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**Determination Of Customer Satisfaction
Framework: A Study In Buraqoil Petrol
Station's Convenience Store Patronage In Sik,
Kedah**

MIM

2022

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**MASTER IN MANAGEMENT
UNIVERSITI TUN ABDUL RAZAK
2022**

**DETERMINATION OF CUSTOMER SATISFACTION FRAMEWORK: A STUDY IN
BURAQOIL PETROL STATION'S CONVENIENCE STORE PATRONAGE IN SIK,
KEDAH**

BY

BORHANUDDIN ABDUL MANAN

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**Project Paper Submitted in Partial Fulfilment of the Requirements for the
Degree of Master in Management University Tun Abdul Razak**

June 2022



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DECLARATION

I hereby declare that:

- (1) This postgraduate research project is the end result of my work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

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ACKNOWLEDGEMENT

Praise is only for Allah, The All-Compassionate, The All-Merciful, who has given me this opportunity to complete my research and submit this thesis. I would like to pay gratitude to my supervisor Sir Sapowan Sanusi, who has been a superb guide and mentor throughout my research at the Universiti Tun Abdul Razak.

I am very much thankful to my beloved wife Noor Maizatulshima Binti Muhammad Sabri, without his help and support it was almost impossible for me to do this research. I am thankful to my mother Tek Binti Kassim, my father in-law Muhammad Sabri Bin Muhammad Piah, my mother in-law Zawiah Binti Ibrahim and have been great inspiration for me in my study. and all the families, their support and encouragement were essential for my Master. I am also thankful to my children Ammar Luqman, Qistina Damia, Youssef Ayman and Ayesha Khadeeja as well, for their love. I dedicate this thesis to all of my family; without them I am nothing.

I am also thankful for my colleagues at IPTB Sdn Bhd (BuraqOil); especially the Chief Executive Officer (CEO), Tn Hj Rali Bin Md Nor, Deputy Chief Executive Officer (DCEO), Tn Hj Zikri Bin Ahmad Rafai and fellow friends. May Allah repay your support and encouragement to complete my Master study.

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Abstract of the research project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfilment of the requirements for the Master in Management (MIM)

Determination Of Customer Satisfaction Framework: A Study in Buraqoil Petrol Station's Convenience Store Patronage In Sik, Kedah

By

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June 2022

The growth of the convenience stores in petrol stations have evolved dramatically, with all of the operators now shifting their focus to convenience stores, reflecting their intention to expand their retail company beyond the delivery of petroleum goods. This study is unique in its attempt to comprehend the aspects influencing consumer satisfaction. A total of 101 set of questionnaires were distributed to shoppers of Buraq Mart convenience in Sik, Kedah. The quality of traditional market services is less competitive when compared to modern markets. The condition occurs due to perception that traditional retails are slum, chaotic, muddy, dirty, and lack of facilities such as limited parking area, smelly and dirty trash cans, hallways, narrow and so on. Prices, products, employee services and atmosphere are important factors for customers in creating customer satisfaction and loyalty.

Keywords - *customer satisfaction, prices, product, employee service, atmosphere, convenience store, petrol station*

CHAPTER 1

INTRODUCTION

1.0 Introduction

With the introduction of bold ideas such as combining convenience stores with well-known fast-food chains, providing complementary businesses, providing space for online banking machines such as Automated Teller Machines (ATM), Cash Deposit Machines (CDM), Cheque Deposit Machines (CQDM), providing postal and delivery services counters, it is proven that the development of convenience stores in Malaysian petrol stations have seen dramatic changes. There is still a need to analyse shoppers' behaviour as Malaysia's retail landscape and customers' purchasing behaviours have evolved through time and continues to change in reaction to global trends. Given the rapid introduction of new retail formats in the Malaysian markets in recent years, it is vital for Malaysian businesses to understand changing customer purchasing behaviour, particularly in terms of preferred point or place of purchase. Due to the increased disposable incomes and improved infrastructure, consumers now have a bigger assortment of stores to choose from. Convenience shop operators, for example, must understand their consumers' motives in order to recruit customers who reside outside of their catchment areas.

As a result of the confluence of these events, some convenience shops have rebranded their stores or outlets in an attempt to turn their businesses into powerful brands. Shell Trading Malaysia Sdn Bhd, a subsidiary of the oil Shell PLC (before January 2022 known as Royal Dutch Shell) is in charge of selling and distributing Shell's vehicle fuels in Malaysia throughout their very own Shell

petrol stations. Shell has renamed its convenience shops located in the petrol stations as 'Select.' "Petroleum Nasional" or PETRONAS, a local oil conglomerate, has rebranded its convenience stores as "MESRA" through its retail branch, "Petronas Dagangan Berhad". Other oil firms have followed suit. The focus of the study is on the patronage of convenience shops adjacent to petrol stations. As a result of this change, it is critical that the link between prices, product, employee service, atmosphere, and customer satisfaction remain dynamic, with the purpose of assisting industry players in increasing their businesses. The findings of this study can subsequently be utilised as a reference in generating comprehensive marketing strategies or developing a marketing activity programme. This research will also aim at understanding customer satisfaction as one of the most important business strategies in the 21st century.

The recent decade has seen a remarkable globalisation of industries, owing mostly to the increased liberalisation of trade policy, increasing stability in monetary transactions, and the uninterrupted flow of commodities, as well as developments in infrastructure, telecommunication, and information and technology.

Previous research within the Malaysian setting has focused on the nature of consumers' buying behaviour at convenience stores adjacent to petrol stations. However, as Malaysia's retail scene and consumers' purchasing patterns have grown in nature and continuously evolving in response to global trends, there is still a need to study the customers' behaviour (Inderadi et al., 2020). Given the quick rate at which new retail formats have been launched into the Malaysian market in recent years, it is critical for Malaysian firms to understand the changing customer purchasing behaviour, particularly in terms of preferred point or place of purchase. Consumers now have a greater range of stores to pick from as their disposable incomes rises and infrastructure improves. As a result, retailers such

as convenience store operators must understand their customers' motivations in order to attract customers who live outside of their businesses' catchment zones.

Convenience stores, particularly those adjacent to petrol stations are relatively recent retail idea in Malaysia, with substantial or large-scale stores mostly found in larger cities or towns, or along roads where there are needs for such services. Convenience stores have become necessities for those on the go, offering for a number of diverse requirements. Convenience store sites provide everything from snacks and beverages to homemade sandwiches and ice cream for the aspiring entrepreneur. These establishments are mostly found in big cities in order to attract busy clients looking for convenience (Saad et al., 2017). They specialise on modest selections of convenience food in medium to tiny packaging, mainly in single-serve quantities. In order to attract more clients, these modern retail stores are now adding new and extra services within their stores, such as in-store bakeries, café/food service sections, and ready-to-eat meals (Teo et al., 2019).

(Baharun et al., 2015) conducted local research on the model for performance measurement in the petroleum sector in Malaysia. His research uses cross sectional analysis to investigate the interrelationships in a sample of service or fuel stations in Malaysia, with the goal of identifying a number of characteristics that might impact the degree of success of service stations or petrol stations. His research examines the volume of gasoline product sales in litres as well as non-fuel product sales in convenience shops. His research focused on three main petroleum corporations, Shell, Esso, and Petronas, who at the time had a combined total number of stations in Malaysia of over 1,700. In comparison to other businesses, he saw that the retailing industry is rising quickly. With vast oil and gas reserves, this industry's future prospects is great. This industry has

somehow evolved into a support system for the expansion of other businesses, such as electricity generation, transportation fuel, and so on.

Despite the fact that petrol station operators are considered as small enterprises, his research demonstrates that they spend far more money than other small businesses. This business demands a bigger start-up capital investment and has a higher start-up cost when compared to other small businesses. Furthermore, the government regulates fuel prices and establishes profit per litre.

1.1 Background of the study

Customer satisfaction is important to the success profitability of a business. For example, (Oliva et al., 1989) has connected the importance of customer loyalty to an organization's long-term success. Convenience shops, for example, have always made an effort to increase customer satisfaction by organising short- and long-term activities with the objective of recruiting new customers while also preserving existing customers through a systematic customer retention programme.

Convenience stores linked to petrol stations have changed their business tactics and are now a common sight at almost all of Malaysia's Petrol Stations. Convenience stores today offer a wider range of products, a more pleasant shopping atmosphere, supplemental services, and other related services for the benefits of customers.

In Malaysia, the trend of opening convenience stores is increasing using the franchise model. Other than assuring compliance with the parent company's requirements, the franchise ensured the concept, image, and SOP. Using a long-

standing business reputation, the new technique has enabled young merchants to become business partners with huge corporations.

Based on that concept oil companies started changing the concept and branding their convenience stores. Among the pioneers of this concept in Malaysia are Shell Petrol Stations rebranding their station convenience stores as "Select" and Petronas Petrol Stations rebranding its convenience stores as "Mesra" and other oil companies have followed suit.

At present, there are five big companies operating in Peninsular Malaysia. The list of Convenience Store operators as appended in Table 1 below:

Table 1.1 Convenience store in Peninsular Malaysia

No	Store Name (Brand)	Ownership	Retail Formats	Complementary Services
1.	Mesra	Petronas Dagangan Berhad (PDB)	Franchise system. Offers full range of convenience products such as drinks, snacks, cigarette, households, health and beauty, etc.	Automated Banking Machines, Pre-paid reloads, postal services, delivery services, rest and relax, 'suraus',
2.	Select	Shell Trading Malaysia Sdn Bhd	Franchise system. Offers full range of convenience products such as drinks, snacks, cigarette, households, health and beauty, etc.	Automated Banking Machines, Pre-paid reloads, postal services, delivery services, rest and relax, 'suraus', etc.
3.	Treats	Petron Malaysia Refining & Marketing Berhad	Franchise system. Offers full range of convenience products such as drinks, snacks, cigarette, households, health and beauty, etc.	Automated Banking Machines, Pre-paid reloads, postal services, delivery services, rest and relax, 'suraus', etc.
4.	Star Mart	Chevron Malaysia Limited	Franchise system. Offers full range of convenience products such as drinks, snacks, cigarette, households,	Automated Banking Machines, Pre-paid reloads, postal services, delivery services,

			health and beauty, etc.	rest and relax, 'suraus', etc.
5.	BHPetromart	BHP Petroleum Malaysia Bhd	Franchise system. Offers full range of convenience products such as drinks, snacks, cigarette, households, health and beauty, ets.	Automated Banking Machines, Pre-paid reloads, postal services, delivery services, rest and relax, 'suraus', etc.
6.	Buraq Mart	BuraqOil Development Sdn Bhd	Licensing system. Offers full range of convenience products such as drinks, snacks, cigarette, households, health and beauty, ets.	Pre-paid reloads, postal services, delivery

Source: A list of stations could be found on each oil company's website.

Convenience stores may acquire a competitive edge over more focused competitors by acting as a one-stop shop for a wide range of goods and services. They provide additional services such as an ATM, a Fast-Food Kiosk, phone top-up, utility bill payment, and courier service at the convenience store.

Malaysia's retail industry is bracing for increased competition as new competitors enter the market and existing players grow to gain market share. Players coped with the issues by focusing on their specialised market and specific market segments. However, as the country's economy, quality of life, and educational attainment improve, so does Malaysians' spending habits. Retailers, particularly convenience store operators, must modify their business models to reflect shifting client purchasing habits.

This type of convenience store business is still a relatively new idea in Malaysia, and it is mainly found in urban locations, where it runs 24 hours a day, seven days a week, and where it may attract busy clients by offering numerous conveniences under one roof. They are only frequented by travellers who are in

a hurry to refuel and have little time to shop while on the road. They usually buy food and drinks.

Malaysia's retailing outlook is positive and sustainable, with the country's projected continued economic success being one of the primary drivers of expected growth. As consumer confidence rises, the government is expected to become more business-friendly, attracting more enterprises willing to invest in new storefronts, greater selling area, and higher marketing expenditure. Furthermore, Malaysia's retail industry is still in its early stages. As a result, new brands and formats are expected to appear on a consistent basis in the coming years. As a result, the Malaysian retailing business is likely to have a bright future, with positive results in the majority of regions.

Looking at some local studies on customer satisfaction in convenience stores at petrol stations, most are done in urban areas, and no studies are conducted in rural areas. This is because most gas stations are located in urban and suburban areas. For rural areas, the government has set up only 3 companies that can develop petrol stations in rural areas, namely Buraqoil in the northern region (Perak, Penang, Kedah), the East Coast Region (Pahang, Terengganu, Kelantan) and Borneo (Sabah and Sarawak) (Hajat, 2014). The petrol station branded as Teguh can only develop stations in the central and southern regions (Selangor, Negeri Sembilan, and Johor). While the Smart Petrol Station brand can only develop petrol stations in planned land areas such as FELDA, FELCRA, and KESEDAR.

The study focuses on Buraqoil brand petrol stations. Buraqoil has branded their convenience store as BuraqMart, with the slogan of "Your Community Store." BuraqMart is a convenience store whose concept is imitated from convenience stores in large urban areas that are brought to rural areas, but the

goods are sold at low prices according to their target market, which is B40. They focused on the store image with a choice of paint colours outside and inside the store according to corporate colours. The layout of the store is arranged according to the category of interesting goods, and their store is equipped with air conditioning to provide comfort to the customers. In addition, their stores are also equipped with the latest technology facilities such as CCTV, WIFI, and POS systems. While in terms of clothing, all BuraqMart staff wears the company's official uniform in red, and they are required to wear it every day.

This provides a very different perception of customer satisfaction in rural areas, where people usually deal with bad shops, poorly managed shops with piles of rubbish everywhere, dirty and smelly shops, and expensive selling prices. This shopping experience at BuraqMart brings a new dimension to rural convenience stores. Therefore, this study is important to measure the level of customer satisfaction at BuraqMart store.

Customer satisfaction is critical since many studies have proven that it has a favourable influence on a company's profitability. As a result, for maximum productivity, customer satisfaction and discontent with updates, as well as other elements, must be addressed. Customer satisfaction, engagement, and loyalty all have a positive relationship. As a result, customers satisfaction, engagement, and loyalty are important factors contributing to the organization's success (Singh, 2006).

According to (Usha Lenka, 2019) better human, technological, and physical components of service quality increases customer satisfaction. Consumer satisfaction increases customer loyalty. Human factors of service quality that impacts customer satisfaction is more important than technical and tangible aspects of service quality in terms of encouraging and strengthening client loyalty.

Customer satisfaction, according to (Hansemark & Albinsson, 2018), is the customer's entire attitude toward the service provider, or what the customer expects and attains when their wants, objectives, or wishes are accomplished. It is a visceral reaction to the chasm. Customer loyalty, on the other hand, is the outcome of an organisation providing incentives to consumers in order for them to maintain or grow their purchases from the firm, according to Anderson and Jacobsen (2000).

Meanwhile, customer satisfaction surveys are frequently the most expensive marketing research tool, and they are typically the only source of systematic market intelligence data in many service organisations (Anderson & Elloumi, 2018). Customer pleasure is essential for achieving service satisfaction. The income of a firm is influenced by the comments and ideas of its customers. (Morgan et al., 2010)

The study focuses on the patronage of convenience businesses associated with a BuraqOil-branded petrol station in a rural area. As a result of this evolution, it is necessary to investigate the interrelationships between product, pricing, staff service, environment, and customer satisfaction in order to aid industry players in increasing their enterprises. The findings of the study may then be used as a reference in building comprehensive marketing strategy or a marketing activity programme. This study will also measure customer satisfaction, which has been recognized as one of the most significant marketing strategies of the twenty-first century.

1.2 Evolution of convenience store in a Petrol Station

Convenience stores have evolved rapidly as a one-stop shop for a wide range of goods and services. It is a concept introduced into Malaysia by international oil supply companies which had succeeded in this sort of business in the West and Europe. In Malaysia, convenience stores and petrol station stores are self-service

facilities that specialises in offering convenience food and beverages, as well as a limited selection of other things such as personal care, magazines, and newspapers (Abdullah & Abdullah, 2012).

The convenience shops were constructed alongside the building of a petrol station and initially, the convenience stores offered only a limited range of products, with the emphasis on encouraging the sale of self-brand lubricants in addition to selling vehicle fuel. Several petrol stations were erected in the early 1970s in combination with a Lubricant Bay, sometimes known as a 'Lube Bay,' and a car maintenance company (Aziz, 2020).

As the company grew and the contributions from convenience store operations became more significant, petrol station retailers began to expand this sector of the business and embark on a bold transformation and image-building campaign to promote goods retailing alongside their core business, distributing fuel for vehicles (Siddique & Jalil, 2018).

Projet Oil Malaysia Berhad, a subsidiary of the Sime Darby group, pioneered the concept of combining fast food into a convenience store close to its massive petrol stations in the Klang Valley and Johor Baharu in 1994. This tactic was successful, and other oil sellers quickly followed suit. Today, all five of Malaysia's remaining oil dealers have convenience stores with fast food restaurants in chosen stations around the country. However, due to problems with gasoline delivery to its stations, Projet Oil Malaysia Berhad ceased operations in Malaysia in 1998 and sold all of their stations to Shell Malaysia Trading Sdn Bhd (Azimont & Araujo, 2010) .

Customers may now enjoy new shopping experience at the convenience store connected to the petrol station, which has a larger floor area, a wider assortment of merchandise, and other amenities such as fast-food restaurants that are open 24 hours a day and offer a variety of extra services. There are also Petronas mega stations in Putra Solaris that is equipped with convenience stores, food

courts, fast food restaurants, courier companies, telecommunication company service centres, restrooms, and large surau / praying area and has attained the green building status as the infrastructure is powered is by solar.

Regardless how competitive merchants are in introducing new convenience store ideas into the market, the Malaysian government will always supervise the entire process. The Malaysian government supervises petrol station activities through the Ministry of Domestic Trade, Cooperative and Consumerism, which, among other things, requires operators to apply for and receive authorization from the ministry before establishing a new station. This has indirectly controlled gas station convenience store companies. In addition, in order to acquire gasoline distribution licence, companies must also apply for a retail licence to trade regulated commodities under the Control Supplies Act 1972, which is also overseen by the same ministry.

1.3 Problem statement

Malaysians' shopping habits are changing, yet supermarkets and hypermarkets such as Mydin, Lotus, Giant and AEON continue to dominate the retail industry in Malaysia. Furthermore, modern convenience stores such as 7-Eleven, My News, and Family Mart are expanding. To avoid being left behind, convenience stores located within the petrol stations are fast becoming the preferred option of customers owing to the numerous convenience elements that attract customers.

The rivalry for business transformation is always tough, especially in the retail industry, and dealers are always seeking for fresh and innovative ways to boost their market share (Sharif & Lwee, 2017). Intense rivalry also occurred at petrol station convenience stores, which began by changing the business model from merely selling lubricants to developing to the concept of retail sales and Ready

To Eat (RTE) products. For example, Shell is very committed in its convenience store brand "Select" that in addition to selling groceries, they had also introduced the cafe concept by collaborating with the well-known coffee brand COSTA and complementing it with pastry sales by branding it "Deli2Go" (Sharif & Lwee, 2017).

Due to the rapidly changing retail environment, more demanding consumer trends in Malaysia, tough competition from competitors, and a slow developing industry, certain oil companies have concentrated on building attractive store images and loyalty programmes to satisfy their customers (Abdullah & Abdullah, 2012). Understanding how to boost customer satisfaction and the factors that lead to happiness is a major challenge for oil companies in retail management today

In order for oil companies to be enthusiastic about developing convenience stores at their particular brand petrol stations, a study that assesses the degree of demand and satisfaction of their customers is important. This is because several studies have shown that customer satisfaction is critical for a company's long-term sustainability (Abdullah et al., 2010). A few studies (Jalil et al., 2016) (Inderadi et al., 2020) (Saad et al., 2017)(Teo et al., 2019) (Abdullah & Abdullah, 2012) which was done in Malaysia studies the link between characteristics that impact customer satisfaction at petrol station convenience stores. This study focuses on evaluating numerous aspects that impact customer satisfaction at rural petrol stations. Such studies on convenience shops at fuel stations in rural areas do not yet exist in Malaysia. There are no reference studies that focus on customer satisfaction in convenience stores at petrol stations in rural Malaysia. This is a significant challenge in conducting this research, especially since the majority of the convenience stores analysed earlier were part of big and well-established corporate organizations, this study, which focuses on the factors that

impact consumer satisfaction at tiny fuel station enterprises in rural regions, is quite different.

This research is based on real-world business issues that arise in a convenience store at the BuraqOil Petrol Station in rural Sik, Kedah. Furthermore, oil retailers have recently begun aggressive strategies to portray new image and concept to portray the individual store image as well as the image of the retailer as a whole, because this line of business relies heavily on image to gain a competitive advantage in this difficult industry.

The oil businesses which owns convenience stores under investigation are very well established in the rural fuel distribution industry. They are, in fact, some of the most successful corporate brands in the retail industry, and they continue to make significant expenditures to build their retail brands.

Customer satisfaction in using the services of a convenience shop, particularly those linked to a petrol station in rural areas, notably in Kedah, has not been studied extensively. Even though this sector's contribution is insignificant compared to the retail distribution industry as a whole, there were numerous fascinating factors to investigate in this area. Where oil businesses have built larger and more spacious stores for their newly established stations, the sector's growth potential is limitless.

Most of the study are focused on convenience stores in petrol stations in major urban areas in Malaysia. There are no studies focusing on customer satisfaction in rural areas. Researchers prefer to do research on major petrol station brands such as Petronas, Shell, Petron, BHP, and Caltex. No researcher has conducted a study of petrol station brands in rural areas like BuraqOil. This is because it is more comfortable to do research in urban areas than in rural areas. BuraqOil petrol stations are far away in rural areas.

In rural areas, convenience stores with a modern concepts and fresh images are hard to find, let alone convenience stores at rural petrol stations. Thus, it proves to be difficult to find and to conduct a research. Buraq Mart is the only convenience store in rural petrol stations that is widely available in rural areas in the northern region (Hajat, 2014). Therefore, Sik, Kedah as the area of choice for the study because Sik is an area with a large population of B40 income consisting of rubber tappers. Based on the study (Ibrahim, 2021) of Household Characteristics and Socio-Demographics, the majority of households in Sik heads have a poor degree of schooling (5.1 percent with no studies, 33.2 percent with only primary school, and 58.6 percent with secondary school). They are mostly married with families, which 84 percent with an average monthly income of RM1,744.96 and monthly income expenditure of RM1,073.88 (Zaidah et al., 2018) . Furthermore, 93.4 percent own a motorcycle, and 69.9% own a vehicle. In addition, 93.4 percent owns a television, 25.5 percent with a radio, 93.9 percent owns a washing machine, and 56.6 percent owns a cell phone. This is a challenge for BuraqMart to develop a convenience store with a modern concept in a rural area while selling groceries at low prices. When Buraqoil completes their petrol station facilities with this BuraqMart convenience store, it will have a huge impact on their customer satisfaction (Hajat, 2014).

According to retail experts, store image features may have a big impact on customer loyalty. Customer satisfaction is driven mostly by this connection. Customers perceptions of value, which are subsequently impacted by the retailer product assortment, are the primary sources of pleasure in the retail shop environment.(Grosso et al., 2018). Customer satisfaction with convenience stores is defined by essential shop features related to the convenience dimension of access, such as store access, parking facilities, and operating hours (Siebert & Catapan, 2019). Customer satisfaction with convenience stores is measured

by fundamental shop elements linked to access convenience, such as store access, parking, and operation hours. (Siebert & Catapan, 2019)

Modern convenience store chains with expanded services, stylish atmospheres, and e-facilities have lately arisen in Malaysia, offering fresh threats to traditional store formats like 7-Eleven. Observations on new convenience store concepts such as Seven-Eleven, Family Mart, KK Mart, and My News show that these stores are refreshing with more merchandise, Ready To Eat (RTE), and a comfortable atmosphere (Saad et al., 2017). New, modern and attractive are vital characteristics for a store image to raise consumer expectations as potential buyers or patrons.

1.4 Research Questions

The objective of this research is to understand the relationship between Employee Service, Product, Atmosphere, Prices and customer satisfaction customer. It is meant to find an answer to the research questions as outlined below.

1. What is the factor that influence customer satisfaction in Buraq Mart?
2. How to develop a customer satisfaction framework for convenient store in Buraq Mart Convenient Store in Sik, Kedah?
3. How to evaluate a customer satisfaction framework for convenient store in Buraq Mart Convenient Store in Sik, Kedah?

1.5 Research Objectives

This research aims to assess consumer satisfaction at the Buraq Mart convenience store in Sik, Kedah, which is part of the BuraqOil petrol station. A questionnaire was distributed to customers who visited Buraq Mart for the survey.

Pricing, product, employee service, and atmosphere are the four parameters used by Buraq Mart to determine consumer satisfaction.

This survey focuses on the following

1. To identify the factor that influence customer satisfaction in Buraq Mart
2. To develop a customer satisfaction model for convenient store in Buraq Mart
Convenient Store in Sik, Kedah
3. To evaluate a customer satisfaction model for convenient store in Buraq Mart
Convenient Store in Sik, Kedah

1.6 Significance of Study

In line with the country's aggressive growth, the retail and service industries plays a key role in establishing the future direction of the Malaysian economy. However, little is known or studied about development in this niche sector of retail services, specifically in convenience stores at petrol stations, and this study aims to investigate the relationship between prices, product, employee service, and atmosphere on customer satisfaction, in the hope of assisting industry participants, particularly oil businesses, such as Buraqoil in this study, in developing their business. Buraqoil may then utilise the study's findings as a reference in customer satisfaction evaluation to develop and improve Buraq Mart services.

Convenience stores at petrol stations seems to be a trend among Malaysian petrol companies. In fact, oil company Buraqoil has followed suit by opening Buraq Mart at its rural stations. As a result, there is a need to measure rural customers' satisfaction with this company model, which is still relatively new in rural areas. With demographics that differ from those of other oil companies, the

factors that impact customer satisfaction must be assessed. Customer assessments can also differ and are influenced by criteria such as age, employment, and income in rural areas. As a result, there is a significant need to assess the elements that influence consumer satisfaction, particularly among those who shop at convenience stores situated at petrol stations.

Store preferences and patronage have been extensively researched throughout the world. Since the retailing sectors are evolving at a quick pace, customer expectations and the option set of stores are realigning, there is still a lot of room for study and analysis. This circumstance has recently attracted a lot of attention in the Malaysian retail industry. Organized merchants have established a slew of superstores based on successful western models, as well as a slew of larger and more diverse retail formats (Abdullah et al., 2010). This has also provided a new shopping experience and alternative for consumers, as well as a potential for company development. A number of novel formats are being introduced, with varying degrees of success.

Oil distribution companies in Malaysia began to diversify into retailing industry and transform their petrol stations into convenience stores as a result of the more competitive fuel retailing business environment and the development of convenience stores in the food retailing sector (Jalil et al., 2016). Convenience stores at petrol station are becoming increasingly popular because they meet the demands of the general public to purchase 'top-up' or emergency supplies both during regular business hours and outside of them, near to home or while travelling (Abdullah & Abdullah, 2012). Their primary priority is to obtain the desired goods as rapidly as possible, whether in commodity or brand form.

Food and grocery purchasing patterns among older generations are impacted directly by shifts in lifestyle toward convenience and transitions in family obligations, particularly among millennial clients. They utilise food and grocery

businesses to boost their social standing. This has increased retailer competition, as well as the need to re-evaluate shop features in order to attract customers. A typical convenience shop is likely to be simple, out of date, and near the end of its commercial lifespan.

There is a requirement for general stores to move forward their game and investigate what clients are purchasing and what stands out for them, as well as give potential chances to convey an encounter that will fulfil clients, especially among millennial customers (the most established of whom are currently around 35 years of age) who are now guardians and have direct buyer optional buying power.

This study aims to evaluate the effect of price, product, employee service and atmosphere on customer satisfaction in Buraq Mart, Sik, Kedah. This study attempts to provide a better understanding of consumer satisfaction and therefore expectations on the image characteristics of convenience stores in a more Asian environment, based on the convenience store model (Bloemer, 1998)

1.7 The organisation of the Study

The study is confined to a single client who shops at a BuraqOil Petrol Station in Sik, Kedah, Malaysia. This study attempts to evaluate the interrelationship between shop image, corporate image, and customer happiness, as well as their impact on consumer loyalty, a topic that has recently gotten a lot of attention.

There are five chapters in this study. In Chapter 1, you will find the following sections: Introduction, Background of the Study, Problem Statement, Research Objectives, Research Questions, Significance of the Study and the organisation of the study. The Literature Review section of Chapter 2 addresses all of the

major factors, the theoretical framework, and the formation of hypotheses for this study. The methodology for this study was discussed in Chapter 3, is included the research design, variables, population, methods, measurements, and techniques utilised to analyse the data. The results of the study carried out in Chapter 3 is further explained in Chapter 4, which includes the profiles of the respondents, reliability testing and multiple regressions, hypothesis testing, and a summary of the results. The study's recapitulation, findings, discussion, consequences, limits, research direction, and conclusion are all covered in Chapter 5.



CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Retailers may set themselves apart by making their products and services more accessible, i.e. more convenient. One of the most significant components in generating a positive shopping experience is the convenience of shopping in a business. When it comes to acquiring or utilising products and services, convenience refers to the capacity to decrease non-monetary expenses (such as time, energy, and effort) (Berry et al., 2018). identified proximity, parking, and wayfinding as convenience features, presented a multidimensional and complete model of service convenience, including its antecedents and effects. Decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience were all used to define convenience. (Berry et al., 2018)

Trading hours were identified as aspects of retail centre convenience in studies conducted by (Kremer et al., 2012). Parking, wayfinding, and ease of mobility are all significant aspects of shopping centre convenience, according to (Francioni et al., 2018) According to (Genoveva & Neupane, 2015) convenience may be quantified using the SERVON construct, and the relevance of each form of convenience varies depending on the service type or context, which has an influence on the total satisfaction obtained from the service.

(Parasuraman & Zeithaml, 1985) identified three essential characteristics of convenience in discount store shopping: facility convenience, service convenience, and shopping convenience. 'Convenience pertains to particular traits essential to make an activity more convenient,' according to (Semeijn et al.,

2004), who looked at 16 convenience attributes while keeping the general definition in mind. They also discovered that customers evaluate shopping centre convenience in three dimensions: effort, time, and space. Location (Oppewal and Timmermans, 1997), time, and complementing factors are some of the main characteristics of convenience, according to other studies (Murphy et al., 2011). The research described above clearly demonstrate that what is convenient differs substantially. In department shops, however, location, utilities, and entertainment are all acceptable convenience descriptors.

(Bloemer, 1998) defines retail convenience as all those characteristics that reduce the amount of time and effort required to patronise a business. A convenience shop is a small retail establishment with a floor space of 800 to 2,800 square feet. Convenience stores, rather than supermarkets, fill the convenience retail gap by providing 24-hour access to food and beverages, as well as a range of other things for everyday convenience and travellers' shopping needs. With the necessity to supply not only daily fresh goods and groceries, but also numerous services such as café, tickets, and courier, the c-store business is undergoing a crossover revolution (Lee, Shih & Chen, 2012). Convenience store environments, like all retailing businesses of any size, are fiercely competitive.

As a result, their presence has the potential to impact client meal selection and consumption. To identify customer satisfaction, convenience stores are increasingly functioning in an anticipatory manner. They have been selling things or providing services, but there is a serious lack of evidence to show that customers are dissatisfied (Morgan et al., 2010) This is because, as (Hansemark & Albinsson, 2018) point out, competition in the convenience store segment has begun to heat up as customers' demands are bound to rise, time after time, as service quality improves in tandem with the diversification of products and the

advancement of the service industry, in which the retailing segment plays an important role.

Accordingly, their presence might impact client dinner decisions and utilization. Comfort shops are progressively expecting client have a great time request to remember it. They have been selling merchandise or conveying administrations, however there is no proof that clients are unsatisfied (Morgan et al., 2010) As (Hansemark & Albinsson, 2018) stated, contest in the corner shop portion has started to warm up as clients' requests will undoubtedly ascend over the long run as administration quality works on couple with item broadening and the progression of the help business, in which the retailing fragment assumes a significant part.

2.1 Theoretical Foundation

The idea of business growth and customer service is required in marketing to comprehend consumers' requirements and wishes, as well as what they assess and are truly seeking for (Gronroos, 2000). Customers' satisfaction is a vital aspect in corporate performance since it relates to loyal, purchasing intent, and even word-of-mouth recommendations (Philip Kotler & Kevin Lane, 2016). Consumers' experiences and perceptions of the service must be understood by businesses in order to deliver better services that satisfy current customers and attract new ones. Firms require a comprehensive data to evaluate consumers' perceptions of service quality for these goals.

This framework must be capable of providing clients with a concrete and quantitative perception of an intangible service that requires so much work and substantial theoretically and empirically research. There has been no broad uniformity in the marketing literature among researchers for a complete model to assess service quality across decades of study in this field. There are many

models developed and employed in many service sectors, but there is no widespread agreement on the exact model introduced.

Throughout the years, the emphasis on marketing literature has shifted in tandem with changes in the dominating market. As seen in Figure 1, the dominating market evolved and changed throughout time, while marketing methods evolved and changed in tandem. Prior to the 1980s, products dominated the market and marketing activities, with a focus on increasing production and sales. However, in the 1980s, the emphasis shifted to the market, with marketing strategies developing the strategic marketing concept and focusing on competitive environment. Market dominance has shifted to services in recent decades, particularly in the 2000s.

As service organisations grow and takes over the market, specialists developed different marketing tactics tailored to the sector and its clients. Customers' understanding and expertise has improved in recent years as a result of media growth and simple access to information, increasing the need for marketing strategy creation. From the 1980s to recent years, market dominance has shifted from products to services, and marketing techniques have shifted to client base and relationships, which are the cornerstones for today's leading service sectors (Garry, 2008). In today's customer relationship-oriented marketing, increasing the service industry's market domination and range of offerings raises the importance of service quality to achieve customer satisfaction. Service quality may assist service providers in identifying their strengths and shortcomings while also addressing the demands and wishes of their clients(Garry, 2008).

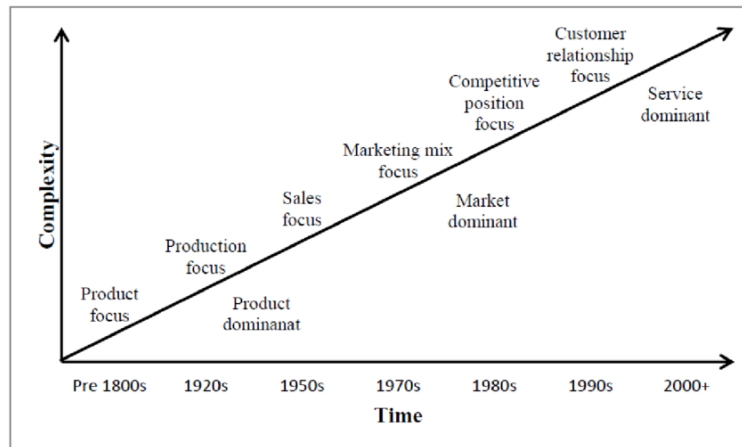


Figure 2.1 : Changing focus of marketing (Garry, 2008)

Due to the changing trends and the demands of marketing development in the service industries, practitioners and researchers believe there is a need for a proper model to assess customer satisfaction in order to compete and gain competitive advantages in a highly competitive market. As a result, researchers established and developed framework for measuring customer satisfaction. customer satisfaction literature is based on service quality literature (Brady & Cronin, 2001) but researchers introduced and established lots of other models for customer satisfaction that are especially for service business.

Although there is no universal consensus on a single model for assessing customer satisfaction, several of them are beneficial for service-related industries and businesses. Academicians and researchers agree that service quality plays a huge part in a company's performance and has a big influence on customer satisfaction, loyalty, and repurchase intent (Brady & Cronin, 2001) (Parasuraman & Zeithaml, 1985) (Gremler, 2010). High levels of customer satisfaction have significant and beneficial effects on business outcomes such as customer loyalty, market share, and profitability (Dimitriadis, 2006).

In order to improve customer loyalty and profitability, businesses must first achieve customer satisfaction, which is crucial for retaining consumers and establishing a positive public image. Customers' satisfaction is determined by their experiences with the services. Customers' perceptions of the service offered can lead to satisfaction or dissatisfaction, hence quality service plays an important part in this process (Genoveva, 2015). Customers' satisfaction has a significant impact on business performance, as does service quality's impact on customer satisfaction and profitability (Siddique & Jalil, 2018). As a result, marketing people require a tool to evaluate their strengths and weaknesses in order to assess and implement strategic planning for enhancing efficiency, profitability, and overall performance through customer satisfaction enhancement. As a result, researchers' interest in developing the best and most complete model for assessing consumers' level of customer satisfaction has grown in recent years.

According to Parasuraman & Zeithaml (1985) to define customer satisfaction as "a customer's satisfaction based on total service excellence." Although studies believe that service quality has a substantial impact on customer satisfaction and business success, there is no consensus on the paradigm for measuring customer satisfaction. Service quality is multidimensional (Brady & Cronin, 2001), with distinct aspects depending on the service industry (Pollitt & Pollitt, 2017). Nonetheless, customer satisfaction measurement enables organisations to discover issues with the service supplied to clients in order to improve efficiency and quality in order to satisfy customers and meet their desires.

2.2 Gronroos Model

Gronroos is known for developing the first SERVQUAL model in 1982 and 1984 (Gronroos, 2000). He felt that in order for a company to be successful, the owner must first comprehend the customer's perspective on the service offered.

To achieve customer satisfaction, service quality management entails matching perceived quality to desired quality and maintaining the gap as minimal as feasible. He proposed three service quality parameters. The first element, Technical (outcome), refers to the results of a customer's engagement with a service provider.

The other component is functional (process), which describes how a consumer receives a technical service. Customers' quality and satisfaction are heavily influenced by the manner in which services are delivered. However, the service outcome received by consumers is determined by their desire, and the act of obtaining service influences the customers' perception and impression of the service. We may calculate the perceived service quality by comparing these two aspects of service quality: the quality expected and received by customers (Gronroos, 2000).

In this approach, the third component of customer satisfaction is Corporate Image, which is the consumers' perception of the company or brand. Consumers' expectations are impacted by their perception of the company and are the outcome of how customers perceived the company's business offerings. As a result, technical and functional qualities contribute to the image. Other less important aspects that might influence image include: typical marketing efforts (such as advertisement, prices, and corporate communications), culture, traditions, and word-of-mouth.

It was the first attempt to develop a true model for assessing level of customer satisfaction. This model's biggest flaw was a lack of explanation for measuring technical and functional excellence. In the years there after, Rust and Oliver (1994) have expanded on Gronroos' (1984) model by including a new component, Service Environment. They proposed two more dimensions: service product (i.e., technical quality) and service delivery (i.e., functional

quality), however they did not test their model, and only a few supports were discovered utilising and testing this approach.

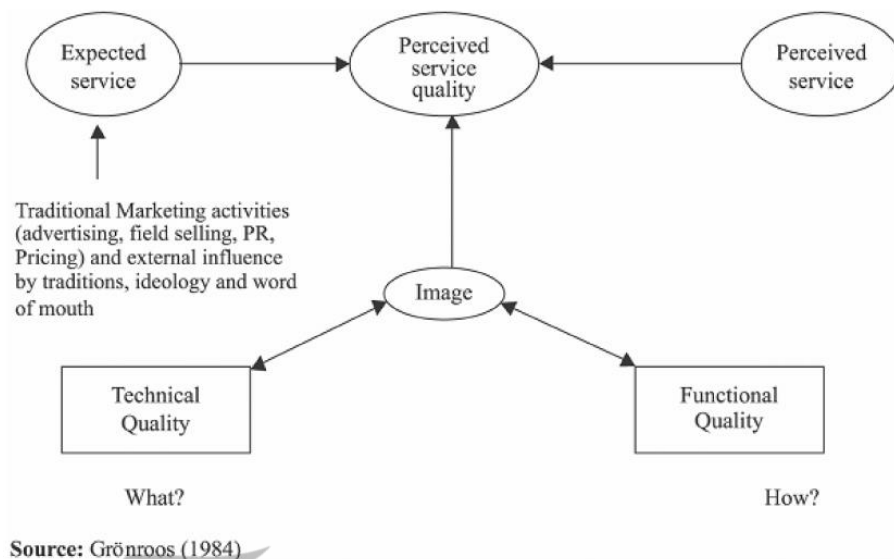


Figure 2.2 : The Gronroos model (Gronroos, 1984)

2.3 Service Quality GAP model

Gronroos' concept is based on the disconfirmation model, which compares perceived service against expected service. The disconfirmation model is based on product quality literature, which serves as the foundation for service quality. Based on the disconfirmation model, (Parasuraman & Zeithaml, 1985) proposed a new methodology for assessing service quality by measuring the difference between perceived and expected service. Figure 3 depicts the development of their idea for employing gap analysis in service quality. They discovered five gaps between expectation and perception in service quality to be assessed in this exploratory study. They introduced a gap analysis for service quality, which measures the difference between expectations and actual delivery. They discovered five gaps to be assessed in this model:

The first gap is the disparity between consumer expectations and management views of customer expectations.

The second gap is the disparity between management's understanding of consumer expectations and service criteria.

Third, there is a disparity between service quality criteria and service given.

Gap 4: The disparity between the service supplied and the outward messages to customers.

Gap 5: The disparity between what clients expect and how they perceive the service. This gap is determined by four gaps related to service quality supplied by marketers.

$$\text{5th gap} = f(\text{Gap1}, \text{Gap2}, \text{Gap3}, \text{Gap4})$$

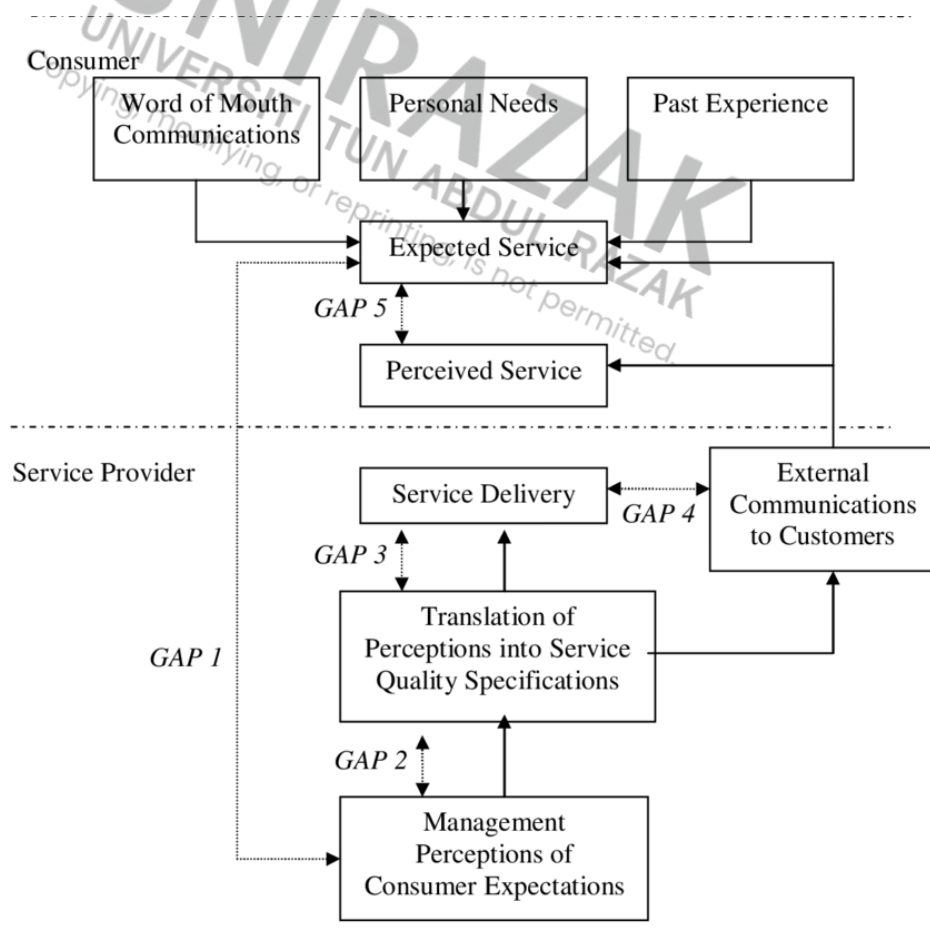


Figure 2.3 : GAP Model of Service Quality (Zeithaml, Parasuraman, & Berry, 1990)

2.4 Zeithaml and Bitner Models

The definition of customer satisfaction so far does not take into account some important parameters such as price. So Zeithaml and Bitner set out to do business and developed a customer satisfaction model that took into account not only price but also personal factors (Gremler, 2010). Consumer satisfaction is the feeling of someone who is satisfied or otherwise after comparing between reality and expectations received from a product or service (Philip Kotler & Kevin Lane, 2016). (Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, 2016) suggested that pleasure is impacted by elements other than customer satisfaction and is a much larger concept.

As seen in Figure 4, customer satisfaction is determined by the client's opinion of service quality, product quality, pricing, as well as situational and personal aspects.

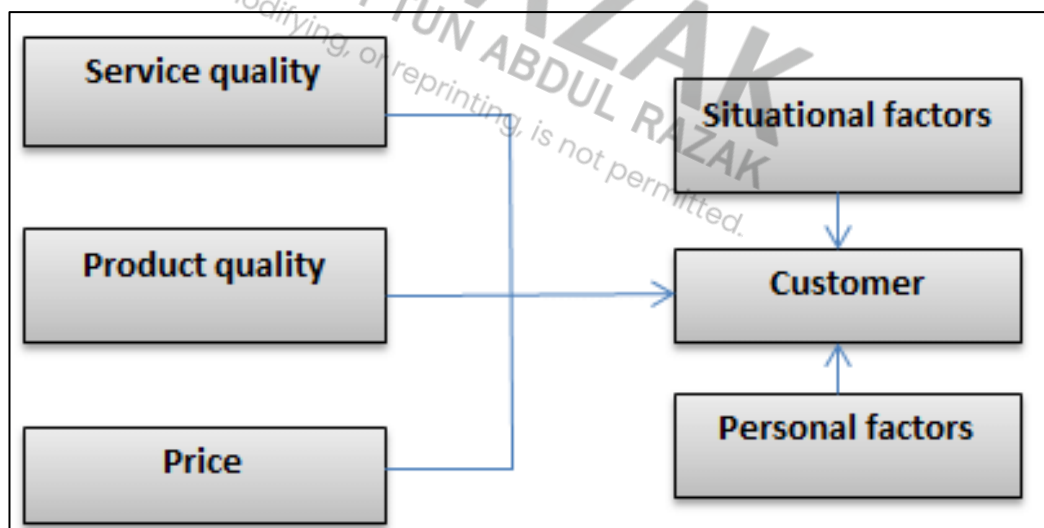


Figure 2.4: The Zeithaml and Bitner model

2.5 Empirical Research

2.5.1 Store Atmosphere

Academics are increasingly interested in store environment, and various writers stress its relevance (Eldon Y. Li, 2019). The term "store environment" refers to all of the physical and non-physical features of a store that may influence a shopper's behaviour toward the merchant (OZTAS et al., 2016). (Francioni et al., 2018) are credited with a more thorough account of atmospherics, including five main categories of atmospherics: exterior factors, general interior variables, layout and design variables, point of purchase and decorating variables, and human variables.

The majority of retail atmospherics research has been on their effect on emotional states, shopping value, and customer purchases, using a micro-level approach that focuses on individual variables such as colour, lighting, music, displays, social aspects, or their interactions. The majority of studies found that changing different atmospherics may elicit a wide range of psychological, physical, and behavioural reactions in humans, usually through the mediation of other variables (Eldon Y. Li, 2019).

Customers see atmospherics as a whole, according (Bhatt et al., 2020), thus businesses must evaluate the shop environment holistically to properly manage it. Nonetheless, the comprehensive method is difficult to implement since it necessitates significant challenges in changing a real-world retail environment (Emir, 2016)

Furthermore, in-store convenience is an important aspect of shop environmental stimulation. The term "in-store convenience" refers to the structure and design of a business that assists customers in orienting and guiding their path. They also increase their understanding of various signs and

labels, as well as their capacity to control their shopping exploration and travel (Bhatt et al., 2020) . The performance of a store is defined by whether it has a clear and legible concept; that is, whether customers can rapidly locate products and find them for the first time on several visits. Labels, information posters, and signs may all contribute to the store layout design idea in order to create a welcome and inviting workplace (Sarkar et al., 2019).

The worth of these facilities has also been determined. According to (KUMAR, 2019), consumers are more inclined to favour a firm with enough amenities. Customers choose amenities depending on their purchasing preferences (Disastra et al., 2019) as a consequence, amenities assist the merchant stand out from the competition. The availability of washrooms, speedy checkout facilities, and shop layout are all aspects that may help a store stand out by simplifying the purchasing process(Amin & Mahasan, 2019).

Researchers employed this strategy in the late 1990s to demonstrate that the retail environment, which is part of the overall shop image, influences store loyalty (Grah, 2015). However, because the atmosphere has mostly been researched as a factor influencing store satisfaction rather than loyalty, the relationship between retail atmosphere and customer satisfaction need further (Jalil et al., 2016). However, the significance of this relationship has been highlighted in recent contributions to the literature, where store satisfaction as a result of a pleasant environment has been identified as critical for improving customer satisfaction (Turley & Chebat, 2010), as well as shopping enjoyment (Emir, 2016), all of which can be considered components to store commitment.

Various studies have revealed how various moderators influence the relationship between satisfaction and behavioural loyalty. In their study review, (A. Kumar, 2014) identified three categories of moderators: relational, customer, and marketplace moderators. In relationship moderators, significant effects of

turnover, loyalty programmes, and involvement have been (Lu et al., 2019). Previous research has found a number of consumer modifiers, including age, income, gender, education, number of children, and marital status (Francioni et al., 2018). Few studies have looked at marketplace factors as modifiers, such as customer location and competitive intensity (Eldon Y. Li, 2019).

There are also no contributions that we are aware of that investigate the moderating impact of shop-related variables such as store environment on the connection between satisfaction and loyalty (Sarkar et al., 2019). Despite the lack of previous study on the issue, it is plausible to expect store atmosphere to play a moderating role in shop loyalty since the impact of retail pleasure on store loyalty may be diminished as the store atmosphere improves (Lu et al., 2019). This is due to the realisation that, even in utilitarian commercial places, the shopping experience has gained in significance over time (Genoveva & Neupane, 2015). As a result, grocery stores have been advised to deliver pleasurable or entertaining shopping experiences in order to improve client spending and business patronage (WAHID, 2009).

Furthermore, prior studies has shown that customers, regardless of their contentment, would transfer merchants to relieve boredom (Bhatt et al., 2020). As a result, retailers should continue to attract and engage customers in their enterprises (Turley & Chebat, 2010). As a result, the significance of the store atmosphere in generating a pleasant shopping experience has been repeatedly emphasised (OZTAS et al., 2016). As a result, we may suppose that when customers respect a certain ambiance that enhances their joy and improves their shopping experience, they are more likely to visit and stay loyal to a business, even if they are not entirely satisfied (Koo, 2006)

2.5.2 Store Image

There are several definitions of store image in the literature. According to (Jong-lak Kim et al., 2013) store image has been identified as a significant antecedent in retail studies of store preference. (Teo et al., 2019) described store image as "the way the store is characterised in the imagination of the customer, partly by practical aspects and partly by an aura of psychological traits." Similarly, (Peng et al., 2018) and (Jenkins, 1954) view shop image to be a mix of an individual's cognitive and emotional reactions, emphasising the importance of the customer's past experience. According to some writers, store image is stated as a function of the major qualities of a certain store that are rated and weighted against each other.

As a result, (Najib, 2021) described store image as a complicated system of a customer's views of a business based on a variety of factors. (Bloemer, 1998) definition is similar to this one. Distinct authors have recognised different shop features or traits that are part of the overall picture of the business over the years (Grah, 2015) Many writers have presented various definitions of store image; a few well-known ones are shown in Table 1, along with the significant distinctions in definitions.

Table 2.1: Definitions of Store Image

Martineau (1958)	the way the store is characterised in the imagination of the consumer, partially by practical aspects and partly by an atmosphere of psychological attributes
Aron (1960)	a complex of meanings and relationships serving to characterize the store for people.
Kunkel and Berry (1968)	discriminative stimulus for an action's expected reinforcement. Specifically, retail store image is the total store image is the total conceptualized or expected reinforcement that a person associates with shopping at a particular store.

Barr and Field (1997)	multi-sensory, multidimensional and subject to fading without reinforcement.
Oxenfeld (1974)	it represents interaction among characteristics and includes extraneous elements.
James et al. (1976)	a collection of attitudes formed via the examination of shop qualities judged essential by customers
Engel et al. (1986)	one type of attitude, measured across a number of dimensions, hopefully reflecting salient attributes.
Steenkamp and Wedel (1991)	the general attitude toward the shop, which is formed through perceptions of key store qualities
Bloemer and De Ruyter (1998)	the total of a consumer's impressions about a shop based on several attributes

Source: adapted from Saraswat, Mammen, Aagja, and Tewari (2010)

The aspects of store image have been identified by a large body of literature in which (Bloemer, 1998) used models from 19 research to come up with nine main factors in his study of shop image. These factors are service, customer, goods, comfort, promotion, physical facilities, store environment, institutional, and post-transaction satisfaction. Only five aspects were recommended by (Sharif & Lwee, 2017) :product, pricing, selection, style, and location. (Terblanche, 2018) has divided the image of a shopping mall into seven dimensions: pricing, goods quality, environment, selection, parking facilities, location, and courteous staff. (Goi et al., 2021) included store picture size, service, pricing, as well as product, location, and promotion. According to (A. Kumar, 2014) store image as a combination of location, products, store atmosphere, customer service, prices, advertisement, sales promotions, and marketing promotional campaigns

The parts of a store's image are thus a mix of functional and psychological characteristics, with the interaction between the two forming the identity prism (Koo, 2006) As a result, store image definitions have changed throughout time to include both service quality and externally apparent qualities of stores and items.

The term 'image' is now used in many other contexts, including retail image, corporate image, brand image, personal image, and many more (Muhammad Jantan, 1999) Image is described as a 'function of the significant attributes of a certain shop that are examined and weighted against one other.' (Bloemer, 1998). The way the public views the firm or its products' is another definition of image. (Bloemer, 1998) described a shop image as the total of a customer's views of many features and criteria, claiming that it has a direct and indirect impact on satisfaction and loyalty.

(Muhammad Jantan, 1999) investigated how image factors such location, goods, pricing, physical facilities, promotions and advertising, store environment, and store service impact Malaysian consumers' purchasing behaviour. Their data imply that patronage behaviour is strongly influenced by location and service. Consumers' perceptions of store performance are commonly used to gauge shop image in the sense of the store as a brand. This decision is founded on the concept of value percept diversity, which states that when an offering's capacity to give consumers with what they need, want, or want rises in relation to the cost paid, customers are more likely to be happy with it.

The store image is the way consumers view the store, or their impression or opinion of it. Brand image theories provide theoretical basis for retail images. Brand image is described as "the consumer's perception of the brand's concrete and intangible connotations" (Bloemer, 1998) .According to (A. Kumar, 2014),

brand associations are "anything connected in memory with a brand," whereas brand image is "a collection of brand associations, typically in some meaningful form." Brand image, according to (Philip Kotler & Kevin Lane, 2016), is "a consumer's perception of a brand as reflected by the brand links retained in their memory." More specifically, brand image is comprised of the real attributes, benefit values, and brand attitude that buyers have about a given brand.

Previous study has found a correlation between store images and the multi-attribute model. According to (Kremer et al., 2012) store image is "the way the store is described in the buyer's imagination, partly by practical elements and partly by an atmosphere of psychological qualities." Retail pictures were conceptualised as having nine (nine) fundamental characteristic categories: items, services, customers, physical layout, convenience, promotion, store environment, institutional aspects, and post-transaction satisfaction (Chze et al., 2003).

Practitioners and academics have begun to focus more on store appearance as a factor in influencing store choice and patronage behaviour (Grah, 2015). The image of a store influences how people assess and choose it (Francioni et al., 2018). Patronage behaviour refers to the steps that a consumer takes in order to make a purchase at a store. Customers rely on their perceptions while choosing a store (Pettijohn et al., 1992).

Another important part of the store's image is its setting. This is the mood created by combining a variety of visual elements from the physical retail environment (e.g., colours, displays, decorative features, ease of mobility) with sensory stimulation (e.g., aroma, air quality, music, lighting) to elicit an aesthetic consumer reaction. Stores with a good environment are more likely to give a favourable purchasing experience and enhance customer satisfaction (Turley &

Chebat, 2010), as well as influencing the amount of time and money people spend in the store.

According to the study, emotional responses created by the shop environment have the greatest effect on consumer behaviour. In this scenario, it is smart to not just infer but also to understand that the consumer's emotional state (i.e., mood) effects judgement and information processing (Martineau, n.d.). A person's mood can be employed as an item or as a tool. When an emotional state is an object, it functions as a heuristic cue, and hence judgement is based on heuristic cues rather than facts. As a result, a consumer's mood effects how they judge, and a good mood is more likely to result in a favourable rating and hence a good shopping choice.

2.5.3 Corporate Image

In today's competitive business environment, the corporate image of a firm, as well as its goods and services, is critical. The majority of firms consider their corporate image to be an important asset to their success. Customers are more inclined to use a company's products if the brand identity is trustworthy and well-known. As a result, successful companies work hard to build a strong brand and present it in a consistent and unambiguous manner (Yuda Hutama & Wayan Ekawati, 2020) .

Customer loyalty and satisfaction are also well-known issues for all businesses, and they are utilised as a marketing measurement to assess the company's performance (Pappu et al., 2006). It is vital to demonstrate that if a consumer is satisfy with the product or service, he is willing to show brand loyalty by paying more, sharing positive word of mouth, and demonstrating loyal behaviours(Song et al., 2019). In today's corporate climate, all organizations are

focusing on the 4 P 's of marketing (product, pricing, place, and promotion) as well as the three Basic components (process, physical layout, and people) for marketing strategy (Philip Kotler & Kevin Lane, 2016).

According to (Philip Kotler & Kevin Lane, 2016), organisational performance is a direct outcome of corporate image, which is measured as a fundamental element of modern marketing strategy. The symbol image of the company is tied to the distinctiveness of the product. (Song et al., 2019) and (Chou et al., 2019) contend that today's successful organisations recognise that the bulk of their customers aren't devoted to a single brand. Furthermore, the current corporate environment fosters the development of new goods and services, which leads customers to choose a specific product or service from a variety of possibilities (Ali & Abdullah, 2018). As a result, businesses must focus on promoting their products from those of their competitors.

In today's competitive market, people constantly seek for branded things or services, thus a company's corporate image is vital in acquiring new customers and maintaining existing customers. As a result, companies have tremendous challenges in maintaining and enhancing consumer satisfaction, company image, and loyalty (Ali & Abdullah, 2018). Corporate image is the notion of a brand's entire personality in the eyes of associated customers, which may be made up of both fabricated and true attributes and traits. A brand, according to (Ashraf et al., 2018), is a brand, slogan, logo, or other factor that identifies one product from those of other businesses. The company's corporate image should be properly managed since it is a significant asset in terms of providing profitability and other customers.

According to (Ashraf et al., 2018), corporate image is a description of a consumer's affinity with and faith in a certain brand. According to (Philip Kotler & Kevin Lane, 2016), corporate image is a set of beliefs about a corporation.

(Irawan et al., 2020) defines a brand's image as "how customers perceive the brand." In terms of perception, Davis says that the brand, like persons, may be defined by adjectives, adverbs, or phrases. According to (Irawan et al., 2020), corporate image has two components: branding linkage and personal reputation.

(KLONGTHONG et al., 2020) proposed the dimensions of corporate image, stating that the factors forming the corporate image are:

1. The quality of goods offered by the manufacturer with a specific brand; can be trusted is opinions or agreements relating to that formed by the public on a product that is consumed;
2. Usability or benefit refers to a product's ability to be used by consumers;
3. Service refers to a manufacturer's task of servicing
4. Risk influences the size of a result or profit and loss that consumers may experience.
5. In this case, the price relates to the amount of money spent to influence a consumer product, and it may also have an impact on the company's long-term image.
6. The image is retained by the brand itself, in the form of a vision, an agreement, and information related to a certain brand of goods.

"A brand is a phrase, design, name, symbol, or any other distinguishing feature that distinguishes one company's product from another" (American Marketing Association, 2013). Branding procedures were initially used to differentiate one person's cattle from another's by burning a specific indication into the skin of the cow with a hot iron stamp, and were later employed in marketing, trade, and advertising. Apple's brand is one of the most well-known examples of a brand. According to Keller (2003), a succession of mental linkages in customers' perceptions improve the value of things or services.

The brand is an intangible and conditional asset for a corporation that has the potential to generate profit while jeopardising the organization's functional and emotional worth. A brand, according to (Darmawan et al., 2017), is a symbol in everyone's mind, and it may be represented as a visual name or symbol that differentiates a product from its competitors' things. In addition to a specific name, a brand is a mix of product, packaging, marketing, advertising, and overall appearance. Customers see brand as a guarantee of integrity and equity in consumer products. (K. Moorthy et al., 2018) also stated that buyers would desire to purchase and use things from well-known brands in order to draw attention to their behaviour in various scenarios.

Customers' views of a brand are built by a distinct set of linkages between what the brand represents and the implied promises it makes. According to Business Dictionary (2013), "corporate image" is "the impression in the minds of purchasers of a brand's whole personality, which may be fabricated or true defects and traits." It is built over time by consistent advertising campaigns, and it is verified through direct customer contacts. Because of the respectable corporate image, customers may identify their desires that the brand satisfies, which separates the company from others and boosts consumer performance over the brand (Alnaser, 2018).

It is vital to establish a favourable corporate image in the mass market in order to expand the company's market share. (Kelly & Hunt, 1989) defines corporate image as "the mix of beliefs, ideas, and perceptions that a person has about a product" (Sivapalan et al., 2021). Furthermore, according to (Veljković & Petrović, 2011), corporate image is crucial in influencing customer satisfaction, product attributes, customer experience, and purchase behaviours.

Customers now have a variety of options for picking a certain service or product whether shopping at a mall or purchasing online. Customers' emotions have been discovered to be one of the most influential factors affecting their purchasing decisions (Darodjat et al., 2020). (Xhema et al., 2018), the success of a brand may raise customers' awareness of the brand's dignity, enhancing the company's profitability through product and service sales. To summarise, corporate image may provide value by assisting customers in anticipating information, creating reasons to purchase, differentiating the company from competitors, delivering positive feelings, and laying the groundwork for future growth. A company's marketing and branding strategy must involve the development and upkeep of a strong corporate image.

2.5.4 Customer Satisfaction

Many studies have been conducted on the significance of customer satisfaction. "A person's sentiments of joy or disappointment arising from assessing a product's perceived performance (or outcome) in comparison to his or her expectations," according to (Philip Kotler & Kevin Lane, 2016). According to (Hansemark & Albinsson, 2018), sentiments of satisfaction include acceptance, happiness, relief, excitement, and joy.

A multitude of factors impact customer satisfaction. According to Hokanson, 1995, these characteristics include friendly staff, courteous workers, competent employees, efficient employees, billing accuracy, billing timeliness, competitive price, quality of service, good value, billing clarity, and rapid service. This is seen in Figure 1.

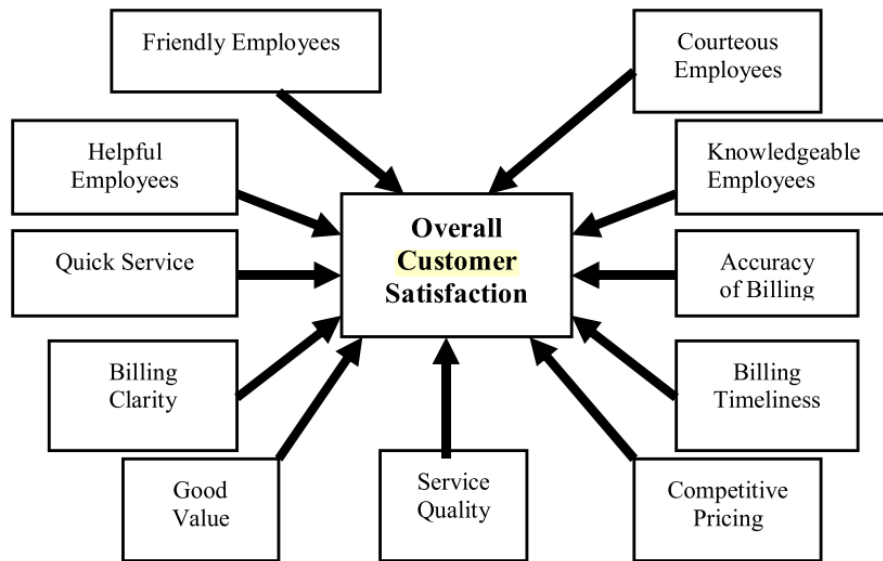


Figure 2.5 Factors that Affect Customer Satisfaction

Businesses must be able to meet their consumers' requirements and aspirations in order to achieve customer satisfaction (Brady & Cronin, 2001). Customers' demands are an indication of their deprivation (Parasuraman & Zeithaml, 1985). According to (Philip Kotler & Kevin Lane, 2016), customer expectations are "the shape assumed by human demands as they are sculpted by culture and individual personality"

For centuries, the concept of satisfaction has been essential to the study of human behaviour in a variety of fields. Satisfaction has been used by economists to indicate the effectiveness of a marketing system (Garner, 1981), sociologists to reflect a society's social well-being (Campbell, 1976), psychologists to indicate individual's emotional feelings (Rubenstein, 1982), and public policymakers to highlight problems in the marketplace (Rubenstein, 1982). (Scherer, 1980). Consumer researchers in the marketing literature have recognised satisfaction as a necessary condition for activating subsequent post-purchase behaviour, and marketers (e.g., retail store operators) have used it as a corporate purpose (Oliver, 1980).

Customer satisfaction is an essential intermediate aim in the service environment. Customer satisfaction has also been defined in a variety of ways. Customer satisfaction is an important predictor of loyalty. Satisfaction has a positive impact on repurchase behaviour (Mavondo & Clulow, n.d.), repurchase, positive word-of-mouth, customer retention, and use of continuously provided services (Chinomona, 2014).

Customer satisfaction is an after-purchase evaluation of a product or service (Oh, 1999). (Cristi & Yap, n.d.) described customer satisfaction as "a related psychological condition for measuring reasonableness between what a customer genuinely gets and gives." (Hassan, n.d.) define satisfaction as "a purchase and usage outcome resulting from the buyer's judgement of the purchase's rewards and costs in relation to the expected results." (Castillo, 2017) defines satisfaction as a "whole psychological situation in which there is a mismatch between the emerging sensation and anticipation."

Customer satisfaction, as defined by (Zakaria et al., 2014), is a state of mind in which a customer's requirements, wants, and expectations are met or exceeded throughout the product or service life cycle, resulting in future repurchase and loyalty. Customer pleasure has also been described in a variety of ways. Customers can compare the results to their expectations before acquiring or utilising services after analysing service performance (Ilmi et al., 2020).

According to (Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, 2016), customer satisfaction is defined as a customer's appraisal of a product or service in terms of whether it met their criteria and expectations. This satisfied customer would remain loyal, seek service more frequently, be less price sensitive, and spread positive word about the company. Customer satisfaction may be described as the accomplishment of consumers' consumption goals as perceived and

reported by them (Oliva et al., 1989). Consumer satisfaction is described as "the assessment that a product or service feature, or the product or service itself, provided (or is providing) a satisfying degree of consumption-related fulfilment, including levels of under or over-fulfilment" (Tran, Minh, et al., 2020).

2.5.5 Pricing

Price appears to be one of the most important variables affecting service station customers, alongside product variety, service quality, and accessibility (S. Kumar, n.d.). Pricing is one of the sub-sections of the store's merchandising dimensions (Huang & Yu, 2020). In previous studies, pricing has been recognised as one of the most important elements of customer satisfaction (Khoironi et al., 2018).

Pricing has a huge influence on customer purchase behaviour as a store image element, and the pricing decisions you make have a direct impact on category sales, inventory positions, and profitability. Most importantly, a convenience store's pricing strategy with minor price changes can have a huge impact on profitability and the bottom line (Amoako, 2020). According to study, affordability is an appealing feature in grocery store choices, but it is much more important for individuals who spend less money (Kencana, 2018). Despite the fact that pricing has been shown to impact supermarket consumer happiness (Riaz, 2014).

However, given that purchasing engagement is often limited when purchasing convenience products, it is necessary to study if price might impact customer satisfaction in a convenience shop. Despite the fact that it has been demonstrated that pricing has an effect on customer contentment in supermarkets (Al-suraihi et al., 2020) However, often buying engagement is

often restricted when purchasing convenience items, it is vital to investigate if price influences customer satisfaction in a convenience store.

According to empirical studies, price appears to vary with store type as a factor of satisfaction. For example, a company's overall pricing image impacts shop choices (Wantara, 2019). Price perception influences shop traffic, as well as strategic decisions regarding who to target as a customer base and how to build in-store environments (Moon, 2020).

Price tactics such as high-low (HILO) pricing have a direct influence on customer buying behaviour in typical grocery stores: big basket customers favour an EDLP style, whilst small basket shoppers prefer an HILO format (Alzoubi et al., 2020). People who buy low-cost brands are more inclined to visit "low-cost" store types (M. K. Moorthy, 2018). According to (Jablonski, 2020) the second most important shop characteristic for supermarket consumers was low prices; store location was first. Price is a key driver of retailer delight for customers (Moon, 2020). (Wantara, 2019) evaluated consumer perceptions of shop qualities in women's fashion stores, assuming that not all retail store attributes are equally relevant in determining store choice. They discovered that a bigger proportion of respondents thought discount and department stores had fair pricing, but only a modest proportion thought speciality stores had appropriate prices.

Customers that purchase at specialty stores, on the other hand, may be less price-conscious. Customers at mid- and high-fashion specialised stores, for example, regarded low prices as the least essential criteria in selecting whether or not to purchase there (Al-suraihi et al., 2020). Consumers of specialty stores considered price to be the least important aspect, but customers of department stores and discounters/mass merchandisers considered price to be the most

important issue (Asma, 2018). As a result, purchasers in specialty grocery shops may be more willing to pay higher prices for food than typical consumers.

Setting a suitable pricing strategy will be important for aiming profit, as customers' willingness to pay drives profit to the business (Gayle & Fuente, 2020). These demands preserving a balance between customer's want to pay at a decent value and the company's cost covering and profit earnings.

Pricing policy is the company's policy for determining product or service prices, which requires more than just mindset adjustments. It necessitates adjustments in who, when, and how price decisions are made. Predicting price levels before product creation, for example, is one of the needs of pricing policy. Another criterion is assessing the economic worth of the product or service, which is dependent on the alternatives accessible to customers to suit their needs (Tran, Ngoc, et al., 2020).

Price satisfaction is crucial in business-to-consumer (B2C) relationships because it influences client purchasing intentions, which may lead to profitability and business sustainability (Jin-kwon Kim et al., 2019). A corporate activity is the necessity for an objective to attract and maintain loyal clients. Price satisfaction has a significant impact on buyer-seller interactions. Because, after modifying the qualities of products and services, pricing is one of the most variable and versatile mixed marketing factors (Tran, Ngoc, et al., 2020).

According to Ingenbleek and van der Lans (2013), price satisfaction is determined by the five price dimensions, namely price transparency, price quality ratio, price fairness, relative price, and reliability (price reliability).

Customers characterise the worth of a product or service in terms of two factors: perceived price and perceived quality, or, in other words, price quality ratio. Customer value is high when perceived quality exceeds perceived cost;

when price exceeds perceived quality, customer value is low. The perceived value is a consumer's overall appraisal of a product's usefulness based on perceptions of what is received and what is supplied (Wydyanto & Rafqi Ilhamalimy, 2021).

Price influences customer satisfaction Customers' price sensitivity has a significant impact on their purchasing behaviour since customers are often unwilling to pay high costs for goods and services. It is also a common knowledge that certain clients are willing to pay more for excellent service. In this regard, businesses' pricing strategies should have a favourable impact on consumers' value perception of products and services, expectations, willingness to pay, and other cost-related uncertainties (Burns et al., 2006). A greater knowledge of price and its role in affecting customer satisfaction indicates that customers want businesses to include accuracy, fairness, clarity, and continual and timely notification of any price adjustments into their pricing decisions or plans (Matzler, Renzl, & Faullant, 2007).

As a result, in order to provide customer satisfaction through pricing, all criteria that customers consider relevant in deciding satisfaction should be addressed. Customer satisfaction is undeniably a significant asset that brings tremendous advantages to organisations. As a result, when price satisfaction is achieved, it is critical to maintain and attract both new and old consumers, and customers' willingness to pay increases, leading to profitability and long-term company success (Kencana, 2018). Although the presence of an exchange link between price and customer satisfaction is made possible by various pricing factors, such as fairness (Gustafsson & Johnson, 2004).

2.5.6 Product Assortment

Consumer satisfaction is seen as important to a company's long-term success. Organizations must produce items and services that leave clients tremendously satisfied and dedicated. As the expenses of acquiring new customers are substantially higher than the costs of retaining existing customers, having loyal consumers reduces corporate costs. Consumer happiness is seen to be the strongest indicator of a company's future profitability, therefore understanding what influences it is crucial for a business (Nilsson & Marell, 2013). In addition, several studies have revealed that consumer satisfaction has a positive influence on brand, quality, customer satisfaction and customer loyalty (Montfort et al., 2016).

Only a few studies have linked customer satisfaction to product attribute performance, with the majority of customer satisfaction research focusing on overall satisfaction with a product. We wanted to evaluate which product qualities resulted in the most enjoyment so that we could advise suppliers on how to improve their products (Ryzin, 2004). We investigated attribute evaluability, or how simple or difficult it is to evaluate a product's attribute. This was assumed to be related to customer satisfaction. Rather than modifying attribute evaluability experimentally, we examined it as a consumer's perception of product attributes (Gustafsson & Johnson, 2004).

The variety of products provided influences customer perceptions of a business (Soujanya, 2020). As a result, perceptions of product diversity impact customer satisfaction and store selection (Dimitriades, 2006). Customer perceptions of the availability of various sorts of products are analysed by store type, revealing that customer expectations of various products varied by store type, such as grocery stores, convenience stores, mini markets, super markets, and hypermarkets (Genoveva & Neupane, 2015).

Conventional grocery shops are often larger than convenience stores and provide a broader selection of products than convenience stores. After location and price, supermarket buyers rank a third product variety as a store shade factor (Wood & Browne, 2007).

When it comes to shopping, today's consumers demand a certain level of ease and comfort. Customers' buying decisions are influenced by a range of elements such as product quality, variety, and so on. Customers who are well-informed and demanding are pressuring retailers to provide items that meet and exceed their shifting standards and expectations. As a result, shops are also offering specialised services. Retailers, in addition to supplying branded items, also sell things under their own names. They are no longer reliant on producers and manufacturers for the things they require for market sale. They are creating their own brand identities to cater to the specific wants of their clientele (Razak et al., 2016).

Customer satisfaction refers to how well a company's different products or services meet the expectations of its consumers. Customer satisfaction is critical since it gives organisations a gauge to manage and improve their operations. Today's businesses are up against fiercer competition than ever before. (Chan et al., 1997) The question is how businesses may gain consumers by outperforming their competitors in the marketplace. This may be accomplished through exceeding consumer expectations in terms of performance. Customer-focused businesses strive to establish relationships with their customers rather than merely sell things; they are adept at both product and market engineering (Murphy et al., 2011).

Customers evaluate which deal will provide them with the most benefit. They form a value expectation and act in accordance with it. Customers' satisfaction and repurchase decisions are influenced by the extent to which the offer meets

their demands (Burns et al., 2006). As a result, whether or not a consumer is satisfied is determined by the items' ability to meet the buyers' expectations. Customer discontent occurs when performance falls short of expectations. Customer satisfaction is achieved when the performance matches the performance. The consumer is ecstatic if the performance exceeds their expectations.

According to (Pappu et al., 2006), the most influential factors on consumer satisfaction were price and product. (Kamath, 2010) researched how pleased Metro Mall customers were. According to the study's findings, customers at Metro Mall, Sukhumvit station are influenced by fair pricing, product quality, and current décor. (DEWAN, 2011) discovered that merchants and strategists must have a solid awareness of issues such as product diversity and shopping comfort in order to retain customers and generate loyalty to their store. (DEWAN, 2011) investigated the elements influencing the choices of organised retail buyers and discovered six significant aspects that consumers prefer in terms of retail establishments.

They were shopping availability and product diversity, services, discounts and fair rates, and food and grocery item quality. (Powers & Jack, 2015) studied the six growing retail formats - malls, specialty stores, super/hyper markets, convenience stores, department stores, and discount stores - to examine all of the important retailing characteristics. The findings indicated that the trend toward developing retail formats is shifting, and customers favour these retail formats owing to product qualities such as enhanced quality and brand diversity.

According to (Gustafsson & Johnson, 2004), product quality was proven to be a strong predictor of customer satisfaction and an important component in customers' purchase decisions. It was advocated that merchants offer a varied selection of high-quality products at competitive prices, and that excellent

inventory display assists businesses in remaining competitive and growing sales and market share. According to (SUCHITHRA, 2017) the most important predictors of consumer contentment were the pricing and quality of the items, as well as the availability of diverse and unique products provided by the business. It was also revealed that different socioeconomic factors had a significant influence on consumer satisfaction.

To keep customers loyal, convenience store operators must pay attention to the quality of the things they sell. When making a purchase, consumers will look at the attributes of a product. Product attributes are product features that buyers appreciate and use to make purchasing decisions. Product attributes include things like brands, packaging, expiry dates, and labelling (Antonides, 2021). (Matzler & Hinterhuber, 1998) defines product characteristics as the factors that buyers consider when purchasing a product, such as price, quality, packaging, functionality (features) completeness, design, after-sales assistance, and so on. If the attributes or characteristics of a product match what the buyer expects, the product is judged acceptable, and the client is more likely to buy it again.

The method of measuring product attributes utilised in previous research differs from the method employed in this study. According to (Suhud et al., 2019), the characteristics of products are formed by the product's performance or appearance, features, durability or quality of materials, product prices, and brand names. According to Kotler and Armstrong, product characteristics are determined by product quality, product features, and product design. (Antonides, 2021) measured product qualities using quality, price, variety, assortment, and product value. According to Newman et al, product features include product quality, product form and packaging, good after-sales service, and the completeness of several things.

Product qualities, according to (Chae et al., 2019), influence consumer pleasure and loyalty. According to (Sudirman et al., n.d.), product qualities have a positive and substantial link with customer loyalty, with pricing and packaging playing a larger influence in encouraging consumer loyalty. Product qualities like as quality, pricing, and availability of new items, according to (A. Sharma et al., 2019), have a substantial effect on consumer loyalty. According to (Okeke, n.d.) the most important factor influencing customer loyalty is product quality. Product qualities, according to (Dimitriades, 2006), influence consumer pleasure and loyalty. According to (Pappu et al., 2006) product qualities have a positive and substantial link with customer loyalty, with pricing and packaging playing a larger influence in encouraging consumer loyalty.

Product qualities like as quality, pricing, and availability of new items, according to (Harahap et al., 2020), have a substantial effect on consumer loyalty. According to (Zhafirah et al., 2021) the most important factor influencing customer loyalty is product quality.

Customers will be pleased with a product if it fulfils or exceeds their expectations and aspirations (Loke et al., 2018). (Okeke, n.d.) state that satisfaction is generally seen as the cornerstone for the creation of loyalty. The term "satisfaction" refers to a customer's evaluation of a product based on whether or not the products received match their expectations. Satisfaction may also be described as a belief derived from comparing reality to expectations. Customers who are unable to compare are only half happy. This might be due to a consumer's lack of knowledge or comprehension of the product they are about to purchase. According to (A. Kumar, 2014) poor product attribute performance has a negative influence on satisfaction, whereas excellent product attribute performance has a positive impact on satisfaction. In their research, (Wydyanto & Rafqi Ilhamalimy, 2021) (Chan et al., 1997) (Burns et

al., 2006) revealed evidence that consumer enjoyment had a direct influence on customer loyalty.

2.5.7 Employee Service

In today's world, service companies and "service interactions" are unavoidable. We can't go a day without dealing with a service provider, whether it's a bank, a grocery shop, or the phone company. As a result of this societal tendency, management theorists and practitioners are attempting to comprehend and enhance the service environment.

Service employees are essential participants in any service transaction. They are the people that greet consumers when they enter a retail store. As a result, a single employee might impact a customer's perception of a service company. Indeed, research has shown that service staff may help organisations achieve their objectives. According to (Hansemark & Albinsson, 2018) bank employees' opinions of the institution they work for are closely connected to customers' evaluations of the quality of service provided by the business. Furthermore, (Fornell et al., 2010) discovered a complicated link between clerk conduct and organisational sales in convenience stores.

Another important factor in developing a retailer's image is service. Employee-customer interaction (sales) is a key component of a brand's service (Newman and Patel, 2004). Salespeople manage social contacts with customers, which aids in the development of client relationships. Client service not only develops customer relationships, but it also promotes favourable word-of-mouth and loyalty (Lucia-Palacios et al., 2020). The views of customers of social cues such as service increase their perceptions of items (Roozen & Katidis, 2019). (Bravo et al., 2019) observed that the salesperson service has a bigger influence on

store selection than modern choices such as home delivery. (Ramaseshan et al., 2018) emphasise the significance of salespeople's competency and politeness when giving service. As a result, good service contributes to the development of a favourable store attributes.

Several studies in service and retail have revealed that many characteristics and actions of frontline workers impact client views during service relationships. Such findings imply that humans are influenced by other humans, and that employees in companies with economic links are a powerful source of influence (Schmit, 1995). The current study intends to contribute to this body of knowledge by examining one aspect of employee behaviour that has been disregarded in earlier research: the degree to which staff are proactive in initiating contact with consumers.

Employee services are essential to a company's sales, particularly in the retail business. Many studies in service and retail to evaluate proactive staff have demonstrated that aggressive salesmen sell more and earn more commissions than less proactive salespeople (Rani et al., 2021). Several elements must be considered in studies on employee commitment to customer satisfaction. Consumer satisfaction is always measured by the service provided to the customer. Client satisfaction with the service offered is one of the aspects that contribute to customer loyalty and have a long-term influence on the business (Lu et al., 2019).

As employees are the company's business front line with customers, the business continuously ensures that employee services are in the best possible quality (Meesala & Paul, 2018). Many service and retail businesses give scripts that train front-line employees on how to deal with customers (P. Sharma et al., 2015). Scripts, in many circumstances, inspire staff initiative to begin interacting with clients at an early level. Starbucks, for example, instructed employees to

"start a conversation" with a greeting, as did the 7-Eleven convenience store and the Mesra Mart at the Petronas Petrol Station. Customers will feel more welcome to shop this way. It also influences clients' purchasing decisions (Farrell, 2011). According to the study, emotions have an impact on consumer satisfaction (Rafaeli, 1989).

Furthermore, employees have a substantial cost impact on business operations. As a result, many retailers see staffing as a burden to bear, considering recent slow economic growth as a result of COVID 19. Retailers have cut down the number of employees in their stores as a result (Shokhsanam & Ahn, 2021). Further layoffs are inevitable in a business climate defined by low economic growth that will last for several years, popularly known as the "new normal" (Sharmila Thinagar, Siti Nurul Munawwarah Roslan, 2021). This also has an impact on the rapid evolution of retail automation technologies, which traders use to assist minimise employee expenditures (Lu et al., 2020).

Some researchers believe that the impact of COVID-19 that hit Many conventional activities, particularly those requiring human contact, will be replaced by computers and robots (Meyer et al., 2020). It is now possible to leave a grocery shop without dealing with a human cashier. IKEA and AEON have both developed self-service payment systems in Malaysia. As a result, an assessment of the current impact of staff productivity, as well as analyses that enable productivity to be missing when compared to today, may give indications about the future impact of consumer retail experience before the trend toward fewer workers in the retail environment accelerates (Lu et al., 2020).

The purpose of this research was to determine how staff involvement affects customer satisfaction at Buraq Mart. Customer satisfaction is seen as a larger post-purchase assessment variable, and this dependent variable was selected for a number of reasons. To begin with, it is utilised in a variety of models and

theories that aim to explain how employee qualities and behaviours impact corporate success.

2.6 Effect of Customer Satisfaction on Profitability

Customer satisfaction has a positive influence on a company's profitability. According to (Lucia-Palacios et al., 2020), customer pleasure is the foundation of any successful business since it leads to repeat purchases, brand loyalty, and positive word of mouth.

According to (Nicod & Bowen, n.d.), "Growth Strategies International (GSI) did a statistical examination of Customer Satisfaction data encompassing the findings of over 20,000 customer surveys done by InfoQuest in 40 countries". The following was the study's conclusion:

- A Totally Satisfied Customer earns 2.6 times the revenue of a Slightly Satisfied Customer for a business.
- A Totally Satisfied Customer earns 17 times more than a Slightly Dissatisfied Customer.
- A Totally Dissatisfied Customer decreases income by 1.8 times that of a Totally Satisfied Customer."

"Numerous studies have examined the impact of consumer happiness on repeat purchase, loyalty, and retention," (Hartono, 2019). They all send the same message this way:

Satisfied customers are more likely to tell five or six people about their excellent experiences. Customers who are dissatisfied are also more likely to tell ten other people about their negative experience.

Finally, if customers believe that dealing with customer satisfaction/complaints is costly, they should be aware that acquiring new customers might cost up to 25% more."

2.7 Proposed Conceptual Framework

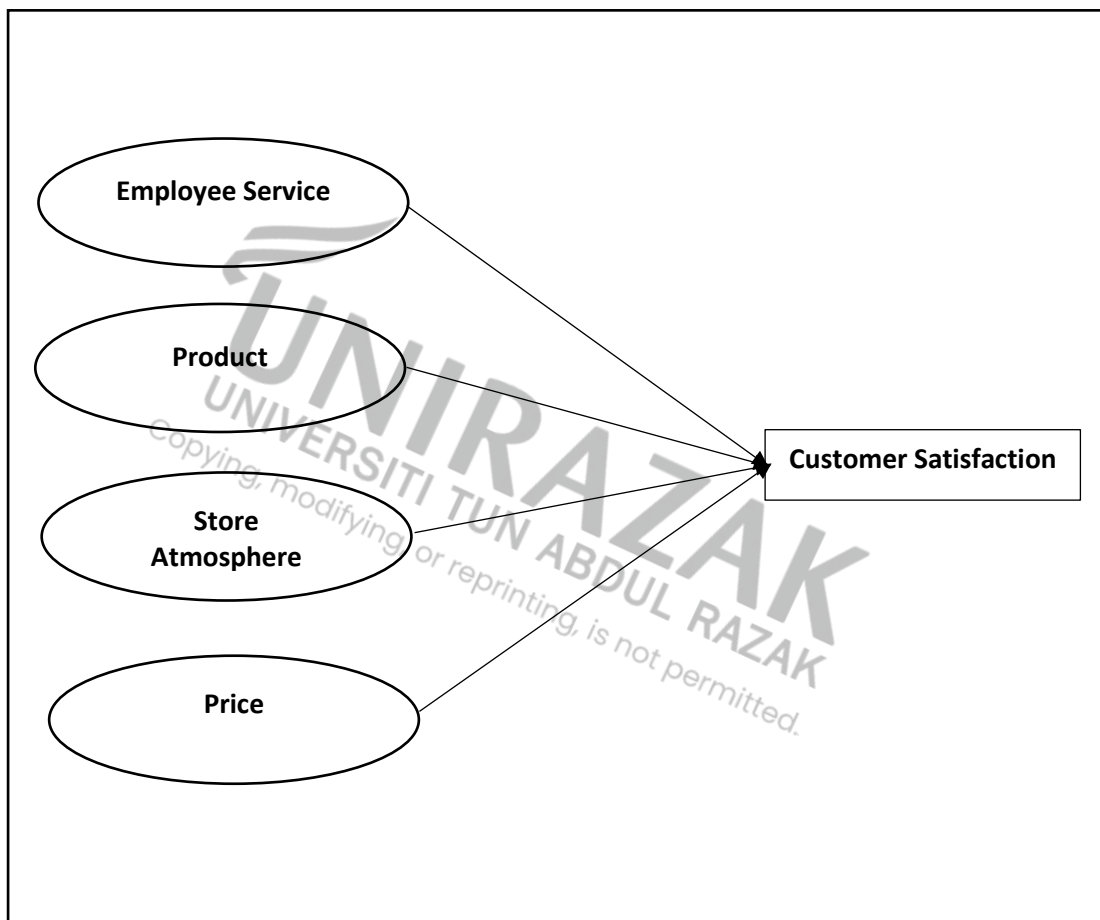


Figure 2.6: The Research Model

Based on designed framework, this study is carried out to understand the relationship between dependant variables which are customer satisfaction with independent variable which is employee service, product, store atmosphere and price. Although there are similar studies been conducted before related to the variables, the research is to discover the significant of the variables in this study.

Past studies have also explored how levels of satisfaction varied in relation to basic demographic variables such as gender and age. It is crucial for retailers to know the magnitude of the relationship between employee service, product, store atmosphere and price and customer satisfaction, in their markets, how it is changing, and to be aware of any differences between customer segments. Therefore, the second research objective is the investigation of the causal relationship between employee service, product, store atmosphere and price with customer satisfaction between different subgroups obtained from gender, age, employment sector, length of services and gross salary income.

2.8 Hypothesis Development

Consumer behaviour is defined as the choosing, purchase, and consumption of products and services to meet one's basic and fundamental requirements. Consumer behaviour is divided into several stages. The consumer first determines his or her requirements, then selects and budgets goods before making the decision to consume. Customer satisfaction is affected by elements such as product, pricing, employee service, and atmosphere. Thus, we have hypothesized that:

H1: There is a positive relationship between Employee Service and Customer Satisfaction.

H2: There is a positive relationship between Product and Customer Satisfaction.

H3: There is a positive relationship between Atmosphere and Customer Satisfaction.

H4: There is a positive relationship between Price and Customer Satisfaction.

2.9 Summary of Chapter 2

Customer satisfaction is a metric that measures how satisfied consumers are with a company's activities, operations, and capabilities. Customer satisfaction data, such as surveys and ratings, may assist a firm in determining how to enhance or adjust its products or services. As a result, this study connects to Philip Kotler's notion of setting satisfaction objectives by the buyer before making a purchase. Once the customer has decided on a service or product, they will begin comparing the real experience to the expected one (Philip Kotler & Kevin Lane, 2016). (Teo et al., 2019) state that when customers are pleased with the services or commodities they purchase from a shop, the company's or organization's image improves, and this improved image influences customer contentment. Indeed, oil firms must look at the aspects that impact customer satisfaction at convenience stores and petrol stations.

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CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

A corporation's capacity to provide high-quality service has grown increasingly competitive. Research is one of the most crucial tools for winning a competition. Research is a crucial component of every business, whether for profit or non-profit. In other terms, it is a means of acquiring evidence for a business. Research, through giving proof of efficacy, is one method of acquiring reliable, sound, and trustworthy information about treatment efficacy. Use research methodologists' techniques and procedures to consolidate, improve, develop, refine, and advance clinical areas of practise in order to better serve clients as service providers and professionals (Gustafsson & Johnson, 2004)

(Kothari, 2005) defines research technique as the collection and analysis of data. There are two types of research methodologies in general: qualitative and quantitative. The researcher can pick a study strategy as well as a primary or secondary data source. Secondary data comes from a variety of sources, including books, journals, media, the internet, and research papers. Secondary data is taken from sources such as books, journals, media, the internet, and so on, but primary data is based on current analysis and is specific. Primary data is often more reliable and may be utilised to provide feedback and improvement measures. Primary data, on the other hand, may be difficult to get, time-consuming, and costly. The research process includes identifying an area of study, selecting a specific subject, deciding on a research strategy, choosing on research methodologies, collecting data, creating information, and presenting findings (Abutabenjeh, 2018).

The questionnaire technique was utilised in many organisations to acquire data on customer satisfaction and loyalty. According to (R. Kumar, 2011), quantitative research focuses on numerical aspects and seeks to evaluate data through statistical analysis. The questionnaire is made up of structured and open-ended questions that allow consumers to express themselves and offer feedback for future growth. The researchers developed a question on customer satisfaction and loyalty in collaboration with the appropriate authority and supervisor. Furthermore, quantitative approaches are used to assess the firm's efforts to boost customer pleasure and loyalty.

3.1 Sampling Procedure

Sampling is the activity of selecting a small number of people from a population to participate in a study; it is the process of selecting a group of people for a study in such a way that the people chosen represent the broader group from which they were chosen (R. Kumar, 2011). There are two basic sampling approaches used in research. Examples include probability and non-probability sampling.

3.2 Probability Sampling Procedures

Everyone has an equal chance of being chosen in probability sampling. Every unit in the population has a probability (higher than zero) of being chosen for the sample under this method. With probability samples, there are four primary types of sampling processes. Simple random, systematic, stratified, and cluster sampling are among them.

3.3 Non probability Sampling : Method will be used in this research:

All of the sample methods previously covered were probability sampling approaches. The basic criteria for probability sampling have been met in each of the cases presented, namely that every element in the universe sampled has a known chance of being picked for the sample. We'll talk about several sampling strategies that don't meet this criterion presently. Non-probability sampling methods are any sampling procedure in which the probability of selecting a certain universe element is unknown.

Non-probability sampling encompasses a wide range of methodologies, ranging in complexity from a simple convenience sample to a complicated 'quota sample' in which respondents are picked based on a number of socio-economic factors. No matter what else is specified in the specifications, any sampling approach that does not indicate the chance of picking any universe element is a non-probability sampling method.

A convenience sample, as the name indicates, is one picked only for the sake of convenience (e.g., items are selected because they are easy or cheap to find and measure). Monitoring pricing changes in a neighbouring grocery shop with the goal of inferring nationwide price shifts is an extreme example. Another is assessing public opinion concerns using television news shows that request input from those who are conveniently within camera range.

While few analysts would believe findings drawn from such extreme examples, the inadvisability of employing convenience sampling to estimate universe values is well acknowledged. The main drawback of this (and other non-probability approaches) is that objective judgments about a tightly specified world are impossible to make. In fact, it is frequently discovered that the replies provided

by 'convenient' universe things differ dramatically from those provided by less accessible universe objects. As a result, convenience sampling should not be utilised to estimate universe values unless one is working with a known very homogenous universe (nearly all things reacting similarly).

For some specific applications, convenience sampling might be effective in marketing research. A small size convenience sample can be useful in exploratory work to assist understand the range of variability of response in a topic area if one has very little information about the subject. Simply speaking with a few customers may be enough to discover problems.

Convenience sampling is a research strategy in which researchers collect market research data from a pool of respondents who are easily accessible. It is the most widely used sampling technique because it is extremely quick, simple, and cost-effective. Members are often friendly and willing to participate in the study.

When working with large groups of people, researchers employ a variety of sampling strategies. Because most communities are difficult to access, testing the entire community is nearly impossible. When extra inputs aren't required for the main study, researchers employ convenience sampling. To be a member of this sample, no specific qualifications are necessary. As a result, including features into this sample is quite straightforward. Everyone in the population is entitled to participate in the sample, although it is based on the researcher's closeness.

Individuals are chosen only on the basis of proximity, regardless of whether or not they represent the entire community. Using this method, they can keep track of behaviours, attitudes, and points of view in the simplest way possible.

3.4 Applications of convenience sampling

Brands and organisations use convenience sampling to assess how their image is perceived in the marketplace. Potential consumers' data is collected to better identify specific difficulties or handle feedback on a freshly introduced product. It may be the sole choice in some circumstances. For example, a university student working on a paper who wants to know how many cans of soda are consumed on campus on a Friday night will most likely phone his or her classmates and friends and inquire. Alternatively, you may go to a neighbouring party and perform a quick survey. There is always the possibility that the randomly picked population may not precisely represent the population of interest, resulting in bias.

3.5 Convenience sampling examples

A simple example of a convenience sampling approach is when a company distributes promotional leaflets and asks questions to randomly selected participants at a mall or on a crowded street.

Businesses employ this sampling strategy to acquire data in order to address market-related challenges. They also utilise it to collect feedback from the sample developed on a specific feature or a freshly introduced product.

Convenience sampling is commonly used in the early phases of survey research since it is quick and easy to give findings. Even though many statisticians avoid using this technique, it is critical in situations where you need insights in a short amount of time or without spending a lot of money.

3.6 Data Collection Method

A primary survey was conducted to garner responses on store image attributes and customer satisfaction towards Buraq Mart convenience store chain. Respondents comprise customers who had visited and purchased at Buraq Mart convenience store. The research instrument was adopted and adapted from a scale by Theodoridis & Chatzipanagiotou (2009) that measured store image attributes within the supermarket sector with a screening question on a visit to Buraq Mart convenience store chain. Using a survey questionnaire approach, data were collected via a self-administered approach through face-to-face method. Sik, Kedah was selected as the location of study as it is one of the rural areas in the Kedah with potential growth in housing development and commercial centres. In the face-to-face method, questionnaires were distributed to outlets of the Buraq Mart convenience store chain located at Sik. Using convenience and purposive sampling with different distribution between genders, questionnaires were distributed to customers at Buraq Mart convenience store chain. A total of 101 respondents participated in the face-to-face survey. Customers who had visited the stores were approached to answer the questionnaire.

3.6.1 Instrumentation

This study uses convenience sampling method to collect the data. Data were gathered by using the questionnaire that contained questions related to five factors. The evaluation of each factors used Likert scales (1-5) with 1= strongly disagree and 5 = strongly agree. There were 101 questionnaires being delegates to the respective respondents. The questions were divided into four (4) sections, A= Employee Service, B= Product Quality, C= Atmosphere, D= Prices/Value.

3.6.2 Measurement

Customer satisfaction is an important performance measure in the business world, and it's frequently included in the balanced scorecard. The major goal of gauging customer satisfaction is to make a quick choice in order to enhance company transactions in the long run. Client satisfaction measurement is crucial to be monitored when attracting a new customer as a source to expand on an existing connection. Similarly, gauging customer satisfaction is critical for retaining current customers. As a result, actionable knowledge on how to improve customer satisfaction is a critical consequence. The level of business rivalry in a market cannot be maintained unless the firm focuses its improvement efforts in the proper area. Recognize the customer's wants is to please the customer, and to fulfil the customer's need, a measurement of customer satisfaction is what counts to the business. (Al-otaibi et al., 2018)

As there are several techniques to measuring customer satisfaction, measuring customer satisfaction may differ from one firm to the next. The company should monitor information pertaining to customer perceptions of whether the organisation has satisfied the customer requirements as one of the metrics of the quality management system's success. The mechanisms for gathering and utilising this data must be defined. (ANSI/ISO/ASQ 9001-2000) American National Standards Institute/International Organization for Standardization/American Society of Quality Every firm strives for customer happiness, and these types of characteristics assist organisations in measuring consumer satisfaction and requests so that they may deliver suitable services based on their needs. Quality, pricing, trust connection, complaints, difficulties, and many more factors might be used to gauge consumer satisfaction. The goal of determining customer satisfaction is to determine ways to increase it and maintain a positive connection with current and future consumers.

International Organization for Standardization (ISO) 9000: 2000 states

"Organizations should monitor information pertaining to customer perceptions of whether the company has satisfied customer needs as one of the metrics of the performance of the Quality Management System. The mechanisms for gathering and utilising this data must be determined".

The requirement has been there in the Quality Management System (QMS) 9000 standard clause 4.1.6 which says:

"Customer satisfaction trends and significant indications of customer dissatisfaction must be documented and supported by empirical with objective evidence. These patterns will be compared to those of rivals or relevant standards, and top management will analyse them."

The International Customer Satisfaction (ICS) standard is an international quality standard that facilitates the development and implementation of a quality management system (QMS). ISO 9001 certification enables every business to work toward a quality objective (ISO Update 2017.) There are several ways for measuring customer happiness, but ignoring the fundamentals of how to assess customer satisfaction can be costly to a company. Customer satisfaction measurement is the process of gathering data and presenting information about how happy or dissatisfied consumers are with products and services. Data collecting aids the company in determining what is causing the low level of satisfaction. (Siebert & Catapan, 2019) This will encourage customers to concentrate on the company's operations. Furthermore, it contributes to the enhancement of service delivery.

Negotiating with customers will allow you to have a better understanding of the outcomes and the infeasible needs. Mutual cooperation and trust between customers and suppliers, as well as suggestions depending on the customer satisfaction. Furthermore, when it comes to consumer happiness, all elements should be taken into account, such as the product's pricing, quality, and the

variety of items accessible in the shop. The quality of service, the speed of service, pricing, complaints or problems, trust in employees, the closeness of the relationship with contacts in a firm, types of other services needed, and recognising the position in the client's mind are just a few of the few dimensions of customer satisfaction measurement. (National Business Research Institute 2017.)

3.7 Reliability And Validity Analysis

Validity and reliability are frequently used in quantitative research. Validity and reliability are phrases that refer to the psychological variables or concepts that are being measured. To put it another way, measurement validity and reliability are utilised to fragment a thorough examination. By finding answers to the silent questions, comprehensive assessment aids in the gathering of evidence, including theoretical data (Cuong & Khoi, 2019).

Validity is critical while analysing thesis measurements. The study in this thesis is valid since the data and research questions were collected in a methodical manner. Everything that needs to be measured has already been done. The responses provided by the participants are accurate and valuable to people who are not involved in the study. Furthermore, the goal of the study was to determine how pleased customers are with the Buraq Mart products and services. The author ran a questionnaire to check the correctness of the thesis. Buraq Mart was informed and had an open discussion about what the company wanted to know about its customers prior to conducting the survey. The validity, on the other hand, will decide if the study genuinely measures what it claims to measure or how accurate the research findings are. (Golafshani 2003.)

Reliability is a notion used to assess quality in quantitative studies with the goal of explaining and in qualitative studies with the goal of developing understanding. It is related to the idea of high-quality research. This was the first customer satisfaction survey completed at Buraq Mart. The study aids in illustrating the firm's commercial activity, as well as consumer perceptions of the company and its offerings. The researcher gathered data in order to better understand how customers feel about the company's offerings and make modifications where necessary. (Stenbacka 2001.)

This research is trustworthy since the findings accurately reflected how the client felt. Due of the respondents' unstructured habit, getting a similar outcome in identical conditions is challenging. The survey was completed in April of 2022. For one week, the questionnaire was provided in written form to 101 clients. Because the number of responses over these 1 weeks was extremely large, the time period for collecting and evaluating data was ideal for obtaining trustworthy findings.

3.8 Data Processing

In this research study, data were analysed using descriptive and inference statistics to answer research questions. Descriptive statistics is defined as a technique in explaining the data and information by summarising the data set and information.

3.8.1 Data Analysis

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technique in explaining the data and information by summarising the data set and information.

3.8.2 Structural Equation Modelling (SEM)

Structural Equation Modelling (SEM) is a statistical that integrates path analysis and factor analysis (T.Ramayah et al., 2018). SEM can also conduct other statistical functions such as a reliability test, calculating the significance of a relationship among the attributes and perform multi regression.

According to Byrne (2001), SEM is a popular methodology in non-experimental research and offers a technique to test any postulated integrating structural model and the structure from sample data. In this research, SEM analysis was used by using the Partial Least Square (PLS) programme version (v 3.2.7).

3.8.3 Reflective Measurement Model

This section presents the measurement model that was undertaken for the reliability and validity process, known as construct reliability and construct validity. Three tests were undertaken under construct reliability, namely, Cronbach alpha, composite reliability and factor loading. For construct validity, two types of validity were assessed: 1) Convergent validity 2) Discriminant validity.

Table 3.1: Construct reliability and construct validity tests

Measurement	Type of test	Purpose	Accepted value
Construct Reliability	Cronbach alpha	Measure of internal consistency on how closely related a set of items are as a group	More than 0.7 (Nunnally, 1994)
	Composite reliability	Internal consistency within-scale consistency of the responses to the items of the measurement	More than 0.7 (Nunnally, 1994)
	Factor loading	Per cent of variance in that indicator variable explained by the factor	Greater than 0.708 (Hair et al., 2017)
Construct Validity	Convergent validity	Degree to which two measures of constructs that theoretically should be related, are in fact related	AVE shows more than 0.5 (Hair et al., 2017)
	Discriminant Validity	Cross-loading is tested to indicate how strongly each item loads on the other (non-target) factors	the highest attribute over another (Hair et al., 2017)
		Fornell & Larcker is used to test the different traits	the highest attribute over another (Fornell & Larcker, 1981)

For the assessment of internal consistency, Cronbach's coefficient, and composite reliability (CR) were used. It is suggested that within each group of questions (Nunnally, 1994) that the value ≥ 0.7 would be considered as a priority, while the value ≥ 0.60 (Hair et al., 1998) would be considered acceptable.

Convergent Validity can be described as the degree to which indicators of a specific construct converge a high proportion of variance in common. As suggested by Hair et al. (2017), factor loading and the average variance extracted (AVE) are used to assess the convergent validity of reflective constructs, where a varimax

rotation method is used to calculate the factor loading. It simplifies the loading of items by removing the middle ground and, more specifically, by identifying the factor upon which the data is loaded (Papadakis et al., 2020).

Discriminant validity is determined with an AVE greater than 0.70 and greater than the square of the correlations. Moreover, indicators should load more strongly on their own constructs than on other constructs in the framework, and the average variance shared between each construct and its measures should be greater than the variance shared between the construct and other constructs (Fornell & Larcker, 1981). Using cross-loading to assess discriminant validity, each indicator must load high compared to its cross-loading values to other latent variables in the SEM model.

3.8.4 Structural Model Measurement (SMM)

In this section, the structural model is measured by conducting four tests which include bootstrapping, coefficient of determination, effect size and blindfolding. The structural model measurement is required in order to analyse the structural relationship between the measured variables and latent constructs by testing the hypotheses on the structural relationship.

3.8.4.1 Bootstrapping

Bootstrapping is the process of checking the level of significance for the path coefficient. The purpose of this measurement is to assess the significance and relevance of the structural model relationships. Since SmartPLS does not make an assumption about the distribution of data, the bootstrapping procedure must be considered; otherwise, the t-values will be inflated or deflated, which lead to a Type 1 error. In the bootstrapping procedure, a large number of subsamples

(5000) are taken from the original sample with replacement to determine bootstrap standard errors, which in turn give approximately t-values for significance testing. Additionally, the bootstrapping result approximates the normality of data. The reason for this is that the character of PLS-SEM is distribution-free (Hair et al., 2012). As such, the standard errors used in the calculation of t-values are calculated from the bootstrapping procedure. The purpose is to avoid inflation and deflation of the standard errors due to non-normality issues.

The significance of the relationship is also important to assess the relevance of the significance of relationships. The significance of structural model path coefficients can be interpreted relative to one another. If one path coefficient is larger than another, its effect on the endogenous latent variable is greater. These coefficients represent the estimated change in the endogenous attributes for a unit change in predictor attributes.

The t-values can be compared with the critical values from the standard normal distribution to decide whether the coefficients are significantly different from zero. The critical values for significance levels of a one-tailed test for 5% ($\alpha = 0.05$) probability of error = 1.645, respectively.

3.8.4.2 R^2 for Coefficient of Determination

The Coefficient of Determination score (R^2) was used to evaluate the framework's predictive accuracy and represents the amount of variance in the endogenous attributes explained by all of the exogenous attributes linked to it. The effect ranges from 0 to 1, having higher values indicates higher levels of predictive accuracy. In measuring the R^2 , Chin (1998)'s guideline was used. The

value of 0.67, 0.33, and 0.19 represent substantial, moderate, and weak predictive accuracy, respectively.

3.8.4.3 Effect size, f^2

Cohen's f^2 can be used to evaluate the effect size of the predictor attributes (Cohen, 1988); f^2 also measures all the standardised, average effect in the population across all levels of the independent variables. Specifically, it assesses how strongly one exogenous attribute contributes to explaining certain endogenous attributes regarding R^2 . The value of R^2 is estimated with particular attributes, and if one of the predecessor attributes is excluded, the R^2 value will be lower. Hence, the effect size is evaluated when there is a difference in R^2 values after estimating the model with and without the predecessor attributes.

According to Cohen (1988), f^2 result was determined by three categories known as substantial (0.35), medium (0.15) and small effect size (0.02) respectively. If an exogenous attribute contributes to explaining endogenous attributes, R^2 differences between included and excluded will also be high, which will lead to a high f^2 . In this research, Cohen (1988)'s categories were referred to (the value of 0.35, 0.15 and 0.02 represent substantial, medium, and small effect size, respectively). The formula below presents the calculation of effect size, f^2 and the differences of R^2 included and R^2 excluded.

$$f^2 = \frac{R^2 \text{ included} - R^2 \text{ excluded}}{1 - R^2 \text{ excluded}}$$

3.8.4.4 Blindfolding, Q^2

Q^2 is a criterion used to evaluate how well the framework predicts the data (Predictive relevance) (Ramayah, Cheah, Chuah, Ting & Memon, 2018). Cross-

validated redundancy was interpreted, focusing on predicting the data of the target DV (endogenous construct) by its IV. In this procedure, data in the data file is omitted, and the calculation is performed on how accurate the framework predicts the omitted data. The data are then reinserted into the data file, and other data are omitted for prediction. The procedure is performed several times called the omission distance (5-10), and an average value for prediction is calculated $(1 - \text{SSE} / \text{SSO})$ (Ramayah, Cheah, Chuah, Ting & Memon, 2018). In this study, the omission distance was established as 7 (must not be an integer).

3.9 Statistical Technique: Construct Measurement

3.9.1 Section A - Demographic variables

Table 3.2 shows the section A of the questionnaire, the researchers used nominal and ordinal scale to construct the questionnaire

Table 3.2: Section A - Demographic variables

Section	Items	Scale of measurement
A	Demographic variables 1) Gender 2) Age 3) Employment Sector 4) Length of Services 5) Gross Salary Income	<ul style="list-style-type: none"> • Nominal • Nominal • Nominal • Nominal • Nominal

3.9.2 Section B – Dependent variable and independent variables

Table 3.3: Section B – Dependent and independent variables

Section	Items	Number of questions	Sources	Scales
B	Employee Service	5	(Roozen & Katidis, 2019)	Interval (5-point)
			(Söderlund, 2018)	Likert scale)
	Product	7	(Soujanya, 2020)	Interval (5-point)
			(Nilsson & Marell, 2013)	Likert scale)
	Atmosphere	7	(Emir, 2016)	Interval (5-point)
			(Turley & Chebat, 2010)	Likert scale)
	Price	5	(Riaz, 2014)	Interval (5-point)
			(Jin-kwon Kim et al., 2019)	Likert scale)

3.10 Data Coding

The procedure of coding the observed data is known as data coding. In qualitative research, data is gathered through observations, interviews, and questionnaires. Data coding is used to highlight the type and value of the information provided by respondents. The data coder generates preliminary codes from the observed data, then filters and refines them to produce more precise and concise codes. The researcher then assigns numbers, percentages, or other numerical quantities to these codes in order to make inferences from the data (Methodology, D., 2020).

Table 3.4: Data coding for questions in Section A

Question No.	Coding
<u>Section A</u>	1 = Male 2 = Female
1) Gender	

2) Age	1 = 20 - 30 years old 2 = 31 - 40 years old 3 = 41 - 50 years old 4 = Above 51 years old
3) Employment Sector	1 = Government 2 = Private 3 = Self Employed
4) Length of Services	1 = Below 5 year 2 = 5 – 10 years 3 = 11 – 15 years 4 = 15 years and above
5) Gross Salary Income	1 = RM1,000 – RM3,000 2 = RM 3,001 – RM 4,500 3 = RM 4,501 – RM 6,000 4 = More than RM 6,001

Table 3.5 Data coding for questions in Section B

Question No.	Label	Coding
<u>Section B</u> Question A1 – Question A5	Employee Service	1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree
Question B1 – Question B7	Product	1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree
Question C1 – Question C10	Atmosphere	1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Question D1 – Question D5)	Prices	1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree
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3.11 Conclusion

To summarise, research technique is used to collect data, analyse it, and interpret it. The target population, sampling frame, sampling place, sampling elements, sampling methodologies, and sample size are all set before the questionnaire is prepared. The questionnaire is the primary means of gathering data from audiences. Interval, ordinal, and nominal scale measurement scales are used to identify respondent demographic profiles and calculate the results of the questionnaire's independent and dependent variables. A pilot test is conducted by sending the questionnaire sample to Buraq Mart customers in order to eliminate error before the study is conducted on a large-scale audience. After checking for errors, the questionnaire is delivered to 101 Buraq Mart customers. The questionnaire's answers are checked for reliability and validity using the SPSS system and SmartPLS, and will be explored in the next chapter using descriptive analysis, scale measurement, and inferential research.

CHAPTER 4

RESULTS AND DISCUSSION

4.0 Introduction

This chapter presents the results of the study carried out to fulfil the research objective which is the “DETERMINATION OF CUSTOMER SATISFACTION FRAMEWORK: A STUDY IN BURAQOIL PETROL STATION’S CONVENIENCE STORE PATRONAGE IN SIK, KEDAH”. The demographic statistics of sample respondents, normality analysis, reliability analysis, descriptive analysis, correlation analysis, the hypothesis test for the data and the results of the study are presented in this chapter.

4.1 Sample Characteristics

During the study, a total of 101 responses were interviewed and the characteristics of the respondents were grouped into five main groups: gender, age, employment sector, length of services and gross salary income. The data is utilised to assess the consumer attributes that impact customer satisfaction as a dependent variable in the hypothesis test. Customers' demographic traits are provided in Table 4.1 below:

Table 4.1: Summary of respondents

Statistics						
		Gender	Age	Employment_ Sector	Length_of_Se rvices	Gross_Salary _Income
N	Valid	101	101	101	101	101
	Missing	0	0	0	0	0

4.2 Descriptive Analysis

Table shows the respondent by gender. Out of total 101 respondents, 47 (46.5%) respondents were male and 54 (53.5%) were female. Referring to the valid percentage that will contribute to 46.5 % for male and 53.5% female. Based on the findings it shows that majority respondents are females compared to male. The reason could be females go to Buraq Mart is more compared to the male. The details of the respondents profile is presented in Table 4.2:

Table 4.2: Respondents Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	47	46.5	46.5	46.5
	2	54	53.5	53.5	100.0
	Total	101	100.0	100.0	

Table 4.3 shows demographic details on the respondent's age category which divided into four categories: 20 to 30 years old, 31 to 40 years old, 41 to 50 years old, and above 51 years old. The number of respondents show the age category of 20 to 30 years has the highest number of respondents which is 43 (42.6%). The second highest respondent will be 41 to 50 years old with 29 (28.7%) respondents. Third will be the age category of 31 to 40 years old consists of 22 (21.8%) respondents. The other age category which are above 51 years old only 7 (6.9%) respondents. The findings are the age of 20 till 50 is an active age that is still working and has the purchasing power. Compared the age category of above 51 years old, which most of them may have retired and may focus on the saving for their future instead of spending.

Table 4.3: Respondents Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	43	42.6	42.6	42.6
	2	22	21.8	21.8	64.4
	3	29	28.7	28.7	93.1
	4	7	6.9	6.9	100.0
	Total	101	100.0	100.0	

Table 4.4 display the gross salary income level of the respondents who participated in this survey. The income has been categorised based on RM 1,000 to RM 3,000, RM 3,001 to 4,500, RM 4,501 to RM 6,000 and more than RM 6,001. Income category shows RM 1,000 to RM 3,000 contributed highest number which is 81 (80.2%) and RM 3,001 to RM 4,000 makes second with 13 (12.9%) and not far behind followed by income category of RM 3,001 to RM 4,500 with 6 (5.9%). Income category of more than RM 6,001 is 1 (1%). This question in the survey is to know the capacity of the respondent regards to spending money or make purchasing.

Table 4.4: Respondents Gross Salary Income

Gross_Salary_Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	81	80.2	80.2	80.2
	2	13	12.9	12.9	93.1
	3	6	5.9	5.9	99.0
	4	1	1.0	1.0	100.0
	Total	101	100.0	100.0	

The table 4.5 shows the respondent Employment Sector. Of the 101 respondents, the most 47 (46.5%) respondents were employed in the private sector followed by 40 (39.6%) self -employed. The lowest sector is government employed with 14 (13.9%) respondents. Based on the findings of the study shows the most private employees come to Buraq Mart

Table 4.5: Respondents Employment Sector

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	13.9	13.9	13.9
	2	47	46.5	46.5	60.4
	3	40	39.6	39.6	100.0
	Total	101	100.0	100.0	

Table 4.6 display the length of services of the respondents who participated in this survey. The length of services has been categorised based on below 5 years, 5 – 10 years, 11 – 15 years and 15 years and above. Length of services below 5 years shows contributed highest number which is 60 (59.4%) and length of services 5 – 10 years makes second with 22 (21.8%) and not far behind followed by 11 – 15 years length or service with 13 (12.9%). 15 years and length of services is 6 (5.9%).

Table 4.6: Respondents Length of Services

Length_of_Services				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	1	60	59.4	59.4	59.4
	2	22	21.8	21.8	81.2
	3	13	12.9	12.9	94.1
	4	6	5.9	5.9	100.0
	Total	101	100.0	100.0	

4.3 Construct Reliability and Validity

SmartPLS 3.3.9 was used to analyse the data in this study. A data set representing Buraq Mart customer's (n = 50) was used.

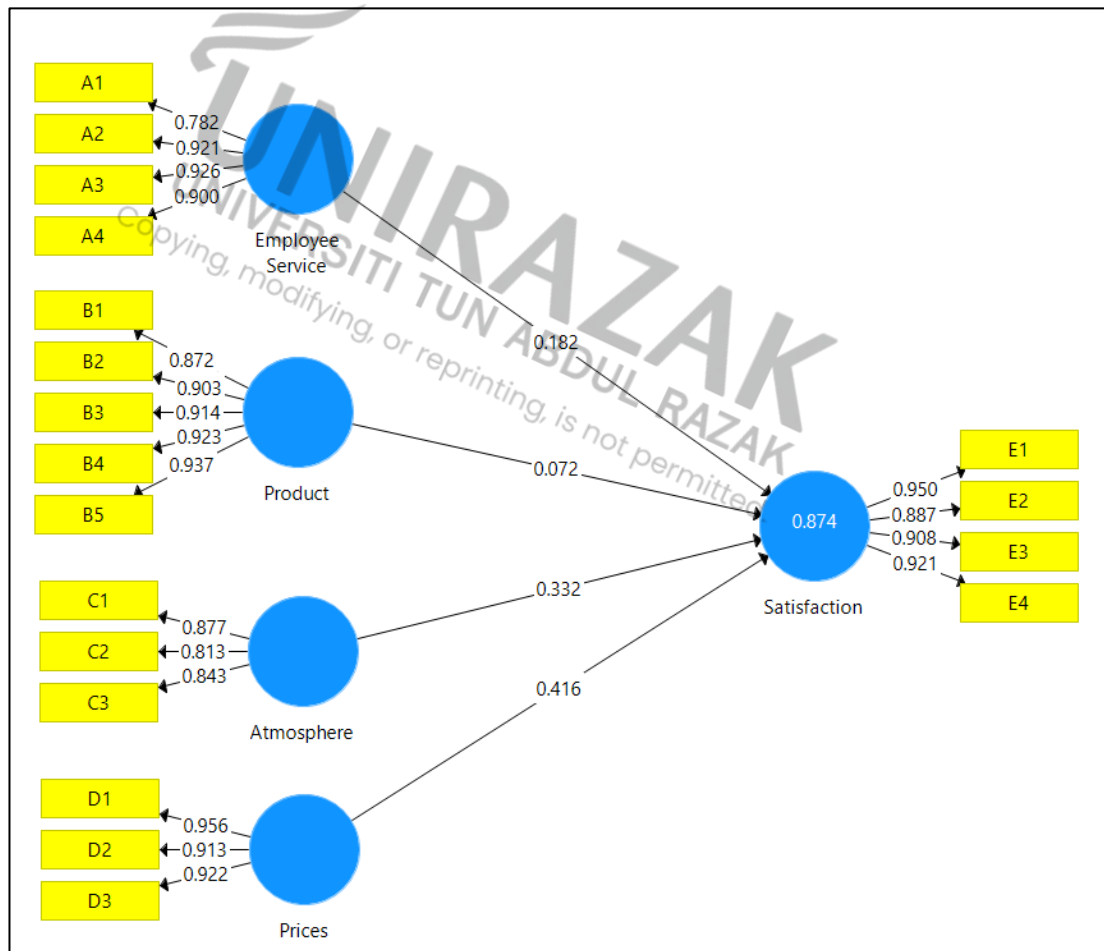


Figure 1.1: Initial stage of the measurement framework

The variables represented in the data included Employee Service (A1, A2, A3, A4), Product (B1, B2, B3, B4), Atmosphere (C1, C2, C3) and Prices (D1, D2, D3) as exogenous variables.

Satisfaction (E1, E2, E3, E4) represented the endogenous variables. Figure 4.1 above illustrates the initial stage of assessing the reflective measurement framework. Two measurements were applied, construct validity and construct reliability.

As shown in Figure 4.2 below, the results show the Cronbach alpha for all constructs with acceptance values of 0.7, and above and composite reliability (CR) greater than 0.7. All the loadings that exceeded the recommended value of 0.708 (Hair et al., 2017) were retained. Additionally, all five constructs met the threshold value for AVE, meaning that all AVEs ranged between 0.686 and 0.861, which are greater than 0.5 (Hair et al., 2017). Hence both criteria for convergent validity are satisfied. As such, it can be concluded that the constructs meet the requirement for reliability and convergent validity at this stage.

Construct Reliability and Validity				
Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Atmosphere	0.800	0.806	0.882	0.713
Employee S...	0.905	0.914	0.934	0.782
Prices	0.922	0.926	0.951	0.866
Product	0.948	0.956	0.960	0.828
Satisfaction_	0.937	0.937	0.955	0.841

Figure 4.2: Construct Reliability and Validity

Table 4.7 below indicates that all constructs exhibit sufficient discriminant validity (Larcker, 1981), where the square root of AVE (diagonal) is larger than the correlations (off-diagonal) for all reflective constructs. Thus, the pattern of loadings and cross-loadings support internal consistency and discriminant validity.

Table.4.7: Convergent Validity – Construct reliability and validity and factor loading between the indices.

	Indicators	Factor loadings	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Employee Service	A1	0.782	0.905	0.914	0.934	0.782
	A2	0.921				
	A3	0.926				
	A4	0.900				
Product	B1	0.872				
	B2	0.903	0.872	0.872	0.922	0.797
	B3	0.914				
	B4	0.923				
	B5	0.937				
Atmosphere	C1	0.877	0.800	0.806	0.882	0.713
	C2	0.813				
	C3	0.843				
Prices	D1	0.956	0.922	0.926	0.951	0.866
	D2	0.913				
	D3	0.922				
Satisfaction	E1	0.950	0.937	0.937	0.955	0.841
	E2	0.887				
	E3	0.908				
		0.921				

Figure 4.3 below depicts the discriminant analysis of comparing the cross-loadings between the constructs. As shown in the figure, all indicators of some constructs are loaded high while low on other constructs. This indicates that discriminant validity is achieved as the constructs are distinctly different from each other.

	Atmosphere	Employee Service	Prices	Product	Satisfaction_
Atmosphere	0.845				
Employee Service	0.876	0.884			
Prices	0.750	0.840	0.930		
Product	0.832	0.841	0.853	0.910	
Satisfaction_	0.863	0.882	0.879	0.856	0.917

Figure 4.3: Discriminant Analysis

Figure 4.4 below depicts the discriminant analysis of comparing the cross-loadings between the constructs. As shown in the figure, all indicators of some constructs are loaded high while low on other constructs. This indicates that discriminant validity is achieved as the constructs are distinctly different from each other.

Discriminant Validity					
	Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)		
	Atmosphere	Employee S...	Prices	Product	Satisfaction_
A1	0.611	0.782	0.720	0.626	0.716
A2	0.811	0.921	0.769	0.812	0.742
A3	0.832	0.926	0.780	0.792	0.882
A4	0.828	0.900	0.697	0.735	0.763
B1	0.771	0.788	0.720	0.872	0.807
B2	0.656	0.719	0.797	0.903	0.695
B3	0.742	0.748	0.780	0.914	0.752
B4	0.702	0.684	0.681	0.923	0.692
B5	0.877	0.856	0.878	0.937	0.906
C1	0.877	0.754	0.683	0.752	0.683
C2	0.813	0.626	0.448	0.662	0.672
C3	0.843	0.820	0.744	0.695	0.813
D1	0.731	0.869	0.956	0.824	0.873
D2	0.728	0.699	0.913	0.775	0.798
D3	0.630	0.769	0.922	0.780	0.778
E1	0.828	0.823	0.811	0.783	0.950
E2	0.853	0.791	0.835	0.834	0.887
E3	0.785	0.815	0.766	0.718	0.908
E4	0.692	0.805	0.807	0.798	0.921

Figure 4.4: Cross loading

4.4 Structural Model Assessment Result

In this section, the assessment of the structural model regarding the customer satisfaction at Buraq Mart, Sik, Kedah is reported. The measurement assesses the acceptance or rejection of the hypotheses and calculated via bootstrapping, R2, f2, Q2 and the mediating effect as well, and focuses on the relationship between the latent variables. In this research, the structural model assessment is undertaken to test the relationship between the exogenous variables (employee service, price, product and atmosphere) and the endogenous variables (customer satisfaction).

It was hypothesised that employee service, price, product and atmosphere will affect customer satisfaction.

4.4.1 Bootstrapping result

Observing the relative importance of the exogenous constructs in predicting the dependent attribute (customer satisfaction) in Table 5.7, it is evident that atmosphere (0.364) and prices (0.415) is the most important predictor, followed by employee service (0.157). Product (0.070) shows a negative relationship to the exogenous attribute, suggesting a non-significant relationship.

As shown Table 4.8, also the t-value among the factors of influencing Customer Satisfaction, Atmosphere ($\beta = 0.364$, $t = 3.646$, $p < 0.001$), Employee Service ($\beta = 0.157$, $t = 2.006$, $p < 0.01$), and Prices ($\beta = 0.415$, $t = 5.207$, $p < 0.001$) show a significant effect with Atmosphere and Prices shows the highest effect towards Customer Satisfaction, respectively. Thus, hypotheses H1, H3, and H4 are accepted.

However, Product ($\beta = 0.070$, $t = 0.887$, $p > 0.05$) for H2 is rejected with no significant effect towards Customer Satisfaction. The t-values for the measurement and structural model estimation are illustrated in the figures below.

Table 4.8: Bootstrapping result

Parameter	Original Sample (O)	Sample Mean (M)	Standard Deviation (SD)	T Statistics (O/SD)	P Values	Result
H1 Employee Service -> Customer Satisfaction	0.157	0.170	0.078	2.006	0.022*	Accepted
H2 Product -> Customer Satisfaction	0.070	0.075	0.079	0.887	0.188	Reject
H3 Atmosphere -> Customer Satisfaction	0.364	0.366	0.100	3.646	0.000***	Accepted
H4 Prices -> Customer Satisfaction	0.415	0.396	0.080	5,207	0.000***	Accepted

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

4.4.2 Assessment the level of R2 for the Coefficient Determination

Table 4.5 below displays the result for R2 from the measurement framework.

The results show an accepted result when the scores are > 0.26 (Cohen, 1988).

The R2 values of Customer Satisfaction (0.806) can be considered substantial.

R Square		
Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Customer Satisfaction_	0.806	0.797

Figure 4.5: R² result

4.4.3 Effect size, f^2

As shown in Table 4.9 below, the result indicates that Employee Service (0.058), has a small effect size in producing the R2 for Customer Satisfaction. In contrast, the result also indicates that Product (0.007) has no effect in producing the R2 for Customer Satisfaction. Among the attributes influencing the Customer Satisfaction, Atmosphere (0.202) and Prices (0.304) indicated a substantial effect size respectively, towards Customer Satisfaction.

Table 4.9 f^2 Results

Path	f^2 effect size	
	Value	Effect
Atmosphere	0.202	Substantial
Employee Service	0.058	Small
Prices	0.304	Substantial
Product	0.007	No effect

4.4.4 Blindfolding, Q2

As shown in figure 4.6 below, and in reference to the right column (1-SSE/SSO), the predictive relevance Q2 of customer satisfaction has a value of 0.538, indicating the framework has a predictive relevance based on the respective endogenous constructs (because the Q2 values are considerably above zero).

Construct Crossvalidated Redundancy					
Total	Case1	Case2	Case3	Case4	Case5
		SSO	SSE	Q ² (=1-SSE/SSO)	
Atmosphere		300.000	300.000		
Customer Satisfaction_		400.000	184.639	0.538	
Employee Service		400.000	400.000		
Prices		300.000	300.000		
Product		500.000	500.000		

*SSE = Sum of squares of prediction errors, SSO = Sum of squares of observations.

Figure 4.6: Q² result

Therefore, atmosphere, employee service and prices can be used to predict customer satisfaction of subjects in the population. Additionally, the significant influence of atmosphere, employee service and prices confirm the validity of using the framework to investigate the Buraq Mart customer satisfaction.

Table 4.10: Hypotheses testing

Hypothesis	Relationship	Std Beta	Std Error	t-value*	p-value	Decision	R ²	f ²	Q ²
H1	Employee Service -> Customer Satisfaction	0.157	0.078	2.006	0.022*	Supported	0.806	0.202	0.538
H2	Product -> Customer Satisfaction	0.070	0.079	0.887	0.188	Not Supported		0.058	
H3	Atmosphere -> Customer Satisfaction	0.364	0.100	3.646	0.000***	Supported		0.304	
H4	Prices -> Customer Satisfaction	0.415	0.080	5.207	0.000***	Supported		0.007	

*One-tailed

4.5 Summary

This study was undertaken to examine the customer satisfaction at Buraq Mart, Sik, Kedah. Based on the literature review, many studies have been conducted on the significance of customer satisfaction. The importance of customer satisfaction has been studied extensively. "A person's feelings of happiness or disappointment as a result of comparing a product's perceived performance (or outcome) to his or her expectations," according to Wikipedia (Philip Kotler & Kevin Lane, 2016). Acceptance, happiness, relief, excitement,

and joy are all examples of satisfied feelings, according to (Hansemark & Albinsson, 2018).

A number of factors impact customer happiness. According to (Paul et al., 2016), these characteristics include friendly staff, courteous workers, competent employees, helpful employees, billing accuracy, billing timeliness, competitive price, service quality, good value, billing clarity, and rapid service.

In addition to that, the current study demonstrated that atmosphere, employee service and prices are factors that affect customer satisfaction and products do not affect customer satisfaction at Buraq Mart Sik, Kedah.

Although, this result is not in line with previous studies (Ok & Chhay, 2018) in which the results reject the hypothesis H2: There is a positive relationship between Product and Customer Satisfaction.

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CHAPTER 5

CONCLUSIONS AND RECOMMENDATION

5.1 Major Findings

The goal of the study was to look at "Customer Satisfaction at Buraq Mart Sik, Kedah." Employee service, product, pricing, and environment, as the moderator, are the independent factors. This study is unique in that it includes a variety of demographic data, such as gender, age, work status, length of service, and gross income. A set of questionnaires was issued to customers in order to acquire data that would support the hypothesis and be discussed further in this chapter.

5.2 Summary of Statistical Analysis

5.2.1 Descriptive Analysis

The summary of demographic information that was collected through the survey shows a total of 101 participants took part. With 54 female participants (53.5%) and 47 male participants (46.5%) based on gender. Most respondents fall into the 20 to 30 years old age range, which consists of 43 (42.6%) and 29 (28.7%) of respondents aged 41 to 50 years and above. In addition, 47 (46.5%) respondents were employed in the private sector have the highest share in this survey, while 40 (39.6%) of respondents are self-employed participants. Most of the 81 respondents (80.2%) have monthly earnings of RM 1,000 to RM 3,000. Based on the results of this information, it is assumed that the respondents have more purchasing power. The results of the study suggest that the information given in the questionnaires by respondents will assist me in my research work.

5.2.2 Test of Significant

This subtitle will test the correlation between dependent variables and independent variables.

H1: There is a positive relationship between Employee Service and Customer Satisfaction.

There is a positive and significant effect between Employee Service and Customer Satisfaction. It shows the value of 0.157. Concerning the link between customer satisfaction and employee service, it was first suggested that employee service would come first, regardless of whether these builds were total or exchange specific. A few experts have uncovered observational backings for the viewpoint stated above (Claes and Michael, 1996), in which customer satisfaction followed employee service.

Employee service is a subjective assessment that reflects the customer's perceptions of dependability, assurance, responsiveness, empathy, tangibility, and substantial quality, whereas satisfaction is a more comprehensive assessment that is influenced by employee service, item quality, and cost, as well as situational segments and individual factors. From their definitions to their links with various business views, employee service and customer satisfaction are linked (Ok & Chhay, 2018). As value is the item that consumers search for in an offer, this evaluation combined the analysis of customer satisfaction and employee service with customer value, giving the relationship between customer satisfaction and employee service even more weight.

Customer satisfaction and employee service are important factors to consider when doing business with clients. This study looked at the link between employee

service, value, satisfaction, and behavioral goals in both public and private sectors.

Product (0.070) shows a negative relationship to the exogenous attribute, suggesting a non-significant relationship with customer satisfaction at Buraq Mart. Based on the study, most (46.5%) respondents were employed in the private sector, followed by 40 (39.6%) self-employed. Respondents' income category showed RM 1,000 to RM 3,000 contributed the highest number, which is 81 (80.2%). This income belongs to the B40 household income, and most of the Sik residents are self-employed as farmers or privately employed.

Studies by (Sharmila Thinagar, Siti Nurul Munawwarah Roslan, 2021) show that B40 households plan to use their savings to meet basic daily needs. B40 focuses on the purchase of products and the purchase of basic goods, i.e., the purchase of food supplies, payment of utility bills, medications, and gasoline expenses. The B40 only focuses on purchases of basic necessities.

The results of the research may be useful to the improved management of product. It's important to emphasise that the product's is assessed from the customer's perspective, rather than from the company's point of view. It also brought up two crucial elements that influence product, namely the expected product and the perceived product(Wang et al., 2018). In further detail, if the perceived product meets the client's expectations, the consumer will consider the product to be of excellent quality and price and will be satisfied. In contrast, if the perceived product is lower than predicted, the quality of the product as viewed by the client is classified as poor (Antonides, 2021). As a result, the capacity of a corporation to match client expectations determines whether a product is excellent or terrible. Hopefully these findings help the company make a review of the product at Buraq Mart.

H3: There is a positive relationship between Atmosphere and Customer Satisfaction.

The study demonstrated that atmosphere are factors that affect customer satisfaction where the value is 0.364. This study aimed to examine the influence of atmospheric store elements on the factors that influence customers' satisfaction.

In general, Buraq Mart atmosphere refers to the store's ability to stimulate customers' sense. Certain environmental, design, and social variables were emphasised as having the greatest influence on consumer satisfaction. This was accomplished by determining which components had the 'highest strongly agree' and 'strongly disagree' values. To provide depth to the conversation and evaluate the ideas, points of contention were extrapolated from the frequencies obtained. The study's literature evaluation backed up the justifications for supporting or refuting the hypothesis.

The atmosphere of the store (store atmosphere), according to Tunjungsari et al. (2016), is the atmosphere established or manufactured to provide additional value and create a pleasant image in the minds of customers. Meanwhile, according to Hussain and Ali (2015), one of the factors that clients evaluate when shopping is the shop's environment. Customer satisfaction will be influenced by the good atmosphere.

H4: There is a positive relationship between Price and Customer Satisfaction.

This research found that the competitive price could increase customer satisfaction. Based on the results of the study, showed that the price had a

positive and significant effect on customer satisfaction by 0.415. Logical consequences when the customer is satisfied with an affordable price can increase the customer satisfaction, it appears in the interest of the buyers to re-purchase over and over again. This is also supported by the study of (Khoironi et al., 2018), they said that the price can increase customer satisfaction. The comparisons with previous studies explain that product quality and price have good level of generality to improve customer satisfaction.

Among other factors that may indicate the level of customer satisfaction with the price of goods sold at Buraq Mart is the level of gross salary income of respondents who participated in this survey. Income category showed RM 1,000 to RM 3,000 contributed the highest amount of 81 (80.2%). The lowest 40% household income group (B40) refers to households with average monthly income below RM3,860.00 (Radzi et al., 2020). This category is the largest buyer power at Buraq Mart. Therefore, the management needs to decide to sell fair price items that meet the needs of the B40 household income group. The items sold at Buraq Mart cater to the needs of the B40 group. As such, it is a product that greatly satisfies the customer satisfaction of Buraq Mart. Therefore, the business concept of Buraq Mart and Buraq Oil is very much in line with the needs of B40 in this rural area, which is very much in line with the study of (Hajat, 2014).

5.3 Limitations of the Study

There are various significant and exposed restrictions in this research. As regional bias was a key restriction, samples were only taken from a limited percentage of Buraq Mart consumers. As a result, the findings of this research do not represent the total opinion of Buraq Mart consumers. The demographic status of the respondents was found to be imbalanced. In addition, only a small

number of respondents were acquired, limiting the study's ability to collect data from people of different ages, income levels, and races. Respondents of comparable race, social class, wealth, and interests may limit the research results.

Secondly, only four independent factors were discovered in this study: pricing, staff service, product, and environment. Several more variables must be included in the study to fully measure the elements that affect customers' satisfaction. This study backs up earlier research findings. Customers are not satisfied with the product at Buraq Mart and need to conduct more research on the product, such as product selection in terms of category and kind, product quality, and brand, thus the relationship that does not affect the product with customer satisfaction does not present.

Thirdly, the age range of the respondents under the age of 20 was not measured in this study. This group also includes customers with purchasing power who keep up with the current trends. It also adds to the spectrum of customer satisfaction metrics that must be tracked. Furthermore, the number of respondents aged 51 and up is quite low in this poll. The choices picked do not represent the complete age spectrum. There may be some issues to investigate as to why certain age groups are underrepresented in this study.

In this research, the measures of constructs are study only conducted from a quantitative perspective. Therefore, customer satisfaction may change over time for better or worst. Nevertheless, in order to have a better promising result that suggests incorporation of qualitative methods is advisable.

5.4 Recommendations for Future Research

The convenience shop patronage business at petrol stations has been increasingly competitive in recent years. Gaining and maintaining competitive advantages will need a thorough grasp of customer purchasing behaviour. The findings of this study will help merchants better understand their customers and hence better service their demands. The ultimate objective is to boost customer pleasure and loyalty.

Consumers with various demographics and lifestyles have distinct purchase habits. Retailers must be aware of these aspects in order to provide the most appropriate items or services to their target customers. Retailers must also be able to recognise marketing stimuli, communication, and other marketing aspects that effectively reach their target customers.

Buraq Mart has to provide in terms of value, including reasonable pricing on a regular basis, given that 80 percent of its consumers are B40s with an income of RM3000 or less. Retail prices should be comparable with neighbouring stores, if not more so, especially when compared to rivals. Reasonable prices will be a key aspect in luring customers into the business. Customers at Buraq Mart were likewise dissatisfied with the products, according to the study's findings. As a result, retailers must consider product selection in terms of price, quality, brand, quantity, and packaging to fulfil the needs of the B40 group. Customers must provide feedback on items that they require. This must be prioritised, and dissatisfied consumers must be addressed promptly, since this will have a long-term impact on the business, as people will discontinue to purchase at Buraq Mart, decreasing profitability.

Buraq Mart should offer product variety, especially in terms of trend products or new products shown in TV commercials. In addition, inventory control is essential. Shelf space should be refreshed on a regular basis to avoid out-of-stock situations, which result in missed opportunities and dissatisfied customers. Buraq Mart should concentrate on Ready To Eat (RTE) foods because they are the most popular. As a result, Buraq Mart should market itself as an RTE destination, and consumers should remember it as such.

Buraq Mart should also provide courteous service to entice customers to return. As a result, workers should be regularly educated to provide the greatest service possible. Buraq Mart should also include ready-to-eat (RTE) items such as microwaves and hot water for instant noodles. The availability of parking and a store layout that makes it easy to stroll around and discover products would further boost customer satisfaction and serve to reinforce the convenience store brand.

The age group of 20 to 30 years has the biggest number of respondents, with 43 (42.6%). This age group is very interested in online social media such as Facebook, Instagram, and TikTok, therefore Buraq Mart should engage with their customers using social media. However, respondents were not asked about their favourite media types in the surveys. To contact customers as effectively as possible, more study into this subject is needed.

Buraq Mart can improve the purchase frequency of petrol and convenience stores by launching a cross-category promotion campaign, such as a bounce-back coupon that gives a special offer within the store while refuelling at BuraqOil.

5.5 Conclusion

The goal of every business is to maintain long-term relationships with customers and strategic partners. Customer satisfaction has a significant influence on the overall business operations and should be recognised in order to recruit future consumers. As a result, for a successful business, it is critical for the organisation to grasp exactly what the consumers want and how to acquire loyalty. The customer plays a critical part in the market chain process. To put it another way, pleased consumers are the ones who make new customers possible. Existing consumers who are happy with the product and service are more likely to promote it to new customers.

Customers play an essential part in customer satisfaction, according to the writers, and it is the key to success. During the research, the author determines if the client is pleased with the service quality and completes duties in accordance with the customer's requirements. Customer satisfaction is perhaps the most important component of corporate profitability because once consumers reach a certain degree of satisfaction, it is easy to persuade them to continue using the service. Furthermore, they share their experiences with others, perhaps resulting in new consumers. People who are unsatisfied also express their feelings about the product and their bad experiences, resulting in a decrease in customer numbers.

Overall, this research aims to better understand the elements that influence consumer happiness, particularly at Buraq Mart. These characteristics will serve as a reference model for future scholars to utilise as references or for academic discussion. It also provides as a guide for Buraq Mart's management to develop their business by focusing on the aspects that influence customer happiness. This survey also shows that individuals in rural regions support the notion of convenience shops. The findings of this study will be used to identify the suitable

kinds of sales and marketing for consumers in rural regions, which will be based on the Buraq Mart or other merchants. Buraq Mart has the ability to expand its branch network. Buraq Mart might potentially expand its branch network in rural areas by performing further research on product aspects that impact customer satisfaction.



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APPENDIX A

Appendix A: Questionnaire

KAJIAN KEPUASAN PELANGGAN

CUSTOMER SATISFACTION SURVEY

Terima kasih kerana mengambil Tinjauan Kepuasan Pelanggan. Tinjauan ini mengambil masa kurang daripada lima (5) minit masa anda untuk disiapkan.

Thank You for taking the Customer Satisfaction Survey. The survey should take less than five (5) minutes of your time to complete.

SECTION A:

Ciri-Ciri Demografi. Sila tandakan jawapan anda. *Demographics Characteristics Please tick your answer.*

1) Jantina Gender

Lelaki *Male* ()

Wanita *Female* ()

2) Umur Age

20 - 30 () **41 – 50** ()

31 - 40 () **51- Keatas** *Above* ()

3) Sektor Pekerjaan *Employment Sector*

Kerajaan *Government* ()

Swasta *Private* ()

Bekerja Sendiri *Self-employed* ()

4) Tempoh Perkhidmatan *Length of Services*

Dibawah 5 Tahun *Below 5 year* () **11 - 15 Tahun** *years* ()

5 – 10 Tahun *years* () **Lebih 15 Tahun** *Above 15 years* ()

5) Pendapatan Kasar *Gross salary Income*

RM 1,000 – RM 3,000 () **RM 4,5001 – RM 6,000** ()

RM 3,001 - RM 4,500 () **More than RM 6,000** ()

Bahagian B : Prestasi Tugas *Section B : Task Performance*

Sila tandakan jawapan yang sesuai. Anda boleh memilih hanya Satu (1) jawapan bagi setiap soalan. *Please tick the appropriate answer. You may choose only One (1) answer for each question*

Sangat Tidak Setuju <i>Strongly Disagree</i>	Tidak Bersetuju <i>Disagree</i>	Berkecuali <i>Neutral</i>	Setuju <i>Agree</i>	Sangat Bersetuju <i>Strongly agree</i>
1	2	3	4	5

A. Perkhidmatan Pekerja *Employee Service*

Task Performance						
		1	2	3	4	5
A1	Pekerja Buraq Mart sangat peramah. <i>Buraq Mart employees are very friendly.</i>					
A2	Pekerja Buraq Mart jujur dengan pelanggan. <i>Buraq Mart employees are honest with customers.</i>					
A3	Perkhidmatan di Buraq Mart sangat baik. <i>The service at Buraq Mart is excellent.</i>					
A4	Saya berpuas hati dengan perkhidmatan yang saya terima di Buraq Mart <i>I am pleased with the service I receive at Buraq Mart</i>					

B. Produk *Product*

Task Performance						
		1	2	3	4	5
B1	Buraq Mart hanya menjual produk berkualiti tinggi. <i>Buraq Mart sells only high quality products.</i>					
B2	Semua yang saya perlukan ada di Buraq Mart. <i>Everything I need is at Buraq Mart.</i>					
B3	Saya yakin produk yang saya beli di Buraq Mart adalah sangat baik. <i>I can count on the products I buy at Buraq Mart being excellent.</i>					
B4	Buraq Mart banyak menjual produk jenama nasional. <i>Buraq Mart carries many national brands.</i>					
B5	Buraq Mart mempunyai pelbagai jenis produk. <i>Buraq Mart has a large variety of products.</i>					

C. Atmosphere

Task Performance						
		1	2	3	4	5
C1	Tanda harga di produk mudah didapati <i>The price tags at product are easy to find.</i>					
C2	Kawasan Sekitar Buraq Mart bersih <i>The area around Buraq Mart is clean.</i>					
C3	Lokasi Buraq Mart adalah sesuai <i>Buraq Mart is located in a nice area.</i>					

D. Prices

Task Performance						
		1	2	3	4	5
D1	Harga di Buraq Mart adalah berpatutan <i>The prices at Buraq Mart are fair</i>					
D2	Saya memperoleh nilai untuk wang saya di Buraq Mart <i>I obtain value for my money at Buraq Mart</i>					
D3	Saya boleh membeli produk dengan harga lebih murah di Buraq Mart <i>I can buy products for less at Buraq Mart</i>					

E. Satisfaction

Task Performance						
		1	2	3	4	5
F1	Saya merasa selesa membeli-belah di Buraq Mart. <i>I feel comfortable shopping in Buraq Mart.</i>					
F2	Penampilan Buraq Mart memang menarik. <i>The appearance of Buraq Mart is appealing.</i>					
F3	Buraq Mart memiliki pengurusan yang baik <i>Buraq Mart is well organized</i>					
F4	Buraq Mart merupakan tempat yang selesa untuk membeli barang <i>Buraq Mart is a pleasant place to shop</i>					


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APPROVAL PAGE

TITLE OF PROJECT PAPER : DETERMINATION OF CUSTOMER
SATISFACTION FRAMEWORK: A STUDY
IN BURAQOIL PETROL STATION'S
CONVENIENCE STORE PATRONAGE IN
SIK, KEDAH

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