



DETERMINING THE VENDING MACHINE PURCHASING  
EXPERIENCE TOWARDS CUSTOMER SATISFACTION  
AMONG UNIVERSITY STUDENTS

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## ABSTRACT

The usage of the vending machine has become a significant thing in the food industry nowadays. The vending machines provide many benefits for customers especially for students. It can provide convenient, independent services for customers and is accessible 24 hours a day, and seven days a week. Thus, the presence of a vending machine on the university campus becomes convenient for students. The primary goal of this research is to determine the relationship between the purchasing experiences that may contribute to customer satisfaction among the university students towards vending machines and to identify the most influential determinants affecting vending machine purchasing experience and customer satisfaction among the university students. This study assessed the following five determinants: mode of payment, vending machine condition, vending machine maintenance, product assortment, and product freshness. The convenience sampling technique was used to collect data from 364 customers in the UiTM Terengganu campus using Likert-scale questionnaires via the online survey. This study focuses on three (3) Terengganu campuses: UiTM Dungun, UiTM Bukit Besi, and UiTM Kuala Terengganu where it can deliver great perspective from customers about the demands, needs, and wants from the vending machine retailers. Thus, to meet the research objective, this research used the frequency analysis, descriptive analysis and multiple regression analysis. According to the findings, machine maintenance is the most important factor influencing customer satisfaction among the university students when purchasing vending machines. Thus, the results of this study can be helpful to vending machine retailers in maintaining customers' loyalty and attracting new ones as well as allowing the company to grow in the future.

***Keywords: vending machine, purchasing experience, food choices, university students, customer satisfaction.***