consume fast food. Mean and standard deviation value are M=1.0093, SD=.09667. Bar chart below show more clearly the result of the question.

Table 2: Do you Consume fast food

| Variable	Frequency (n=107)	Percentage (%)	Mean	Standard Deviation
Do you consume fast food			1.0093	.09667
Yes	106	99.1		
No	1	0.9		
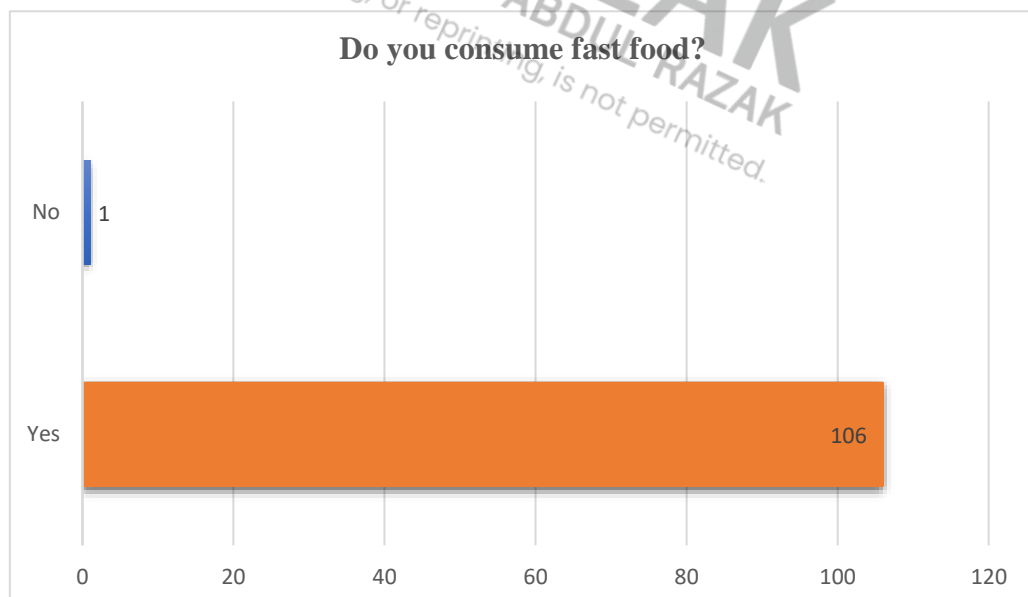
Figure 7: Bar Chart 1

4.3.2   How often do you consume fast food on a monthly basis?

Result shows that 49 (45.8%) of respondent are stated that they consume fast food are 1 – 2 times monthly. Followed by 32 (29.9%) respondents are stated that they consume fast food are 3 – 4 time in a month. Beside that, 13 (12.1%) respondents stated that they consume fast food are 5 – 6 times in a month. Only 9 (8.4%) respondent states that they are consume fast food more than 7 times in a month and only 4 (3.7%) respondents stated that they do not consume fast food even in a month. Table 3 and bar chart below shows the result of how often you consume fast food on a monthly basic.

Table 3: How often do you consume fast food on a monthly basis?

| Variable	Frequency (n=107)	Percentage (%)	Mean	Standard Deviation
How Often Do you consume fast food on a monthly basics			1.9439	1.12293
1 – 2 times	49	45.8		
3 – 4 times	32	29.9		
5 – 6 times	13	12.1		
7 times or more	9	8.4		
N/A	4	3.7		

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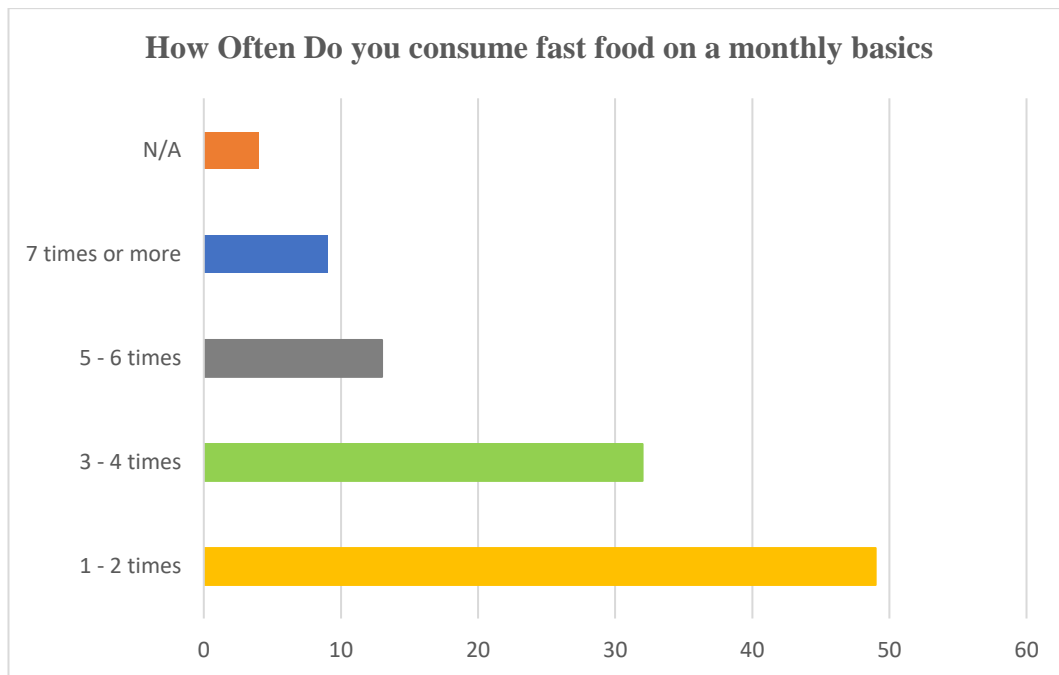
Figure 8: Bar Chart 2

4.3.3 Please select one fast food brand that you frequent the most?

Result table 4 below shows that 73 (68.2%) respondents are choose McDonald. Followed by 23 (21.5%) are Kentucky Fried Chicken. Only 6 (5.6%) respondents choose Burger King and 3 (2.8%) respondents choose A&W. Only one respondent (0.9%) chooses Marry Brown and Texas Chicken. Bar chart below show the result more clearly.

Table 4 Please select one fast food brand that you frequent the most?

Variable	Frequency (n=107)	Percentage (%)	Mean	Standard Deviation
Please select one fast food brand that you frequent the most			4.2897	1.15750
	3	2.8		
A & W	6	5.6		
Burger King	23	21.5		

|		
Kentucky Fried Chicken	1	0.9
Marry Brown	73	68.2
McDonalds	1	0.9
Texas Chicken		
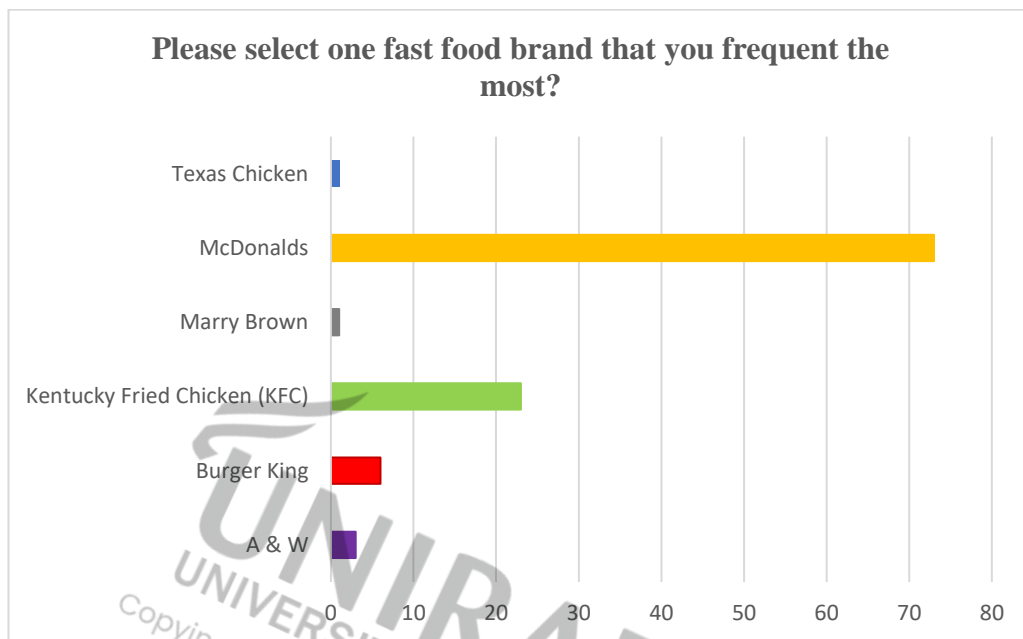
Figure 9: Bar Chart 3

4.4 Normality Test

Normality test is a test to see whether the research was normally distributed or not normally distributed. Normality test is based on skewness and kurtosis values. Skewness and kurtosis value can be view as a distribution shape that uses the data interval and ratio level. Based on Table 5, below shows that normality test for three variable which are product quality, service quality and brand leadership. The result shows that value range for skewness is between -.492 to -.588 and value range for kurtosis is between .182 to .479. Overall result shows that range of skewness and kurtosis are constructed within +/-2. That means all the data in this study was assumed as normally distributed.

Table 5: Normality Test

Variable	Skewness	Kurtosis
Product Quality	-.492	.428
Service Quality	-.588	.479
Brand Leadership	-.515	.182

Normal Q-Q Plot of PRODUCT QUALITY


Normal Q-Q Plot of SERVICE QUALITY
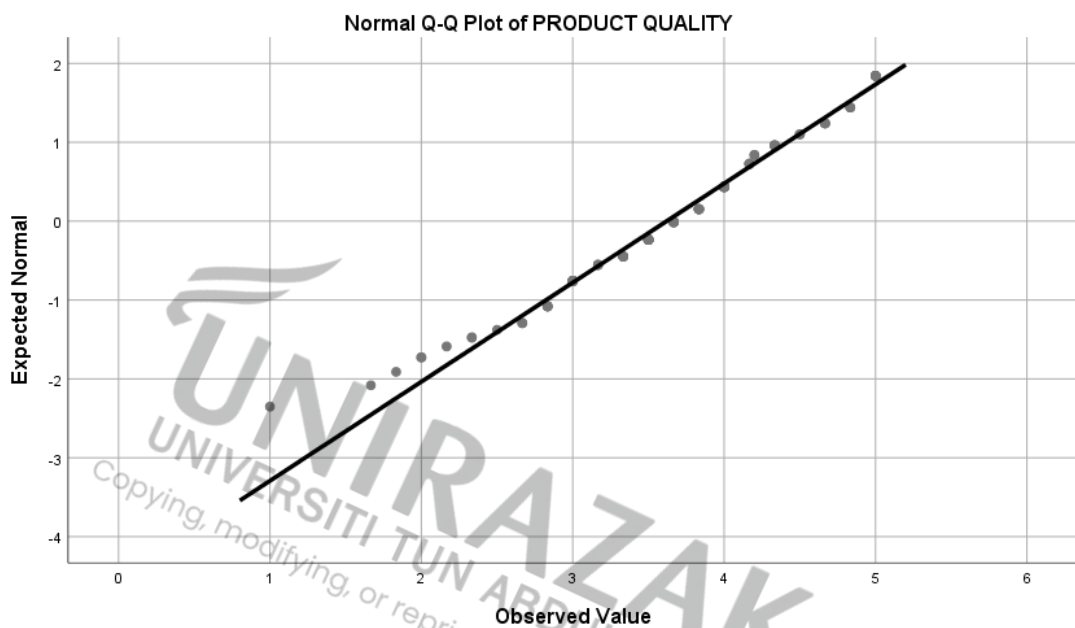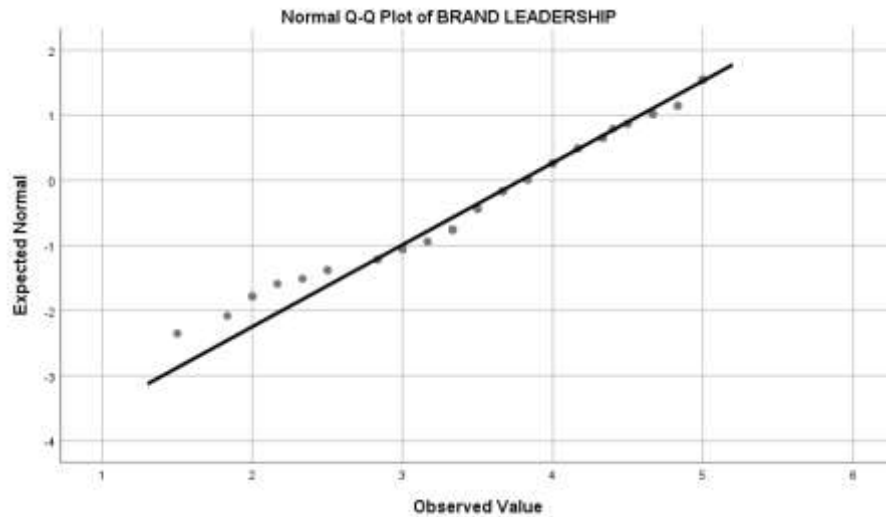
Figure 10: QQ plot for product quality, service quality and brand leadership

4.5   Reliability Test

Table 6 shows the reliability analysis result for product quality, service quality and brand leadership. Range value for reliability in this study is between .849 to .861. Cronbach alpha for product quality is .849. followed by service quality is .856 and Cronbach alpha for brand leadership is .861. All the Cronbach alpha values are considered as excellent. Based on the data, can conclude that all the data are reliable for used in this study.

Table 6: Reliability Analysis

Section	No of Item	Cronbach's Alpha	Reliability Assumed
Product Quality	6	.849	Excellent
Service Quality	6	.856	Excellent
Brand Leadership	6	.861	Excellent

4.6   Objective 1

To examine the influence of product quality and service quality on brand leadership

4.6.1 Multi Regression Analysis

Multiple regression is an extension of simple linear regression. It is used to predict the value of a variable based on the value of two or more other variables. The variable to predict is called the dependent variable, which is brand leadership. The variables used to predict the value of the dependent variable are called the independent variables which are product quality and service quality.

Table 7: Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.590[a]	.348	.335	.64823

a. Predictors: (Constant), product quality, service quality.

b. Dependent Variable: brand leadership

The summary of multiple regressions between product quality and service quality, on brand leadership is shown in the table above. Based on the table, it is shown that the Adjusted R square (R^2) is .335 (33.5%) which indicates that the two independent variables (product quality and service quality). It's illustrated that 33.5% of the variances was explained accordingly by two variables (product quality and service quality). The remaining 66.5% was explained by other factors that contribute for brand leadership.

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4.6.2 ANOVA Analysis

To identify the model is fit or not it is not solely determined by R square in regression analysis. R square needs to be analysed together with the Analysis of Variance (ANOVA) table to prove the significance of the variables that influence each other.

Table 8: Anova Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.116	2	11.558	27.506	.000[b]
	Residual	43.281	103	.420		
	Total	66.397	105			

a. Predictors: (Constant), product quality, service quality.

b. Dependent Variable: brand leadership

The one-way analysis of variance or one-way ANOVA is used to compare three or more means in a single variable. The one-way ANOVA uses the F test to compare more than two means of a single factor simultaneously. Therefore, according to the Table 8, the model is highly significant and influencing based on the result which the F ratios is less than 0.01 significance level (F=27.506, p-value=0.000).

Thus, it is concluded that the product quality, service quality are highly influence brand leadership.

4.6.3 Regression Coefficient

Table 9 shows the independent variables coefficient that interpreted the contribution of the model by the all the independent variables (product quality, service quality). The result shows that only service quality are statistically significant to the equation since the p-value is less than 0.05.

Based on the table below, the service quality has the highest Beta (β=.435). It denotes that service quality was the most influencing and important contributor to brand leadership.

Table 9: Coefficients of Independent Variables

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.509	.319		4.733	.000
	Product quality	.203	.106	.203	1.911	.059
	Service quality	.417	.102	.435	4.092	.000

a. Dependent Variable: brand leadership (**Correlation is significant at the 0.01 level)

4.7   Objective 2

4.7.1 Correlation Between Variable

The objective of correlation in this study is to identify the relationship between independent variable and dependent variable. Correlational test is a must for

researcher especially when run correlational research to get the result and to attain research objective and this test has answered the research question as well. Table 10 showed the interpretation for correlation coefficient that has stated by Guilford's Rule of Thumb.

Table 10: Interpretation for Correlation Coefficient by Guilford's Rule of Thumb.

	Strength of Relationship
<0.20	Almost negligible relationship
0.21 – 0.40	Low correlation; definite but small relationship
0.41 – 0.70	Moderate correlation; substantial relationship
0.71 – 0.90	High correlation, marked relationship
>0.90	Very high correlation; very dependable relationship

4.7.2 To demonstrate the positive relationship between product quality, service quality and brand leadership.

Table 11 show the association between product quality and brand leadership. Based on the table below, there is a significant positive relationship between product quality and brand leadership (r=.492, p<0.05). Based on Guilford's Role of Thumb, the relationship between product quality and brand leadership (r=.492) shows a moderate relationship. While, positive relationship shows that when the product quality is increase, brand leadership will be increase too.

Next, result show that there is a significant positive relationship between service quality and brand leadership (r=.570, p<0.05). Based on Guilford's Role of Thumb, the relationship between service quality and brand leadership (r=.570)

shows a moderate relationship. While, positive relationship shows that when the service quality is increase, brand leadership will be increase too.

Table 11: Association between product quality, service quality and brand leadership.

Variable	Brand leadership	
	r	p
Product Quality	.492**	.000
Service Quality	.570**	.000

** Significant at level 0.05 (2-tailed)

4.8   Chapter Summary

As summary, all the research finding in this study are consistent with Hanasya, J. et al. (2013) shows that the product quality and service quality have a positive significant relationship on brand leadership. This chapter outlines the survey questionnaire analysis and established the measurement validity and reliability on the hypothesis testing.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter comprises of interpretation of the analysis done in the Chapter 4. The summary of the findings are concluded including the implications in the prospect of theoretical and managerial, limitations of the study and the recommendations for future research.

5.2 Discussion of Research Finding

In this research, there are two objectives to carry which are as follows:

1. To analyse the influence of product quality and service quality towards brand leadership.

2. To analyse the positive relationship between product quality, service quality and brand leadership.

As presented in Chapter 4, 73 (68.2%) respondents are choose McDonald. Followed by 23 (21.5%) are Kentucky Fried Chicken. Only 6 (5.6%) respondents choose Burger King, and 3 (2.8%) respondents choose A&W. Only one respondent (0.9%) chooses Marry Brown and Texas Chicken. Result shows that most of the respondent which is 106 (99.1%) are consume fast food. Only one (0.9%) respondent stated that her/him not consume fast food. These findings supported by Pingali (2016) who stated that here is an increasing tendency for

Malaysian households to adopt western styles of food consumption and this includes burgers, pizzas and fried chicken as offered by McDonalds, KFC and Pizza Hut.

The normality test for three variable which are product quality, service quality and brand leadership was conducted and shown normally distributed. All the Cronbach alpha values are considered as excellent. Based on the data, can conclude that all the data are reliable for used in this study. Hence, this results supported the requirement of Bryan & Bell (2007) stated that the questionnaire validity by checking content validity, also known as face validity, which refers to the extent that the measure content of concept in question.

Table 12: Summary of Hypothesis

Hypothesis	Result
There is a significant relationship between product quality and brand leadership	Accept Ho1
There is a significant relationship between service quality and brand leadership	Accept Ho2

In this study analysis, the result shows there is a significant relationship between product quality and brand leadership which lead to the acceptance of Ho1. In addition, there is a significant relationship between service quality and brand leadership to support on acceptance of Ho2.

According to Aaker (1991), quality is important aspect to consider for brand to success. Hence, quality of product or services are vital to any brand to gain sustainable competitive advantage. The research gap seen as a result of the literature review examined was filled by examining whether product quality, service quality, and brand leadership have a relationship in the fast-food industry. This study validates the relationship between product quality, service quality and brand leadership. This finding was found to be consistent with Hanasya, J. et al. (2013) shows that the product quality and service quality have a positive significant relationship on brand leadership.

5.3 Limitations of the Research

In spite of all the proposed hypothesis were supported, this study was limited to Malaysian and Non-Malaysian consumers that based in Malaysia only. Even though the fast food restaurants stated in questionnaire covered the most fast food brands, not all fast food restaurants were examined. As a result, the respondents who participated in this study may not be representative as the consumers nationwide.

On the other hand, this research was found to examine o the quality factor of brand leadership despite other factors that may represent the key success of the fast food restaurants or fast food brand such as awareness, loyalty and price.

5.4 Recommendation for Future Research

Despite the limitation highlighted, this research has some recommendation for the next researchers to conduct similar studies in other sectors and wider are coverage. Given that this study was limited to fast food consumers in Malaysia, the subsequent research could draw sample from other countries such as Southeast Asia (SEA). Conducting study in different geographic localities is necessary to capture the impact of different culture and different level of economic development between two or more countries that would give more beneficials.

Another intriguing area of future research would be investigating is the other qualitative techniques to gain better insights and respondents on the factors that essential in creating brand leadership strategy, other than the influence of product quality and service quality on brand leadership.

5.5 Conclusion

In response to the research questions, the result shows there is a influence on the product quality and service quality on the brand leadership. In addition, there was a positive relationship between product quality, service quality and brand leadership. Last but not least, this research would fill a gap for all businesses and fast food restaurant management to improve the growth of the businesses in terms of functionality and profits. It also takes the lead in terms of keeping existing customers coming back to its restaurant for a meal. Additionally, it enables businesses to better grasp what the needs and preferences of their consumers.

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APPENDIX A: QUESTIONNAIRE

Dear Value Respondents,

My name is Nur Ismazatul Husna Ismail. I am a postgraduate student, Master of Business Administration at Universiti Tun Abdul Razak (UNIRAZAK). I am inviting you to participate in this research by completing the following questionnaire survey for my research entitled "The Influence of Product Quality and Service Quality on Brand Leadership: An Empirical Study on Fast Food Industry Consumers". The objective of this research is to demonstrate the positive relationship between product quality, service quality, and brand leadership. The following questionnaire will take approximately five (5) minutes to complete. I would like to thank you in advance for participating in this survey. I appreciate your sincere opinion in answering this questionnaire. Your participation in this study is essential to the success of this study. Lastly, the data collected will remain strictly confidential and used solely for academic purposes. If you require any further information, feel free to contact me at ismazatul2111@ur.unirazak.edu.my

Thank you.

QUESTIONNAIRE

Instruction: Please tick (√) your answer.

	I have read and understand the information given to me here and I voluntarily agree to participate in this research.

SECTION A: DEMOGRAPHIC PROFILE

1. Gender

	Male
	Female

2. Age:

	Below 21 years
	21 - 30 years old
	31 - 40 years old
	41 - 50 years old
	51 – 60 years old
	Above 60 years old

3. Ethnicity Group:

	Malay
	Chinese
	Indian / *India*
	Others

4. Marial Status:

	Single
	Married
	Divorces
	Widowed

5. Gross Monthly Household Income:

	Less than RM 2,000
	Between RM 2,001 – RM 4,000
	Between RM 4,001 – RM 6,000
	Between RM 6,001 – RM 8,000
	Between RM 8,001 – RM 10,000
	More than RM 10,001

6. Educational level:

	Secondary School
	Diploma
	Bachelor Degree
	Master Degree
	Doctoral Degree
	Other Professional Qualification
	Others

7. Occupation:

	Student
	Self Employed
	Unemployed
	Government Sector
	Private Sector
	Retired
	Others

8. Nationality:

	Malaysian
	Non-Malaysian

SECTION B: PURCHASING PROFILE

1. Do you consume fast food?

	Yes
	No

2. How often do you consume fast food on a monthly basis?

	1 – 2 times
	3 – 4 times
	5 – 6 times
	7 times or more
	N/A

3. Please select ONE fast-food brand that you frequent the most often.

	A&W
	Burger King
	Kentucky Fried Chicken (KFC)
	Marry Brown
	McDonald's
	Texas Chicken
	N/A

SECTION C: PRODUCT QUALITY, SERVICE QUALITY AND BRAND LEADERSHIP

Instruction: Please tick (√) your answers according to the scale below.

1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

No.	Statement	1	2	3	4	5
1.	This fast-food brand has good quality of food.					
2.	This menu has a good variety of items.					
3.	The food is good value for the money.					
4.	The food is tasty and flavourful.					
5.	The food is served hot.					
6.	The fast food brand shows the nutritional value of the food that I am eating, and it is important to me to know.					

No.	Statement	1	2	3	4	5
1.	I choose this fast-food brand because of the fast speed of service.					
2.	I choose this fast-food brand because the payment method is easy.					
3.	The use of a specific credit card / e-wallet card gives me value either as a rebate or off the price.					
4.	The quality of my interactions with this fast-food brand's workers is good..					
5.	This fast-food brand has a fair system for handling complaints..					
6.	The environment in fast-food restaurants has a positive influence on purchasing					

No.	Statement	1	2	3	4	5
1.	This fast-food brand is one of the leading brands in its category.					
2.	Advertisement influences my purchasing decisions.					
3.	The fast-food brand is growing in popularity.					
4.	The brand lead with the advance in the product.					
5.	The brand lead with the advance in services.					
6.	I am loyal to one fast-food brand because of its reputation.					

………. End of Questionnaire / Soal Selidik Tamat……….

TITLE OF PROJECT PAPER **THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON BRAND LEADERSHIP: AN EMPIRICAL STUDY OF FAST-FOOD INDUSTRY CONSUMERS**

NAME OF AUTHOR: **NUR ISMAZATUL HUSNA BINTI ISMAIL**

The undersigned is pleased to certify that the above candidates have fulfilled

the condition of the project paper prepared in the partial fulfilment for the

awards of the degree of Master of Business Administration.

SUPERVISOR

Signature :_____

Name :

Date :

ENDORSED BY

_____

Dean

Graduate School of Business

Date: